



## 2024 SPONSORSHIP PROSPECTUS

# Annual *Leadership* Conference

Nashville, TN

April 12-14

(Pre-conference courses  
on April 11, 2024)

“The ROI of  
Physician Leadership  
in Healthcare’s  
Transformation”

*Your opportunity to engage with the most  
important gathering of influential physician  
leaders of all specialties and disciplines  
seeking to transform healthcare.*

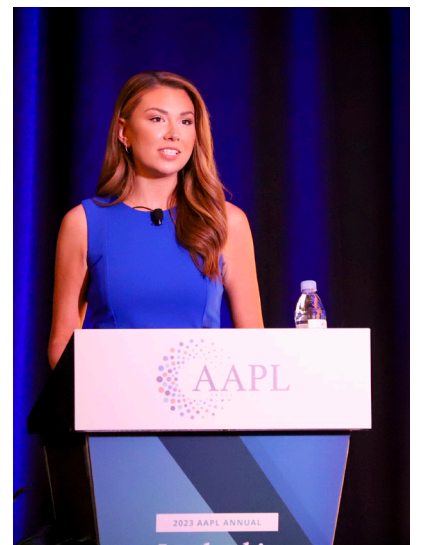
Gaylord Opryland Resort & Convention Center



# Join AAPL in Nashville and Connect with Healthcare's Top Decision-Makers!

AAPL's Annual Leadership Conference is one of the largest gatherings of physician leaders of all levels, representing all aspects of the healthcare industry. Attendees include c-suite, executive level and attending physicians from hospitals and systems of all sizes as well as physicians in private practices and other organizations. We can work with your company to customize a sponsorship package that pinpoints your audience and supports your business goals.

By partnering with us, you'll be able to reach decision makers at your target organizations. By offering them innovative products and services, you'll help our healthcare community deliver better care, and ultimately help shape the future of the healthcare industry. Join us in Nashville.





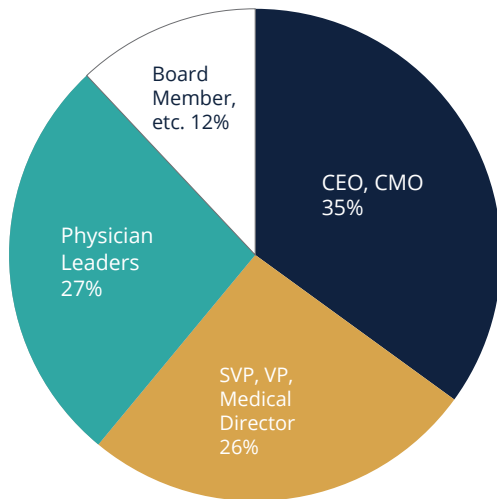


# Why Sponsor?

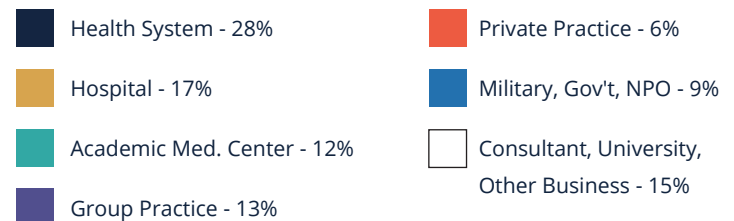
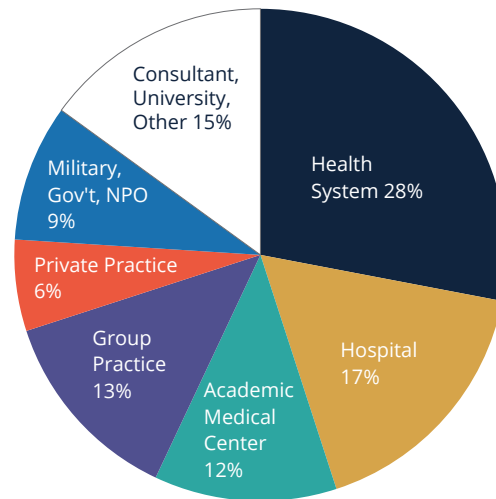
**Sponsors are highly visible and interact frequently with attendees throughout the conference.**

- +** Connect with more than 1,000 physicians and healthcare professionals during the event
- +** Increase your brand awareness to 10,000+ physicians
- +** Access to key leaders in physician leadership roles
- +** 7.25 hours of dedicated exhibit time
- +** Ample networking opportunities
- +** Lead generation and C-Suite connections
- +** Support the continued growth and development of AAPL to serve our mission and the healthcare industry

**Attendees by Title**



**Attendees by Organization Type**



## The Exhibit Hall

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- AAPL Lounge and Book Mart
- Professional Headshot Station
- Networking Coffee Breaks
- Welcome Networking Reception

## Event Schedule

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- **THURSDAY, APRIL 11**  
Exhibitor Move In, after 3 PM
- **FRIDAY, APRIL 12**  
Exhibits Open, 7:30 AM – 4:45 PM  
Welcome Reception, 6 PM – 7:30 PM
- **SATURDAY, APRIL 13**  
Exhibits Open, 7:30 AM – 4:15 PM  
Exhibitor Move Out, after 4:15 PM

## What Attendees Are Saying

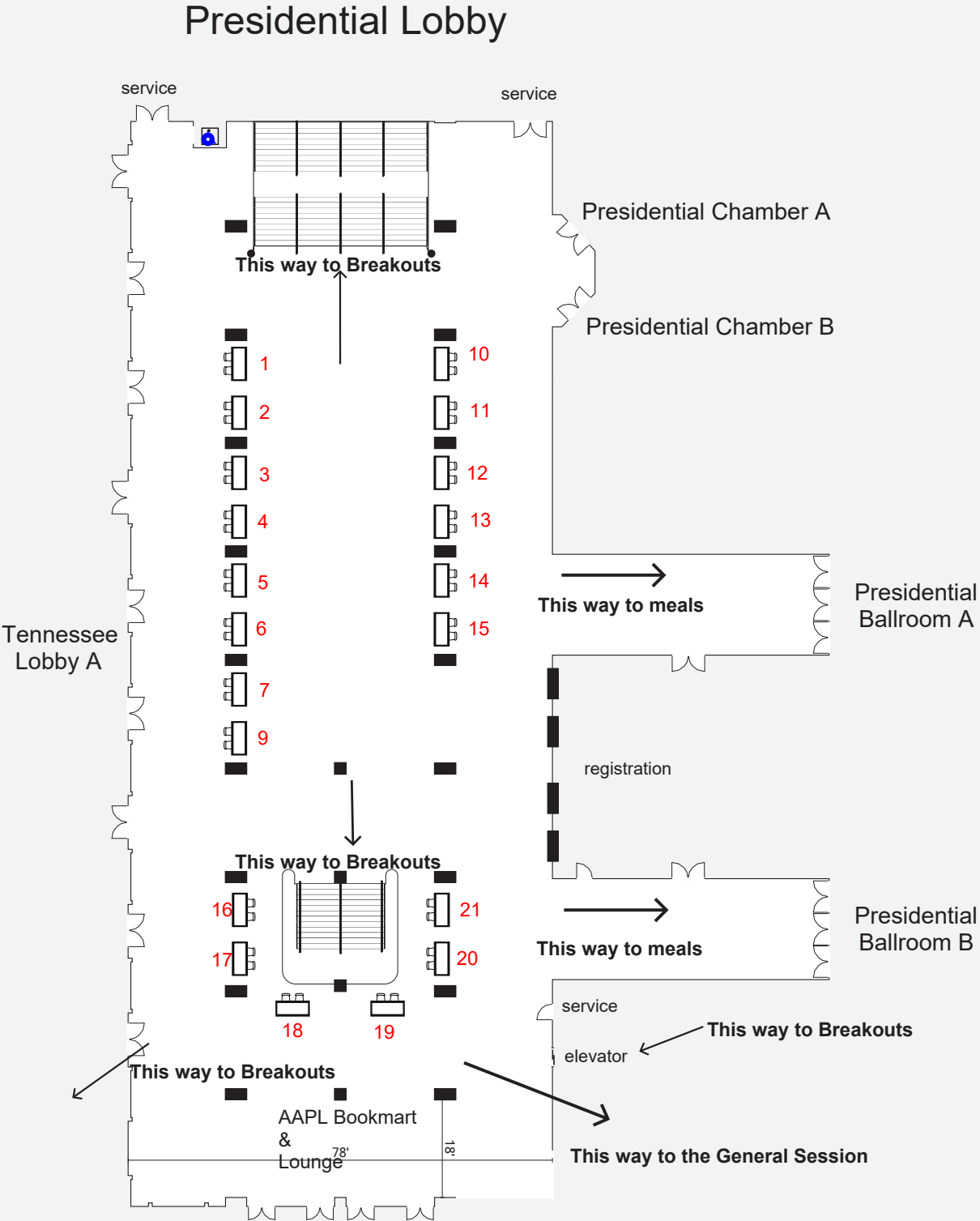
“Overall, a great conference that I would highly recommend.”

“Great conference! I really enjoyed it and I gained a lot of useful knowledge.”

“I really enjoyed this conference and look forward to attending more. I will also share with colleagues.”



# Gaylord Opryland Resort



# 2024 AAPL Annual Leadership Conference Sponsorship Opportunities

## Select your sponsorship level below

	PLATINUM \$40,000 (EXCLUSIVE)	GOLD \$25,000	SILVER \$7,500	BRONZE \$5,000
EXHIBIT/CONFERENCE PASSES				
Conference passes for staff and qualified clients (full access to Institute courses)	8	6	3	2
Exhibit space (6ft table, 2 chairs, electrical with power strip)	X	X	X	
BRANDING PROMOTION				
Logo on all pre-conference marketing materials	X	X	X	X
Logo on conference website and app	X	X	X	X
Logo on conference signage indicating level	X	X	X	X
Social media recognition on AAPL channels	X	X	X	X
Attendee welcome bag insert (pre-approval of item required)	X	X	X	X
Company listing on mobile app (description, contact information, social channels)	X	X	X	X
1–2-minute promotional video on conference mobile app and sponsor listing page on website	X	X		
Verbal acknowledgement by AAPL leadership during Institute, including opening keynote	X			
Logo on step and repeat photo backdrop	X			
NETWORKING OPPORTUNITIES				
Pre and Post Attendee list (name, company, title, city, state, attendees have option to opt out)	X	X	X	
Push notifications on mobile app	2	1		
ADDITIONAL VALUE				
Select additional sponsorship items of your choice (listed below)	\$15,000 value	\$10,000 value		

# Additional Sponsorship Opportunities

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Complement your metallic sponsorship to increase your reach and influence with conference attendees with additional sponsorship opportunities. These opportunities are available after commitment to sponsor the event at any of the four metallic levels available, unless included as indicated below.



## Influence & Engagement Sponsorships

### Welcome Keynote Session Sponsor (Friday) - \$20,000 *Exclusive*

Gain unparalleled exposure at the most highly attended event of the conference.

- 2-minute on stage introduction of keynote speaker
- Verbal acknowledgement from AAPL leader in welcome comments with accompanying slide recognition
- Additional company recognition on keynote signage
- 3 additional conference passes
- Reserved table near front of stage for up to 10 guests of your choice
- Promotional material on seats, you print – we place
- All Silver level benefits (\$7,500 value)

### Afternoon Keynote Session Sponsor (Friday) - \$12,000 *Exclusive*

Demonstrate your support by sponsoring the afternoon keynote speaker taking place right after lunch.

- Verbal acknowledgement from AAPL leader in welcome comments with accompanying slide recognition
- Additional company recognition on keynote signage
- 1 additional conference pass
- Reserved table near front of stage for up to 10 guests of your choice
- Promotional material on seats, you print – we place
- All Silver level benefits (\$7,500 value)

### Morning Keynote Session Sponsor (Saturday) - \$12,000 *Exclusive*

Associate your organization with our highly anticipated keynote speaker.

- Verbal acknowledgement from AAPL leader in welcome comments with accompanying slide recognition
- Additional company recognition on keynote signage
- 1 additional conference pass
- Reserved table near front of stage for up to 10 guests of your choice
- Promotional material on seats, you print – we place
- All Silver level benefits (\$7,500 value)

### CPE Convocation & Awards Ceremony Sponsor - \$15,000 *Exclusive*

The CPE Convocation & Awards Ceremony celebrates the graduation of our class of 2023-2024 Certified Physician Executives and will honor the recipients of the 2024 Schenke Award and the 2024 Leape Ahead Award.

- Verbal acknowledgement from AAPL leader in welcome comments with accompanying slide recognition
- Additional company recognition on Convocation signage
- 1 additional conference pass
- Reserved table near front of stage for up to 10 guests of your choice
- Promotional material on seats, you print – we place
- All Silver level benefits (\$7,500 value)



# Additional Sponsorship Opportunities

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## **Key Opinion Leader Roundtable Discussion - \$7,000 3 Opportunities**

Host a 45-minute private roundtable discussion with up to 15 conference attendees.

- Private room dedicated for 1-hour over breakfast (45-minute discussion, 15 minutes transition time)
- Choose your own topic (approval required)
- AAPL manages invitation process
- Non-CME earning activity
- All Bronze level benefits (\$5,000)

## **Custom Lunch & Learn Session Sponsor - \$10,000 2 Opportunities**

Host a 30-minute speaking engagement presented over lunch.

- Private room dedicated for 1-hour over lunch. (30 minute discussion, 15 Q&A, 15 minutes transition time)
- Session promotion in AAPL conference communications
- Non-CME earning activity
- All Bronze level benefits (\$5,000)

## **Concurrent Breakout Session Sponsor - \$15,000 5 Opportunities**

Demonstrate thought leadership and secure your spot in the program as a concurrent session sponsor. You will have the opportunity to present a 60-minute session during a concurrent session time slots. Please note that you must submit a proposal of your session and it must be approved by AAPL. Case studies, research findings and other informative and/or education presentation types are acceptable. AAPL will not approve presentations that appear to be promotional in nature. CME credit depends on company and/or presentation topic eligibility. *Must secure this sponsorship opportunity by October 15, 2023.*

- Concurrent session room and seating for up to 50 people
- Session included in program schedule on website and mobile app
- Day of push notification in mobile app
- All Bronze level benefits (\$5,000)





## Networking Sponsorships

### Private Dinner with Targeted Conference Attendees - \$5,000 *Unlimited Opportunities*

Host a private dinner party with targeted event attendees.

- Sponsor provides invitation criteria to AAPL
- AAPL manages invitations and RSVPs
- Sponsor manages dinner logistics, communications with attendees and costs of dinner
- Limited to 15 dinner guests

### Welcome Reception Sponsor - \$7,000 *Exclusive*

Your brand will be on display during the opening Welcome Reception. This highly anticipated and well-attended event takes place on the exhibit floor.

- Logo on reception signage
- Opportunity to supply branded napkins, cups or anything to compliment a reception. Pre-approval required.
- Push notification recognition on mobile app inviting attendees to reception.
- Opportunity to create/name a specialty cocktail displayed on signage at bar stations.

### Social Event Sponsor - \$10,000 *Exclusive*

This lively reception taking place in the beautiful Delta Atrium of Gaylord Opryland is a great way to network with new or existing clients, colleagues and customers.

- Logo on reception signage
- Opportunity to supply branded napkins, cups or anything to compliment a reception. Pre-approval required.
- Push notification recognition on mobile app inviting attendees to reception.
- Opportunity to create/name a specialty cocktail displayed on signage at bar stations.
- Push notification recognizing on mobile app inviting attendees to breakfast
- Opportunity to provide branded coffee sleeve at coffee stations (provided by sponsor)



# Additional Sponsorship Opportunities

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## Branding Sponsorships

### Lanyard Sponsor - \$7,500 *Exclusive*

Gain broad and continuing exposure by providing the official lanyard for the conference, distributed to every attendee at registration.

- Logo printed on lanyards worn by all attendees
- All Bronze level benefits (\$5,000)

### Welcome Bag Sponsor - \$7,500 *2 Opportunities*

Place your logo on this high-visibility opportunity that has residual branding value beyond the event.

- Logo printed on welcome bags (co-branded with AAPL)
- All Bronze level benefits (\$5,000)

### Hotel Door or Room Drop - \$3,500 *Unlimited Opportunities*

A hotel door drop is a convenient and cost-effective sponsor marketing tool that delivers your promotional materials, new product announcements, invitations, or samples directly to the hotel rooms of meeting attendees. The door drop provides added visibility for your company, exhibit booth, or event. Door Drops must be approved by AAPL. Delivery fees for the door drop will be charged to the sponsor. Popular items include newspapers, printed publications such as brochures or flyers, and gift baskets.

### Professional Headshot Photo Booth Sponsor - \$4,000 *Exclusive*

We all want to look our best, but it's often hard to find the time to get our ancient headshots updated. You can connect with physicians and create a lasting impression by sponsoring professional photo sessions. Each session will include at least three shots that participants can download following the conference.

- Your company promotional message provided with photo download link sent to attendees by email.
- Logo on signage at headshot stations

## Technology Sponsorships

### Mobile App Sponsor - \$3,500 *Exclusive*

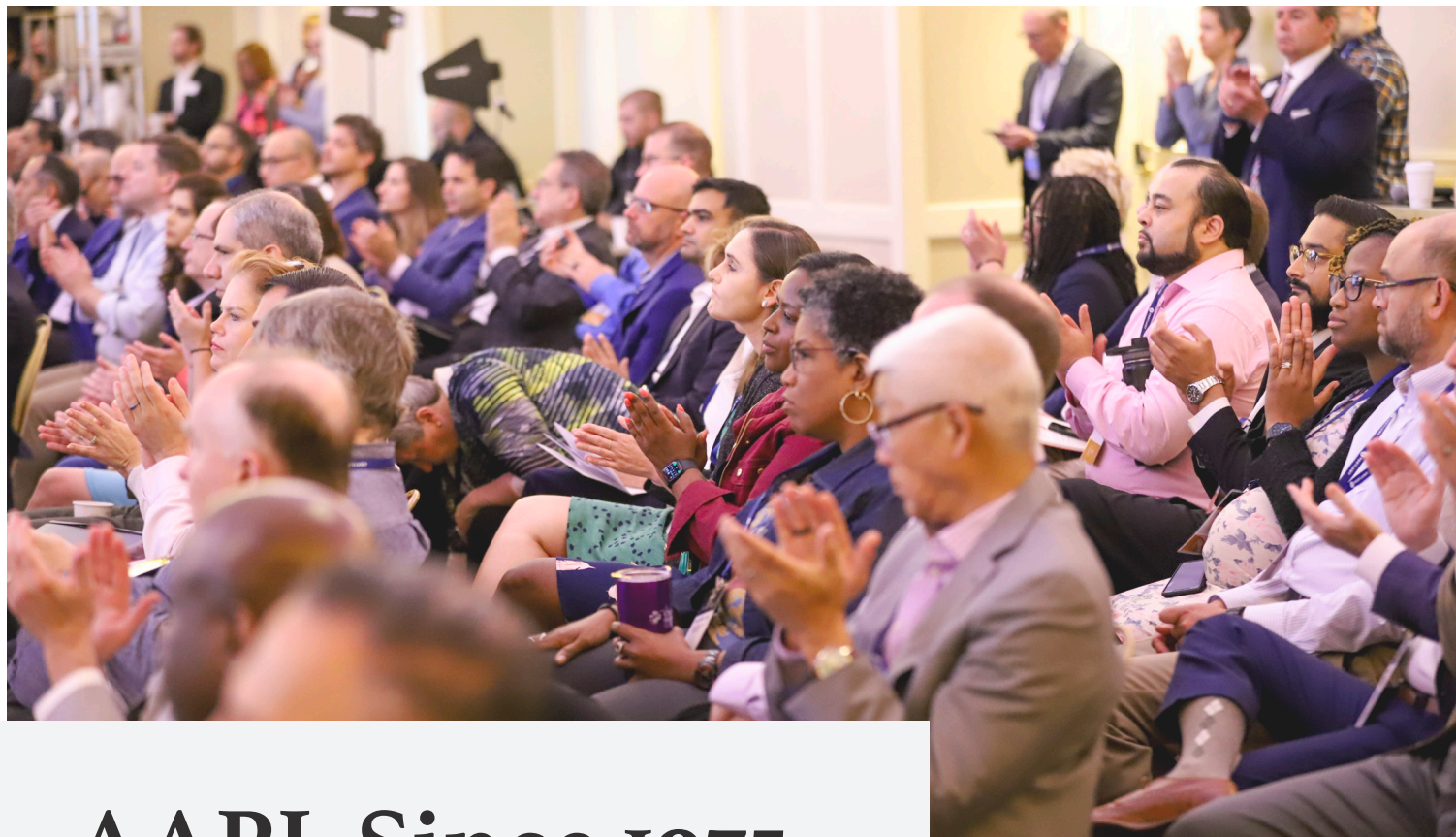
The one-stop shop for attendees to get all information from Schedule, Sessions, Faculty, and Sponsors.

- Logo on mobile app splash page

### WiFi Sponsorship - \$3,000 *Exclusive*

Help make it possible for attendees to receive complimentary Wi-Fi in Institute session rooms and common areas.

- Custom WiFi password (subject to venue guidelines)
- Logo on WiFi signage, including login instructions
- Recognition in Know Before You Go emails

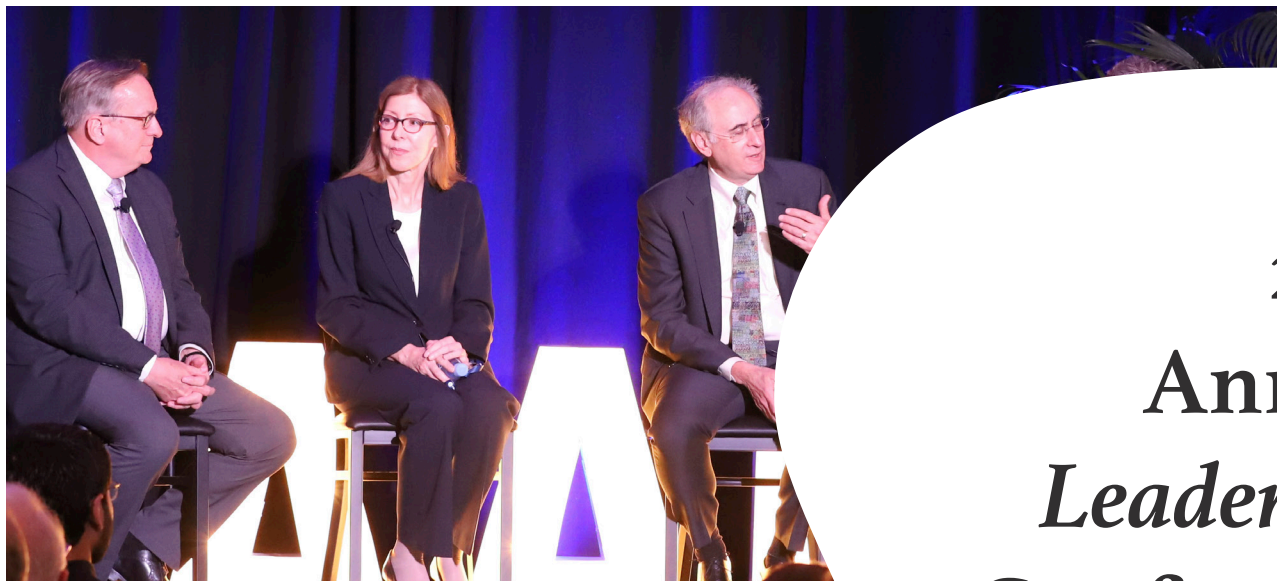


# AAPL Since 1975...

For nearly 50 years AAPL has empowered over 250,000 physicians and providers with the most up-to-date healthcare leadership knowledge and training in the world.

Physicians Educated.....	<b>250,000+</b>
Members in 45 Countries.....	<b>10,000+</b>
Certified Physician Executives (CPE).....	<b>4,000+</b>
Expert Faculty Across Dozens of Disciplines.....	<b>100+</b>
Courses in Physician Leadership.....	<b>100+</b>
Online leadership courses delivered annually.....	<b>7,000+</b>
Onsite leadership courses delivered annually.....	<b>200+</b>





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[www.physicianleaders.org/conference](http://www.physicianleaders.org/conference)

**For Sponsorships, Exhibiting and  
Advertising Information:  
[Adinfo.AAPL@FoxRep.com](mailto:Adinfo.AAPL@FoxRep.com)  
and 800-440-0231**