

CAPACON



The Westin Anaheim Resort

1030 W. Katella Ave, Anaheim, CA 92802

October 5 - 8, 2023

**SPONSOR & EXHIBITOR
OPPORTUNITIES**



(714) 427-0321

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www.capanet.org

Thank you for your interest in the California Academy of Physician Associates! PAs are populating health systems, private practices, and convenience clinics more and more each year and are the practitioners rural and urban communities turn to when access to care is a challenge. Your support is helping to keep PAs on the cutting edge of medicine and making them an invaluable component of primary care and specialty medicine.

CAPACon is CAPA's annual Southern California conference for general medicine and specialty PAs. Held during PA Week (Oct. 6-12), CAPACon is open to PAs, physicians, nurse practitioners, and other healthcare providers, but our target audience is the approximately 7,000 licensed PAs practicing in Southern California.

CAPACon attracts between 400 to 600 PAs in the surrounding area (average 500). This year will be the first time CAPACon has returned to in-person meetings since the start of the pandemic, so we expect attendance to be equivalent to past in-person meetings, if not higher.

CAPACon attracts between 300-500 PAs in the surrounding area every year. We've been able to attract growing regional attendance due to the rigorous marketing around this conference. In promoting CAPACon, print and email advertising spotlighting sponsors and courses within the program are distributed bimonthly, four months in advance. Social media posts are also scheduled biweekly as CAPA collaborates with Southern California area PA schools to outreach to alumni. Via digital marketing, CAPA uses retargeting, social media email mapping, and search word campaigning to reinforce messaging and keep the meeting top-of-mind among visitors. An initial Save The Date has already been disseminated to 14,000 PAs throughout California this past April. It is expected that CAPACon and all corresponding sponsor marketing will garner approximately 80,000 to 100,000 impressions among its target audience.

CAPACon encompasses 3.5 days of clinical topics, from orthopedics, to general medicine, to emergency medicine/urgent care for a total of 50 CMEs.

As you are probably aware, PAs are critical to medical systems, hospitals, retail clinics, and independent practices. Their clinical education and scope of practice are expansive, permitting PAs to be present in every specialty of medicine. Many serve in healthcare leadership roles and hospital committees. In California particularly, the passing of SB 697 – a legislative bill that removes much of the administrative and supervisory barriers of PA practice – has granted PAs even more influence in the purchasing decisions of the facilities where they work. Your involvement will undoubtedly add value to the contributions PAs are already making within their medical teams.

Should you have any questions regarding the prospectus, CAPA or the PA profession, please feel free to contact me at (714) 427-0321.

On behalf of the CAPA Board of Directors and the PAs we represent, thank you in advance for your consideration. We look forward to introducing your company and products/services to current and future PAs.

Sincerely,



Teresa Chien
Executive Director

CALIFORNIA ACADEMY OF PHYSICIAN ASSOCIATES

The California Academy of Physician Associates (CAPA) is the second largest state association in the country representing the professional interests of 14,000 California PAs and 3,500 members. Our mission is to enhance, educate and empower PAs to be better clinicians for their patients and optimal collaborators in team practice.

PROFILES OF CALIFORNIA PHYSICIAN ASSOCIATES

PAs are medical professionals who diagnose illness, develop and manage treatment plans, prescribe medications, perform procedures, assist in surgery and make rounds in hospitals and nursing homes. Their practice emphasizes patient education, preventive care, and chronic care management.

PAs are educated at the master's degree level with a curriculum that is modeled on the medical school curriculum. Graduates bring with them 2-3 years of didactic medical education and more than 2,000 hours of clinical rotations. The PA education model emphasizes treating the "whole patient." This generalist medical training makes them ideal primary care and family practice practitioners (which most PAs are) and enables them to provide a wide spectrum of care.

PAs are committed to team practice with physicians and other healthcare providers. In California, PAs collaborate with physicians in more complex or difficult patient cases. Otherwise, they often serve as the patient's principal healthcare provider.

CAPACON CONFERENCE SCHEDULE

Thursday (October 5)			
Time	Speaker	Title	Track
7:30am-8:15am	Registration / Breakfast / Exhibit Hall Open		
8:15am-8:30am	PRESIDENTS WELCOME		
8:30am-9:30am	Curtis Fowler, PA-C	A Primary Care Providers Guide to Heart Failure	PRIMARY/GENERAL
8:30am-9:30am	Patrick Bafuma, PA-C	Save Your Kinks for the Bedroom! (And Other Vascular Access Tricks)	PRIMARY/GENERAL
9:30am-10:30am	Erin Gysbers, PA-C	STIs: Screening, Treatment, Prevention	PRIMARY/GENERAL
9:30am-10:30am	Mary Ann Stahovich, PA-C and Tatianna Clark, MSPAS	Appreciating Darker Skin Tones in Dermatology: It's A Small World	PRIMARY/GENERAL
8:30am-10:30am	Carlitos Chen, PA-C	Minimally Invasive Aesthetic Medical Neuromodulator Workshop	WORKSHOP
10:30am-11:00am	Exhibit Hall Visit / Break		
11:00am-12:00pm	Allison Mollet, PA-C	What's New for Weight Loss?	GENERAL
11:00am-12:00pm	Amanda Ingalls, PA-C	Dementia: Update on Diagnosis and Treatment	PRIMARY/GENERAL
12:00pm-1:00pm	Lunch		
1:00pm-1:30pm	Exhibit Hall Visit / Break		
1:30pm-2:30pm	Freddi Segal-Gidan, PA	The Screening and Assessment of Alzheimer's Disease: What Can You Do?	PRIMARY/GENERAL
2:30pm-3:30pm	Shawn Hersevoort, MD and Shannon Suo, MD	Use of the Fewest and Safest Medications to Treat Mental Health Conditions	PRIMARY/GENERAL
2:30pm-3:30pm	Patrick Bafuma, PA-C	Deep Space Infection	PRIMARY/GENERAL
3:30pm-4:00pm	Exhibit Hall Visit / Break		
4:00pm-5:00pm	Adam Mogil, PA-C	BPH and Male OAB update: Medication Management and Case Studies	PRIMARY/GENERAL
4:00pm-5:00pm	Michelle Touw, PA-C	HIV: Managing Pre-Exposure Prophylaxis	PRIMARY/GENERAL

Friday (October 6)			
Time	Speaker	Title	Track
7:30am-8:30am	Registration / Breakfast / Exhibit Hall Open		
8:30am-9:30am	Arianna Campbell, PA-C	Pain Management Pearls in a Time of Addiction, Overdoses And MAT	PRIMARY/GENERAL
8:30am-9:30am	Jackie Upton, PA-C	MRI Findings in Sports Medicine	ORTHOPEDICS
8:30am-11:30am	Raymond Contino, PA	Injecting with Confidence: Tips and Tricks for Common Musculoskeletal Injections	WORKSHOP
9:30am-10:30am	Gregory Yoshida, MD	Weekend Warrior injuries	ORTHOPEDICS
9:30am-10:30am	Soha Dolatabadi, MD	Pre- and Post-op Management of Rheumatology Medications	ORTHOPEDICS
10:30am-11:00am	Exhibit Hall Visit / Break		
11:00am-12:00pm	Nic Skordas, MD	Shoulder Instability in the Young Adult/Athlete	ORTHOPEDICS
11:00am-12:00pm	Danielle Ruggiero, RPA-C	The SI Joint, The Forgotten Cause of Low Back Pain	ORTHOPEDICS
12:00pm-1:00pm	Lunch		
1:00pm-1:30pm	Exhibit Hall Visit / Break		
1:30pm-2:30pm	Felix Emond, PA-C	Evaluation of Hip Pain in Young Adults	ORTHOPEDICS
1:30pm-4:30pm	Scott Martin, PA-C	Elevating Suturing Basics	WORKSHOP
2:30pm-3:30pm	Joel Tetzlaff, PA-C	The Evaluation, Diagnosis, Treatment and Management of Acute Low Back Pain in the Primary Care Setting	ORTHOPEDICS
2:30pm-3:30pm	Clara Lee, MD	Zooming in on ADHD: A Close-up on Diagnosis and Treatment in Children	PRIMARY/GENERAL
3:30pm-4:00pm	Exhibit Hall Visit / Break		
4:00pm-5:00pm	John Luftig, PA-C and Arianna Campbell, PA-C	MATE Course 101: Addiction Potpourri	PRIMARY/GENERAL
4:00pm-5:00pm	Danielle Ruggiero, RPA-C	An Integrated Approach to Tackling Obesity	PRIMARY/GENERAL

Saturday (October 7)			
Time	Speaker	Title	Track
7:30am-8:30am	Registration / Breakfast / Exhibit Hall Open		
8:30am-9:30am	Jed Grant, PA-C	Hypertensive Emergencies	EMERGENCY/URGENT
8:30am-9:30am	Anita Nelson, MD	Pregnancy of Unknown Location	EMERGENCY/URGENT
8:30am-11:30am	Scott Martin, PA-C	Accurate Reading & Use of Ultrasound	WORKSHOP
9:30am-10:00am	Exhibit Hall Visit / Break		
10:00am-11:00am	James Zapata, PA-C	Emergency Department Strategies for Rate and Rhythm Control of Atrial Fibrillation	EMERGENCY/URGENT
10:00am-11:00am	Greg Duck, PA-C	Cases in Congestive Heart Failure	EMERGENCY/URGENT
10:00am-2:00pm	CAPA Careers Expo		
11:00am-12:00pm	John Beuerle, MD	Don't Forget to Breathe: Tracheal Intubation & Mechanical Ventilation	EMERGENCY/URGENT
11:00am-12:00pm	David Doroguzzi, PA-C	Unveiling Aldosterone - Simplifying a Complex Hormone System	PRIMARY/GENERAL
11:30am-12:00pm	Exhibit Hall Visit / Break		
12:00pm-1:00pm	Lunch		
1:00pm-2:00pm	John Beuerle, MD	Anatomy of a Malpractice Lawsuit	EMERGENCY/URGENT
1:00pm-2:00pm	Cathrine Chang Letherer, PA-C	Delivering healthcare in the 21st Century: Taking Anxiety Out of Telemedicine	PRIMARY/GENERAL
2:00pm-4:00pm	Ji Chun (CJ), PA-C	Diabetes Workshop: Optimizing therapy incorporating up to date guideline and technology	WORKSHOP
2:00pm-5:00pm	Exhibit Hall Open		
5:00pm-7:00pm	CAPA Student Challenge Bowl		

Sunday (October 8)			
Time	Speaker	Title	Track
7:30am-8:00am	Registration / Breakfast / Exhibit Hall Open		
8:00am-9:00am	Panelists: Dr. Dawn Morton-Rias, PA-C Philip DaVisio, PA-C Joe Gilboy, PA-C	PANRE-LA vs. PANRE Panel Discussion	
9:00am-10:00am	Bradford Stiles, MD	Common Hand and Wrist Injuries and Disorders	ORTHOPEDICS
10:00am-11:00am	Diane Nugent, MD	Updates on an Age-Old Problem: Anemia	PRIMARY/GENERAL
11:00am-12:00pm	Linda Hill, MD	Cannabis Recreational and Medicinal Use: From Prevalence to Driving Risks	PRIMARY/GENERAL
12:00pm-1:00pm	Joe Gilboy, PA-C	Don't Forget to Breathe: Tracheal Intubation & Mechanical Ventilation	EMERGENCY/URGENT
Close of Conference			

SPONSORSHIP OPPORTUNITIES

Package Category	Sponsorship	Page
Conference Sponsor	\$5,000	5
Branded Presentation Sponsor	\$16,500	6
Exhibit Booth & Registration List	\$1,500	6
Exhibit Only	\$1,100	6

CONFERENCE SPONSOR- \$5,000

- CAPACon acknowledgement and logo on all conference marketing materials and media (see sidebar)
- On-site signage
- Exhibit space in conference Exhibit Hall (2.5 x 6 table)
- Pre-conference marketing: member and general PA-targeted emails, social media posts, CAPA site visitor-targeted digital advertising, text reminders, CAPA site advertising
- Opportunity to introduce the speakers
- Inclusion in swag bag
- Registrant list post-conference
- Free half-page print ad in one issue of CAPA Magazine, digital ad in two issues of CAPA monthly e-newsletter
- Opportunity to submit educational article in CAPA magazine

CONFERENCE MATERIALS & MEDIA

- CAPA Website Home Page Banner
- CAPACon Site Page
- Exhibit Booth (2.5x6)
- Conference Registration
- Digital Conference Program
- Conference Marketing Emails
- Conference Digital Advertising (Retargeting, geofencing, social media/ email mapping, keyword search targeting)
- Conference Text Blasts

BRANDED PRESENTATION- \$16,500

- Dedicated presentation during lunch hour
- CAPACon acknowledgment and logo on all conference marketing
- Exhibit booth (2.5 x 6)
- Two presentation-dedicated emails to 14,000 PAs
- On-site signage
- Pre-conference marketing: member and general PA-targeted emails, social media posts, CAPA site visitor-targeted digital advertising, social media, CAPA site advertising
- Inclusion in conference program / calendar of activities
- Copy of presentation attendance list and full registrant list post-conference
- Free half-page print ad in one issue of CAPA magazine, digital ad in two issues of CAPA monthly e-newsletter

EXHIBIT BOOTH & REGISTRATION LIST- \$1,500

- Exhibit space in conference Exhibit Hall (2.5 x 6 table)
- Inclusion in digital conference program
- Copy of full conference registration list (delivered post-conference)

EXHIBIT BOOTH- \$1,100

- Exhibit space in conference Exhibit Hall (2.5 x 6 table)
- Inclusion in digital conference program

For more information on sponsorship and exhibit opportunities, please contact:

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