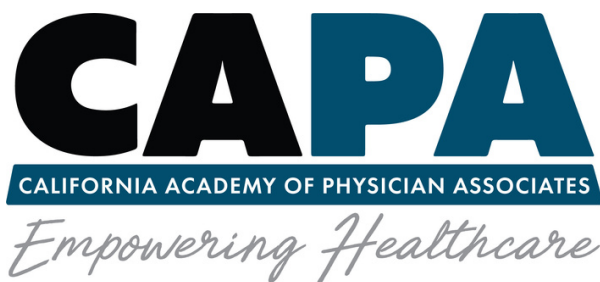




CAPACareers Expo
The Westin Anaheim Resort
1030 W. Katella Ave, Anaheim, CA 92802
October 7, 2023

**SPONSORSHIP & EXHIBIT
OPPORTUNITIES**



(714) 427-0321
teresa@capanet.org
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.

CAPACareers is CAPA's hub for PA professional support. Starting a new career or profession can be daunting for anyone, but for those in healthcare, there are many more requirements and considerations that are not applicable elsewhere. CAPA provides early career PAs and PA students with resources, education, and tools that assist in jumpstarting this first stage of their practice so they succeed, no matter which employer or practice setting they eventually settle into. Among our resources is a Career Expo dedicated to PA, and this is where your participation is most relevant!

Held during PA Week on October 7, the CAPACareers Expo is targeted at early career PAs and PA students ready to jump into their next professional phase. This group is exploring practice setting options, employment opportunities, fellowship programs, doctoral programs, and specialty experience. We expect the Expo to attract between 130 to 180 PAs in the surrounding area. Last year, CAPA registered 165 attendees.

CAPA has been able to attract healthy regional attendance due to the rigorous marketing around this conference. In promoting the Expo, CAPA sends multiple emails spotlighting sponsors and courses in the program; posts biweekly updates in social media; and works with PA schools to outreach to students and 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. It is expected that the Expo and all corresponding sponsor marketing will garner approximately 50,000 impressions among its target audience.

The CAPACareers Expo will encompass a half day of lecture topics, mock interviews, CV consultations, and employment opportunities from employers throughout California. Exclusive to CAPA members, our PAS will be able to attend the Expo for free, generating tremendous attendance for a relatively short program.

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. Your involvement will undoubtedly add value to the contributions PAs are already making within their medical teams.

Should you have any questions regarding this prospectus or CAPA, 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 organization 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

As you are aware, the PA practice emphasizes patient education, preventive care, and chronic care management. They 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. 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.

California is home to 20 PA schools and over 1,600 PA students. The Expo will be advertised to every school. PA students, early career PAs, and PAs considering lateral mobility will be able to explore their options for employment and additional education opportunities, as well as utilize resources to enhance their careers.

CAPACAREERS EXPO SCHEDULE (TBA)

Time	Topic
10:00 AM - 11:00 AM	Early Career Financial Strategies: Budgeting Tips & Retirement Planning James Davenport, Managing Director/Partner, Beacon Pointe Sponsored by Beacon Pointe
11:00 AM - 12:00 PM	Setting Yourself Up for Success: Understanding Effective Onboarding Brett Bergman, PA-C, Director of APPs, Kaiser Permanente SC Adam Mogil, PA-C – Genesis Healthcare Partners Claudia Padilla, PA-C Moderator: Sunayana Pydah, PA-C
12:00 PM - 1:00 PM	Liability Insurance: Learn How to Protect Yourself Kate Fox, Senior Vice President, HPSO Sponsored by HPSO
1:00 PM - 2:00 PM	The Boundless Career Trajectory of a PA: A Panel on PAs in Non-Clinical and Clinical Leadership Roles Sunayana Pydah, PA-C Philip DaVisio, PA-C, Site Lead Supervisor, Kaiser Permanente

SPONSORSHIP OPPORTUNITIES

Package Category	Sponsorship	Page
Premier Sponsor	\$1,750	4
Supporting Sponsor	\$1,000	5
Exhibit Booth & Registration List	\$550	5
Exhibit Booth Only	\$300	5

PREMIER SPONSOR- \$1,750

- 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
- Confirmed presentation in the program (optional)
- Inclusion in swag bag
- Copy of full registrant list post-conference
- Quarter-page print ad in one issue of CAPA Magazine
- One digital ad in the September or October issue of CAPA's e-newsletter

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

SUPPORTING SPONSOR- \$1,000

- 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
- Inclusion in swag bag
- Copy of full registrant list post-conference
- One digital ad in the September or October issue of CAPA's e-newsletter

EXHIBIT BOOTH & REGISTRATION LIST- \$550

- 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 ONLY- \$300

- 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:

Teresa Chien
teresa@capanet.org
(714) 427.0321