

THE AACP CORPORATE PARTNERSHIP PROGRAM

Partnering with AACP means:

- ▶ **Aligning in our common interest** of supporting pharmacy education, pharmaceutical sciences and research, and pharmacy workforce development.
- ▶ **Fostering deeper relationships** with colleges and schools of pharmacy.
- ▶ **Unique opportunities to participate** in discussions with deans and other leaders of AACP member institutions regarding initiatives, trends and other issues impacting pharmacy education and the pharmacy profession.
- ▶ **Further reinforcing your recognition** as a company that is committed to advancing and advocating pharmacy and pharmacy education for healthier communities.
- ▶ **Increasing your visibility and expertise** in pharmacy and pharmacy education.

OUR KEY STRATEGIC PRIORITIES

LEAD the transformation of pharmacy practice.

OPTIMIZE pharmacy education and training.

CULTIVATE and support a more diverse faculty and population of learners.

ENSURE financial sustainability and growth.

CONTACT US

We welcome an initial discussion about the Corporate Partnership Program.

For more information or to become a Partner, please contact:

Elissa Brooks, Senior Director of Development, at ebrooks@aacp.org

Lee Vermeulen, Executive Vice President and CEO, at lvermeulen@aacp.org

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

1400 Crystal Drive, Suite 300 ■ Arlington, VA 22202
703-739-2330 ■ www.aacp.org

AACP Corporate Partnership Program

OUR MISSION

Our mission is to advance pharmacy education, research, scholarship, practice and service, in partnership with members and stakeholders, to improve health for all.

WHO WE ARE

Founded in 1900, the **American Association of Colleges of Pharmacy (AACP)** is the only national organization representing pharmacy education institutions in the United States.

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

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.

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ACAP Annual Meeting

Our Annual Meeting is the premier professional development event for pharmacy educators. More than 2,300 pharmacy decision-makers and faculty from across the country, share ideas, solve problems and find solutions to critical issues facing pharmacy education and the changing healthcare landscape.

Platinum Benefits

- ▶ 10x20 booth
- ▶ 6 conference registrations
- ▶ 6 invitations to the President's VIP Reception
- ▶ Pre- and post-show lists
- ▶ Recognition on the event website, throughout the event and on the conference app
- ▶ 1 giveaway
- ▶ Full-page ad in the post-show edition of *Academic Pharmacy Now*

Gold Benefits

- ▶ 10x10 booth
- ▶ 5 conference registrations
- ▶ 4 invitations to the President's VIP Reception
- ▶ Pre- and post-show lists
- ▶ Recognition on the event website, throughout the event and on the conference app
- ▶ 1 giveaway
- ▶ Full-page ad in the post-show edition of *Academic Pharmacy Now*

Bronze Benefits

- ▶ *For CPP Partners: 10x10 booth
- ▶ *Not in the standard Bronze package
- ▶ 2 conference registrations
- ▶ 2 invitations to the President's VIP Reception
- ▶ Pre- and post-show lists
- ▶ Recognition on the event website, throughout the event and on the conference app

Marketing and Communications

More than 46,300 people follow our social media channels across LinkedIn, X (Twitter), Facebook and Instagram. In 2023, our social posts reached 237,000 users to create a collective 1 million impressions—with an average engagement rate of 3.7% across all channels.

Academic Pharmacy Now is the flagship publication of pharmacy educators and deans, and a top member benefit which highlights current issues, news and events that impact pharmacy education. In 2023, it had more than 3,300 reads, with an average read time of more than five and a half minutes.

Corporate Partnership Program Tiers

	Elite (\$75,000)	Executive (\$50,000)	Strategic (\$20,000)
Interim Meeting			
Sponsorship level benefits and recognition	Gold	Silver	Bronze
Session opening remarks/speaker introduction	2 sessions	1 session	–
Educational session (Partner-developed content and hosted; must meet CE criteria)	1	1	–
Board of Directors Reception	4	2	1
Annual Meeting			
Sponsorship level benefits and recognition	Platinum	Gold	Bronze
Educational session (Partner-developed content and hosted; must meet CE criteria)	1	–	–
Keynote speaker introduction (preference given to Corporate Partnership partners, first-come first-served basis)	•	–	–
Session opening remarks/speaker introduction	4	2	1
Board of Directors Reception	2	1	1
Marketing & Communications (promotion)			
Recognition as a Partner at AACP in-person events	•	•	•
Recognition seal to use on your website and social media	•	•	•
Sponsor-content dedicated email campaign	2	2	1
AACP website	•	•	•
LinkedIn dedicated recognition post	4	2	1
Premier placement in AACP print & digital materials, at AACP's discretion	•	•	•
Other			
60-minute session with 30 deans (F&B not included)	•	•	–
Ex officio seat on a relevant* AACP Committee (*reflective of the Partner's business)	•	•	–
Discussion with AACP Board of Directors at the Fall meeting and reception	•	•	–
Collaborative Incubator: Meet with AACP CEO and senior staff who will share AACP priorities and initiatives then brainstorm with Partner on collaborative project. Projects may include a sponsored survey, research projects and/or online events.	2x / year	1x / year	1x / year
Co-branding on an AACP position statement	•	–	–
CEO and Board support in encouraging AACP members to open the doors for Partners to provide or supplement coursework	•	•	•
Provide a course with revenue-sharing structure on AACP's LMS platform	•	•	–
Sponsor-driven (content) webinar	2	1	–
Networking on the AACP Community Board	•	•	•

ACAP Interim Meeting

Our 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 return to their schools with new ideas and fresh perspectives to help them develop solutions to address their most pressing problems.

In 2024, CEO Deans and University Presidents comprised nearly 20% of the attendees, and 47% of the attendees were Associate and Assistant Deans and Department Chairs.

Gold Benefits

- ▶ Tabletop exhibit
- ▶ 4 conference registrations
- ▶ Pre- and post-show lists
- ▶ Recognition on the event website, throughout the event and on the conference app
- ▶ 1 giveaway
- ▶ Sponsor profile in the pre-event issue of *Academic Pharmacy Now*
- ▶ Full-page ad in the post-show edition of *Academic Pharmacy Now*

Silver Benefits

- ▶ Tabletop exhibit
- ▶ 2 conference registrations
- ▶ Pre- and post-show lists
- ▶ Recognition on the event website, throughout the event and on the conference app
- ▶ 1 giveaway
- ▶ Sponsor profile in the pre-event issue of *Academic Pharmacy Now*
- ▶ Half-page ad in the post-show edition of *Academic Pharmacy Now*

Bronze Benefits

- ▶ * 1 invitation to the Board of Directors dinner
- ▶ * Sponsor profile in the pre-event issue of *Academic Pharmacy Now*
- ▶ *Not in the standard Bronze package
- ▶ Tabletop exhibit
- ▶ 1 conference registration
- ▶ Recognition on the event website, throughout the event and on the conference app
- ▶ 1 giveaway
- ▶ Half-page ad in the post-show edition of *Academic Pharmacy Now*