December 2019

Dear Colleague:

We invite you to exhibit with us at 2020’s largest gathering of family physicians. This event is your best opportunity for face-to-face contact with family physicians from around the state.

The 2020 Oregon Academy of Family Physicians Annual Conference is striking a new BALANCE. With a focused workshop on PHYSICIAN HEALTH FIRST, the program will blend clinical and policy education with focused opportunities for attendees to CONNECT and LEARN. Thursday, April 23 will feature a half-day program for students and residents, and an optional half-day LEADERSHIP workshop. Also new, this year’s program will integrate sessions from our long-standing partner ORPRN, and Saturday morning’s program will include the OHSU PENNINGTON LECTURE. As always, Saturday afternoon will offer an optional KSA Study Hall.

The conference will be at the Embassy Suites in Portland, Oregon from April 23 to 25, with exhibit hall hours on Friday, April 24. We expect close to 200 family physicians, family medicine residents and medical students from Oregon and southwestern Washington to attend. We will offer evidence-based seminars, breakout sessions and hands-on workshops from exceptional faculty.

For the thirteenth consecutive year, the OAFP’s Family Medicine Weekend is free of pharmaceutical funding.

The exhibit day will include dedicated break times within the exhibit hall to enable you to connect with more physicians efficiently. We also offer several optional networking opportunities including Thursday night’s Family Doctors' Jam Session, the Friday evening OAFP Foundation Auction and the Saturday afternoon Celebration Luncheon.

Mark your calendar for April 24 to take part in the 2020 Family Medicine Weekend — and make sure to let us know soon if you plan on exhibiting. I have attached a copy of the sponsorship opportunities and letter of agreement for you to review.

Sincerely,

Betsy Boyd-Flynn, Executive Director

PS: Family Medicine Champions who commit before December 31 will be recognized on Register Now postcards sent in January 2020.
OREGON ACADEMY OF FAMILY PHYSICIANS
2020 Annual Family Medicine Conference
April 23 - 25, 2020 • Portland

OAFP by the Numbers

1937 MEMBERS STRONG
1424 active  135 residents  147 students  221 retired and other

- 29.3% open rate on email marketing to all members
- 94.1% membership retention rate
- 80% market share among Oregon family medicine physicians
- OAFP programming and advertising is 100% free of pharmaceutical funding
- In 2020, Oregon will be home to 6 family medicine residency sites
- 33% of Oregon’s doctors are family physicians
- 2018-19, family medicine had the highest match rate of OHSU medical graduates (15%)
  and the highest match rate for Western-COMP medical graduates (26%)

Age Demographics

Practice Locations
OREGON ACADEMY OF FAMILY PHYSICIANS
2020 Annual Family Medicine Conference
April 23 - 25, 2020 ● Portland

Benefits for Conference Sponsors Include

Name recognition with the largest medical specialty society in Oregon
Extensive visibility in OAFP marketing and communication materials
Advertising discount of 25% for Family Physicians of Oregon magazine
Access to key family physicians, family medicine residents, and medical students
Free admission to educational seminars and workshops for booth personnel at the “Champion” level
Friday-only exhibit hours let you connect with more physicians without requiring an additional overnight stay!
All food and beverage breaks in the Exhibit Hall to help build traffic and encourage networking

OAFP Family Medicine Champion
Acknowledgement and Recognition:
Signage at all meals and events
Slideshow acknowledgement during CME sessions
Logo placement on OAFP website
Recognition in summer issue of Family Physicians of Oregon
Half-page ad in conference brochure

Benefits:
Exhibitor booth at Physician’s Information Session
Tickets for two booth staff to attend any CME session
Literature leave behinds
Friday breakfast and box lunch for two booth personnel
List of conference attendees

$2,750

Exhibitor
Acknowledgement and Recognition:
Logo placement on OAFP website
Recognition in summer issue of Family Physicians of Oregon
Quarter-page ad in conference brochure

Benefits:
Exhibitor booth at Physician’s Information Session
Friday breakfast and box lunch for two booth personnel
List of conference attendees

$1,100

Networking Opportunities

Thursday
Attend Poster Session and meet family medicine residents and students
Socialize informally at our Family Doctors’ Jam Session

Friday
Mix with community members and donors at our Auction Reception benefitting the OAFP Foundation

Saturday
Meet members and their families at the Celebration Luncheon which includes the installation of new officers and surprise award to Oregon’s Family Doctor of the Year

Please let us know if you are interested in attending any of the Networking Opportunities. Advanced ticket purchase is required for the Auction Reception and Celebration Luncheon. Thank you.
LETTER OF AGREEMENT

We would like to sponsor the OAFP’s continuing medical education of the state’s family physicians. Please count us in as sponsors at the following level:

<table>
<thead>
<tr>
<th><strong>Family Medicine Champion</strong></th>
<th>$2750</th>
<th><strong>OAFP Exhibitor</strong></th>
<th>$1,100</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Additional Opportunities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcome Reception (2 available)</td>
<td>$2,000</td>
<td>Coffee Break (2 available)</td>
<td>$750</td>
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<tr>
<td>Afternoon Snack Break</td>
<td>$1,500</td>
<td>Family Fun Space</td>
<td>$500</td>
</tr>
<tr>
<td>Auction Dessert</td>
<td>$1,000</td>
<td>Auction Item (please describe below)</td>
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<tr>
<td>Item:</td>
<td></td>
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</tbody>
</table>

*Only Family Medicine Champions and Exhibitors are able to exhibit in the Physician’s Information Session.*

COMPANY NAME ____________________________________________________________

Representative(s) _______________________________________________________

Title(s) ________________________________________________________________

Address ________________________________________________________________

E-mail _________________________________________________________________

Phone ___________________________ Amount Enclosed _______________________

Please write a brief paragraph (100 words or less) on the following page describing your organization for inclusion in promotional materials. We will also need a high resolution .jpg or .png of your company logo. Deadline: March 1, 2020.

Mail this form with your check to: Oregon Academy of Family Physicians
1717 42nd St, Ste 2103
Portland, OR 97213

Payment by check: Please make checks payable to:
Oregon Academy of Family Physicians

Electronic Payment: _____ I would like to be invoiced electronically.

Please send invoice to the following email address: ________________________________

OAFP Federal Tax ID # is 93-0423900
Company Description (100 words or less please):

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________
OREGON ACADEMY OF FAMILY PHYSICIANS
2020 Annual Family Medicine Conference

Additional Advertising Opportunities

**CONFERENCE PROGRAM BOOK**

Our comprehensive program book will include information about speakers, sessions, and all the necessary information pertinent to our attendees’ itineraries. Post conference, a pdf of the book will be available on our website for up to one year.

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page: inside cover (2 available)</td>
<td>$500</td>
</tr>
<tr>
<td>Full page</td>
<td>$350</td>
</tr>
<tr>
<td>Half-page</td>
<td>$250</td>
</tr>
<tr>
<td>Quarter-page</td>
<td>$150</td>
</tr>
</tbody>
</table>

**FAMILY PHYSICIANS OF OREGON MAGAZINE**

The full color glossy official journal of the Oregon Academy of Family Physicians is addressed and mailed to every family physician, as well as residents, medical students, hospitals, in-state medical school, and others throughout Oregon. Mailed four times per year, it is a major communication source with public relations, legislative and membership information.

Sponsors and exhibitors will receive a 25% discount on magazine advertising.

**OAFP MEMBER MATTERS E-NEWSLETTER**

This bi-weekly newsletter is distributed via email to over 2,000 family physicians, residents, and medical students. Conference sponsors will be acknowledged in this publication.

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three months</td>
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<tr>
<td>Two months</td>
<td>$350</td>
</tr>
<tr>
<td>One month</td>
<td>$200</td>
</tr>
</tbody>
</table>

**CAREER OPPORTUNITIES BOARD**

Place your 8½” x 11” career listing on the job board, centrally located near Registration.

$350
ADVERTISING AGREEMENT

We would like to support the OAFP with our advertisement:

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$500</td>
</tr>
<tr>
<td>Full-page</td>
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<tr>
<td>Half-page</td>
<td>$250</td>
</tr>
<tr>
<td>Quarter-page</td>
<td>$150</td>
</tr>
<tr>
<td>Newsletter: Three months</td>
<td>$500</td>
</tr>
<tr>
<td>Newsletter: Two months</td>
<td>$350</td>
</tr>
<tr>
<td>Newsletter: One month</td>
<td>$200</td>
</tr>
<tr>
<td>Job Board</td>
<td>$350</td>
</tr>
</tbody>
</table>

*Magazine (see below)

COMPANY NAME

Contact Name

Title

Address

E-mail

Phone            Amount Enclosed

Please email a high resolution .jpeg or .png of your advertisement to mail@oafp.org. Deadline: March 1, 2020.

Mail this form with your check to: Oregon Academy of Family Physicians
1717 42nd St, Ste 2103
Portland, OR  97213

Payment by check: Please make checks payable to:
Oregon Academy of Family Physicians

Electronic Payment: _____ I would like to be invoiced electronically.

Please send invoice to the following email address: ____________________________________________

*Magazine advertising – Please contact our Advertising Manager at Publishing Concepts, Inc.
Eva Bakalekos
Email:  ebakalekos@pcipublishing.com
Direct:  501-725-3555

OAFP Federal Tax ID # is 93-0423900