

CAPA
CALIFORNIA ACADEMY OF PAs

at Napa



Napa Valley Marriott Hotel & Spa
3425 Solano Ave, Napa, CA 94558
February 25, 2023

**SPONSOR INFORMATION
PACKET**

CAPA
CALIFORNIA ACADEMY OF PAs
Empowering Healthcare

(714) 427-0321

teresa@capanet.org

www.capanet.org

Thank you for your interest in the California Academy of PAs! PAs are populating health systems, private practices, and convenience clinics more and more each year and are the practitioners rural and urban communities turn to when access to care is a challenge. Your support is helping to keep PAs on the cutting edge of medicine and making them an invaluable component of primary care.

CAPA at Napa is CAPA's annual Northern California conference for general practice and specialty PAs. Held every February, this meeting attracts between 120 to 200 PAs in the surrounding area (averaging 150), with the target audience being the 4,000 licensed PAs who practice in Northern California.

In promoting CAPA at Napa, CAPA sends multiple emails spotlighting sponsors and courses in the program, posts biweekly updates in social media, and works with Northern California area PA schools to outreach to alumni. Via digital marketing, CAPA uses retargeting, social media email mapping, and search word campaigning to reinforce messaging and keep the meeting top-of-mind among visitors. Our first conference notification has already reached 3,500 CAPA members via our membership magazine that was circulated in early October 2022. It is expected that CAPA at Napa and all corresponding sponsor marketing will garner approximately 40,000 impressions among its target audience.

CAPA at Napa encompasses a full day of clinical topics, from psychiatric office emergencies to asthma diagnosis and treatment guidelines, for a total of 7 CMEs. For a complete program, please see page 4.

As you are probably aware, PAs are critical to medical systems, hospitals, retail clinics, and independent practices. Their clinical education and scope of practice are expansive, permitting PAs to be present in every specialty of medicine. Many serve in healthcare leadership roles and hospital committees. In California particularly, the passing of SB 697 - a legislative bill that removes much of the administrative and supervisory barriers of PA practice - has granted PAs even more influence in the practice operations and patient decisions of the facilities where they work. Your involvement will undoubtedly add value to the contributions PAs are already making within their medical teams.

Should you have any questions regarding the prospectus, CAPA or the PA profession, please feel free to contact me at (714) 427-0321.

On behalf of the CAPA Board of Directors and the PAs we represent, thank you in advance for your consideration. We look forward to introducing your company and products/services to current and future PAs.

Sincerely,



Teresa Chien
Executive Director

CALIFORNIA ACADEMY OF PAS

The California Academy of PAs is the second largest state association in the country representing the professional interests of 14,000 California PAs and 3,500 members. Our mission is to enhance, educate and empower PAs to be better clinicians for their patients and optimal collaborators in team practice.

PROFILES OF CALIFORNIA PAS

PAs are medical professionals who diagnose illness, develop and manage treatment plans, prescribe medications, perform procedures, assist in surgery and make rounds in hospitals and nursing homes. Their practice emphasizes patient education, preventive care, and chronic care management.

PAs are educated at the master's degree level with a curriculum that is modeled on the medical school curriculum. Graduates bring with them 2-3 years of didactic medical education and more than 2,000 hours of clinical rotations. The PA education model emphasizes treating the "whole patient." This generalist medical training makes them ideal primary care and family practice practitioners (which most PAs are) and enables them to provide a wide spectrum of care.

PAs are committed to team practice with physicians and other healthcare providers. In California, PAs collaborate with physicians in more complex or difficult patient cases. Otherwise, they often serve as the patient's principal healthcare provider.

CAPA AT NAPA CONFERENCE SCHEDULE

Time	Topic	Speaker
7:45am	Registration / Breakfast / Exhibit Hall Visit	
8:45am	Updates in Office-Based Gynecologic Care for Primary Care Clinicians	Anita Nelson, MD
9:45am	Covering Postoperative Complications	Eric Glassman, MHS, PA-C
10:45am	MANopause: Male Hypogonadism	Ji Chun, PA-C, MPAS, BC-ADM
11:45am	Exhibit Hall Visit / Break	
12:00pm	Lunch / Branded Presentation	
1:00pm	Psychiatric Office Emergencies and How to Manage Them	Sonny Cline, MA, M.Div, PA-C
2:00pm	General Review of the Diagnosis and Treatment of Asthma Based on Global Initiative for Asthma (GINA) Guidelines	William Auyeung, MD
3:00pm	Exhibit Hall Visit / Break	
3:15pm	The Role of Nutrition in Dermatology and Food-Based Approaches to Glycemic Control	Raja Sivamani, MD, MS, AP
4:15pm	Incorporating Substance Use Disorder Care into Office-Based Practice	Arianna Campbell, PA-C
5:15pm	Prize Drawing	

SPONSORSHIP OPPORTUNITIES

Package Category	Sponsorship	Page
Exhibit Booth Only	\$650	6
Exhibit Booth & Registration List	\$875	6
Conference Sponsor	\$2,500	5
Branded Presentation Sponsor	\$8,500	6

CONFERENCE SPONSOR- \$2,500

- CAPA at Napa acknowledgement and logo on all conference marketing materials and media (see sidebar)
- On-site signage
- Exhibit booth in conference Exhibit Hall (2.5 x 6 table)
- Pre-conference marketing: member and general PA-targeted emails, social media posts, CAPA site visitor-targeted digital advertising, CAPA site advertising
- Opportunity to introduce the speakers
- Inclusion in virtual swag bag
- Post-conference registration list
- Free half-page print ad in one issue of CAPA Magazine, digital ad in two issues of CAPA monthly e-newsletter

CONFERENCE MATERIALS & MEDIA

- CAPA Website Home Page Banner
- CAPA at Napa Site Page
- Exhibit Booth (2.5x6)
- Conference Registration
- Digital Conference Program
- Conference Marketing Emails
- Conference Digital Advertising (Retargeting, geofencing, social media/ email mapping, keyword search targeting)
- Conference App Recognition

EXHIBIT BOOTH- \$650

- Exhibit booth in conference Exhibit Hall (2.5 x 6 table)
- Inclusion in digital conference program

EXHIBIT BOOTH ADD ON- \$225

- Post-conference registration list

BRANDED PRESENTATION- \$8,500

- Dedicated presentation during lunch hour
- CAPA at Napa acknowledgement and logo on all conference marketing materials and media
- On-site signage
- Exhibit booth in conference Exhibit Hall (2.5 x 6 table)
- Pre-conference marketing: member and general PA-targeted emails, social media posts, CAPA site visitor-targeted digital advertising, CAPA site advertising
- Inclusion in conference program / calendar of activities
- Post-conference registration list
- Free half-page print ad in one issue of CAPA Magazine, digital ad in two issues of CAPA monthly e-newsletter

For more information on sponsorship and exhibit opportunities, please contact:

Teresa Chien

teresa@capanet.org

(714) 427.0321

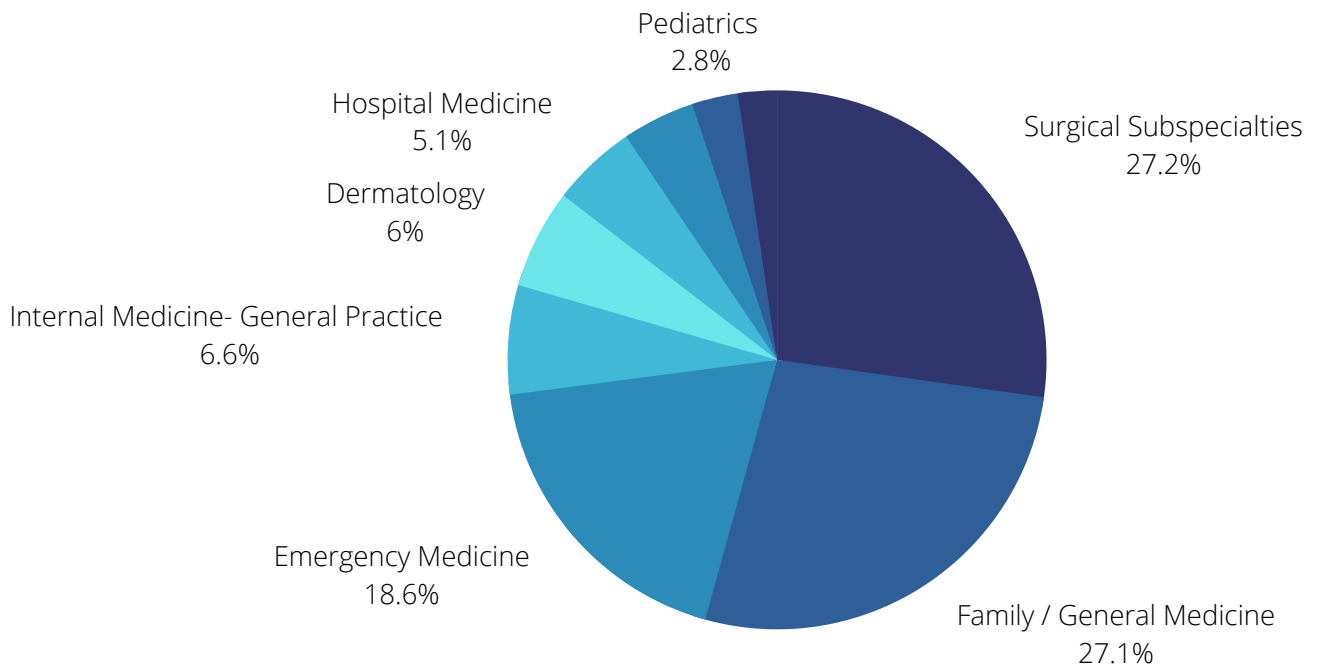
PROFILE OF CALIFORNIA PAS

14,000 PAS IN CALIFORNIA

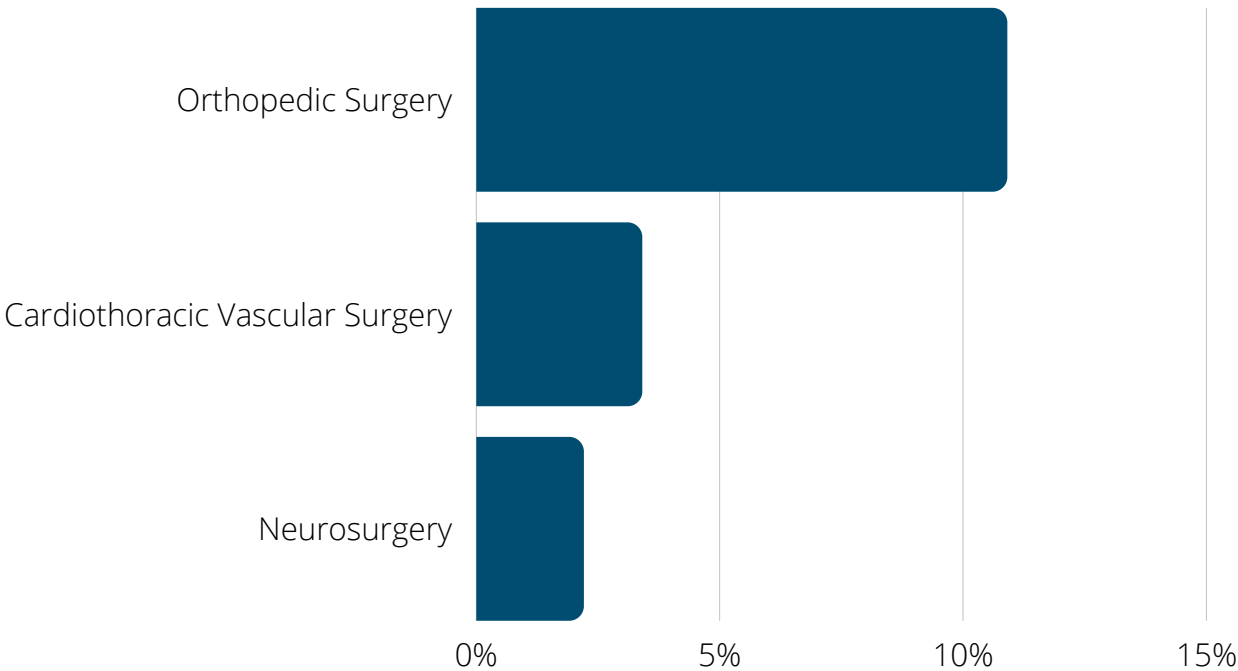
PAs are essential members of the healthcare team. They diagnose illness, develop and manage treatment plans, prescribe medications, and often serve as a patient's principal healthcare provider. With thousands of hours of master's-level medical training, PAs are versatile and collaborative, practicing in every medical setting and specialty.

In California, 30% of PAs practice in family medicine or general practice, but an increasing number are practicing in specialties and sub-specialties. One in three PAs also serve in a leadership position where they make or influence decisions in their practice setting.

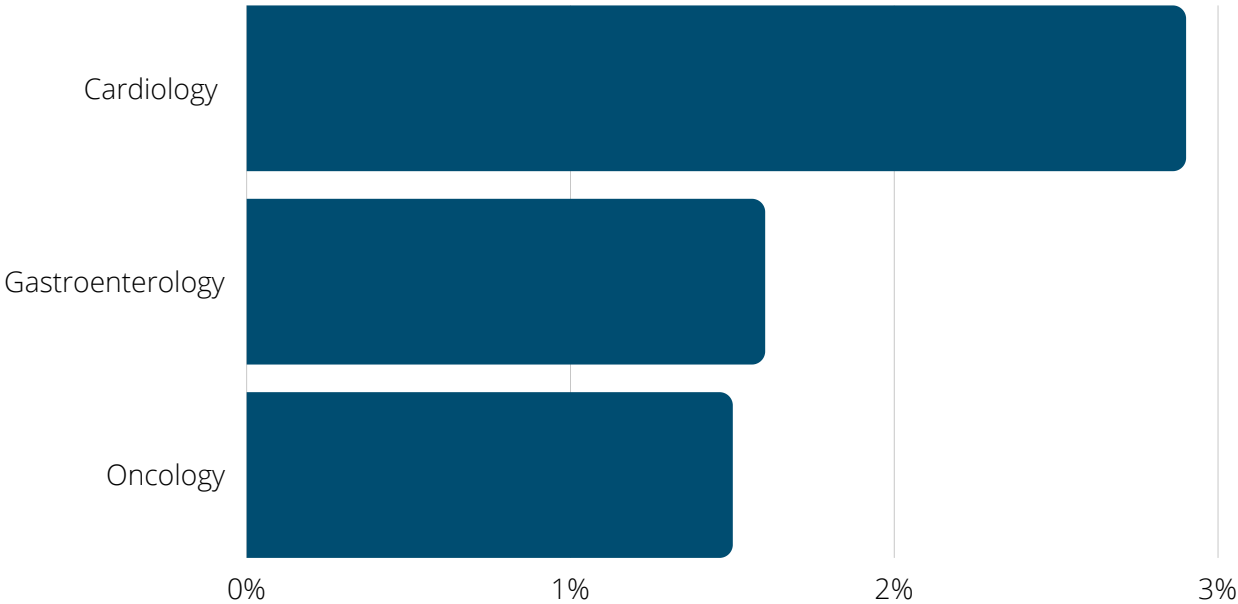
PA PRACTICE AREAS



TOP SURGICAL SUBSPECIALTIES

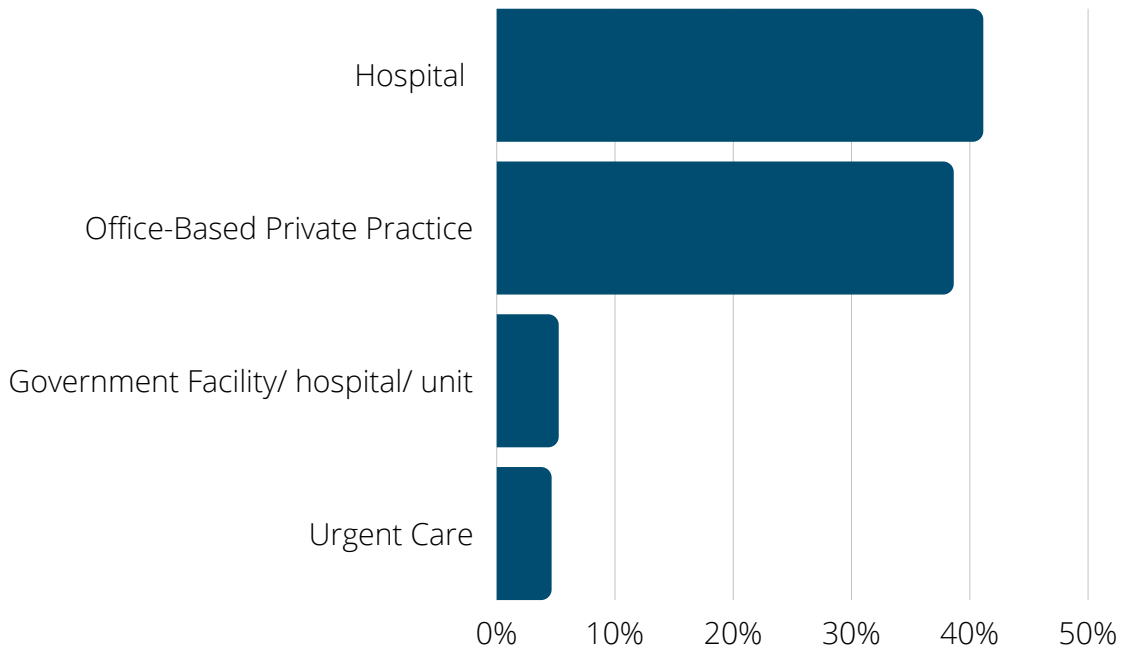


TOP INTERNAL MEDICINE SUBSPECIALTIES



PA_s IN CLINICAL WORK SETTINGS

While PAs practice in every clinical setting, the majority are employed in hospitals and private practices



FOUR PA_s TRENDS

- 1 in 3 PAs are in leadership or management positions, making PAs a vital member of the healthcare team.
- PAs are playing a key role in easing the physician shortage and improving access to care. They are often patients' primary healthcare provider.
- PAs are increasingly moving away from general practice to subspecialties.
- PA oversight requirements have been largely removed in California, permitting PAs to practice the full scope of their ability and education.

CAPA at Napa (February 25, 2023)

Sponsor Confirmation Form

Contact Name:

Company:

Address:

City/ State/ Zip:

Work Phone

Cell Phone:

Email:

Select Sponsorship Level:

- Exhibit Booth Only: \$650
- Exhibit Booth & Registration List: \$875
- Conference Sponsor: \$2,500
- Branded Presentation Sponsor: \$8,500

Therapeutic Area(s):

Please make checks payable to the California Academy of PAs (11870 Santa Monica Blvd, Ste 106580, Los Angeles, CA 90025). If you would like to pay by credit card, please fill out the following information below:

Name:

Credit Card Number:

Expiration Date:

Security Code:

Billing Address:

Email (for receipt):

Terms and Conditions: Full payment is due January 27, 2023. This contract is binding once signed. **Applications not signed will NOT be processed.** All cancellation requests must be submitted in writing. Any cancellation requests submitted after January 13, 2023 will result in the forfeiture of the entire sponsorship fee.

Signature

Date