

TRANSFORMING VISION INTO REALITY

# APPNA

## 42nd Annual Convention

July 3-7, 2019 Orlando, Florida

Information Package

Sponsorship . Advertising . Marketing . Exhibit

## WHO WE ARE

APPNA (Association of Physicians of Pakistani-descent of North America) was founded in 1977 to bring all the physicians of Pakistani decent under the umbrella to address their professional and social concerns. Today, APPNA is about 18,000 strong, spread through out North America, busy in providing medical healthcare to millions, and helping improve the lives of millions more, through education and advocacy on both sides of the pond.

APPNA fosters scientific development and education in the field of medicine and delivery of better health care, without regard to race, color, creed, gender or age.

APPNA assists newly arriving Pakistani physicians in orientation and adjustment.

APPNA institutes ways and means to cooperate with other Medical organizations in North America.

APPNA participates in medical relief and other charitable activities especially in Pakistan and in North America.

APPNA encourages Medical education and delivery of better health care in Pakistan specifically by arranging donations of medical literature, medical supplies, and by arranging Medical missions, lecture tours, medical conferences, and seminars in Pakistan.

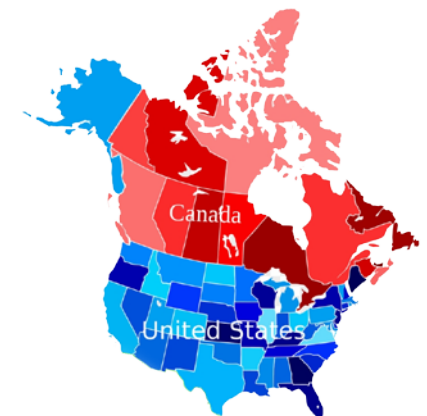
APPNA informs and educates decision makers and opinion making leaders in problems confronted by the medical community in general and Pakistani-American physicians in particular through advocating for increasing physician work force, participating in national health initiatives such as obesity prevention and investing in global health education.

## WHERE WE ARE

Association of Physicians of Pakistani-descent of North America (APPNA) is the second largest non-profit ethnic medical organization in the United States and our central office is located in Chicago. APPNA represents the interests of over 18,000 practicing physicians and thousands of medical students, residents, fellows and allied health members of Pakistani origin in the United States. It also serves as an umbrella organization for over 50 component societies situated in almost every state and representing different Medical Colleges of Pakistan. APPNA members have been practicing in inner city medically underserved locations, rural communities around the country and urban areas. APPNA physicians are involved in academics, cutting edge research and patient care in private and government sector.

## NATIONAL REACH THROUGH COMPONENT CHAPTERS

APPNA serves as an umbrella organization for a network of over 50 component societies; Alumni, State and Regional chapter associations, and Specialty organizations. These organizations are located across the United States, each with their independent and joint objectives to help with the mission of APPNA. Central Office with a staff, headed by Director of operations, Mr. Nicholas Suh oversees the operation of the organization on a daily basis.





## MESSAGE FROM APPNA PRESIDENT 2019

Greetings to everyone, 2019 will be full of positive energy, excellence, new initiatives and growth for our organization! Our success will be based on your teamwork, unity, partnerships and creativity.

APPNA Institute of Innovation and Research. As a team, our main goal is to build institutions; we will be launching a project to build an APPNA Institute of Innovation and Research (AIIR). With this initiative, AIIR, will provide more philanthropy activities and promote knowledge to benefit humanity.

Innovation and research are central pillars of our religion and AIIR will promote an advancement in education, research and a long-term solution with critical thinking.

Strengthening the infrastructure of APPNA will position us for more participation and growth. Understanding and acknowledging the skills and contributions of all members, will bring out innovation among our membership. There are numerous successful projects occurring, such as; APPNA MERIT, APPNA Clothing Drive, and APPNA Cornea Transplant Program. To improve effectiveness and efficiencies, we will reduce the number of committees and work within a framework.

Develop advocacy in the healthcare system and be an active voice in medical education. Medical education is a high priority that not only includes general CME, but also work-shops on a variety of topics. We will review the need for streamlining medical education and establishing standards.

Additionally, APPNA's goal is to help and assist in Pakistan's healthcare and medical education and strive to have a merit in each and every field especially in the admission policy of state-run medical colleges. We must build and mentor a solid future leadership, recruit new members, be open to all minorities and women issues, and make it simple for young physicians and medical students to join APPNA.

Let's stay positive.

Naseem Shekhani, M.D.

President: Association of Physicians of Pakistani Descent of North America, 2019

# HIGHLIGHT YOUR ORGANIZATION AT THE LARGEST GLOBAL PAKISTANI PHYSICIANS GATHERING!

Here is what you can do at this gathering of 5,000+ people from North America:



SHARE  
INFORMATION



SIGN UP  
CLIENTS



SELL & MARKET  
MERCHANDISE



PUBLICIZE PRODUCTS &  
UPCOMING EVENTS

## CITY OF ORLANDO, FLORIDA

Located in Central Florida, it is the center of the Orlando metropolitan area, which had a population of 2,509,831, according to U.S. Census Bureau figures released in July 2017. These figures make it the 23rd largest metropolitan area in the United States, the sixth-largest metropolitan area in the Southern United States, and the third-largest metropolitan area in Florida.

Orlando is home to more than a dozen theme parks. Chief among its claims to fame is Walt Disney World, comprised of parks like the Magic Kingdom and Epcot, as well as water parks. Another major destination, Universal Orlando, offers Universal Studios and Islands of Adventure, with the Wizarding World of Harry Potter straddling both.



## VENUE INTRODUCTION

Settle in next door to the Orange County Convention Center. Experience ultimate convenience at Hyatt Regency Orlando. Be steps away from Orange County Convention Center and the International Drive I-RIDE Trolley, making it easy to explore must-see Orlando events and attractions—including shops and restaurants at Pointe Orlando, theme parks, and more.







## CONVENTION CHAIR WELCOMES YOU

As chair of host committee, I would like to extend my invitation to you to attend the APPNA 42nd Annual Convention 2019 to be held at Hyatt Regency Hotel, International Drive, Orlando, Florida. This year's convention will start on Wednesday July 3rd, 2019 and continue till Sunday July 7th, 2019.

APPNA is the 2nd largest ethnic medical organization representing 20,000 Physicians and Medical scientists of Pakistani origin residing and working in North America. Each year APPNA annual convention attended by more than 5000 physicians and their families and this year we are expecting the same. APPNA convention offers CME, medical symposium, medical workshop, medical poster presentations, Social forums and other activities attended by APPNA physicians.

We are also organizing activities for young physicians and youth about medical education, college placement and networking opportunities. The busy days will culminate in daily dinners and music as well as other social activities.

This year's convention in Orlando will provide opportunity for you to exhibit and showcase your business in a city that attracts many attendees from all over the world due to its tourist attractions and location in the eastern United States. The exhibit halls at APPNA convention will be ideally located to give maximum exposure to your product with more than 200 retail booths in Bazaar and many non-retail/corporate booths that will enable businesses to display their products and services to these highly educated and affluent individuals.

Our convention host committee is working hard to make this event a memorable one and would like to invite you to attend this convention.

Sincerely,

Asif Mohiuddin, MD  
Chair Host Committee, APPNA 42nd Annual Convention

# APPNA CONTINUING MEDICAL EDUCATION

The mission of the APPNA Office of Continuing Medical Education is to assist practicing physicians, advanced practice providers, and other health care professionals with educational activities to enhance their knowledge and skills in the subject area(s) offered, and apply the knowledge and skills to improve performance and patient outcomes in their practice settings. Our CME Program also dedicated to fostering scientific development and education in the field of medicine and to delivering better health care, irrespective of race, color, creed, or gender

APPNA provides ACCME-certified Continuing Medical Education (CME) and offers live CME activities, including courses, conferences, and workshops, taking place at APPNA Convention. APPNA's long-standing commitment to offering quality continuing medical education for physicians and healthcare professionals supports our mission to optimize patient care. To this end, our programs are designed to engage learners in interactive learning sessions; provide the most up-to-date information and strategies; and develop or enhance skills that may be applied in clinical practice, research, or teaching.

In addition to CME activities there will be seminars and panel discussions on various health and social issues. We also offer exhibiting space at the APPNA convention to a diverse spectrum of industry including but not limited to pharmaceuticals, biotechnology, investment, insurance, real-estate and not-for-profit organizations.



APPNA Promoting Continuing Medical Education

# APPNA PROJECTS

## Your dollars at work for humanity!

In the last 41 years, APPNA has completed multiple projects and ran excellent Social Welfare, Disaster and educational programs on both sides of the pond. Our members work hard and surely, your monetary contribution go a long way to help our people in need. APPNA is proud to share some of these philanthropic achievements over the years.

- APPNA free Clinics
- APPNA Medical Missions
- APPNA Telemedicine project
- APPNA Institute of Public Health
- APPNA Muskan( Cleft lip and Palate repair project)
- Munirabad School With TCF
- Thar Well projects
- Cytogenetic lab
- APPNA eye camps
- APPNA sponsored Rehabilitation projects.

Your continued support in the form of attendance and participation at our meetings and Seminars will continue to provide much needed help to our people and we will continue to make you proud of your contributions.



# AIIR - APPNA INSTITUTE OF INNOVATION AND RESEARCH



Over the past several months we have discussed how our organization can move forward as it relates to innovation and research.

## What is AIIR?

AIIR is an initiative to establish a mechanism to support innovation in spectrum of the Pakistani society including but not limited to life sciences, mathematics, physics, literature, political fields, arts and novel innovations in different aspects of the society.

## What is the value of AIIR?

By implementing AIIR, APPNA will provide a legacy of “Knowledge that benefits humanity” as stated by the Prophet Muhammad(PBUH). Innovation and Research are central pillars in Islamic teachings. AIIR addresses the enormous problems the State of Pakistan faces regarding; education, research and a society where innovation is not promoted.

## What is the implementation strategy?

- APPNA will establish AIIR as a subsidiary or a separate entity using APPNA platform for startup, implementation of the plan and long-term promotion.
- Create a formal document over the next 60 days outlining a detailed plan of action.
- Establish a structure and governance model by the end of the year.
- Identify institutions in Pakistan that need and/or deserve this support.

## What are the financial needs?

- We plan to look into raising \$1,000,000.00 or more by the end of 2019.
- Initiate an aggressive and targeted fundraiser during the last quarter of 2018, by establishing a committee that will engage individuals and institutions to raise the capital required for the initial funding.

In summary, AIIR needs your financial support and your participation to make this a success. To accomplish the goals outlined above, we need:

- Contributions. Your donations will help AIIR to identify talented individuals and invest in intellectual resources by changing the lives of people who would not have had the financial means to flourish and make an impact in Pakistani society.
- Ideas. This initiative is in its infancy stage and we are requesting ideas to further this concept. As well as experts in the areas of research and innovation to volunteer time and resources.
- Identify donors. Our goal is aggressive, so we will need financial donors within APPNA and outside our organization. Your outreach to your network will help to achieve the goals.

Dr. Rao Haris Naseem  
Chair, AIIR Committee



# OUR PHILANTHROPIC ACTIVITIES IN 2019

## Cornea Transplant In Pakistan Program



Pakistan is the 6th most populous country in the world. The prevalence of blindness is just under 2 % of the population. Majority of blindness is due to cataract while 11% is due to corneal opacity. With these figures there are approximately 4 million blind in Pakistan and out of these 0.4 million are due because of corneal opacity.

Two National Surveys conducted in the last 15 years the prevalence of blindness in Pakistan has decreased to 0.9%, a reduction of 50%. However, the percentage of blindness due to corneal opacity/scarring/dystrophy remains essentially unchanged. The main causes of corneal blindness are Vitamin A deficiency, trauma, traditional eye care practices, trachoma, and measles.

The greatest barrier these patients face in restoring their eyesight is the availability of corneal tissue and transplant facility. Procuring corneas from the US or Sri Lanka remains an expensive proposition due to costs and logistics.

In addition to costs the following issues need consideration

1. Almost no local donation of corneas.
2. Corneal transplantation depends on foreign donation.
3. Importing cornea and transplantation cost nearly Rs. 350,000 making it cost prohibitive
4. Not enough corneal surgeons in Pakistan.

These barriers can be overcome by international support specifically by donation via APPNA. Energetic public media effort for local cornea donation and creating a region wide cornea banks, along with expertise training of local eye doctors APPNA in cooperation with Zafar Mir Foundation has donated over 1500 cornea to Pakistan in last 1.5 year. Dr. Fawad Zafar has been instrumental and leading this effort and APPNA and its members as well as the countless families of recipients are eternally grateful for this effort.

Dr. Fawad Zafar  
Chair, Cornea Transplant Program

# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSOR

**\$100,000**

- Sponsorship recognition during the meeting
- Placement of Sponsor's Logo on Main Welcome Banner, Room Key and Meeting Registration Bag
- Two Prime-class exhibit booths at APPNA EXPO
- One full-page advertisement in the Annual Meeting Journal
- One Complimentary hotel suite for (3) nights
- Platinum Sponsor Plaque awarded at recognition during the Saturday Annual Banquet
- 4 tickets to APPNA Saturday Night Banquet
- Insertion of marketing material in registration bags
- One 90 Seconds Video Ad every hour on Video Wall
- Logo on Sponsorship Banner at the Registration Desk

## GOLD SPONSOR

**\$50,000**

- Sponsorship recognition & Gold Sponsor Plaque awarded at Friday Night Event
- One Prime-class exhibit booth at APPNA EXPO
- One full-page advertisement in the Annual Meeting Journal
- A hotel suite for three nights complimentary
- 2 tickets for APPNA Saturday Night Banquet dinner and entertainment
- Insertion of marketing material in registration bags
- One 90 Seconds Video Ad every hour on Video Wall
- Logo on Sponsorship Banner at the Registration Desk

## SILVER SPONSOR

**\$25,000**

- Sponsorship recognition & Silver Sponsor Plaque awarded at Friday Night Event
- Two Deluxe exhibit booth at APPNA EXPO
- One full-page advertisement in the Annual Meeting Journal
- 2 tickets for APPNA Saturday Night Banquet dinner and entertainment
- One 60 Seconds Video Ad every hour on Video Wall
- Logo on Sponsorship Banner at the Registration Desk

# MARKETING OPPORTUNITIES

## LUNCHEON SPONSORSHIP

**\$10,000 - \$25,000** per Luncheon

- Sponsorship recognition during the Lunch at the main session room.
  - 15 minutes talk and presentation.
  - Limited number of spots available.
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## DINNER SPONSORSHIP

- Sponsorship recognition during the Dinner, placement of Sponsor Logo on the Program and 5 minutes talk and presentation during Dinner.
    - Chapter Night \$15,000
    - Alliance Night \$25,000
    - Alumni Night \$35,000
    - Main Banquet \$50,000
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## BUSINESS PROMOTIONAL PACKAGE - PRIME

**\$12,000**

- Insertion of marketing material in registration bags
- One Full Page Advertisement in the APPNA Convention Journal 2019
- One Deluxe 10x10 exhibit booth at APPNA Corporate Expo

## BUSINESS PROMOTIONAL PACKAGE - DELUXE

**\$8,000**

- One Deluxe 10 x 10 Exhibit Booth at APPNA Corporate Expo
- One Full Page Advertisement in the APPNA Convention Journal 2019

## BUSINESS PROMOTIONAL PACKAGE - STANDARD

**\$5,000**

- One Standard 10 x 10 Exhibit Booth at APPNA Corporate Expo
- One Full Page Advertisement in the APPNA Convention Journal 2019

## EXHIBIT OPPORTUNITIES

Exhibiting allows your company to differentiate your products, services or technology from competitors, and demonstrate your commitment to this science. It is also a perfect platform to launch a new product, collect feedback, network, and generate new leads.

Additional branding and promotional opportunities are available, including:

- Hotel Room Keys
- Conference Tote Bags
- Tote Bag Inserts of Company Literature
- Badge Lanyards
- Padfolios
- Chair Drop of Company Literature
- Program Guide Sponsorship

## ADVERTISEMENT OPPORTUNITIES

With attendance of over 5000 members at the event and then post-event mailing to all the members, AP-PNA Convention Journal is a premium brand avenue for advertisers to reach our membership.

Please note these opportunities are on a first come first serve basis.

### CIRCULATION & Rates:



5000 copies will be distributed to attendees at the Convention.  
(Digital Copy will also be available at [www.appna.org](http://www.appna.org))

Back Cover	\$4,000
Inside Title Page	\$3,000
Inside Back Cover	\$3,000
Full Page	\$1,250
Half Page	\$700



# DIGITAL & NEW MEDIA OPPORTUNITIES



## TECHNOLOGY SPONSOR

**\$40,000**

- Banner Ad in APPNA Event Mobile App
- Branding on Phone Charging KIOSK across the venue
- Ad on the Digital Video Wall
- Banner Ad on the Event Web Site
- Live Notifications to APP users during the event
- Video Ad during the Saturday Night Banquet Dinner
- Recognition during all day sessions on the screens with sponsor logo



## DIGITAL VIDEO ADVERTISEMENT

**\$18,000**

- Video Ad will be played during all night events on Wednesday, Thursday, Friday and Saturday
- Over 7000 people will be watching the ad during all 4 nights
- Video Ad will also be played on the Digital LED Wall



## MOBILE EVENT APP BANNER AD

**\$5,000**

- Full screen ad on the startup screen of event App
- Over 3000 attendees will have App access
- Event App will have all the schedule, speaker bio, bazaar information and live notifications



## DIGITAL LED WALL AD

**\$3,500**

- 60-90 Seconds video Ad on the Digital Video Wall
- Runs every hour
- Digital Video Wall size minimum 12ft x 9ft

For all sponsorship, marketing and exhibit opportunities, please contact:

Laiq Siddiqui Tel: 1-647-831-1829 Email: laiq@v4ideas.com  
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# APPNA 2019

Transforming Vision into Reality

## APPNA CENTRAL OFFICE

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