

Association of Physicians of Pakistani Descent of North America

**APPNA
FALL
MEETING
2023**

November 16-19, 2023



Houston, Texas

Information Package

Sponsorship . Advertising . Marketing . Exhibit

www.appna.org

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.

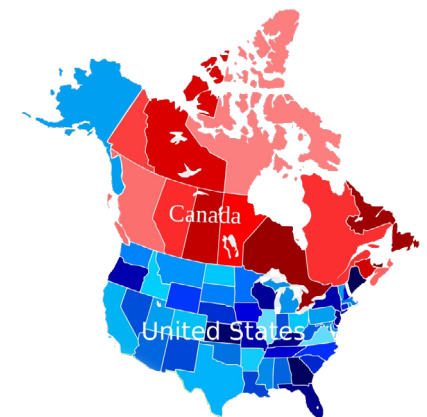
APPNA informs and educates decision makers and opinion making leaders in problems confronted by the medical community in general and Pakistani-American physicians in particular through advocating for increasing physician work force, participating in national health initiatives such as obesity prevention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



HIGHLIGHT YOUR ORGANIZATION AT THE LARGEST GLOBAL PAKISTANI PHYSICIANS GATHERING!

Here is what you can do at this gathering of 750+ people from North America:



SHARE
INFORMATION



SIGN UP
CLIENTS



SELL & MARKET
MERCHANDISE



PUBLICIZE PRODUCTS &
UPCOMING EVENTS

CITY OF HOUSTON, TEXAS

Alive with energy and rich in diversity, Houston is a dynamic mix of imagination, talent and first-class attractions that makes it a world-class city. Home to a vibrant economy, beautiful surroundings and a population full of optimism and spirit, it's no wonder that Houston is a popular international destination.

You can enjoy Houston's outstanding performing and visual arts venues. Try one of the countless restaurants available, offering cuisine in everything from Tex Mex and South American to Middle Eastern and Vietnamese. For sports fans we have local teams representing all major sports. Do some shopping; Houston offers something to fit every budget - from the exclusive shops in Houston's Uptown area to the outlet malls just outside the City.



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 meetings. 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 meetings 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

\$50,000

- Sponsorship recognition during the meeting
- 5 minutes talk at the APPNA Saturday Night Banquet
- Two exhibit booth in Non-Retail Exhibit Area
- One full-page advertisement in the Meeting Journal
- Platinum Sponsor Plaque awarded as recognition during the APPNA Saturday Night Banquet
- 4 tickets to APPNA Banquet on Saturday and 4 Tickets for Friday Night Event
- Banner Ad in APPNA Event Mobile App
- Banner Ad on the Event Web Site
- Video Ad during the Saturday Night Banquet Dinner

GOLD SPONSOR

\$35,000

- Sponsorship recognition during the meeting as Gold Sponsor
- 5 minutes talk at the APPNA Friday Night Banquet
- Two exhibit booth in Non-Retail Exhibit Area
- One full-page advertisement in the Meeting Journal
- 4 tickets to APPNA Banquet on Saturday and 4 tickets for Friday Night Event

SILVER SPONSOR

\$25,000

- Sponsorship recognition during the meeting
- 3 minutes talk at the APPNA Friday Night Banquet
- One exhibit booth in Non-Retail Exhibit Area
- 2 tickets to APPNA Banquet on Saturday and 2 tickets for Friday Night Event

SPONSORSHIP OPPORTUNITIES

BUSINESS PROMOTIONAL PACKAGE - PRIME **\$7,500**

- Sponsorship recognition during the meeting
- One Prime Booth in Non-Retail Area
- 2 ticket for Friday Night event & 2 ticket for Saturday Night Banquet
- One full page advertisement in the Meeting Journal

BUSINESS PROMOTIONAL PACKAGE - DELUXE **\$6,500**

- Sponsorship recognition during the meeting
- One Standard Booth in Non-Retail Area
- 2 ticket for Friday Night event & 2 ticket for Saturday Night Banquet
- One full page advertisement in the Meeting Journal

BUSINESS PROMOTIONAL PACKAGE - STANDARD **\$5,500**

- Sponsorship recognition during the meeting
- One Standard Booth in Non-Retail Area
- Half page advertisement in the Meeting Journal

Event Tote Bag for attendees Sponsorship **\$7,500**

- Sponsorship recognition during the meeting
- Logo will be placed along with other sponsors logos

EXHIBIT OPPORTUNITIES - NON RETAIL

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.

Non-Retail Booths

Prime Booth \$4,000

Standard Booth \$3000

- All individual booths will be provided one table and two chairs.

ADVERTISEMENT OPPORTUNITIES

Meeting journal is a premium brand publication and an avenue for advertisers to reach our membership. Please note these opportunities are on a first come first serve basis.

Circulation & Rates:



Copies will be distributed to attendees at the meeting.
(Digital Copy will also be available at www.appna.org)

Back Cover	\$3,500
Inside Back Cover	\$3,000
Inside Front Page	\$3,500
Full Page	\$1,500
Half Page	\$800
Quarter Page	\$450

For more information, please contact:
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