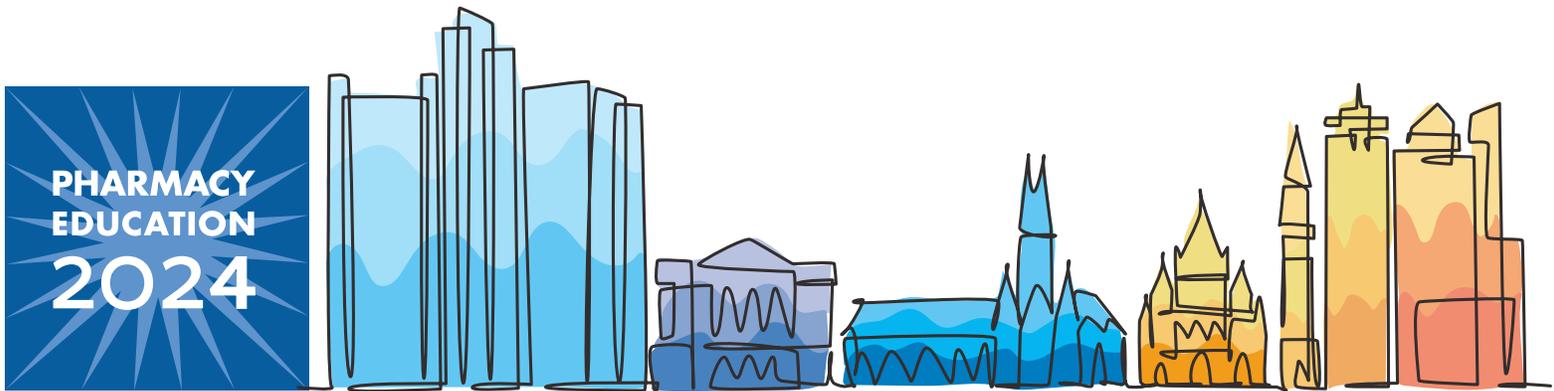


Sponsorship Prospectus

AACP Annual Meeting July 20–23 Boston Hynes Convention Center



www.aacp.org/PharmEd24



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

Contact: Elissa Brooks
Senior Director of Development
sponsorship@aacp.org

American Association of Colleges of Pharmacy **AACP**

Pharmacists Help People Live Healthier, Better Lives.

The **American Association of Colleges of Pharmacy** (AACP), 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 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.

Connect With Us!

Website:
www.aacp.org

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

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

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

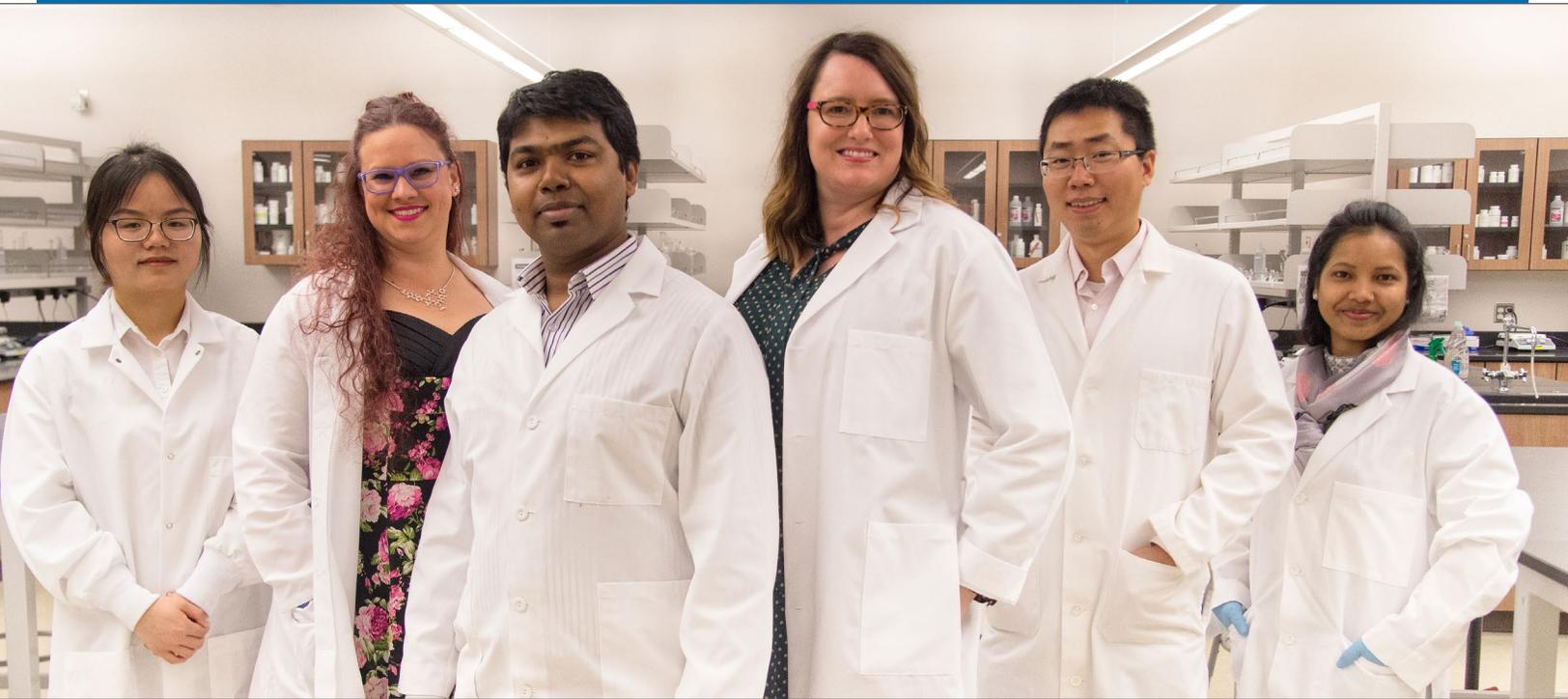
Our Commitment to Inclusion and Safety

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:

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: www.aacp.org/code-conduct



AACP Annual Meeting

July 20–23 Boston

Hynes Convention Center

Be Part of the Action at **Pharmacy Education 2024!**

AACP is excited to welcome you to our Annual Meeting, the premier professional development event for pharmacy educators. Get ready to connect and collaborate with decision makers from across the country and share ideas, solve problems, and find solutions to critical issues facing pharmacy education and the changing healthcare landscape. More than 150 sessions will address highly relevant topics, including:

1. Improving **organizational effectiveness and efficiency**
2. Promoting **student success**
3. Incorporating the **2022 Curriculum Outcomes and Entrustable Professional Activities** into assessments for didactic and experiential learning
4. Utilizing **inclusive principles** in admissions, didactic teaching, and experiential education
5. Exploring the use of **artificial intelligence** in pharmacy education, practice and research
6. Addressing **DEIA resistance**
7. **Enhancing academic freedom** at colleges and schools of pharmacy
8. Developing best practices for incorporating, teaching, and assessing **social determinants of health**

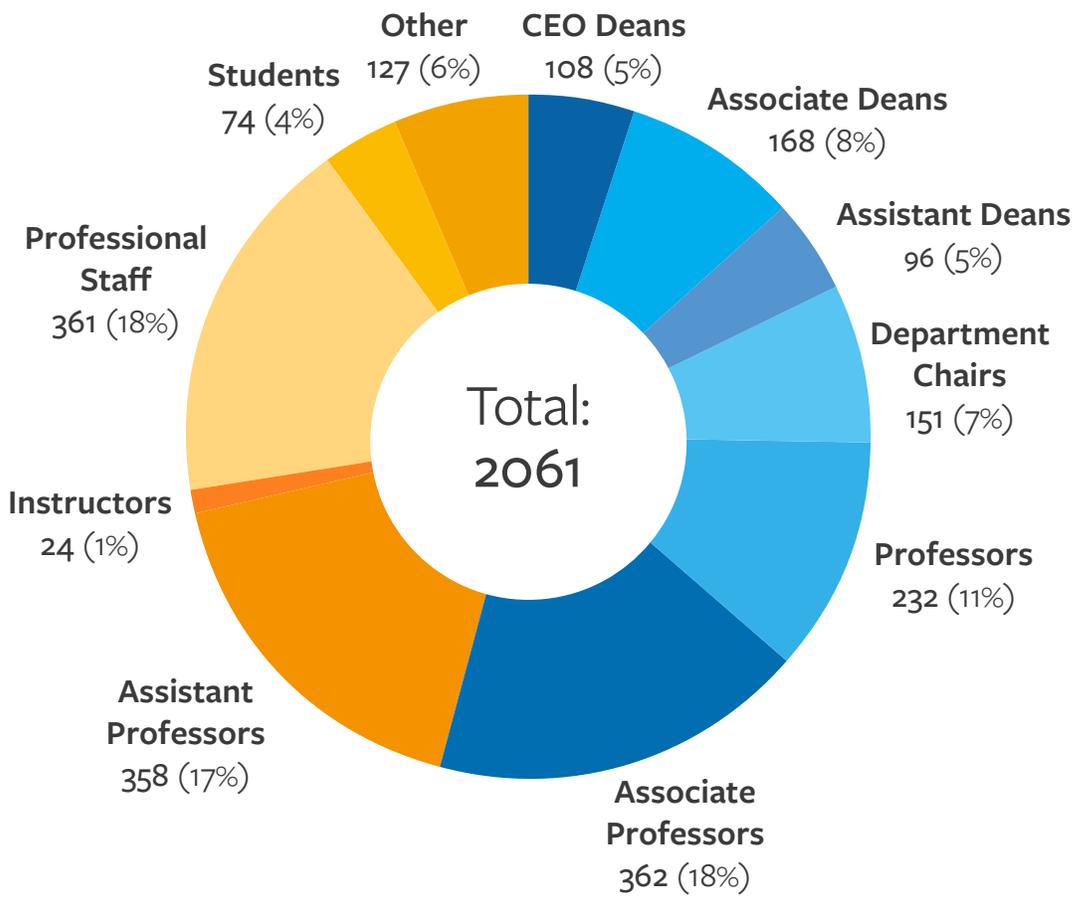
Hear attendees discuss multiple approaches to three important themes in 10-minute micro-sessions:

- **Inclusive Pedagogy:** Speakers will discuss strategies and methods for removing barriers to learning and creating equitable opportunities for learner success and engagement in the classroom.
- **Experiential Education—Quality Assurance and Assessment:** Speakers will discuss strategies for promoting continuous improvement in experiential learning and quality assurance models/framework to assess experiential programs.
- **Mid-Career Faculty—Advancement, Retention and Development:** Speakers will discuss policies, strategies, or professional development opportunities/programs designed to support faculty advancement and promote faculty retention and development at their institutions.

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

Profile of Pharmacy Education 2023 Attendees





AACP Annual Meeting

July 20–23 Boston

Hynes Convention Center

Sponsor Benefits by Tier

| | Platinum \$25,000+ | Gold \$17,000– \$24,999 | Silver \$7,000– \$16,999 | Bronze \$5,000– \$6,999 |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------|
| Exhibit Booth (\$5,500 value per double; \$3,000 per single) | Double 10x20 | Single 10x10 | Single 10x10 | - |
| Full Conference Registrations (\$749 value per registration) | 6 | 5 | 4 | 2 |
| Invitation to the Board of Directors Reception: Thursday, July 18 | 4 | 2 | 1 | - |
| Invitation to the President’s VIP Reception: Monday, July 22 | 6 | 4 | 2 | 2 |
| Pre-Show list of registered attendees (\$1,000 value) | ● | ● | ● | ● |
| Post-Show list of registered attendees (\$1,000 value) | ● | ● | ● | ● |
| Tiered sponsor recognition in all pre- and post- event materials | ● | ● | ● | ● |
| Tiered sponsor recognition at registration, throughout common areas, and at the Expo Hall entrance | ● | ● | ● | ● |
| Logo recognition during the General Session and plenaries | ● | ● | ● | ● |
| Sponsor recognition in the Annual Meeting app | 50-word Profile + Logo + Link | 50-word Profile + Logo + Link | 50-word Profile + Logo + Link | Logo + Link |
| Opportunity to provide a one-page flyer at registration (\$500 value) | ● | ● | Add on at \$500 | Add on at \$500 |
| Company overview included on the meeting sponsor page (50 word limit) | ● | ● | ● | ● |
| Recognition in the pre-show issue of <i>Academic Pharmacy Now</i> | 50-word Profile + Logo | 50-word Profile + Logo | Logo | Logo |
| Recognition in the post-show issue of <i>Academic Pharmacy Now</i> | Logo | Logo | Logo | Logo |
| Ad in the post-show issue of <i>Academic Pharmacy Now</i> | Full Page, Premium Spot | Full Page | Half Page | - |

Spend must include at least one tiered sponsorship (Bronze, Silver, Gold, Platinum) to qualify for sponsorship recognition.

Don’t see a sponsorship opportunity that suits your needs?

Please contact us to discuss how we can customize one for you.

Contact: Elissa Brooks, Senior Director of Development, at sponsorship@aacp.org

Sponsorship Opportunities

see additional Sponsor Benefits by Level on page 6

Hotel Key Cards: \$30,000

Make your brand visible every time an AM24 attendee uses their hotel key card. You will have the opportunity to design custom art including your logo to be featured on the hotel key cards.

Closing Reception: \$25,000 Exclusive, \$12,500 Co-Sponsor (3 available)

Benefits include: gobo light and logo on signage and table tents at the reception; dedicated table at the reception; and limited opportunity to theme F&B.

Sponsor has the opportunity to customize (at own cost).

** If shared with other sponsors we will divide the deliverables accordingly.*

Keynote Speaker: \$17,500 each (2 available: Sunday, Tuesday)

AACP President introduces and thanks sponsor and sponsor introduces the keynote (2 minute limit). Sponsor logos on resting screens.

Lanyards / Badges / Onsite Badge Printing Screens: \$17,500

Company name on lanyard holder for name badges; registration signage; and recognition on the screens where attendees enter credentials to print their badge.

Headshot Café: \$17,500

Large entrance unit-style signage and attendee take-home photo to include sponsor logo. Post-event email with pictures to include sponsor logo.

Exhibitor Reception: \$10,000

Company name printed on drink ticket, logo on exhibit hall signage, logo on table tents, limited themed F&B opportunity. Opportunity to customize/enhance at own cost.

Wi-fi Sponsor: \$10,000

Custom wi-fi password; logo recognition everywhere wi-fi is promoted on signage and in the mobile app; and home screen re-route if possible.





Wellness Sponsorship: \$7,500

Signage at each water station; sponsor provides branded water bottle.

Mobile App Sponsorship: \$7,500

Dedicated splash page when users open the app, sticky banner at bottom of all app pages linked to the website of your choice, and logo recognition in the sponsor section of app.

Saturday Pre-Session Networking Lunch: \$7,500

Logo on table tents, standing banner signage at room entrance.

Teacher of the Year Luncheon: \$5,000 (150 invited)

AACP President to introduce sponsor; sponsor has 2 minutes for introductions; and seated, plated meal including menu cards with sponsor recognition.

Breakfast & Break Sponsor: \$5,000 each (3 available)

Signage at the breakfast and breaks and sponsor recognition on the schedule in mobile app; sponsor choice of Sunday, Monday or Tuesday.

Focus Group or Event Opportunity (ICW): \$750 each

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.

2024 Annual Meeting Exhibit Booths

(refer to the floorplan on page 11)

| | Double \$5,500 10X20 | Single \$3,000 10X10 |
|---|-------------------------------------|-------------------------------------|
| Full Conference Registrations (\$749 value per registration) | 4 | 2 |
| Listing in Meeting App and Website | ● | ● |
| Pre-Show list of registered attendees (\$1,000 value) | ● | ● |
| Post-Show list of registered attendees (\$1,000 value) | ● | ● |

All exhibitors will receive the exhibitor services kit where they can customize their exhibit space.

Exhibitors are only considered sponsors if a tiered sponsorship is added to an exhibit booth purchase.

Exhibit Hall hours: Sunday, July 21: 4:30 p.m.–7:30 p.m. | Monday, July 22: 8:00 a.m.–2:00 p.m.



Pre-Conference Programming Exhibit and Sponsor Opportunities

Admissions Workshop and Teachers' Seminar: July 19–20

Flyer/Brochure Distribution: \$1,000

Printed sponsor flyers or pamphlets placed on all Admission Workshop and Teachers' Seminar attendee seats before the first session.
(Printing, shipping and design will be sponsor's responsibility.)

Exhibit Table: \$500

One 6-foot table outside of pre-conference programming space.
Space is limited and available first come first served.

Additional Opportunities: Please Inquire

- Sponsor a Breakfast or Break for Workshop Attendees
- Sponsor a Lunch with 5-minute speaking opportunity while Workshop Attendees are eating
- Sponsor a Reception/Networking Session for Workshop Attendees
- Logo displayed on rotating slides before the Workshop and during Breaks

Media Opportunities

Sponsored Webinar

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)

www.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**

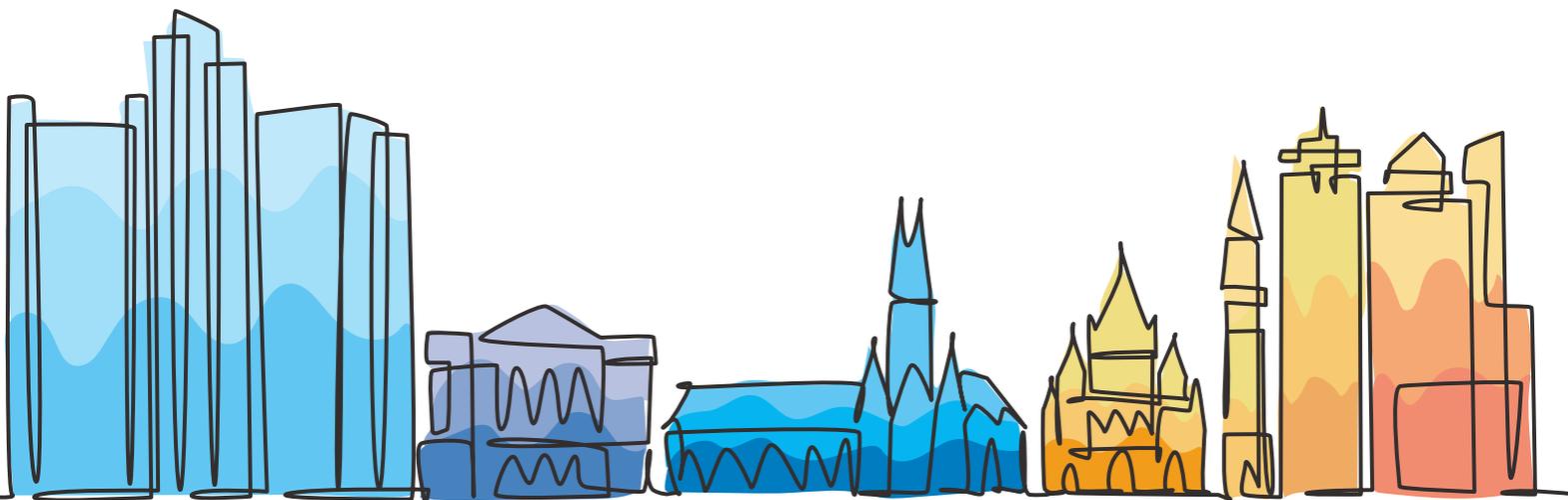
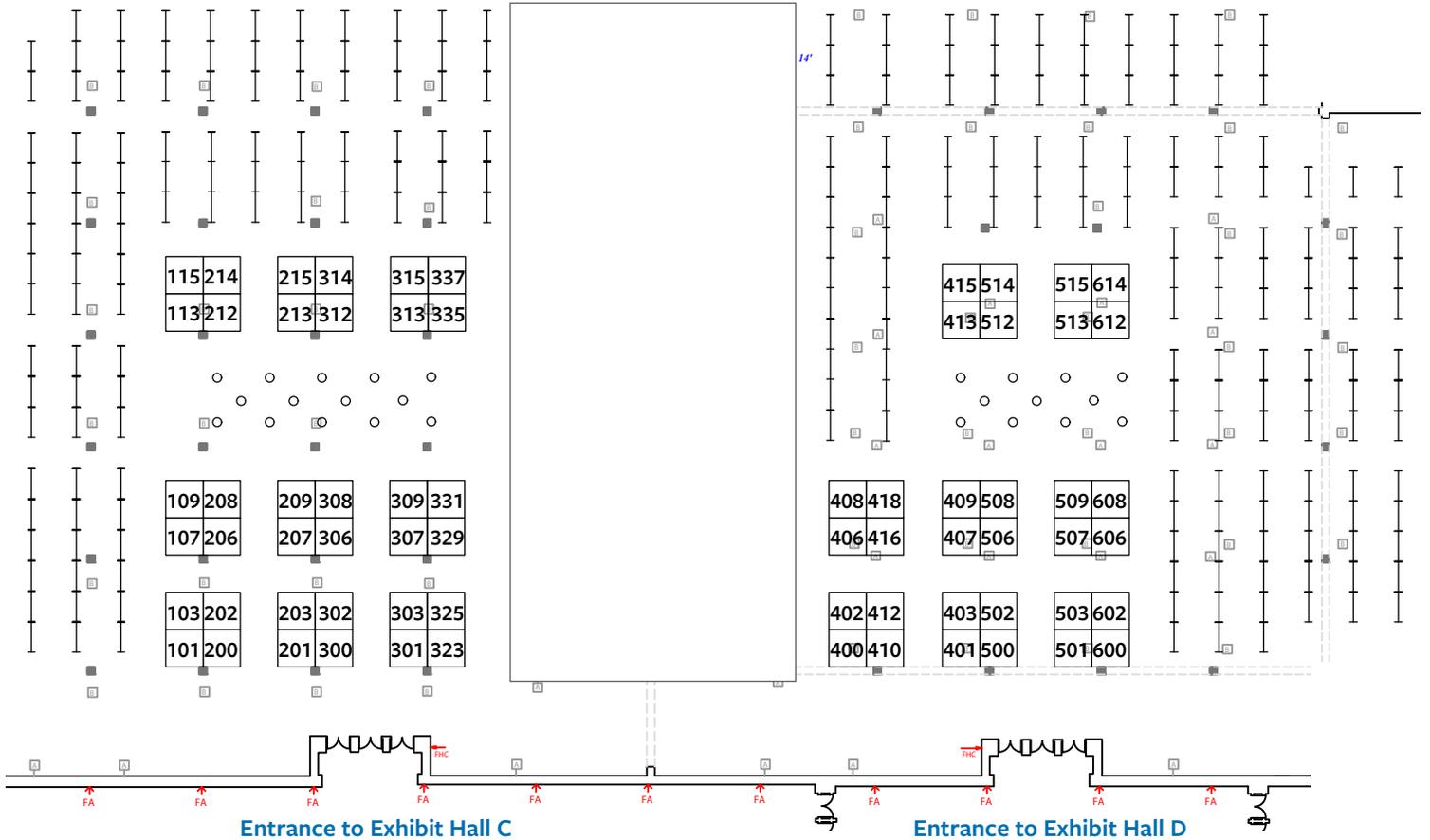


Advertising will be accepted, subject to editorial approval, for products as well as for technology, equipment, references, and other items and services used in academic pharmacy. This includes, and is not limited to products, services, and programs related to the tenants of higher education, which include 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.

Floor Plan: Hynes Convention Center Exhibit Halls C and D

Exhibit Hall hours: Sunday, July 21: 4:30 p.m.–7:30 p.m. | Monday, July 22: 8:00 a.m.–2:00 p.m.





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Contact:

Elissa Brooks

Senior Director of Development

sponsorship@aacp.org

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