

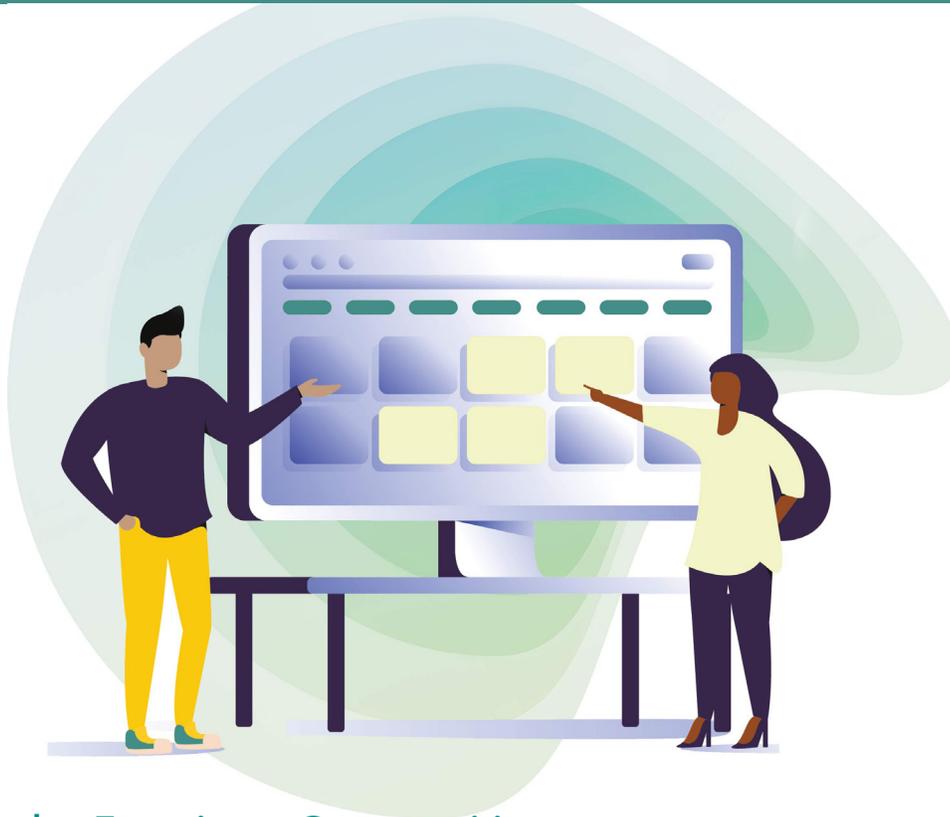
2021

SPONSOR PROSPECTUS

OCTOBER 11-15, 2021

PAEA Education Forum





Forum Attendee Experience Opportunities: Meet and Engage with PA Educators from Across the Nation

Year after year, the physician assistant (PA) profession continues to soar to new heights. As of March 2021, the national number of accredited PA programs rose to an incredible 275. PAs fill an increasingly important role in our nation's health care system, which is evident in that physician assistant is routinely ranked as one of the best and fastest-growing jobs in the country. To keep up with the demand for PAs, the number of PA educational programs is also surging.

The market for your products and services is rapidly expanding, and PA educators are at the forefront of this progress.

At PAEA's annual Education Forum, you will find a valuable, accessible, and motivated audience seeking new tools to tackle

challenges they face in their field. Don't miss this opportunity to engage with our members in a unique environment while positioning yourself as an industry expert with our Solution Circle Sponsor Package. If you're looking to leverage your brand and enhance your visibility, you can also reach your target prospects with one of our strategically designed Sponsorship packages or advertising and marketing opportunities, created to put your products and brand at the forefront of attendee activation events. You will find several creative sponsorship opportunities that blend seamlessly with this year's focus on wellness.

Coming off the heels of a challenging and transformative year, our members are more eager than ever to connect with partners who can help drive innovation in health education.

PAEA Education Forum

OCTOBER 11-15, 2021

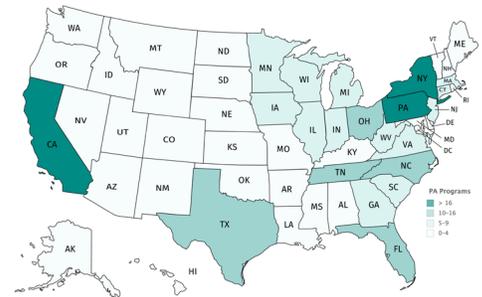
SPONSOR PROSPECTUS

About PAEA

PAEA is the only national organization representing PA educational programs in the United States. Currently, all 275 accredited programs in the country are members of the Association. PAEA provides a variety of services and resources for all faculty at its member programs, as well as for applicants, students, and other stakeholders.



PAEA MEMBER PROGRAMS IN THE U.S.



- > 16
- 10-16
- 5-9
- 0-4

EXAMPLE TITLES OF ATTENDEES:

- Program director
- Associate program director
- Admissions director
- Clinical coordinator
- Director of clinical education
- Director of didactic education
- Medical director
- Associate professor
- Assistant professor
- Academic coordinator

About the PAEA Education Forum

The annual Education Forum is PAEA’s premier event, bringing together over 1,500 PA educators from accredited PA programs around the country. The five-day conference will be held virtually from October 11-15, expanding access to more PA educators than ever before. The Forum will feature live and prerecorded education sessions, keynotes, breakouts, awards, and many networking events and opportunities.

SPONSOR PROSPECTUS

Solution Circle Opportunities

Our Solution Circle Package is designed to position you as a solution expert

SOLUTION CIRCLE PACKAGE \$9,500 - ONLY 6 AVAILABLE

As a Solution Circle sponsor, you will participate in this year’s attendee activation area. Solution Circles offer a space for attendees to learn from industry experts like you in a collaborative format, examining current challenges in the field of PA education. Position your company as a “solutions provider” – an expert, innovator, and thought leader in PA education, and an organization that attendees will want to seek out for partnership beyond the Solution Circle.

Your participation will not only enrich the conference experience for attendees, it will be a one-of-a-kind opportunity to showcase your solutions in an educational format.

SOLUTION CIRCLE:

- Two 30-minute opportunities to facilitate an online discussion with attendees
- Discussion is recorded and available for attendees to view on the virtual platform until December 14, 2021
- One (1) facilitator from your organization to guide discussion of a challenge (topic) that your company has a solution for
- One (1) Q&A facilitator from your organization to monitor questions
- Promotion of your Solution Circle and company on PAEA’s news blog and on social media (on LinkedIn, Facebook, and Twitter) to PAEA’s 18,800+ social media followers after the Forum

BRANDING:

- Company listing on Solution Circle sponsor page
 - Logo inclusion
- Company description and information
 - Features that can be included are:
 - ◆ Link to website
 - ◆ Downloadable handouts/flyers
 - ◆ Ability to upload a promotion video
- Ability to include link for attendees to schedule meetings
- 1 full conference registration
- Attendee email list (may be used once; will receive after Forum)
- Ad on the 2021 PAEA Forum website
- Promotion in three Forum email promotions to PAEA’s 4,300+ subscribers
- Promotion in one social media post (on LinkedIn, Facebook, and Twitter) to PAEA’s 18,800+ followers

Criteria: PAEA seeks sponsors to facilitate Solution Circles to enrich our members’ experience at the Forum by providing them with new, innovative, or not widely available answers to challenges they currently face. PAEA is specifically looking for disruptors, innovators, and others who can help our members solve challenges in a collaborative, casual, and non-sales environment during this unprecedented time. PAEA seeks companies, products, and services, accompanied by educational discussions, that will equip members with solutions that they can readily take with them following the discussion to navigate the current PA education landscape. PAEA will receive and review the Solution Circle applications. Once a Solution Circle application is approved by PAEA, the content, topic, and facilitator for the Solution Circle must be determined and selected in conjunction with PAEA.

PAEA Education Forum

OCTOBER 11-15, 2021

SPONSOR PROSPECTUS

PAEA Advertising and Marketing Opportunities

2-MONTH ADVERTISEMENT & LOGO DISPLAY.....\$1,000

- **Advertisement & Logo** on the 2021 PAEA Education Forum virtual platform sponsor page and Forum website that links to your company website
- Advertisement & logo is included on virtual platform during the week of Forum (October 11-15) and after until **December 14, 2021**.

FORUM WEEK ADVERTISEMENT & LOGO DISPLAY.....\$500

- **Advertisement & Logo** on the 2021 PAEA Education Forum virtual platform sponsor page and Forum website that links to your company website
- Advertisement & logo is maintained on virtual platform during the week of Forum (October 11-15) and on the Forum website until **October 15, 2021**.

JOURNAL OF PHYSICIAN ASSISTANT EDUCATION AD DISPLAYS

- **\$1,000:** Full-page, four-color ad in the JPAE December issue
- **\$680:** Half-page, four-color ad in the JPAE December issue
- **\$450:** Quarter-page, four-color ad in the JPAE December issue

SPONSOR PROSPECTUS

Sponsorship Opportunities

We have created several unique sponsorship opportunities designed to showcase your company's products and services and maximize your footprint, while also aligning with this year's wellness theme. In addition to the sponsorships offered below, our staff is happy to work with you to design a customized, unique sponsorship that meets your needs.

PAEA seeks sponsors consistent with the Association's mission, vision, and values and reserves the right to deny any sponsor for any reason. Because the conference is virtual and focused on innovations in PA education, preference will be given to sponsors focused on emerging technology in clinical education.

WELLNESS LOUNGE SPONSORSHIP.....\$3,000 FOR ONE DAY (4 AVAILABLE) OR \$10,000 FOR THE WHOLE WEEK (1 AVAILABLE)

BENEFITS:

- Sponsor of the videos and downloadable digital wellness resources housed inside the Virtual Wellness Lounge

BRANDING:

- Company listing on sponsor page
 - Logo inclusion
- Company description and information
 - Features that can be included are:
 - ◆ Link to website
 - ◆ Downloadable handouts/flyers
 - ◆ Ability to upload a promotion video
- Ability to include link for attendees to schedule meetings
- 1 full conference registration
- Attendee email list (may be used once; will receive after Forum)
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Sponsorship Opportunities (Continued)

FUEL YOUR BODY SPONSORSHIP.....WATER BOTTLE \$17,500 - ONLY 1 AVAILABLE

BENEFITS:

- Branded water bottle with company logo and PAEA logo sent to all attendees prior to conference

BRANDING:

- Company listing on sponsor page
 - Logo inclusion
- Company description and information
 - Features that can be included are:
 - ◆ Link to website
 - ◆ Downloadable handouts/flyers
 - ◆ Ability to upload a promotion video
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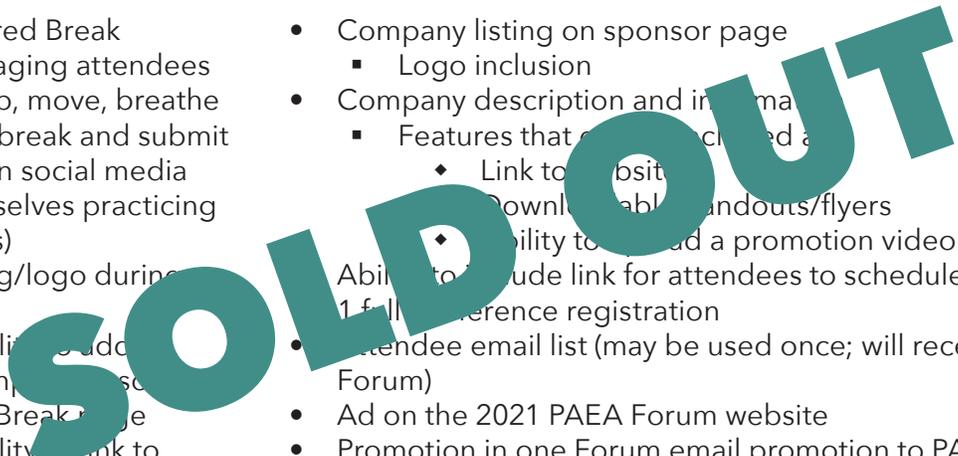
GET UP & MOVE SPONSORSHIP: SELFIE CHALLENGE ON SOCIAL MEDIA.....\$3,000 - ONLY 1 AVAILABLE

BENEFITS:

- Sponsored Break (encouraging attendees to get up, move, breathe - take a break and submit photo on social media of themselves practicing wellness)
- Branding/logo during Break
 - Ability to add company logo on Break page
 - Ability to link to company website

BRANDING:

- Company listing on sponsor page
 - Logo inclusion
- Company description and information
 - Features that can be included are:
 - ◆ Link to website
 - ◆ Downloadable handouts/flyers
 - ◆ Ability to upload a promotion video
- Ability to include link for attendees to schedule meetings
- 1 full conference registration
- Attendee email list (may be used once; will receive after Forum)
- Ad on the 2021 PAEA Forum website
- Promotion in one Forum email promotion to PAEA's 4,300+ subscribers
- Promotion in one social media post (on LinkedIn, Facebook, and Twitter) to PAEA's 18,800+ followers



Sponsorship Opportunities (Continued)

WALK & TALK SPONSORSHIP.....\$3,000 - ONLY 2 AVAILABLE

BENEFITS:

- Sponsor and their representative will be able to meet with attendees (get up, move, breathe and take a break)
 - *Speaker is provided during this time that focuses on overall wellness theme during conference*
- Branding/logo during a scheduled Walk & Talk session
- Ability to add company description on Walk & Talk session page
- Ability to link to company website

BRANDING:

- Company listing on sponsor page
 - Logo inclusion
- Company description and information
 - Features that can be included are:
 - ◆ Link to website
 - ◆ Downloadable handouts/flyers
 - ◆ Ability to upload a promotion video
- Ability to include link for attendees to schedule meetings
- 1 full conference registration
- Attendee email list (may be used once; will receive after Forum)
- Ad on the 2021 PAEA Forum website
- Promotion in one Forum email promotion to PAEA's 4,300+ subscribers
- Promotion in one social media post (on LinkedIn, Facebook, and Twitter) to PAEA's 18,800+ followers

Questions?

For all questions regarding Solution Circles, sponsorships, and marketing opportunities, please contact PAEA at exhibitors@PAEAonline.org