



OREGON ACADEMY OF  
FAMILY PHYSICIANS  
**MAKING HEALTH PRIMARY**



# Building Better Healthcare

## 2023 Coastal Conference

April 13 - 15, 2023  
Salishan Coastal Lodge

Dear Partner,

On behalf of the Oregon Academy of Family Physicians (OAFP) and the Oregon Pediatric Society (OPS), we are excited to offer exceptional opportunities for your organization to be visible at our 2023 Coastal Conference, April 13 – 15, 2023. We are confident that with our collaboration this year, we are **Building Better Healthcare** for all Oregonians, especially children.

The OAFP is dedicated to supporting and promoting Oregon family physicians in their pursuit of optimal health for the people of Oregon. OPS promotes the optimal health and development of infants, children, adolescents, and young adults in partnership with their families and communities, while supporting the child health providers who care for them.

Your partnership is important in supporting quality continuing education for our members and in building relationships and connections as a partner in Family Medicine and Pediatrics. The OAFP and OPS together represent more than 2,300 of Oregon's physicians, and the vast majority of its primary care clinicians.

*"The Oregon Academy of Family Physicians put on a top-notch event that exceeded our expectations. The attention to detail and caliber of participants, including key decision-makers, makes this a must-attend event for those serving Oregon's healthcare community. The organizers truly care about the vendor experience, making the conference an amazing value for the money spent. We created new partnerships with several leading health centers at this year's conference and look forward to being an exhibitor again."*

- Warren Johnson, MN, RN (Ret.)  
Founder & CEO of Scribe-X and MyTeam Medical Staffing Services

Partners may select from three levels of support, with several upgrade options. We offer a variety of cost-effective ways to increase your organization's visibility and attendee awareness to ensure the maximum return on your investment. This year we have made it easier for you by creating a website where you can pick your options and pay in one transaction. Visit <https://oregonacademyoffamilyphysician.regfox.com/2023-oafp-ops-coastal-conference-sponsor-opportunities>.

Thank you in advance for your consideration of partnering with OAFP and OPS. What a great way to honor the family medicine physicians, pediatricians, residents, and medical students who have been on the front line of the pandemic for the past three years. Please feel free to reach out to us with any questions.

Sincerely,



Betsy Boyd-Flynn  
OAFP Executive Director



Julie Scholz  
OPS Executive Director



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## Building Better Healthcare - 2023 Coastal Conference

### BENEFITS INCLUDE:

Name recognition with two of the largest medical specialty societies in Oregon - OAFP & OPS

Extensive visibility in OAFP & OPS marketing & communication materials

Access to key family physicians and pediatric providers, family medicine and pediatric residents, and medical students

	Coastal Champion	Beach Benefactor	Seaside Supporter	Upgrades
	\$5,000	\$3,500	\$1,500	
Company description in OAFP 2023 Summer magazine				
Logo on OAFP & OPS websites				
Signage at meals and events				
Advertisement in program	½ page	½ page	¼ page	\$350 for full page
Exhibit Booth	Location Choice			
Complimentary registration for physician/provider member	 			
Partner Session				\$1,000
Pre-event emails				\$500
Post-event emails				\$500
Job placement on OAFP interactive national job board				\$250
Video link on both OAFP & OPS websites				\$500
Friday breakfast	 	 	 	
Friday boxed lunch	 	 	 	
<b>Tickets</b>				
Aledade Opening Reception	 			
Doctor's Jam Session	 			\$25 each
EID Podcast Discussion	 			
Poster Session	 			\$25 each
OAFP/Foundation Auction				\$75 each
Closing Lunch	 			
<b>Additional Sponsorships</b>				
Poster Session				\$2,000
Coffee Break				\$1,250
Family Room				\$750



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## RECOGNITION IN:

### Conference Brochure

Your advertisement will be included in the 2023 conference brochure. Please refer to details regarding submission. You are free to upgrade your advertising for an additional cost.

**Costs:** Quarter → Half: \$100 ● Half → Full-page: \$100 ● Quarter → Inside Cover: \$350 ● Half → Inside Cover: \$250

### OAFP + OPS social media

OAFP has Facebook, Instagram, Twitter and LinkedIn accounts. OPS has Facebook, Instagram, and Twitter accounts. During the two weeks before and one week after, we will make daily posts featuring our sponsors.

### OAFP + OPS websites

Your company logo will be placed on our websites and linked to your webpage. We are not able to link to specific offers or services.

### Signage at all meals and events

Signs featuring company logos will be arranged according to level of sponsorship. These large signs will be located in view of all attendees.

### OAFP magazine

*Family Physicians of Oregon* has a readership of over 2,000. There will be an article in the Summer 2023 issue thanking our supporters, including a company description.

## BENEFITS:

### Exhibit Booth

The Exhibit Hall is open on Friday from 8 am to 4:00 pm. Coastal Champions will have first choice of placement. Non-profits may be placed in the classroom. We will provide a 6' table with tablecloth and dressing, two chairs, electricity and signage for our exhibitors. All coffee breaks, breakfast and lunch will be in the Exhibit Hall.

### Friday Breakfast and Lunch

Continental breakfast and a boxed lunch will be available for two exhibitors per company. Arrangements can be made for additional staff in advance.

### Complimentary Registration

**Sponsors do not need to register for the conference unless they are going to attend the CME sessions.** Coastal Champions and Beach Benefactors may take advantage of complimentary registration for one or two members of your team or providers you employ who are interested in attending the sessions.

## EVENTS:

### Opening Reception

Thursday, 5:00 – 6:00 pm

We are in discussions with one of our annual sponsors to host an opening night reception. This event would be attended by Thursday's workshop attendees, facilitators, instructors, and staff.



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### Partner Sessions

**Thursday, 6:30 – 8:00 pm**

Coastal Champions are invited to present to attendees. Sessions will be 20 - 30 minutes in length and can be specifically tailored to the Partner's needs.

### Doctor's Jam Session

**Thursday, 8:15 – 10:00 pm**

Join our talented physician-musicians by the outdoor firepit as they play their instruments, sing, and enjoy each other's company. This informal event has been a favorite among OAFP members for several years.

### EID Podcast and Discussion

**Friday Breakout Session**

The OAFP Task Force on Equity, Inclusion and Diversity is sponsoring a discussion of a pre-determined podcast that will explore the intersections of race, equity, and medicine. The discussion will be moderated by the EID task force members and will be safe space to explore, learn and grow.

### Poster Session

**Friday, 4:30 – 6:00 pm**

Joint session with OAFP & OPS. Students, residents, physicians and practitioners are eager to attend this hybrid event. Prizes are awarded to the top posters.

### OAFP/Foundation Auction

**Friday, 6:15 – 7:45 pm**

The OAFP/Foundation's mission is to support the future of family medicine in Oregon by providing scholarships and opportunities for Oregon's family medicine residents and medical students. Each year, members gather for the Annual Live and Silent Auction to raise money for the Foundation. Tickets are \$75 each and can be purchased if not included in your package. If you are interested in more exposure and good will, you may donate an item to the auction. Your tax-deductible gift will be very much appreciated.

### Closing Lunch/Plenary

**Saturday, 11:45 am – 12:45 pm**

Join us as we close out our program with a sit-down lunch and a session by Dr. Joseph L. Wright, MD, MPH, FAAP, on the topic of Race-based Medicine.

## **ADDITIONAL OPPORTUNITIES:**

### Poster Session Sponsorship

**\$2,000**

Because this is an event with CME, you will not be allowed to make remarks. Your company's name will feature prominently on all related promotional material and we welcome you and your team to attend.

### Coffee Break Sponsorship

**\$750 - \$1,250**

Sponsor one of our Friday coffee breaks during which you will be able to visit with our members. You will be recognized at the Break and in the conference program. There are four options. Price depends on length of break.

*15 mins: 9:00 – 9:30 am, 12:45 – 1:00 pm      30 mins: 10:30 – 10:45 am, 2:15 – 2:45 pm*

### Family Room Sponsorship

**\$750**

Family members will have access to a designated room loaded with art supplies, games, toys, etc. You will be recognized with a sign on the door of the Family Room and in the conference program. This room will be open all weekend.

### Pre-and post-event emails

**\$500 each**

Your pre-meeting or post-meeting mailing will be sent to our registered attendees or all members (your choice) by OAFP and OPS. You provide the copy, and we will arrange the delivery.

### Short video

**\$500**

Your 3- to 5-minute video, created by your company will be linked from OAFP and OPS websites for three months.

### Job Placement on OAFP Job Board

**\$250**

OAFP has a new interactive job board. Your posting will be uploaded to the site allowing you access to peruse OAFP members' CVs. National posting will be for 30 days.

Please [CLICK HERE](#) to be redirected to the Sponsor website. Please contact us by email at [oafp.ops.2023.conference@gmail.com](mailto:oafp.ops.2023.conference@gmail.com) if you are interested in any of these additional opportunities to support the 2023 Joint OAFP/OPS Coastal Conference.