



Exhibitor Prospectus

Sponsorship and Advertising Opportunities

MAPA 2017 Fall CME Conference

October 19–21

Duluth Entertainment
Convention Center
350 Harbor Dr
Duluth, MN 55802



Connect with PAs

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

We anticipate attendance to reach 200–250 PAs from throughout Minnesota. 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



115,000+

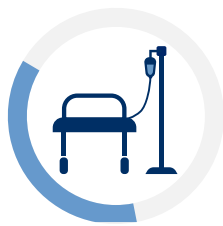
Number of PAs in the U.S

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 before 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.

Premiere Corporate Sponsor | \$1000

- Exhibitor at Fall CME, including table, meals, and attendance at program if desired.
- Membership on Corporate Advisory Council. Meet with Board 1–2 times a year.
- Access to Staff and Leadership. Email staff with questions, etc. about the organization for one year.
- Added to organization's mailing list, and receipt of all electronic newsletters.
- Two annual regional dinners. The company must pay for the food, but can have access to meeting with regional PAs in dedicated regional districts.
- [Pay today at this link](#)
- Need an invoice? Contact elizabeth@affinity-strategies.com

Event Sponsor | \$2500

- Sponsorship of one meal at annual CME program. (Cost of food will be billed separately)
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In 2010, the Affordable Care Act recognized PAs as one of three main primary care providers (PAs, Nurse Practitioners and Physicians). The law also empowered PAs to lead patient-centered medical teams.



PAs provide a full range of care to patients including: taking histories, ordering tests, diagnosing, establishing care plans, making referrals, and writing prescriptions if needed. PAs practice in almost every medical specialty and healthcare setting.



Studies show that when PAs practice to the full extent of their training, hospital readmission rates, lengths of stay and infection rates decrease.



PAs are educated in the medical model, similar to physicians. PA training includes rigorous classroom work and over 2,000 hours clinical education, which is second only to physicians amount of training.

Exhibitor Registration

 Organization Name

 Contact Name

 Street Address

 Phone

 City, State, Zip

 E-mail

 Company Description

EXHIBITOR INVESTMENT

We offer a two-day exhibit opportunity with dedicated Visit the Exhibit times plus a networking lunch.

Thursday & Friday, October 19–20

of booths requested

 Premiere Corporate Sponsor Booth \$1000

 Event Sponsor \$2500

 Total \$

RESERVE YOUR BOOTH

MAPA federal tax ID number is 41-1312088

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: cait@affinity-strategies.com

[Online Registration](#)

EXHIBIT REQUEST LETTERS

Please download and fill this packet. Once completed send to cait@affinity-strategies.com.

CANCELLATION

In the event of a cancellation, notice must be received, in writing, two (2) weeks before the event (or by March 1st) to receive a full refund minus a \$50.00 per booth administrative fee. Cancellations made after that date, when booth cannot be resold, will be ineligible for a refund and MAPA will retain 100% of the exhibitor's contract obligation.

 Signature of person submitting form

 Date Sent

 FOR OFFICE USE:

Form Received

Confirm

Booth#