Dear precious members of APPNA, Adab!

On behalf of the APPNA convention host committee, I invite you all to attend the spectacular APPNA 43rd Annual Convention, which will be held at Gaylord Hotel, DC from Wednesday July 1st to Sunday July 5th, 2020 (both days inclusive).

This year again we are working hard to bring you the new events and new projects will be introduced in the field of education and healthcare, in order to engage the membership. Along with traditional CME, many other educational and research seminars and workshops will be provided.

There will be several programs for the youth, young adults & young physicians in the areas of education and career development.

We are also introducing some novel features like theatre, literary evening, extended social forum which will be including three panels literary, environmental and political with experts in each field. You will have a chance of meeting exciting and interesting personalities like Dr. Arfa Syeda Zehra, Iftikhar Arif, Tariq Banuri, Pervez Hoodbouy, Adil Najam and Fauzia Alvi (nomiated for Noble Prize). Famous poet and an amazing personality Javed Akhtar will be joining as well.

The Bazar is going to showcase the latest in fashion, jewelry and books, paintings and home décor etc. More then 200 exhibits will be showcasing their products for APPNA members to shop all at one place.

APPNA annual convention is akin to our Eid celebration. We dress up, we meet friends and family, we eat good food, we shop and enjoy music, etc. We are expecting over 4,000 physicians & their families to attend APPNA Convention this year.

We, the host committee, cordially invite you to one of the largest and engaging global event of Pakistani Physicians around the world which provides a great platform to interact, learn and share ideas with colleagues, business associates, friends and family.

Proud of our country of origin, our culture and our language. Go APPNA. Go Pakistan.
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:

CITY OF Washington D.C.

Washington, D.C., formally the District of Columbia and commonly referred to as D.C.; Washington; or The District, is the capital of the United States. Founded after the American Revolution as the seat of government of the newly independent country, Washington was named after George Washington, the first president of the United States and a Founding Father. As the seat of the United States federal government and several international organizations, Washington is an important world political capital.

The city, located on the Potomac River bordering Maryland and Virginia, is one of the most visited cities in the world, with more than 20 million tourists annually.

VENUE INTRODUCTION

Gaylord National Resort & Convention Center is just minutes from Washington, D.C. and features over 94 distinct venues. With over 545,000 square feet of flexible meeting space, Gaylord National Resort & Convention Center sets itself apart.

Conference center in National Harbor offers versatile event venues that can host everything from intimate executive board meetings to large industry-wide conventions.
MESSAGE FROM APPNA PRESIDENT 2020

Dear APPNA delegates, friends and family

I would like to extend a warm welcome to everyone attending Association of Physicians of Pakistani-descent of North America (APPNA) 43rd Annual Summer Convention.

- APPNA is the second largest non-profit ethnic medical organization in the United States & Canada, headquartered 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 US/Canada.

- APPNA also serves as an umbrella organization for over 50 component societies, including APPNA Chapters in almost every state, and medical-college-specific alumni associations.

What happens at APPNA Summer Convention:
1. Top class continuing medical education for the members
2. Bringing attention to health and social challenges in Pakistan and US/Canada and how APPNA helps
3. Lavish functions every night to build fraternal bonds among the guests
4. Best of art, music, culture from Pakistan for membership enjoyment for all 5 days
5. Bazaar with the best in Pakistan’s fashion, jewelry and art for the guests to purchase

- APPNA 2020 meetings: We are very excited to announce:
  • APPNA strategy meeting, 1/31/20-2/2/20 in Philadelphia
  • APPNA Spring Meeting, 4/9/20-4/11/20 in New Orleans
  • APPNA Summer Convention, 7/1/20-7/5/20 in Washington DC
  • APPNA Fall Meeting, 10/8/20-10/11/20 in Boston
  • APPNA MERIT Symposium Pakistan, 3/7/20-3/8/20 in Rawalpindi
  • APPNA International CME trip Vietnam/Cambodia: 3/12/20-3/22/20
  • APPNA International CME trip Pakistan Northern Areas: 7/17/20-7/26/20.
  • APPNA Winter Global Health Summit Pakistan, 12/7/20-12/12/20 in Lahore and Jamshoro

Please come and join us in our meeting for fun and comraderie, participate and contribute to our projects, avail our CME learning opportunities, and take home some unforgettable memories,

Yours Sincerely,
G. Naheed Usmani, MD
APPNA President 2020
APPNA SIGNATURE EDUCATIONAL AND PHILANTHROPIC PROJECTS

In the last 42 years, APPNA has undertaken numerous projects in social welfare, disaster relief, medical education and health in US/Canada, Pakistan and other parts of the world. Our members both work hard and donate generously to help people in need. APPNA is proud to share some of these philanthropic achievements over the years.

• **APPNA Free & Mobile Clinics, National Healthcare Day** – APPNA has established free clinics throughout North America to meet the healthcare needs of less privileged community members regardless of race, religion or ethnicity. Our clinics provide basic healthcare and screening to prevent chronic illnesses like Hypertension, Diabetes Mellitus, basic lab testing, vaccinations, etc. Along with the clinics, APPNA in collaboration with ICNA brings mobile health clinics to underserved and disaster-hit areas across the US. APPNA Chapters also organize a national healthcare day to provide flu shots, screenings, labs. and other community health activities. These projects speak volumes about involvement of our local physicians in the healthcare of our neighbors in need.

• **APPNA Medical Corp** – The objectives of the Medical Corp are to mobilize a core group of APPNA volunteers who are ready and willing to serve in times of peace and disaster, make necessary arrangements for health professional’s deployment for the missions, and provide preliminary training for disaster response so volunteers are better prepared when deployed at times of disaster. APPNA has successfully conducted medical missions to Lahore, Gujrat, Guatemala, and Bangladesh’s Rohingya refugee camps.
• **APPNA Telemedicine Project** – APPNA has set up an internet-based consultations system between specialists in USA/Canada and referring doctors from Pakistan in order to improve patient care through recommendations for latest treatments and timely access to specialist knowledge. This project also updates Pakistani physicians on the principles of evidence-based medicine as practiced in USA.

• **APPNA Scholarship Program**
  - Scholarships in Pakistan: It has been the charter of APPNA to give back in the form of educational support to the most deserving in Pakistan. APPNA gives yearly scholarships to those who are in need, have shown excellence in academic endeavors and are aspiring to higher education in USA. APPNA Scholarship Committee disbursed $52000 in alumni scholarships to medical students in Pakistani medical colleges annually.
  - US College Scholarship Fund: Financial support to US college students of Pakistani American community in order to fulfill their educational needs.
  - Need Based Limited Term Loan for Medical Graduates: To help graduates financially who are trying to complete the arduous process of qualifying for postgraduate training opportunities in US.

• **APPNA MERIT** – Has mobilized APPNA medical faculty to help improve medical education and training in Pakistan. Weekly Grand Rounds with live Q&A are beamed to over 30+ Pakistani medical colleges and universities. MERIT has also facilitated the creation of new specialty fellowships in Pakistan in Critical Care/ER, Pediatric Hematology/Oncology, Child Psychiatry, arranged visiting faculty programs from US to Pakistan in many specialties, and helped develop Intensive Care Unit and Neurology center of excellence in Peshawar.

• **APPNA Institute of Public Health** – Improvement in basic healthcare is one of the top priorities of APPNA. APPNA, in partnership with Jinnah Sindh Medical University in Karachi developed an “Institute of Public Health” to provide education in public health.
• **APPNA Corneal Transplant Project**: APPNA surgeons have performed over 2400 cornea transplants to restore sight to victims of accidents and blindness causing diseases. Corneas are transported from the US and operations have been done free of cost in cities such as Faisalabad, Lahore, Peshawar.

• **APPNA Eye Camps** – APPNA in collaboration with other NGOs have set up camps in Gharo and Ghotki in inner Sind where over 200 patients were screened and many who required surgeries received them at Korangi LRBT Eye Hospital.

• **APPNA Muskan (Cleft Lip and Palate Repair Project)** – APPNA started the Muskan Cleft Lip and Palate Repair Project in response to the needs of poor people who otherwise could not afford this life altering corrective surgery. APPNA has ongoing projects in Quetta, Faisalabad, Peshawar and Karachi. Hundreds of successful surgeries have been done.

• **Thar Well Project** – APPNA started the work on clean water mission in Tharparker, Sindh since 2014, in collaboration with Liaqat Medical College alumni Association. Many parts of Pakistan such as the Thar desert are in constant drought and poor women have to walk many miles to get water for their families from a well. APPNA through its affiliates has provided numerous wells and water pumps all over Pakistan.

• **Munirabad School** – After the devastating floods of 2010, APPNA was inspired to open a primary school in Munirabad

• **APPNA ADVOCACY** - I am very happy to say that due to our efforts, APPNA had been able to successfully advocate for young Pakistani physicians get their visas to join their residencies. APPNA also engages with elected representatives and policy makers on health care policies.
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.
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

ADVERTISEMENT OPPORTUNITIES

With attendance of over 5000 members at the event and then post-event mailing to all the members, APPNA 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)

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## 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
- 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.

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 (Main Entertainment) $35,000

BUSINESS PROMOTIONAL PACKAGE - PRIME $12,000
- Insertion of marketing material in registration bags
- One Full Page Advertisement in the APPNA Convention Journal
- 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

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
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
- List as sponsor on event website
- 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:
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APPNA 2020
A NEW VISION FOR A NEW YEAR

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