

2026 Sponsorship Prospectus AAPL Annual Leadership Conference

Oct. 22-25, 2026
Westin Kierland Resort & Spa
Scottsdale, AZ

“

*Your opportunity to engage with
the most important gathering of
influential physician leaders of all
specialties and disciplines seeking
to transform healthcare.*

”

Why Sponsor The 2026 Annual Leadership Conference?

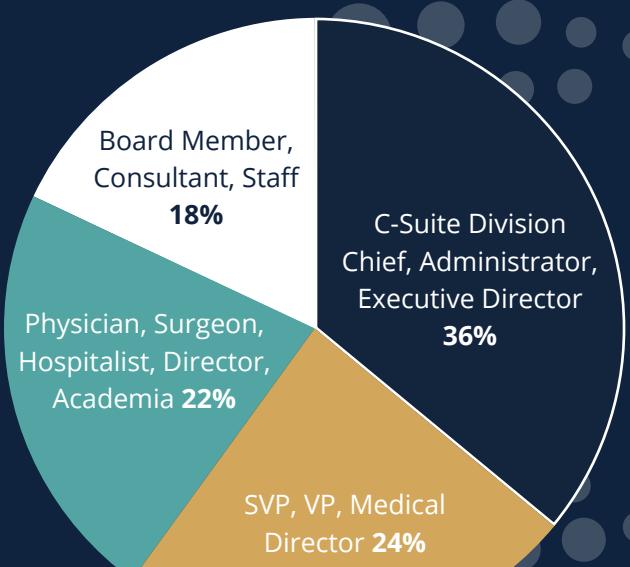
Connect With Healthcare's Most Influential Leaders

- 600+ physician leaders including CEOs, CMOs, C-Suite executives, and medical directors
- Access to decision makers from hospitals, health systems, academic medical centers, and group practices
- 50,000+ physicians in AAPL's extended network for year-round brand visibility

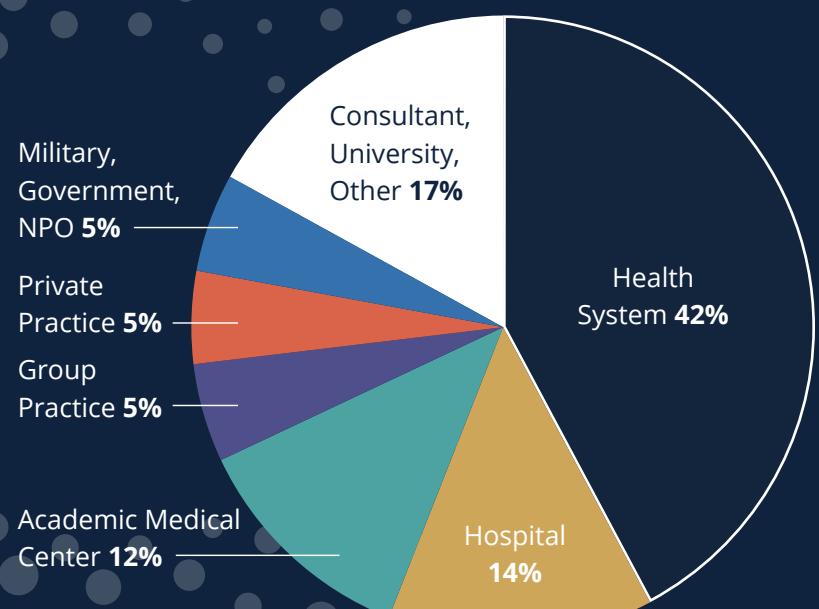
Proven ROI & Measurable Results

- 9+ hours of dedicated exhibit time for meaningful connections
- Lead capture technology with QR code scanning and analytics
- Post-event reporting with detailed metrics and engagement data
- Multiple touchpoints across pre-event, on-site, and post-event communications

Attendees by Title



Attendees by Organization Type



The Business Case for Sponsorship

Why Healthcare Leaders Choose AAPL Events

Decision-Making Authority

60% of attendees hold C-suite or VP-level positions with direct purchasing power

Active Seekers

Attendees come specifically looking for solutions to transform their organizations

Relationship Building

Extended networking opportunities create deeper connections than traditional marketing

Year-Round Value

Your investment extends beyond the conference through AAPL's 50,000+ member network



Your Competition Is Already Here

Leading healthcare companies recognize AAPL as the premier venue for reaching physician leaders. With limited sponsorship opportunities available, securing your position early ensures your message reaches this influential audience while your competitors are left outside.

What Sets AAPL Apart

Exclusive Focus

The only major conference dedicated exclusively to physician leadership development

Quality Over Quantity

Intimate setting of 600+ leaders ensures meaningful conversations, not crowded exhibits

Content-Rich Environment

Attendees are engaged in learning, making them receptive to innovative solutions

Trusted Platform

50+ year legacy of excellence in physician leadership education

Beyond Traditional ROI

While we track leads and engagement metrics, AAPL sponsorships deliver intangible benefits:

Brand Positioning

Among healthcare's most influential leaders

Thought Leadership

Opportunities through educational sessions

Strategic Relationships

That develop into long-term partnerships

Market Intelligence

From direct conversations with decision-makers

2026 Sponsorship Prospectus AAPL Leadership Conference

Sponsorship Levels

	GOLD \$17,500 Your Premier Partnership Opportunity	SILVER \$7,500 Essential Visibility & Engagement	BRONZE \$5,000 Essential Visibility Package
CONFERENCE BENEFITS			
Conference passes with full access to all sessions	5	3	2
Exhibit space in a high-traffic location	Premium	Standard	Standard
Lead capture system with licenses	2 Licenses	1 License	
Pre and post attendee list (opt-in basis)	X	X	
BRANDING AND VISIBILITY			
Logo on all pre-conference marketing emails	X	X	X
Logo placement on conference website and mobile app	X	X	X
Recognition on conference signage as a sponsor	X	X	X
CEO & CMO Academy recognition with each session over 6-12-month program			
Opportunity to host dinner with candidates during live sessions			
Social media recognition on AAPL channels	X	X	X
Welcome bag insert (sponsor provides)	X	X	X
Company listing on mobile app	X	X	X
Choice of keynote sponsorship with 1-2 minute welcome to all attendees during keynote	X		
Scripted acknowledgement at beginning of every breakout session, keynote, panel	X		
Year-round visibility on AAPL website	X		
Monthly Virtual & Live Accelerator course recognition			
Microcredential course recognition through the year			
NETWORKING OPPORTUNITIES			
Access to networking events	X	X	
Push notifications via mobile app	2	1	
THOUGHT LEADERSHIP SESSION		\$10,000 Value	
Present on topic of your expertise (approval required)	X		
Session listed in official program and mobile app	X		
Private breakout room for up to 50 attendees	X		
AAPL moderator for Q&A	X		
Push notification to drive attendance	X		
Ability to welcome, speak to, engage with each live and virtual session			
ADDITIONAL VALUE			
\$1,000 credit toward additional sponsorship opportunities	X		
Opportunity to contribute thought leadership content	X		

Type of Sponsorship

(for 2026 AAPL Leadership Conference)



Influence & Engagement Sponsorships

Keynote Session Sponsorships

Welcome Keynote Sponsor

\$15,000 (Exclusive)

- ◆ 2-minute on-stage introduction opportunity
- ◆ Logo on all keynote signage and screens
- ◆ 3 additional conference passes
- ◆ All Silver level benefits included

Day 2 Morning Keynote Sponsor

\$12,500 (Exclusive)

- ◆ Verbal acknowledgement with slide recognition
- ◆ Logo on keynote signage
- ◆ Promotional material on seats
- ◆ All Silver level benefits included

Educational Session Sponsorships

Lunch & Learn Session

\$7,500 (2 opportunities)

- ◆ Private room dedicated for 1-hour over lunch with 30-minute discussion
- ◆ 15-minute Q&A, 15-minute transition time
- ◆ Session promotion in AAPL app and conference communications
- ◆ Non-CME earning activity
- ◆ All Bronze level benefits (\$5,000 value)

Key Opinion Leader Roundtable

\$7,500 (2 opportunities)

- ◆ 45-minute facilitated discussion
- ◆ 15 invited senior executives
- ◆ Topic of your choice (approval required)
- ◆ Private meeting room with breakfast
- ◆ Attendee contact information provided
- ◆ All Bronze-level benefits included

Thought Leadership Session

\$10,000 (6 opportunities)

- ◆ Present on topic of your expertise (approval required)
- ◆ Session listed in official program and mobile app
- ◆ Private breakout room for up to 50 attendees
- ◆ AAPL moderator for Q&A
- ◆ Push notification to drive attendance
- ◆ Includes all Silver-level benefits

Networking Sponsorships

Welcome Reception Sponsor

\$5,000 (Exclusive)

- ◆ Logo on all reception signage
- ◆ Specialty cocktail naming rights
- ◆ Welcome remarks opportunity (2 minutes)
- ◆ Push notification promotion

Meal Sponsorships

(Available for multiple days)

\$2,500 (each)

- ◆ Logo on meal function signage
- ◆ Your material on tables in dining area
- ◆ Push notification to attendees

Private Executive Dinners

(Unlimited Opportunities)

\$5,000

- ◆ AAPL manages invitations to your specifications
- ◆ 15 senior executive guests
- ◆ You manage dinner logistics and costs
- ◆ Attendee list provided post-event

Technology Sponsorships

Wi-Fi Sponsor

\$5,000 (Exclusive)

- ◆ Custom WiFi password
- ◆ Logo on all WiFi signage
- ◆ Recognition in app and communications

Mobile App Sponsor

\$3,500 (Exclusive)

- ◆ Logo on app splash screen
- ◆ Banner ad placement
- ◆ Push notification capability
- ◆ Analytics access

Charging Station Sponsor

\$2,500 (2 Available)

- ◆ Branded charging lockers in high-traffic areas
- ◆ Digital screen for rotating content
- ◆ Usage analytics provided

Branding Opportunities

Welcome Bag Sponsor

\$5,000 (Exclusive)

- ◆ Co-branded bags (your logo + AAPL)
- ◆ Distribution to all 600+ attendees
- ◆ All Bronze benefits included

Professional Headshot Station

\$2,500 (Exclusive)

- ◆ Branded photo station, your logo on signage and in-app
- ◆ Professional photographer provides complimentary headshots delivered post-event

Other Opportunities

Academies

Longitudinal 6-12-18 month programs engaging the future CEOs and CMOs of Healthcare in live, in-person, virtual or asynchronous courses. Engage throughout the year with key physician leaders of all specialties and disciplines as they transform healthcare.

Programs Include (All engaging key decision makers and influencers)

- ◆ CMO Academy
- ◆ CEO Academy
- ◆ The Caring for AAPL Caregiver's Academy

Micro-Credential Programs

Engage throughout the year with key physician leaders of all specialties and disciplines as they transform healthcare.

5x during the year, live in-person weekend programming to certify one in:

- ◆ The Fundamentals of Physician Leadership Micro-Credential
- ◆ Communications & Team Management Micro-Credential
- ◆ Program Management Micro-Credential
- ◆ Financial Decision-Making Micro-Credential

Accelerator Programs

Monthly core and advanced courses offered geographically across the United States or virtual one-day courses. Engage throughout the year with key physician leaders of all specialties and disciplines as they transform healthcare.

Courses Include (All engaging key decision makers and influencers)

- ◆ The Advanced CMO
- ◆ Entrepreneurship
- ◆ Informatics
- ◆ Practice Management



Your Premier Partnership Opportunity	ACADEMY SPONSOR \$25,000	ACCELERATOR SPONSOR \$25,000	MICRO-CREDENTIAL SPONSOR \$15,000
BRANDING AND VISIBILITY			
CEO & CMO Academy recognition with each session over 6-12-month program	X		
Monthly Virtual Accelerator course recognition		X	
Monthly Live Accelerator course recognition		X	
5 Micro-Credential course recognition through the year			X
Opportunity to host dinner with candidates during live sessions	X	X	X
Ability to welcome, speak to, engage with each live and virtual session	X	X	X
Year-round visibility via website, marketing emails, program materials	X	X	X
Attendee list for those that opt in	X	X	X



Commitment & Next Steps

Sponsorship Timeline



What's Included in Every Sponsorship

-  Dedicated sponsor success manager
-  Pre-event planning consultations
-  On-site support team

How to Secure Your Sponsorship

-  Select your desired level and add-ons
-  Contact our sponsorship team for availability
-  Execute agreement and submit initial assets
-  Begin pre-event activation planning

Contact Information

For Sponsorships, Exhibiting & Advertising Information

-  **ADINFO.AAPL@FOXREP.COM**
-  **800-440-0231**
-  **PHYSICIANLEADERS.ORG/CONFERENCE**

The American Association for Physician Leadership (AAPL) is the premier professional organization providing leadership development, education, and management training exclusively for physicians. Founded in 1975, AAPL has helped more than 250,000 physicians develop the skills needed to lead in today's rapidly changing healthcare environment.