



## 2024 SPONSOR PROSPECTUS



# Fall Institute

Scottsdale, AZ | Oct 24–26

'24

*Westin  
Kierland  
Resort & Spa*

Don't miss this unique opportunity to highlight the value of your products and services to organization leaders and decision makers.

**Sponsorship opportunities and booth space are limited**

**ATTENDEES INCLUDE:**

**CEOs • CMOs • C-Suite Executives • Presidents and Vice Presidents • Medical Directors • *Physicians from all specialties***





Why AAPL Events?

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America's busiest  
Physician Leaders *find  
time* for the American  
Association for  
Physician Leadership.

# Top 6 reasons why AAPL events are prioritized by CPE's and Members:

## 1. Career Advancement

**Beginner level** – looking to obtain education experience to jump start a career in leadership. Primarily master's degree focused.

**Intermediate level** – looking to add the CPE credential to obtain a higher salary, leadership role, or to refine skills within their current leadership role.

**Advanced level** – looking to continue advanced training and network with peers.

## 2. Mentorship Opportunities

## 3. Professional Networking

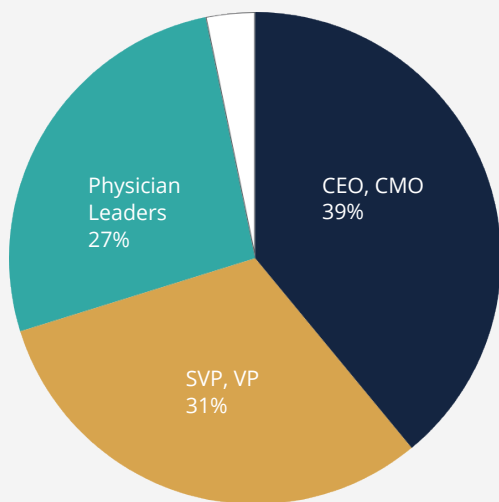
## 4. Live Event Participation

## 5. Annual CME Requirement

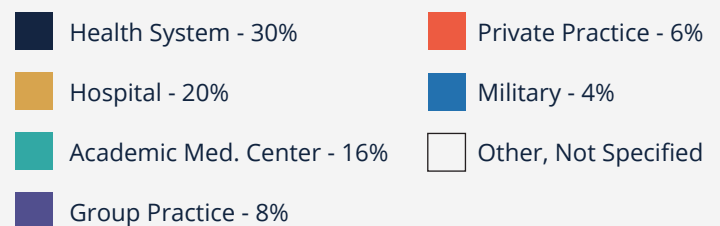
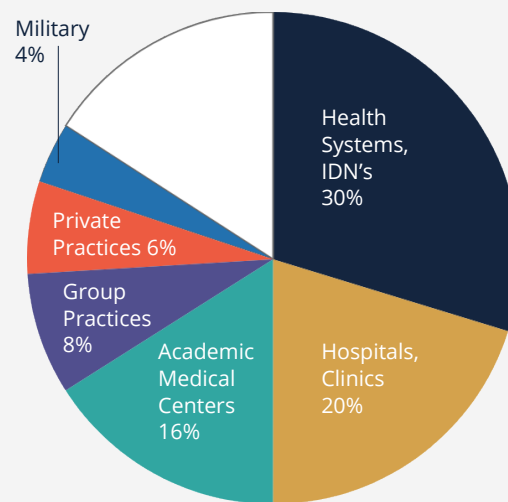
## 6. Continue their Leadership Journey

## The 2024 AAPL Fall Institute: An Oasis for Networking & Leadership Knowledge

Attendees by Title



Attendees by Organization Type



# 2024 AAPL Fall Institute Sponsorship Opportunities

## Select your sponsorship level below.

	PLATINUM \$40,000 (EXCLUSIVE)	GOLD \$25,000	SILVER \$7,500	BRONZE \$5,000
<b>EXHIBITOR/INSTITUTE PASSES</b>				
Institute Passes for staff and qualified clients <i>(full access to Institute courses)</i>	8 <i>(\$8200 value)</i>	6 <i>(\$6150 value)</i>	3 <i>(\$3100 value)</i>	2 <i>(\$2050 value)</i>
Exhibit space <i>(6ft table, 2 chairs, electrical with power strip)</i>	X	X	X	
<b>BRANDING PROMOTION</b>				
Logo on all pre-institute marketing materials	X	X	X	X
Logo on Institute website and app	X	X	X	X
Logo on Institute signage indicating level	X	X	X	X
Social media recognition on AAPL channels	X	X	X	X
Attendee welcome bag insert <i>(pre-approval of item required)</i>	X	X	X	X
Company listing on mobile app <i>(description, contact information, social channels)</i>	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 and golf outing	X			
Logo on step and repeat photo backdrop	X			
<b>NETWORKING OPPORTUNITIES</b>				
Pre and Post Attendee list <i>(name, company, title, city, state, attendees have option to opt out)</i>	X	X	X	
Push notifications on mobile app	2	1		
<b>GOLF OUTING</b>				
Opportunity for 2-minute speaking slot during Sunset Social ahead of prize announcements	X			
Individual player passes	6			
Hole sponsor signage	2			
<b>ADDITIONAL VALUE</b>				
Select additional sponsorship items of your choice (listed below)	<b>\$15,000 value</b>	<b>\$10,000 value</b>		

# Additional Sponsorship Opportunities

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Compliment your metallic sponsorship to increase your reach and influence with Institute attendees with additional sponsorship opportunities. These opportunities are available after commitment to sponsor the event at any of the four metallic levels unless Bronze or Silver level benefits are already included.

## Influence & Engagement Sponsorships

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

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

- 2-minute on stage introduction of keynote speaker
- Verbal acknowledgement from AAPL leader in welcome comments with accompanying slide recognition
- Additional logo recognition on keynote signage
- 3 additional Institute passes
- Four (4) individual player passes to AAPL Golf Outing
- 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)

### 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 logo recognition on keynote signage
- 1 additional Institute 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)

### Key Opinion Leader (KOL) Roundtable Discussion - \$7,500 *3 Opportunities*

Host a 45-minute private roundtable discussion with up to 15 Institute 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 value)

### Custom Lunch & Learn Session Sponsor - \$10,000 *3 Opportunities*

Host a 30-minute private roundtable discussion with up to 15 Institute attendees.

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

# Additional Sponsorship Opportunities (cont'd)

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## Networking Sponsorships

### **Private Dinner with “C-Suite” 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.

### **Breakfast Sponsor - \$3,000 *3 Opportunities***

Maximize your brand visibility during Breakfast.

- Logo on signage at breakfast buffet
- Logo on tabletop signage in meal room
- Push notification recognition on mobile app inviting attendees to breakfast

### **Lunch Sponsor - \$3,000 *3 Opportunities***

Showcase your brand during Lunch.

- Logo on signage at lunch buffet
- Logo on tabletop signage in meal room
- Push notification recognition on mobile app inviting attendees to lunch

### **Coffee Networking Break Sponsor - \$3,000 *3 Opportunities***

Keep AAPL attendees alert and energized during networking breaks.

- Logo on signage at networking break buffet
- Logo on tabletop signage in meal room
- Push notification recognizing on mobile app inviting attendees to breakfast
- Opportunity to provide branded coffee sleeve at coffee stations (provided by sponsor)





## Branding Sponsorships

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

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

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

### 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 value)

## Technology Sponsorships

### Mobile App Sponsor (Exclusive) - \$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



# Golf Outing Sponsorships

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The Westin Kierland Golf Club is pleased to welcome AAPL's Fall Institute attendees for a fun afternoon at one of "America's 9 Most Cheerful Golf Courses." Sponsoring organizations will be featured throughout the beautiful course and club surroundings—and will enjoy playing alongside and networking with fellow Physician leaders.

## **Golf Hole Sponsor - \$1,500** *Up to 12 opportunities*

Promote your organization with a hole sign.

- Logo and messaging on tee box sign
- Two (2) individual player passes at AAPL Golf Outing
- Opportunity to supply logo imprinted item in player gift bags (pre-approval required)
- Logo on AAPL Golf Outing related signage, including Sunset Social Reception.
- Four (4) passes to Sunset Social Reception

## **Beverage Cart Sponsor - \$5,000** *Exclusive*

Be the hero that provides refreshments to thirsty golfers!

- Logo on beverage cart serving on-course beverages to golfers throughout the event
- Three (3) individual player passes at AAPL Golf Outing
- Logo on AAPL Golf Outing related signage, including Sunset Social Reception
- Six (6) passes to Sunset Social Reception

## **Hole-in-one Sponsor - \$3,000** *3 Opportunities*

The hole-in-one sponsor adds an exciting element to the golf outing. Any golfer who gets a hole-in-one on the sponsored hole will win a major prize (i.e. \$10,000, car).

- Logo on tee signage at prize hole
- Two (2) representatives stationed at prize hole OR Two (2) individual player passes at AAPL Golf Outing
- Opportunity to setup a tent or table at the hole
- Opportunity to display prize or banner at hole
- Opportunity to supply logo imprinted item in player gift bags (pre-approval required)
- Logo on AAPL Golf Outing related signage, including Sunset Social Reception.
- Four (4) passes to Sunset Social Reception

## **Longest Drive Sponsorship- \$1,500** *Exclusive*

Be sure the attendees think of your organization as they focus their efforts on the most expansive hole of the day.

- Logo on tee signage at prize hole
- Two (2) individual player passes at AAPL Golf Outing
- Opportunity to supply logo imprinted item in player gift bags (pre-approval required)
- Logo on AAPL Golf Outing related signage, including Sunset Social Reception.
- Four (4) passes to Sunset Social Reception
- Sponsor to provide prize for longest drive

## **Shortest Drive Sponsorship - \$1,500** *Exclusive*

- Logo on tee signage at prize hole
- Two (2) individual player passes at AAPL Golf Outing
- Opportunity to supply logo imprinted item in player gift bags (pre-approval required)
- Logo on AAPL Golf Outing related signage, including Sunset Social Reception.
- Four (4) passes to Sunset Social Reception
- Sponsor to provide prize for shortest drive





## Exhibit Information

The Fall Institute Sponsor exhibit space, located in the main ballroom foyer, is designed to encourage maximum interactions with attendees. Attendee networking events held in the exhibit area include Registration, Continental Breakfast, Buffet Lunch, Coffee Breaks and Welcome Reception. In addition, Sponsor representatives may attend the Sunset Social Reception on Friday evening located at the Northern Sky Terrace.

## Preliminary Exhibit Schedule\*

### Move-In

Wednesday, October 23, 3-6 PM

### Exhibits Open

Thursday, October 24, 7 AM – 6:30 PM (incl. Welcome Reception)

Friday, October 25, 7 AM – 2:30 PM

Saturday, October 26, 7 AM – 4:30 PM

### Move-out

Saturday, October 26, after 4:30 PM

## Facility

**The Westin Kierland Resort & Spa**  
6902 East Greenway Parkway  
Scottsdale, AZ 85254, US

### Exhibits include:

- Standard tabletop exhibit includes: 6 ft. skirted table, two chairs, power strip and electricity.
- No side rails or pipe and drape are provided.
- The space is fully carpeted.
- Wifi is provided throughout the event space. An access code will be made available in the mobile app.