



California Academy of Physician Associates

PA's By The Bay

Monterey 2026

Monterey Beach Hotel
2600 San Dunes Drive, Monterey, CA 93940
February 20-21, 2026

SPONSOR PROSPECTUS



(714) 427-0321

teresa@capanet.org

www.capanet.org

Thank you for your interest in the California Academy of Physician Associates (CAPA)! PAs are populating health systems, private practices, and 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 healthcare.

PAs By The Bay is CAPA's annual Northern California conference for general practice and specialty PAs. Held every February, this meeting attracts between 120 to 180 PAs in the surrounding area (averaging 150), with the target audience being the 4,500 licensed PAs who practice in Northern California.

CAPA's conference marketing for PAs By The Bay begins approximately six months in advance of the meeting, starting with a Save The Date announcement in October. CAPA then sends multiple emails spotlighting sponsors and courses within the program with nearly weekly updates in social media. CAPA also maintains very positive, collaborative relationships with all 20 of California's PA schools and utilizes its relationships with Northern California PA schools to outreach to alumni and students. Our first print notification reached 3,800 CAPA members via our membership magazine, followed by a social media announcement. Our next email announcement was distributed in mid-October to 16,000 PAs, NPs, and physicians, with a 50% open rate. It is expected that PAs By The Bay and all corresponding sponsor marketing will garner approximately 50,000 impressions among its target audience.

PAs By The Bay encompasses two half days of clinical topics that are usually geared toward primary care, urgent care/emergency medicine, and specialty clinicians looking to also understand the business side of medicine. The full program totals 7 CMEs, followed by opportunities for industry to provide additional supplementary education (non-accredited).

As you are probably aware, PAs are critical to medical systems, hospitals, FQHCs, and independent practices. Their clinical education and scope of practice are expansive, permitting PAs to be present in every specialty of medicine. Increasingly, more PAs are serving in healthcare leadership roles and hospital committees. In California particularly, the passing of SB 697 and AB 1501 removed much of the administrative and supervisory barriers of PA practice, granting PAs even more influence in the practice operations and patient 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 or teresa@capanet.org.

Sincerely,



Teresa Chien
Executive Director

CALIFORNIA ACADEMY OF PHYSICIAN ASSOCIATES

The California Academy of Physician Associate is the second largest state association in the country representing the professional interests of 16,000 California PAs and 3,800 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.

SONOMA SYMPOSIUM SCHEDULE (TBA)

SPONSORSHIP OPPORTUNITIES

Package Category	Sponsorship	Page
Exhibit Booth Only	\$675	6
Exhibit Booth & Registration List	\$875	6
Symposium Sponsor	\$2,500	5
Branded Lunch Presentation Sponsor	\$9,600	6
Branded Presentation/ Workshop Sponsor	\$800	7
Tote Sponsor	\$925	Sold Out 5

SYMPOSIUM SPONSOR- \$2,500

- Sponsor acknowledgement and logo on all conference marketing materials: member and general PA-targeted emails, social media posts, CAPA site advertising, conference program, on-site signage
- Exhibit booth in symposium Exhibit Hall (2.5 x 6 table)
- Minimum of one (1) dedicated email spotlight to 16,000 PAs promoting participation and sponsorship
- Post-conference registration list
- Half-page print ad in one (1) issue of CAPA Magazine
- Digital ad in two (2) issues of CAPA monthly e-newsletter or monthly events email

EXHIBIT BOOTH- \$675

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

EXHIBIT BOOTH & REGISTRATION LIST- \$875

- Exhibit booth in conference Exhibit Hall (2.5 x 6 table)
- Post-conference registration list

BRANDED LUNCH PRESENTATION- \$9,600

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

- Dedicated presentation during lunch hour (food included)
- Sponsor acknowledgement 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)
- Minimum of two (2) dedicated emails to 16,000 PAs promoting presentation
- Copy of presentation attendance list and full post-conference registrant list
- Half-page print ad in one (1) issue of CAPA Magazine
- Digital ad in two (2) issues of CAPA monthly e-newsletter

Sold Out

TOTE SPONSOR- \$925

****EXCLUSIVE SPONSORSHIP****

- Exhibit booth in conference Exhibit Hall (2.5 x 6 table)
- Exclusive logo placement on conference totes
- Product, flyer, or swag inclusion in totes

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

Teresa Chien

teresa@capanet.org

(714) 427.0321

BRANDED PRESENTATION- \$800

****EXCLUSIVE SPONSORSHIP - FOUR AVAILABLE****

- Dedicated presentation at selected/preferred day and time
- Presentation Promotion: select member and general PA-targeted emails, social media posts, CAPA site advertising, on-site signage
- Minimum of two (2) dedicated emails to 16,000 PAs promoting presentation
- Exhibit booth in conference Exhibit Hall (2.5 x 6 table)
- Copy of presentation attendance list
- *Exhibit booth within conference Exhibit Hall (2.5 x 6) SOLD SEPARATELY
- *Food and/or beverage add-on (MAY BE ADDED)

ADD-ONS

Add-Ons	Fee
Branded Presentation Food/Beverages	\$1,200 minimum
Exhibit Booth Food/Beverages	Starting from \$900
Additional Exhibitor Badge	\$65
Exclusive 50 th Anniversary Gift	Custom
Prize Donation For 50 th Anniversary Trivia	N/A
Donation To Endowed Scholarship For 50 th Anniversary	N/A