

Sponsorship Prospectus



INtegrate 2024 AACP INterim Meeting

February 10–12 | **Phoenix, Arizona**
Renaissance Phoenix Downtown

American Association of
Colleges of Pharmacy **AACP**
Pharmacists Help People Live Healthier, Better Lives.

www.aacp.org/INtegrate2024



American Association of Colleges of Pharmacy **AACP**

Pharmacists Help People Live Healthier, Better Lives.

The **American Association of Colleges of Pharmacy** (AACCP), founded in 1900, is the national organization representing pharmacy education in the United States.

Pharmacy is the third largest health profession—after nursing and medicine—with more than 300,000 clinicians practicing in community-based practices, hospitals/health systems and many other healthcare settings.

AACP is comprised of **142 colleges and schools** with pharmacy degree programs, including more than **6,400 faculty, 62,500 students** enrolled in professional programs and **5,100 individuals** pursuing graduate study.

AACP provides member services, including meetings and events, webinars, continuing education, publications, reports and searchable directories for faculty, speakers and grants. AACP also works to promote the profession of pharmacy and the value of pharmacy education to audiences beyond the academic community.

The **mission of AACCP** is to advance pharmacy education, research, scholarship, practice and service, in partnership with members and stakeholders, to improve health for all. We envision a world of healthy people through the transformation of health professions education.

To learn more about AACCP, visit www.aacp.org.

Connect With Us!

Website:
www.aacp.org

Facebook:
[facebook.com/
AACPharmacy](https://facebook.com/AACPharmacy)

Twitter:
[@AACPharmacy](https://twitter.com/AACPharmacy)

Instagram:
[@AACPharmacy](https://www.instagram.com/AACPharmacy)

AACP is committed to equity, diversity, and inclusion (EDI). As expressed in our AACP Diversity Statement: **AACP affirms its commitment to foster an inclusive community and leverage diversity of thought, background, perspective, and experience to advance pharmacy education and improve health.**

Additionally, one of our core values is inclusiveness: “All individuals have perspectives that we appreciate and represent in our work.”

To that end, AACP has focused on a number of initiatives to advance EDI in the academy. A summary of these initiatives is provided here:

<https://www.aacp.org/article/equity-diversity-and-inclusion-edi-initiatives>



AACP is committed to providing a safe, productive, and welcoming environment for all meeting participants and AACP staff.

The Code of Conduct applies to all individual members ,as well as other individuals who participate or are involved in AACP-associated activities, including programs and events sponsored, funded, or conducted in whole or in part by, or otherwise involving AACP; any use of AACP property, funding or other resources, whether otherwise involving AACP or not (e.g., use/rental of an AACP facility for an activity unrelated to AACP); and performance of or holding any AACP role, responsibility, privilege, function, or other affiliation.

Learn more: <https://www.aacp.org/code-conduct>

Welcome to **INtegrate 2024!**

The AACP Interim Meeting focuses on networking, learning and action planning. The program highlights significant issues by featuring national thought leaders and showcases the programs and services of colleges and schools of pharmacy in those areas, and attendees will return to their schools with new ideas and fresh perspectives to help them develop solutions to address their most pressing problems.

Who Should Sponsor?

- Education technology vendors
- Pharmacy employers
- Pharmacy technology vendors
- Publishers
- Education consulting services
- Pharmacy or education-related trade associations
- Healthcare vendors
- Colleges and schools of pharmacy
- Government agencies

Attendees Include:

- CEO Deans
- University Presidents
- Associate Deans
- Assistant Deans
- Associate Professors
- Assistant Professors
- Department Chairs
- Directors of Student Affairs
- Directors of Assessment
- Directors of Experiential Education
- 2023–2024 Academic Leadership Fellows Program (ALFP) Participants

Meeting Highlights:

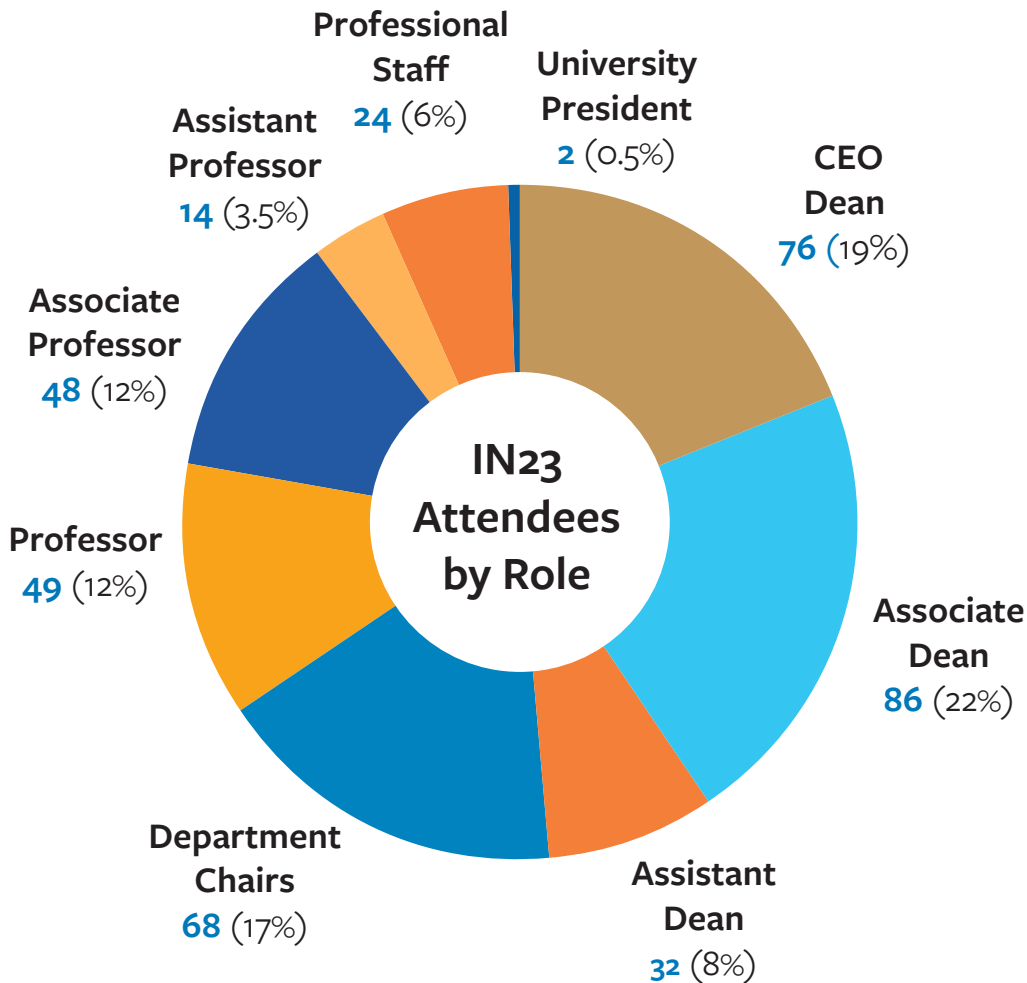
- **INtegrate 2024 Meeting Kick-off:** Barbara A. Trautlein continues the discussion on change management and underscores the development of a common language to lead change up, down, and across the organization. Her Change Quotient (CQ) System provides a simple yet powerful model, focusing on strengths, encouraging people to value and leverage each other's unique and diverse contributions, fostering psychologically safe teams and inclusive cultures, and much more.
- **Re-Branding the Profession of Pharmacy:** Pharmacy can learn a lot from fellow health professions when it comes to re-branding the profession. Two keynote speakers discuss how they are working to change the perception of nursing—from both a marketing and business approach—and the lessons, takeaways and action steps pharmacy can glean and utilize in their own re-branding challenges.
- **Sessions Examining Critical Issues,** such as race-conscious admissions, AI, community pharmacy transformation, well-being centered leadership and more, with programming beginning on Saturday and concluding Monday afternoon.
- **What better way to celebrate Super Bowl LVIII** than with hundreds of your closest pharmacy colleagues? Join AACP on Sunday, February 11, for a special event to cheer on your favorite team.

New This Year! Leadership Workshop: Culture and Change Management

Saturday, February 10, 2024

Dive into two critical concepts—organizational culture and change management—during the expanded program. In this two-and-a-half-hour interactive workshop, attendees will hear from 2023 INterim Keynote speaker David Friedman and organizational development expert Barbara A. Trautlein on the characteristics of high performing cultures and how to build cultural foundations for all the inevitable changes to come.

Attendee Information from IN23



IN23 Attendees by Academic Discipline:

Pharmacy Practice: **214**

Biological Sciences/
Chemistry: **22**

Pharmaceutics: **17**

Pharmacology: **18**

Social and Administrative
Sciences: **42**

Experiential Education: **27**

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Sponsored Webinar

One (1) Hosted Webinar: \$3,000 (*hosting company controls content*)

- 60-minute session with up to 500 attendees
- Announcement with program description, registration link, date and time on: the webinar page of the AACP website; AACP Connect Community in Upcoming Events section; and AACP LinkedIn, Twitter, and Facebook channels
- Recording included on AACP.org website webinar library

Academic Pharmacy Now

The flagship publication of pharmacy educators and deans, *Academic Pharmacy Now* is a top member benefit which highlights current issues, news and events that impact pharmacy education.

Ad Rates

Full page: **\$2,950** for 1 issue | **\$2,300** per issue for 3+ issues

Half page: **\$2,295** for 1 issue | **\$1,950** per issue for 3+ issues

Sponsored Content

\$5,000 per issue (2-page sponsored content piece, 1,000 words)

E-mail Exclusive Banner

Increase your exposure to members' email Inboxes—secure the exclusive banner position in the e-mail alerting members to access their digital edition. (average open rate: 46%)

\$1,250 per insertion

AACP E-Lert

AACP's E-Lert offers timely, targeted messaging to AACP membership, including more than 4,500 educators from 142 accredited colleges and schools of pharmacy. Your ad will be alongside relevant content that will be delivered to members' inboxes. This key member benefit is delivered bi-weekly and allows AACP to share information about the work that is taking place inside the organization on behalf of AACP's colleges and schools of pharmacy.

Banner Ad (600x100 pixels)

Investment: **\$1,200** per issue (10% discount when booking 3 or more insertions)

Sponsored Content

Share your thought Leadership with pharmacy educators through this exclusive content opportunity: 50 words of text that will appear in the e-Newsletter, article headline of 12 words or less, and URL that links directly to your landing page.

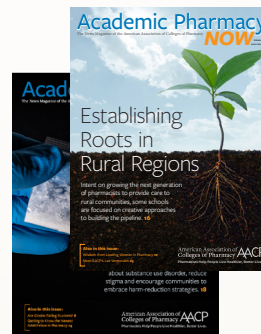
Investment: **\$1,200** per issue (10% discount when booking 3 or more insertions)

aacp.org

With an average of 62,000 users each month and more than 125,000 page views, this is your opportunity to reach the largest possible audience of pharmacy education leaders and decision makers. Banner ads are run-of-site and rotate on key pages of www.aacp.org.

Banner Ad (includes desktop and mobile ad):

12 months: **\$8,400** | 6 months: **\$5,200** | 3 months: **\$3,000**



Advertising will be accepted, subject to editorial approval, for products as well as for technology, equipment, references, and other items and services used in academic pharmacy. This includes, and is not limited to products, services, and programs related to the tenants of higher education, which include teaching, research, scholarship and service (practice). Areas of interest for AACP and its members include learner and faculty assessment, faculty and preceptor development, interprofessional education, interprofessional practice, pharmacy and health care systems practice, patient-centered health care, public health, and research (biomedical, translational and educational). All Advertisements must be approved by AACP. Acceptance of advertising by AACP does not indicate or imply endorsement.

The Publisher, Editor, and/or Association reserve the unrestricted right to accept or reject any advertising. The advertiser shall indemnify and hold harmless the Publisher, Editor, and the Association from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. Advertising is separate from content. Editors do not shape content to accommodate advertising. Advertisers do not influence any AACP editorial decisions or advertising policies.

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	Gold \$15,000	Silver \$10,000	Bronze \$7,000
Benefits			
Complimentary Registrations	4	2	1
Opportunity for sponsor representative to introduce the Sunday keynote speaker (<i>only one per session available on a first come basis</i>)	●	-	-
Attendance at the Board of Directors dinner on Thursday, February 8	2	1	-
Special recognition at opening events and opening plenary session	●	-	-
Sponsorship recognition throughout the entire Interim Meeting, including prominent signage	●	●	●
Sponsor level recognition on event website, sponsor page and meeting app	●	●	●
Company overview included on event website and meeting app (50 word limit)	●	●	-
Pre and Post show attendee list available upon request, for one-time use	●	●	●
Sponsor profile in <i>Academic Pharmacy Now</i> , AACP’s member magazine and leading information source for pharmacy educators and decision makers	●	●	-
Ad in <i>Academic Pharmacy Now</i>	Full Page	Half Page	Half Page
Opportunity to distribute a one-page flyer or giveaway— given to attendees during registration (<i>sponsor to provide</i>)	●	●	-
One tabletop exhibit in the registration area	●	●	●

Consider additional sponsorship enhancements to further amplify your Gold, Silver or Bronze support:	
Opportunity to distribute a one-page flyer or giveaway—given to attendees during registration (<i>sponsor to provide items</i>)	\$1,000
Opportunity to host a one-hour focus group* during INterim 2024 Meeting (<i>limited availability</i>)	\$1,500
Opportunity to sponsor AACP’s Wellness program at INterim 2024 (morning yoga/meditation)	\$1,500
Wi-Fi Sponsor: exclusive	\$2,500
Opportunity to conduct a room drop (<i>sponsor to provide items</i>)	\$3,000
AACP Meeting App: exclusive	\$3,500
Customized branding opportunities at the host hotel	Please Inquire

***Focus Group Details**

Unlike traditional educational sessions, focus groups are a qualitative research method meant to bring together a small group of people to answer questions in a moderated setting. Based on predefined demographic traits, the group should be preselected by the sponsor (possibly using the pre-show list of registered attendees), and the questions should be designed to shed light on a topic of interest. Focus group rooms will seat no more than 20 attendees. Any audio visual and/or food & beverage needs will be the responsibility of the sponsor to purchase with the guidance and assistance of AACP staff. Focus group date, time and titles will be listed in the full agenda with the designation “By Invitation Only.” If requested by a sponsor at least 2 weeks in advance, AACP can assist with sending focus group invitations to specific participants as identified by the sponsor.

Don’t see a sponsorship opportunity that suits your needs? Please contact us to discuss how we can customize one for you.

Contact: Lee Vermeulen at sponsorship@aacp.org

These premium sponsorship opportunities provide you with special recognition at key events at the Interim Meeting.

Selecting one or more of these opportunities qualify you for recognition as a Bronze sponsor, with all of the benefits of that sponsor level (see previous page).

If you choose one or more of these opportunities, you can also raise your level of sponsorship to Silver for an additional \$8,000 (a 20% discount) or to Gold for an additional \$10,000 (a 33% discount), and receive the added benefits of those higher levels of sponsorship.



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Premium Opportunities

Leadership Forum Keynote Speaker Friday, February 9

\$10,000

The AACP Leadership Forum is a leadership development program to be held on Friday, February 9, 2024, including the AACP Board of Directors, leaders from all AACP Sections and SIGs, and key staff members. The keynote speaker will kick off the event.

Sponsorship includes:

- Additional two (2) full complimentary meeting registrations
- Opportunity to welcome attendees via verbal remarks
- Invitation for 2 participants in the morning session of the event

Welcome Reception Saturday, February 10

\$10,000

Align your organization with every attendee at the premier networking event of the INterim!

Sponsorship includes:

- Additional two (2) full complimentary meeting registrations
- 5-minute welcome to attendees

Networking Lunch Monday, February 12

\$10,000

The Monday Networking luncheon is a great way to stay “top of mind” at a time when attendees are ready to interact and refuel.

Sponsorship includes:

- Additional two (2) full complimentary meeting registrations
- 5-minute address to AACP members

Superbowl LVIII Reception Sunday, February 11

\$10,000

Be the sole sponsor of a Superbowl party, open to all meeting attendees, to be held on Sunday, February 11, 2024.

Sponsorship includes:

- Additional two (2) full complimentary meeting registrations
- 5-minute welcome to attendees

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