



# Sponsorship Prospectus

## AACP Annual Meeting July 19–22, 2021

American Association of  
**Colleges of Pharmacy** **AACP**  
Pharmacists Help People Live Healthier, Better Lives.  
[www.aacp.org/pharmed2021](http://www.aacp.org/pharmed2021)

# 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 **144 colleges and schools** with pharmacy degree programs, including more than **6,700 faculty, 61,000 students** enrolled in professional programs and **6,000 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 AACP 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 AACP, visit [www.aacp.org](http://www.aacp.org).

## Connect With Us!

Website:

[www.aacp.org](http://www.aacp.org)

Facebook:

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

Twitter:

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

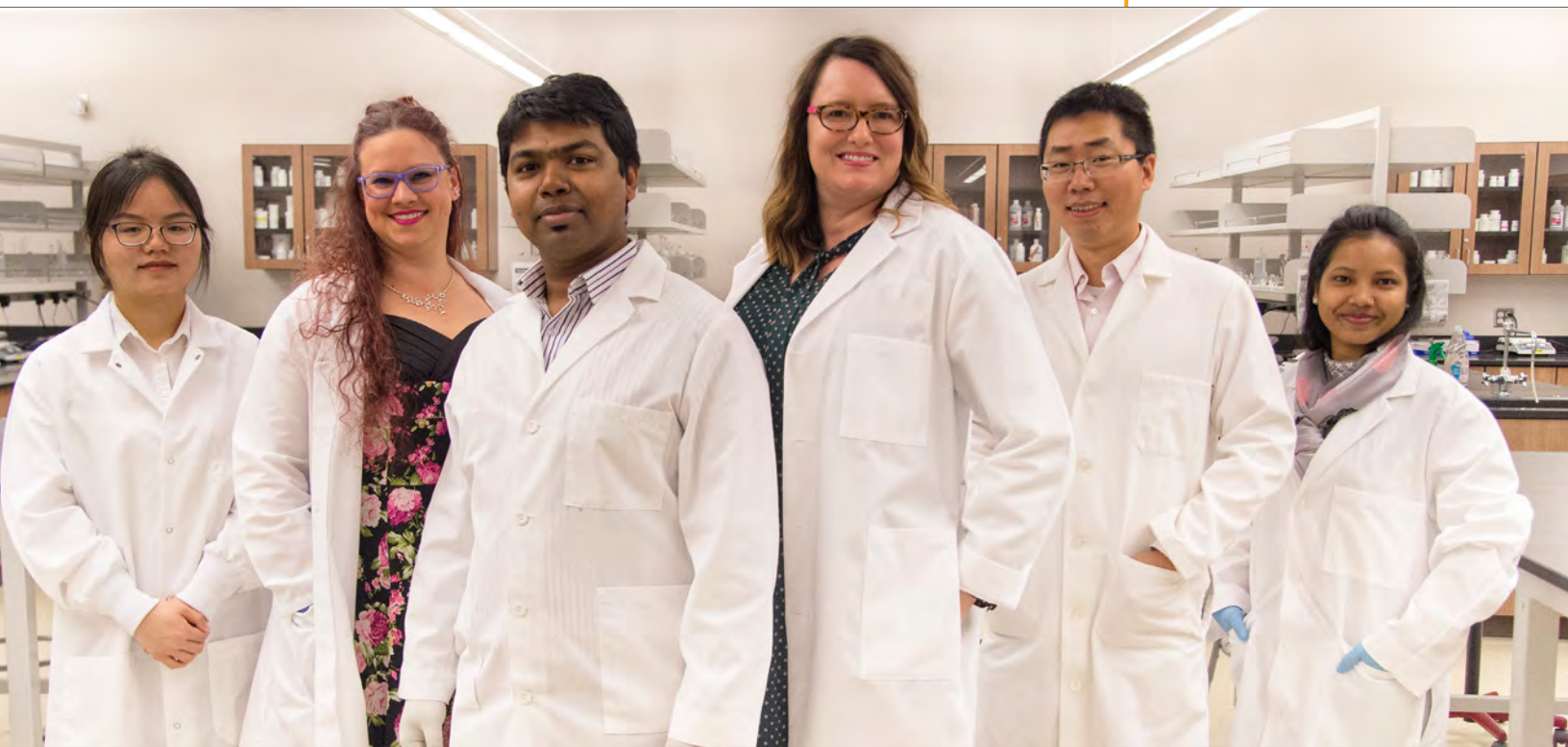
Instagram:

[@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.

All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, AACP staff members, service providers, and all others are expected to abide by this Virtual Programs Code of Conduct. This Policy applies to all AACP meeting-related events.

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



# AACP Annual Meeting

## July 19–22, 2021

[www.aacp.org/pharmed2021](http://www.aacp.org/pharmed2021)

### Welcome to **Virtual Pharmacy Education 2021!**

AACP is excited to deliver another high-impact meeting with pharmacy educators and practitioners from around the globe. We've implemented some new and exciting changes to our flagship meeting; get ready to reconnect with colleagues, hear from top healthcare and education experts, and leave with new ideas and strategies to implement in your work.

#### Meeting Highlights:

- **Dynamic Content:** More than 120 educational sessions will be delivered live, addressing critical topics such as adapting experiential activities to virtual settings, promoting well-being and resilience in student pharmacists, and the role of pharmacists in addressing COVID-19 vaccine hesitancy.
- **Incredible Value and Access:** Missed a live session? All sessions will be recorded and can be viewed on-demand for up to three months post-Annual Meeting.
- **Time and Energy-Saving Scheduling:** A shorter conference means you can focus on your professional development with less restraints on your time.
- **Convenient and Dynamic Networking:** We know how important it is to engage with others in a virtual setting. During all conference sessions, attendees can chat live with colleagues and speakers, ask questions and post general check-ins throughout the meeting. For more focused networking, the social engagement platform, Wonder, can be used to meet up with other attendees one-on-one or as a group.
- **Continuing Education:** Attendees can earn up to 19 hours of live CPE credit for Virtual Pharmacy Education 2021 and up to 7.25 hours of live CPE credit for the Teachers Seminar.

#### 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



- **Online Poster Gallery:** More than 500 posters will be available to view in the Online Posters Gallery and are searchable by author name, poster category, section and poster title. Connect with poster authors on Wonder to discuss their abstracts!
- **Exclusive Documentary Screening:** *Vaccination: From the Misinformation Virus.*



## Opening General Session

### Combatting Anti-Science Thinking

#### Moderator:

**Mary Woolley,**

CEO & President, Research!America



#### Panel:

**Georges C. Benjamin, M.D.,**

Executive Director,  
American Public Health Association



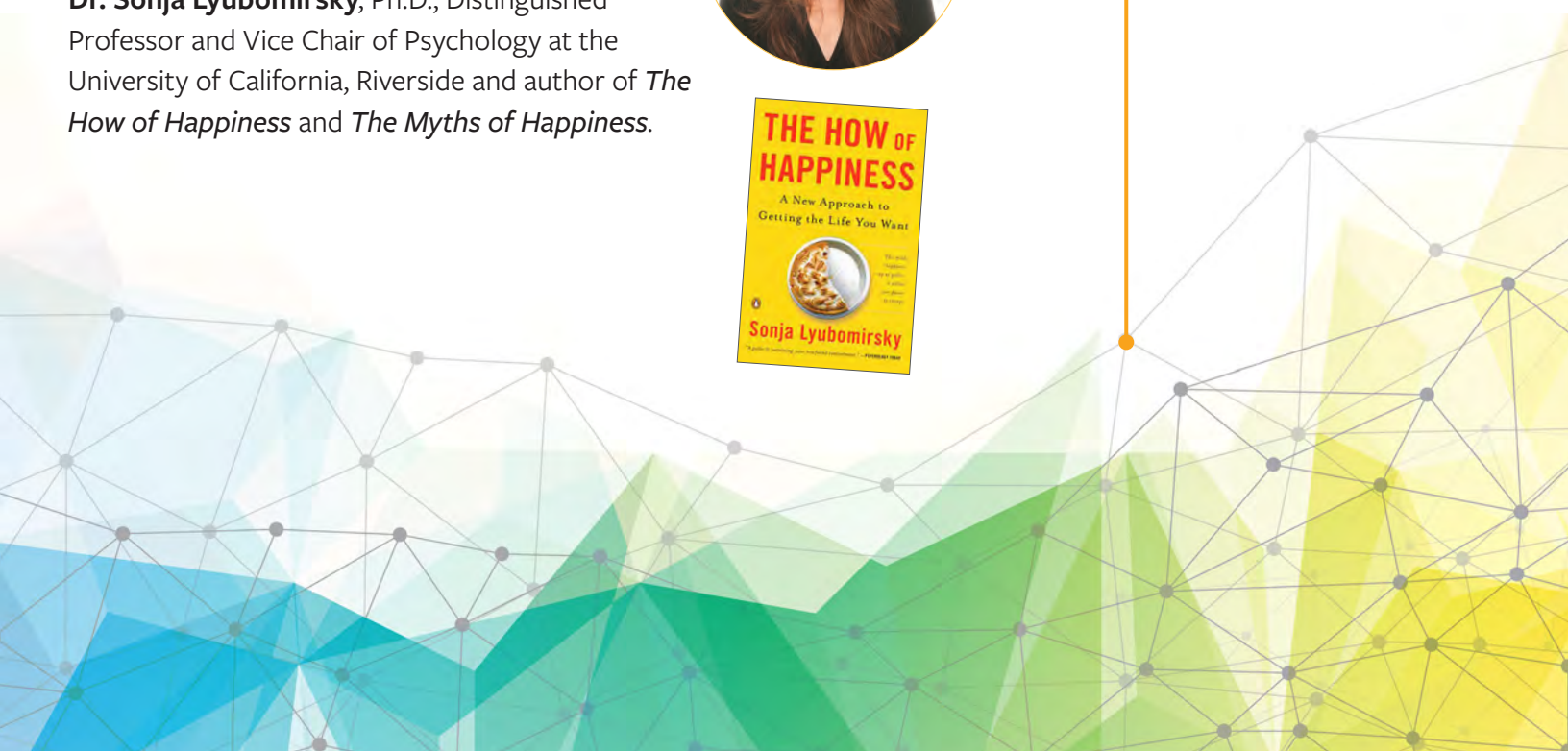
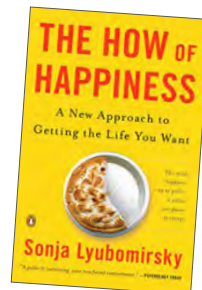
**Bruce Gellin, M.D., M.P.H.,**

President of Global Immunization,  
Sabin Vaccine Institute

## Closing General Session

### The How of Happiness: Boosting Well-Being Through Kindness, Gratitude, and Connection

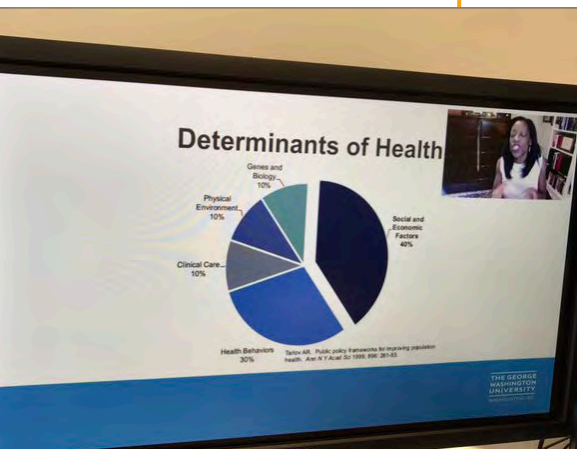
**Dr. Sonja Lyubomirsky, Ph.D.,** Distinguished Professor and Vice Chair of Psychology at the University of California, Riverside and author of *The How of Happiness* and *The Myths of Happiness*.



# Highlights from last year's virtual meeting

More than 2,300 pharmacy faculty, staff and students logged on to **Virtual Pharmacy Education 2020** throughout the month of July to experience a first for the Academy. Moved online amidst the uncertainty of the COVID-19 pandemic, the 2020 AACP Annual Meeting provided a safe space for pharmacy educators to connect over some of the profession's most pressing topics: health equity and racial disparities, the sudden shift to online learning, and pharmacists' continually growing role in U.S. healthcare.

Navigating change wasn't just apparent in the meeting's format, but also visible in the timely topics of the conference. **"We as educators have an important role to play,"** said Immediate Past President Todd D. Sorensen during the Opening General Session. **"We must prepare our graduates to be leaders of healthcare transformation in order to meet the needs of patients and assume new roles in future practice. The health of our nation depends on it."**



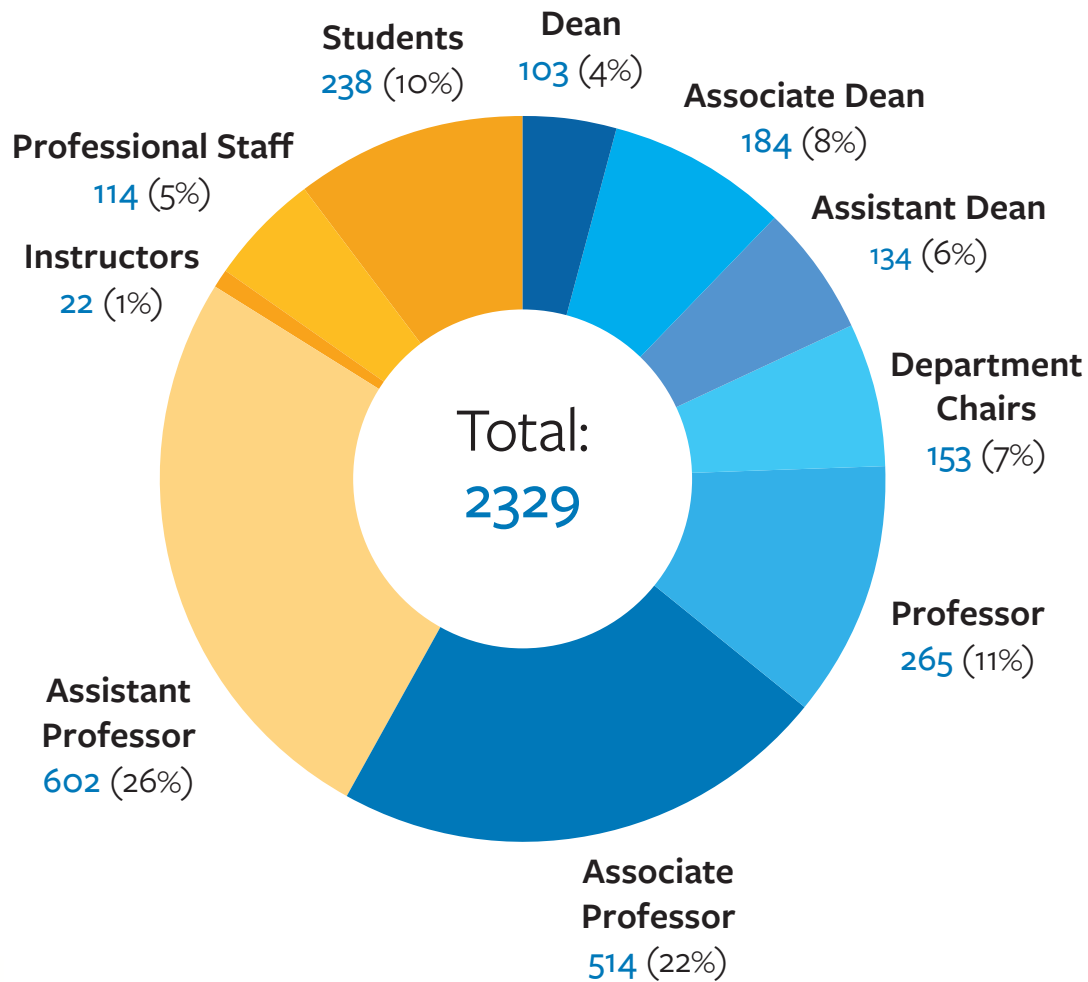
**"Great meeting to gain knowledge, and also network and connect."**

**"Inspired to be a better educator and to take some time to reflect on my balance of work and other parts of my life."**

**"Great connections and ideas."**

**"So much great material, so little time."**

# Profile of Virtual Pharmacy Education 2020 Attendees







# AACP Annual Meeting

July 19–22, 2021

[www.aacp.org/pharmed2021](http://www.aacp.org/pharmed2021)

## Sponsorship Opportunities

	Platinum \$15,000	Gold \$12,500	Silver \$10,000	Bronze \$7,500	Partner \$5,000
<b>Registration Benefits</b>					
Complimentary Registrations	5	3	2	2	1
<b>Pre-Event Benefits</b>					
Sponsor level recognition on event website & sponsor page	•	•	•	•	•
Logo recognition on all pre-show communications	•	•			
Company listing on pre-show communications	•	•	•	•	•
Pre-Show list of registered attendees	•	•	•	•	•
Company overview included on the meeting sponsor page (50 word limit)	•	•	•	•	
Company logo included on the landing webpage and landing page on the virtual platform	•	•	•		
Social media recognition of organization and sponsor level support	•	•	•		
Sponsor profile in <i>Academic Pharmacy Now</i> , AACP's bi-monthly magazine and leading information source for pharmacy educators and decision makers	•	•	•	•	•
Pre-event message: provided by sponsor (HTML version) sent by AACP to registrants	•	•			
One (1) featured social media post	•	•			
One (1) Hosted Webinar (hosting company controls content) Includes: <ul style="list-style-type: none"> <li>• 60 minute session with up to 500 attendees</li> <li>• Announcement with program description, registration link, date and time on: the webinar page of the AACP website; AACP Connect Community in Upcoming Events section; all member E-lert bi-weekly email; and AACP LinkedIn, Twitter, and Facebook channels</li> <li>• Recording included on AACP.org website webinar library</li> </ul>	•	•			
Full Page Ad in <i>Academic Pharmacy Now</i>	•	•	•		



	<b>Platinum</b> \$15,000	<b>Gold</b> \$12,500	<b>Silver</b> \$10,000	<b>Bronze</b> \$7,500	<b>Partner</b> \$5,000
<b>Day-Of Event Benefits</b>					
Verbal sponsor level recognition during opening remarks	●				
Sponsor level recognition on event website & sponsor page	●	●	●	●	
Dedicated page on the meeting virtual platform: attendees can visit leading up to, during, and after the virtual event thru July 2022, which will allow you to promote your products and services with photos, videos, and any collateral/resources you may wish to share. You will have the ability to schedule one-on-one meetings with attendees, and they will have the same capability. All sessions at AM21 will be conducted live between July 19–22. We will not host dedicated hours so you will not be required to have a company representative to be live during the meeting.	●	●	●	●	●
Networking Opportunity: ability to host one (1) networking session at INterim 2022 (ie. happy hour, morning coffee networking)	●	●			
<b>Post-Event Benefits</b>					
Post-Show attendee list of all registered attendees	●	●	●		
Virtual platform will be available for members to visit through July 2022. All live sessions at AM21 will be recorded and then hosted on the platform post event.					

<b>Add-Ons</b>	
Wellness Sponsor: During the virtual annual meeting, it will be important for attendees to take a break, get up and participate in one AACCP's Wellness activities. Be the exclusive sponsor of one of the four wellness activities that attendees will surely remember long after their virtual annual conference experience. Please contact us for a detailed listing of available Wellness activities.	\$2,500
One (1) Hosted Webinar ( <i>hosting company controls content</i> ). Includes: <ul style="list-style-type: none"> <li>● 60 minute session with up to 500 attendees</li> <li>● Announcement with program description, registration link, date and time on: the webinar page of the AACCP website; AACCP Connect Community in Upcoming Events section; all member E-lerter bi-weekly email; and AACCP LinkedIn, Twitter, and Facebook channels</li> <li>● Recording included on AACCP.org website webinar library</li> </ul>	\$3,000
Advertising on: <ul style="list-style-type: none"> <li>● AACCP.org</li> <li>● AJPE.org</li> <li>● AACCP Connect Community</li> <li>● Academic Pharmacy Now</li> </ul>	Please Inquire

**Contact:** Laura Cranston  
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703-929-3931

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**Colleges of Pharmacy AACCP**