

POCUS Ultrasound Education Sponsorship and Exhibiting Opportunities



acponline.org/pocus

ACP is the leader in POCUS training for internists

Recognizing the important role of POCUS to guide procedures and improve diagnostic capabilities in internal medicine, ACP offers comprehensive ultrasound training for inpatient and outpatient medicine.

ACP has provided POCUS training since 2011, enabling over **4,000 internists** to acquire the skills needed to use POCUS with confidence.

Ultrasound equipment companies are invited to become a sponsor or exhibit at:

**POCUS Training
November 2022**

**Internal
Medicine Meeting
April 2023**

**Virtual POCUS
Mentorship Program
May - October 2023**

WHY Participate?

Anticipated Attendance*:

1,350 Engaged PHYSICIANS

300 November POCUS

**1,000 Internal Medicine
Meeting - POCUS Training Session**

50 POCUS Mentorship Program

**Exclusive access to physicians who are
focused on learning and improving their
ultrasound skills and knowledge**

Benefits of Being a Sponsor and Exhibitor

- Be recognized as a leader in the POCUS market.
- 4 Hours of dedicated time
- Maximize exposure to engage attendees
- Build brand awareness
- Gain qualified leads
- Generate interest

POCUS Training- November 2022

What's Included?

- Exhibits are planned for days 2 and 3 so exhibitors have exposure to physicians in both introductory courses
- Tabletop exhibit space outside meeting room
- Onsite printed program—Company name only



*subject to change

Don't miss out on your chance to meet hundreds of internists and hospitalists who are focused on learning and improving their skills and knowledge related to ultrasound

Internal Medicine Meeting

April 2023 - San Diego, California

Attendance at POCUS training sessions is expected to be more than 1,000 physicians, with total meeting attendance of 7,000 physicians or more.

April 25-29, 2023

- Foundational Skills for Internists (2 days)
- Advanced Skills for Outpatient Practice (1 day)
- Ultrasound-Guided Procedures (1 day)
- Clinical Skills Center Workshops (60 small-group sessions):
 - Building Your Ultrasound Portfolio: Image Review and Feedback
 - Dialysis Access Evaluation by Physical Exam and Ultrasound
 - POCUS for Beginners
 - Ultrasound-Guided Central Venous Line Placement
 - Ultrasound-Guided Lumbar Puncture
 - Ultrasound-Guided Paracentesis
 - Ultrasound-Guided Peripheral IV Placemen
 - Ultrasound-Guided Thoracentesis

POCUS Mentorship Program

May-October 2023 - Virtual

Total attendance is expected to be 50 physicians.

- This unique virtual and live training program offers livestreamed coaching by expert faculty over 6 months to help physicians solidify and advance their skills.

POCUS Training

November 2022 - Rosemont, IL

Total attendance is expected to be 300 physicians.

- Foundational Skills for Internists, **November Dates 10-11**
- Foundational Skills for Internists, **November Dates 12-13**
- Advanced Skills for Outpatient Practice, Ultrasound-Guided Procedures, **November Date 12**
- Advanced Skills for Outpatient Practice, **November Date 14**



Present Your Brand to Primary Care and Hospitalist Physicians

POCUS Training - 3 Courses

November 2022 - Rosemont, IL (Limited Opportunities)

Sponsorship Packages			
Level	Gold	Silver	Exhibitor Only
Fee	\$7,500	\$5,000	\$1,500
Benefits			
Acknowledgment of sponsorship level on ACP website, in a location allowed by ACCME guidelines. Company's logo, name, and URL linked to company's site.	X	X	
Onsite printed program—company description or name	X w/ description	X w/ description	X Name only
Tabletop exhibit space outside meeting room*	X	X	X
Preferred placement in exhibiting room with signage reflecting sponsorship level	X	X	
Meeting signage and acknowledgment of sponsors, including logos, separate from CME room	X	X	
Mailing list of course registrants—one-time use after meeting (registrants can opt out at registration)	X	X	
Option to host a customized marketing event at lunch or in the evening (sponsor pays all costs)	X		
Recognition as sponsor of morning or afternoon break on 1 day of each course	X		

*Exhibits are planned for days 2 and 3 so exhibitors have exposure to physicians in both introductory courses.



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About ACP:

The American College of Physicians (ACP) is a diverse community of internal medicine specialists and subspecialists united by a commitment to excellence. With over 163,000 members, ACP is the largest medical specialty society in the world. ACP and its physician members lead the profession in education, standard-setting, and the sharing of knowledge to advance the science and practice of internal medicine.

Reach Engage Make An Impression with highly attentive audience using POCUS in the inpatient and outpatient medicine settings.

Sustaining Sponsor of Year-long POCUS Program: \$30,000

Unique sponsorship opportunity for one company to sponsor the 12-month period of POCUS programs covering the above three meetings/courses.

Sustaining Sponsorship will include:

- Gold Sponsor: Internal Medicine Meeting 2023 POCUS Program
- POCUS Mentorship Program (May-October 2023)
- Gold Sponsor: POCUS Training November 2023

- The exhibit booth fee for a 10x10 corner booth at Internal Medicine Meeting 2023. The exhibit booth fee does not include carpeting, booth furnishings such as tables, chairs, electric, or internet. The sponsor is responsible for ordering, at their expense, any booth requirements.
- Banner ad in ACP publications
- Recognition throughout the year on POCUS marketing materials, as allowed by space and ACCME guidelines

Individual Program Opportunities

Internal Medicine Meeting

April 25-29, 2023 in San Diego:

POCUS Programs Sponsor

Three levels of support:

Gold	\$15,000
Silver	\$10,000
Bronze	\$5,000

These opportunities promote the sponsors to all 7,000+ meeting attendees and focus attention on the wide range of POCUS education at the meeting. Signage and visibility will be coordinated with other meeting sponsorships throughout the Convention Center.

Exhibiting: Connect with attendees in the exhibit hall to demo and promote your products. Booth prices begin at \$3,225 for a 10x10 space. Learn more at: annualmeeting.acponline.org/exhibits-sponsors/become-exhibitor.

POCUS Mentorship Program

May-Oct 2023:

Course Sponsorship \$2,500 (limited):

- Recognize company sponsorship of the overall program, with logo and link to company website from program description page on acponline.org
- Option to host a one 30-minute virtual "product theater" opportunity during the 6-month period. All enrollees will be invited to the presentation. (Additional Fee)

