

Effective: May 1, 2026



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

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## **2026 Sponsorship Prospectus** AAPL Annual Leadership Conference

**Oct. 22-24, 2026**  
Westin Kierland Resort & Spa  
Scottsdale, AZ

# Why Sponsor The 2026 Annual Leadership Conference?

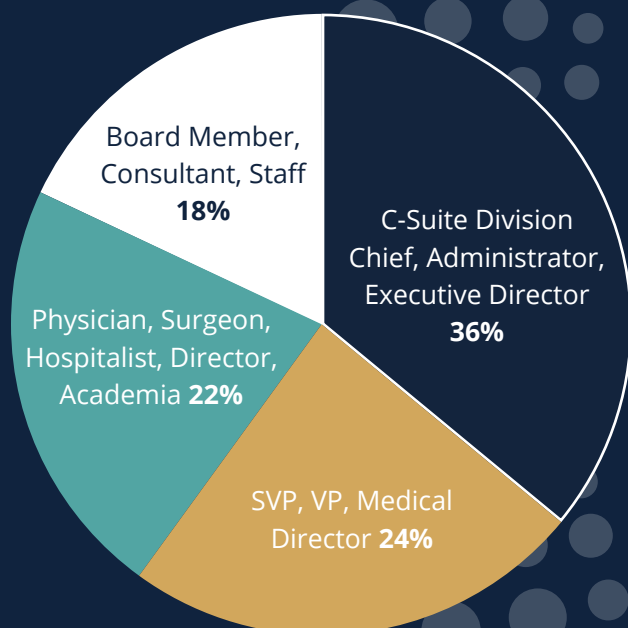
## Connect With Healthcare's Most Influential Leaders

- 800+ physician leaders including CEOs, CMOs, C-Suite executives, and medical directors
- Access to decision makers from hospitals, health systems, academic medical centers, and group practices
- 50,000+ physicians in AAPL's extended network for year-round brand visibility

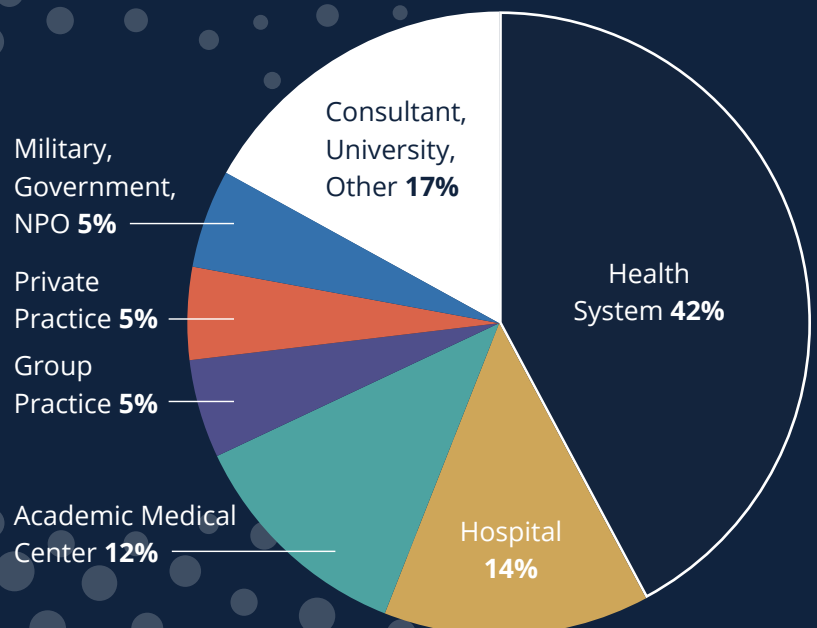
## Proven ROI & Measurable Results

- 9+ hours of dedicated exhibit time for meaningful connections
- Lead capture technology with QR code scanning and analytics
- Post-event reporting with detailed metrics and engagement data
- Multiple touchpoints across pre-event, on-site, and post-event communications

### Attendees by Title



### Attendees by Organization Type



# The Business Case for Sponsorship

## Why Healthcare Leaders Choose AAPL Events

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### Decision-Making Authority

60% of attendees hold C-suite or VP-level positions with direct purchasing power

### Active Seekers

Attendees come specifically looking for solutions to transform their organizations

### Relationship Building

Extended networking opportunities create deeper connections than traditional marketing

### Year-Round Value

Your investment extends beyond the conference through AAPL's 50,000+ member network



## Your Competition Is Already Here

Leading healthcare companies recognize AAPL as the premier venue for reaching physician leaders. With limited sponsorship opportunities available, securing your position early ensures your message reaches this influential audience while your competitors are left outside.

## What Sets AAPL Apart

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### Exclusive Focus

The only major conference dedicated exclusively to physician leadership development

### Quality Over Quantity

Intimate setting of 800+ leaders ensures meaningful conversations, not crowded exhibits

### Content-Rich Environment

Attendees are engaged in learning, making them receptive to innovative solutions

### Trusted Platform

50+ year legacy of excellence in physician leadership education

## Beyond Traditional ROI

While we track leads and engagement metrics, AAPL sponsorships deliver intangible benefits:

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### Brand Positioning

Among healthcare's most influential leaders

### Thought Leadership

Opportunities through educational sessions

### Strategic Relationships

That develop into long-term partnerships

### Market Intelligence

From direct conversations with decision-makers

# 2026 Sponsorship Prospectus AAPL Leadership Conference

## Sponsorship Levels

	<b>PLATINUM</b> <b>\$35,500</b> All Gold benefits + Lunch & Learn + Webinar	<b>GOLD</b> <b>\$22,500</b> Your Premier Partnership Opportunity	<b>SILVER</b> <b>\$12,500</b> Essential Visibility & Engagement	<b>BRONZE</b> <b>\$10,000</b> Essential Visibility Package
<b>CONFERENCE BENEFITS</b>				
Conference passes with full access to all sessions	<b>10</b>	<b>5</b>	<b>3</b>	<b>2</b>
Exhibit space in a high-traffic location	<b>Premium</b>	<b>Premium</b>	<b>Standard</b>	<b>Standard</b>
Lead capture system with licenses	<b>3 Licenses</b>	<b>2 Licenses</b>	<b>1 License</b>	
Pre and post attendee list (opt-in basis)	<b>X</b>	<b>X</b>	<b>X</b>	
<b>BRANDING AND VISIBILITY</b>				
Logo on all pre-conference marketing emails	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Logo placement on conference website and mobile app	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Recognition on conference signage as a sponsor	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
CMO Academy recognition with each session over 12-month program	<b>X</b>			
Opportunity to host dinner with candidates during live sessions	<b>X</b>			
Social media recognition on AAPL channels	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Welcome bag insert (sponsor provides)	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Company listing on mobile app	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Choice of keynote sponsorship with 1-2 minute welcome to all attendees during keynote	<b>X</b>	<b>X</b>		
Scripted acknowledgement at beginning of every breakout session, keynote, panel	<b>X</b>	<b>X</b>		
Year-round visibility on AAPL website	<b>X</b>	<b>X</b>		
<b>NETWORKING OPPORTUNITIES</b>				
Access to networking events	<b>X</b>	<b>X</b>	<b>X</b>	
Push notifications via mobile app	<b>2</b>	<b>2</b>	<b>1</b>	
<b>THOUGHT LEADERSHIP SESSION</b>				
	<b>\$10,000 Value</b>	<b>\$10,000 Value</b>		
Present on topic of your expertise (approval required)	<b>X</b>	<b>X</b>		
Session listed in official program and mobile app	<b>X</b>	<b>X</b>		
Private breakout room for up to 50 attendees	<b>X</b>	<b>X</b>		
AAPL moderator for Q&A	<b>X</b>	<b>X</b>		
Push notification to drive attendance	<b>X</b>	<b>X</b>		
Ability to welcome, speak to, engage with each live and virtual session	<b>X</b>			
<b>ADDITIONAL VALUE</b>				
Opportunity to contribute thought leadership content	<b>X</b>	<b>X</b>		
\$1,000 credit toward additional sponsorship opportunities	<b>X</b>			
Sponsored lunch speaking opportunity	<b>X</b>			

# Type of Sponsorship

(for 2026 AAPL Leadership Conference)



## Influence & Engagement Sponsorships

### Keynote Session Sponsorships

#### Welcome Keynote Sponsor

\$15,000 (Exclusive)

- 2-minute on-stage introduction opportunity
- Logo on all keynote signage and screens
- 3 additional conference passes

#### Day 2 Morning Keynote Sponsor

\$12,500 (Exclusive)

- Verbal acknowledgement with slide recognition
- Logo on keynote signage
- Promotional material on seats

### Educational Session Sponsorships

#### Lunch & Learn Session

\$7,500 (2 opportunities)

- Private room dedicated for 1-hour over lunch with 30-minute discussion
- 15-minute Q&A, 15-minute transition time
- Session promotion in AAPL app and conference communications
- Non-CME earning activity

#### Key Opinion Leader Roundtable

\$7,500 (2 opportunities)

- 45-minute facilitated discussion
- 15 invited senior executives
- Topic of your choice (approval required)
- Private meeting room with breakfast
- Attendee contact information provided

#### Thought Leadership Session

\$10,000 (6 opportunities)

- Present on topic of your expertise (approval required)
- Session listed in official program and mobile app
- Private breakout room for up to 50 attendees
- AAPL moderator for Q&A
- Push notification to drive attendance

### Other Sponsorships

#### Convocation & Award Ceremony Sponsor

\$10,000 (Exclusive)

- Verbal acknowledgement with slide recognition
- Logo on keynote signage
- Full page ad in Convocation program

# Networking Sponsorships

## Welcome Reception Sponsor

\$5,000 (Exclusive)

- Logo on all reception signage
- Specialty cocktail naming rights
- Welcome remarks opportunity (2 minutes)
- Push notification promotion

## Meal Sponsorships (Available for multiple days)

\$2,500 (each)

- Logo on meal function signage
- Your material on tables in dining area
- Push notification to attendees

## Private Executive Dinners (Unlimited Opportunities)

\$5,000

- AAPL manages invitations to your specifications
- 15 senior executive guests
- You manage dinner logistics and costs
- Attendee list provided post-event

# Technology Sponsorships

## Wi-Fi Sponsor

\$5,000 (Exclusive)

- Custom WiFi password
- Logo on all WiFi signage
- Recognition in app and communications

## Mobile App Sponsor

\$3,500 (Exclusive)

- Logo on app splash screen
- Banner ad placement
- Push notification capability

## Charging Station Sponsor

\$2,500 (2 Available)

- Branded charging lockers in high-traffic areas
- Digital screen for rotating content

# Branding Opportunities

## Welcome Bag Sponsor

\$5,000 (Exclusive)

- Co-branded bags (your logo + AAPL)
- Distribution to all 800+ attendees
- All Bronze benefits included

## Professional Headshot Station

\$5,000 (Exclusive)

- Branded photo station, your logo on signage and in-app
- Complimentary headshots delivered post-event

## Hand Hygiene Station

\$7,500 (Exclusive)

- Branded hand station station in high-traffic areas

## Kierland Keycards

\$15,000 (Exclusive)

- Logo on guest hotel room keycards

## Floor Decals

\$2,500 (3 per sponsorship)

- Decals placed in high traffic areas



# Commitment & Next Steps

## Sponsorship Timeline



### What's Included in Every Sponsorship

- ✔ Dedicated sponsor success manager
- ✔ Pre-event planning consultations
- ✔ On-site support team

### How to Secure Your Sponsorship

- ✔ Select your desired level and add-ons
- ✔ Contact our sponsorship team for availability
- ✔ Execute agreement and submit initial assets
- ✔ Begin pre-event activation planning

## Contact Information

For Sponsorships, Exhibiting & Advertising Information

**BRIAN BRALEY, EVP GLOBAL SALES & AI**

✉ [SPONSORSHIPS@PHYSICIANLEADERS.ORG](mailto:SPONSORSHIPS@PHYSICIANLEADERS.ORG)

☎ 850-304-1313

🌐 [PHYSICIANLEADERS.ORG/CONFERENCE](http://PHYSICIANLEADERS.ORG/CONFERENCE)

*The American Association for Physician Leadership (AAPL) is the premier professional organization providing leadership development, education, and management training exclusively for physicians. Founded in 1975, AAPL has empowered more than 300,000 physicians develop the skills needed to lead in today's rapidly changing healthcare environment.*