

Association of Physicians of Pakistani Descent of North America

APPNA SPRING 2024

April 25-28, 2024
Chicago, IL

Information Package
Sponsorship . Advertising . Marketing . Exhibit

www.appna.org

WHO WE ARE

APPNA was founded in 1977 to bring all the Physicians of Pakistani-descent under one umbrella to foster their professional and social needs. As of today, APPNA proudly represents approximately 18000+ physicians of Pakistani-descent including Oncologists, Cardiologists, Gastroenterologists, Hospitalists, Pulmonologists/Intensivists, Psychiatrists, Primary Care/Family medicine providers, OB-GYNS, Surgeons, Pediatricians, Radiologists, Pathologists, Researchers, Academicians and Hospital executives. They are present throughout North America delivering healthcare to millions as well as engage in Healthcare policy making & Advocacy efforts.

APPNA Physicians also volunteer their time and money to provide necessary healthcare to non-affording segments of their communities via Free Clinics regardless of race, color, gender or age. They also provide consultative, logistic and monetary assistance in improving the healthcare infrastructure in Pakistan by arranging medical equipment/supplies, upgradation of public sector hospitals as well as conducting academic seminars/conferences.

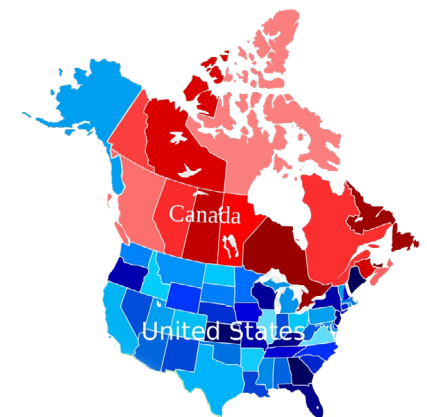
Member Physicians of various alumni of APPNA are instrumental in providing much needed assistance to young Medical graduates from respective Medical Universities in securing Residency spots. A dedicated committee of APPNA also work diligently for timely processing of their work visas/immigration issues. APPNA also works closely by partnering with other mainstream medical organizations/societies to address challenges in healthcare system both locally & globally like prevention of epidemics and creating awareness of cancer screening, etc. We inform and educate 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. It is headquartered in Westmont, a suburb of Chicago, Illinois with its component chapters throughout the United States. APPNA members have been proudly serving all kinds of communities in the United States from inner city medically underserved neighborhoods to remotely located rural areas in almost every State in the US.

NATIONAL REACH THROUGH COMPONENT CHAPTERS

APPNA serves as an umbrella organization for a network of over 50 component societies which include regional chapters, Medical school alumni as well as Specialty organizations sharing the common vision of providing affordable quality healthcare to all as well as help their members to achieve performance excellence in the field of Medicine.



HIGHLIGHT YOUR ORGANIZATION AT THE LARGEST GLOBAL PAKISTANI PHYSICIANS GATHERING!

Here is what you can do at this gathering of 500+ people from North America:



SHARE
INFORMATION



SIGN UP
CLIENTS



SELL & MARKET
MERCHANDISE



PUBLICIZE PRODUCTS &
UPCOMING EVENTS

CITY OF CHICAGO, IL

Chicago is the most populous city in the U.S. state of Illinois and the third-most populous in the United States after New York City and Los Angeles. With a population of 2,746,388 in the 2020 census, it is also the most populous city in the Midwest. As the seat of Cook County, the second-most populous county in the U.S., Chicago is the center of the Chicago metropolitan area.

Located on the shore of Lake Michigan, Chicago was incorporated as a city in 1837 near a portage between the Great Lakes and the Mississippi River watershed. It grew rapidly in the mid-19th century.



APPNA CONTINUING MEDICAL EDUCATION

The main objective of the APPNA committee of Continuing Medical Education is to assist practicing physicians, advanced practice providers, and other health care professionals in their professional development by providing educational activities to enhance their knowledge and skills in their respective areas of practice, thereby improving performance and patient outcomes.

APPNA provides ACCME-certified Continuing Medical Education activities in the form of courses, conferences, and workshops at the sidelines of its annual business meetings. Both presenters & organisers of these CME activities spend countless number of hours to deliver high quality educational activities as well as hands on workshops with up to date medical knowledge and fine skills. To this end, these CME sessions are designed to engage learners in interactive learning sessions and enhance skills that can be applied in clinical practice or in research/academic setting.

APPNA meetings also have exhibit areas to allow our colleagues in Healthcare industry demonstrate cutting edge medical innovations/devices and advanced technology in the field of Medicine.



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

\$25,000

- 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

\$20,000

- Sponsorship recognition during the meeting
- 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
- 2 tickets to APPNA Banquet on Saturday and 2 tickets for Friday Night Event

SILVER SPONSOR

\$15,000

- 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 **\$6,500**

- 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 - Standard **\$5,000**

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

EVENT TOTE BAGS FOR ATTENDEES **\$5,000**

- 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 \$4,500

Standard Booth \$3,500

- 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	\$2,500
Inside Front Page	\$3,000
Full Page	\$1,500
Half Page	\$800
Quarter Page	\$450

BRANDING AND PROMOTIONAL OPPORTUNITIES:

- Badge Lanyards \$5,000
- Tote Bag Inserts of Company Literature \$3,000
- Digital Video Ads \$7,500

Video Ad will be played during night events on Friday and Saturday Nights before the entertainment program starts

We also offers sponsorships for our other events including Summer Convention and Fall Meeting.

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

Laiq Siddiqui Tel: 1-647-831-1829 Email: laiq.siddiqui@appna.org

Association of Physicians of Pakistani Descent of North America
6414 South Cass Avenue, Westmont, IL 60559-3209, USA
Phone: +1 (630) 968-8585 Fax: (630) 968-8677
Email: appna@appna.org