



**Illinois Academy of Family Physicians
Virtual 2020 Annual Meeting Event Week
Tuesday, October 13th – Saturday, October 17th 2020 *and beyond! ****

Welcome to the next level of healthcare education delivery in Illinois' primary care community!

Virtual Exhibitor Prospectus

The Illinois Academy of Family Physicians recognizes that family physicians are on the front lines of COVID-19. After much careful consideration regarding large gatherings and everyone's safety and health, we are pleased to offer a myriad of fun, interactive virtual IAFP Annual Meeting events this October during the national AAFP FMX conference.

**The 2020 IAFP Annual Meeting events will occur throughout the week
Tuesday - Saturday, October 13th - 17th 2020
Plus... your exposure and outreach will extend through the end of 2020.**

Connect online with physicians leaders from across the state at the IAFP Annual Meeting
More than 5 ½ hours of interaction time with IAFP members!
(meeting time is combo of business, social, networking, and non-CME programming)

Daily promotion for Virtual Exhibit Hall and our Annual Meeting Supporters will be sent out to all 5200+ Illinois Academy of Family Physicians members, with links to both the Virtual Exhibit Hall and the Attendee Virtual Conference Bag.

Comprehensive, consistent promotion of supporters will occur throughout the entire week of events for the 2020 IAFP Annual Meeting

The Virtual Exhibit Hall link will be sent out at least 10 times (before, during and after each events) to the entire membership. Acknowledgement of support will be made EACH DAY through the continuously looping slideshow playing online before, during and after designated meeting events. Additionally, as a supporter you are welcome the join us online for the meeting events each day to connect with members. *(all events are open except the board meeting, of course)* Your contact information and the virtual Exhibit webpages will be accessible and available online through the end of 2020, heightening the value of your investment with greater access for longer duration than ever before.

5 days! 5 events!
Tentative schedules for the Virtual IAFP Annual Meeting Events

Tuesday Oct 13th evening: Alumni Reunion Night

120-minute event, 6:00pm – 8:00pm

Medical School, Residency Program and International Medical Grad Alumni Reunion Event

- All attendees given URL to attend the Reunion Event, as well as URLs for their alumni. IAFP loop video playing in background for 30 minutes (before and gathering time)
- IAFP president welcomes all; explanation on how evening event will work
- Thank You to supporters of IAFP Annual Meeting
- Attendees dismissed to choose alumni rooms. Each attendee will have a list of alumni rooms and can go in and out of each room. Each room will have representatives from the school or FMR to guide/entertain and start discussions. After 90-100 minutes, all alumni rooms close and all attendees brought back to the plenary room for closing comments, announcements, etc.
- Attendees can stay on for another 10 minutes, IAFP loop video playing in background

Wednesday Oct 14th evening: IAFP Annual Awards Presentation and Annual Business Meeting with installation of 2020-2021 Officers, 5:00pm - 7:00pm

- Welcome by President Fudala – Thank you to Platinum Supporters
- President's Awards presented by Dr. Fudala, Election Results and Oath of new board members.
- Inaugural Address Dr. Hanak
- IAFP Awards presented by Dr. Hanak
 - Resident Teacher of the Year
 - Distinguished Service Award
 - Teacher of the Year
 - Family Physician of the Year
- Town Hall; update from Dr. Hanak, guest speakers, questions submitted by FB, Chat, etc.

Thursday Oct 15th evening: Family Medicine Leaders, 90-minute event, 6:00pm - 7:30pm

Innovators in Immunizations (Kiran Joshi, MD, Wanda Filer, MD, etc.)

Leaders in Workforce Innovation (Deb Clements, AMFRD, Bob Phillips, MD, ABFM)

- All attendees given URL to attend the Family Medicine Leader Event, as well as URLs for Leader conversations. IAFP loop video playing in background for 30 minutes (before and gathering time)
- IAFP president welcomes all; explanation on how evening event will work
- Thank You to supporters of IAFP Annual Meeting
- Attendees dismissed to choose a Leader conversation room. Attendees can go in and out of each room. All guests are closed-out of rooms after 15 minutes and will choose again. They can choose same room or another room. Two more rounds of switching rooms, then all attendees brought back to the plenary room for closing comments, announcements, etc.
- Attendees can stay on for another 10 minutes, IAFP loop video playing in background

Friday Oct 16th evening: IAFP Board Meeting/ IAFP Foundation Board Meeting

Saturday Oct 17th morning: Medical Student Connect Day

TBD (schedule coming soon!)

*dates/events are tentative and subject to change

Illinois Academy of Family Physicians
Virtual Annual Meeting
Partnership Support Levels and Benefits



\$5500 Platinum Level Supporter includes:

- **Virtual Exhibit Booth** (custom webpage, including personalized contact information, with a click-through to your email address, the ability to upload videos, logo, PDFs, website links and information about our company, resources, services, etc.)
- **Logo recognition throughout meeting events on continuous-looping slideshow**, shown daily before, during and after each IAFP Annual Meeting event
- **Recognition as a presenting sponsor** for one of the 4 award winners.
- **Provide a 15-30 second “Congratulation message to the award winner”** video clip
- **Written Recognition as a Platinum Supporter** in the opening session of Town Hall
- **Opportunity to be a guest presenter** during the week (limited to patient care, advocacy topics)
- **Virtual Annual Meeting Conference Bag insert** (sent to all registered attendees)
- **Click-through logo** (link to your website) from the Annual Meeting web page
- **Dedicated Facebook post** recognizing your organization as Platinum 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

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

\$2500 Gold Level Supporter includes:

- **Virtual Exhibit Booth** (custom webpage, including personalized contact information, with a click-through to your email address, the ability to upload videos, logo, PDFs, website links and information about our company, resources, services, etc.)
- **Logo recognition throughout meeting events on continuous-looping slideshow**, shown daily before, during and after each IAFP Annual Meeting event
- **Virtual Annual Meeting Conference Bag insert**
 - Your PDF in a pre-event emailing of virtual Conference Bag to all registered attendees
- **Click-through logo** (link to your website) from the IAFP Annual Meeting web page
- **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

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

Questions?

Please contact Desma Rozovics at 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 each day to the meeting events; approximately 500 physicians are expected to attend the Annual Meeting events throughout the week.

The IAFP Annual Meeting offers the opportunity to connect virtually with Family Medicine leaders across Illinois. 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 meeting events offer the unique opportunity for primary care healthcare professionals to connect on important and timely issues like promoting preventive health 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 the IAFP Annual Meeting 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