

# CAPACON



**Grand Hyatt Indian Wells Resort & Villas**

44600 Indian Wells Lane, Indian Wells, CA 92210

**September 24 - 27, 2026**

**SPONSOR & EXHIBITOR  
OPPORTUNITIES**

**CAPA**

CALIFORNIA ACADEMY OF PHYSICIAN ASSOCIATES

*Empowering Healthcare*

(714) 427-0321

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[www.capanet.org](http://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 in September, 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 approximately 300 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. An initial Save The Date will be disseminated to 16,000 PAs throughout California in April (2025). It is expected that CAPACon and all corresponding sponsor marketing will garner approximately 80,000 to 100,000 impressions among its target audience.

**CAPACon will encompass 2.5 days of general medicine clinical topics and professional practice presentations, combining both accredited and non-accredited education. But this is also a special year for CAPA, as it is our 50<sup>th</sup> anniversary! To celebrate this milestone, we are integrating some fun 50<sup>th</sup> anniversary tie-ins to engage both PAs and industry. Although not mandatory, we hope you'll consider celebrating with us and bringing greater attention to the work that you do with PAs.**

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 16,000 California PAs and 4,000 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 (TBA)**

## SPONSORSHIP OPPORTUNITIES

<b>Package Category</b>	<b>Sponsorship</b>	<b>Page</b>
50th Anniversary Conference Sponsor	\$5,500	5
Branded Presentation Lunch Sponsor	\$17,000	5
Exhibit Booth & Registration List	\$1,700	5
Exhibit Only	\$1,400	5
Pre-Conference Lunch Presentation Sponsor	\$4,800	6
Pre-Conference Presentation / Workshop (F&B optional)	\$1,800	6
Branded Presentation Breakfast Sponsor	\$14,000	6
Game Show Sponsor	\$3,000	6

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

Teresa Chien

[teresa@capanet.org](mailto:teresa@capanet.org)

(714) 427.0321

# CONFERENCE OPPORTUNITIES

## BRANDED LUNCH PRESENTATION- \$17,000

**\*\*EXCLUSIVE SPONSORSHIP - ONE AVAILABLE\*\***

- Dedicated presentation during lunch hour (Saturday only, food included)
- Sponsor acknowledgment and logo on all conference marketing: member and general PA-targeted emails, social media posts, CAPA site advertising, conference program, on-site signage
- Exhibit booth in conference Exhibit Hall (2.5 x 6)
- Minimum of two (2) dedicated emails to 16,000 PAs promoting presentation
- Copy of presentation attendance list and full registrant list post-conference
- Half-page print ad in one (1) issue of CAPA magazine
- Digital ad in two (2) issues of CAPA monthly e-newsletter

## 50TH ANNIVERSARY CONFERENCE SPONSOR- \$5,500

- Sponsor acknowledgment and logo on all conference marketing: member and general PA-targeted emails, social media posts, CAPA site advertising, conference program, on-site signage
- Exhibit booth in conference Exhibit Hall (2.5 x 6 table)
- One dedicated email spotlight to 16,000 PAs promoting participation and sponsorship
- Recognized sponsor of the 50<sup>th</sup> anniversary commemorative event: brief introduction/presentation, custom tribute drink, inclusion in Pride of the Profession video, reserved premiere seating with PA leaders
- Registrant list post-conference
- Half-page print ad in one issue of CAPA Magazine
- Digital ad in two (2) issues of CAPA monthly e-newsletter or monthly event marketing

## EXHIBIT BOOTH & REGISTRATION LIST- \$1,700

- Exhibit booth in conference Exhibit Hall (2.5 x 6 table)
- Inclusion in digital conference program
- Registration list post-conference

## **BRANDED BREAKFAST PRESENTATION- \$14,000**

**\*\*EXCLUSIVE SPONSORSHIP - TWO AVAILABLE\*\***

- Dedicated presentation during breakfast hour (Friday and Saturday only, food included)
- Sponsor acknowledgment and logo on all conference marketing: member and general PA-targeted emails, social media posts, CAPA site advertising, conference program, on-site signage
- Exhibit booth in conference Exhibit Hall (2.5 x 6)
- Minimum of two (2) dedicated emails to 16,000 PAs promoting presentation
- Copy of presentation attendance list and full registrant list post-conference
- Half-page print ad in one (1) issue of CAPA magazine
- Digital ad in two (2) issues of CAPA monthly e-newsletter

## **EXHIBIT BOOTH - \$1,400**

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

# PRE- CONFERENCE OPPORTUNITIES

## PRE-CONFERENCE LUNCH PRESENTATION - \$4,800

**\*\*EXCLUSIVE SPONSORSHIP - ONE AVAILABLE\*\***

- Dedicated presentation during lunch hour (Friday only, food included)
- Presentation Promotion: select member and general PA-targeted emails, social media posts, CAPA site advertising, on-site signage
- Minimum of one (1) dedicated email to 16,000 PAs promoting presentation
- Copy of presentation attendance list
- \*Exhibit booth in conference Exhibit Hall (2.5 x 6) SOLD SEPARATELY

## PRE-CONFERENCE PRESENTATION/ WORKSHOP- \$1,800

**\*\*EXCLUSIVE SPONSORSHIP - TWO AVAILABLE\*\***

- Dedicated presentation during preferred time (Friday only)
- Presentation Promotion: select member and general PA-targeted emails, social media posts, CAPA site advertising, on-site signage
- Minimum of one (1) dedicated email to 16,000 PAs promoting presentation
- Copy of presentation attendance list
- \*Exhibit booth in conference Exhibit Hall (2.5 x 6) SOLD SEPARATELY
- \*Food and/or beverages optional add-on SOLD SEPARATELY

## GAME SHOW SPONSOR - \$3,500

- Game Show Promotion: select member and general PA-targeted emails, social media posts, CAPA site advertising, on-site signage
- Brief introduction/presentation, incorporation of game show questions, option to co-host (Friday only)
- Two (2) dedicated emails to 16,000 PAs promoting presentation
- Exhibit booth in conference Exhibit Hall (2.5 x 6)

## ADD-ONS

Add-Ons	Fee
Branded Presentation Food/Beverages	\$2,500 minimum
Exhibit Booth Food/Beverages	Starting from \$1,800
Additional Exhibitor Badge	\$140
Exclusive 50 <sup>th</sup> Anniversary Commemorative	Custom
Prize Donation For 50 <sup>th</sup> Anniversary Trivia	N/A
Bespoke Activity	Custom