

**On April 9-11 join the Free Market Medical Association** for the can't-miss event of 2025 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 2025 FMMA Annual Conference will take place live in Oklahoma City on April 9-11 at the glamorous Omni Hotel OKC.**

## PROGRAM SCHEDULE

Wednesday, April 9 - Friday, April 11 at the Omni Hotel OKC.

### WEDNESDAY, APRIL 9

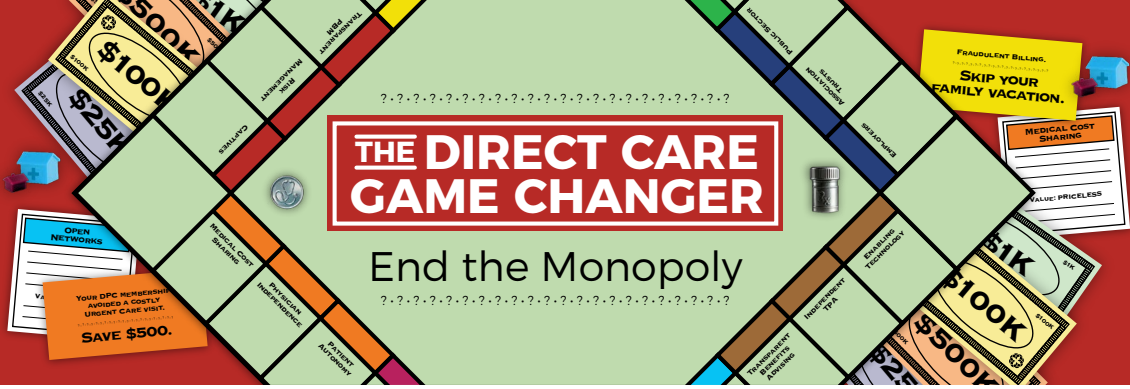
- 12:00 - 4:00pm Early Registration & Sponsor booth set up
- 1:30 - 3:00pm Direct Care Growth Workshop
- 3:00 - 5:00pm Exhibits Open
- 3:30 - 4:30pm FMMA Chapter Leader Strategic Planning
- 5:30 - 7:30pm Break the Bank: FMMA Mixer at the Vault

### THURSDAY, APRIL 10

- 7:30 - 9:00am Registration & Continental Breakfast
- 9:00 - 11:30am FMMA General Session & Breakouts
- 11:30 - 1:00pm Be a Beacon Awards & Luncheon
- 1:30 - 4:00pm FMMA General Session & Breakouts
- 4:30 - 6:00pm Free Market Community Mixer

### FRIDAY, APRIL 11

- 7:30 - 8:30am Continental Breakfast with Solutions
- 7:30 - 12:00pm Exhibits Open
- 8:30 - 11:30am FMMA General Session & Breakouts
- 11:30 - 12:00pm FMMA Annual Conference Closing Keynote
- 12:00 - 2:00pm Sponsor booth tear down



**MARKET ACTIVATOR SPONSORSHIP - PRICE VARIES**

(Contact us at: [EVENTS@KYNEXIONS.COM](mailto: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 11th Annual Conference + 2025 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
- **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.
- **HOSTED WEBINAR:** Sponsor and Kynexions' partnering leadership; including Health Rosetta, Free Market Medical Association, Oratum, as well as benefits, legal and clinical experts. Kynexions will coordinate and disseminate invitations to our ecosystem list as well as moderate and execute the webinar.

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

**FMMA ANNUAL EVENT**

On April 9-11, join the Free Market Medical Association, in Oklahoma City, OK, for this can't-miss event of 2025 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.

**2025 ROSETTAFEST**

2.5 days of learning & collaboration in Denver, CO, with more than 1,000 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.



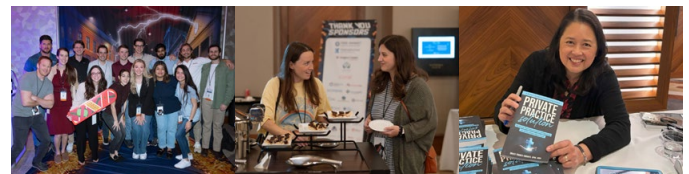
**LEAD GENERATION & ELEVATE BRAND**

Exhibit booths & resources in mobile app.



**GROW YOUR NETWORK**

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



**LEARN FROM ECOSYSTEM EXPERTS**

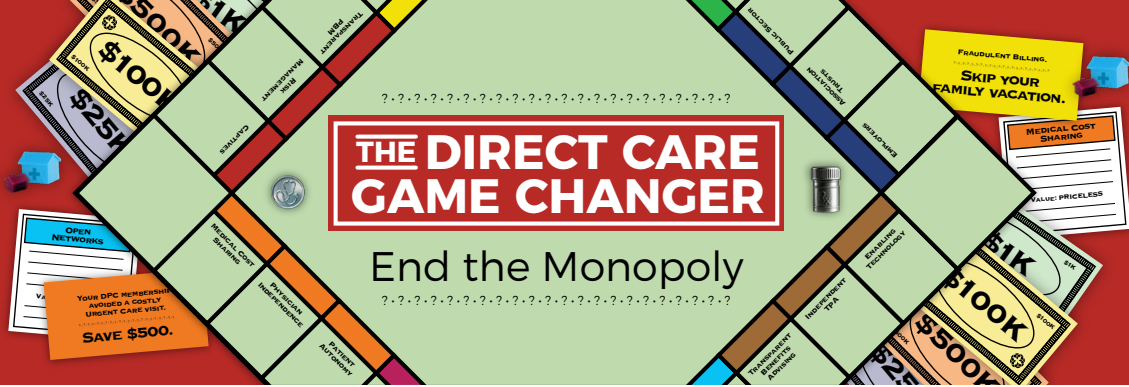
Hear from benefits, legal and solution experts along with clinical leaders, employers, unions, public officials, and other industry leaders.



**INDUSTRY RECOGNITION**

Nominate your leadership, organization, or health plan for a 2025 Rosie Award (various categories noting healthcare excellence). Nominations open on December 1, 2024.





Reach dedicated Free Market Medicine Advocates and key business decision makers at the FMMA 2025 annual conference in Oklahoma City on April 9-11, 2025. 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 - \$20,500

*(\$18,500 for sponsors who sign Agreement & submit payment by December 31, 2024)*

- 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
- 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 - \$16,500

*(\$15,000 for sponsors who sign Agreement & submit payment by December 31, 2024)*

- 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
- 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.
- Receive a copy of Annual Conference Attendee Listing prior to and after the event.

## GOLD SPONSOR - \$12,500

*(\$11,500 for sponsors who sign Agreement & submit payment by December 31, 2024)*

- 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
- 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.
- Receive a copy of Annual Conference Attendee Listing prior to and after the event.

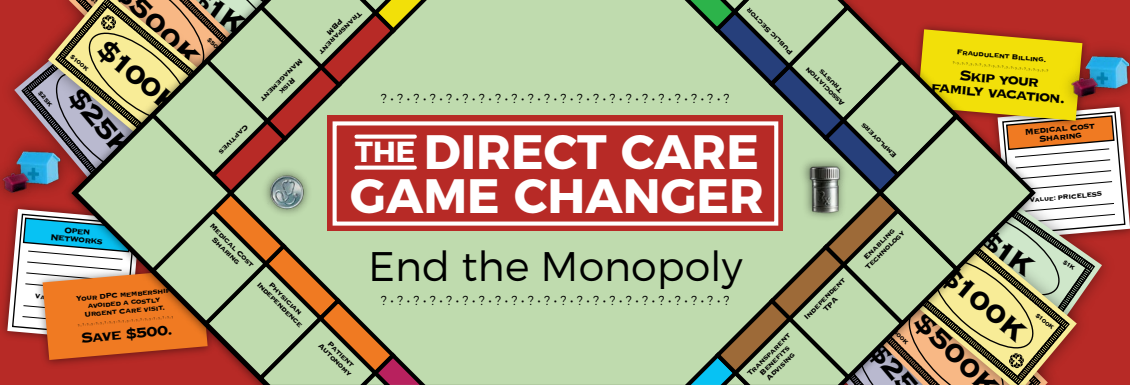
## SILVER SPONSOR - \$9,500

*(\$9,000 for sponsors who sign Agreement & submit payment by December 31, 2024)*

- Three (3) Annual FMMA Individual Conference Registrations
- Digital Promotion including monthly FMMA Social Media feature
- Recognition as a 2025 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
- Verbal Podium Recognition and Thank You by Conference Host 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

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**APRIL 9-11, 2025**  
**OMNI OKLAHOMA CITY**



## BRONZE SPONSOR - \$6,500

- Two (2) Annual FMMA Individual Conference Registrations
- Digital Promotion including monthly FMMA Social Media feature
- Recognition as a 2025 FMMA Sponsor on the FMMA website: [fmma.org](http://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.
- Receive a copy of Annual Conference Attendee Listing prior to and after the event

## FMMA PARTNER - \$4,000 (no booth)

- Three (3) FMMA Annual Conference Registrations
- Recognition as a 2025 FMMA Sponsor on the FMMA website: [fmma.org](http://fmma.org)
- Recognition in the Annual Conference App and/or Conference Guide

- Annual Conference Sponsor Promotion through use of Logos, Screens, Materials, etc.

## FRIEND OF FMMA - \$3,000

- Recognition on the website as a supporter of FMMA.
- One (1) Annual FMMA Individual Conference Registration.

## BREAKOUT TRACK HOST - \$3,500

- Showcase thought leadership and connect with the FMMA audience as a moderator of 1 of 3 breakout tracks.

## 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 previous page)
- Annual Conference Mobile App: \$5,000. Recognition as the Mobile APP sponsor on web, social, and on-site signage.
- Annual Conference WiFi Sponsor: \$7,000. Recognition as WIFI sponsor with Signage at conference on all tables.
- Logo on Venue Directional Signs: \$10,000. (1 available)
- Charging Station: \$6,000. (1 available)
- Keynote Sponsor: \$15,000.
- Whova Mobile App Banner Ad: \$2,500. (20 available)
- Thursday Breakfast Sponsor: \$5,000. Prominent signage plus 5 min. Address.
- Friday Breakfast Sponsor: \$4,000. Prominent signage plus 5 min. address.
- Opening Party Sponsor: \$7,500 (limit 2). FMMA Mixer at the Vault.

- Thursday Cocktail Party: \$5,000.
- Friend of the FMMA Recognition: \$2,000. Recognition on web and on-site as a supporter of FMMA.
- Luncheon: \$5,000.
- Community Chest Station: Sponsor these booths where attendees draw cards for prizes, discounts, or special access to exclusive networking opportunities.
- Free Parking Lounge: A networking place where comfort meets connection. Kick back, recharge, and build relationships in this cozy conference corner—your free space for meaningful conversations and fresh ideas.
- FMMA Cocktail Party: \$6,000 (limit 2). Breaking the Rules: An Evening with Direct Care Game-Changers.

*All exhibiting sponsors can purchase additional attendee registrations for \$595.*

## SPONSORSHIP DEADLINE:

- 1) Complete the 2025 FMMA Annual Conference Sponsorship Intent Form.
- 2) Complete the Sponsor Agreement & Submit Payment by December 31, 2024 (for financial discounts) or March 1, 2025 (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](mailto:bo@kynexions.com)  
406-690-4276



**SUBMIT FOR YOUR SPONSORSHIP TODAY!**