



# Virtual Exhibitor Prospectus

## Illinois Academy of Family Physicians 2021 Essential Evidence Update Virtual Conference Friday, April 23<sup>rd</sup> and Saturday, April 24<sup>th</sup> 2021

The Illinois Academy of Family Physicians recognizes that family physicians are on the front lines of COVID-19. This year, we are pleased to offer an interactive, educational 2021 Essential Evidence Update Virtual Conference this Spring.

### **Benefits of Virtual Exhibiting**

The 2021 Essential Evidence Update Virtual Conference offers the opportunity for our partners to connect, network and showcase resources at a virtual CME event for Illinois physician leaders, primary care physicians, nurses, and other health care professionals.

Daily promotion for the conference virtual Exhibit Hall and acknowledgement of conference supporters the week of the Essential Evidence Conference will be sent out to all 5200+ Illinois Academy of Family Physicians members, with links to the Virtual Exhibit Hall directly on the conference platform.

### **Comprehensive, consistent promotion of supporters will occur before, during and after the 2021 Essential Evidence Update Virtual Conference**

The exhibit hall link will be made available to all conference attendees directly from the online conference platform. Your virtual exhibit space will be part of the Essential Evidence Conference. Acknowledgement of your support will be made through the continuously looping widget on the conference platform website before, during and after the conference.

Additionally, as a supporter you are welcome to join us online for the conference to connect with conference attendees.

## Illinois Academy of Family Physicians 2021 Essential Evidence Update Virtual Conference Partnership Exhibitor Support Benefits

### **\$500 Exhibitor Supporter includes:**

- **Virtual Exhibit Booth directly on conference platform** (ability to personalize information, with a click-through to contact you, the ability to upload videos, logo, PDFs, website links and information about our company, resources, services, etc.)
- **Logo recognition on continuous-looping widget via online conference platform**
- **Verbal Recognition as a Conference Supporter** in opening welcome session of conference.
- **Click-through logo** (link to your website) from the conference webpage.
- **Social Media Recognition** - Facebook post recognizing you as conference supporter.
- **Company logo** in program collateral/marketing, with link to your website in digital channels
- **Email blast** recognizing you as a supporter (sent to all registered attendees)
- **Recognition** in pre-event e-communication marketing
- **Post event “Thank You” e-blast recognition** with your click-through logo featured.
- **Mailing List** for virtual conference registrants

*\*all benefits subject to change based on platform and delivery mechanisms*

### **\$2000 Conference Break Presenter opportunity**

#### **Patient Care Sponsored Spotlight includes:**

- Opportunity for you to present via Zoom link to Essential Evidence Conference attendees during a designated break in the agenda (presentation time is approximately 20 minutes)
- This opportunity can be a non-CME clinical topic presentation or a pre-recorded video.
  - Supporter must provide learning objectives for presentation or video,
  - Supporter to provide URL link or code to video.
  - Videos will also be featured on our IAFP Patient Care Sponsored Spotlight webpage, through a link on the IAFP Partner in Health webpage
  - Videos can be accessed by IAFP members online for 3 months following the Essential Evidence Conference
  - Video must be focused on patient care and pre-approved by the IAFP.

### **Questions?**

Please contact Desma Rozovics at [drozovics@iafp.com](mailto:drozovics@iafp.com) or 312-301-6232

***Illinois Family Medicine: Where Health Is Primary***

**The Illinois Academy of Family Physicians** is a 5200+ member professional medical society dedicated to maintaining high standards of family practice in medicine and surgery. The IAFP is a constituent chapter of the AAFP, the largest medical specialty association in the country. All 5200 members will be invited to the conference; approximately 100 healthcare professionals are expected to attend the 2021 Virtual Essential Evidence Conference.

Support the IAFP mission: To be the voice of Family Physicians by promoting the value of the specialty of Family Medicine and improving health for all through advocacy, education, and action.

### ***Celebrating Diversity Our Patients, our Communities and Ourselves***

**Target Population** These events are specifically for Primary Care Providers. Family physicians are uniquely qualified to treat 90% of the conditions patients present, including biological and mental health concerns. Family medicine is the medical specialty which provides continuing, comprehensive health care for the individual and family. These meetings offer the unique opportunity for primary care healthcare professionals to connect on important and timely issues like promoting preventive health, treatment of chronic conditions and managing through COVID-19. Physicians will also be able to share best practices on care coordination and treatment options for patients and families.

### ***Improving, Promoting and Enhancing the Future of Family Medicine!***

Goals of IAFP educational events are to have physicians collaborate proactively, to increase awareness among all health professionals, use evidence-based and other strategies in both clinical and non-clinical aspects of medicine to eliminate disparities in health care and to strengthen the health care system throughout Illinois.

## **Exhibit Contract Rules and Regulations**

**Contract:** The Rules and Regulations become binding upon acceptance of this contract between the applicant, inclusive of employees and agents, and the Illinois Academy of Family Physicians (IAFP).

**Cancellation of Meeting:** Should any situation arise that is beyond the control of the IAFP that prevents the opening of a meeting, the holding of a meeting and/or the exhibit portion, the IAFP will not be liable for any expenses or losses incurred by the exhibitor.

**Exhibitor Fees and Terms:** An exhibitor application must be accompanied by full payment. Payment must be received in full 30 days prior to the start of the meeting.

**Cancellation Policy:** Exhibit space that has been assigned and promotional support that has been confirmed by Illinois Academy of Family Physicians may be canceled by written notice to Desma Rozovics at drozovics@iafp.com. If notice of cancellation is received:

- More than 30 Days prior to Event Start Date: Supporter forfeits 50% of total cost for sponsorship.
- 30 Days before/and up until Event Start Date: Supporter forfeits 100% of total cost for sponsorship.

NOTE: It is the exhibitor's responsibility to cancel all other arrangements made in connection with the virtual exhibit, requests for the services of official vendors, or any other contracted services.

*Contact Desma at drozovics@iafp.com or 312-301-6232 for more information.*