



# APPNA

## 45th Annual Convention

July 13 - 17, 2022

### HARRAH'S RESORT ATLANTIC CITY, NJ

## Information Package

Sponsorship . Advertising . Marketing . Exhibit

**APPNA of next generation;** integrating passion with vision

## 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.

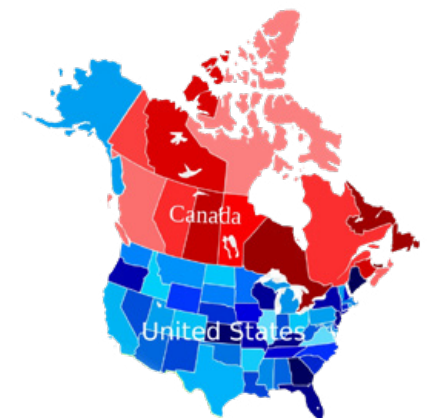
APPNA informs and educates decision makers and opinion making leaders in problems confronted by the medical community in general and Pakistani-American physicians in particular through advocating for increasing physician work force, participating in national health initiatives such as obesity prevention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



# MESSAGE FROM APPNA PRESIDENT 2022



I am truly honored to invite you to APPNA 45th Annual Convention, from July 13th to July 17th, 2022 at Harrah's resort at Atlantic City, NJ.

The Association of Physicians of Pakistani Descent of North America (APPNA) is a non-profit professional association of Pakistani Physicians dedicated to fostering scientific development and education in the field of medicine.

APPNA is the second largest ethnic medical society in the United States, representing more than 20,000 physicians and health care scientists of Pakistani descent, who are serving all across the nation. We aim to deliver better health care by focusing on research, academics and transfer of knowledge, clinical expertise to developing countries.

I would particularly like to mention that during the peak of Covid-19 pandemic, our physicians organized tele-medicine clinical rounds for their peers in medical community to provide optimal care to patients and share rapidly developing clinical knowledge regarding management of Covid-19 patients.

A reflection of APPNA's strength are the achievements of our physicians in their personal careers. 2022 has been a phenomenal year in terms of achievement due to dedicated hard work and contribution of Pakistani Physicians to the field of Medicine. Our very own Dr. Mansoor Mohiuddin, Director of Cardiac Xenotransplant program at University of Maryland performed a successful transplant of a genetically modified pig heart into human. This will be a game changer in the field of organ transplant.

Our past President of APPNA, Dr. Omar Atiq, got elected as the President elect of ACP (American College of Physicians). It is a marvelous achievement and a matter of great pride for APPNA.

APPNA annual summer convention will attract physicians from across USA and international countries. Physician greatly benefit from our ACCME, approved CME activities, discussion on advance speciality clinical skills, preventive and community health programs, professional net working, seminars for young physicians and focus on cutting edge research.

More than 5,000 physicians, along with their family and friends, are expected to attend the convention. United State Governors, Senators, Congressmen, prominent Pakistani politicians, senior world leaders and human advocates will address the convention. We are committed to make the APPNA Convention of 2022 a rewarding and memorable experience for all with Continuing Education Meetings, National and Pakistan-based Health Policy Forums, philanthropic projects, Seminars, and New Physician and Resident Student meetings.

Looking forward to welcome you in Atlantic City .

Haroon Durrani  
President APPNA 2022

# 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 ATLANTIC CITY, NEW JERSEY

Atlantic City is a resort city on New Jersey's Atlantic coast that's known for its many casinos, wide beaches and iconic Boardwalk. Atlantic City was founded in the 1850s and offers long sandy beaches and an immense range of entertainment and amusements. In addition casinos and hotels offers spa treatments, performances by famous comedy and music acts, and high-end shopping.

Atlantic City draws tourists by the car- and bus-load, topping more than 20 million visitors per year! Stroll along the famous Boardwalk with its numerous amusements and eateries or visit the historic Absecon Lighthouse and the new Wheel at Steel Pier. Several championship golf courses are within a 30 minute drive to attract golf enthusiasts. Water-based activities include parasailing, charter fishing and dolphin-watching cruises.



## VENUE INTRODUCTION

Harrah's Resort Atlantic City is a casino hotel in the marina district of Atlantic City, New Jersey, owned by Vici Properties and operated by Caesars Entertainment. Harrah's is one of the largest hotels in New Jersey.

Harrah's Waterfront Tower rises 46 stories above the Marina in Atlantic City. Harrah's features a variety of restaurants, both for fine and casual dining (including a restaurant by Gordon Ramsay), and a small collection of stores.



# CONVENTION CHAIR WELCOMES YOU



On behalf of the APPNA 45th Annual Convention host committee, I would like to invite you and your family to attend the spectacular APPNA Convention, which will be held at the Harrah's Resort Atlantic City, New Jersey from July 13-17 2022. With its sophisticated Marina setting and infinite roster of world-class resort amenities, Harrahs Resort has become the Premiere Atlantic City destination.

I am very excited to say it's the first time in APPNA history to have a summer convention in New Jersey/Pennsylvania State. This will be APPNA's 45th annual convention and we are bringing a very exciting and informative action-packed program.

Along with Traditional CME, we will have a few hands-on workshops geared towards introducing attendees to novel concepts in medicine. Our main theme this year is mental health and well-being along with mental health awareness walk. There will be several programs for the youth, young adults, and young physicians.

For the convenience of members and their guests, more than 250 well-known exhibitors will be showcasing their products with a strong buying capacity. Healthcare, Advocacy, Social Forums, Charity Projects, Networking, Camaraderie, and world-class entertainment are just a few of the highlights to mention.

Over 5000 physicians and their families from across the globe will attend this meeting. The host committee is working very hard to make it a family-friendly meeting with something for everyone.

We, the host committee are looking forward to welcoming you all here in Atlantic City for a very successful APPNA convention.

Shehla Siddiqui, MD  
Chair Host Committee  
APPNA 45th Annual Convention 2022



Imran Amir, MD  
Co-Chair Host Committee



Jamil Mohsin, MD  
Co-Chair Host Committee



Sajjad Savul, MD  
Chair CME Committee

# 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 43 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 COVID19 Task Force
- 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
- 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.



# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSOR

**\$100,000**

- Sponsorship recognition during the meeting
- Placement of Sponsor's Logo on Main Welcome Banner and Meeting Registration Bag
- Three Prime-class exhibit booths at APPNA EXPO
- One full back page advertisement in the Annual Meeting Journal
- Platinum Sponsor Plaque awarded at recognition during the Saturday Annual Banquet
- 4 tickets to APPNA Saturday Night Banquet
- 4 tickets to APPNA Friday Night Entertainment Event
- Insertion of marketing material in registration bags
- One 90 Seconds video during APPNA Saturday Night Banquet
- One 90 Seconds Video Ad every hour on Video Wall

## GOLD SPONSOR

**\$75,000**

- Sponsorship recognition & Gold Sponsor Plaque awarded at Friday Night Event
- Two Prime-class exhibit booth at APPNA EXPO
- One full-page advertisement in the Annual Meeting Journal
- 2 tickets for APPNA Friday Night Entertainment
- 2 tickets for APPNA Saturday Night Banquet dinner and entertainment
- Insertion of marketing material in registration bags
- One 60 Seconds video during APPNA Friday Night Banquet
- One 90 Seconds Video Ad every hour on Video Wall

## SILVER SPONSOR

**\$50,000**

- 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

## DINNER SPONSORSHIP

- Sponsorship recognition during the Dinner, placement of Sponsor Logo on the Program and upto 2 minutes video play during the dinner.
  - Chapter Night \$15,000
  - Cultural Night \$20,000
  - Alumni Night \$25,000
  - Main Banquet \$35,000

## BUSINESS PROMOTIONAL PACKAGE - PRIME \$8,000

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

## BUSINESS PROMOTIONAL PACKAGE - DELUXE \$5,000

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

## BUSINESS PROMOTIONAL PACKAGE - STANDARD \$4,000

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

# 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.

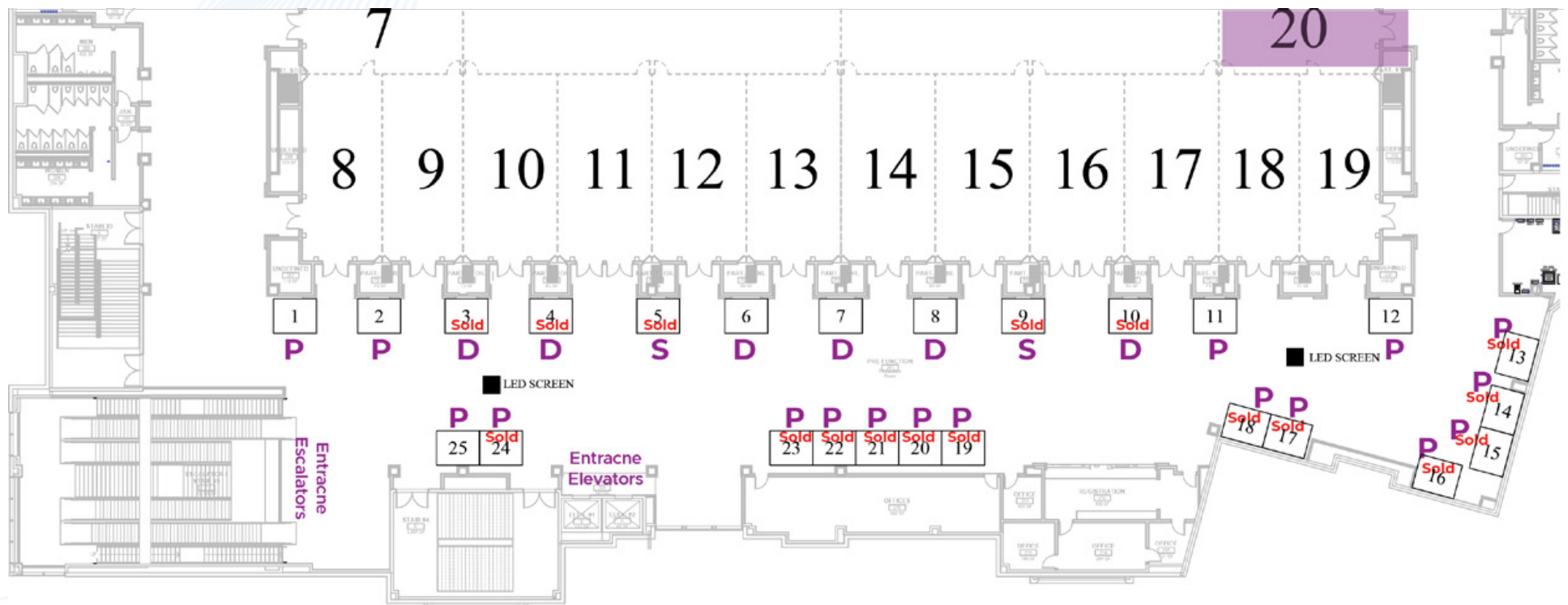
□ Standard Booth - \$3000/Booth

■ Deluxe Booth - \$4000/Booth

■ Prime Booth - \$5000/Booth

All booths are 10ft x 10ft size with one table and two chairs.

## Avalon Ballroom



**APPNA Non Retail Exhibit**

**P - Prime \$5000**  
**D - Deluxe \$4000**  
**S - Standard \$3000**

Each Booth is 10ft x 10ft size and comes with one table and two chairs.

Harrah's Atlantic City, New Jersey

## ADVERTISEMENT OPPORTUNITIES

With attendance of over 3000 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:



2000 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	\$3,500
Inside Title Page	\$3,500
Inside Back Cover	\$2,500
Full Page	\$1,500
Half Page	\$800

Additional branding and promotional opportunities are available, including:

Badge Lanyards	\$25,000
Hotel Room Keys	\$20,000
Conference Tote Bags	\$10,000
(Multiple Sponsors will be on the tote bag)	
Tote Bag Inserts of Company Literature	\$5,000

## Lunch Symposium

Lunch Symposium will be held on Thursday, Friday and Saturday.

Sponsorship Package includes:

- 10-15 minutes talk time during Lunch
- Half Page Ad
- One Standard Non Retail Booth

Saturday Lunch Session	\$25,000
Friday Lunch Session	\$20,000
Thursday Lunch Session	\$15,000

## APPNA Mental Health Awareness Walk

APPNA Mental Health Awareness Walk will be held during APPNA Convention to create awareness about this important issue presently effecting our society specially during and after COVID challenges.

### Courage Package

\$10,000

- Logo on the APPNA Walk Promotional Flyer
- Logo on Convention Sponsorship Banner
- Recognition as Walk Sponsor
- One booth at Non-Retail Booth Area for 3 days
- Full Page Ad

### Bravo Package

\$5,000

- Logo on the Walk Promotion Flyer
- Logo on Convention Sponsorship Banner
- Recognition as Walk Sponsor

# DIGITAL & NEW MEDIA OPPORTUNITIES



## TECHNOLOGY SPONSOR

**\$30,000**

- 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
- Video Ad during the Saturday Night Banquet Dinner
- Recognition during all day sessions on the screens with sponsor logo



## DIGITAL VIDEO ADVERTISEMENT

**\$15,000**

- Video Ad will be played during night events on Friday and Saturday Nights before the entertainment program starts
- Over 7000 people will be watching the ad
- Video Ad will also be played on the Digital LED Wall



## MOBILE EVENT APP BANNER AD

**\$10,000**

- 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

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

Laiq Siddiqui Tel: 1-647-831-1829 Email: [laiq@v4ideas.com](mailto:laiq@v4ideas.com)



# APPNA 2022

**APPNA of next generation;** integrating passion with vision

## APPNA Central Office

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