



MAKING OUR ROLE CRYSTAL CLEAR

Disney's Grand
Californian Hotel & Spa

JUNE 22-24, 2016



Sponsorship and Exhibitor Opportunities





MAKING OUR ROLE CRYSTAL CLEAR



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The AAPL conference is a highly conducive environment for high-quality lead generation amongst key players. Be recognized as an industry leader with global presence at the 2016 15th Anniversary AAPL Conference in Anaheim, California.

Your company will have access to OVER 200 professional physician liaisons, business development leaders and physician relations experts from across the country who are your direct target audience. Exposure through AAPL sponsorship opportunities and exhibiting at our conference can lead to future clients and revenue for your company.

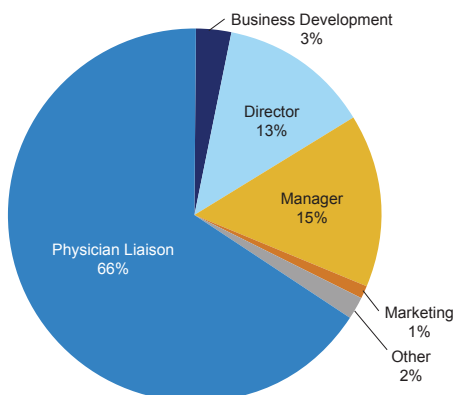
Our attendees are eager to hear presentations, visit exhibitor information booths and discuss tools and products in small groups or one-on-one sessions with your team. Conference sponsorship offers opportunities to reach our members throughout the year. Invest your marketing dollars in the AAPL to obtain direct access to your target audience of Physician Liasons. Members represent hundreds of hospitals, universities and healthcare networks across the United States and they converge at the AAPL Conference.

Benefits as a sponsor or a vendor in our exhibit hall include:

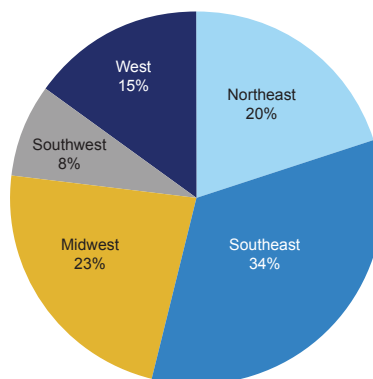
- Direct access to the AAPL Conference attendees.
- Increase market share.
- Compete in an evolving healthcare market.
- Develop new relationships and gain new contacts.
- Renew former connections and partnerships.
- Generate new sales and business leads.
- Listen to member comments and inquiries about your product or services so that you can understand and meet future needs.
- Expand your client network and gain access to new markets.
- Show your company's support of the physician liaison role and AAPL.

The geographic makeup of AAPL is shown below. The attendees at the annual conference are YOUR direct target audience.

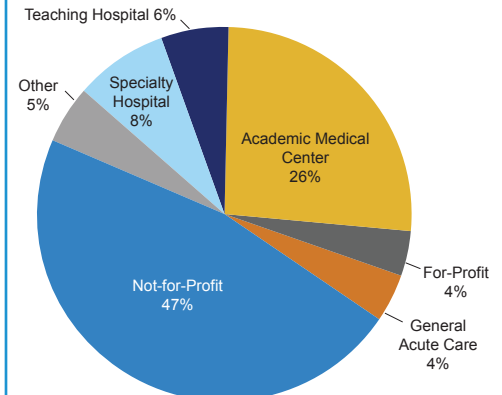
MEMBERSHIP BY
TITLE



MEMBERSHIP BY
REGION



MEMBERSHIP BY
INSTITUTION TYPE





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SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

DIAMOND \$12,500

The Diamond Sponsor is the most prestigious and visible of all AAPL Sponsorships and is available to only one supporting vendor this year. The Diamond Sponsor will be the sole official sponsor of the 15th Anniversary Conference and this elite package includes the following exceptional deliverables.

PROMINENT BOOTH SPACE AND LOGO PLACEMENT

Your exhibit booth location and company logo will be placed strategically for high visibility throughout the conference.

PLENARY SESSION SPONSOR

A first time offering, the opportunity of a 45 minute plenary session addressing the entire AAPL audience.

BRANDED CONFERENCE SIGNAGE AND LANYARDS

- Digital Signage with your company logo as our Official Conference Sponsor
- Branded Conference Lanyards

WEBINAR PRESENTATION

Participate as a speaker in a 60 minute live webinar for the AAPL membership. Webinars are an informative, targeted lead generation tool to position your company as an industry leader. Your participation includes a logo banner at the beginning of the webinar as well as all email communications marketing the webinar.

SPONSOR COMMUNICATION TO AAPL MEMBERSHIP

Benefit from the opportunity to get your one page message to the AAPL membership.

NEWSLETTER ARTICLE

Submit two articles to the AAPL quarterly newsletter. Your message/article will reach the entire AAPL membership.

CONFERENCE BROCHURE ADVERTISEMENT

One full page ad with your company logo and message to the Conference attendees.

ADDITIONAL INCLUSIONS

- Four complimentary AAPL Conference registrations.
- Exhibit table and chairs at the Conference.
- Conference attendee mailing list, one time use for direct mail.
- Company description in the AAPL Conference brochure.

OFFICIAL AAPL 15th ANNIVERSARY CONFERENCE SPONSOR



Celebrating

15
YEARS!





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SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

PLATINUM..... \$7,500

This high level sponsorship, limited to three vendors offers many exciting marketing opportunities to increase the visibility of your company with direct exposure to key representatives of healthcare institutions.

CORPORATE SPONSOR BREAKOUT LECTURE

Present a 45 minute educational topic of interest to physician liaisons during simultaneous breakout sessions. Only three lecture slots are available.

BRANDED CONFERENCE PROMOTIONAL ITEMS

Highlight your company by displaying your logo on one of the following branding options:

- Branded Java Jackets
- Branded Hotel Key Packet Cover
- Branded Tote Bags
- Branded Multi-plug Charger
- Branded Cell Phone Stand

WEBINAR PRESENTATION

Participate as a speaker in a 60 minute live webinar for the AAPL membership. Webinars are an informative, targeted lead generation tool to position your company as an industry leader. Your participation includes a logo banner at the beginning of the webinar.

SPONSOR COMMUNICATION TO AAPL MEMBERSHIP

Benefit from the opportunity to get your one page message to the AAPL membership.

NEWSLETTER ARTICLE

Submit two articles to the AAPL quarterly newsletter. Your message/article will reach the entire AAPL membership.

CONFERENCE BROCHURE ADVERTISEMENT

One full page ad with your company logo and message to the Conference attendees.

ADDITIONAL INCLUSIONS

- Three complimentary AAPL Conference registrations.
- Exhibit table and chairs at the Conference.
- Conference attendee mailing list, one time use for direct mail.
- Company description in the AAPL Conference brochure.

AAPL 2016 PLATINUM SPONSORS





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SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

GOLD \$5,000

Conference and Event sponsorship identifies your company as an AAPL supporter with a focus on providing exposure for your company leading up to the conference and throughout the event.

OFFICIAL RAFFLE SPONSOR

Promote your company by participating as the raffle sponsor. Many exciting prizes will be given away throughout the event. You will have the opportunity to present the winning prizes and your logo will be prominently displayed on the gift bags.

WEBINAR PRESENTATION

Participate as a speaker in a 60 minute live webinar for the AAPL membership. Webinars are an informative, targeted lead generation tool to position your company as an industry leader. Your participation includes a logo banner at the beginning of the webinar.

SPONSOR COMMUNICATION TO AAPL MEMBERSHIP

Benefit from the opportunity to get your one page message to the AAPL membership.

NEWSLETTER ARTICLE

Submit one article to the AAPL quarterly newsletter. Your message will reach the entire AAPL membership.

CONFERENCE BROCHURE ADVERTISEMENT

One full page ad with your company logo and message to the Conference attendees.

ADDITIONAL INCLUSIONS

- Two complimentary AAPL Conference registrations.
- Exhibit table and chairs at the Conference.
- Conference attendee mailing list, one time use for direct mail.
- Company description in the AAPL Conference brochure.

SILVER \$3,500

Conference sponsorship provides the opportunity to network with AAPL Membership while gaining exposure for your company through a branded giveaway item.

SAVE THE DATE PROMOTIONAL GIVEAWAY

Sponsor our 2017 "Save the Date" item with your company logo.

NEWSLETTER ARTICLE

Submit one article to the AAPL quarterly newsletter. Your message will reach the entire AAPL membership.

SPONSOR COMMUNICATION TO AAPL MEMBERSHIP

Benefit from the opportunity to get your one page message to the AAPL membership.

CONFERENCE BROCHURE ADVERTISEMENT

One half page ad with your company logo and message to the Conference attendees.

ADDITIONAL INCLUSIONS

- Two complimentary AAPL Conference registrations.
- Exhibit table and chairs at the Conference.
- Conference attendee mailing list, one time use for direct mail.
- Company description in the AAPL Conference brochure.

BRONZE \$1,500

Benefit from being an Exhibitor at the AAPL Conference and enjoy networking opportunities with AAPL membership.

CONFERENCE BROCHURE ADVERTISEMENT

One quarter page ad with your company logo and message to the Conference attendees.

ADDITIONAL INCLUSIONS

- One complimentary AAPL Conference registration.
- Exhibit table and chairs at the Conference.
- Conference attendee mailing list, one time use for direct mail.
- Company description in the AAPL Conference brochure.



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2016 AAPL SPONSORSHIP AND EXHIBITOR FORM

Name _____

Company _____

Email Address _____

Phone Number _____

Company Website _____

Date: _____

Please send your logo (high resolution) and company description (150 words or less) to: contactAAPL@gmail.com along with your Form.

PAYMENT INFORMATION:

While payment by credit card is an option, checks are preferred to help reduce service fees. Your signed registration form will serve as commitment until payment is received, preferably within two weeks of the date of the registration. AAPL Tax ID #62-1857713

PAYMENT TYPE: Check (Preferred) or Credit Card
If you would like to pay by credit card, please contact AAPL at 571-402-2275.

MAIL CHECKS TO:

American Association of Physician Liaisons (AAPL)
461 Cochran Road – Box 246
Pittsburgh, PA 15228

Questions may be directed to Barbara Hamschin at contactAAPL@gmail.com or by calling 571-402-2275.

☐ DIAMOND LEVEL SPONSORSHIP \$12,500

Includes:

- Plenary Session Sponsor
- Prominent Booth Space and Logo Placement
- Branded Conference Signage and Lanyards
- Webinar Presentation
- Sponsor Communication to AAPL Membership
- Newsletter Articles
- Full Page Conference Brochure Advertisement
- Four complimentary Conference registrations
- Exhibit table and chairs at the AAPL Conference
- Conference attendee mailing list for direct mail
- Company description in the AAPL Conference brochure

☐ PLATINUM LEVEL SPONSORSHIP \$7,500

Includes:

- Corporate Sponsor Breakout Lecture Slot
- Branded Conference Promotional Items
 - ____ Branded Java Jackets
 - ____ Branded Hotel Key Packet Cover
 - ____ Branded Tote Bags
 - ____ Branded Multi-Plug Charger
 - ____ Branded Cell Phone Stand
- Webinar Presentation
- Sponsor Communication to AAPL Membership
- Newsletter Articles
- Full Page Conference Brochure Advertisement
- Exhibit table and chairs at the AAPL Conference
- Three complimentary Conference registrations
- Conference attendee mailing list for direct mail
- Company description in the AAPL Conference brochure

☐ GOLD LEVEL SPONSORSHIP \$5,000

Includes:

- Official Raffle Sponsor
- Webinar Presentation
- Sponsor Communication to AAPL Membership
- Newsletter Article
- Full Page Conference Brochure Advertisement
- Two complimentary Conference registrations
- Exhibit table and chairs at the AAPL Conference
- Conference attendee mailing list for direct mail
- Company description in the AAPL Conference brochure

☐ SILVER LEVEL SPONSORSHIP \$3,500

Includes:

- Giveaway "Save the Date" Promotion
- Newsletter Article
- Sponsor Communication to AAPL Membership
- Half Page Conference Brochure Advertisement
- Two complimentary Conference registrations
- Exhibit table and chairs at the AAPL Conference
- Conference attendee mailing list for direct mail
- Company description in the AAPL Conference brochure

☐ BRONZE LEVEL SPONSORSHIP \$1,500

Includes:

- Quarter Page Conference Brochure Advertisement
- One complimentary Conference registration
- Exhibit table and chairs at the AAPL Conference
- Conference attendee mailing list for direct mail
- Company description in the AAPL Conference brochure



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CONFERENCE HOTEL INFORMATION

Disney's Grand Californian Hotel & Spa
1600 Disneyland Drive
Anaheim, CA 92802
Phone: 714-635-2300

Designed in California's renowned Arts and Crafts style, this upscale 4-star hotel features a 6-story, lodge-style lobby, plush relaxed rooms and an impressive array of amenities. The hotel is set in an ideal location and is attached to a lively walking promenade featuring outdoor shopping, dining and entertainment area in the Downtown Disney District.

Hotel Amenities include:

- Luxe Wellness Spa featuring rustic stonework
- Three pools, a hot tub and a waterslide, plus kids activities
- Elegant restaurant and bar, a fireside lounge, snack bar and a casual café
- 24-hour room service
- Complimentary WiFi

AAPL Conference Discounted Hotel Room Rates

\$249 single/double plus taxes

Cut-off date for the AAPL Conference rate is
Friday, May 9, 2016.

The hotel is expected to fill up quickly. **We strongly encourage you to make your hotel room reservations as soon as you confirm your conference participation.**

Hotel Reservations

Hotel Parking

Self-parking is offered at \$18 per night. Valet parking is available to overnight guests at \$28 per night and includes in/out privileges.

Travel Details

John Wayne Airport (SNA) and Los Angeles International Airport (LAX)

The Disney's Grand Californian Hotel & Spa is located approximately 15 miles from the John Wayne Airport and approximately 40 miles from the Los Angeles International Airport.

Airport Shuttle

The Disneyland Resort Express provides the most convenient mode of transportation between the John Wayne Airport or the Los Angeles International Airport and the Disney's Grand Californian Hotel & Spa. The Express can be accessed near the baggage claim area. Current airport transfer estimated rates are as follows (subject to change):

	<u>Disneyland Express</u>	<u>Taxi (Approximate Rates)</u>
SNA	\$20.00/One Way Adult	\$30.00
LAX	\$30.00/One Way Adult	\$85.00

Additional Information

Airport Shuttle

Downtown Disney

