PARTNER WITH FCAAP

REACH PEDIATRIC HEALTH CARE PROVIDERS

You have products and services pediatricians need... We have pediatricians!

Partner with the Florida Chapter of the American Academy of Pediatrics (“FCAAP”) for The Future of Pediatric Practice 2020 Online - Connecting for Kids to have direct access to pediatricians, specialists, allied health care practitioners, office administrators, residents, and medical students.

Your partnership shows your commitment to the highest standard of pediatric care, your recognition of the importance of affordable, quality continuing education opportunities in pediatrics, your interest in distinguishing yourself as a leader in pediatric healthcare, your commitment to ensuring access to quality healthcare for all children, and your support of pediatric health care providers.

Expand your reach and commitment to pediatrics by joining us this Labor Day weekend 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 2018, the conference was attended by just over 400 people, excluding family members and guests. 2019 saw a record jump with 500 professional registrants. The conference is expected to continue growing and with the move to a virtual format for 2020 and waived registration fees for all pediatric health care providers, a record attendance may be seen.

WHAT ARE SOME ADVERTISING OPTIONS?
Partnering with The Future of Pediatric Practice 2020 offers advertising options before, during, and after the conference.

*The Florida Pediatrician* is FCAAP’s peer reviewed journal, including case reports, original research, department updates, and narrative medicine. More than 2,600 FCAAP members 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 highlights the annual conference, sharing the research presented by medical students from around the country and initiatives by Florida pediatric residents from around the state. The Fall Edition is shared with the faculty of Florida’s 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 2,600 FCAAP members 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 during and following the event.

Select 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. With the virtual format for 2020, partners will also receive *adretargeting*, allowing them to reach FCAAP's digital audience outside of the conference.

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, 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 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 allow your message to reach more attendees.

Each Partner Package includes different options for mobile advertising during the conference. Download "FCAAP: Future of Pediatrics" from iTunes or Google Play!

WHAT IS BEING PRESENTED?
The agenda for FPP2020 Online has something for everyone, starting with a half-day Dermatology Workshop on Friday. Saturday offers plenary sessions on pediatrics in the U.S., COVID-19, healthy beverage options and healthy eating for young children, Tourette’s, and racism and implicit bias in pediatrics - all presented by pediatric experts.
CAN I GIVE A COMPANY PRESENTATION OR DO A PRODUCT DEMO?

The Luncheon Partner has the unique opportunity to showcase a product, service, or new technique to conference attendees during the Saturday lunch break. By not offering CME for the 30-minute lunch presentation, partners have more freedom to specifically discuss the benefit of their products and services. The Luncheon Partner Package is limited to one partner.

The Presenting Partner package includes a 45-minute, non-accredited breakfast presentation Saturday morning, providing the first opportunity to connect with attendees before a day of learning. The Presenting Partner package is limited one partner.

TELL ME ABOUT THE EXHIBIT HALL.

The Virtual Exhibit Hall allows partner representatives to interact with attendees throughout the live conference. This year’s Virtual Exhibit Hall has been formatted to provide optimum exposure for all partner booths and to provide a truly interactive experience for attendees. All partner packages include booth space in the Virtual Exhibit Hall. Some packages include a larger space and additional features such as a rotating banner, an embedded video, a chat box, or a private virtual meeting room.

The Virtual Exhibit Hall will be open to conference attendees throughout the entirety of the live conference, allowing attendees to visit the hall at their leisure based upon their interests.

INCREASED "TRAFFIC" WITH RAFFLE CARDS!

"Traffic" at partner booths will be encouraged with a virtual Partner Punch Card Challenge, a challenge requiring conference attendees to visit every virtual partner booth during the conference to be entered in a raffle for prizes!
PARTNERSHIP DETAILS

PRESENTING PARTNER : $20,000
– 1 AVAILABLE –

Highlights of the Presenting Partner package include a large booth, a 45-minute non-accredited presentation, premier logo placement throughout the Conference, and maximum advertising opportunities.

- Virtual Exhibit Hall:
  - Complimentary conference attendance for partner representatives, and a breakfast speaker.
  - Premier extra large booth with your logo, your web link, an introductory paragraph, a contact form for attendees to request more information, one embedded video, a meeting scheduler to easily connect with attendees, external links to resources and information, a chat box to communicate with attendees in your booth during the live conference, an image gallery to highlight your company, a rotating banner to display additional information about your products and services, and a private virtual meeting room to meet with attendees one-on-one during the live conference.

- (1) 45-minute non-CME presentation/product demonstration during the Saturday breakfast break, which is open to all conference attendees.

- Ad retargeting for 6 months with 100,000 total impressions. Ad retargeting offers access to our tracked digital audience increasing your exposure outside of the virtual exhibit hall.

- Advertisement in one pre-conference email to all conference registrants regarding the Breakfast Presentation (to be sent 2-3 days before the start of the conference).

- Participation in the Partner of the Month for November 2020 – includes one social media post recognizing your partnership on Facebook and Twitter each week, recognition in the November 2020 FCAAP News as the partner of the month, and the option to provide a spotlight article highlighting your company for the November 2020 FCAAP News.

- Custom email templates and social media posts to invite your network to attend the conference for free.

- Vanity landing page on the conference website with your company information.
Advertising Opportunities:
- Post-Conference registration list to follow up with attendees by postal mail. (The list is provided pursuant to agreement of one-time usage.)
- One (1) pre-conference branded e-mail communication to all registered attendees, sent 1 day prior to the start of the Conference.
- One (1) email ad regarding the subject/topic of the breakfast presentation to all conference registrants, to be sent 2-3 days prior to the start of the Conference.
- Two (2) promotional items to be included in the virtual grab bag for conference attendees.
- One (1) full page advertisement in the virtual Conference program.
- One (1) full page advertisement in three (3) editions of FCAAP News, a monthly newsletter sent to FCAAP’s more than 2,600 members.
- One (1) full page advertisement in one edition of The Florida Pediatrician, FCAAP’s peer-reviewed journal.

Recognition as Presenting Partner on the following, including a link to your website:
- The summary page of the Conference website.
- The partner page of the Conference website and the FCAAP website.
- The events page of the FCAAP website.
- The virtual Conference Program.
- All email communication to conference invitees and attendees.
- The Fall edition of The Florida Pediatrician journal.

Presenting Partner profile in the Conference’s mobile event app, including logo, website, social media links, and contact information. Plus:
- Five (5) ad or media attachments.
- Two (2) push notification advertisements to all conference attendees – one on Friday and one on Saturday during the Conference.
- One (1) sponsored post 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, post event sponsor thank-you, co-sponsored event acknowledgment.

Inclusion in a 2020 virtual Partner Punch Card Challenge, a challenge requiring conference attendees to visit each virtual partner booth during the conference to be entered in a raffle for prizes.
PARTNERSHIP DETAILS

LUNCHEON PARTNER: $15,000
– 1 AVAILABLE –

Highlights of the Luncheon Partner package include a non-accredited 30-minute presentation, a large virtual booth, and enhanced advertisement opportunities.

- Virtual Exhibit Hall:
  - Complimentary conference attendance for partner representatives and a luncheon speaker.
  - Large booth with your logo, your web link, an introductory paragraph, a contact form for attendees to request more information, one embedded video, a meeting scheduler to easily connect with attendees, external links to resources and information, a chat box to communicate with attendees in your booth during the live conference, an image gallery to highlight your company, and a rotating banner to display additional information about your products and services.

- (1) 30-minute non-CME presentation/product demonstration during the Saturday lunch break, which is open to all conference attendees.

- Ad retargeting for 5 months with 75,000 total impressions. Ad retargeting offers access to our tracked digital audience increasing your exposure outside of the virtual exhibit hall.

- Participation in the Partner of the Month for October 2020 – includes one social media post recognizing your partnership on Facebook and Twitter each week, recognition in the October 2020 FCAAP News as the partner of the month, and the option to provide a spotlight article highlighting your company for the October 2020 FCAAP News.

- Custom email templates and social media posts to invite your network to attend the conference for free.

- Vanity landing page on the conference website with your company information.

- Recognition as a Luncheon Partner on the following, including a link to your website:
  - The partner page of the Conference website and FCAAP website.
  - The virtual Conference program.
  - The Fall edition of The Florida Pediatrician journal.

- Luncheon Partner profile in the Conference’s mobile event app, including logo, website, social media links, and contact information. Plus:
  - Two (2) ad or media attachments.
  - One (1) push notification advertisement to all conference attendees on Saturday during the Conference.
  - One (1) sponsored post to all conference attendees on Saturday during the Conference.
PARTNERSHIP DETAILS

LUNCHEON PARTNER CONTINUED

- Advertisement Opportunities:
  - Post-Conference registration list to follow up with attendees by postal mail.
    (The list is provided pursuant to agreement of one-time usage.)
  - One (1) email ad regarding the subject/topic of the luncheon presentation to all conference registrants, to be sent 4-5 days prior to the start of the Conference.
  - One (1) half-page or full sidebar advertisement in two (2) editions of the FCAAP News, a monthly newsletter sent to FCAAP’s more than 2,600 members.
  - One (1) half-page advertisement in the virtual Conference program.
  - One (1) promotional item in the virtual grab bag for all conference attendees.
  - One (1) half-page advertisement in one edition of The Florida Pediatrician, FCAAP’s peer-reviewed journal.

- Joint social media marketing strategy on Facebook or Twitter to include: pre-event promotion or announcement, post event sponsor thank-you, co-sponsored event acknowledgment.

- Inclusion in a 2020 virtual Partner Punch Card Challenge, a challenge requiring conference attendees to visit each virtual Partner booth during the conference to be entered in a raffle for prizes.
Highlights of the Family Reception Partner package include exclusive access to families during the reception and enhanced advertisement opportunities.

- Virtual Exhibit Hall:
  - Complimentary conference attendance for partner representatives.
  - Medium booth with your logo, your web link, an introductory paragraph, a contact form for attendees to request more information, a meeting scheduler to easily connect with attendees live, and external links to resources and information.

- Host of the Friday evening virtual family reception with recognition throughout the reception.

- Ad retargeting for 4 months with 50,000 total impressions. Ad retargeting offers access to our tracked digital audience increasing your exposure outside of the virtual exhibit hall.

- Custom email templates and social media posts to invite your network to attend the conference for free.

- Vanity landing page on the conference website with your company information.

- Recognition as a Family Reception Partner on the following, including a link to your website:
  - The partner page of the Conference website and FCAAP website.
  - The virtual Conference program.
  - The Fall edition of *The Florida Pediatrician*.

- Family Reception Partner profile in the Conference’s mobile event app, including logo, website, social media links, and contact information. Plus:
  - One (1) ad or media attachment.
  - One (1) push notification advertisement to all conference attendees on Friday during the conference.
  - One (1) sponsored post to all conference attendees on Friday during the conference.
PARTNERSHIP DETAILS

FAMILY RECEPTION PARTNER CONTINUED

- Advertisement Opportunities:
  - One (1) half-page advertisement in the virtual Conference program.
  - One (1) promotional item in the virtual grab bag for conference attendees.
  - Post-conference registration list to follow up with attendees via postal mail (provided pursuant to agreement of one-time usage).
  - Advertisement in one (1) pre-conference email to all conference registrants regarding the Family Reception (to be sent 6-8 days before the start of the conference).
  - One (1) half side-bar advertisement in two (2) editions of the FCAAP News, a monthly newsletter sent to FCAAP’s more than 2,600 members.
  - One (1) half-page advertisement in one edition of The Florida Pediatrician, FCAAP’s peer-reviewed journal.

- Joint social media marketing strategy on Facebook or Twitter to include: pre-event promotion or announcement, post event sponsor thank-you, co-sponsored event acknowledgment.

- Inclusion in a 2020 virtual Partner Punch Card Challenge, a challenge requiring conference attendees to visit each virtual Partner booth during the conference to be entered in a raffle for prizes.
GOLD PARTNER : $5,000
– Limited Availability –

*Highlights of the Gold Partner package include increased advertisement opportunities.*

- **Virtual Exhibit Hall:**
  - Complimentary conference attendance for partner representatives.
  - Standard booth with your logo, your web link, an introductory paragraph, and a contact form to allow attendees to request more information.

- **Advertisement Opportunities:**
  - One (1) promotional item in a virtual grab bag for conference attendees.
  - Post-conference list of all registrant names.
  - One (1) quarter-page advertisement in the virtual Conference program.
  - One (1) half-sidebar advertisement in one (1) edition of the *FCAAP News*, a monthly newsletter sent to FCAAP’s more than 2,600 members.
  - Ad retargeting for 3 months with 30,000 total impressions. *Ad retargeting offers access to our tracked digital audience increasing your exposure outside of the virtual exhibit hall.*

- **Recognition as a Gold Partner on the following, including a link to your website:**
  - The partner page of the Conference website and FCAAP website.
  - The virtual Conference program.

- **Gold Partner profile in the Conference’s mobile event app, including logo, website, social media link, and contact information.** Plus, one (1) ad or media attachment.

- **Inclusion in a 2020 virtual Partner Punch Card Challenge,** a challenge requiring conference attendees to visit each virtual Partner booth during the conference to be entered in a raffle for prizes.

- **Custom email templates and social media posts to invite your network to attend the conference for free.**
PARTNERSHIP DETAILS

BRONZE PARTNER: $2,500
— Limited Availability —

- Virtual Exhibit Hall:
  - Complimentary conference attendance for partner representatives.
  - Standard Booth with your logo, your web link, and an introductory paragraph.

- Recognition as a Bronze Partner in the following, including a link to your organization’s website:
  - The partner page of the Conference website and the FCAAP website.
  - The virtual Conference program.

- Bronze Partner profile in the Conference’s mobile event app, including logo, website, social media links, and contact information.

- Inclusion in a 2020 virtual Partner Punch Card Challenge, a challenge requiring conference attendees to visit each virtual Partner booth during the conference to be entered in a raffle for prizes.

- Ad retargeting for 2 months with 20,000 total impressions. Ad retargeting offers access to our tracked digital audience, increasing your exposure outside of the virtual exhibit hall.

- Custom email templates and social media posts to invite your network to attend the conference for free.
Add some Extra Magic to your Partner Package to expand your reach and increase your presence during the Conference.

- **Break Sponsor – 3 available**
  - **Description & Benefits:** Keep attendees alert and engaged by sponsoring a break during the virtual conference. Your name will be in front of attendees with recognition of your sponsorship on the websites, in the mobile app, in the virtual program, and on the schedule. You will also have the option to provide one a 90-second video to be played twice during the sponsored break to further highlight your services/products (non-commercial partners only).
  - **Cost:** $350 per break

- **Virtual Program Ad**
  - **Description & Benefits:** Put your name in front of every attendee by advertising in the virtual Conference Program. Purchase extra ad locations for multiple ads or purchase additional ad space to increase the size of the ad space included in your Partner Package.
  - **Cost:**
    - $150 for a quarter-page ad
    - $250 for a half-page ad
    - $450 for a full-page ad

**Florida Chapter of the American Academy of Pediatrics**

Incorporated in Florida

**ABOUT THE CHAPTER**

Through its more than 2,600 members, the Florida Chapter of the American Academy of Pediatrics (FCAAP) promotes the health and welfare of Florida’s children and supports pediatricians and pediatric specialists as the best qualified providers of their healthcare. FCAAP members include pediatricians, subspecialists, allied health professionals, pediatric residents, and medical students.