

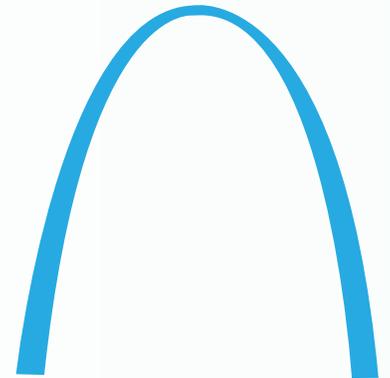
AAPL

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

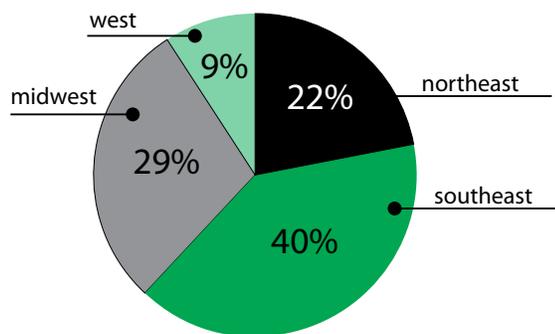


American Association
of Physician Liaisons, Inc.

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.

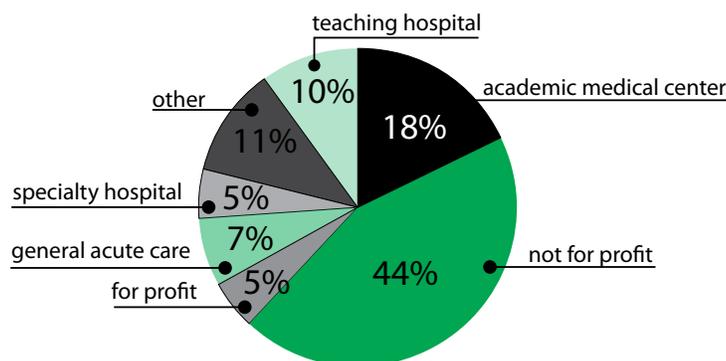
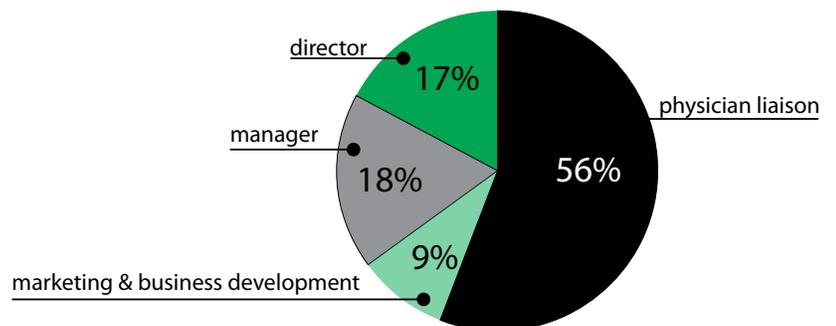
AAPL MEMBERSHIP

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.

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
of Physician Liaisons, Inc.

Sponsor/Exhibitor Form

AAPL Tax ID # 62-1857713

CORPORATE CONTACT INFORMATION:

Name: _____ Company: _____

Phone: _____ Email: _____

Website: _____

GOLD \$3,500 plus ONE below:

(Indicate 1st, 2nd, and 3rd 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 1st, 2nd, and 3rd 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 or (571) 402-AAPL (2275)

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

www.physicianliaison.com