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# Sponsor Prospectus

Sponsorship and Advertising  
Opportunities

2018

## Connect with PAs

The Minnesota Academy of Physician Assistants (MAPA) is pleased to invite pharmaceutical, medical supply companies, non-profits and recruiters to exhibit at our upcoming CME Conferences. Each event includes dedicated Exhibit Hall time and a networking lunch. This is a great opportunity to place your product and/or services in front of PA professionals, PA students, and other medical professionals — your future clients.

We anticipate annual attendance to reach over 500 PAs and medical professionals from MN and around the region. You don't want to miss this opportunity!

### What is a PA?

A PA is a nationally certified and state licenced medical professional.



2,150+

Number of PAs in Minnesota



108,000+

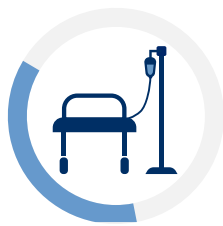
Number of PAs in the U.S

### Percentage of PAs by Setting in Minnesota



46.9%

Physician office  
or Clinic



36.9%

Hospital Setting



6.1%

Urgent Care



6.1%

Retail Clinic



3.9%

Other Settings

# Sponsorship Opportunities

## Add Traffic to Your Booth

To ensure you make a lasting impression, consider developing company recognition at the event by becoming a sponsor! Benefits include recognition in the on-site program, verbal recognition from the podium, and preferential booth placement in the exhibit hall.

### EVENT SPONSOR

Sponsor a conference meal, reception or other event

## \$2,500

### CONFERENCE SUPPORTER

Mention in printed materials added to attendees conference registration packets, bags, etc.

## \$1,000

# OR

### EXHIBIT

## \$500/DAY

### NON-PROFIT ORGANIZATIONS AND PA PROGRAMS

## \$250/DAY

#### 2018 Spring CME

March 14–16, 2018  
Hubert H. Humphrey  
School of Public Affairs  
Conference Center  
The University of MN  
Minneapolis, MN

#### 2018 Pharmacology Review

May 11, 2018  
Mankato City Center  
Hotel, Mankato, MN

#### 2018 Fall CME

October 4, 2018  
Cragun's Resort and  
Hotel on Gull Lake  
Brainerd, MN

## Included

- Recognition in printed and digital conference materials
- Skirted table and two chairs
- Roster of attendees distributed at the time of the conference
- Complimentary Refreshments during breaks / exhibit times
- Complimentary continental breakfast on the day you are exhibiting
- Two representatives allowed per space. If you desire more than two, additional badges can be purchased for \$50 each

*Lunch is not included*

*Electrical outlets to the exhibit table is not provided but available from the venue*

**\$100 discount when you register for 2 or more CME conferences by January 1, 2018. Please contact [mapa@affinity-strategies.com](mailto:mapa@affinity-strategies.com) to get this offer.**

# Exhibitor Registration

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 Organization Name

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 Contact Name

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 Street Address

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 Phone

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 City, State, Zip

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 E-mail

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 Company Description

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 Select conference day/s you wish to attend:

**2018 Spring CME**

- March 14, 2018
- March 15, 2018
- March 16, 2018

**2018 Pharmacology Review**

- May 11, 2018

**2018 Fall CME**

- October 4, 2018

## EXHIBITOR INVESTMENT

Price	Quantity
Event Sponsor \$2500	
Conference Supporter \$1000	
One-day \$500	
Total \$	

### RESERVE YOUR BOOTH

MAPA federal tax ID number is 41-1312088

Space is limited at each conference. Requests will be reviewed on a first come first serve basis.

Please fill this form and send to the address listed.  
Or register online at [minnesotapa.org](http://minnesotapa.org).

### MAKE A PAYMENT

By Check – Mail / Email completed form with payment to:  
Minnesota Academy of Physician Assistants,  
c/o Affinity Strategies

121 W State St | Geneva | IL, 60134  
Email: [mapa@affinity-strategies.com](mailto:mapa@affinity-strategies.com)

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 Signature of person submitting form

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 Date Sent

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 FOR OFFICE USE:

Form Received

Confirm

Booth#