



**DISNEY'S GRAND FLORIDIAN RESORT & SPA • ORLANDO, FL
AUGUST 31 - SEPTEMBER 2, 2018**

PARTNER WITH FCAAP **HELP SHAPE THE FUTURE OF PEDIATRICS**

You are invited to partner with the Florida Chapter of the American Academy of Pediatrics ("FCAAP") for The Future of Pediatric Practice 2018! With three days of activities, there is something for everyone in pediatrics at this year's conference. From plenary sessions featuring influential speakers, including Florida's State Surgeon General Celeste Philip, MD, and AAP President Colleen Kraft, MD, to interactive workshops on adolescent contraceptives and dermatology, this year's conference will attract providers seeking to take their practice to the next level. The Pediatric Medical Student Research Forum, drawing students from around the country, and the Pediatric Resident Forum highlighting the top residents from around the state, are both returning in 2018!

This increasingly popular conference is attended by pediatricians, pediatric specialists, pediatric allied healthcare practitioners, office managers, pediatric residents, and medical students. Attendees will be joined by their families to experience the competitive Brain Bowl before enjoying food, dancing, and Disney characters at the Family Reception on Friday evening. During the conference, partners will have the opportunity to sit in on educational sessions, interact with attendees, and enjoy Disney's beautiful Grand Floridian Resort and Spa!

The Future of Pediatric Practice is made possible by our wonderful partners! Please join us this Labor Day weekend for The Future of Pediatric Practice 2018 and help FCAAP improve the future of pediatrics!



CONFERENCE DETAILS

WHO ATTENDS THE CONFERENCE?

The Future of Pediatric Practice was reintroduced in 2014 and has grown each subsequent year. In 2017, the conference was attended by almost **400** people, excluding family members and guests. The growth trend is expected to continue in 2018, with the expansion of the educational sessions and activities for practitioners and their families.

WHAT ARE SOME ADVERTISING OPTIONS?

Partnering with The Future of Pediatric Practice 2018 offers several advertising options.

An ad in the **conference brochure** ensures that not only will every attendee receive information about your company, but that they will see it multiple times as they review the agenda and other conference details throughout the weekend.

The Florida Pediatrician is FCAAP's peer reviewed journal and includes case reports, original research, department updates, and narrative medicine. More than **2,200 practitioners** receive the journal each quarter. The journal is made available to nonmembers and is frequently shared by authors with their supervisors, staff, and faculty. Each year, the Fall Edition includes a focus on the annual conference, highlighting the research presented by medical students from around the country, research and advocacy initiatives by Florida pediatric residents, and the Brain Bowl competition. The Fall Edition is shared with the faculty of the ten Florida pediatric residency programs and the faculty of medical schools around the country as it highlights some of the best and brightest future pediatricians.

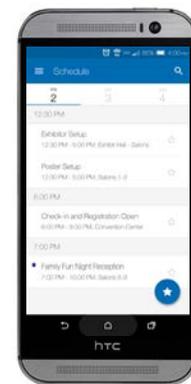
The FCAAP News, FCAAP's monthly newsletter, is an effective way to reach your target audience outside of the conference. More than 2,200 practitioners receive the **FCAAP News every month**. The FCAAP News provides members with policy updates, practice tips, legislative reports, and educational opportunities relevant to the practice of pediatrics.

Ad and media attachments in the FCAAP **mobile app** increase exposure and awareness by putting your information in front of attendees before and after the conference, allowing them to learn about your products and services early and providing a way for them to connect with you even if they missed your booth during the conference.

For the first time, conference partners can also take advantage of a joint **social media marketing** strategy with FCAAP, thereby increasing their presence and recognition beyond the conference walls.

WHAT ARE THE MOBILE APP BENEFITS?

The conference mobile app is a one-stop shop for attendees to set their schedules, participate in raffles, connect with other attendees, navigate the convention center, learn about the partners, and share contact information with other attendees. Including an ad in the mobile app allows attendees to learn about your company before they even arrive at the conference and ensures they have immediate access to your information throughout the entire conference. Push notifications and sponsored posts make your brand even more visible and allows your message to **reach more attendees**, including those who don't stop by your booth in the Exhibit Hall. Each Partner Package includes different options for mobile advertising during the conference. For example, the Presenting Conference Partner package includes up to 5 ad or media attachments in the app, 2 push notifications on Saturday and Sunday, 1 sponsored post each day of the conference, and a full profile in the mobile app, in addition to premier logo placement in the official FCAAP app throughout the 2018 calendar year.



IS THE BRAIN BOWL RETURNING?

Absolutely! **All 10 pediatric residency programs** in the state participate in the Brain Bowl, competing for the coveted title of Statewide Champion. Each program sends 4-5 residents to compete, along with the program director and/or assistant director, and other members of the faculty to support the team. Many teams bring their family and friends to the competition to cheer for them. The Brain Bowl is always a lively environment of healthy competition as the programs test each other to determine which team has the "best of the best." Having a presence at the Brain Bowl increases brand exposure and reaches members of the audience who are not otherwise attending the conference. The Brain Bowl Partner package provides maximum exposure during the Brain Bowl. This package is only available for two (2) partners this year!





CONFERENCE DETAILS

WHAT ABOUT PARTNER BRANDING?

The ability to include your name or logo on conference materials means increased exposure to all conference attendees, ensuring that they are aware of your presence before they even step into the Exhibit Hall. Extra logo and name awareness during the conference helps attendees remember that you are supporting the conference and are available to speak with them in the Exhibit Hall. Higher exposure will **increase brand awareness** among attendees and may lead to increased visits to your booth. Each partner package offers different branding opportunities. The Presenting Conference Partner Package offers the most exposure, including logo inclusion on all check-in kiosks, on the conference bag, and on one promotional giveaway. Most partner packages have limited quantities this year, so register early to secure your preferred branding options.

CAN I GIVE A COMPANY PRESENTATION OR DO A PRODUCT DEMO?

Luncheon Partners have the **unique opportunity** to showcase a product, service, or new technique to all conference attendees during the Saturday luncheon. By not offering CME for the presentation, partners have more freedom to specifically discuss the benefit of their products and services. The Luncheon Partner Package is limited to two partners, with preference for the presentation time being given to the first Luncheon Partner to register.

TELL ME ABOUT THE EXHIBIT HALL.

The Exhibit Hall allows partner representatives to interact with attendees throughout the weekend. This year's Exhibit Hall has been expanded to provide a comfortable area for attendees to socialize with one another, explore partner booths, engage with partner representatives, and enjoy meals and breaks scheduled during the conference. **Meals, snacks, and beverages** are served in the Exhibit Hall throughout the entire conference. All partner packages include booth space in the Exhibit Hall. Some packages include a larger space or a second location outside of the Exhibit Hall.

Partners exhibiting at The Future of Pediatric Practice 2018, can setup their booths in the Exhibit Hall between 9:00am and 1:30pm on Friday, August 31, 2018.

The Exhibit Hall will be open to conference attendees and their families between 1:45pm and 7:00pm on Friday, August 31, 2018, with at least three scheduled events to be hosted in the Exhibit Hall.

The Exhibit Hall will open again to conference attendees on Saturday between 6:30am and 4:30pm. Breakfast, lunch, and two snack breaks to be hosted in the Exhibit Hall on Saturday, September 1, 2018. On Sunday, September 2, 2018, the Exhibit Hall will again host breakfast and a snack break, opening at 6:45am and closing at 10:45am.





PARTNERSHIP DETAILS

PRESENTING CONFERENCE PARTNER : \$25,000

– 2 PARTNERSHIPS AVAILABLE –

- Complimentary conference attendance for up to **three** partner representatives.
- Complimentary conference registration for one Partner Guest or Preferred Client.
- Premier **double-size** booth space in the Exhibit Hall for three days, including two wide 6' skirted tables, two narrow 6' tables, four chairs, a wastebasket, and complimentary access to power.
- Recognition on the Conference website, including a link to your organization's website, as a Presenting Conference Partner.
- Recognition as a Presenting Conference Partner in the Conference Program.
- Recognition on the partner page of FCAAP's website, including a link to your organization's website.
- Recognition on Conference Partner signs near the Exhibit Hall as a Presenting Conference Partner.
- Recognition as a Presenting Conference Partner at the entrance of the CME Hall.
- Recognition as a Presenting Conference Partner at the Conference Registration Desk.
- Presenting Conference Partner profile in the Conference's mobile event app, including logo, website, and social media links.
- **(5)** Ad or media attachments in the Conference's mobile event app.
- **(1) Full Page** Advertisement in the Annual Conference Program.
- **(1)** Full page Advertisement in **three** editions of FCAAP News.
- **(2)** Push Notification Advertisements through the Conference's mobile app to all conference attendees on Saturday and Sunday of the conference.
- **(1)** Sponsored Post through the Conference's mobile app to all conference attendees on Friday, Saturday, and Sunday during the conference.
- Joint social media marketing strategy on Facebook or Twitter to include: pre-event promotion or announcement, on-site event promotion, post event sponsor thank-you, co-sponsored event acknowledgement.
- Recognition in the Annual Conference edition of the Florida Pediatrician journal as a Presenting Conference Partner.
- **(1)** Full Page Advertisement in one edition of the Florida Pediatrician



PARTNERSHIP DETAILS

PRESENTING CONFERENCE PARTNER CONTINUED

- Pre-Conference registration list to invite attendees by postal mail to stop by your booth during the Conference. (Pre-Conference list will be available until 30-days prior to the Conference; the list will not be supplemented with late registrants. The list is provided pursuant to agreement of one-time usage.)
- Post-Conference registration list to follow up with attendees by postal mail. (The list is provided pursuant to agreement of one-time usage.)
- Premier Logo placement in the Chapter's Mobile App through the end of the 2018 calendar year.
- Inclusion of your corporate logo, with a link to your website, on the summary page of the Conference website.
- Recognition as a Presenting Conference Partner in digital communications to conference invitees and attendees.
- Inclusion of your logo on all check-in kiosks at the Conference.
- One pre-conference branded e-mail communication to all registered attendees.
- Inclusion of your corporate logo on the conference bag given to all attendees.
- Corporate logo included on one promotional give-away to all Conference attendees.
- (2) inserts or promotional giveaways to be included in the conference bag given to all attendees.





PARTNERSHIP DETAILS

LUNCHEON PARTNER : \$15,000

– 2 PARTNERSHIPS AVAILABLE –

- Complimentary conference attendance for two partner representatives and one luncheon speaker.
- Premier booth space in the Exhibit Hall for three days, including one wide 6' skirted table, one narrow 6' table, two chairs, a wastebasket, and access to power.
- Recognition on the Conference website, including a link to your organization's website, as a Luncheon Partner.
- Recognition as a Luncheon Partner in the Conference Program.
- Recognition on the partner page of FCAAP's website, including a link to your organization's website.
- Recognition on Conference Partner signs near the Exhibit Hall as a Luncheon Partner.
- Recognition as a Luncheon Partner near luncheon buffets.
- Luncheon Partner profile in the Conference's mobile event app, including logo, website, and social media links.
- **(1) 30-minute non-CME presentation / product demonstration** during the Saturday luncheon, which is open to all conference attendees at no cost. *The luncheon will be held in a single room for all attendees. There may be up to two Luncheon Partner presentations, each 30-minutes in length.* (The first partner to register as a Luncheon Partner may choose to present first or second).
- (2) Ad or media attachments in the Conference's mobile event app in addition to any slides or handouts for the luncheon presentation.
- (1) Half Page Advertisement in the Annual Conference Program.
- (1) Half page or full Sidebar Advertisement in two editions of FCAAP News.
- (2) Push Notification Advertisements through the Conference's mobile app to all conference attendees on Saturday or Sunday of the conference.
- (1) Sponsored Post through the Conference's mobile app to all conference attendees on Saturday during the conference.
- Joint social media marketing strategy on Facebook or Twitter to include: pre-event promotion or announcement, on-site event promotion, post event sponsor thank-you, co-sponsored event acknowledgement.
- (1) Insert or promotional give-away to be included in the conference bag to all attendees.
- Option to provide one promotional giveaway or handout for each luncheon attendee.
- Recognition in the Annual Conference edition of the Florida Pediatrician journal as a Luncheon Partner.

LUNCHEON PARTNER CONTINUED

- (1) Half Page Advertisement in one edition of the Florida Pediatrician.
- Corporate logo included on one promotional give-away to all Conference attendees.
- Pre-Conference registration list to invite attendees by postal mail to stop by your booth during the Conference. (Pre-Conference list will be available until 30-days prior to the Conference; the list will not be supplemented with late registrants. The list is provided pursuant to agreement of one-time usage.)
- Post-Conference registration list to follow up with attendees by postal mail. (The list is provided pursuant to agreement of one-time usage.)





PARTNERSHIP DETAILS

BRAIN BOWL PARTNER : \$10,000

– 2 PARTNERSHIPS AVAILABLE –

- Complimentary conference attendance for two partner representatives.
- Free individual admission to the Family Fun Night Reception for Brain Bowl Competition Team members (available to Florida Pediatric Residency Programs ONLY).
- Booth space in the Exhibit Hall for three days, including one wide 6' skirted table, one narrow 6' table, two chairs, a wastebasket, and access to power.
- **Second booth space** on Friday at the entrance of the Final Round of the Brain Bowl.
- Recognition on the Conference website, including a link to your organization's website, as a Brain Bowl Partner.
- Recognition as a Brain Bowl Partner in the Conference Program.
- Recognition on the partner page of FCAAP's website, including a link to your organization's website.
- Recognition on Conference Partner signs near the Exhibit Hall as a Brain Bowl Partner.
- Recognition on signs near the Brain Bowl Competition as a Brain Bowl Partner.
- Brain Bowl Partner profile in the Conference's mobile event app, including logo, website, and social media links.
- (1) Ad or media attachment in the Conference's mobile event app.
- (1) Half Page Advertisement in the Annual Conference Program.
- (1) Half Side-bar Advertisement in 1 edition of FCAAP News.
- (1) Push Notification Advertisement through the Conference's mobile app to all conference attendees on either Friday or Saturday of the conference.
- (1) Sponsored Post through the Conference's mobile app to all conference attendees on Friday during the conference.
- Joint social media marketing strategy on Facebook or Twitter to include: pre-event promotion or announcement, on-site event promotion, post event sponsor thank-you, co-sponsored event acknowledgement.
- Corporate logo on Brain Bowl winner certificates
- (1) Insert or promotional give-away to be included in the conference bag for all attendees.
- Recognition in the Annual Conference edition of the Florida Pediatrician as a Brain Bowl Partner.
- (1) Half Page Advertisement in one edition of the Florida Pediatrician



PARTNERSHIP DETAILS

BRAIN BOWL PARTNER CONTINUED

- (1) Half Page or full Sidebar Advertisement in two editions of FCAAP News.
- Corporate logo included on one Brain Bowl branded and themed promotional give-away to all conference attendees.
- Post-conference registration list to follow up with attendees via postal mail (provided pursuant to agreement of one-time usage).





PARTNERSHIP DETAILS

FAMILY FUN NIGHT CONFERENCE PARTNER : \$10,000

– 2 PARTNERSHIPS AVAILABLE –

- Complimentary conference attendance for two partner representatives.
- **Free Admission** for two partner representatives and their families (1 adult and up to 6 children) to the Family Fun Night Reception.
- Booth space in the Exhibit Hall for three days, including one wide 6' skirted table, one narrow 6' table, two chairs, a wastebasket, and access to power.
- **Second booth space** on Friday evening in or near the Reception Hall during the Family Fun Night Reception.
- Recognition on the Conference website, including a link to your organization's website, as a Family Fun Night Partner.
- Recognition as a Family Fun Night Partner in the Conference Program.
- Recognition on the partner page of FCAAP's website, including a link to your organization's website.
- Recognition on Conference Partner signs near the Exhibit Hall as a Family Fun Night Partner.
- Recognition on signs near the Reception Hall for the Family Fun Night as a Family Fun Night Partner.
- Family Fun Night Partner profile in the Conference's mobile event app, including logo, website, and social media links.
- (1) Ad or media attachment in the Conference's mobile event app.
- (1) Half Page Advertisement in the Annual Conference Program.
- (1) Half Side-bar Advertisement in 1 edition of FCAAP News.
- (1) Push Notification Advertisement through the Conference's mobile app to all conference attendees on either Friday or Saturday of the conference.
- (1) Sponsored Post through the Conference's mobile app to all conference attendees on Friday during the conference.
- Joint social media marketing strategy on Facebook or Twitter to include: pre-event promotion or announcement, on-site event promotion, post event sponsor thank-you, co-sponsored event acknowledgement.
- Corporate logo included on one promotional give-away to all attendees of the Family Fun Night Reception.
- (1) Insert or promotional give-away to be included in the conference bag for all attendees.

FAMILY FUN NIGHT CONFERENCE PARTNER CONTINUED

- Recognition in the Annual Conference edition of the Florida Pediatrician as the Family Fun Night Partner.
- (1) Half Page Advertisement in one edition of the Florida Pediatrician.
- (1) Half Page or full Sidebar Advertisement in two editions of FCAAP News.
- Post-conference registration list to follow up with attendees via postal mail (provided pursuant to agreement of one-time usage).





PARTNERSHIP DETAILS

GOLD PARTNER : \$5,000

– LIMITED AVAILABILITY –

- Complimentary conference attendance for two partner representatives.
- Booth space in the Exhibit Hall for three days, including one wide 6' skirted table, one narrow 6' table, two chairs, and a wastebasket.
- Recognition on the Conference website, including a link to your organization's website, as a Gold Partner.
- Recognition as a Gold Partner in the Conference Program.
- Recognition on the partner page of FCAAP's website, including a link to your organization's website.
- Recognition on Conference Partner signs near the Exhibit Hall as a Gold Partner.
- Gold Partner profile in the Conference's mobile event app, including logo, website, and social media links.
- (1) Ad or media attachment in the Conference's mobile event app.
- (1) Quarter Page Advertisement in the Annual Conference Program.
- (1) Half Sidebar Advertisement in 1 edition of FCAAP News.





PARTNERSHIP DETAILS

BRONZE PARTNER : \$2,500

– LIMITED AVAILABILITY –

- Complimentary conference attendance for two partner representatives.
- Booth space in the Exhibit Hall for three days, including one wide 6' skirted table, one narrow 6' table, two chairs, and a wastebasket.
- Recognition on the Conference website, including a link to your organization's website, as a Bronze Partner.
- Recognition as a Bronze Partner in the Conference Program.
- Recognition on the partner page of FCAAP's website, including a link to your organization's website.
- Recognition on Conference Partner signs near the Exhibit Hall as a Bronze Partner.
- Bronze Partner profile in the Conference's mobile event app, including logo, website, and social media links.





PARTNERSHIP CONTRACT

PREFERRED PARTNER LEVEL:

- Conference Partner
 Luncheon Partner
 Brain Bowl Partner
 Family Fun Night Partner
 Gold Partner
 Bronze Partner

Organization Name: _____

Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Website: _____

Phone: _____ Email: _____

REPRESENTATIVES ATTENDING CONFERENCE

Partner representatives are invited to attend the Family Reception. Reception registration is \$30 per representative. Representatives may bring a second adult and children by registering as a family for \$60. Additional adults are \$30 each.

■ Representative 1: _____ Email: _____

Attending Family Reception? Yes No

Bringing additional adult guests? Yes No If yes, how many? # _____

Bringing children? Yes No If yes, how many for each age ___ Under 3yrs ___ 3-9yrs ___ 10-17yrs ___

■ Representative 2: _____ Email: _____

Attending Family Reception? Yes No

Bringing additional adult guests? Yes No If yes, how many? # _____

Bringing children? Yes No If yes, how many for each age ___ Under 3yrs ___ 3-9yrs ___ 10-17yrs ___

■ Representative 3*: _____ Email: _____

Attending Family Reception? Yes No

Bringing additional adult guests? Yes No If yes, how many? # _____

Bringing children? Yes No If yes, how many for each age ___ Under 3yrs ___ 3-9yrs ___ 10-17yrs ___

* Presenting Conference Partners only

PAYMENT METHOD

- Credit Card
 Check
 I Need an Invoice

Signature _____ Date _____

Please include your company logo in .JPG or .PNG format and a brief description of your company with your registration.



PARTNERSHIP DETAILS

HOW TO REGISTER/RESERVE SPOT:

Contact Alicia Adams at aadams@fcaap.org or register online at <http://fcaap.org/events/>

EARLY REGISTRATION:

All partners who register and pay by **April 12, 2018**, will receive 1 additional ad in the newsletter (of the same size as is included in the selected partner level; ½ sidebar ad for Bronze Partners). Partners who register early can elect whether to have their ad in a newsletter before or after the conference.

REFUND POLICY:

Registrations may be cancelled through **June 1, 2018**, for a full refund less a 10% processing fee.

ADVERTISING SPECIFICATIONS AND DEADLINES:

CONFERENCE PROGRAM

Partners including an ad in the conference brochure must submit their ad in the format specified no later than **5:00pm EST on July 6, 2018**. We cannot guarantee that ads received after this date will be included.

Specifications:

All measurements are in inches; all positions are full-color; bleed accepted, though trim is identical to ad size; minimum 150 DPI resolution.

- Full Page: 7.5W x 10H
- ½ Page: 7.5W x 4.875H
- ¼ Page: 7.5W x 2.3125H

BRANDED ITEMS

Partners including a logo on co-branded conference items (such as a bag, pen, toy, etc.) must submit their logo in the format specified no later than **5:00pm EST on July 6, 2018**.

Specifications:

Partner must provide hi-resolution camera-ready logo. Preferred formats: ai, eps, or 300dpi tif.

FCAAP QUARTERLY JOURNAL

Ads must be received **one month before** the publication date of each issue. The publication dates through January 2019 are as follows:

Apr 2018 (submit by Mar 1) | Jul 2018 (submit by Jun 1) | Oct 2018 (submit by Sep 1) | Jan 2019 (submit by Dec 1)

Specifications:

All measurements are in inches; all positions are full-color; bleed accepted, though trim is identical to ad size; minimum 150 DPI resolution.

- Full Page: 7.5W x 9.7H
- ½ Page: 7.5W x 4.7181H
- ¼ Page: 7.5W x 2.2306H

FCAAP MONTHLY NEWSLETTER

Ad must be received by the 15th of the previous month

(example: ads for inclusion in the November 2018 newsletter must be received by October 15, 2018)

Specifications:

All measurements are in inches; all positions are full-color; bleed accepted, though trim is identical to ad size; minimum 150 DPI resolution.

- Full Sidebar: 2.21W x 8.95H
- ½ Sidebar: 2.21W x 4.35H
- ¼ Page: 4.9444W x 4.35H