



The 54th Annual Winter Refresher Course for Family Medicine

Sponsor Prospectus

March 7-8, 2024
The Ingleside Hotel
Pewaukee, WI



About the Winter Refresher Course

The Winter Refresher Course (WRC) for Family Medicine is a regional/statewide conference sponsored by the Medical College of Wisconsin Department of Family and Community Medicine in collaboration with the Wisconsin Academy of Family Physicians.



This program is designed for family physicians, nurse practitioners, and physician assistants who care for patients across the lifespan. Objectives:

- Apply evidence-based updates on the prevention, diagnosis, and management of conditions commonly seen in primary care
- Discuss social and environmental factors that influence health and healthcare outcomes, including climate change, trust, culture, and health beliefs
- Discuss practical strategies to enhance primary care practice and policies
- Effectively perform selected common office-based procedures (wound care, suturing, incision and drainage of a skin abscess, insertion and removal of a long-acting implanted contraceptive device)
- Network with professional colleagues across the state

The WRC draws up to 250 family physicians, family medicine residents, medical students who will specialize in family medicine, physician assistants, nurse practitioners, and psychologists.

The program will be in person at the Ingleside Hotel in Pewaukee (formerly the Country Springs Hotel).

[VIEW THE 2023 SCHEDULE](#)

Sponsorship & Exhibitor Opportunities

Sponsor Packages

Choose a package designed to engage attendees and provide measurable visibility to build brand awareness before, during, and after the Winter Refresher Course.

\$8,000 - Family Medicine Investor (1 available)

\$6,000 - Family Medicine Benefactor (1 available)

\$3,500 - Family Medicine Partner (2 available)

\$2,500 - Family Medicine Supporter (2 available)

\$6,000 - Lunch Sponsor (1 available)

\$5,000 - Event App Sponsor (1 available)

Exhibitor Opportunities

\$1,500 - Exhibitor (multiple available)

Exhibit booths offer companies the opportunity to gain qualified leads and connect with hundreds of healthcare decision makers and influencers.

Sponsorship & Exhibitor Overview

Benefits / Features	Investor Sponsor \$8,000	Lunch Sponsor \$6,000	Benefactor Sponsor \$6,000	Event App Sponsor \$5,000	Partner Sponsor \$3,500	Supporter Sponsor \$2,500	Exhibitor \$1,500
<i>Listing in Program</i>	✓	✓	✓	✓	✓	✓	✓
<i>Invitation to Meals</i>	✓	✓	✓	✓	✓	✓	Breakfast Only
<i>Personalized profile on event app</i>	✓	✓	✓	✓	✓	✓	✓
<i>Exhibit/Display Table</i>	4 representatives	4 representatives	4 representatives	2 representatives	2 representatives	2 representatives	2 representatives
<i>Onsite Sign/Logo recognition</i>	Name badges, lanyards & welcome sign	Branded table tents	Wi-Fi password & signage	✓	Breaks	✓	✓
<i>Podium Recognition</i>	✓	✓	✓	✓	✓	✓	
<i>Logo on Website</i>	✓	✓	✓	✓	✓	✓	
<i>App Banner Ad</i>	✓	✓	✓	✓	✓	✓	
<i>Social Media Recognition</i>	✓	✓	✓	✓	✓		
<i>Recognition in Promotions**</i>	✓	✓	✓	✓	✓		
<i>Invite to Networking Reception</i>	✓	✓	✓	✓			
<i>Special Recognition at Luncheon</i>	✓	Included (Introduce speaker)	✓	✓			
<i>Opportunity to greet attendees at the Networking Reception</i>	✓						

**Direct outreach to over 3,000 family physicians, family medicine residents, medical students who will specialize in family medicine, physician assistants, nurse practitioners, and psychologists.

Questions? Contact Madeline Everson at (414) 260-2166 or by email at madeline@wafp.org