

Corporate Contributor Program

Gain year-round visibility of your brand with your target audience by utilizing the AAPPR Corporate Contributor Program.



AAPPR

ASSOCIATION FOR ADVANCING
PHYSICIAN AND PROVIDER RECRUITMENT

This program is designed to increase the awareness and visibility of your company among in-house physician recruitment professionals and AAPPR members. It also enables AAPPR to enhance professional development opportunities for its membership and promote future growth.

AAPPR membership has grown to more than 1,800 members, representing in-house physician recruitment professionals at health care organizations throughout the United States. AAPPR has established a solid foundation with strong leadership and a vision to transform health care in communities.

What's in it for you?



Communication

Getting in front of your customers can be a challenge. Staying there can be even more difficult. AAPPR offers several opportunities to reach out to our members and raise awareness of your organization.

- ***Email access to AAPPR members***

The best way to stay top-of-mind for AAPPR members is to reach them regularly. AAPPR offers the opportunity to send email messages through AAPPR exclusively to our corporate contributors.

- ***Free advertising in ROAR***

Your organization will receive free advertising in AAPPR's ROAR publication in addition to being listed in as a corporate contributor.

- ***Use of AAPPR corporate contributor language and logo***

Share with your audiences that you are an AAPPR corporate contributor in digital business communications and on your website for the duration of your partnership. You may also use the specially branded AAPPR corporate contributor logo as a badge on your website or for any non-solicitation or non-candidate communication you send. Use of the AAPPR logo in your employee email signatures is prohibited.



Recognition

As a supporter of the association, you will have several opportunities to showcase your organization to AAPPR members.

- ***Acknowledgment at AAPPR Annual Conference***

AAPPR will recognize you as a corporate contributor at the AAPPR Annual Conference with a personal thank you from us to you at our most important event of the year. More than 600 in-house recruitment professionals attend this event and attendance continues to grow!

- ***AAPPR Website Exposure***

Your company name and logo will be listed on our website and highlighted as a corporate contributor. If you participate in the [Vendor Discount Program](#), you will also receive exclusive benefits that denote your corporate contributor status – including a unique corporate contributor icon and your company name bolded to distinguish you as an AAPPR supporter.



Promotion

There is no better way to indicate pride in your support of AAPPR than to show it off! Here are the benefits that are available at various levels of sponsorship that allow you to show off your support of the organization.

SILVER

\$3,250

This level requires a one-year commitment. There is no limit to the number of silver level sponsors. All applications will be reviewed by AAPPR for approval.

Company Recognition

One broadcast email to AAPPR members

Gain visibility and credibility for your company by sending an email that educates AAPPR members about developments in your field. The ability to send broadcast emails to the AAPPR membership is not available to exhibitors or other advertisers.

One social media alert per year

AAPPR will share your organization's message in one social media alert.

One set of AAPPR mailing labels

Mail communication directly to AAPPR's members.

Connection to AAPPR Affiliate leaders upon request

Recognition as a Corporate Contributor at AAPPR's Annual Conference

Your organization will be recognized as a corporate contributor during the annual business meeting and in the virtual conference platform.

Subscription to AAPPR's ROAR publication and Pulse e-newsletter

You will receive AAPPR's bi-annual ROAR publication and a monthly AAPPR Member Pulse E-newsletter, so you are kept in the know on latest association news.

Use of the AAPPR Corporate Contributor logo

Company profile on AAPPR website

Your company's profile including website link, contact name, address, phone, email, logo and company description will be listed on the AAPPR website.

Publications

Quarter-page ad in ROAR

Promote your company with a quarter-page ad in one issue of ROAR, AAPPR's bi-annual publication.

Opportunity to submit educational content

Highlight your company's knowledge and expertise by submitting up to two pieces of written educational content to be considered for publication in AAPPR's Pulse e-newsletter and/or on our social media channels.

GOLD

\$8,000

This level requires a one-year commitment. There is a maximum of 12 partners at the gold level. All applications will be reviewed by AAPPR for approval.

Company Recognition

Flexibility

AAPPR will bring an open mindset to build the best benefits that fit your company's marketing and brand objectives.

Two broadcast emails to AAPPR members

Gain visibility and credibility for your company by sending an email that educates AAPPR members about developments in your field. The ability to send broadcast emails to the AAPPR membership is not available to exhibitors or other advertisers.

Three social media alerts per year

AAPPR will share your organization's message in one social media alert.

Two sets of AAPPR mailing labels

Mail communication directly to AAPPR's members.

AAPPR Chat banner advertisement

Your banner ad will be shown exclusively beside member chat communications for one week per year (concurrent) as availability allows. This equates to approximately 15 emails per day.

Connection to AAPPR Affiliate leaders upon request

One free banner advertisement in Pulse e-newsletter

Your banner ad will be included in one Pulse e-newsletter. AAPPR members rely on this newsletter to stay up-to-date on AAPPR's events and services and important recruitment industry news.

Access to the AAPPR Membership Directory

This benefit allows you to reach members directly and verify membership status.

Recognition as a Corporate Contributor at AAPPR's Annual Conference

Your organization will be recognized as a corporate contributor during the annual business meeting and in the virtual conference platform.

Subscription to AAPPR's ROAR publication and Pulse e-newsletter

You will receive AAPPR's bi-annual ROAR publication and a monthly AAPPR Member Pulse E-newsletter, so you are kept in the know on latest association news.

Use of the AAPPR Corporate Contributor logo

Company profile on AAPPR website

Your company's profile including website link, contact name, address, phone, email, logo and company description will be listed on the AAPPR website.

GOLD

\$8,000

This level requires a one-year commitment. There is a maximum of 12 partners at the gold level. All applications will be reviewed by AAPPR for approval.

Publications

Half-page ad in ROAR

Promote your company with a half-page ad in one issue of ROAR, AAPPR's bi-annual publication.

Opportunity to submit educational content

Highlight your company's knowledge and expertise by submitting up to two pieces of written educational content to be considered for publication in AAPPR's Pulse e-newsletter and/or on our social media channels.

STRATEGIC

\$15,000

This level requires a three-year commitment. There is a maximum of nine partners at the strategic partner level. All applications will be reviewed by AAPPR for approval.

This level engages the highest supporters of in-house physician recruitment through a unique, in-depth strategic partner relationship. Strategic partners represent vital segments in the field of physician recruiting and receive maximum brand exposure and visibility in the advancement of AAPPR's mission.

Contact Nichole Dennis at nichole@AAPPR.org or (517) 253-7811 if your company is interested in becoming a strategic partner of AAPPR.

Program Policies

The following policies apply to every level of sponsorship in the AAPPR Corporate Contributor Program. All applications will be reviewed by AAPPR for approval.

Purpose

AAPPR is committed to conducting its affairs in accordance with the highest legal, moral and ethical standards. We emphasize honesty, integrity and fairness as the core values governing relationships with our vendor partners.

In their performance of activities related to AAPPR, corporate contributors may not take actions that create liabilities for AAPPR. Corporate contributors must adhere to all AAPPR policies, procedures and guidelines.

The Corporate Contributor Program is designed to increase the awareness and visibility of vendors while enhancing the ability of AAPPR to improve professional development opportunities for its members and promote future organizational growth.

All applications for corporate contributors at the strategic partner level will be reviewed a member committee for approval consideration.

Categories

AAPPR categorizes vendors into the following:

- Advertising/Marketing
- Applicant Tracking System
- Background Verification Services
- Credentialing
- Complementary Associations
- Consulting
- Financial Services
- Locum Tenens Firms
- Onboarding
- Online Job Board and Publications
- Permanent Placement Recruitment Firms
- Provider Databases
- Relocation Service
- Other

One category shall constitute no more than 75% of contributors in the strategic and gold levels respectively. This percentage shall be reviewed annually.

Endorsement

This affiliation with AAPPR provides a unique opportunity for exposure to AAPPR members that include name recognition and goodwill. While AAPPR recognizes and acknowledges corporate contributors, it in no way directly or indirectly endorses the contributing corporation, its products or services.

Corporate contributors who advertise or promote an endorsement or implied endorsement by AAPPR will be reviewed by AAPPR and risk termination from the Corporate Contributor Program.

Branding and Logo Use

The AAPPR corporate contributor and/or strategic partner logos are the only logos corporate contributors are authorized to use. Contributors may not use the AAPPR logo by itself without express written permission from AAPPR's Chief Executive Officer. Contributors must also adhere to all guidelines set forth in the AAPPR Branding Guide with regard to use of this logo. Including the AAPPR logo in your employees' email signature is prohibited.

Refund Policy

Full payment is expected at the start of the program. The program is nonrefundable. If AAPPR and the corporate contributor agree to terminate the relationship early, AAPPR will conduct a review and reimburse any tangible services paid for but not received during the annual term.

Program Policies

The following policies apply to every level of sponsorship in the AAPPR Corporate Contributor Program. All applications will be reviewed by AAPPR for approval.

Corporate Contributor Emails

Content of emails should be quality information that educates members about developments in the field for which the company is affiliated. Corporate contributor emails will be distributed by AAPPR to its membership.

All content is subject to review by AAPPR staff and its board of directors. AAPPR reserves the right to reject an email for any reason. Content that is likely to be rejected includes job postings, discounts not offered through AAPPR's Vendor Discount Program, non-AAPPR affiliated events and anything deemed to be inflammatory. This is not an exhaustive list.

It is the responsibility of the contributor to schedule, either by email or by phone, all emails not less than ten (10) business days before an email is expected to go out. Failure to comply with this policy will result in your request being accommodated on a space and time available basis.

Emails will be sent on business days only. Sponsors may not send more than one email in a calendar month. AAPPR will not send more than two sponsored emails per week. Requested dates will be honored on a first-come, first-served basis. Email content must be sent as an .html file two weeks before the broadcast date.

Social Media Postings

Content of social media postings should be information that educates members about industry developments, educational events or content provided by your organization that relates to your field. The week during the AAPPR conference is excluded from social media promotion. All social media posts must be pre-approved by AAPPR.

AAPPR Chat Ads

Only one sponsor can post an AAPPR Chat banner ad per week. The sponsor must design and submit the ad at least two weeks before broadcast date. The ad must be a .jpg or .png that is 200 wide x 200 high.

Mailing Labels and Content

AAPPR will provide the pre-printed labels. Content of the mailer must be pre-approved by AAPPR.

ROAR Advertisements

Half-page ads: There is a maximum of six in each issue. The ad must be 9 x 5.5 in. with a .125" bleed and submitted in .pdf format.

Quarter-page ads: The ad must be 4.5 x 5.5 in. with a .125" bleed. The ad must be and submitted in .pdf format.

Written Educational Content

The suggested length is 250-500 words. Content must be provided in a Word document. Submitted content will be reviewed by AAPPR staff and is not guaranteed to be published.

Pulse E-Newsletter Banner Ads

Only two sponsors may be listed in a Pulse e-newsletter each month. The sponsor must design and submit the advertisement by the 10th to be included in that month's issue. Requested dates will be honored on a first-come, first-served basis. The ad must be a .jpg or .png that is 600 x 80 px.

Corporate Contributor Application

Primary Contact _____

Additional Contacts _____

Company (as it will be listed in promotions) _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Website _____

Company Category

Primary Category (Select one from list below) _____

Additional Categories (Select any additional below that apply)

Advertising/Marketing

Applicant Tracking System

Background Verification Services

Complementary Associations

Consulting

Credentialing

Financial Services

Locum Tenens Firms

Online Job Board and Publications

Provider Databases

Onboarding

Permanent Placement Recruitment Firms

Relocation Service

Other _____

I certify with my signature below that I have read all guidelines and policies that are provided within this brochure.

Signature _____

Date _____

Contribution Level

Gold (\$8,000)

Silver (\$3,250)

Payment

Check (Make check payable to AAPPR) Visa MasterCard AMEX

Card # _____ Exp Date _____ Security code _____

Cardholder's Name _____ Cardholder Phone _____

Signature _____

Credit Card Billing Address (Same as Above)

Credit Card Billing City/State/Zip _____

Complete this form online or mail/fax to:

AAPPR | 2501 Jolly Road, Suite 110 | Okemos, MI 48864

P: 800-830-2777 | F: 517-220-2969 | info@aappr.org

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		