

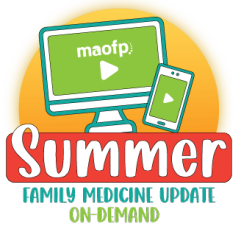
**July 12 - August 31, 2024**

On-Demand

## **SPONSORSHIP OPPORTUNITIES**

Registration is **REQUIRED** to be a sponsor at the 2024 MAOFP Summer Family Medicine Update and **MUST** be completed online. **Click HERE** for details or visit our website, [www.maofp.org](http://www.maofp.org), under the Events & Education/2024 Summer Family Medicine Update

**Deadline to Register:  
June 28, 2024**



# SPONSORSHIP OPPORTUNITIES

## YOU'RE INVITED!

Michigan Association of Osteopathic Family Physicians (MAOFP) invites organizations to take advantage of sponsorship opportunities associated with our 2024 On-Demand Summer Family Medicine Update. Showcase your company's products and services to family physicians, residents, and medical students from across the state of Michigan. MAOFP anticipates having approximately 150 Physicians accessing this conference materials.

The agenda has been designed to drive attendee traffic to the event platform. All attendees will utilize the event platform to view the agenda, session materials, and track their CME credits. Sponsors will have customizable profiles and visibility in the virtual event platform in addition to the individual sponsorship deliverables.

We look forward to hearing back from you before the application deadline of June 28, 2024. For more information, visit [www.MAOFP.org](http://www.MAOFP.org). For questions about this event, please contact Sarah Botruff at the MAOFP office at [events@maofp.org](mailto:events@maofp.org) or 517-253-8037.

**REGISTER TODAY**

## MEMBERSHIP DEMOGRAPHICS

### Get to Know Our Membership

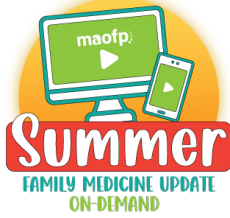
MAOFP is Michigan's premier association of active and retired osteopathic family physicians, residents, and students.

**MAOFP Membership - 500+ Members**

**70%** active physicians      **12%** retired physicians

**12%** residents & medical students





## SPONSORSHIP OPPORTUNITIES

### Sponsored Webinar - \$1,500

*Multiple available*

Host a recorded Webinar on our website for up to a year, your company can deliver an exclusive educational session, positioning itself as an industry leader while providing valuable insights to attendees.

**Benefits Include:**

- Host one sponsored webinar for up to one year posted on the MAOFP Events webpage, featuring your company's subject matter experts.
- Promotion of the sponsored webinar to event attendees through two email announcements and one social media notification.
- Inclusion in event communications highlighting the Sponsored Webinar.

### Sales Video - \$800

*Multiple available*

With Sales Video sponsorship, your company can showcase its products or services through a dedicated video presentation (Under 10 minutes recommended), reaching attendees directly with compelling sales messaging.

**Benefits include:**

- Placement of sponsored sales videos within the event platform for on-demand viewing by attendees.
- Opportunity to provide a custom message introducing sales video.
- Inclusion in one event communications highlighting sponsors of Sales Videos.

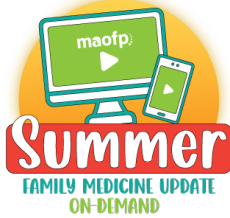
### Networking Lounge Sponsorship - \$600

*Limited availability*

Sponsors can brand and host a virtual networking lounge within the event platform, providing a dedicated space for attendees to connect, engage in discussions, and exchange contact information.

**Benefits Include:**

- Customized branding of the networking lounge landing page with company logos and graphics.
- Opportunity to moderate discussions or host networking activities within the lounge.
- Access to attendee data, including participation in networking lounge activities.
- Recognition as the official sponsor of the networking lounge in event communications.



## SPONSORSHIP OPPORTUNITIES

### Gamification Sponsorship Package - \$600

*Limited availability*

Sponsors can enhance attendee engagement by sponsoring gamification elements within the event platform, such as quizzes, challenges, or leaderboards, to incentivize participation and interaction.

#### **Benefits Include:**

- Logo placement on gamification interfaces and leaderboards.
- Opportunity to provide prizes or incentives for top-performing participants.
- Recognition in event communications highlighting gamification sponsors.
- Access to analytics tracking participant engagement with sponsored gamification features.
- Choose from Game options:
  - *Quiz Bowl* - A set of questions where users compete to get the highest score (most correct) the soonest.
  - *Photo Contest* - Questions are all photo responses; judges must choose a winner or winners for each question; winners go in a special photo gallery.
  - *Two Truths & A Lie* - The iconic icebreaker game is perfect for hybrid events. Everyone can participate in this fun-filled get to know ya' game whether attending virtually or in person. Newbies and conference veterans alike will enjoy the challenge of sniffing out the lies as they reconnect with colleagues and make new friends during the game. This game makes back to in-person = back to fun!
  - *Connect To Reps* - Make connections with representatives and earn points accordingly.
  - *Famous Pairs* - Questions are one half of a pair. Users must find someone with the other half on their name tag and use the person's last name as the answer.
  - *Scavenger Hunt* - Engage with sponsors/exhibitors in a networking Q&A game.

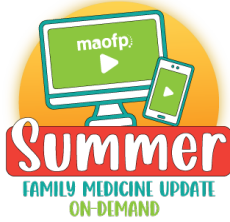
### Event Platform Sponsor

*\$500 (3 available) or \$1,500 (Exclusive Sponsor)*

This sponsor will have a high profile and visibility in the virtual event platform/mobile app. In-person and On-Demand attendees will utilize the platform to view the agenda and session materials and complete their CME requirements. All on-demand attendees will access the platform to view the educational sessions throughout the course. The expected impact is approx. 150 attendees.

#### **Benefits Include:**

- Clickable logo/banner ad prominently displayed in the virtual platform.
- One custom push notification/message to attendees through the event platform (Includes: notification subject line, customizable body message with unlimited characters, attachments, and links).
- Social media recognition.



# SPONSORSHIP OPPORTUNITIES

## Website Advertisements - \$500

*Multiple available*

With Website Advertisements sponsorship, your company's banner ads will be prominently displayed on the event website, reaching all visitors who access the site for event information and updates.

### **Benefits Include:**

- Custom banner ads of various sizes (Large: 800 x 100, Medium: 600 x 100, Small: 400 x 100) visible on the event website.
- Clickable banner ad linking to your company's website or landing page, maximizing traffic and potential leads.
- Recognition in event communications acknowledging Website Advertisements sponsors.

## Sponsor Video Highlight - \$500

*Multiple available*

Sponsor Video Highlights sponsorship offers your company visibility through video content, showcasing your brand and offerings to event attendees.

### **Benefits Include:**

- Placement of sponsor video (1 -2 min) highlights within event communications, promotional materials, or the event platform.
- Opportunity to showcase your company's products, services, or testimonials through video content.
- Recognition as a sponsor of video highlights in event communications.

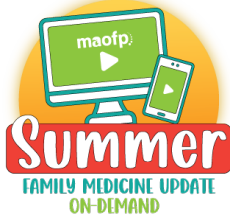
## Virtual Bag Sponsorship - \$450

*Limited availability*

Companies can sponsor the virtual swag bag, which includes digital resources, exclusive offers, and promotional materials distributed to all attendees as part of their event experience. Going digital has obvious financial benefits — no stock investment, postage needs, or staffing requirements. But for trade show and event attendees, digital gift bags can be just as exciting and, in some cases, even more useful than physical swag!

### **Benefits Include:**

- Inclusion of branded promotional materials or special offers in the virtual swag bag. Examples:
  - Event essentials: event navigation
  - Educational gifts: whitepapers, ebooks, and online courses
  - Participation gifts: virtual fitness classes, app subscriptions, print-out coloring pages, and downloadable Slack stickers
  - Monetary gifts: discounts, coupons, donation allowances, and gift cards
- Logo placement on the virtual swag bag landing page and promotional emails.
- Opportunity to drive traffic to company websites or landing pages through exclusive offers or discounts.
- Recognition in event communications highlighting sponsors of the virtual swag bag.



# SPONSORSHIP OPPORTUNITIES

## Audio Visual Sponsor - \$300

*Multiple available*

As the Audio-Visual Sponsor, your company will be recognized for its contribution to the high-quality audio and visual experience of the event, ensuring that attendees have a seamless learning experience.

### **Benefits Include:**

- Recognition in event communications thanking the Audio-Visual Sponsor for their support.
- Clickable Logo placement on opening and closing slides of the welcome video presentation.

## Email Blast - \$300

*Multiple available*

Email Blast sponsorship enables your company to reach attendees' inboxes with customized promotional messages, driving awareness and engagement.

### **Deliverables:**

- One Sponsored email blast sent to event attendees, featuring your company's branding and messaging.
- Inclusion of promotional materials, offers, or announcements tailored to your company's objectives.
- Recognition in event communications acknowledging Email Blast sponsor.

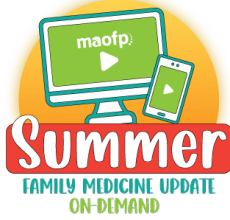
## Social Media Blast - \$250

*Multiple available*

Social Media Blast sponsorship offers your company exposure across various social media platforms, leveraging the event's social media channels to reach a wider audience. Utilize MAOFP's social presence through a collective average of 23% reach and a total of 1,331 followers across all of our social media platforms!

### **Benefits Include:**

- One Sponsored post on event social media channels (e.g., X, LinkedIn, Instagram, Facebook) promoting your company's participation or offerings.
- Customizable messaging tailored to your company's objectives.
- MAOFP will tag the company's social media page in the original post.
- Inclusion in event communications acknowledging Social Media Blast sponsor.



## SPONSORSHIP OPPORTUNITIES

### Banner Ads- \$200

*(5 available)*

This advertisement will have a high profile and visibility in the event platform. All On-Demand attendees will utilize the platform to view the agenda and session materials and complete their CME requirements. The expected impact is approx. 150 attendees.

#### **Benefits Include:**

- Custom banner ads visible to all attendees who access the event platform.
- Clickable banner ad on the mobile platform.
- All sizes needed: Large - 800 x 100 | Medium - 600 x 100 | Small - 400 x 100

### Push Notification - \$150

*Multiple available*

Push Notification sponsorship allows your company to deliver targeted messages directly to attendees' devices, maximizing visibility and engagement.

#### **Benefits Include:**

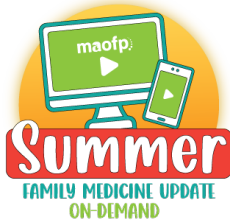
- Custom push notification is sent to attendees' devices through the event platform, promoting your company's offerings or announcements.
- Opportunity to craft personalized messages with attachments or links.
- Recognition in event communications thanking Push Notification sponsors.
- Push Notification Requirements: When sending a notification on the event apps, the heading will be pushed to the user's devices. The user can tap the alert to see the details included in the notification body. The character limit for the notification title is 120 characters and the character limit for the body of the notification is 16,000 characters. Links, images, and graphics can be included in the body of the notification.

### Multi Event Sponsorship

*(\$6,000 total value)*

Includes All Sponsorship levels listed below plus an Exhibit Table at the Winter 2025 Conference.

- Sponsored Webinar
- Sales Video
- Gamification Sponsorship Package
- Website Advertisements
- Sponsor Video Highlight
- Audio Visual Sponsor
- Email Blast
- Social Media Blast
- Push Notification



# TERMS & CONDITIONS

## EXHIBITOR/SPONSORSHIP TERMS:

1. All exhibit space & sponsorship opportunities will be awarded on a first-come, first-serve basis.
2. Exhibitors/Sponsors MUST register online.
3. The exhibit/sponsorship fee does not include attending the educational sessions which are reserved for attendee registrations only.
4. Due to production time, exhibitors/sponsors who submit online agreements after June 1, 2024, may not be mentioned in printed materials or the event platform.
5. Exhibitors/Sponsors may not sublet, assign or apportion any part of the item(s) sponsored, nor advertise or distribute literature or materials for the products or services of any other firm or organization unless approved in writing by MAOFP.
6. MAOFP assumes no responsibility for the violation of trademarks or copyrights by exhibitors/sponsors.
7. MAOFP reserves the right to determine the eligibility of any company wishing to exhibit or provide sponsorship. MAOFP may deny any exhibitor or sponsor if it feels that it detracts from the objectives of the conference or the mission of MAOFP.
8. MAOFP will not be liable for damage loss to a sponsor's property through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
9. By registering online, you agree to abide by the regulations set by MAOFP.
10. By registering as an exhibitor/sponsor, you agree to allow MAOFP to use photographs/videos that may include your likeness in a variety of media formats to market future MAOFP programs/events.

## REGISTRATION/PAYMENT:

Sponsors MUST register online - **Click HERE** for details or visit our website, [www.maofp.org](http://www.maofp.org), under the Events & Education/Annual Conference tab. When registering online, you may pay immediately by credit card or generate an invoice to pay by check. We are asking that all payments be received (or are in process) by June 1, 2024. Sponsorship deliverables are not guaranteed until payment is received, or the Business Office is informed of a delay. Failure to submit a payment will result in the sponsorship being re-opened to the public.

## CANCELLATIONS:

Written cancellation notice must be received via email ([events@maofp.org](mailto:events@maofp.org)) by May 1, 2024, to receive a 50% refund.

**REGISTER TODAY**