

# Support Opportunities Internal Medicine 2010



American College of Physicians

Toronto, CAN

Internal   
Medicine **2010**

• April 22-24 •

On behalf of the American College of Physicians, we invite you to participate in Internal Medicine 2010, ACP's premier scientific meeting, in Toronto, Ontario. ACP's annual meeting audience is composed of clinicians, residents, and academicians who are eager to learn more about your new products and services. Supporting one of the many ACP events in this guide ensures that your company and your support of our meeting are recognized and that your message is among those seen by this year's attendees, including ACP leadership and key opinion leaders in internal medicine.

## Levels of Support

ACP offers support and branding opportunities to organizations that want to increase their company visibility to Internal Medicine 2010 attendees. In addition to the benefits noted for each specific item, there are 3 levels at which you can support the College's annual meeting activities. Recognition is divided into the following levels:

### **GOLD Supporter** **\$75,000 and above**

- Individual corporate banner placed in high traffic area<sup>1</sup>
- One complimentary A-Size (8 × 11 B&W) advertisement in the annual meeting issue of *ACP Internist* (a \$3,000 value)
- A premeeting and postmeeting registrant mailing list
- Acknowledgment of all sponsors in postmeeting issue of *ACP Internist*
- Listing of sponsor in the Scientific Program if received by print deadline (January 15, 2010)
- Corporate name, logo, and supported item included on signage placed throughout the convention center acknowledging all supporters
- Listing in *Internal Medicine 2010 News*, ACP's annual meeting daily paper, Thursday edition
- Listing on the Internal Medicine 2010 Web site
- Thank-you sign at sponsor's booth

### **SILVER Supporter** **\$25,000 and above**

- Recognition of all silver sponsors on a banner to be hung outside the Exhibit Hall<sup>2</sup>
- A premeeting registrant mailing list
- Acknowledgment of all sponsors in post-meeting issue of *ACP Internist*
- Listing of sponsor in the Scientific Program if received by print deadline (January 15, 2010)
- Corporate name, logo, and supported item included on signage placed throughout the convention center acknowledging all supporters
- Listing in *Internal Medicine 2010 News*, ACP's annual meeting daily paper, Thursday edition
- Listing on the Internal Medicine 2010 Web site
- Thank-you sign at sponsor's booth

### **BRONZE Supporter** **\$5,000 and above**

- A premeeting registrant mailing list
- Acknowledgment of all sponsors in postmeeting issue of *ACP Internist*
- Listing of sponsor in the Scientific Program if received by print deadline (January 15, 2010)
- Corporate name, logo, and supported item included on signage placed throughout the convention center acknowledging all supporters
- Listing in *Internal Medicine 2010 News*, ACP's annual meeting daily paper, Thursday edition
- Listing on the Internal Medicine 2010 Web site
- Thank-you sign at sponsor's booth

<sup>1</sup>ACP will produce a 7 × 10 banner to be strategically placed in high-traffic area outside of the Exhibit Hall. Location and placement of banner are at ACP's discretion.

<sup>2</sup>ACP will produce a banner with multiple sponsors to be hung in high traffic area outside of the Exhibit Hall. Location and placement of banner are at ACP's discretion.

### Audience-Response Keypad System

Sessions that use the audience-response keypad system are among the most popular offerings at Internal Medicine 2010. The keypads provide an opportunity for greater interaction between faculty and attendees. Using the keypads, attendees respond to multiple-choice questions in an anonymous manner and compare their responses with others in the audience. The audience-response keypad system is used in some of our most well-attended courses, including all Clinical Pearls Sessions and the *Jeopardy*-style Doctor's Dilemma™ competition, which reaches more than 4,000 participants. Sponsor will be acknowledged on signs outside the sessions, as well as with a corporate logo on the keypads.

**Cost:** \$15,000

### Preventive Services Pocket Guide/Young Physician Practice Management Survival Handbook

Your support sponsors the publication and distribution of the *Preventive Services Pocket Guide* and the *Young Physician Practice Management Survival Handbook*—valuable educational materials produced by the Council of Young Physicians. Recognition in the documents acknowledges your corporate name and logo and encourages attendees to visit your booth. A total of 5,000 copies will be printed and distributed.

**Cost:** \$5,000

### Normal Lab Value Card

A 4-color, laminated card that shows normal lab values in traditional units and Standard International equivalents will be inserted in the official tote bags. Corporate support will be acknowledged on the card. The card may be handed out at your booth. A total of 9,000 copies will be printed and distributed.

**Cost:** \$10,000

### Doctor's Dilemma™

This *Jeopardy*-style program brings together local champions from College chapters in a fierce and fun competition to see who will be named Doctor's Dilemma™ champions. The winning residency program is awarded the coveted Osler Cup, and the chapter governor has bragging rights for the year! A real crowd-pleaser, with standing room only, during the 2 days of preliminary rounds leading up to the championship round where over 1,000 are in attendance! Your corporate name and logo will be acknowledged with signage at the event.

**Cost:** \$15,000

### Support a Scientific Session

The College is accepting industry support for a limited number of scientific sessions. The ACP Scientific Program Subcommittee has already planned the content and identified faculty for these presentations. These sessions are part of the regular Scientific Program and include topics in all the subspecialties and many related areas. Presentations are held in rooms that can seat several hundred participants. Your company's corporate support will be acknowledged in the Internal Medicine 2010 program book and on signage in the meeting room. A list of sessions and confirmed faculty is available upon request.

**Cost:** \$15,000 per session, or \$20,000 if the session is offered twice.



Visit [www.acponline.org/meetingsupport](http://www.acponline.org/meetingsupport) for more information.

## PRE-MEETING PROGRAM SUPPORT

### Internal Medicine 2010 Print Products

Support of print brochures (Advance and Scientific Program books) provides the most prominent exposure for your organization.

**Cost:** \$80,000

**Advance Program:** The Advance Program will be mailed to 100,000 physicians in December. The Advance Program provides extensive coverage, including the course schedule, hotel information, Clinical Skills Center programs, and special events. You have 2 opportunities to advertise in this piece. The positions offered include a 4-color inside back cover with a 2-color facing page ad and also an, ROB 2-page, 2-color ad for the second.

**Support Deadline:** September 25, 2009. **SOLD**

**Scientific Program:** The Scientific Program will be distributed onsite in Toronto, Ontario, at Internal Medicine 2010. The Scientific Program will reach more than 7,000 physician attendees. You have 2 opportunities to advertise in this piece. The positions offered are a 4-color ad on covers 3 and 4 and your choice of a 2-page ROB or 2-page insert for your other advertisement.

**Support Deadline:** January 19, 2010 **SOLD**



**Internal Medicine 2010 eGuide:** The eGuide is an electronic version of the Internal Medicine program book, which can be used by attendees on Smart Phones and PDAs. The eGuide will contain full course listings with faculty information, schedule/calendar functionality, exhibitor listings, hotel/shuttle information, etc. Prior to the meeting, the eGuide may be downloaded from the Web. A download station will be located in a high-traffic area at the meeting. Sponsor's support will be acknowledged on the opening screen, followed by a scrolling page of sponsor's information, which may be brand-specific.

**Cost:** \$30,000

## INTERNAL MEDICINE 2010 EVENTS

### LEAD Reception

The Leadership Enhancement and Development (LEAD) program involves past leadership as mentors, facilitators, and faculty for young physicians. Emerging leaders have the opportunity to develop a variety of skills applicable to medicine, the community, and their personal lives. Signage with your company name, logo, and booth number will announce your support of this valuable, educational reception and will encourage attendees to visit your booth. The estimated attendance is 120.

**Cost:** \$5,000

### International Reception

Your corporate name and logo will be prominently displayed at the International Reception, which is open to all international attendees and their guests, as well as other attendees who are interested in meeting with leaders from ACP and internal medicine societies from around the world. Participants in the International Fellowship Exchange Program will be recognized. Your support will allow approximately 600 attendees and leaders the opportunity to network at the reception. Signage at the event acknowledges your corporate support and logo.

**Cost:** \$20,000

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### **African-American Leaders in Medicine Presentation and Reception**

African-American physicians, colleagues, and College leaders are invited to hear African-American leaders in medicine speak at this reception. The goal of the reception is to increase and enhance the role of minorities in medicine. Signage with your company name, logo, and booth number will announce your support of this valuable educational reception and will encourage attendees to visit your booth. The estimated attendance is 200.

**Cost:** \$6,000

### **Medical Student Mentorship Breakfast**

Medical Student Members from all over the country meet with ACP leaders and program directors on the basis of their specialty of interest. Approximate attendance is 150. Signage at the event acknowledges your corporate support and encourages attendees to visit your booth.

**Cost:** \$4,000

### **Medical Students' Abstract Award Program and Luncheon**

Each year, ACP offers Medical Student Members a unique opportunity to submit their research or interesting cases to the College for a chance to present their findings at the annual scientific meeting. Of the 300 abstracts submitted, the top 10 winners are invited to present at the annual meeting. An additional 100 Medical Student Members will display their findings in poster format to be judged onsite. Support of this program is acknowledged on communications to the Medical Student Members, on the booklet of abstracts printed for the meeting, and on corporate signage at the luncheon and at the poster session. It will show your support for future medical researchers. Hundreds of ACP leaders as well as leaders in internal medicine throughout the country visit the poster sessions. Approximate attendance at the luncheon is 150.

**Cost:** \$15,000



### **Associates Luncheon Forum**

Sponsor the Council of Associates Luncheon Forum, where issues relevant to residency and fellowship training are presented and discussed. Approximately 200 ACP Associate members attend. Signage at the event acknowledges your corporate support and encourages attendees to visit your booth.

**Cost:** \$6,000

### **Medical Students, Associates, and Young Physicians Poster Sessions and Hospitality Area**

Your corporate support of the Medical Student, Associate, and Young Physicians Poster Sessions and Hospitality area allows hundreds of poster participants and judges—ACP leaders, program directors, chairs of medicine, and practicing physicians from all over the world—an opportunity to relax with friends and colleagues while enjoying coffee and refreshments throughout the 3 full days of scientific poster exhibits. Signage at the event acknowledges your corporate support and encourages attendees to visit your booth.

**Cost:** \$10,000

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## Young Physicians Mentorship Breakfast

Young physician members are invited to this special breakfast devoted to career enhancement. ACP Governors, Regents, and other College leaders serve as mentors. Approximate attendance is 150. Signage at the event acknowledges your corporate support and encourages attendees to visit your booth.

**Cost:** \$4,000

## ACP Women Physicians Networking Luncheon

Women physicians in all career paths will attend to share experiences, meet new friends, and discuss concerns. This luncheon program is facilitated by prominent ACP leaders and is designed for those who have completed training. Attendance is approximately 200 and signage at the event acknowledges your corporate support and encourages attendees to visit your booth.

**Cost:** \$6,000

## ACP Volunteerism Networking Luncheon

This extremely popular luncheon session provides an opportunity for physicians to share plans, experiences, and information about medical volunteer work. Experienced volunteers and those who would like to volunteer will attend. This program is facilitated by members of the ACP Volunteerism Subcommittee. Approximate attendance is 120. Signage at the event acknowledges your corporate support and encourages attendees to visit your booth.

**Cost:** \$6,000



## 5K Fun Run and Walk

When you sponsor the 5K Fun Run and Walk, you promote healthy lifestyles and benefit the medically underserved in the host city. Corporate support includes recognition on the starting line banner and on the T-shirt distributed to participants.

**Cost:** \$20,000 for 1 sponsor or \$10,000 each for 2 sponsors, with proceeds donated to a local charity selected by ACP

## Speaker Ready Room

Provide light refreshments in the Speaker Ready Room. Key opinion leaders are typically speakers at the ACP annual meeting. Sponsor would receive corporate signage recognition.

**Cost:** \$4,000



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## ATTENDEE COMPUTER SERVICES

### Internet Café

This year, there will be 2 Internet Café locations in the Exhibit Hall where attendees can check their e-mail or surf the Web. Your company name and product logo are included on the overhead banner, on the structure and will appear as a screensaver on the computer terminals. Optional: Your company can provide product/brand notepads and pens.

**Cost:** \$10,000 each (supplies are optional and provided at sponsor's expense)



### E-Mail Centers

E-mail Centers will be located in high-traffic areas of the convention center, to allow for easy access to the Internet. Your product/brand name and logo are included in the structure and will appear as a screensaver on the computer terminals. Optional: You can also provide notepads, pens, and mousepads printed with your product/brand name and logo.

**Cost:** \$25,000—Main location with 15+ computer terminals (supplies are optional and provided at sponsor's expense)

**Cost:** \$10,000—Satellite location with 6–8 computer terminals (supplies are optional and provided at sponsor's expense) **SOLD**

### Wi-Fi Area

Sponsor a hot spot that enables attendees with laptops and wireless technology to connect to the Internet. Two locations will be available in high-traffic areas of the convention center. Sponsor will receive product/brand signage at each Wi-Fi location to alert attendees to its availability.

**Cost:** \$10,000 per location

## EXHIBIT HALL ACTIVITIES

### Daily Morning Coffee Break

Morning coffee breaks for over 7,000 attendees (physicians and guests) are held in the Exhibit Hall each of the 3 days of Internal Medicine 2010. Product/brand signage will be displayed at each food station to announce your support and encourage attendees to visit your booth. Optional: You may provide cups and napkins printed with product/brand name, logo, and booth number for maximum exposure.

**Cost:** \$6,000 per day (supplies are optional and provided at sponsor's expense)

### Afternoon Refreshment Break

Give over 7,000 attendees a refreshing afternoon break on the exhibit floor on Thursday and Friday of Internal Medicine 2010. Signage at all food stations will announce your support and encourage attendees to visit your booth. Optional: You may provide cups and napkins printed with product/brand name, logo, and booth number for maximum exposure.

**Cost:** \$6,000 per day (supplies are optional and provided at sponsor's expense)

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## EXHIBIT HALL ACTIVITIES

### Refreshment Area

Offer attendees a chance to relax in the Exhibit Hall. Sponsor the refreshment area where attendees can eat lunch and socialize with colleagues. Sponsor is recognized with a 4 × 10 product-branded banner over the refreshment area and has the option to supply table tents to be included on each table. Banner design is subject to ACP approval and will be manufactured by ACP.

**Cost:** \$10,000

### ACP Lead Card

All ACP attendees will receive an electronic lead card with their registration materials. This state-of-the-art, integrated data management system is an added convenience for attendees. Used by all professional attendees when they visit the Exhibit Hall Thursday through Saturday. Your product name and logo will appear on the face of the card.

**Cost:** \$15,000

### Aisle Signs

Maintain a constant presence in the Exhibit Hall by having your product logo and booth number on every center aisle banner. Sponsorship of all 20+ Exhibit Hall aisle signs is available. Signs are 4' × 8', double sided. Your company name and product logo (48' w × 8' h) will appear beneath the aisle number. Banner design is subject to ACP approval and will be manufactured by ACP.

**Cost:** \$50,000

### Product Theater

Reach your target audience by securing your product theater session today! The product theater offers an additional marketing opportunity to reach ACP members in a forum for collaborating on specific products and therapeutic treatments. For more detailed information on pricing and time slots available, please contact ACP at 215-351-2544.

## ATTENDEE SERVICES

### Bookmarks

Put your message on a bookmark in the official tote bag at Internal Medicine 2010. Distributed to all meeting attendees, this support opportunity would include the supporter's corporate name and logo on the bookmark.

**Cost:** \$6,000\*, plus cost

### Official Convention Center Map

Place your message on the fold-out Internal medicine 2010 Convention Center map. Attendees will use this map over and over to navigate the Metro Toronto Convention Centre. This is a unique opportunity that offers great exposure with distribution in the ACP Tote Bag and at the ACP Information Booth. Your product advertisement will appear on the back cover, side or lower panel on the map site, and front cover logo acknowledgment.

**Cost:** \$50,000\*

### Hotel Key Cards

The vast majority of Internal Medicine 2010 attendees stay at one of the official convention hotels. Your presence is guaranteed to be in most attendees' hands at least once a day as they enter their hotel rooms. Your company name, product logo, and booth number will appear on the hotel key card (at participating hotels).

**Cost:** \$35,000\*

### Checkout Portfolio

Give ACP attendees one final lasting message upon their departure from Internal Medicine 2010. The checkout portfolio will contain a farewell message from ACP and the hotel guest's final bill. Your product advertisement and PI will appear on the checkout portfolio (at participating hotels).

**Cost:** \$50,000\*

\* Project handled by ACP vendor.

Visit [www.acponline.org/meetingsupport](http://www.acponline.org/meetingsupport) for more information.

**Rest & Relaxation Island**

Provided by professional massage therapists using special chairs, the massages serve to relax tension in the neck, back, shoulders, and arms. Open during all exhibit hours to all 7,000 attendees. Your company name and/or product logo will be acknowledged on a banner above the booth.

**Cost:** \$15,000.

**Physician Registration Areas SOLD**

Seen by more than 7,000 attendees daily. Sponsor's corporate name/logo on outside corner panels of Physicians Registration. ACP will arrange for sponsor name/logo to be imprinted on display panels.

**Cost:** \$10,000

**ACP Schedule-at-a-Glance SOLD**

Each spiral-bound booklet provides attendees with the daily schedule and space to record appointments and highlight Internal Medicine 2010 events. The 62-page booklet will also contain a business card holder section and an envelope for receipts—2 features attendees will appreciate and put to good use during Internal Medicine 2010. Sponsors will receive 4 pages of product/brand advertising within the booklet. The booklet will be placed in the official Internal Medicine 2010 tote bags distributed to each attendee and may also be handed out from the sponsor's booth.

**Cost:** \$65,000\*

**Pocket City Map**

A detailed map of the host city, including areas not shown in the Internal Medicine 2010 materials, will be a valuable tool for attendees and guests. The map highlights points of interest and tourist attractions. Product/brand advertising is permitted on the map. The map will be inserted in the official Internal Medicine 2010 tote bag and distributed from the sponsor's booth.

**Cost:** \$30,000\*

**Job Placement Center**

The ACP Job Placement Center provides physicians with a casual environment to search for new career opportunities. At the Center, physicians may submit a physician profile, review numerous job postings and materials of interest to their career, or arrange an interview in one of the private interview booths.

Two levels of support are available:

**Premium Sponsor:** \$5,000 and

**Standard Sponsor:** \$2,500

**Recognition for Premium and Standard**

**Sponsorship includes** one free job posting to be displayed in the ACP Job Placement Center, sponsor's corporate identity/logo and booth number on signage at the Center, and bolded corporate name and booth number in the exhibitor listings of the Exhibit Xtra map and the center spread of *Internal Medicine 2010 News* map pull out. Exhibitor booths will also be highlighted on the maps for additional exposure.

**Premium Sponsorship Additional Benefits:**

One full-page, 4-color ad in ACP Job Placement Center Brochure (inserted into tote bags); corporate identity and booth number will be featured in all ACP Job Placement Center promotional advertising appearing in *Annals of Internal Medicine*, *ACP Hospitalist*, and *ACP Internist* (sponsor recognition in promotional ads will begin to publish in the next available issues following the date of support commitment); and 1 full-color ad on the front page of *Internal Medicine 2010 News* map pull out.

For additional information regarding sponsorship of the ACP Job Placement Center, contact [jobplacementcenter@acponline.org](mailto:jobplacementcenter@acponline.org).

\* Project handled by ACP vendor.

## ATTENDEE SERVICES

### ACP Fellows and Masters Lounge

This 20' x 40' lounge in the Exhibit Hall includes furnishings, refreshments, computers, and wireless Internet access so that ACP Fellows and Masters, the leaders of ACP, may relax and hook up their laptops. Fellows and Masters who enter the lounge will also be offered a 6" x 9" portfolio notepad, with product/brand logo on the inside cover. Potential attendance: 2,000. Product/brand literature may also be displayed in racks to be located within the lounge.

**Cost:** \$40,000 for 1 sponsor, or \$20,000 each for 2 sponsors

### Shuttle Bus Wraps

Shuttle buses run daily on routes to and from most Internal Medicine 2010 hotels and the Convention Center. With service hours extending before and after each day's program, the shuttle buses are the transportation method of choice for nearly every attendee. Bus wraps and back or side panels are available at your company's expense and can include your company and/or product name, logo, and booth number.

**Cost:** \$100,000

### Herbert S. Waxman Clinical Skills Center

The Herbert S. Waxman Clinical Skills Center is a dynamic collection of educational activities focused exclusively on interactive, hands-on learning and self-study. Attendees can update physical examination skills, learn office-based procedures, and refine communication skills in small group-learning environments and under the guidance of expert faculty. The Waxman Clinical Skills Center is attended by over 1000 Internal Medicine meeting attendees each year. For more information regarding CSC activities and sponsorship opportunities, please contact Ted Warren at 215-351-2564 or [twarren@acponline.org](mailto:twarren@acponline.org).



**All support items and activities are subject to ACP review and approval. Opportunities are reserved on a first-come, first-served basis, with right of first refusal given to the previous year's sponsor until June 30, 2009.**

**For information about ACP Support Guidelines, please consult our Support Policy on our Web site at [www.acponline.org/meetingsupport](http://www.acponline.org/meetingsupport).**

### Contact Information

For further information about exhibiting at Internal Medicine 2010 or to secure your sponsorship choice, contact:

**Kelly Gordon**  
Exhibit Program Coordinator  
800-523-1546, ext. 2544  
[kgordon@acponline.org](mailto:kgordon@acponline.org)

For information about advertising in ACP publications, contact:

**Kevin Bolum**  
Director, Advertising Sales  
800-523-1546, ext. 2440  
[kbolum@acponline.org](mailto:kbolum@acponline.org)