

മലയാള 2021

SUNDAY, MAY 23 – WEDNESDAY, MAY 26

**Sponsorships
and Product Theaters**



WELCOME



AAPA 2021

AAPA 2021 will be a fully virtual conference, May 23-26!

Top 5 Reasons You Should Be At AAPA 2021

1. Get exclusive access to 4,000+ PAs, who often serve as a patient's principal healthcare provider.
2. A larger and more diverse audience than ever! AAPA's 2020 membership is the highest total in recent history.
3. An eager audience ready to learn! PAs are always ready for new products and technologies, demonstrated by an 11% increase in activities on AAPA.org in 2020.
4. The pandemic has shown the nation that PAs are invaluable! PAs are gaining increasingly flexibility in laws and regulations to deliver care to patients, meaning they have more freedom and autonomy in decision making.
5. PA Named Best Overall Job in 2021 by U.S. News & World Report [PA rose to the No. 1 spot](#) on U.S. News & World Report's 2021 Best Jobs list!

For more information on exhibiting, sponsorship, ePosters, Product Theaters, and Satellite Symposia, please download the [AAPA 2021 Prospectus](#).

Exhibit Hall Opening

Sunday, May 23, 6 – 7 p.m.

Exhibitor Meet & Greet (*uncontested hours*)

Monday, May 24, 5 – 6 p.m.

Tuesday, May 25, 5:15 – 6:15 p.m.

Wednesday, May 26, 2:30 – 3:30 p.m.

Product Theaters:

Monday, May 24, 2 – 3 p.m.

Tuesday, May 25, 3 – 4 p.m.

Wednesday, May 26, 11:30 a.m. – 12:30 p.m.

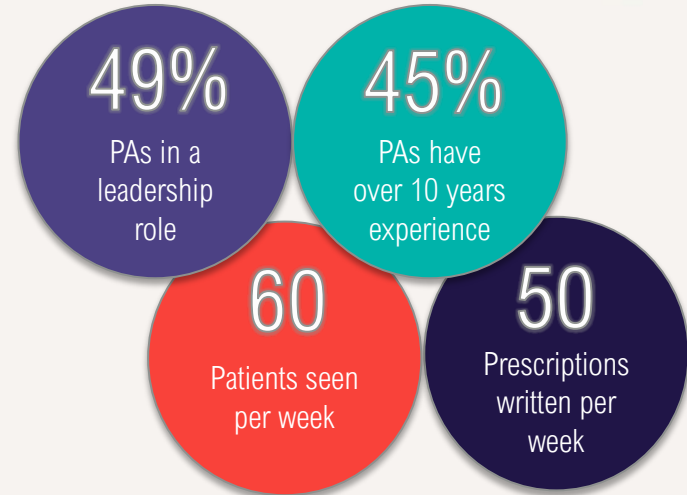
PA Attendee Profile

Top 10 PA Specialties

Family Medicine
Orthopaedics
Emergency Medicine
Urgent Care
General Internal Medicine
Hospital Medicine
General Surgery
Cardiology
Neurosurgery
Cardiovascular/cardiothoracic surgery

Where do PAs Work?

Outpatient clinics or physician offices
Hospitals
Urgent Care Centers



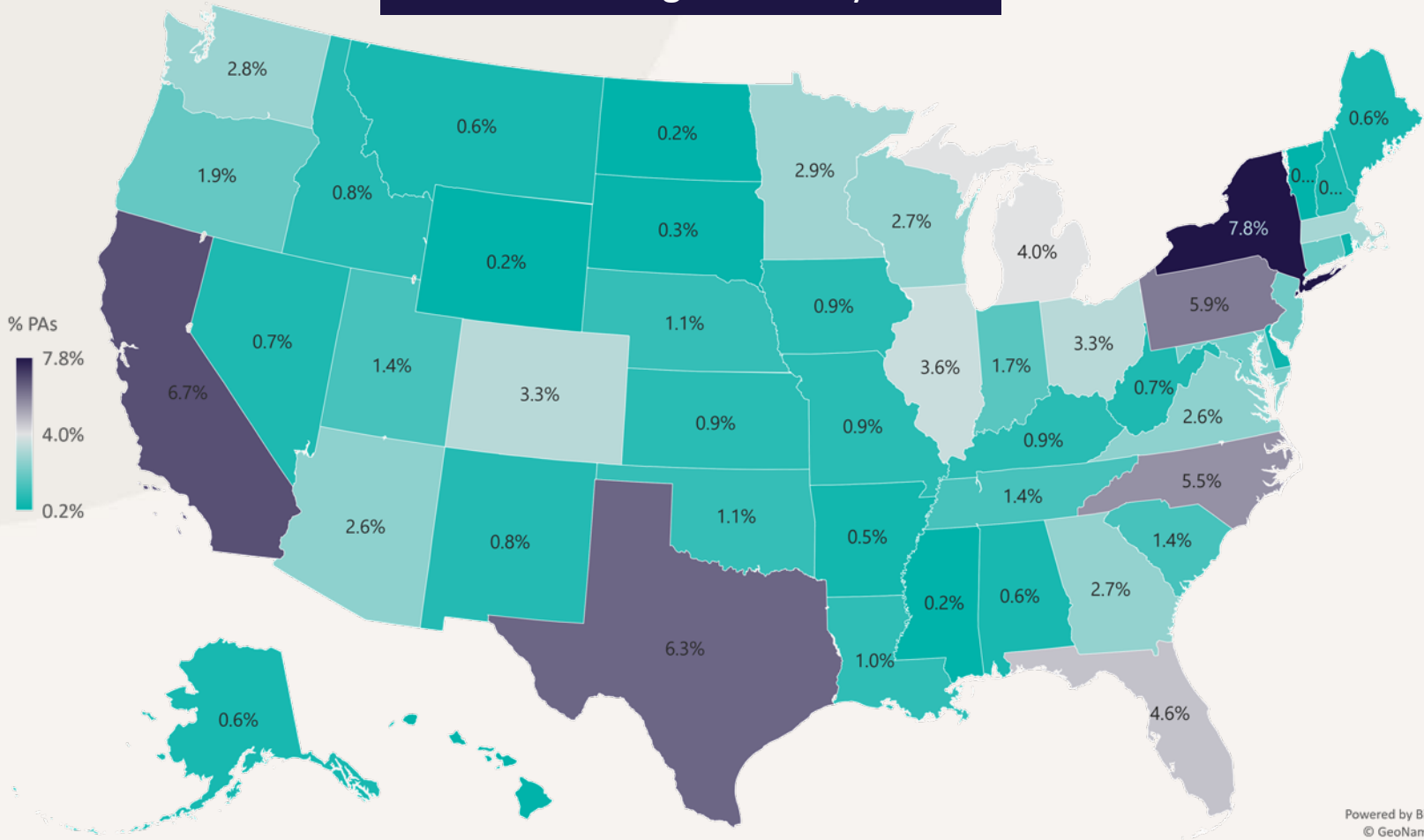
PAs at Work

Develop treatment plans
Order referrals and consults
Prescribe medications
Order and interpret diagnostic testing and therapeutic modalities
Perform procedures
Follow up with patient labs values
Coordinate services like home care
And much more

About PAs

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2021

2020 Percentage of PAs by State



About PAs

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70%

visited the Exhibit hall
and 45% attended
opening reception in
the Exhibit Hall

80%

of attendees will
consider attending
AAPA 2021 live or
virtual

84%

of attendees will
consider attending a
fully virtual AAPA 2021

Top 5

New products and
services, including the
Exhibit hall ranked as
top 5 most important

Source: AAPA 2019 Conference Survey

The PA profession is in demand!

The [Bureau of Labor Statistics](#) expects the PA profession to grow 31% between 2019 and 2029.

There were more than 139,000 PAs in all 50 states and the District of Columbia as of December 31, 2019, according to the [National Commission on Certification of Physician Assistants](#).

There is unprecedented demand for PAs according to the [National Commission on Certification of Physician Assistants](#). Upon graduation, the typical new PA accepted a clinical position within 2 months, with 71% receiving multiple job offers.

[Glassdoor.com](#) named the PA profession the #7 highest paying job of 201

[US News and World Report](#) named the PA profession as the #2 best job in healthcare and the #3 best job overall in America in 2020.

Secure your Product Theater slot for 2021!

Product Theaters are 45-60-minute sessions that provide supporters with a high-value live marketing opportunity to reach motivated professionals in a private session. Product Theaters provide a forum to discuss issues on patient education, specific products and therapeutic areas with company representatives or your designees. AAPA recognizes that Product Theaters will be promotional and may concentrate on a specific product or medication. These sessions are not approved for CME credit.

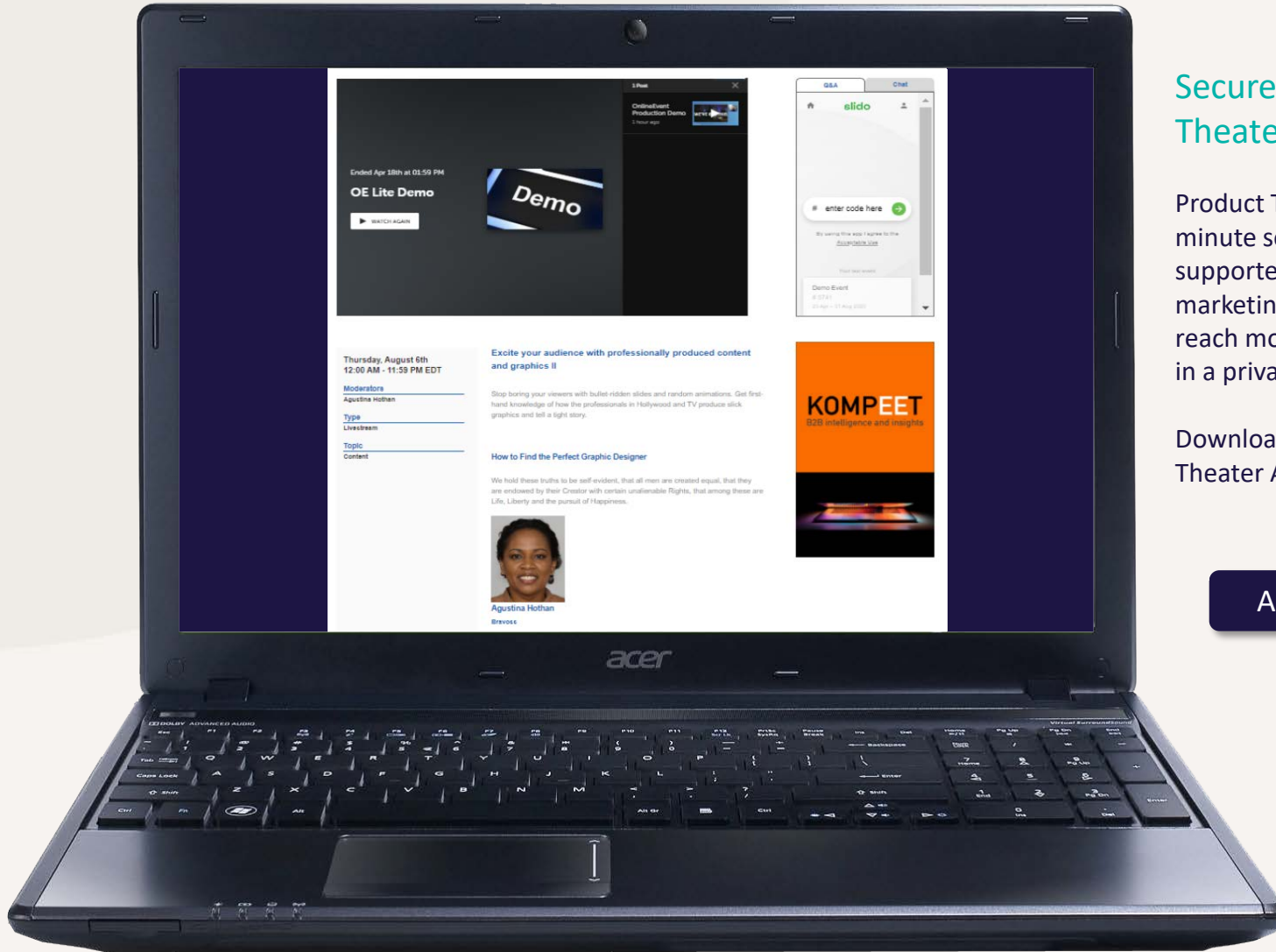
In 2021, Product Theaters will be included in the overall AAPA 2021 session agenda. Sessions will be recorded and offered either on demand, on demand with live Q&A, or 100% LIVE. Depending on the format chosen, Product Theaters will be offered before, during and after AAPA 2021 for up to 30 days. In addition, AAPA 2021 Product Theaters will not be limited to conference attendees.

What's included With Your Virtual Product Theater

- A 45-60-minute pre-recorded session using Vimeo or YouTube
- Support from AAPA to deliver the best streaming experience for live PTs or those with live Q&As
- Pre and post conference attendee mailing list (non-email)
- Product Theater details listed on website and conference agenda
- Promotional listings in AAPA conference editorial
- Social media promotion the day before and day of the session
- Session available to all PAs and not limited to conference attendees
- Session leads
- Session available on AAPA conference platform for 30 days
- Guidance on session recording

Product Theaters

2021



Secure Your Product Theater Slot for 2021!

Product Theaters are 45-60-minute sessions that provide supporters with a high-value marketing opportunity to reach motivated professionals in a private session.

Download your Product Theater Application here.

APPLY NOW

Virtual Sponsorships



As a sponsor at the AAPA 2021 Virtual Conference, your company obtains increased visibility not only with conference attendees, but also with the overall AAPA membership—an incredible benefit for your dollar! Whether it's brand exposure, thought leadership or creating a memorable conference experience, several sponsorship and branding opportunities are available to fit your budget and needs. For more information on the following sponsorship opportunities, contact Del Baker-Robertson at dbaker@aapa.org or 202-903-9225

Brand Exposure/Advertising

E-mail Confirmation

1 Event XL email header

2 Testing the sidebar text. Show dates can go here, a sponsor logo can go here. The content in this box should not be too long.

3 Sponsor, Ad, or Footer Image

Optional Graphics

- 2 **Sidebar Graphic***
Width: 190 pixels
Height: up to 220 pixels (recommended for best usability)
- 3 **Footer**
Width: 600 pixels
Height: Can vary
This is often a sponsor logo.

**If you have Introduction set to visible you can also set Introduction Sidebar to visible to get the additional box in this screenshot. Here you can put show dates, registration hours, or an additional sponsor logo using the size parameters above.*

GIF and JPG are our preferred formats for email graphics. We also accept PNG and native Photoshop or Illustrator files (we will convert them appropriately).

Profile

Confirmation ID: 1036
Test Record
Expire: 12/31/2021
3202 Presidents Court
Frederick, MD 21701

Registration Details

Test Record

Registration Type: AC - Conference, Advance

Description	Item Total
Registration (2d - 1)	\$800.00
Total Registration Fees	\$800.00
Total Registration Paid	(\$800.00)
Current Balance:	\$0.00

Financial Summary

Total Housing Fees	\$0.00
Total Amount Applied to Housing	\$0.00
Housing Balance:	\$0.00
Total of All Fees	\$800.00
Total Amount Applied to All Fees	(\$800.00)
Total Balance Due:	\$0.00

AAPA Registration Confirmations

Market your customized ad with a call to action in every registration confirmation (placement determined by AAPA). Every participant receives their confirmation upon registration.

More...

Virtual Sponsorships



Persona Schedules

One of the most downloaded items on the virtual conference platforms. Attendees will turn to the Persona Schedules as they navigate the conference. Your company logo will be prominently displayed on this popular item.

Rotating Digital Ads Non-Exclusive

Opportunities are available on both AAPA Conference website as well as the virtual platform. For more information contact Del Baker-Robertson at dbaker@aapa.org.

Home Page Tower Ad

1st Rotation **SOLD**

2nd Rotation **SOLD**

3rd Rotation **SOLD**

Home Page Middle Banner Ad

1st Rotation **SOLD**

2nd Rotation **SOLD**

3rd Rotation

AAPA Digital Exhibitor Bag Advertising Exclusive

A high-visibility opportunity with prime advertising space on the official AAPA 2021 Digital Bag. This opportunity includes your insert placed prominently at the top of digital bag landing page and your branding on the “bag” wallpaper.

AAPA Digital Exhibitor Bag Inserts Non-Exclusive

Heighten brand awareness, drive traffic to your exhibit, or promote your product theater presentation with your insert in the AAPA 2021 Digital Exhibitor Bag.

Water Bottle – Fill It Forward!

Keep attendees hydrated during the conference while helping conserve natural resources. Company name and/or logo prominently displayed on eco-friendly water bottle. Fill it Forward bottles ship with a sticker that connects to the Fill it Forward app. Attendees will be reminded of your brand every time they refill these unique water bottles.

More...



Virtual Sponsorships

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Thought Leadership

Marquee Panel Discussion

Align your company with AAPA's membership by sponsoring one of the marquee non-CME panel discussions at AAPA 2021. AAPA 2021 will host a limited number of marquee non-CME panel discussions focused on timely and relevant industry issues. As a sponsor, your company can introduce and/or host the panel discussion on an agreed upon topic. Panel should be comprised of the moderator, two (2) AAPA members, and one (1) topic thought leader and/or additional sponsor participant. Your sponsoring company will have the opportunity to play a short, pre-approved video, as well as to include branding on the deck screen to include logo and/or messaging. Panels will include live Q&A and should be 45-60 minutes in length.

Satellite Symposia

Satellite Symposia are non-commercial scientific sessions carrying AAPA Category 1 CME credit supported by members of the healthcare industry to complement the conference CME program. They undergo a separate accreditation process that includes content review for bias and balance. These sessions are not a part of the official AAPA Conference program and are planned solely by the educational provider. Interested in hosting a Satellite Symposia? Application deadline is January 31, 2021.

Exhibitor Micro-Sessions

Packing information and insight on a topic or product into a 15-minute segment, our micro-sessions provide additional learning to attendees. These short and less formal educational sessions will be marketed as part of AAPA 2021, bound to raise visibility and awareness for you among our more than 4,000 attendees. Presentations will be pre-recorded by the sponsor and delivered via YouTube, Vimeo, or other agreed upon format. Limited quantity! Only 10 micro-sessions will be scheduled during AAPA 2021. Micro-sessions are confirmed on a first-come, first-served basis and only available for purchase by current AAPA exhibitors.

More...



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Attendee Experience

Party for a Purpose: PAs Got Talent!

Sponsor our PAs Got Talent competition! This talent competition and awards ceremony will be a popular draw for attendees!

Host a Virtual Happy Hour or Networking Event

Network with attendees after sessions conclude. You have the option to make the experience truly unique--show attendees how to make a signature drink with a trained bartender. Your Happy Hour will be promoted in our full program schedule. AAPA will provide the video conferencing platform to manage the event. Upgrade - Happy Hour with a Mixologist AAPA will coordinate a mixologist or special guest for your Happy Hour in addition to promoting the event on your behalf.

Student Networking and Social Hour

Take advantage of the biggest networking event for PA students! This event offers a great opportunity for a sponsor to build their brand and recognition and make connections with the PA student population. We're bringing students together in small group discussions and providing them the opportunity to interact with one another – and get to know you as well. Plus, sponsors can upgrade the experience with a mixologist or other entertainment, as well as provide remarks at the event.

Coffee Break

Sponsor a coffee break. AAPA will collaborate with you to distribute a \$10 e-gift card to attendees.

Snack Break

Sponsor an afternoon snack break. AAPA will collaborate with you to distribute a \$20 e-gift card to attendees.

Conference Site Ads

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Top Leaderboard Ad

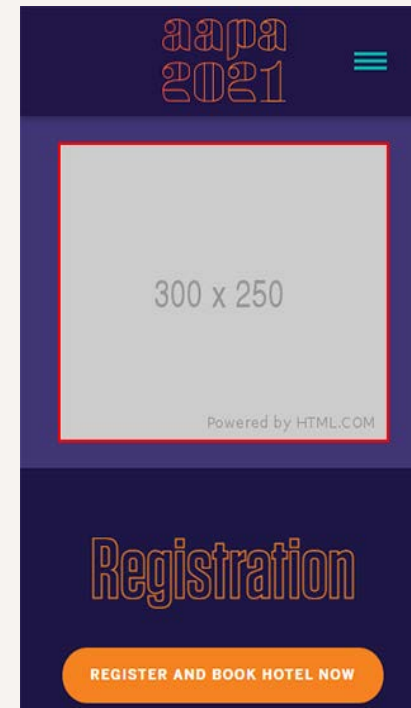
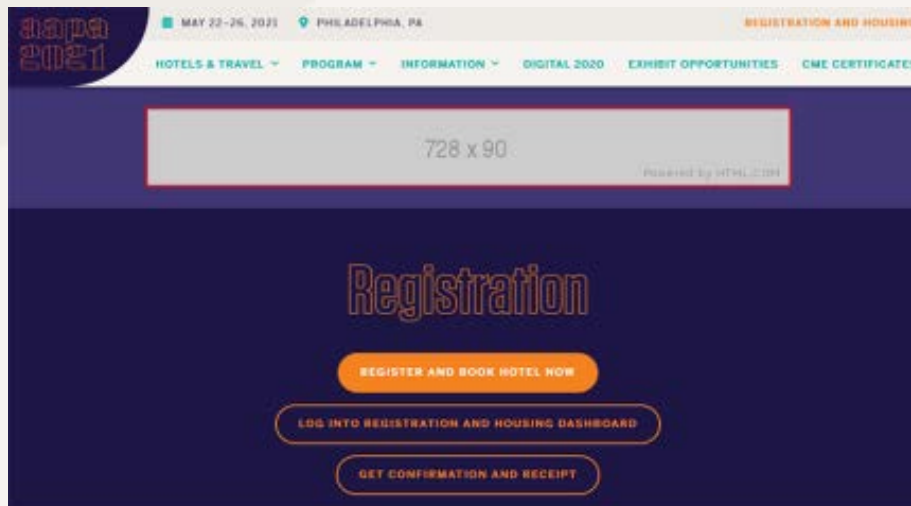
Page placement: [Registration](#), [Special Events](#) and [Agenda](#)

Up to 3 ads rotating per page at a time

Requires two separate images at two different sizes:

1. Desktop version: 728 x 90 px
2. Mobile version: 300 x 250 px

Accepted formats: .jpg, .png, .gif



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THANK YOU!

For more information contact:

Del Baker-Robertson, CAE
Director, Strategic Business Development
dbaker@aapa.org
571-319-4475