



FREE MARKET
MEDICAL ASSOCIATION

2024 Annual Conference

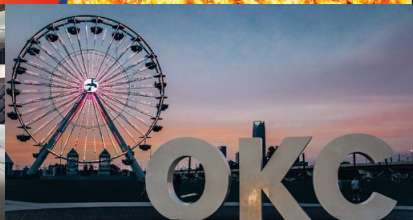
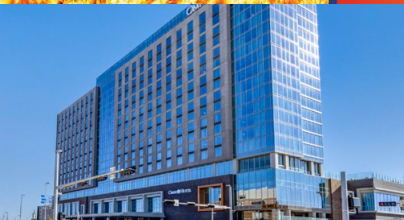
BACK TO THE FUTURE

THE ANSWERS TO OUR FUTURE
CAN BE FOUND IN OUR PAST

Celebrating Our 10TH ANNIVERSARY

APRIL 10-12 · OMNI OKLAHOMA CITY HOTEL

FMMA.ORG/EVENTS/ANNUAL-CONFERENCE/



On April 10-12 join the Free Market Medical Association for the can't-miss event of 2024 where free market enthusiasts, clinician entrepreneurs, medical students, solution providers, and healthcare purchasers will convene to discuss alternative ways Americans can deliver, access and purchase healthcare. There is no better place to gain insights, and make direct connections that help accelerate the adoption of free market models.

Our goal this year is to expand the reach and value amongst employers, enhance awareness of free market models amongst medical students, and leverage the work being done at both the national and chapter levels to help organizations build Direct Care strategies and plans.

The 2024 FMMA Annual Conference will take place live in Oklahoma City on April 10-12 at the glamorous Omni Hotel OKC.

PROGRAM SCHEDULE

Tuesday, April 9 - Friday, April 12 at the Omni Hotel OKC.

TUESDAY, APRIL 9

Tour the Surgery Center of Oklahoma! Join us for a special private tour of the Surgery Center of Oklahoma hosted by Dr. Keith Smith and Dr. Steven Lantier. The tour requires a separately purchased ticket apart from your conference registration—pick this up at the conference registration page.

WEDNESDAY, APRIL 10

12:00 - 5:00pm	Early Registration
2:00 - 4:00pm	FMMA Chapter Leader Strategic Planning
5:00 - 7:00pm	Sponsor booth set up
7:30 - 9:30pm	Opening Party

THURSDAY, APRIL 11

7:30 - 9:00am	Registration & Continental Breakfast
9:00 - 11:30am	FMMA General Session & breakouts
11:30-1:00pm	Luncheon & Free Market Solution Spotlight
1:30 - 4:00pm	FMMA General Session & breakouts
4:00 - 6:00pm	Free Market Mixer

FRIDAY, APRIL 12

7:30 - 9:00am	Continental Breakfast with Solutions
9:00 - 11:30am	FMMA General Session & breakouts
11:30 - 12:00pm	FMMA Annual Conference Closing Keynote
12:00 - 2:00pm	Sponsor booth tear down



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Reach dedicated Free Market Medicine Advocates and key business decision makers at the FMMA 2024 annual conference in Oklahoma City on April 10-12, 2024. Complete the form via our link on the next page to confirm sponsorship interest. Sponsorships/Exhibit booths are limited and will sell out.

Sponsors **MUST** be an approved FMMA member. More information can be found at [FMMA.org](https://www.fmma.org).

TITANIUM SPONSOR - \$20,000

(\$18,000 for sponsors who sign Agreement & submit payment by December 31, 2023)

- Six (6) Annual FMMA Individual Conference Registrations
- Session at FMMA Conference with Audience
- Digital Promotion including monthly FMMA Social Media feature
- FMMA-Sponsored podcast appearance
- Consult call or speaking engagement with FMMA Co-founders at two (2) sponsor-hosted virtual events or 1 local event
- Special Ad tied to ShopHealth search (graphic design available to produce ads - \$125 per hour fee passed through to sponsor)
- Special Ad on FMMA Events page to alert members you will be attending the conference (graphic design available to produce ads - \$125 per hour fee passed through to sponsor)
- Annual recognition as an FMMA Sponsor on the FMMA website: [fmma.org](https://www.fmma.org)
- Annual Conference Exhibit Booth (6' table, 2 chairs, wireless internet - electricity available upon request - fees passed through to sponsor)
- Recognition in the Annual Conference App and/or Conference Guide
- Podium Recognition by Sponsor representative at Annual Conference
- Annual Conference Sponsor Promotion through use of Logos, Screens, Materials, etc.
- Receive a copy of Annual Conference Attendee Listing prior to and after the event

PLATINUM SPONSOR - \$16,000

(\$14,500 for sponsors who sign Agreement & submit payment by December 31, 2023)

- Five (5) Annual FMMA Individual Conference Registrations
- Speaking time with FMMA Conference Audience
- Digital Promotion including monthly FMMA Social Media feature
- FMMA-Sponsored podcast appearance
- Consult call or speaking engagement with FMMA Co-founders at one (1) sponsor-hosted virtual event
- Special Ad tied to ShopHealth search (graphic design available to produce ads - \$125 per hour fee passed through to sponsor)
- Special Ad on FMMA Events page to alert members you will be attending the conference (graphic design available to produce ads - \$125 per hour fee passed through to sponsor)
- Annual recognition as an FMMA Sponsor on the FMMA website: [fmma.org](https://www.fmma.org)
- Annual Conference Exhibit Booth (6' table, 2 chairs, wireless internet - electricity available upon request - fees passed through to sponsor)
- Recognition in the Annual Conference App and/or Conference Guide
- Podium Recognition by Sponsor representative during lunch session at Annual Conference
- Annual Conference Sponsor Promotion through use of Logos, Screens, Materials, etc.
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GOLD SPONSOR - \$12,000

(\$11,000 for sponsors who sign Agreement & submit payment by December 31, 2023)

- Four (4) Annual FMMA Individual Conference Registrations
- Speaking time with FMMA Conference Audience
- Digital Promotion including monthly FMMA Social Media feature
- FMMA-Sponsored podcast appearance
- Special Ad tied to ShopHealth search (graphic design available to produce ads - \$125 per hour fee passed through to sponsor)
- Special Ad on FMMA Events page to alert members you will be attending the conference (graphic design available to produce ads - \$125 per hour fee passed through to sponsor)
- Annual recognition as an FMMA Sponsor on the FMMA website: [fmma.org](https://www.fmma.org)
- Annual Conference Exhibit Booth (6' table, 2 chairs, wireless internet - electricity available upon request - fees passed through to sponsor)
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SILVER SPONSOR - \$9,000

(\$8,500 for sponsors who sign Agreement & submit payment by December 31, 2023)

- Three (3) Annual FMMA Individual Conference Registrations
- Digital Promotion including monthly FMMA Social Media feature
- Recognition as a 2024 FMMA Sponsor on the FMMA website: fmma.org
- Annual Conference Exhibit Booth (6' table, 2 chairs, wireless internet - electricity available upon request - fees passed through to sponsor)
- Recognition in the Annual Conference App and/or Conference Guide
- Verbal Podium Recognition and Thank You by Conference Host at Annual Conference
- Annual Conference Sponsor Promotion through use of Logos, Screens, Materials, etc.
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BRONZE SPONSOR - \$6,500

- Two (2) Annual FMMA Individual Conference Registrations
- Digital Promotion including monthly FMMA Social Media feature
- Recognition as a 2024 FMMA Sponsor on the FMMA website: fmma.org
- Annual Conference Exhibit Booth (6' table, 2 chairs, wireless internet - electricity available upon request - fees passed through to sponsor)
- Recognition in the Annual Conference App and/or Conference Guide
- Verbal Podium Recognition and Thank You by Conference Host at Annual Conference
- Annual Conference Sponsor Promotion through use of Logos, Screens, Materials, etc.
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FMMA PARTNER - \$4,000 *(no booth)*

- Three (3) FMMA Annual Conference Registrations
- Recognition as a 2024 FMMA Sponsor on the FMMA website: fmma.org
- Recognition in the Annual Conference App and/or Conference Guide
- Annual Conference Sponsor Promotion through use of Logos, Screens, Materials, etc.

MED STUDENT HOST - \$1,000

We've set a goal of 100 medical students to attend the FMMA annual conference. Your contribution will help us underwrite the price of conference registration and 2-night hotel stay for a medical student's attendance.

SPECIAL SPONSORSHIPS

Discounts available for special sponsorships if bundled with a Bronze (or higher)-level sponsorship.

- Lanyards at Registration: \$10,000 plus cost of lanyards (sponsor-branded lanyard ordered by FMMA organizer).
- Market Activator (sponsor of FMMA & Health Rosetta conferences - details on next page)
- Annual Conference Mobile App: \$5,000. Recognition as the Mobile APP sponsor on web, social, and on-site signage.
- Annual Conference WIFI Sponsor: \$5,000. Recognition as WIFI sponsor with Signage at conference on all tables.
- Thursday Breakfast Sponsor: \$5,000. Prominent signage plus 5 min. Address.
- Friday Breakfast Sponsor: \$4,000. Prominent signage plus 5 min. address.
- Poolside Opening Party (Wednesday) Sponsor: \$7,500.
- Thursday Cocktail Party: \$5,000.
- Friend of the FMMA Recognition: \$2,000. Recognition on web and on-site as a supporter of FMMA.

SPONSORSHIP DEADLINE:

- 1) Complete the 2024 FMMA Annual Conference Sponsorship Intent Form.
- 2) Complete the Sponsor Agreement & Submit Payment by December 31, 2023 *(for financial discounts)* or February 28, 2024 *(sponsorship deadline—no incentives)*.
- 3) Committed sponsors will receive an invitation to set up their 1:1 sponsor onboarding session with FMMA.

CONTACT INFO:

All FMMA sponsorship & event questions should be directed to:

Bo Henderson
Sponsorship Liaison, Kynexions
bo@kynexions.com
406-690-4276



SUBMIT FOR YOUR SPONSORSHIP TODAY!



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MARKET ACTIVATOR SPONSORSHIP - PRICE VARIES

(Contact us at: EVENTS@KYNEXIONS.COM to review your strategic growth goals with Kynexions so we can design a Market Activator sponsor package tailored to your needs and budget)

Partner with the Free Market Medical Association, Health Rosetta and Kynexions to elevate your brand, educate and connect with the agents of change within the healthcare ecosystem. This package includes premier sponsorship at both FMMA 10th Annual Conference* + 2024 RosettaFest* along with sponsorship and representation at regional events and/or marketing services tailored to your organization's business development objectives.

- **INDUSTRY CONNECTIONS EVENTS:** Premier sponsor benefits at RosettaFest + FMMA Annual Conference
- **REGIONAL EVENTS**
 - Sponsors are recognized at a limited amount of Kynexions-hosted events (solution can choose) comprised of employers, public sector leaders, benefits advisors, clinical leaders, and ecosystem solutions. These local events will educate, connect & activate healthcare purchasers, suppliers & facilitators at a community/regional level, working in tandem with Health Rosetta and FMMA chapters. Locations, Dates, and Host will be confirmed in Q4 of 2023.
- **BUSINESS DEVELOPMENT**
 - Services tailored to sponsors' unique business development needs with options from the following:
 - Marketing Campaign (social and email leading into events)
 - Dedicated Sponsor liaison/account 12-month support
 - Business Development quarterly consult
 - Production of sizzle promotional videos or other marketing assets.

**To sponsor, Solutions must have an active vendor membership with FMMA & complete profile with Health Rosetta.*

FMMA 10TH ANNIVERSARY EVENT

On April 10-12 join the Free Market Medical Association, in Kansas City, OK, for this can't-miss event of 2024 where more than 500 free market enthusiasts, clinician entrepreneurs, medical students, solution providers, and healthcare purchasers will convene to discuss alternative ways Americans can deliver, access and purchase healthcare. There is no better place to gain insights, and make direct connections that help accelerate the adoption of free market models.

2024 ROSETTAFEST

2.5 days of learning & collaboration in Washington, DC, with more than 700 of the nation's foremost benefits advisors, physicians and clinical leaders, legal and benefits expert presenters, and other forward-looking business and public sector leaders from the growing Health Rosetta and direct care community. RosettaFest sponsorships provide an opportunity for Solutions to provide thought leadership, align your brand & make important introductions that will help grow your category & grow your business.

THOUGHT LEADERSHIP

Share expertise and strategies in Sponsor-led workshops or expert panels, Sponsor Spotlights, or Case Studies.



LEAD GENERATION & ELEVATE BRAND

Exhibit booths & resources in mobile app.



GROW YOUR NETWORK

Parties, networking breaks, hospitality suites, mobile app community forums, & wellbeing activities.



LEARN FROM ECOSYSTEM EXPERTS

Hear from benefits, legal and solution experts along with clinical leaders, employers, unions, public officials, and other industry leaders.



INDUSTRY RECOGNITION

Nominate your leadership, organization, or health plan for a 2024 Rosie Award (various categories noting healthcare excellence). Nominations open on December 1, 2023.

