

APPNA 46TH ANNUAL CONVENTION

JULY 5-9, 2023

Gaylord Texan Resort &
Convention Center
Dallas, TX



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.

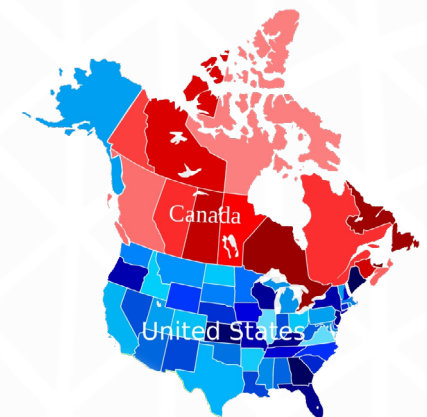
APPNA informs and educates decision makers and opinion making leaders in problems confronted by the medical community in general and Pakistani-American physicians in particular through advocating for increasing physician work force, participating in national health initiatives such as obesity prevention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



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 DALLAS, TEXAS

The “Big D,” as Dallas is called, is a glittering city of skyscrapers in the flat Texas prairie. The city offers the amazing experience to those who want it. However, Dallas is not stuck in the past. The city practically invented high-end department store shopping with Neiman Marcus, and an Impressively sized Arts District. Head to Dallas to see the Texas you read about as a kid, but be prepared for a grown-up surprise.

Dallas also offers great selection of south asian culture with variety of Pakistani restaurants, shops and other retail outlets.



VENUE INTRODUCTION

Standing on the shores of the majestic Lake Grapevine, Gaylord Texan Resort & Convention Center welcomes guests to a stunning, one-of-a-kind experience. From the ten-acre Paradise Springs Water Park, to an exciting lineup of family-friendly activities and entertainment, there’s something for the entire family to enjoy. Guests can explore the four-and-a-half acres of airy, indoor garden atriums, four award-winning restaurants, bars, the world-class spa, and a state-of-the-art fitness center. For those planning or attending their next meeting or event, the resort features 490,000 sq ft of flexible meeting space, 1,814 beautiful guest rooms, and 127 spectacular suites as well as our lakeside events venue, Glass Cactus, perfect for live entertainment and events. Located near DFW Airport, LEGOLAND® Discovery Center, Cowboys Golf Club, Historic Downtown Grapevine, and water sports on Lake Grapevine itself, are all convenient so everyone can do more of what they love.



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 45 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 Flood Relief Efforts
- 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

\$125,000

- 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
- 5 minutes talk time at the APPNA Saturday Night Banquet
- One full back page advertisement in the Annual Meeting Journal
- Platinum Sponsor Plaque awarded at recognition during the Saturday Annual Banquet
- 10 tickets to APPNA Saturday Night Banquet
- 10 tickets to APPNA Friday Night Entertainment Event
- Insertion of marketing material in registration bags
- One 90 Seconds video during APPNA Saturday Night Banquet and every hour on Video Wall

GOLD SPONSOR

\$100,000

- Sponsorship recognition & Gold Sponsor Plaque awarded at Friday Night Event
- Two Prime-class exhibit booth at APPNA EXPO
- 5 minutes talk time on Friday Night main stage event
- One full-page advertisement in the Annual Meeting Journal
- 6 tickets for APPNA Friday Night Entertainment
- 6 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 and every hour on Video Wall

SILVER SPONSOR

\$75,000

- 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
- 4 tickets for APPNA Friday Night Entertainment
- 4 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

DINNER & LUNCH SPONSORSHIP 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

Lunch SPONSORSHIP

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

MARKETING OPPORTUNITIES

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


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

EXHIBIT OPPORTUNITIES

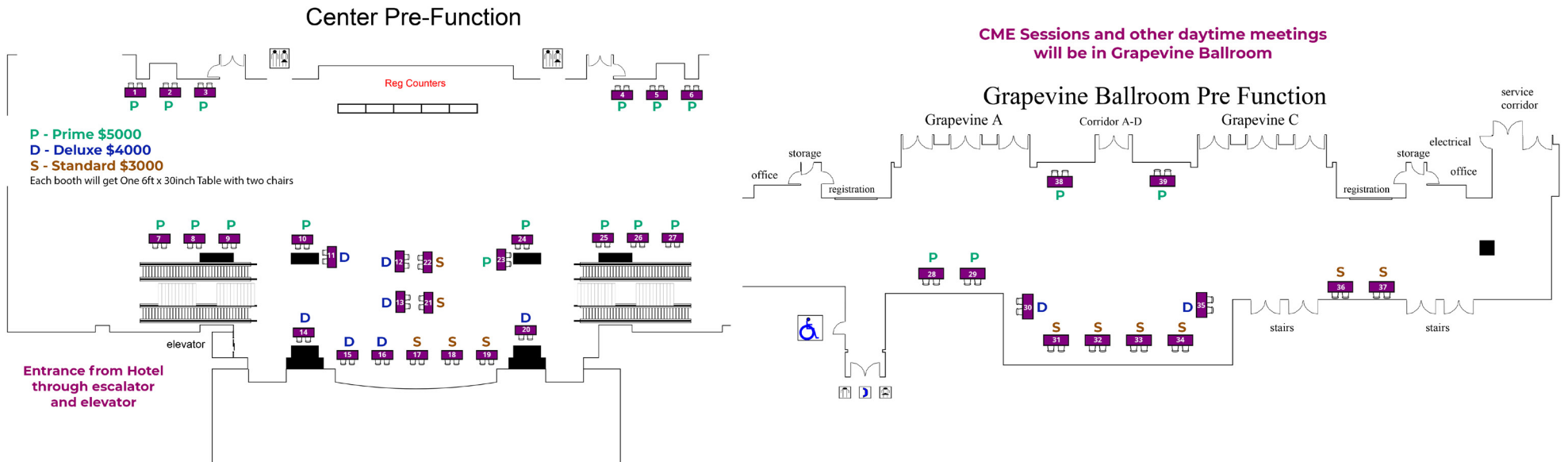
Exhibiting allows your company to differentiate your products, services or technology from competitors, and demonstrate your commitment to this science. It is also a perfect platform to launch a new product, collect feedback, network, and generate new leads.

 Standard Booth - \$3000/Booth

 Deluxe Booth - \$4000/Booth

 Prime Booth - \$5000/Booth

Each booth will get one 6ft x 30inches size table with two chairs.



DIGITAL 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

\$25,000

- 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 on Friday and Saturday Night
- 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

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:



1000 copies will be distributed to attendees at the Convention.
(Digital Copy will also be available at www.appna.org)

Back Cover	\$3,500
Inside Title Page	\$3,500
Inside Back Cover	\$3,000
Full Page	\$1,500
Half Page	\$800

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

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Association of Physicians of Pakistani Descent of North America

www.appna.org



APPNA Central Office

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