Marketing, Sponsorship, and Grant Opportunities
Introducing the APMA Online CECH Summer Series

The premier forum for online Continuing Education Contact Hours (CECH)

- Two weekends of virtual CECH educational events for a total of 25 CECH, delivered by the versatile Digitec learning management system
- Anticipated attendance of 1,500–2,000 DPMs
- Tracks featuring live Q&A sessions
- Industry-supported product theaters and virtual chats with lead generation
- Virtual Poster Abstracts
The pandemic brought continuing medical education conferences to a halt. To fill the gap, APMA ramped up its online CECH offerings, providing members with valuable programs that feature recognized experts. These programs have enjoyed robust registration, outpacing the attendance for many in-person CECH sessions. The chart below reflects programs offered since April 25, 2020 and attendance totals. The Summer Series builds on this successful proof of concept.
Partner with APMA for Excellent Digital Investment Return

Make an Unrestricted Educational Grant

Make a grant to support our outstanding CECH sessions in wound care, surgery, dermatology, and much more, by redirecting your 2020 support or committing new funds.

Become a Sponsor or Featured Vendor

Select the package right for you.

Sponsorship starts at $2,500; Premium Sponsorship at $5,000.

Featured Vendor package (great option for exhibitors): convert your booth space to high-profile visibility on APMA’s digital platforms ($1,700).
Premium Sponsor Benefits

Platinum  $50,000

- Access to dedicated Sponsor Portal where sponsor can place a 2-minute video, discussion board, downloadable flyer, and contact information
- Acknowledgement as Platinum Sponsor on all APMA announcements and promotions including website, emails, and social media campaigns
- Two full-page ads in final program
- Complimentary virtual bag insert for attendees
- Pre-recorded webcast (virtual product theater) with lead retrieval (limit 4)
- Thought Leader Package
  - Sponsored Content Article posted on APMA website
  - E-Blast/Custom E-newsletter
  - Social media post (1 Tweet, Facebook, and LinkedIn post)

*Plus all Summer Series Standard Benefits on Page 9!*
Premium Sponsor Benefits

Gold

- Access to dedicated Sponsor Portal where sponsor can place a 2-minute video, discussion board, downloadable flyer, and contact information
- Acknowledgement as Gold Sponsor on all APMA announcements and promotions including website, emails, and social media campaigns
- Full-page ad in final program
- Pre-recorded webcast (virtual product theater) with lead retrieval (limit 4)
- Thought Leader Package
  - Sponsored Content Article posted on APMA website
  - E-Blast/Custom E-newsletter
  - Social media post (1 Tweet, Facebook, and LinkedIn post)

$25,000

*Plus all Summer Series Standard Benefits on Page 9!
Premium Sponsor Benefits

Silver

$10,000

• Access to Silver Sponsor Portal where sponsor can place a 2-minute video, downloadable flyer, and contact information
• Acknowledgement as Silver Sponsor on all APMA announcements and promotions including website, emails, and social media campaigns
• Sponsored networking event for up to 30 participants (limit 3)
• ½ page ad in final program
• Opening session co-sponsorship (limit 2)

*Plus all Summer Series Standard Benefits on Page 9!*
Premium Sponsor Benefits

**Bronze**

- Access to Bronze Sponsor Portal where sponsor can place a 2-minute video, downloadable flyer, and contact information
- Acknowledgement as Bronze Sponsor on all APMA announcements and promotions including website, emails, and social media campaigns
- ¼ page ad in final program

*Plus all Summer Series Standard Benefits on Page 9!*
Standard Sponsor Benefits

Summer Series Sponsor $2,500

• Access to Summer Series Sponsor Portal where sponsor can place a 2-minute video, downloadable flyer, and contact information
• Acknowledgement as Summer Series Sponsor on all APMA announcements and promotions including website, emails, and social media campaigns
• Automatic enrollment in gamification option
• Grantors: acknowledgement as provider of unrestricted educational grant on session slide and by moderator
• Listing in sponsor directory and final program distributed to all attendees
• Complimentary attendee dataset/mailing labels
• One complimentary, dedicated e-blast (additional e-blasts $500)
• Enrollment in APMA Corporate Partner Program at corresponding level
• Pre- and post-recognition in APMA News

Ask us about our add-on social media bundle!
Featured Vendor $1,700

- Company name/hyperlink on APMA website
- Listing in featured vendor directory distributed to all attendees
- One complimentary set of registrant data or mailing labels
- Pre- and post-recognition in APMA News
- Recognition on APMA website with link to company homepage
- Complimentary, basic ad in APMA Buyers' Guide

Add Team APMA Virtual 5K sponsorship for as low as $500.
Join APMA and connect with members as we celebrate the **10-year anniversary** of the Team APMA 5K.

More than 1,700 runners and walkers have participated in the APMA 5K Run/Walk since its inception.

Proceeds benefit the APMA Educational Foundation Student Scholarship Fund.

Custom activations are available along with tiered options.
<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Title Sponsor $10,000</th>
<th>Platinum $5,000</th>
<th>Gold $2,500</th>
<th>Silver $1,000</th>
<th>Bronze $500</th>
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</thead>
<tbody>
<tr>
<td>Naming rights for 2020</td>
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<td>“Brought to you by…”</td>
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<td>Exclusive E-Blast to announce 5K partnership</td>
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<td>Live recognition during opening &amp; awards ceremony</td>
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<td>With opportunity to speak</td>
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<td>Branded elements on race materials</td>
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<td>Company logo on APMA Educational Foundation page</td>
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</table>
Contact us today to show your support, connect with members, and secure your sponsorship benefits.

- For Grants & Corporate Partnerships: Kenna Barrett
- For Featured Vendors: Melanie Carter
- For Team APMA 5K: Tilman Gerald