



2025 MDAFP

# ANNUAL MEETING & *Winter Refresher*

# SPONSOR & EXHIBITOR PROSPECTUS

FEBRUARY 21 – 23, 2025

[www.mdafp.org](http://www.mdafp.org)

[info@mdafp.org](mailto:info@mdafp.org)

(888) 894-2606

# Welcome!

Dear Family Physician Supporter,

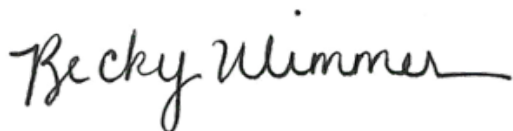
On behalf of the Maryland Academy of Family Physicians (MDAFP) and its Foundation, we are excited to offer exceptional options for your company to be visible at our 2025 Annual Meeting & Winter Refresher, February 21-23 in Annapolis! We are embracing the opportunity to provide an even more engaging and interactive experience for our partners with both in-person AND in-app options!

The Maryland Academy of Family Physicians is a 501(c)(6) organization dedicated to enhancing, preserving and promoting quality cost-effective health care in Maryland. The MDAFP is the largest professional medical specialty society in Maryland and is a state chapter of the American Academy of Family Physicians (AAFP), one of the largest national medical organizations in the United States, with more than 130,000 members.

Your partnership is important in supporting quality CME for our members and in building relationships and connections as a partner in Family Medicine. Through various ways of exposure, your organization can reach 1,300+ practicing family physicians, family medicine residents, and students who will specialize in family medicine. Partners may select from six package options (Family Medicine Investor, Family Medicine Benefactor, Family Medicine Partner, Family Medicine Supporter, Lunch Sponsor and Event App Sponsor) and receive customized partner benefits.

MDAFP offers a variety of cost-effective ways to increase your organization's visibility and attendee awareness to ensure the maximum return on your investment. Thank you in advance for your consideration of becoming a partner of MDAFP.

Sincerely,



Becky Wimmer  
MDAFP Executive Director





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# ABOUT THE ACADEMY & FOUNDATION

## Vision:

Able, Responsive, Family Physicians Serving Their Communities

## Mission:

To support Maryland Family Physicians in their efforts to promote equity and optimize the health of our state's patients, families, and communities.

The MDAFP-Foundation is a 501(c)(3) charitable organization that operates for the benefit of the MDAFP and functions as an integral part of MDAFP's operational structure.



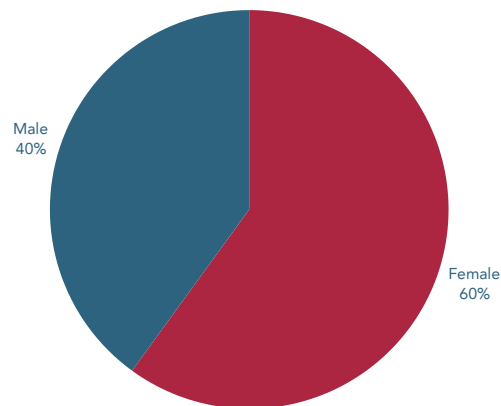
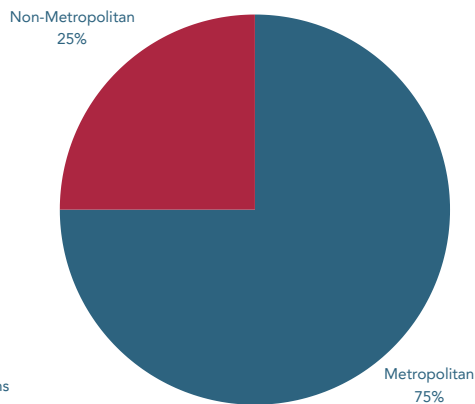
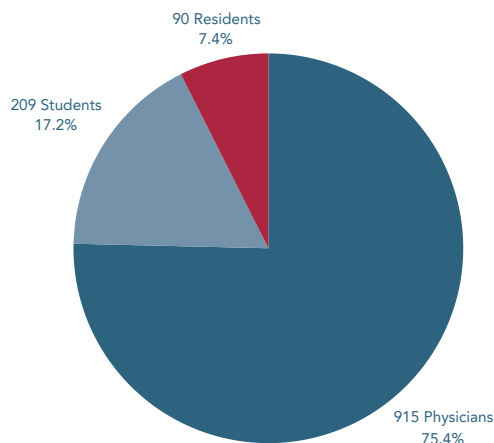
## Family Medicine: Fast Facts

- Family Physicians are front-line primary care providers who diagnose and treat 90 percent of all patient problems.
- Nearly 1 in 4 office visits are made to family physicians annually.
- In the last 10 years, office visits to family physicians in the U.S numbered more than 210 million.
  - That's 76 million more visits than any other specialty.



# MDAFP BY THE NUMBERS

1,300 Members Strong!



**75%** Active Physicians  
**17%** Students  
**7%** Residents

**75%** practice in metro settings (populations of 20,000 or more)  
**25%** practice in non-metro settings/undesignated settings

**60%** Female  
**40%** Male  
**50:** Average age of members



# INVITATION TO SPONSOR/EXHIBIT

## 2025 Annual Meeting & Winter Refresher

MDAFP invites you to participate in the 2025 Annual Meeting & Winter Refresher, February 21 - 23. This meeting serves as a premier education event for family physicians from around the Maryland area, drawing hundreds of family medicine physicians, residents, and students each year. For MDAFP partners and related organizations, this event provides an opportunity to gain visibility for your company and demonstrate your support of the industry!

By becoming a partner, your organization will reach MDAFP's entire group of esteemed members, with benefits that carry through a full calendar year.

## Who Attends

The MDAFP Annual Meeting & Winter Refresher draws nearly 200 attendees annually, which includes family medicine physicians, residents, students, and primary healthcare providers. Though years in practice will vary, as will practice profiles, this group represents buying power and embodies the frontline of healthcare delivery in their respective communities.

## Location

Graduate Annapolis Hotel  
126 West St  
Annapolis, MD 21401



# TENTATIVE SCHEDULE

## FRIDAY, FEBRUARY 21, 2025

3:00-5:00 PM	Pre-Conference CME Session
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## SATURDAY, FEBRUARY 22, 2025

7:00-8:00AM	Registration, Exhibits, Breakfast
7:55-8:00AM	President's Welcome
8:00-9:00AM	CME Session 1
9:00-9:10AM	Exhibits & Break
9:10-10:10AM	CME Session 2
10:10-10:20AM	Exhibits and Break
10:20-11:20AM	CME Session 3
11:20-11:30AM	Exhibits and Break
11:30AM - 1:00PM	Annual Business Meeting Luncheon
1:00-1:10PM	Exhibits and Break
1:10-2:10PM	CME Session 4
2:10-2:20PM	Exhibits and Break
2:20-3:20PM	CME Session 5
4:30-5:30PM	Exhibits and Break
3:20-3:30PM	CME Session 6
3:30-4:30PM	Networking Reception ft. Poster Presentations

## SUNDAY, FEBRUARY 23, 2025

7:00-8:00AM	Registration, Exhibits, Breakfast
7:45-7:50AM	President's Welcome
8:00-9:00AM	CME Session 7
9:00-9:10AM	Exhibits and Break
9:10-10:10AM	CME Session 8
10:10-10:20AM	Exhibits and Break
10:20-11:20AM	CME Session 9
11:20-11:30AM	Exhibits and Break
11:30AM-12:30PM	CME Session 10
12:30PM	End of Program

# TOP REASONS TO SPONSOR

Seize the opportunity to sponsor the 2025 Annual Meeting & Winter Refresher, presented by the Maryland Academy of Family Physicians!

Reach **1,300+** Family Physicians, Family Medicine Residents, and medical students.

- Increase **brand recognition** and **exposure** among Maryland Family Physicians and other primary healthcare providers; and
- Gain **visibility** for your company and demonstrate your support of the industry.



**Seven levels** of partnership, offering a variety of touch points via in-app, in-person, and digital marketing offerings.

**Comprehensive and consistent promotion** – Marketing will reach all 1,300+ family physician members, not just those registered for the conference, which will extend through the end of 2025.



**Stay Ahead of Your Competition** – Sponsors provide a great opportunity to investigate competitive products and services side-by-side. Exhibiting is one of the most cost-effective and enjoyable ways for your organization to connect with physicians. Space is limited and always goes quick.

**Measurable Outcomes** provided to partners in comprehensive follow-up report delivered post-event. Report will include metrics like number of profile views, click-through rates, in person attendees, and more.





# SPONSOR/EXHIBIT OPPORTUNITIES

## Enhanced Sponsor Packages

Choose a package designed to engage attendees and provide measurable visibility to build brand awareness before, during and after the MDAFP Annual Meeting & Winter Refresher.

*All sponsor packages include both in-app and digital marketing offerings, as well as in person exhibit booths, outlined on [page 11](#).*

\$8,000 – Family Medicine Investor - **(1 available)**

\$6,000 – Family Medicine Benefactor - **(1 available)**

\$3,500 – Family Medicine Partner - **(2 available)**

\$2,500 – Family Medicine Supporter - **(2 available)**

\$6,000 – Lunch Sponsor - **(1 available)**

\$5,000 – Event App Sponsor - **(1 available)**

## Exhibitor Opportunities

\$1,500 - Exhibitor Profile - **(10 available)**

MDAFP exhibitor booths offer companies the opportunity to gain qualified leads and connect with hundreds of healthcare decision makers creatives.

\$1,200: Nonprofit Exhibitor Profile - **(2 available)**

Nonprofit partners receive 20% discounted price. Nonprofit organizations must submit proof of tax exempt designation to be offered exhibitor spot.

# SPONSOR/EXHIBIT OVERVIEW

Benefits/Features	Investor Sponsor \$8,000	Lunch Sponsor \$6,000	Benefactor Sponsor \$6,000	Event App Sponsor \$5,000	Partner Sponsor \$3,500	Supporter Sponsor \$2,500	Exhibitor \$1,500
Listing in Program	✓	✓	✓	✓	✓	✓	✓
Invitation to Meals	✓	✓	✓	✓	✓	✓	Breakfast Only
Profile on Event App	✓	✓	✓	✓	✓	✓	✓
Exhibit/Display Table	4 reps	4 reps	4 reps	2 reps	2 reps	2 reps	2 reps
Onsite Sign/Logo Recognition	Name badges, lanyards & welcome sign	Branded table tents	Wi-Fi password & signage	✓	Breaks	✓	✓
Podium Recognition	✓	✓	✓	✓	✓	✓	
Logo on Website	✓	✓	✓	✓	✓	✓	
App Banner Ad	✓	✓	✓	✓	✓	✓	
Social Media Recognition	✓	✓	✓	✓	✓		
Recognition in Event Promotions**	✓	✓	✓	✓	✓		
Invite to Networking Reception	✓	✓	✓	✓			
Special Recognition at Lunch	✓	Introduce speaker	✓	✓			
Opportunity to greet attendees at Networking Reception	✓						

\*\*Direct outreach to 1,300 family physicians, family medicine residents and medical students who specialize in family medicine.

Questions? Contact Madeline Wimmer at 888-894-2606 or by email at [madeline@mdafp.org](mailto:madeline@mdafp.org).

# TERMS AND CONDITIONS

## Application Process:

Please note this is an *application process*. You will be advised of your selection as a sponsor within 30 days of application submission. Payment will not be processed until sponsor is notified.

## Contract:

The Terms and Conditions become binding upon acceptance of this contract between the applicant, inclusive of employees and agents, and the Maryland Academy of Family Physicians (MDAFP). Payment in full is required by **January 12, 2025**. If payment is not received by this date, your partnership agreement will be terminated, and company information and logo will not be displayed.

## Confirmation/Exhibitor Profile:

Contact Madeline Wimmer if you have not received a confirmation of your received application form within 10 business days of submission. Exhibit profile will be assigned based on sponsorship priority and thereafter on a first-paid basis. Exhibit profile is assigned upon receipt of application and payment in full. MDAFP reserves the right to reject any application.

## Cancellation Policy:

Cancellation must be received in writing to Madeline Wimmer at [madeline@mdafp.org](mailto:madeline@mdafp.org). Partner will receive partial refund based on the structure outlined below:

- 75% refund of total cost of sponsorship if cancelled from date of contract signing to 60 days before the event (**on or before December 26**).
- 50% refund of total cost of sponsorship if canceled from 31-59 days before the event (**December 27-January 24**).

\*If written cancellation notice is received less than 30 or fewer days prior to the event start date (**on or after January 25**), partner forfeits 100% of total cost for sponsorship. MDAFP is not liable for any damages or expenses incurred by Sponsors or Exhibitors in the event the conference is delayed, interrupted, or not held as scheduled.

**\*2025 application dates subject to change.**

Questions? Contact Madeline Wimmer at 888-894-2606 or by email at [madeline@mdafp.org](mailto:madeline@mdafp.org).