

**AAPL**

*the connection to the physician*

American Association  
of Physician Liaisons, Inc.

ANNUAL CONFERENCE  
JUNE 19-21, 2013

HILTON BALLPARK  
ST. LOUIS, MISSOURI



SPONSOR AND EXHIBITOR PROSPECTUS

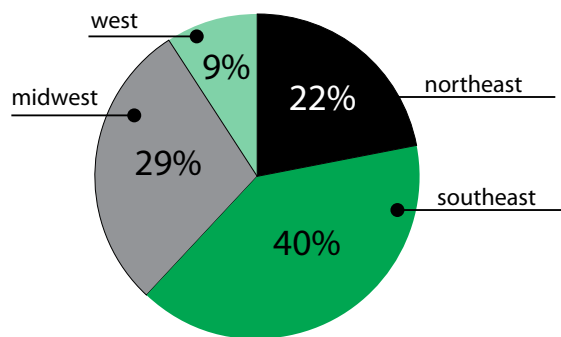


American Association  
of Physician Liaisons, Inc.

How important is it to your company to have access to 200 physician liaisons who are the lead team members at hospitals that are your direct target market? The American Association of Physician Liaisons, Inc. is comprised of 505 professionals currently serving in a physician liaison role. Our attendees are eager to hear presentations, visit exhibitor information booths and discuss tools and products in small group or one-on-one sessions with your team. Sponsoring AAPL, delivering a presentation, or reserving a space in the exhibit hall will be well worth the investment. Many vendors and corporate sponsors receive key referrals from attendees, and goodwill is passed through word of mouth. The visibility of your company and its abilities will be heightened through direct exposure to key representatives of large and small healthcare institutions, academic medical centers, and community hospitals. Exposure through AAPL sponsorship, speaker opportunities, and exhibiting can lead to future clients and revenue for your company.

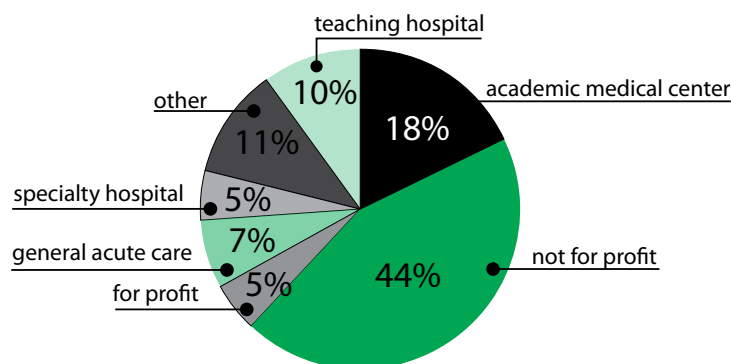
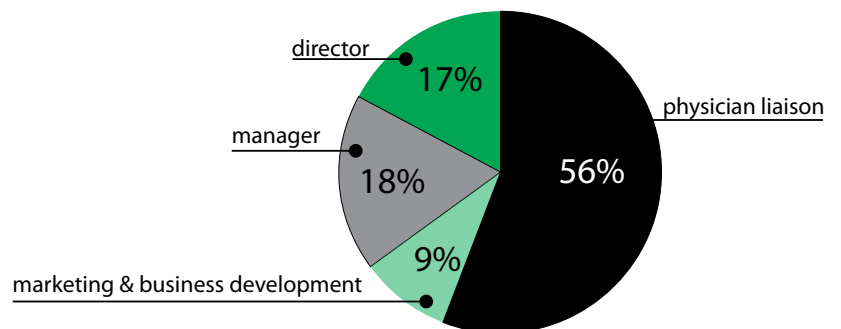
**AAPL MEMBERSHIP**

The geographic makeup of AAPL is shown below. The audience for the annual AAPL meeting is YOUR direct target audience.



**MEMBERSHIP BY REGION**

**MEMBERSHIP BY JOB TITLE**



**MEMBERSHIP BY INSTITUTION TYPE**

## ATTENDEES OBJECTIVES:

In this changing healthcare environment, it is more important now than ever for physician liaisons to attend the annual AAPL Conference to:

- Compete in an evolving healthcare market
- Learn new ways to communicate with internal clients and referring physicians
- Leverage referral data to target the right physician audience
- Increase market share
- Facilitate new patient referrals

- Recruit and retain quality physicians
- Develop processes for on boarding physicians
- Understand STARK rules
- Interact with their colleagues from across the country, discuss and share best practices and learn new tactics for growing referrals.

Demonstrating your company's expertise in these areas will keep your company on the minds and in the recommendations of our attendees.

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## OPPORTUNITIES

AAPL offers several levels of sponsorship for its annual meeting. All opportunities are assigned on a first-come, first-served basis and payment in full is required before assignments are awarded.

### GOLD \$3,500

#### Official Corporate Partner for the AAPL Conference

Branding opportunities: (SELECT ONE)

- Corporate Partner Breakout Lecture time slot (45 minutes). Your company can present a topic of interest to physician liaisons during these simultaneous breakout sessions. ONLY three slots available.
- Branded Tote bags
- Branded Lanyards/Name badges
- Branded jump drive with a company resource burned onto it for use in downloading meeting handouts.

#### ADDITIONAL GOLD BENEFITS:

- One-time e-commerce 'push' opportunity to the AAPL Membership in 2013
- Exhibit table and chairs; access to all attendees during break times
- Two complimentary company representative exhibitor badges; additional representatives must pay the \$395 registration fee.

### SILVER \$2,000

#### Branding opportunities: (SELECT ONE)

- Welcome Reception Sponsor
- Branded Hotel Key Cards
- Night at the Ballpark Official Sponsor
- Official Raffle Sponsor
- Branded Pens and Tablets

#### ADDITIONAL SILVER BENEFITS:

- One-time use mailing list; hard copy for direct mail.
- Exhibit table and chairs; access to all attendees during break times
- Two complimentary company representative exhibitor badges; additional representatives must pay the \$395 registration fee.

### BRONZE \$1,000 (Exhibitor only)

- One-time use mailing list; hard copy for direct mail.
- Exhibit table and chairs; access to all attendees during break times
- Two complimentary company representative exhibitor badges; additional representatives must pay the \$395 registration fee.

Branding opportunities and exhibit space is available on a first-come, first-served basis. Payment in full is required before an opportunity can be assigned. While payment by credit card is available, checks are preferred to help reduce banking and merchant service fees. A signed letter of commitment will serve as payment until a physical check arrives in the mail, preferably within two weeks of the date on the letter.



American Association  
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## Sponsor/Exhibitor Form

AAPL Tax ID # 62-1857713

### CORPORATE CONTACT INFORMATION:

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

**GOLD \$3,500 plus** ONE below:

(Indicate 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices – assigned on a first-come first-served basis).

\_\_\_\_\_ Corporate Partner Breakout Lecture time slot  
(45 minutes)

\_\_\_\_\_ Branded Tote bags

\_\_\_\_\_ Branded Lanyards/Name badges

\_\_\_\_\_ Branded jump drive with a company resource  
burned onto it for use in downloading meeting  
handouts

**SILVER \$2,000 plus** ONE below:

(Indicate 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices – assigned on a first-come first-served basis).

\_\_\_\_\_ Welcome Reception Sponsor

\_\_\_\_\_ Branded Hotel Key Cards

\_\_\_\_\_ Night at the Ballpark Official Sponsor

\_\_\_\_\_ Official Raffle Sponsor

\_\_\_\_\_ Branded Pens and Tablets

**Exhibitor ONLY \$1,000**

While payment by credit card is available,  
checks are preferred to help reduce banking  
and merchant service fees. A signed letter of  
commitment will serve as payment until physical  
check arrives in the mail, preferably within two  
weeks of the date on the letter.

**PAYMENT TYPE:**  Check  Credit card  
(all accepted)

**Make check payable to:**

AAPL, 461 Cochran Road, Box #246 Pittsburgh, PA 15228

**Credit Card Information:**

Card # \_\_\_\_\_

Expiration date: \_\_\_\_/\_\_\_\_ CVV code

Name on Card: \_\_\_\_\_

Email to send receipt: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

Amount: \$ \_\_\_\_\_

Billing address and zip code of credit card:

Address: \_\_\_\_\_

City \_\_\_\_\_

State: \_\_\_\_\_ Postal Code \_\_\_\_\_

Questions: [contactaapl@gmail.com](mailto:contactaapl@gmail.com) or (571) 402-AAPL (2275)

\*Sponsored events speaking opportunities are assigned on  
a first-come (paid), first-served basis.

[www.physicianliaison.com](http://www.physicianliaison.com)