



SPONSOR & EXHIBITOR PROSPECTUS



**ADVANCING
CONNECTIONS**



2021 AAPR ANNUAL CONFERENCE

APRIL 26-27, 2021
A VIRTUAL CONFERENCE

▶ WHY BE A SPONSOR OR EXHIBITOR?

- Connect with and learn from other partners, executives and recruiting experts.
- Generate leads from some of the profession's largest organizations.
- Virtually showcase your solutions and services to in-house professionals, who recruit, retain and onboard physicians and advanced practiced providers for their employers.
- AAPPR is the premier association for in-house recruitment professionals!

▶ KEY DATES

November 19 @ 12:00 PM ET

- Exhibitor and sponsorship registration opens

January 22

- Deadline for ROAR Buyers Guide listings and advertisement placement

April 1

- Sponsor and exhibitor registration deadline

April 19-23

- Last week to schedule sponsored social media posts on AAPPR social channels

▶ TENTATIVE CONFERENCE SCHEDULE

Monday, April 26

10:00 - 10:15 am	Virtual Conference Welcome
10:15 - 11:15 am	Keynote Presentation
11:15 - 11:30 am	Break and Virtual Exhibit Viewing
11:30 - 12:30 pm	Breakout Sessions
12:30 - 1:00 pm	Break and Virtual Exhibit Viewing
1:00 - 2:00 pm	Breakout Sessions
2:00 - 2:30 pm	Break and Virtual Exhibit Viewing
2:30 - 3:30 pm	Round Table Discussions
3:30 - 3:45 pm	Break and Virtual Exhibit Viewing
3:45 - 4:45 pm	Annual Business Meeting/Elections/Award Recognition

Tuesday, April 27

10:00 - 10:15 am	Virtual Conference Welcome
10:15 - 11:15 am	Keynote Presentation
11:15 - 11:30 am	Break and Virtual Exhibit Viewing
11:30 - 12:30 pm	Breakout Sessions
12:30 - 1:00 pm	Break and Virtual Exhibit Viewing
1:00 - 2:00 pm	Breakout Sessions
2:00 - 2:30 pm	Break and Virtual Exhibit Viewing
2:30 - 3:30 pm	Round Table Discussions
3:30 - 3:45 pm	Break and Virtual Exhibit Viewing
3:45 - 4:45 pm	Networking and Celebration Hour

CONFERENCE SPONSORSHIPS

All virtual sponsorship opportunities are first right of refusal for Strategic Partners. Sponsorship purchasing is open one week earlier for them than for the general public.

All sponsorships over \$10,000 in total value will receive:

- Clickable logo included on AAPPR conference website
- Electronic list of conference registrants two weeks before conference that includes names, titles, organizations, and email addresses*
- Electronic list of attendees following the conference that includes names, titles, organizations, mailing addresses, and email addresses*
- Recognition in scrolling sponsorship presentations
- Inclusion in a pre-conference email sent by AAPPR to all registrants with a unique message provided by sponsor
- Inclusion in a post-conference email thanking the sponsors sent to all members

*Registrants will have the option to opt-out of having their phone number and email address shared. Lists cannot be sold or distributed to third parties and may only be used to two times.

VIRTUAL EXHIBIT BOOTHS



\$1,000

MULTIPLE AVAILABLE

- Customizable company virtual booth within the conference platform
- Upload content, videos, marketing collateral, and links to your website and social feeds
- Link to your company's virtual meeting platform for 1:1 or group chats with attendees
- Ability to offer prizes/incentives to encourage attendees to visit your exhibit
- Valuable investment - attendees will be able to view the information and resources in your booth for 30 days following the conference

VIRTUAL PLATFORM SPONSORSHIP



\$20,000

ONE AVAILABLE

- Exclusive sponsorship of virtual conference platform, clickable logo/banner ad prominently displayed on main screen of the platform
- Banner ad on attendee confirmation email
- Two custom social media pushes - sponsor selects the preferred date, time and social channel of the posting and is required to provide all content, imagery and links by the required due date. All social media pushes must be scheduled prior to the week of conference.
- An Instagram takeover of the AAPPR account! Your company will receive control of our account for one week in February so you can share videos and pictures of your staff doing what they do best

**ONE AVAILABLE**

- Introduce and conclude opening keynote speaker and address attendees (five minutes maximum)
- Pre-event mailing to all conference registrants (any gift, swag or literature mailed to attendees prior to conference must be approved by AAPPR). It is the responsibility of sponsor to mail to attendees in advance.
- Banner ad on virtual conference platform
- Three push notifications on conference app
- Recognition in at least one AAPPR social media post regarding keynote with tag to your social account(s)

OPENING KEYNOTE SPONSORSHIP / DAY TWO**ONE AVAILABLE**

- Introduce and conclude keynote speaker and address attendees (five minutes maximum)
- One banner ad on virtual conference platform
- Two push notifications on conference app
- Recognition in at least one AAPPR social media post regarding keynote with tag to your social account(s)

NETWORKING CELEBRATION SPONSORSHIP**ONE AVAILABLE**

- Exclusive sponsorship of the closing Network and Celebration Hour
- May provide a (mailed or virtual) gift to participants. If mailed, it is the responsibility of sponsor to mail to attendees in advance of event.
- Opportunity to open and conclude the last hour of the virtual conference
- Two custom social media pushes - sponsor selects the preferred date, time and social channel of the posting and is required to provide all content, imagery and links by the required due date. All social media pushes must be scheduled prior to the week of conference.
- One push notification on conference platform/app

WELLNESS SPONSORSHIP**ONE AVAILABLE**

- Exclusive sponsorship of morning virtual yoga session
- May provide a (mailed or virtual) gift to yoga participants. It is the responsibility of sponsor to mail to attendees.
- Opportunity to address participants during event
- Two custom social media pushes - sponsor selects the preferred date, time and social channel of the posting and is required to provide all content, imagery and links by the required due date. All social media pushes must be scheduled prior to the week of conference.
- One push notification on conference platform

NEW ATTENDEE SPONSORSHIP



\$10,000

ONE AVAILABLE

- Sponsor provides branding and messaging for an email AAPPR will send before the conference to new member/first time attendees
- Host a new member/first time attendee virtual social hour (live virtual meeting link to be provided by sponsor and shared with attendees to join)

BREAKOUT COMMERCIAL SPONSORSHIP



\$5,000

EIGHT AVAILABLE

- One 30-second commercial played midway through a breakout session
- Acknowledgement and logo displayed during opening and closing of that breakout session

WELCOME SPONSORSHIP



\$5,000

ONE AVAILABLE

- Co-branded welcome letter (or welcome video message) from AAPPR and your organization included in pre-conference email to registered attendees and featured on main page of conference platform
- Two custom social media pushes - sponsor selects the preferred date, time and social channel of the posting and is required to provide all content, imagery and links by the required due date. All social media pushes must be scheduled prior to the week of conference.

OTHER SPONSORSHIP OPPORTUNITY

WEBINAR SPONSORSHIPS

Are you interested in presenting to AAPPR members? Sponsor a one-hour, company branded webinar. These webinars are free of charge for all to attend and are not connected to AAPPR's Annual Conference. [Click here for details.](#)

Complimentary Inclusion in the Industry Buyers Guide

Content due: January 22, 2021

AAPPR is pleased to offer an annual Industry Buyers Guide that focuses on sharing contact information of vendors and companies associated with AAPPR and the industry. The AAPPR Industry Buyers Guide will be included in the digital 2021 Spring edition of ROAR, the official publication for AAPPR with a distribution range of approximately 2,000 members.

The Industry Buyers Guide will also be available electronically through the end of the year at AAPPR.org. Basic listings in AAPPR's Industry Buyers Guide are free of charge to all vendors. Company names will be listed alphabetically, by category, in the appropriate section within the guide. Companies may list under multiple categories for an additional fee.

Basic listings can be upgraded to an enhanced premium listing for increased visibility. Listings may be upgraded to include your company logo, description (up to 50 words) and a premium location. Enhancing your listing will better draw attention to your organization. This publication aims to be the document in every physician recruitment professional's virtual desk or office.

[View the 2020 Buyers Guide here](#)

To participate in advertising opportunities, please visit aappr.org or contact Nichole Dennis at nichole@aaappr.org for more information.

REGISTER FOR BUYERS GUIDE



POLICIES, TERMS AND CONDITIONS (AKA THE FINE PRINT)

All policies will be firmly enforced. Sponsors and Exhibitors must agree to adhere to all AAPPR guidelines, policies and procedures when submitting a registration.

Use of AAPPR Name or Logo

AAPPR's name, acronym and logo are proprietary marks and may not be used in advertising, signs or promotions in any media, communication or product literature immediately before, during and after the conference. AAPPR Corporate Contributors are welcomed and encouraged to use the AAPPR Corporate Contributor logo following all rules of use in the Corporate Contributor program.

Cancellation

Since benefits can be realized without any representatives in actual attendance, no refunds will be given to organizations who opt to cancel. In the unlikely event that AAPPR finds it necessary to cancel or reschedule this event, each prepaid sponsor/exhibitor can opt to receive a full refund or have the option of moving their sponsorship to the rescheduled event. AAPPR is not responsible for any other costs incurred by sponsors or exhibitors in connection with the conference.

Register

Sponsorship and exhibitor registrations must be completed online. Paper registrations will not be accepted. Amounts over \$10,000 will be invoiced and processed by check. Visit www.AAPPR.org/conference to register online.

AAPPR Contact

Nichole Dennis, CMP
Director of Membership & Program Services
517-253-7811 | nichole@appr.org

REGISTRATION

Exhibit and sponsorship registration must be completed online. Paper registrations will not be accepted. Amounts over \$10,000 will be invoiced and processed by check. To register, visit appr.org/conference.

REGISTER HERE



Association for Advancing Physician and Provider Recruitment

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