

— 2022 —

Ten State CONFERENCE

February 18-20, 2022

Only once in a decade does the AAFP Ten State regional meeting come to Wisconsin. Take advantage of this local opportunity to learn and network with family medicine leaders from across the upper Midwest and east coast.

Sponsor & Exhibitor Prospectus

The Westin Milwaukee
550 North Van Buren Street



WISCONSIN ACADEMY of FAMILY PHYSICIANS

WELCOME!

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Dear Family Physician Supporter,

On behalf of the Wisconsin Academy of Family Physicians, we invite you to join us as we host the 2022 Ten State Conference. The Ten State Conference brings together family physician leaders and state chapter staff from 13 state chapters of the American Academy of Family Physicians, from the upper-Midwest to the East coast. The conference is focused on leadership development, chapter development, and networking.

With your assistance, we can provide lifelong knowledge, professional, and personal value to our members. This event is a great opportunity to engage with these leaders and start fostering a beneficial relationship.

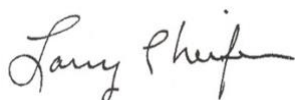
WAFP offers a variety of cost-effective ways to increase your organization's visibility and attendee awareness. In this packet you will be able to review the different sponsorship opportunities and select one that maximizes your exposure and effectively builds your brand.

The WAFP conference staff is eager to assist you in your selection as most options are available on a first-come, first-serve basis.

Thank you! We hope to see you in February!

Sincerely,

Larry Pheifer
WAFP Executive Director



CHECK OUT WHAT'S INSIDE

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ABOUT THE WAFP AND THE TEN STATE CONFERENCE

WAFP is a chapter of the American Academy of Family Physicians (AAFP) and is the largest single profession medical specialty society in Wisconsin. Its 2,900+ members are practicing family physicians, family physicians in training, and medical students. WAFP works to promote excellence in health care and to improve the health of the people of Wisconsin through the advancement of the art and science of Family Medicine, the specialty of Family Medicine and the professional growth of Family Physicians. The Academy provides advocacy, representation, and leadership for the specialty. It exists to support the professional needs of its members as they serve their patients.

The Ten State Conference has grown to include attendees from 13 state chapters of AAFP (CT, DE, IL, IN, KY, MA, MI, MN, NJ, NY, OH, PA, WI). Together these chapters represent over 42,900 members. Attendees include current and prospective leaders from each chapter as well as chapter staff. The conference includes sessions on leadership development, state chapter development, advocacy, and networking.



INVITATION TO SPONSOR/EXHIBIT

2022 Ten State Conference

WAFP invites you to participate in the **2022 Ten State Conference, February 18-20, 2022**. Only once in a decade does the AAFP Ten State regional meeting come to Wisconsin. For family medicine leaders from across the upper Midwest and east coast, this event provides an opportunity to gain visibility for your company and demonstrate your support of the industry! By becoming a partner, your organization will reach this entire group of esteemed leaders, with benefits that carry through the full calendar year.

LOCATION

[The Westin Milwaukee](#)

550 North Van Buren Street
Milwaukee, Wisconsin 53202

HOTEL RESERVATIONS

WAFP has secured a room block for this event at a discounted rate. We are including sponsors and exhibitors in our room block rate. Take advantage of this offer and support us by booking your stay within the WAFP room block at the Westin Milwaukee. See our [website](#) for more information about the room block. **Reservations must be made by January 18, 2022.**

SCHEDULE-AT-A-GLANCE

Friday, February 18, 2022

12:00 – 2:00pm	Chapter Executives Luncheon
12:00 – 2:30pm	Registration
2:30 – 2:40pm	Welcome Address
2:40 – 3:40pm	Session 1
3:50 – 4:50pm	Session 2
6:00 – 8:30pm	Networking Reception

Saturday, February 19, 2022

7:00 – 8:00am	Breakfast
8:00 – 9:00am	Certification Update
9:10 – 10:10am	Session 3
10:20 – 11:20am	Session 4
11:30 – 12:30pm	Luncheon
12:40 – 1:40pm	Session 5
1:50 – 2:50pm	Session 6
2:50pm	Adjourn

Sunday, February 20, 2022

8:00 – 9:00am	Breakfast & ABFM Update
9:00 – 10:00am	Session 7
10:00 – 11:00am	State Advocacy Update
11:00am	Adjourn
11:00 – 11:30am	Chapter Executives Debrief

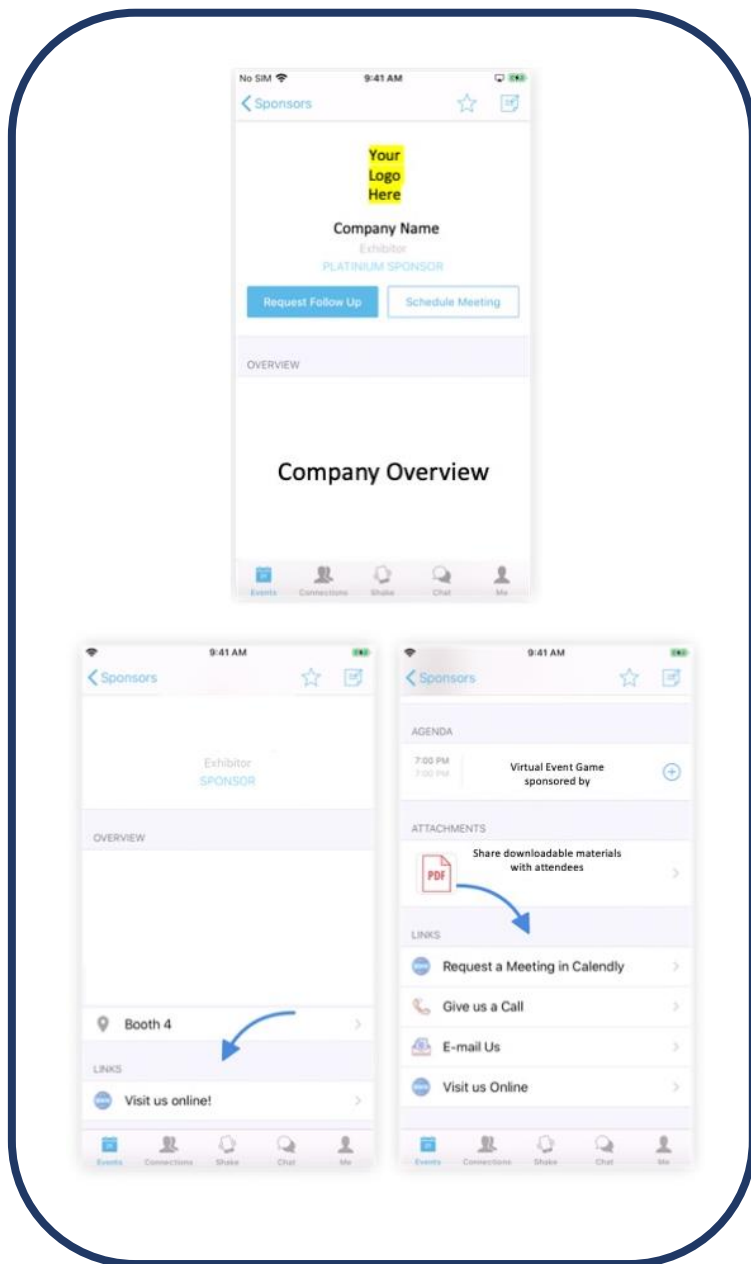
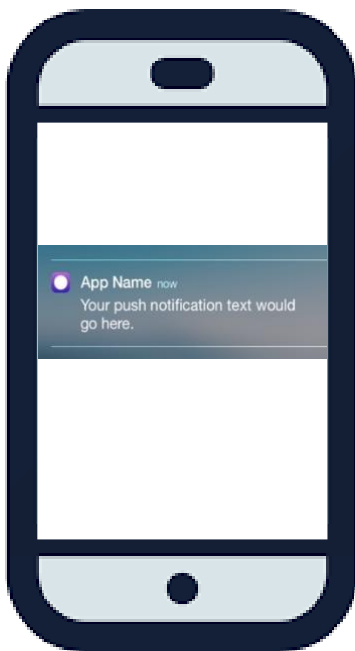
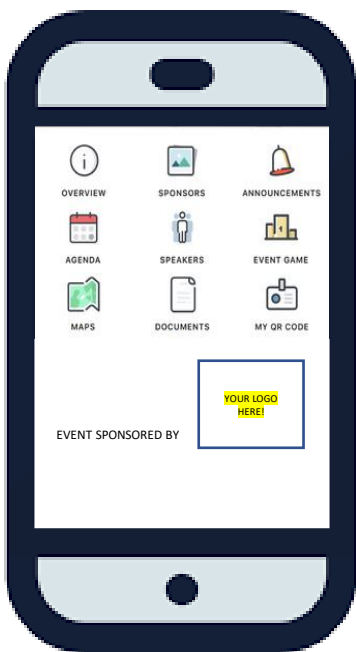
***All times are CT. Schedule subject to change.**

EVENT APP

WAFP is excited to enhance the virtual experience by incorporating a **mobile event app** to serve our partners and attendees in countless ways. The app will serve as a hub where networking, engagement, and sponsor visibility come to life. The event app will drive attendee engagement and provide an interactive platform for partners to showcase their brand.

We've customized each sponsorship level to include in-app visibility such as:

- Sponsor profiles
- Banner ads
- Push Notifications
- Personalized Videos



SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Enhanced Sponsorship Opportunities

Choose a package designed to engage attendees and provide measurable visibility to build brand awareness before, during and after the 2022 Ten State Conference.

All sponsor packages include both digital marketing offerings through our 2022 Ten State app, as well as an in-person exhibit booth.

\$5,000 – Family Medicine Investor - Access Package Sponsor (1)

\$5,000 – Family Medicine Investor - Welcome Package Sponsor (1)

\$3,000 – Family Medicine Benefactor Sponsor (2)

\$2,000 – Family Medicine Partner Sponsor (2)

\$1,000 – Family Medicine Supporter Sponsor (2)

Additional Sponsorship Opportunities

*The following additional sponsorships opportunities also include an exhibit booth.

\$4,000 – Exclusive Reception Sponsor (1)

\$5,000 – Meeting App Sponsor (1)

SPONSORSHIP OVERVIEW

Family Medicine Investor - Access Package Sponsor **\$5,000**

Benefits:

- Company logo on Wi-Fi signage
- Company logo on name badges
- Recognition in event promotion and onsite materials
- Opportunity to address the attendees at Friday’s breakfast
- On screen recognition before sessions
- Social Media Recognition
- Program Listing
- Podium Recognition
- Personalized profile on event app
- Exhibit/display Table
- Up to 4 representatives at each exhibit booth
- Attendance at all event meals included

Family Medicine Investor – Welcome Package Sponsor **\$5,000**

Benefits:

- Company logo on welcome bag & water bottle
- Recognition in event promotion and onsite materials
- Opportunity to address the attendees at Friday’s breakfast
- On screen recognition before sessions
- Social Media Recognition
- Program Listing
- Podium Recognition
- Personalized profile on event app
- Exhibit/display Table
- Up to 4 representatives at each exhibit booth
- Attendance at all event meals included

Family Medicine Benefactor Sponsor **\$3,000**

Benefits

- Social Media Recognition
- Program Listing
- Podium Recognition
- Choose between signage at breaks OR at meals
- Personalized profile on event app
- Exhibit/display Table
- 2 representatives at each exhibit booth

Family Medicine Partner Sponsor **\$2,000**

Benefits

- Program Listing
- Podium Recognition
- Personalized profile on event app
- Exhibit/display Table
- 2 representatives at each exhibit booth
- Attendance at breakfast both days

Family Medicine Supporter **\$1,000**

Benefits

- Program Listing
- Personalized profile on event app
- Exhibit/display Table
- 2 representatives at each exhibit booth

Exclusive Reception Sponsor **\$4,000**

Benefits

- Company logo on networking reception signage
- Social Media Recognition
- Personalized profile on event app
- Greeting at reception
- Exhibit/display Table
- Up to 4 representatives at each exhibit booth
- Exclusive attendance at Networking reception

Event App Sponsor **\$5,000**

Benefits

- Recognition in all app communications
- Opportunity to address the attendees at Friday's breakfast
- On screen recognition before sessions
- Custom sponsor icon on app home page
- Social Media Recognition
- Personalized video
- Program Listing
- Personalized profile on event app
- Exhibit/display Table
- 2 representatives at each exhibit booth
- Attendance at all event meals included

TERMS AND CONDITIONS

Application Process:

Please note this is an application process. You will be advised of your selection as a sponsor within 30 days of application submission. Payment will not be processed until sponsor is notified. Click [here](#) to apply now.

Contract:

The Terms and Conditions become binding upon acceptance of this contract between the applicant, inclusive of employees and agents, and the Wisconsin Academy of Family Physicians (WAFP). If payment is not received by **January 14, 2022**, company information and logo will not be displayed.

Confirmation/Exhibitor Assignments

Contact [Madeline Everson](#) if you have not received a confirmation of your received application form within 10 days of submission. Exhibit layout will be available when finalized. **You will be notified of your exhibit space assignment no later than February 4, 2022.** Exhibit space will be assigned based on sponsorship priority and thereafter on a first-paid basis. Exhibit space is assigned upon receipt of application and payment in full. Exhibit space locations are not guaranteed. WAFP reserves the right to reject any application.

Failure to Occupy Space

The Exhibitor will forfeit space not occupied by 11:00 am on Friday, February 18, 2022, unless prior arrangements are made. Exhibitor's space may be resold, reassigned, or used by the conference management. If you are having difficulty meeting this deadline, please contact [Madeline Everson](#) prior to 7:00 am on February 18th to discuss alternate accommodations.

Shipping and Receiving Options

Receiving - Boxes will be received and stored at the hotel for a fee. WAFP is not responsible for the shipment, arrival, or storage of materials shipped to the hotel.

Pick-up for shipping - Sponsors are responsible for going to the hotel's Concierge Desk to fill out a shipping form and to pay for shipping arrangements at that time. WAFP is not responsible for arranging pick-up.

Contact [Madeline Everson](#) for more information and to request a shipping form for this event.

Cancellation Policy:

Cancellation must be received in writing to Madeline Everson at madeline@wafp.org. Partner will receive partial refund based on the structure outlined below:

- **75% refund of total cost of sponsorship** if cancelled from date of contract signing to **60 days** before the event (on or before December 20).
- **50% refund of total cost of sponsorship** if canceled from **31-59 days** before the event (December 21-January 18).

*If written cancellation notice is received 30 days or fewer prior to the event start date (on or after January 19), **partner forfeits 100% of total cost for sponsorship**. WAFP shall not be liable for any damages or expenses incurred by Sponsors or Exhibitors in the event the conference is delayed, interrupted, or not held as scheduled.

Cancellation or Postponement of Meeting:

In the event the Ten State Conference is postponed due to any occurrence not caused by the conduct of WAFP, or that such occurrence be an act of God or the result of war, terrorism, riot, civil commotion, sovereign conduct, or pandemic or any person(s) not party or privy to this contract, then the performance of such parties under this contract shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such an occurrence results in the cancellation of the conference, each party hereby releases the other from all obligations under this contract. The WAFP will not be liable for any expenses or losses incurred by the Sponsor/Exhibitor.

COVID-19 Protocol

COVID-19 Code of Conduct

WAFP is preparing for the Ten State Conference so that all individuals on site – attendees, speakers, staff and venue personnel – can remain safe, healthy and comfortable throughout the event. The health and safety of all stakeholders is our top priority.

WAFP asks if you are feeling ill with COVID-19 & flu symptoms to please not attend for the safety of others. If you are feeling ill, please reach out to us and we will help set you up to attend virtually.

Acknowledgement, Waiver and Release Related to COVID-19

The Wisconsin Academy of Family Physicians (WAFP) has implemented enhanced health and safety measures. WAFP encourages all attendees, exhibitors, and staff to be fully vaccinated against COVID-19 before attending. While vaccinations, observance of safety protocols, and exercise of personal discipline may reduce risk, however, an inherent risk of exposure to COVID-19 does remain in connection with any public gathering. Accordingly, as a condition of your attendance at this event, please click the box below to indicate your acknowledgement of an agreement to the following: I understand that COVID-19 is an extremely contagious disease that can lead to severe illness and death. I acknowledge my own desire and voluntary choice to travel to and participate in the 2022 Ten State Conference. I assume responsibility for my own well-being and accept the risk of being exposed to, contracting, and/or spreading COVID-19 in order to attend. Specifically, I assume all risks and accept sole responsibility for any injury (including, but not limited to, personal injury, illness, disability, and death) that I may experience in connection with attending, and I hereby waive, release, and hold harmless the WAFP, its chapters, and their employees, agents, contractors, and representatives from any claims, liabilities, actions, damages, losses, costs, or expenses of any kind arising out of or relating to my attendance. I agree to follow all instructions and safety precautions posted or provided by the WAFP, the event venue, or any governing authority during my attendance at the event. I understand and agree that my failure to do so may result in my being excluded from the event without refund, reimbursement, or other remuneration.

Questions? Contact Madeline Everson at 262-512-0606 or by email at madeline@wafp.org.