



# IGNITE

FIRED UP FOR FAMILY MEDICINE

**FMX** CHICAGO  
FAMILY MEDICINE  
EXPERIENCE OCT. 26-29, 2023  
MCCORMICK PLACE

**EXHIBITOR + SPONSORSHIP OPPORTUNITIES**

# IGNITE YOUR BRAND AT FMX



The American Academy of Family Physician's premier event, Family Medicine Experience (FMX), unites the largest gathering of family physicians and industry leaders to advance the specialty of family medicine.

This is your exclusive invitation to join us in the inspirational city of Chicago, October 26–29, 2023. Our family physician members are eager to spark new change in health care, and they need trusted partners like you to help fuel this movement.

**>> Look inside to see how you can help ignite the specialty's future—  
and your brand—with premium exhibit and sponsorship opportunities.**



# TABLE OF CONTENTS

Click on a number to jump to the section.



**3 ABOUT FMX**

**9 NEW FOR FMX 2023**

**15 ENGAGE**

**27 ENVIRONMENT**

**34 EDUCATE**

**38 EVENTS**

**43 PRICING SUMMARY**



# ABOUT FMX

## The Premier Family Medicine Event

FMX unites family physicians for the best education, patient and practice solutions, and networking opportunities.

- **Reach** influential decision makers in family medicine
- **Gain** hundreds of qualified leads and secure key sales
- **Maximize** brand awareness in a competitive marketplace
- **Showcase** new products and services to family physicians
- **Develop** lasting customer relationships and strengthen existing ones



# ABOUT FMX

## WHY EXHIBIT?

**92% OF ATTENDEES AT FMX 2022 VISITED THE XCHANGE.**

Exhibiting at FMX puts you face to face with leading health care decision makers in family medicine.

### **GAIN QUALIFIED PROSPECTS**

Meet key decision makers and generate hundreds of leads and secure sales all in one place.

### **SHOWCASE YOUR SOLUTIONS**

Share your latest technology, products, and services with health care decision makers and influencers.

### **BUILD LASTING CONNECTIONS**

Cultivate lasting customer relationships and strengthen existing ones among family physicians.

### **MAXIMIZE YOUR REACH**

Explore opportunities to present educational content or conduct presentations.

### **WANT ADDITIONAL EXPOSURE AT FMX 2023?**

Become an FMX sponsor! Leverage a variety of marketing tactics to drive traffic to your booth.

**"Having the opportunity to make so many great connections with the great amount of traffic flowing through the aisles [was beneficial]."**

— FMX '22 EXHIBITOR

**Think of the leads you can make—**ensure your brand is where the family medicine community comes together.

**RESERVE YOUR BOOTH!**



[aafp.org/fmx](https://aafp.org/fmx)

4

**IGNITE YOUR BRAND AT FMX! CONTACT: JILL VETTER | 913-951-8943 | [JVETTER@AAFP.ORG](mailto:JVETTER@AAFP.ORG)**



# ABOUT FMX

## EXHIBITOR LOCATION, HOURS, AND PRICING

Reserve your booth today to secure a prime location!

### LOCATION

McCormick Place West  
2301 S. Indiana Avenue, Chicago, IL

### THE XCHANGE HOURS

Friday, October 27 | 5–7:30 p.m. | [THE XCHANGE GRAND OPENING](#)

Saturday, October 28 | 11 a.m.–5 p.m.

Sunday, October 29 | 9:45 a.m.–1:30 p.m.

### THE XCHANGE DEDICATED HOURS

Friday, October 27 | 5–7:30 p.m.

Saturday, October 28 | 11 a.m.–1 p.m. | 3:30–4:30 p.m.

Sunday, October 29 | 9:45–10:45 a.m. | 11:45 a.m.–1:30 p.m.

BOOTH SIZE	PRICE	ISLAND SURCHARGE	TOTAL PRICE
10' x 10'	\$3,300	N/A	\$3,300
10' x 10' Corner	\$3,500	N/A	\$3,500
20' x 20' Island	\$13,200	\$4,000	\$17,200
20' x 30' Island	\$19,800	\$5,500	\$25,300
20' x 40' Island	\$26,400	\$7,000	\$33,400
20' x 50' Island	\$33,000	\$8,500	\$41,500
30' x 40' Island	\$39,600	\$9,300	\$48,900
30' x 50' Island	\$49,500	\$12,250	\$61,750
40' x 40' Island	\$52,800	\$13,400	\$66,200
40' x 50' Island	\$66,000	\$16,000	\$82,000
50' x 50' Island	\$82,500	\$19,750	\$102,250



# ABOUT FMX

## BOOTH PRICES START AT \$3,300

Showcase your products and services to key health care decision makers and influencers live and in person. You'll receive 4 exhibit badges for each 10' x 10' booth or equivalent and access to all sessions, plus the list of pre-registered attendees and post-attendee mailing list for further promotion.



### INCLUDED IN YOUR PAID EXHIBIT SPACE\*:

- Over 8 hours dedicated exclusively to The Xchange
- 4 exhibit badge registrations per 10' x 10' booth size
- Pre- and post-attendee registrant mailing file to market your participation at FMX (for those who opted in for mailings)\*
- Brand promotion listings in the printed FMX Program and Exhibitor Guide\*\*, FMX mobile app, and FMX website to market your participation at FMX

*\*Pre- and post-registration files are subject to a one-time use. All promotions must be approved by the AAFP prior to sending or deployment.*

*\*\*Must send materials by September 1 to ensure entry in the FMX Program and Exhibitor Guide.*



# ABOUT FMX

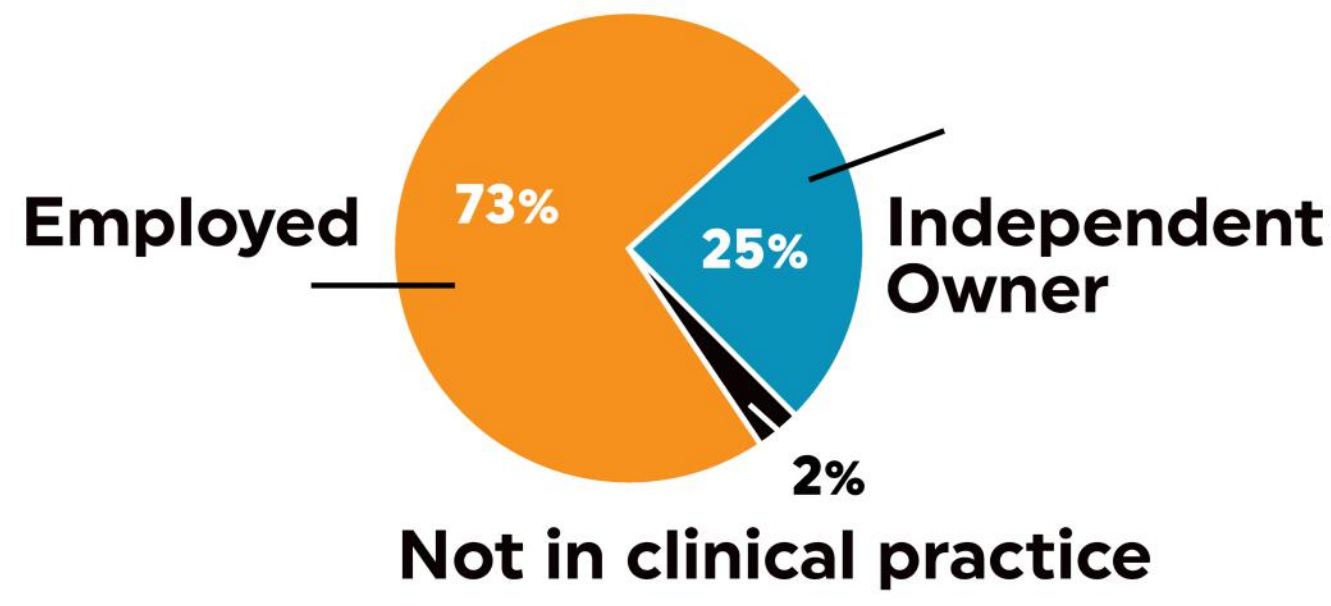
## BY THE NUMBERS: ATTENDEE BREAKDOWN

### MEDICAL DEGREE

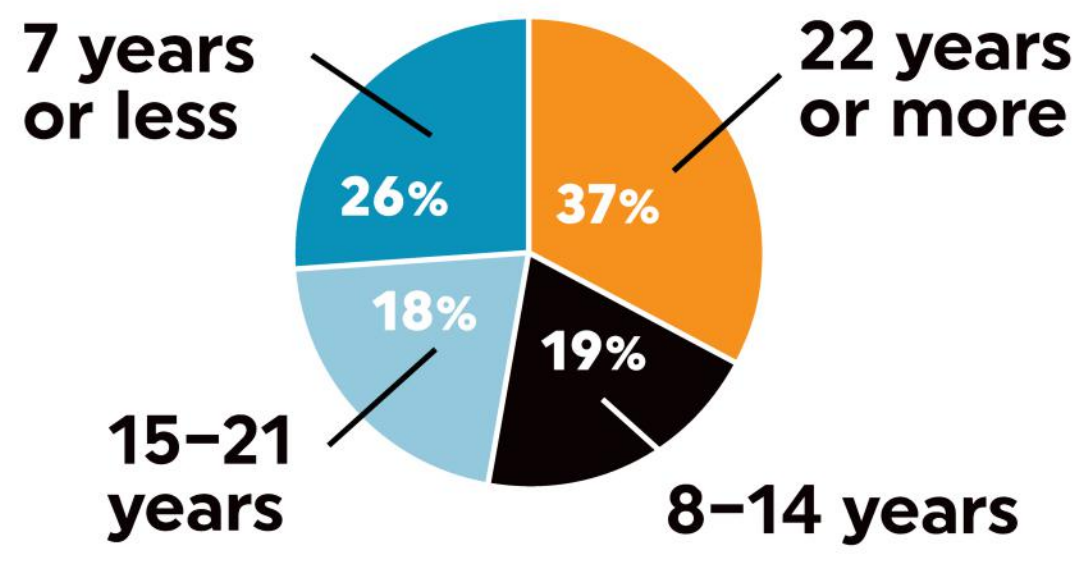
**MD 84%**  
**DO 16%**



### PRACTICE OWNERSHIP



### YEARS OUT OF RESIDENCY



### TOP CONDITIONS TREATED BY FAMILY PHYSICIANS

- |                |                            |
|----------------|----------------------------|
| • Diabetes     | • Adult vaccinations       |
| • Hypertension | • Dermatological problems  |
| • Cholesterol  | • Reflux disease/heartburn |
| • Cough/Cold   | • Women's health           |
| • Obesity      | • Mental health            |
| • Arthritis    |                            |

Employed family physicians make up an estimated 71% of active AAFP membership.

**42%** of FMX attendees have attended FMX twice in the last 5 years

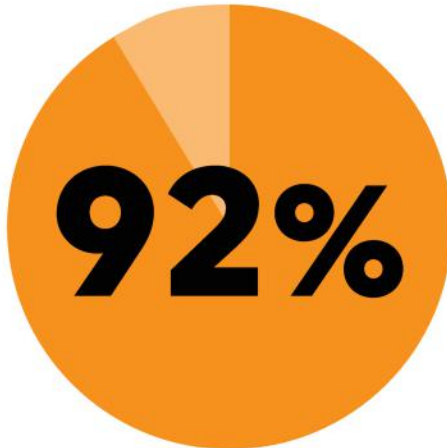
**3.49 Hours** Time attendees spent in The Xchange each day



# ABOUT FMX

## WHAT ATTENDEES SAID...

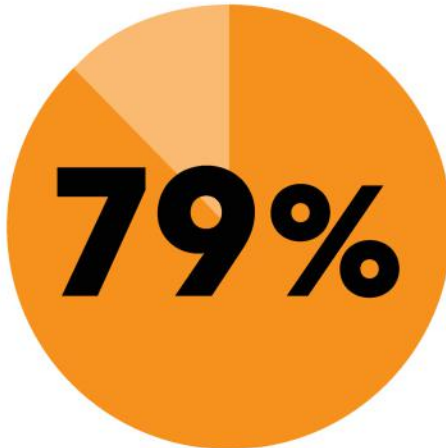
SEE HOW  
FMX RANKS  
AMONG  
ATTENDEES.



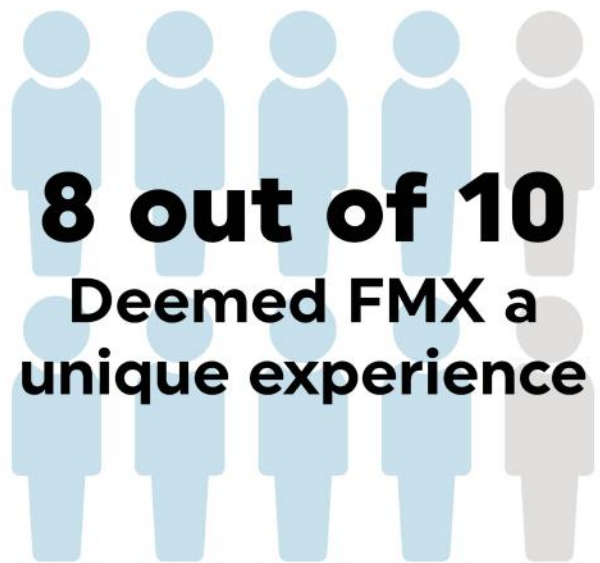
Visited The Xchange  
(formerly Expo Hall)



Would recommend  
FMX to their  
colleagues



Felt more connected  
to their profession  
after attending



**8 out of 10**  
Deemed FMX a  
unique experience

"I have not attended a conference that provides the refreshment, camaraderie, and high-quality education the way FMX provides."

— FMX '22 ATTENDEE

### THE XCHANGE: KEY ATTENDEE DRIVERS

- Evaluate products and services for patient care
- Learn about educational resources and career opportunities
- Access products and services for practice
- See the latest technology and purchase products
- Network with industry leaders and faculty
- And much more!

"It's refreshing to be in an environment where family medicine is not just appreciated, it's celebrated."

— FMX '22 ATTENDEE



# NEW FOR FMX 2023

## **Fresh Opportunities to Ignite Your Brand**

Explore a variety of new sponsorships guaranteed to optimize your exposure as a leading health care partner.

Secure one, or more, all-new sponsorships such as:

- Exclusive opportunities to catch attendees' eyes
- Exceptional Convention Center opportunities
- Unique FMX host hotel branding options
- And much more!



# NEW FOR 2023

## ATTENDEE EXPERIENCE

Enhance the experience of FMX attendees while increasing your visibility and brand recognition.

### SATELLITE CME SYMPOSIA: ATTENDEE EMAIL

Calling all Satellite CME presenters! This promotional email is sent with specific emphasis on Satellite CME education. Reach your target audience and drive attendance to your event. Ad materials provided by sponsor including click-through URL.

**Investment: \$7,500**

**Availability: 6 opportunities**

**Ad specs:**

**Size: 80 x 50 pixels**

**Headline: 50 characters max (including spaces)**

**Body copy: 110 characters max (including spaces)**

**Purchase by: August 22**

**Materials due: August 29**

### SATELLITE CME EVENT ADVERTISING

Advertise your Satellite CME in a high-traffic area in the Convention Center. Satellite CME Event ad materials provided by sponsor.

**Investment: \$7,500**

**Availability: 4 ad panel spaces**

**Specs: 44.5" x 114.5"**

**Purchase by: September 1**

**Materials due: September 15**

### THE XCHANGE MAP

Maximize your marketing and drive attendees to your booth when you place your brand inside The Xchange Map, now a stand-alone piece at FMX. This unique design houses The Xchange floor plan and exhibitor listing. Attendees will turn to this map throughout FMX to find their way around The Xchange.

**Investment: \$7,500 per ad**

**Availability: 3 ads**

**Ad Specs: 6.5" x 9.75" (no bleed)**

**Placement of ads: Two in the inside flaps and  
one on the back cover**

**Purchase by and materials due: September 1**

#### ARTWORK CHECKLIST

- Exact size specified
- No crop marks required
- 300 dpi
- CMYK (no spot colors)
- Accepted formats: PDF/JPEG/TIFF

**SPECS THROUGHOUT PROSPECTUS  
LISTED AS WIDTH X HEIGHT.**





# NEW FOR 2023

## CONVENTION CENTER OPPORTUNITIES

Showcase your brand with a variety of sponsorship and advertising opportunities throughout McCormick Place.

### DIGITAL ADVERTISING

Make your mark by displaying branded messages on large LED monitors to impact attendees coming and going. With this high-impact sponsorship opportunity, your brand will be broadcast in prime, high-traffic areas of the Convention Center. Ad materials provided by sponsor.

**Investment: \$4,000, 80" monitor**

**Availability: Multiple**

**Ad specs: 80" monitor**

**Purchase by: September 1 | Materials due: September 15**



### COAT AND BAGGAGE CHECK – EXCLUSIVE

It's chilly late-October in Chicago, which means personal belongings will need to be stored for attendees. Once they arrive onsite at the Convention Center, present your brand at the Coat and Baggage Check on Level 1 by the transportation area—a high-traffic location.

Sponsorship includes:

- Logo and booth number listed on claim tickets
- Signage with your logo and booth number throughout Convention Center and at booth
- Coat and Baggage Check location listed in FMX Program and Exhibitor Guide

**Investment: \$7,500**

**Specs: High-resolution logo (JPG or PNG)**

**Purchase by: September 1 | Materials due: September 15**

### PRODUCT THEATER EVENT ADVERTISING

Calling all Product Theater presenters! It's time to capitalize on your investment. Placed in high-traffic areas in the Convention Center, these ad displays increase brand identity and drive traffic to your specific Product Theater. While attendees look at your event information, they'll also see your logo and booth location. Ad materials provided by the sponsor.

**Investment: \$7,500**

**Availability: 4 ad panel spaces**

**Specs: 44.5" x 88.5"**

**Purchase by: September 1 | Materials due: September 15**





# NEW FOR 2023

## CONVENTION CENTER OPPORTUNITIES

Showcase your brand with a variety of sponsorship and advertising opportunities throughout McCormick Place.



### OFFICE SUITE IN THE XCHANGE

When you sponsor an Office Suite, you receive a private 10' x 10' branded area to hold face-to-face interactions with FMX attendees. Your branded suite is on display for the entire length of The Xchange.

**Investment: Starts at \$12,500**

**Availability: Limited**

**Specs: Provided upon purchase**

**Purchase by: September 1 | Materials due: September 15**

### COLUMN WRAPS

Put your logo and message front and center to quickly let family physicians know of your presence at FMX. Stand out with strategically placed column wraps in prominent locations throughout the Convention Center.

**Investment: \$15,000 per column**

**7 opportunities to choose from include:**

- Level 1 (Street Level) | entrance to Convention Center
- Level 3 (Central Concourse) | near The Xchange and Main Stage

**Specs: Provided upon purchase**

**Purchase by: September 1 | Materials due: September 15**





# NEW FOR 2023

## CONVENTION CENTER OPPORTUNITIES

Showcase your brand with a variety of sponsorship and advertising opportunities throughout McCormick Place.

### SMARTAD KIOSK

Promote your company message on this four-sided, backlit kiosk place in areas such as Registration and The Xchange. Each static, high-resolution ad is 42" x 68". This is a can't-miss, high-visibility opportunity. Think of the brand impressions you'll gain.

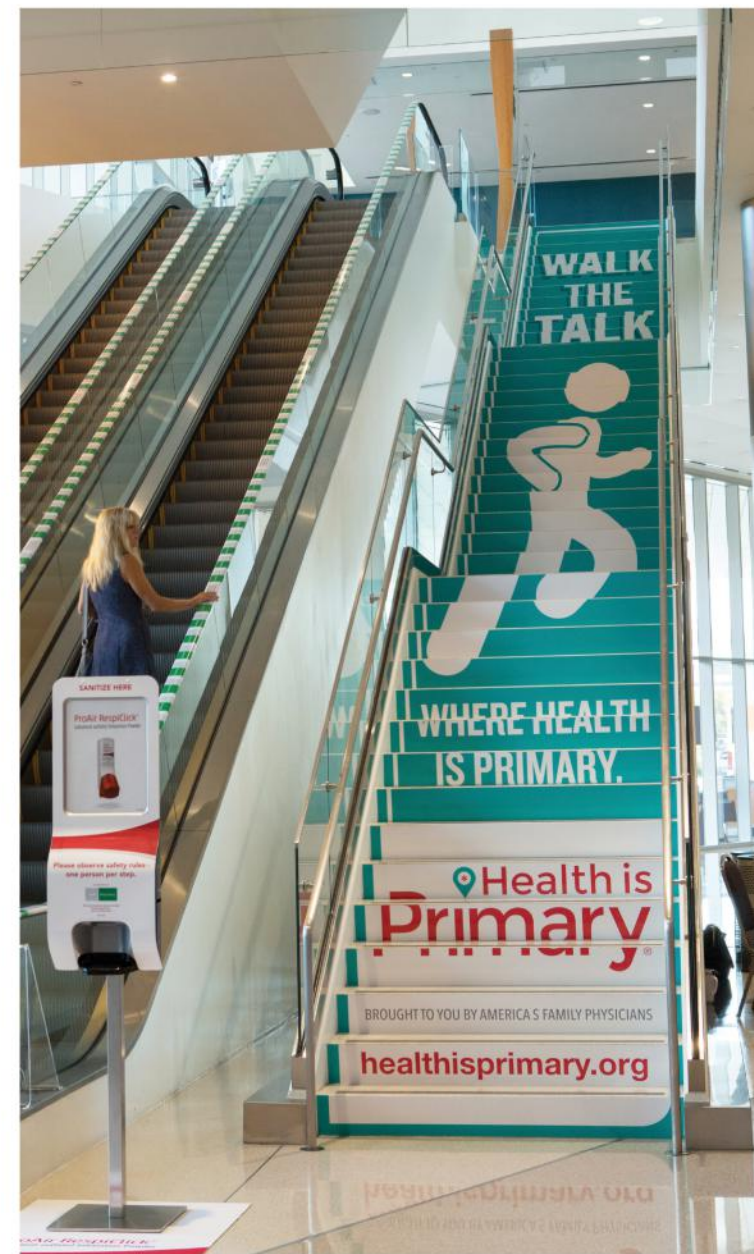
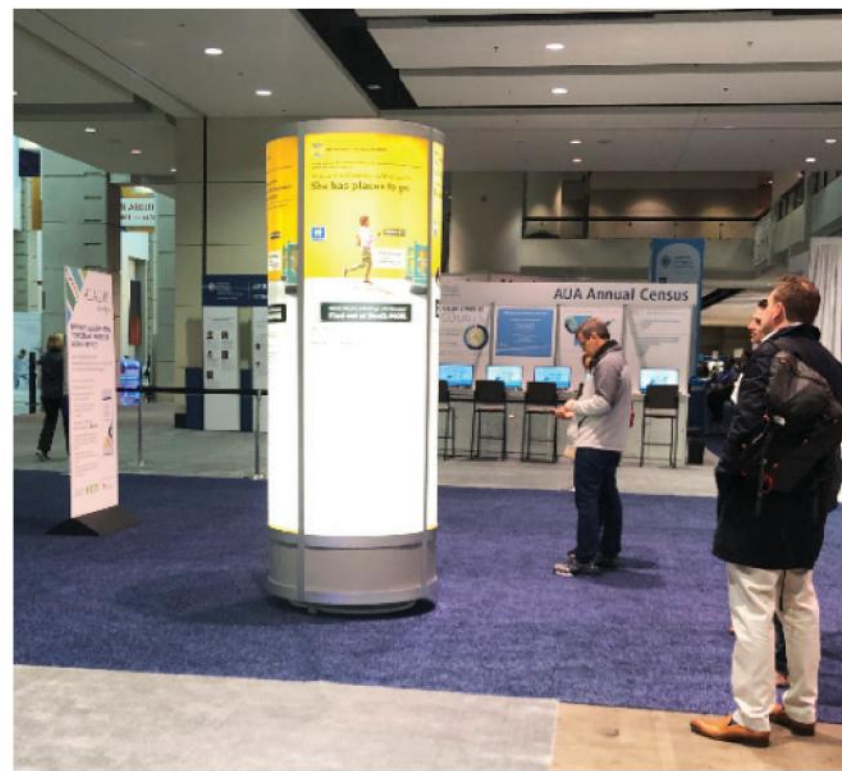
**Investment: \$17,500 per kiosk**

**Availability: 4 opportunities**

**Specs: 42" x 68" (JPG or PNG)**

**Purchase by: August 1**

**Materials due: September 15**



### STAIR CLINGS

Don't miss a step impressing attendees! Create a lasting impression with this impossible-to-miss sponsorship. Stair clings are a unique and inventive way to reach your target audience. Use this opportunity to create individual mini experiences for your brand. Think of the selfies you'll generate.

**Investment: \$25,000**

**Availability: 2 opportunities**

**Specs: Provided upon purchase**

**Purchase by: September 1**

**Materials due: September 15**

### LED WALL

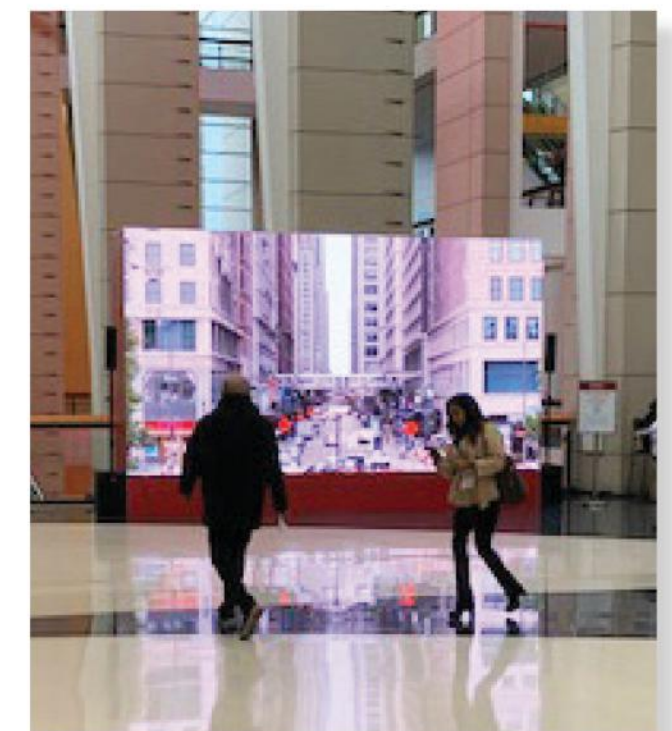
Magnify your message when you display your ad on this large screen in the Central Concourse near Registration. Customize your display format with dynamic video or static high-resolution images to gain thousands of brand impressions throughout the week.

**Investment: \$15,000 per display**

**Availability: Limited**

**Specs: Highest quality 16 x 9 with a minimum of 1920 x 1080 pixels; Video format: MP4**

**Purchase by and materials due: September 1**



### TRANSPORTATION SHUTTLE SIGNAGE – EXCLUSIVE

Be top of mind each day as attendees make their way on and off FMX shuttles at the Convention Center. These signs will be predominately displayed. Signage will provide shuttle departure times and locations, plus your logo and booth number. This exclusive opportunity is not to be missed as attendees will use these shuttles throughout FMX.

**Investment: \$22,500**

**Specs: High-resolution logo (JPG or PNG) and booth number**

**Purchase by: September 1 | Materials due: September 15**

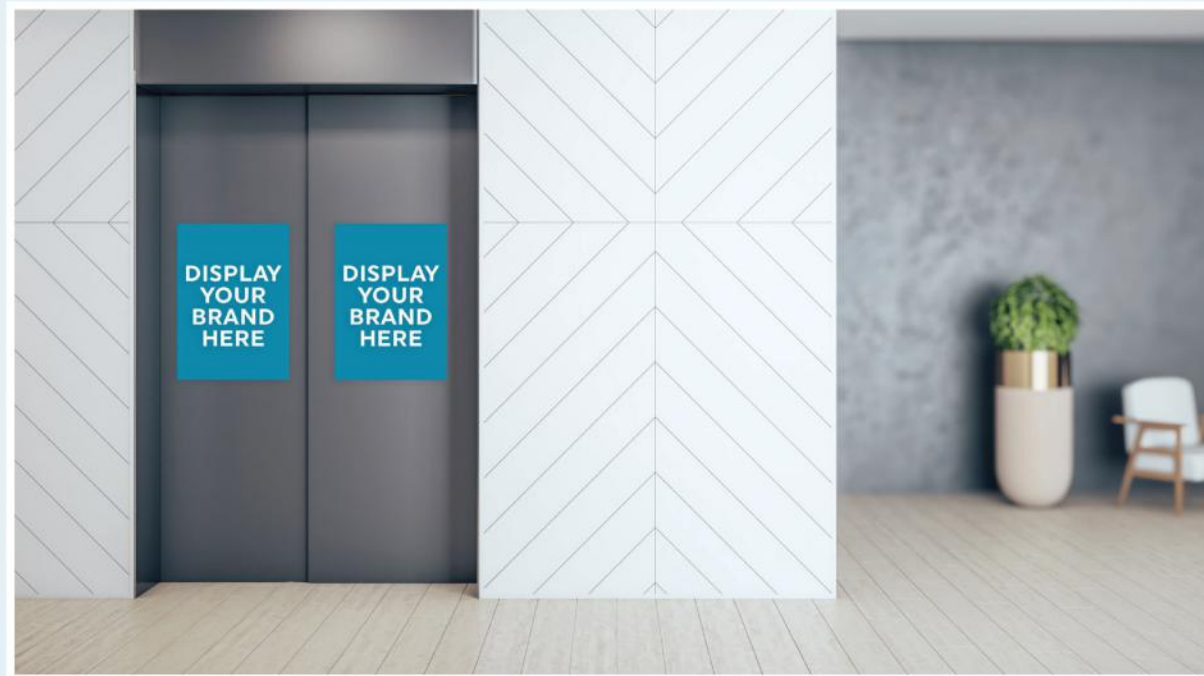


# NEW FOR 2023

## HOTEL BRANDING

Maximize your investment by putting your brand on display at the FMX Headquarter Hotel.

### FMX HOST HOTEL SIGNAGE



#### HOTEL ELEVATOR SIGNAGE – EXCLUSIVE

Display your brand closest to the Convention Center with exclusive elevator signage in the FMX Headquarter Hotel.

**Investment: \$22,500**

**Specs: Provided upon purchase**

**Purchase by: September 1**

**Materials dues: September 15**





# ENGAGE

## Boost Your ROI

Once you become an FMX exhibitor, leverage your participation at FMX with prime sponsorship opportunities. Connect in innovative ways—before, during, and after FMX—with family physicians who are ready to ignite change.

Sponsorships include:

- On-site digital advertising
- FMX website advertising
- Conference mobile app
- Conference emails
- Social media
- Hotel sponsorship
- Main Stage



# 4 BIG WAYS TO MAXIMIZE YOUR ENGAGEMENT

## DOCTOR'S BAG

packed with all the need-to-know information

## PROMOTIONAL EMAILS

that go out to 80,000+ family physicians

## MOBILE APP

your message at their fingertips

## SOCIAL MEDIA

reach beyond FMX attendees





# ENGAGE

**Boost your brand's visibility and drive attendees to your booth with prominent advertising delivered straight to attendees' hotel rooms during FMX.**

## DOCTOR'S BAG\*

Reach attendees before they arrive at the Convention Center by advertising in the Doctor's Bag distributed to attendees' hotel room doors. This opportunity provides excellent visibility for your promotional materials and puts your message right into attendees' hands as they start their day.

Sponsorship includes:

- One promotional insert inside the bag (size and weight restrictions apply). Get creative with two-sided ads, die cuts, and color.
- Distributed to each attendee's hotel room at all hotels in the AAFP room block.
- Delivered overnight on Friday or Saturday for immediate visibility before the day starts!
- Plastic bags are made of biodegradable materials.
- The ink and paper for inserts must be recyclable.

**Days available: Friday or Saturday**

**Quantity: Sponsor provides 3,500 pieces**

**Specs: No larger than 8 1/2" x 11"; 4 ounces maximum weight**

**Investment: \$10,000**

**Purchase by and materials due: September 5\*\***

## DOCTOR'S BAG PREMIUM OPTION\* – EXCLUSIVE

Inside out! Advertise on the outside of the Doctor's Bag that is distributed to attendees' hotel room doors. This opportunity provides excellent visibility for your promotional materials and puts it right into attendees' hands as they start their day. The AAFP will brand the opposite side of the bag.

- Your branding on one side of the bag.
- One promotional insert inside the bag.
- Doctor's Bags distributed to each attendees' hotel room at all hotels in the AAFP room block.
- Delivered Friday and Saturday; select first choice for delivery day.
- Plastic bags are made of biodegradable materials.
- The ink and paper for inserts must be recyclable.

**Days available: Friday or Saturday**

**Quantity: Sponsor provides 3,500 pieces**

**Specs: Sponsor logo not to exceed 9" x 6";  
maximum of two colors, plus black for logo artwork**

**Investment: \$17,000**

**Purchase by and materials due: August 11\*\***



\* A minimum of five pieces must be reserved for activation each day. If a hotel cannot accommodate the door drop, the bags will be provided upon guest check-in.

\*\* The AAFP is contracting with a full-service fulfillment house. If the fulfillment house produces the inserts, materials are due August 7. If sponsor provides inserts, the material deadline is September 5.



# ENGAGE | Get in attendees' hands and increase your brand's visibility by staying top of mind throughout FMX.

## FMX PROGRAM AND EXHIBITOR GUIDE

REACH: APPROX. 5,000

Share your message inside the highly valued and visible FMX Program and Exhibitor Guide. This comprehensive handbook is used daily by attendees to review course descriptions, determine their schedules, and discover social and networking opportunities.

Availability: Limited | Purchase by and materials due: September 1

### INSIDE-FRONT COVER AD

Investment: \$15,500

Ad specs: 6.5" x 9.75" (no bleed)

### INSIDE-BACK COVER AD

Investment: \$14,500

Ad specs: 6.5" x 9.75" (no bleed)

### BACK COVER AD

Investment: \$18,500

Ad specs: 6.5" x 9.75" (no bleed)

### FULL-PAGE AD

Investment: \$11,500

Ad specs: 6.5" x 9.75" (no bleed)

### HALF-PAGE HORIZONTAL AD

Investment: \$6,000

Ad specs: 6.5" x 4.625" (no bleed)



### HALF-PAGE VERTICAL AD

Investment: \$6,000

Ad specs: 3.125" x 9.75" (no bleed)

### QUARTER-PAGE AD

Investment: \$5,000

Ad specs: 3.125" x 4.625" (no bleed)

### ARTWORK CHECKLIST

- Exact size specified
- No crop marks required
- 300 dpi
- CMYK (no spot colors)
- Accepted formats: PDF/JPEG/TIFF

SPECS THROUGHOUT PROSPECTUS LISTED AS WIDTH X HEIGHT.



[aafp.org/fmx](http://aafp.org/fmx)

18

IGNITE YOUR BRAND AT FMX! CONTACT: JILL VETTER | 913-951-8943 | [JVETTER@AAFP.ORG](mailto:JVETTER@AAFP.ORG)



# ENGAGE

## DIGITAL ADVERTISING

Emails, mobile apps, website, social media—digital marketing provides targeted visibility and measurable ROI before, during, and after FMX. **Maximize your investment by securing your ad spot early!**



### WEBSITE SKYSCRAPER AD

Maximize your exposure to both registered and prospective attendees of FMX with your advertisement positioned in a vertical ad on the listed pages. Through its location on the website page, this sponsorship messaging achieves a high impact.

Pages include:

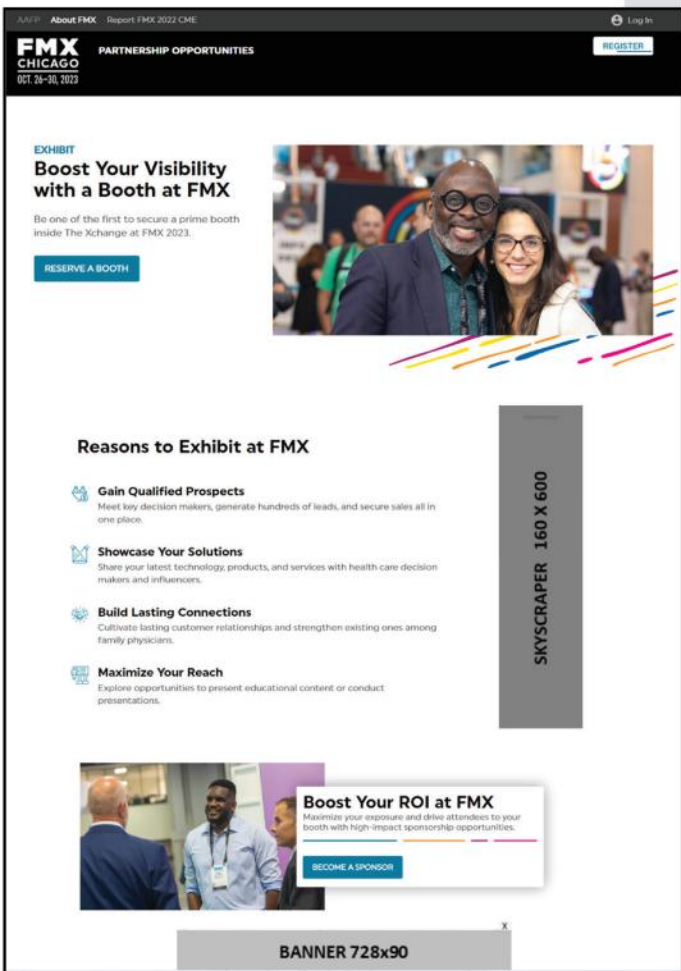
- Registration
- About FMX
- Schedule
- Education
- Registered Attendees
- Hotel and Travel
- The Xchange (attendee-facing page)

**Investment: \$18,000 exclusive ad | \$7,500 per page  
(3 opportunities per page)**

**Availability: Share of voice, 33% to 100% based on  
advertising participation.**

**Ad specs: 160 x 600 pixels; exact size specified,  
accepted formats PNG/JPEG**

**Ads due: Ads placed upon approval**



### BOTTOM BANNER ADS

Maximize your exposure to both registered and prospective attendees of FMX with your advertisement positioned at the bottom of various FMX website pages. This opportunity offers maximum reach for your marketing spend.

**Primary Pages:**

- Home
- About
- Registration
- Schedule

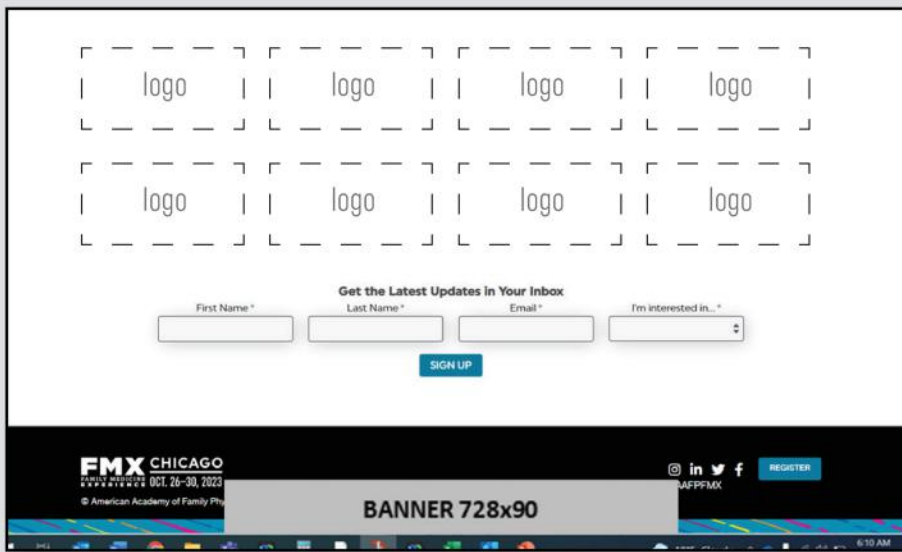
**Investment: \$11,625 per ad**

**Availability: 12 opportunities**

**Share of voice, 33% to 100% based on advertising  
participation (limited to 15 opportunities; 3 per page)**

**Ad specs: 728 x 90 and 320 x 100 pixels**

**Ads due: Ads placed upon approval**



**Secondary Pages:**

- Registered attendees
- The Xchange (attendee-facing page)
- Hotel and Travel
- Education

**Investment: \$9,675 per ad**

**Availability: 12 opportunities**

**Share of voice, 33% to 100%  
based on advertising  
participation (limited to 15  
opportunities; 3 per page)**

**Ad specs: 728 x 90 and 320 x 100 pixels**

**Ads due: Ads placed upon approval**



**(mobile ad size)**

## During FMX 2022

### Website traffic resulted in

**495,000 views.**

**Traffic breakdown:**

**Homepage — 162,551**

**Register — 51,138**

**About FMX — 40,901**

**Schedule — 35,885**

**Registered Attendee Page — 15,141**

**Hotel and Travel — 14,970**

**Education — 11,054**

**The Xchange — 4,695**



# ENGAGE

# DIGITAL ADVERTISING

Emails, mobile apps, website, social media—digital marketing provides targeted visibility and measurable ROI before, during, and after FMX. **Maximize your investment by securing your ad spot early!**



## SPONSORED SPOTLIGHT LOGOS\*

Become a leading FMX sponsor and have your black-and-white logo prominently displayed on the FMX home page for all to see. Logos will link to your company website for added exposure. Sponsor provides logo and click-through URL.

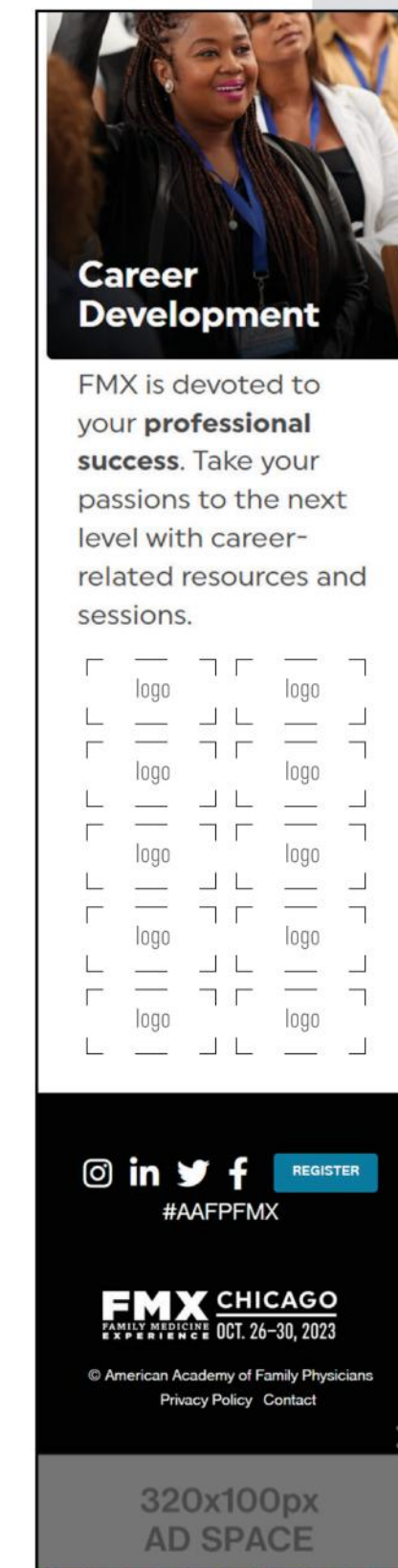
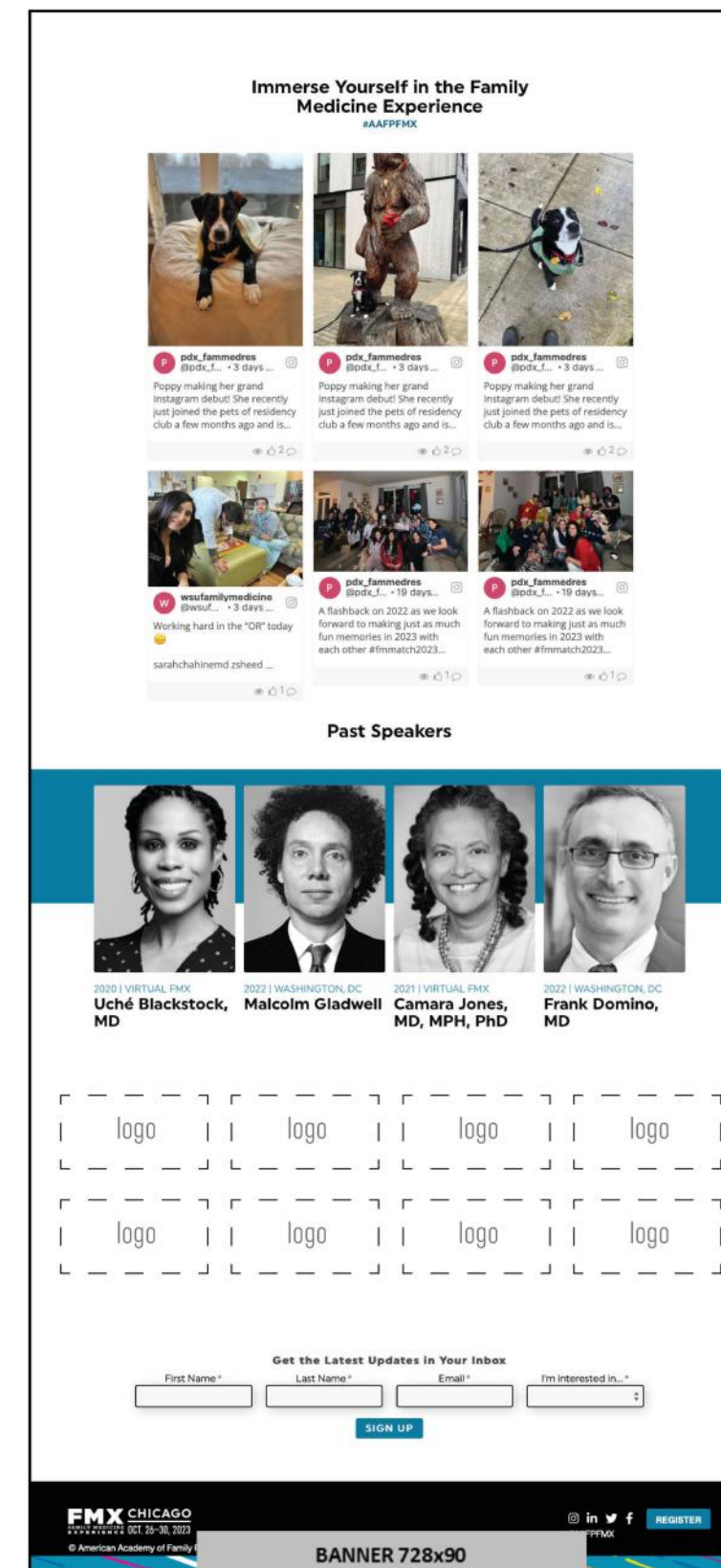
**Investment: \$5,000**

**Availability: 10 opportunities**

**Logo specs: Horizontal or vertical shaped, black-and-white, high-resolution logo lock up (JPG or PNG)**

**Ads due: July 25**

*\*Minimum of 3 sponsors for activation.*

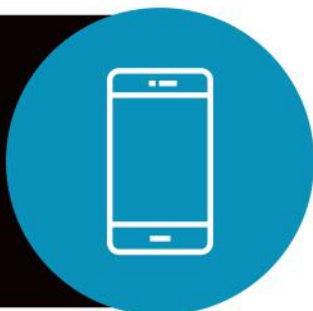




# ENGAGE

## DIGITAL ADVERTISING

Emails, mobile apps, website, social media—digital marketing provides targeted visibility and measurable ROI before, during, and after FMX. **Maximize your investment by securing your ad spot early!**



### EMAILS\*

No other opportunity offers exclusive exposure like FMX event email updates. Receive distinct visibility with prominent email advertising opportunities. FMX emails deliver timely and relevant event promotions and attendee information to a captive audience of FMX prospective and/or registered attendees. Emails are tailored and segmented by audience type.

### ATTENDEE PROMOTIONAL SAVINGS EMAILS:

#### EARLY BIRD REGISTRATION

These promotional emails encourage early bird registration for optimal savings. These promotional emails are sent prior to key registration deadlines and promote key features to drive physician attendee registration. By advertising in these emails, you will **reach an expansive audience of approximately 80,000+ Active AAFP members and past attendees**. Ad materials provided by sponsor include click-through URL.

**Investment: Leaderboard ad – \$7,500 | Medium Box ad – \$5,000**

**Availability: 1 opportunity (leaderboard ad)**

**2 opportunities (medium box ads)**

**Specs: Leaderboard ad – 500 x 150 pixels (JPG or PNG)**

**Medium Box ad – 250 x 250 pixels (JPG or PNG)**

**Purchase by: June 16 | Materials due: June 23**

#### ADVANCED REGISTRATION

This promotional email encourages registration for last chance savings. These promotional emails are sent prior to key registration deadlines and promote key features to drive physician attendee registration. By advertising in these emails, you will **reach an expansive audience of approximately 80,000+ Active AAFP members and past attendees**. Ad materials provided by sponsor include click-through URL.

**Investment: Leaderboard ad – \$7,500 | Medium Box ad – \$5,000**

**Availability: 1 opportunity (leaderboard ad)**

**2 opportunities (medium box ads)**

**Specs: Leaderboard ad – 500 x 150 pixels (JPG or PNG)**


**Medium Box ad – 250 x 250 pixels (JPG or PNG)**

**Purchase by: July 28 | Materials due: August 4**

#### SPECIAL NOTES:

AAFP member email addresses are not available for purchase. No other opportunity offers exclusive exposure like the FMX Event Email Updates. Actual deployment dates are subject to change.

SPECS THROUGHOUT PROSPECTUS  
LISTED AS **WIDTH X HEIGHT**.



**Secure Your Savings**

Thousands of your family medicine peers have registered to reunite at [Family Medicine Experience \(FMX\)](#), Sept. 20–23 in Washington, DC. Now's your chance to join them—and save \$200!

**But hurry! Today's your last day to register at early bird pricing.**


FMX '22 has been **reimagined to bring you the best of family medicine**, including:

- **Deeper and more focused learning** that's 100% exclusive
- **New categorized programming** to meet your clinical expertise, practice growth, and career development
- **Repeat sessions for added flexibility** to enhance your skillset and networking opportunities
- **The latest solutions for your career and practice** inside The Xchange, your hub for all things family medicine
- **Dynamic Main Stage speakers** to inspire you to greater heights
- **One epic family (medicine) reunion** to celebrate the specialty—and one another

Be part of the lucky ones to experience the energy and excitement of FMX.

**Don't miss out! Register by 11:59 p.m. EST today, July 8, to save the most on FMX '22.**

[Save \\$200 Now](#)



**Can't attend FMX in DC?**  
Go remote with our enhanced [On Demand](#) learning option—it's the best of FMX on your schedule.



# ENGAGE

SPECS THROUGHOUT PROSPECTUS  
LISTED AS **WIDTH X HEIGHT.**

## DIGITAL ADVERTISING

Emails, mobile apps, website, social media—digital marketing provides targeted visibility and measurable ROI before, during, and after FMX. **Maximize your investment by securing your ad spot early!**



### EMAILS\*

No other opportunity offers exclusive exposure like FMX event email updates. Receive distinct visibility with prominent email advertising opportunities. FMX emails deliver timely and relevant event promotions and attendee information to a captive audience of FMX prospective and/or registered attendees. Emails are tailored and segmented by audience type.

### PRE-FMX ATTENDEE EMAILS:

#### REGISTRATION CONFIRMATION EMAIL – EXCLUSIVE

Key logo placement on the confirmation email ensures your brand is seen by each attendee after registration. **Double your exposure—attendees will receive this email twice!** Sponsor provides logo.

**Investment: \$6,500**

**Logo specs: 190 x 220 pixels (JPG or PNG)**

**Materials due: Upon purchase**

#### ATTENDEE KNOW BEFORE YOU GO EMAIL

Put your brand in the spotlight before FMX even begins! This must-read attendee email shares can't-miss event highlights. These communications had a 72% open rate in 2022. Sponsor provides ad materials, including click-through URL.

**Investment: Leaderboard ad – \$7,500 | Medium Box ad – \$5,000**

**Availability: 1 opportunity per ad size**

**Specs: Leaderboard ad – 500 x 150 pixels (JPG or PNG)**

**Medium Box ad – 250 x 250 pixels (JPG or PNG)**

**Purchase by: September 5 | Materials due: September 11**

#### ATTENDEE EMAIL FOR THE XCHANGE

Drive attendance to your booth with your own targeted messaging inside this attendee email. This email highlights key areas within The Xchange, including professional development, Product Theaters, Med Talks, Office of the Future, and more. This communication had a 70% open rate in 2022. Sponsor provides ad materials, including click-through URL.

**Investment: \$9,500**

**Availability: 6 opportunities**

**Specs: Image: 80 x 50 pixels (JPG or PNG)**

**Headline: 50 characters max (including spaces)**

**Body copy: 110 characters max (including spaces)**

**Purchase by: August 29 | Materials due: September 5**

#### SPECIAL NOTES:

AAFP member email addresses are not available for purchase. No other opportunity offers exclusive exposure like the FMX Event Email Updates. Actual deployment dates are subject to change.



# ENGAGE

SPECS THROUGHOUT PROSPECTUS  
LISTED AS **WIDTH X HEIGHT.**

## DIGITAL ADVERTISING

Emails, mobile apps, website, social media—digital marketing provides targeted visibility and measurable ROI before, during, and after FMX. **Maximize your investment by securing your ad spot early!**



## EMAILS

Receive distinct visibility with prominent email advertising opportunities. FMX Event Updates deliver timely and relevant event promotions and attendee information to a captive audience of FMX prospective and/or registered attendees. Emails are tailored and segmented by audience type.

### FMX DAILY DOWNLOAD EMAILS:

Rise and shine! These can't-miss promotional emails arrive in inboxes each morning to help attendees plan their day. Each email highlights must-attend events and popular sessions.

**Investment: Leaderboard ad – \$12,500**  
**Medium Box ad – \$7,500**

**Specs: Leaderboard ad – 500 x 150 pixels (JPG or PNG)**  
**Medium Box ad – 250 x 250 pixels (JPG or PNG)**

Select your preferred deployment day:

- Friday, October 27
- Saturday, October 28
- Sunday, October 29

**Purchase by: September 1 | Materials due: September 8**

### SPECIAL NOTES:

AAFP member email addresses are not available for purchase. No other opportunity offers exclusive exposure like the FMX Daily Downloads. Actual deployment dates are subject to change.

### POST-FMX EMAILS\*

#### FMX ATTENDEES – EXCLUSIVE

**REACH: APPROX. 4,000**

Keep the good feelings and connections you built with FMX attendees going strong by reinforcing your brand in this popular post-FMX email.

**Investment: \$9,500**

**Specs: 500 x 150 pixels (JPG or PNG)**

**Purchase by: September 1 | Materials due: September 15**

#### ALL OTHER AAFP ACTIVE MEMBERS – EXCLUSIVE

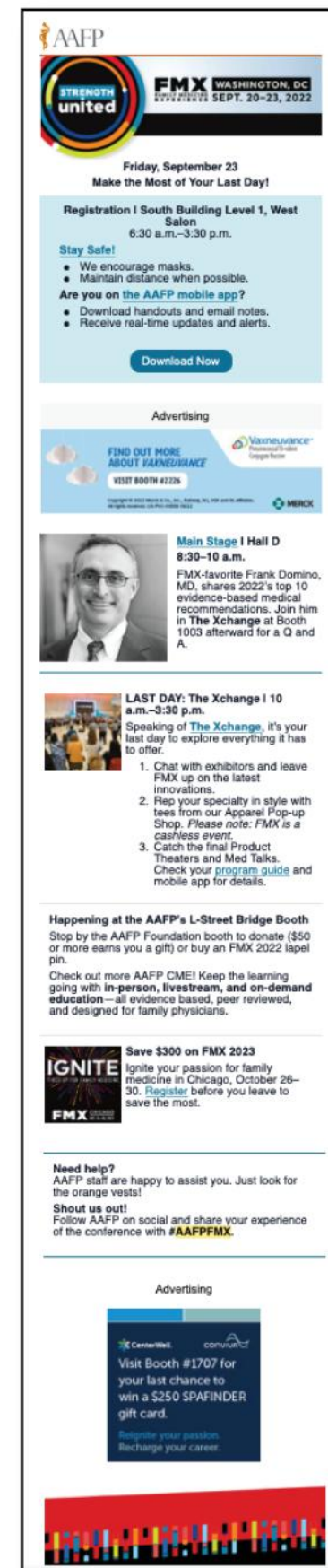
**REACH: APPROX. 80,000**

Generate more leads by reaching AAFP members who couldn't make it to FMX. This email provides non-attendees with special savings for FMX '24 and discounts on popular products.

**Investment: \$12,500**

**Specs: 500 x 150 pixels (JPG or PNG)**

**Purchase by: September 1 | Materials due: September 15**



**aafp.org/fmx**

**23**

**IGNITE YOUR BRAND AT FMX! CONTACT: JILL VETTER | 913-951-8943 | [JVETTER@AAFP.ORG](mailto:JVETTER@AAFP.ORG)**



# ENGAGE

## DIGITAL ADVERTISING

Emails, mobile apps, website, social media—digital marketing provides targeted visibility and measurable ROI before, during, and after FMX. **Maximize your investment by securing your ad spot early!**



## ENHANCED EBOOTH

Put your brand on the map for a big first impression! Sponsor is responsible for uploading the following content in their booth description:

- Company logo
- Welcome message
- Provided contact information—contact person, title, address, city, state, country
- Exhibitor product images

**Investment: \$1,000 | Availability: 6 opportunities**

**Specs: High-resolution logo (JPG or PNG)**

**Purchase by: September 1**

## PREMIUM EBOOTH

Sponsor is responsible for uploading the following content in their booth description (except for the event map banner ad):

- Company logo
- Welcome message
- Provided contact information—contact person, title, address, city, state, country
- Exhibitor product images
- Upload video
- Event map banner ad
- Product search
- Include press releases
- Show specials

**Investment: \$2,500 | Availability: 3 opportunities**

**Specs: High-resolution logo (JPG or PNG)**

**Purchase by: September 1 | Event Map Banner Ad due: September 15**



## FEATURED EXHIBITOR

Spotlight your organization by displaying your company's logo at the top of the online Exhibitor Listing.

**Investment: \$2,000**

**Availability: 5 opportunities**

**Specs: High-resolution logo, 150 x 60 pixels (JPG or PNG)**

**Purchase by: September 1**



# ENGAGE

## DIGITAL ADVERTISING

Emails, mobile apps, website, social media—digital marketing provides targeted visibility and measurable ROI before, during, and after FMX. **Maximize your investment by securing your ad spot early!**



### MOBILE APP PREMIER SPONSOR – EXCLUSIVE

This exclusive opportunity puts your brand directly in attendees' hands. Attendees will see your logo when logging on for the most up-to-date information to plan their day.

- Logo on main splash screen
- Up to 3 rotating banners on the dashboard page
- Custom tab on the dashboard page
- 1 alert each day The Xchange is open
- Logo watermark on the My Schedule tab
- Acknowledgements on the FMX website, mobile app, and the FMX Program and Exhibitor Guide

**Investment: \$45,000**

**Purchase by: August 1 | Materials due: August 15**

### MOBILE APP ENHANCED LISTING

Display your company logo on The Xchange map and exhibitor listing and upload up to 5 PDFs to the exhibitor's mobile app listing for download.

**Investment: \$550**

**Availability: 50 opportunities**

**Purchase by: August 7**

### MOBILE APP ALERTS

Push your message to the palm of attendees' hands! Mobile app alerts are key drivers of booth traffic and keep your brand top of mind.

**Investment: \$3,750**

**Availability: 4 per day**

**Specs: Subject line: 29-character limit including spaces**

**Message/Content: no character limit**

**Purchase by: September 11 | Materials due: September 25**

### THE XCHANGE PASSPORT GAME

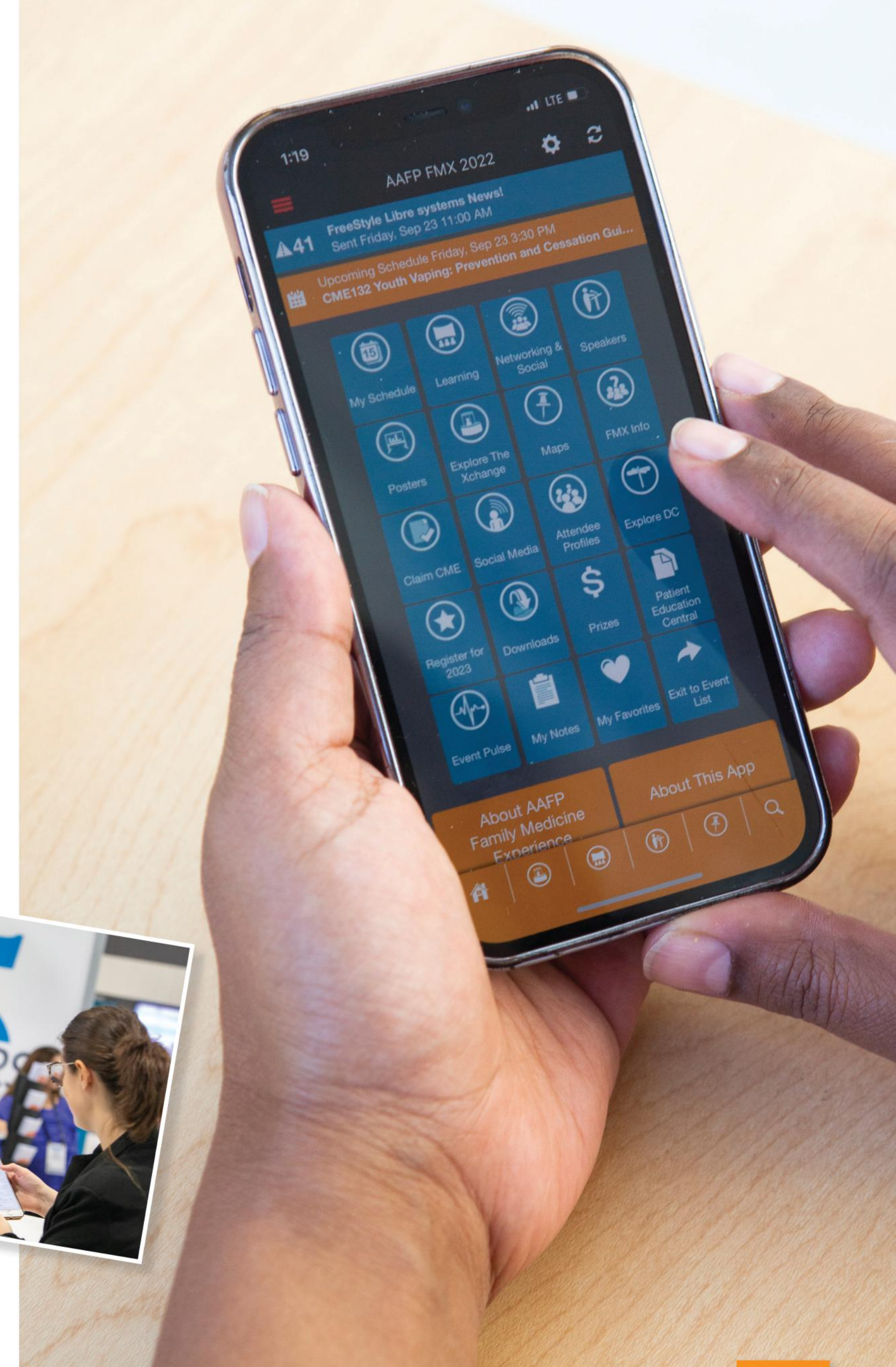
Attendees can participate on-site at FMX in a challenge through the mobile app. Exhibitors post a question to drive traffic to your booth for the correct answer. Take advantage of this fun and creative way to initiate conversations. Once complete, attendees are entered in a drawing for a chance to win prizes provided by the AAFP.

**Investment: \$3,000**

**Availability: Limited to 25 exhibitors**

**Specs: High-resolution logo (JPG or PNG)**

**Purchase by: August 30 | Materials due: September 5**





# ENGAGE

## SOCIAL MEDIA

Raise awareness about your brand, resources, and presence at FMX with AAFP's social media followers.



### FMX-BRANDED PRE-, DURING-, AND AFTER-EVENT SOCIAL POSTS

Drive brand recognition with an FMX-branded social post—your logo included. All messaging is created and approved by the AAFP. Reach 150,000+ family physician followers across the AAFP's social channels (Facebook, Twitter, LinkedIn, and Instagram). Sponsor provides all social media handles for posts.

*Each purchase includes pre-, during-, and after-event social posts.*

**Investment: \$5,500**

**Availability: 7 opportunities**

**Specs: High-resolution logo (JPG or PNG)**

**Purchase by: September 25**

**Logo due: Within 7 days of purchase**

### TEMPLATED SOCIAL MEDIA KIT

Give your design team a break with pre-made, co-branded FMX social media templates designed for Facebook, Twitter, LinkedIn, and Instagram that you can use on your own social channels. This is ideal for the sponsor who wants to create their own social media content but utilize FMX branding for additional exposure of their conference involvement.

**Investment: \$1,200**

**Availability: Multiple**

**Purchase by: October 6**

Number of  
Followers



74k



48k



20k



9,600





# ENVIRONMENT

## **Make a Statement That Stands Out**

Imagine your brand, big and bold, greeting everyone for the entire week of FMX:

- In the Convention Center
- In The Xchange
- In partnering AAFP hotels



# ENVIRONMENT

## IN THE CONVENTION CENTER | Reach a captive audience as they absorb the excitement of moving through bright, energizing spaces.



### WI-FI – EXCLUSIVE

Help all attendees get connected at FMX as the official Wi-Fi sponsor. Wi-Fi access areas will include all conference public areas, concourses, and meeting rooms at the McCormick Place Convention Center.

Sponsorship includes:

- Wi-Fi network branded with company logo. Client can work with the AAFP to provide the password. Please note restrictions apply.
- Company logo on signage that includes Wi-Fi login instruction throughout the Convention Center.
- Sponsorship recognition in FMX Program and Exhibitor Guide on featured instruction page.

**Investment: \$30,000**

**Specs: High-resolution logo (JPG or PNG)**

**Purchase by: September 1 | Materials due: September 15**

**SPECS THROUGHOUT PROSPECTUS  
LISTED AS **WIDTH X HEIGHT.****

### ATTENDEE LANYARDS – EXCLUSIVE

Get noticed and receive immediate brand recognition when you sponsor this exclusive opportunity. All attendees must wear an identifier badge for on-site access to educational programming and networking events. Upon check-in at Registration, each person will receive this accessory to their badge.

**Investment: \$8,000**

**Logo size: 34.25 mm x 15 mm (white or black logo only)**

**Purchase by: July 21 | Materials due: July 31**

*\*Please note: Pharmaceutical and medical device exhibitors may not participate based on the CMSS Code for Interactions with Companies.*



### WINDOW CLINGS

Be one of the first things that attendees see when they are dropped off or picked up at the Convention Center. Window clings are single sided and face inward. This is a primary entrance/exit of the Convention Center.



**Investment: \$18,500**

**Availability: 4 opportunities,  
8 clings per entrance  
location**

**Specs: 70" x 35", 2 top window panels |  
35" x 35", 6 bottom window panels  
(JPG x PNG)**

**Purchase by: September 1  
Materials due: September 15**

### BANNER SIGNAGE

Spotlight your brand in a massive way by displaying your message in a high-traffic area of the Convention Center. Your prominent banner won't be missed!

**Investment: \$15,000 each**

**Availability: 5 locations**

**Specs: Provided upon purchase**

**Purchase by: September 1**

**Materials due: September 15**



# ENVIRONMENT

SPECS THROUGHOUT PROSPECTUS  
LISTED AS **WIDTH X HEIGHT**.

## IN THE CONVENTION CENTER | Reach a captive audience as they absorb the excitement of moving through bright, energizing spaces.

### 3-STORY CUBE

Display your message on a 3-stacked cube in prominent areas of the Convention Center. Customize your message to gain brand recognition throughout the week. Make your presence known by promoting your booth number, education session, and more. Sponsor owns entire cube.

**Investment: \$15,000**

**Availability: Limited**

**Specs: 3 cubes, each cube includes four panels;**

**Each panel is 36" x 36" (JPG or PNG)**

**Purchase by: September 1 | Materials due: September 15**



### ESCALATORS\*

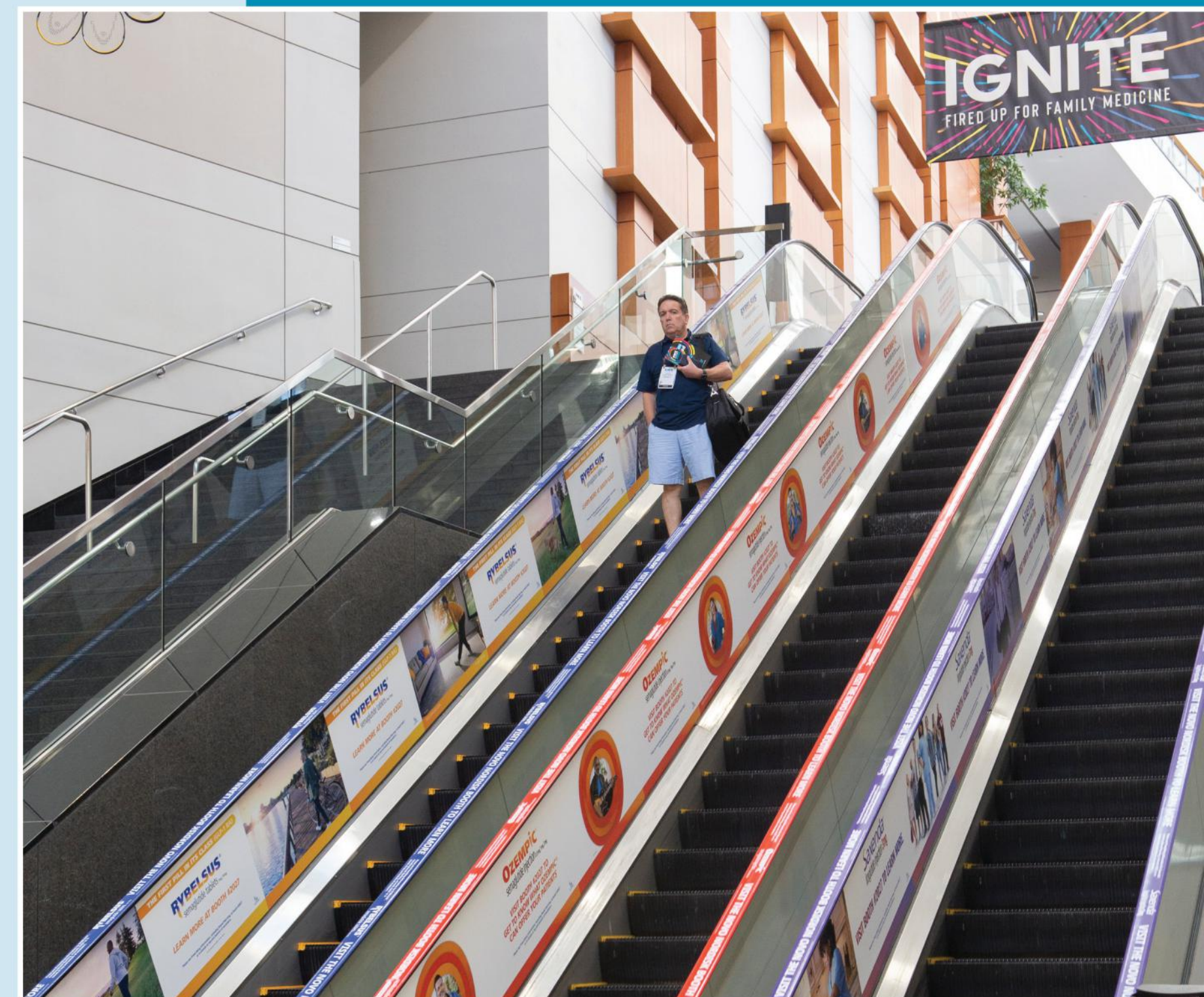
Escalate your presence with one of the most visible branding opportunities in the Convention Center. Place your message in front of attendees as they travel between floors, education sessions, meeting rooms, and events.

**Investment: Handrails, \$36,500 | Side wall, \$15,000 | Runner, \$12,000**

**Availability: West Building – 3 options available**

**Purchase by: September 1 | Materials due: September 15**

*\* Call for more details and placement.*





# ENVIRONMENT

## IN THE CONVENTION CENTER | Reach a captive audience as they absorb the excitement of moving through bright, energizing spaces.



### COFFEE BREAK SIGNAGE

Give FMX attendees an extra pep in their step with a caffeine boost. Get noticed and drive traffic to your booth by sponsoring a dedicated coffee break in The Xchange. Your organization's logo/booth number will be placed on coffee sleeves, napkins, and on location signage plus a sign in your booth to showcase your generous coffee break sponsorship.

**Investment: \$15,000**

**Availability: 5 opportunities**

**Specs: High-resolution logo (JPG or PNG)**

**Purchase by: September 1 | Materials due: September 15**

### CHARGING STATION

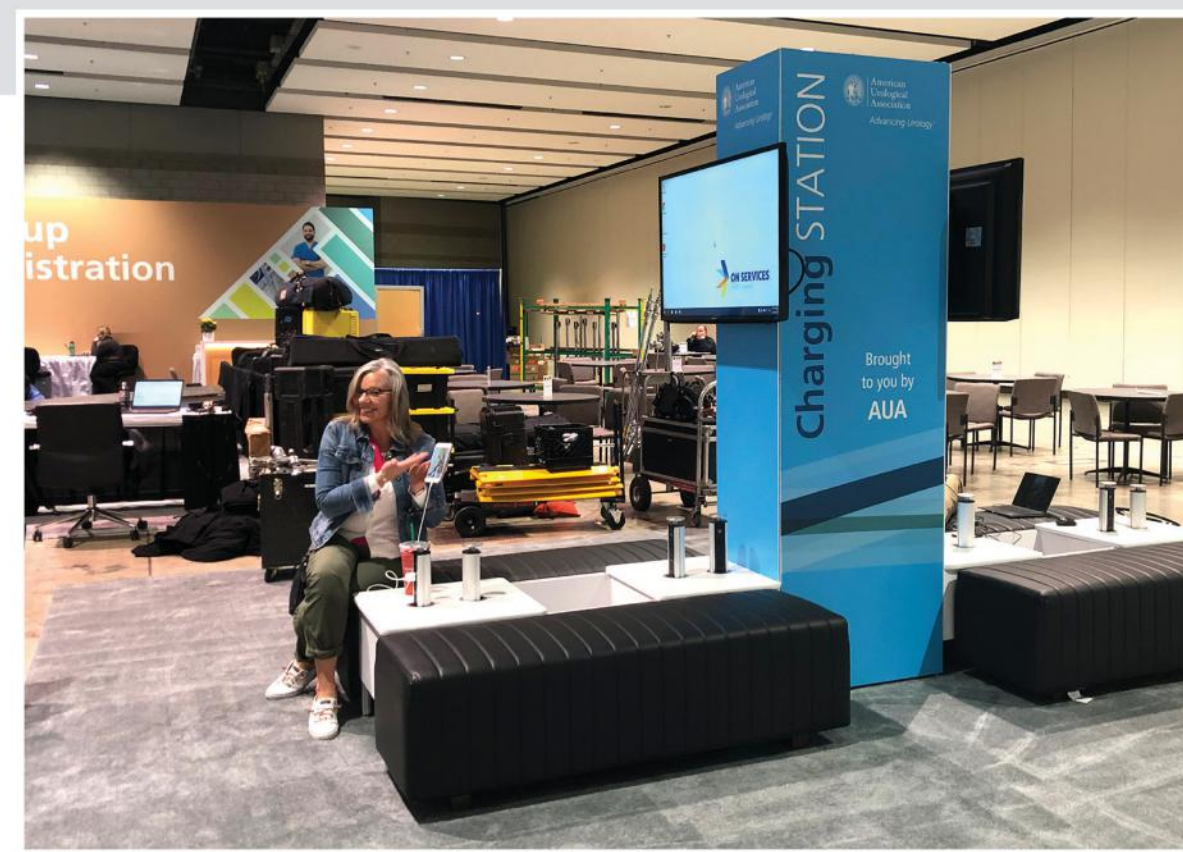
Mobile use is constant throughout FMX, making charging stations crucial for attendees. Brand this highly sought-after destination for attendees to relax and recharge their devices. Station includes charging station and seating. You'll receive customizable design and branding opportunities.

**Investment: \$14,000**

**Availability: 3 opportunities**

**Specs: High-resolution logo (JPG or PNG)**

**Purchase by: September 1 | Materials due: September 15**



### HAND SANITIZER

Do your part to keep everyone healthy with hand sanitizers placed inside The Xchange. These customizable units are sure to make a statement and will be much appreciated.

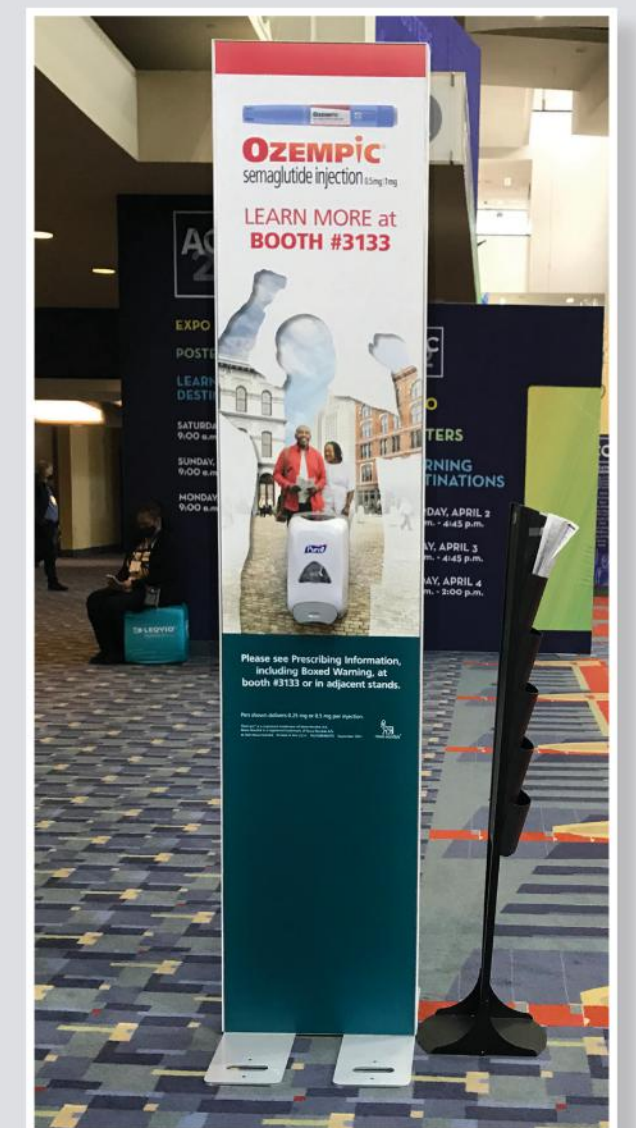
**Investment: \$7,500 per set of 2**

**Availability: 7 opportunities, set of 2**

**Specs: Call for details**

**Purchase by: September 1**

**Materials due: September 15**





# ENVIRONMENT

## IN THE Xchange

Invest in these innovative ways to make your brand stand out and lead attendees directly to your booth.

### ENTRANCE BRANDING

Display your branding on a floor graphic prominently located at one of the main entrances to The Xchange.

**Investment: \$15,500**

**Availability: 2 opportunities**

**Specs: 10' x 5' (JPG or PNG)**

**Purchase by: September 1**

**Materials due: September 15**



### AISLE SIGNS

Attendees rely on hanging aisle graphics to navigate The Xchange. Stand out from the other exhibitors by promoting your location. Place your logo and booth number prominently on the main aisle of The Xchange and drive traffic to your booth.

**Investment: \$2,500 per set of 2**

**Availability: Multiple**

**Specs: 30" x 24" at bottom of sign (JPG or PNG)**

**Purchase by: September 1 | Materials due: September 15**





# ENVIRONMENT

## IN THE Xchange

Invest in these innovative ways to make your brand stand out and lead attendees directly to your booth.



### CUSTOM DIE-CUT FLOOR DECALS

Make a path to success with customized floor clings that lead attendees directly to your booth from one (or more!) of the main entrances of The Xchange.

**Investment:** \$15,500

**Availability:** 2 opportunities; up to 50 decals per purchase

**Specs:** 5" x 12" floor decal with company logo and booth number (JPG or PNG)

**Purchase by:** September 1 | **Materials due:** September 15

### SPONSORED SEATING AREA\*

Help attendees get off their feet for a minute! Stand out in The Xchange with your branded seating area in a heavily trafficked main aisle. Direct them to your booth when they are done relaxing!

Sponsorship includes:

- Seating area
- Carpet decal with company logo and booth number
- Literature rack for marketing materials

**Investment:** \$5,000

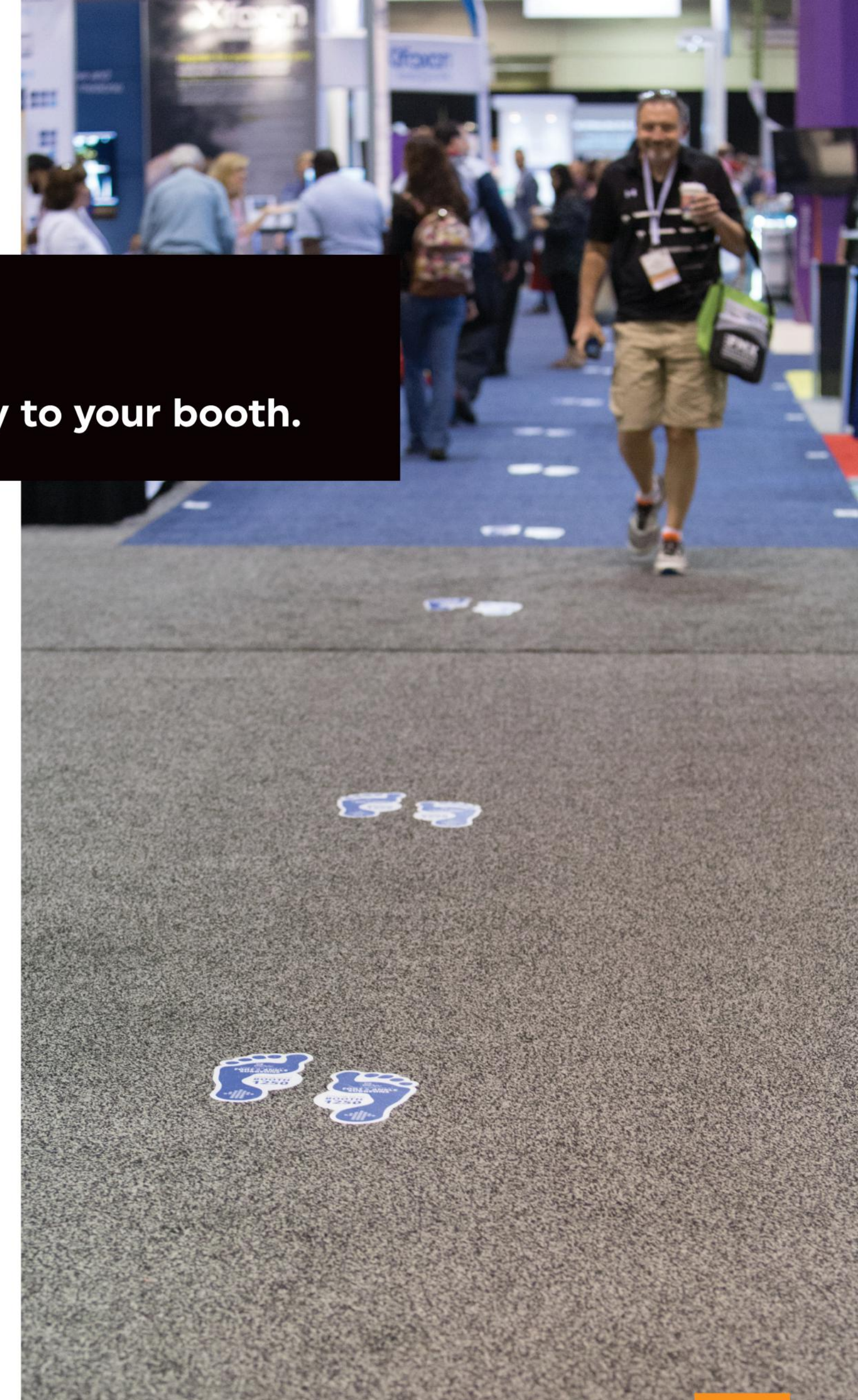
**Availability:** Multiple

**Specs:** Floor cling, 5' x 2' floor decal with company logo and booth number (JPG or PNG)

**Purchase by:** September 1 | **Materials due:** September 15



*\*Placement varies; the AAFP has final discretion on placement.*





# HOTEL SPONSORSHIP

## HOTEL BRANDING

Throughout FMX, thousands of attendees will travel between various Chicago hotels and the Convention Center. Be sure your branding is part of their experience.

### KEY CARDS – EXCLUSIVE

Put your company's brand in the palm of FMX attendees' hands—literally. As the only Hotel Key Card sponsor, your logo will dominate and ensure repeat brand awareness every time attendees enter their hotel rooms. Promote your brand and your booth number as soon as guests check in!

**Investment: \$30,000 for key cards only;  
\$45,000 with accompanying key card sleeves**

**Specs: Details provided upon purchase**

**Purchase by and materials due: August 28**





# EDUCATE

## **The No. 1 Reason Family Doctors Attend FMX**

Attendees are here to learn the latest and greatest in family medicine. Help them learn more about your products and services that will help them practice smarter, not harder.

- Med Talks
- Product Theaters
- Satellite CME Symposia



# EDUCATE

**Share your educational content and directly influence this engaged audience of family physicians by giving them what they want at FMX—the latest and greatest for family medicine.**

## MED TALKS

This is a traffic driver for your booth in The Xchange! Med Talks are an attendee favorite. Take just 15 minutes to showcase your solutions, educate, and interact face to face with family physicians, residents, and health care professional attendees in The Xchange. Attendees can continue the conversation with you when they visit your booth!

Sponsorship includes:

- Listing displayed on the online interactive schedule
- On-site schedule signage at the Med Talk, outside The Xchange and in your booth
- Pre-announcement prior to the event
- Schedule listing in the FMX Program and Exhibitor Guide\*, FMX website, and mobile app
- Attendee pre-registration mailing list and lead capture device
- Link to Med Talk schedule in The Xchange attendee-facing email

**Opportunities available on these dates:**

**Friday, October 27 | Investment: \$12,000**

**Saturday, October 28 | Investment: \$12,000**

**Sunday, October 29 | Investment: \$12,000**

**Availability: Until all time slots are filled**





# EDUCATE

Product Theaters rank as one of the most popular FMX activities with three out of four attendees reporting that they find them valuable.

## PRODUCT THEATERS

Educate and interact with family physician, resident, and health care professional attendees by sponsoring a Product Theater presentation. Theaters are in The Xchange and run concurrently. Product Theaters do not oppose AAFP CME.

Sponsorship includes:

- Food and beverage hosted by the AAFP
- Listing displayed on the online interactive schedule, webpage, mobile app, and FMX Program and Exhibitor Guide
- Branded logo on earbuds for attendees to utilize during the session and take with them after
- On-site schedule signage at the Product Theater, outside The Xchange and in your booth
- Attendee pre-registration mailing list and lead capture device
- Links to Product Theater schedule in the attendee email about The Xchange
- Pre-announcements prior to event

### SATURDAY

11:15 A.M.-12 P.M. -OR- 12:15-1 P.M.

- Lunch provided
- Seating for up to 100
- 45-minute session, includes Q&A

3:45-4:30 P.M.

- Afternoon refreshments provided
- Seating for up to 100
- 45-minute session, includes Q&A

### SUNDAY

10-10:45 A.M.

- Breakfast provided
- Seating for up to 100
- 45-minute session, include Q&A

12-12:45 P.M.

- Lunch provided
- Seating for up to 100
- 45-minute session, include Q&A

**Investment: \$42,500**

**Availability: Until all time slots are filled**

**Specs: High-resolution logo (JPG or PNG)**



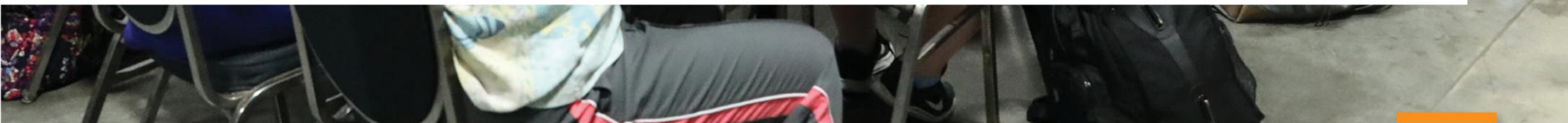
## PRODUCT THEATER AMPLIFIER PACKAGE

Maximize your Product Theater and bundle with this value-add amplifier package, which includes: Half-page ad in the FMX Program and Exhibitor Guide, your session ad listed in the dedicated email about The Xchange, and an insert in the Doctor's Bag (all FMX host hotels).

**Investment: \$12,250 if purchased with a Product Theater (50% savings from 2022)**

**Availability: Limited**

**Purchase by: August 21 | Materials due: September 5**





# EDUCATE

Share your latest educational content with an engaged audience of family docs by giving them what they want—more CME.

## SATELLITE

Broaden your reach to FMX attendees who are seeking to maximize their learning. Reach family physicians with your educational content during a Satellite CME event held in FMX host hotels during times that do not compete with FMX CME.

Sponsorship includes:

- Listing in the Satellite CME attendee-facing email
- Pre-registered attendee mailing list
- Listing in the FMX Program and Exhibitor Guide, FMX website, and mobile app
- On-site schedule signage in the Convention Center and listing in the Satellite Event Locator Map

**Investment: \$44,000**

**Availability: Until all time slots are filled**



## SATELLITE EVENT LOCATOR MAP

This map outlines the CME educational opportunities outside the AAFP schedule and directs attendees to find your session by listing your title, speaker, and location of event.

**Investment: \$5,500 for full page ad**

**\$3,500 for half page ad**

**Availability: 2 opportunities per size**

**Specs: Full-page, no bleed 3.27" x 8"**

**Half-page, no bleed 3.27" x 4"**

**Purchase by: September 1 | Materials due: September 15**



## SATELLITE CME AMPLIFIER PACKAGE

Maximize your Product Theater and bundle with this value-add amplifier package, which includes: Half-page ad in the FMX Program and Exhibitor Guide, your session ad listed in the dedicated email about The Xchange, and an insert in the Doctor's Bag (all FMX host hotels).

**Investment: \$15,000**

**Availability: Limited**

**Purchase by: August 21 | Materials due: September 5**



# EVENTS

## **Connect With Family Docs Where They Gather**

Sponsor those special moments, both big and small, that attendees can only find at FMX.

- Main Stage
- Networking and Career Opportunities
- Socializing and Downtime



# MAIN STAGE

Main Stage is the premiere platform that brings all attendees together at FMX!

## PRE-SHOW BUMPERS

Amplify your brand and drive attendees to your booth, Product Theater, or Med Talk by showcasing your brand before Main Stage starts. Bumpers play in the 10- to 15-minute preview loop. Attendees can't miss it!

### 60-second Video Bumper (includes audio)

Investment: \$12,000

Availability: Limited

Specs: 60-second Video Ad, 1920 x 1080 pixels, 16.9 Ratio .mov or .mp4

Purchase by and materials due: September 1

### Graphic Bumpers (static image)

Investment: \$3,000

Availability: Limited

Specs: Pre-show slide, 1920 x 1080 (JPG or PNG)

Purchase by and materials due: September 1





# EVENTS

## NETWORKING AND CAREER

Sponsor one of many exclusive meetups for family physicians as they reconnect and recharge throughout the week.

### NEW PHYSICIAN HAPPY HOUR – EXCLUSIVE

Build new connections during this can't-miss happy hour that annually brings together family physicians in their first seven years of practice. Sponsor will receive networking opportunity, signage noting sponsorship of reception, registration mailing list, and complimentary mobile app upgrade.

**Investment: \$12,500**

**When: Thursday, October 26 | 6:30–8 p.m.**

**Specs: High-resolution logo (JPG or PNG)**

**Purchase by: September 1 | Materials due: September 15**



### NETWORKING RECEPTIONS

The AAFP will help promote and advertise your company's networking reception to our FMX attendees! Receptions should not conflict with the opening of The Xchange. Sponsorship includes company signage in the Convention Center and listing on the FMX website schedule, mobile app, and in the FMX Program and Exhibitor Guide. Networking events cannot conflict with The Xchange Grand Opening. Please note: Sponsor is responsible for all logistics, expenses, and implementation of the event.

**Investment: \$5,000**

**Availability: Limited**

**Specs: High-resolution logo (JPG or PNG)**

**Purchase by: September 1 | Materials due: September 15**



### PROFESSIONAL HEADSHOTS – EXCLUSIVE

Smile! Attendees can have their portraits taken by an expert photographer during FMX—and they'll have you to thank for their new professional headshot. This attendee-favorite opportunity is a professional development space located inside The Xchange.

Sponsor receives area graphics/signage, logo vouchers, and listings in the FMX Program and Exhibitor Guide, mobile app, and website.

**Investment: \$17,500**

**Specs: High-resolution logo (JPG or PNG)**

**Purchase by: September 1**

**Materials due: September 15**





# EVENTS

## SOCIALIZING AND DOWN TIME

Give attendees new ways to relax and recharge throughout FMX.



### DOCTORS NETWORKING LOUNGE – EXCLUSIVE

Put your brand on display. This area offers a prime spot for promoting your company's presence at FMX, while attendees take a break and discuss everything happening in The Xchange.

**Sponsorship includes:** Listing in the FMX Program and Exhibitor Guide, mobile app, website, booth signage, literature rack for marketing materials, charging station, and refreshments.

**Investment: \$20,500**

**Specs: Provided upon purchase**

**Purchase by: September 1 | Materials due: September 15**



### STEP CHALLENGE – EXCLUSIVE

Promote walking as a healthy habit to attendees by exclusively sponsoring the wellness app. Partner with the AAFP to see who takes the most steps during FMX. Your brand will be displayed prominently in the Main Lobby promoting this wellness initiative. Attendees can stop by your booth to check out the competition on a leader board displaying real-time results.

#### Sponsor receives:

- Promotion in the FMX Daily emails
- Listings in the FMX Program and Exhibitor Guide, website, and mobile app
- Sponsored logo in the mobile app regarding the Step Challenge
- Mobile app upgrade
- On-site signage throughout the Convention Center and in your booth
- 32" monitor to stream leaderboard results in your booth

**Investment: \$15,000**

**Purchase by and materials due: September 1**



# EVENTS

## SOCIALIZING AND DOWN TIME

Give attendees new ways to relax and recharge throughout FMX.



### FURRY FRIENDS EXPERIENCE – EXCLUSIVE

Stand out from the pack and leave a “pawsitive” impression with this playful sponsorship inside The Xchange. This was a can't-miss exhibit in 2022. Attendees love stopping by to snap photos and cuddle a furry pup. Promote your brand and booth number with signage at this must-attend experience.

Sponsor also receives acknowledgment in the FMX Program and Exhibitor Guide, on the website, in mobile app alert notifications, in booth signage, and on stickers to encourage visits to the Furry Friends Experience.

**Investment: \$10,000**

**Specs: High-resolution logo (JPG or PNG)**

**Purchase by: September 1 | Materials due: September 15**



### REJUVENATION STATION – EXCLUSIVE

Provide attendees a chance to feel better—and move better—between sessions by sponsoring this popular service, and drive traffic to your booth at the same time!

**Investment: \$27,500**

**Specs: Call for details**

**Purchase by: August 1 | Materials due: September 15**





# PRICING SUMMARY

## At a Glance Opportunities

The following pages highlight all exhibitor and sponsorship opportunities for FMX 2023. This pricing summary allows you to compare pricing to find what works best for your goals and budget.

Opportunities are divided into 5 sponsored categories:

- New for 2023
- Engage
- Environment
- Educate
- Events



# PRICING SUMMARY | NEW FOR 2023

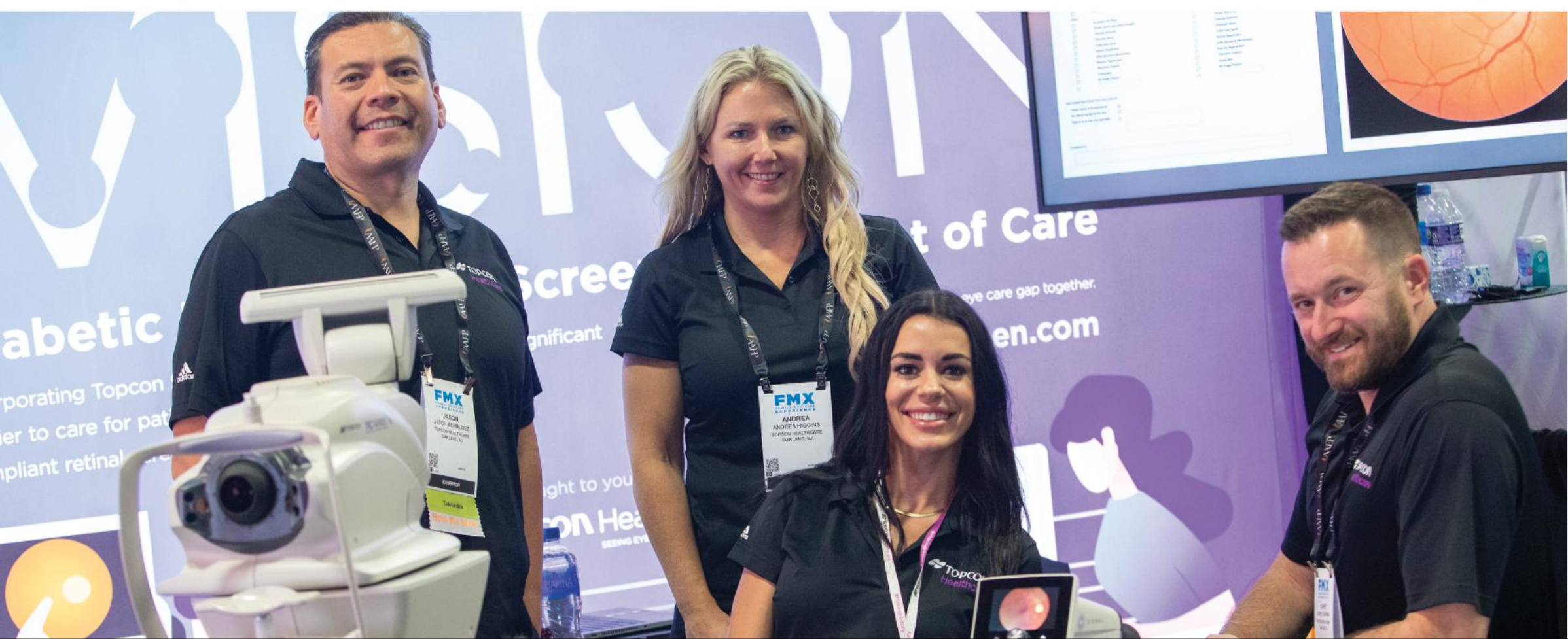
OFFERING	PRICE	OPPORTUNITIES
<b>NEW FOR 2023</b>		
<i>Attendee Experience</i>		
Satellite CME Symposia: Attendee Email	\$7,500	6
Satellite CME Event Advertising	\$7,500	4 ad panel spaces
The Xchange Map	\$7,500	3
<i>Convention Center</i>		
Digital Advertising	\$4,000 - 80" monitor	Multiple
Coat and Baggage Check	\$7,500	Exclusive
Product Theater Advertising	\$7,500	4 ad panel spaces
Office Suite in The Xchange	starts at \$12,500	Limited
Column Wraps	\$15,000/column	7
SmartAd Kiosk	\$17,500/kiosk	4
Stair Clings	\$25,000	2
LED Wall	\$15,000/display	Limited
Transportation Shuttle Signage	\$22,500	Exclusive
<i>Hotel</i>		
Hotel Elevator Signage	\$22,500	Exclusive





# PRICING SUMMARY | ENGAGE

OFFERING	PRICE	OPPORTUNITIES
ENGAGE		
Doctor's Bag	\$10,000	Multiple
Doctor's Bag Premium Option	\$17,000	Exclusive
FMX Program and Exhibitor Guide		
Inside-front Cover ad	\$15,500	Exclusive
Inside-back Cover ad	\$14,500	Exclusive
Back Cover ad	\$18,500	Exclusive
Full-page ad	\$11,500	Limited
Half-page horizontal ad	\$6,000	Limited
Half-page vertical ad	\$6,000	Limited
Quarter-page ad	\$5,000	Limited



OFFERING	PRICE	OPPORTUNITIES
ENGAGE		
Digital Advertising		
Website Skyscraper Ad	\$18,000 exclusive ad \$7,500 per page	Exclusive Limited
Bottom Banner Ads	\$11,625/ad (Primary Pages) \$9,675/ad (Secondary Pages)	Limited Limited
Sponsored Spotlight Logos	\$5,000	10
Early Bird Registration Email	\$7,500 – Leaderboard ad \$5,000 – Medium Box ad	1 Leaderboard ad 2 Medium Box ads
Advanced Registration Email	\$7,500 – Leaderboard ad \$5,000 – Medium Box ad	1 Leaderboard ad 2 Medium Box ads
Registration Confirmation Email	\$6,500	Exclusive
Attendee Know Before You Go Email	\$7,500 – Leaderboard ad \$5,000 – Medium Box ad	1 Leaderboard ad 1 Medium Box ad
Attendee Email for The Xchange	\$9,500	6
FMX Daily Download Emails	\$12,500 – Leaderboard ad \$7,500 – Medium Box ad	Varies per day
Post-FMX Attendee Email	\$9,500	Exclusive
Post-FMX All Other AAFP Active Members	\$12,500	Exclusive
Enhanced eBooth	\$1,000	6
Premium eBooth	\$2,500	3
Featured Exhibitor	\$2,000	5
Mobile App Premier Sponsor	\$45,000	Exclusive
Mobile App Enhanced Listing	\$550	50
Mobile App Alerts	\$3,750	4 per day
The Xchange Passport Game	\$3,000	Limited
Social Media		
FMX-Branded Social Posts	\$5,500	7
Templated Social Media Kit	\$1,200	Multiple



# PRICING SUMMARY | ENVIRONMENT, EDUCATE, AND EVENTS

OFFERING	PRICE	OPPORTUNITIES
ENVIRONMENT		
Convention Center		
Wi-Fi	\$30,000	Exclusive
Attendee Lanyards	\$8,000	Exclusive
Window Clings	\$18,500	4
Banner Signage	\$15,000	5 locations
3-Story Cube	\$15,000	Limited
Escalators	\$36,500 handrails \$15,000 side wall \$12,000 runner	Limited
Coffee Break Signage	\$15,000	5
Charging Station	\$14,000	3
Hand Sanitizer	\$7,500/set of 2	7
In The Xchange		
Entrance Branding	\$15,500	2
Aisle Signs	\$2,500/set of 2	Multiple
Custom Die-cut Floor Decals	\$15,500	2
Sponsored Seating Area	\$5,000	Multiple
Hotel Branding		
Key Card	\$30,000 key card only \$45,000 key card + sleeve	Exclusive

OFFERING	PRICE	OPPORTUNITIES
EDUCATE		
Med Talks	\$12,000	Limited
Product Theaters	\$42,500	Limited
Product Theater Amplifier Package	\$12,250	Limited
Satellite CME	\$44,000	Limited
Satellite Event Locator Map	\$5,500/full-page ad \$3,500/half-page ad	2/per ad size
Satellite CME Amplifier Package	\$15,000	Limited

OFFERING	PRICE	OPPORTUNITIES
EVENTS		
Main Stage 60-second Video Bumper (with audio)	\$12,000	Limited
Main Stage Pre-show Graphic Bumper (static image)	\$3,000	Limited
New Physician Happy Hour	\$12,500	Exclusive
Networking Receptions	\$5,000	Limited
Professional Head Shots	\$17,500	Exclusive
Doctors Networking Lounge	\$20,500	Exclusive
Step Challenge	\$15,000	Exclusive
Furry Friends Experience	\$10,000	Exclusive
Rejuvenation Station	\$27,500	Exclusive



# THANK YOU

Have other ideas for sponsorship and learning opportunities? Let us know—we're always happy to discuss custom offerings to fit your needs and budget. Contact us now, and let's fuel a new movement to move family medicine forward. **Ignite YOUR BRAND TODAY!**

**JILL VETTER | 913-951-8943 | [JVETTER@AAFP.ORG](mailto:JVETTER@AAFP.ORG)**

**FMX** **CHICAGO**  
FAMILY MEDICINE  
EXPERIENCE OCT. 26-29, 2023