

CAPACON

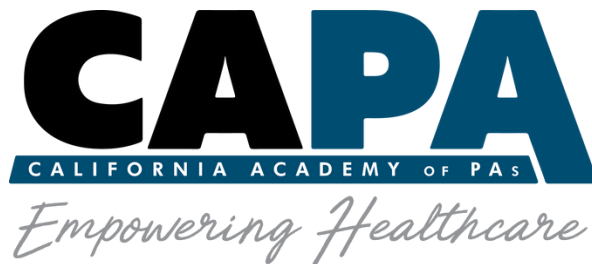


The Westin Anaheim Resort

1030 W. Katella Ave, Anaheim, CA 92802

October 5 - 8, 2023

**SPONSORSHIP & EXHIBIT
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 300 to 500 PAs in the surrounding area every year. CAPA has 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 35 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 have their own panel of patients and often serve as the patient's principal healthcare provider.

CAPACON CONFERENCE SCHEDULE (TBA)

SPONSORSHIP OPPORTUNITIES

| Package Category | Sponsorship | Page |
|-----------------------------------|-------------|------|
| Conference Sponsor | \$5,000 | 4 |
| Exhibit Booth Only | \$1,100 | 5 |
| Exhibit Booth & Registration List | \$1,500 | 5 |
| Branded Presentation Sponsor | \$16,500 | 5 |

CONFERENCE SPONSOR- \$5,000

- CAPACon acknowledgement and logo on all conference marketing materials and deliverables (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, social media, CAPA site advertising
- Opportunity to introduce the speakers
- Inclusion in swag bag
- Copy of 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
- Opportunity to submit educational article in CAPA magazine

CONFERENCE MATERIALS & DELIVERABLES

- 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)
- Dedicated social media posts

EXHIBIT BOOTH- \$1,100

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

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)

BRANDED PRESENTATION- \$16,500

- Dedicated presentation during lunch hour
- CAPACon acknowledgement and logo on all conference marketing materials and deliverables (see sidebar)
- Two presentation-dedicated emails to 14,000 PAs
- 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, social media, CAPA site advertising
- Inclusion in conference program and calendar
- 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

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

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(714) 427.0321