

Sponsorship Prospectus

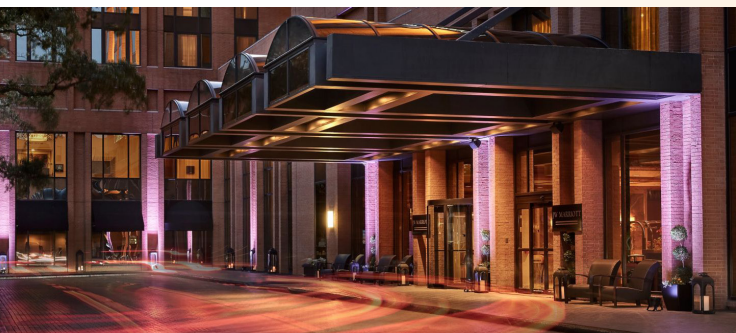
INitiate

2025 The AACP
INterim Meeting

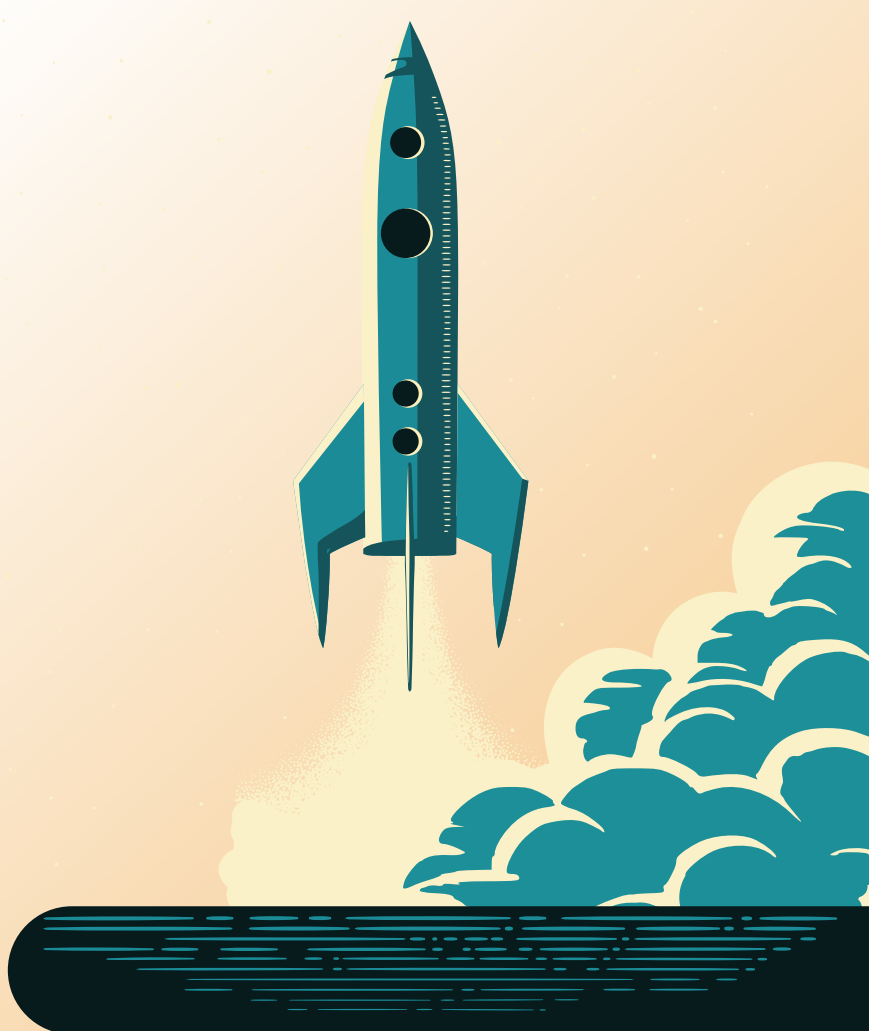
February 15–17 | **Houston, Texas**

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www.aacp.org/initiate2025



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



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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 **143 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.



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.

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:

<https://www.aacp.org/code-conduct>

Connect With Us!

Website:
www.aacp.org

Facebook:
facebook.com/AACPharmacy

Twitter:
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Instagram:
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Welcome to **INitiate 2025!**

This year's program highlights insightful speakers, dynamic micro sessions and enlightening peer discussions that will invigorate current and future leaders. During the three days of collaboration and hands-on learning, we will examine critical issues such as transforming campus culture, the intersection of digital health and patient care, recruitment and admissions strategies in the wake of the SCOTUS decision on race in college admissions, and much more. For additional program information, visit www.aacp.org/initiate2025.

Meeting Highlights:

- **INitiate 2025 Meeting Kick-off:** Join thought leader and trauma-informed leadership expert Dr. Helen Sairany for this engaging session exploring the principles of trauma-informed care and their application in higher education settings. Participants will learn how to recognize and respond to the impact of trauma on students, develop strategies to foster a supportive and inclusive campus environment, and implement practices that enhance student well-being and academic success.
- **A Deep Dive Into Digital Health and Patient Care:** Dr. Geeta Nayyar, Chief Medical Officer, Technologist, and WSJ Best Selling Author, will discuss the evolving landscape of digital health and how providers can leverage emerging technology for improved patient care and outcomes. She'll address crucial topics such as artificial intelligence, innovation, social media's impact on health information and how health care leaders can incorporate digital health solutions to enhance care delivery and build trust with consumers.
- **Sessions Examining Critical Issues,** such as race-conscious admissions strategies, change management and leadership challenges, and the importance of establishing a relationship with a mentor offer attendees multiple opportunities to develop new and creative ways to address the challenges the profession is facing. Attendees can earn up to 8.50 hours of CE credits at INitiate 2025.

Who Should Sponsor?

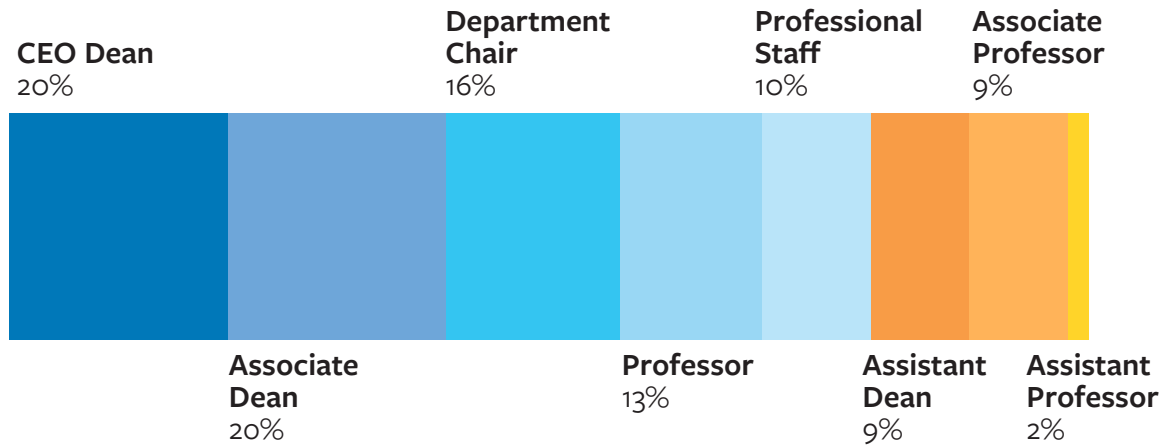
- Education technology vendors
- Pharmacy employers
- Pharmacy technology vendors
- Publishers
- Education consulting services
- Pharmacy or education-related trade associations
- Healthcare vendors
- Colleges and schools of pharmacy
- Government agencies

Attendees Include:

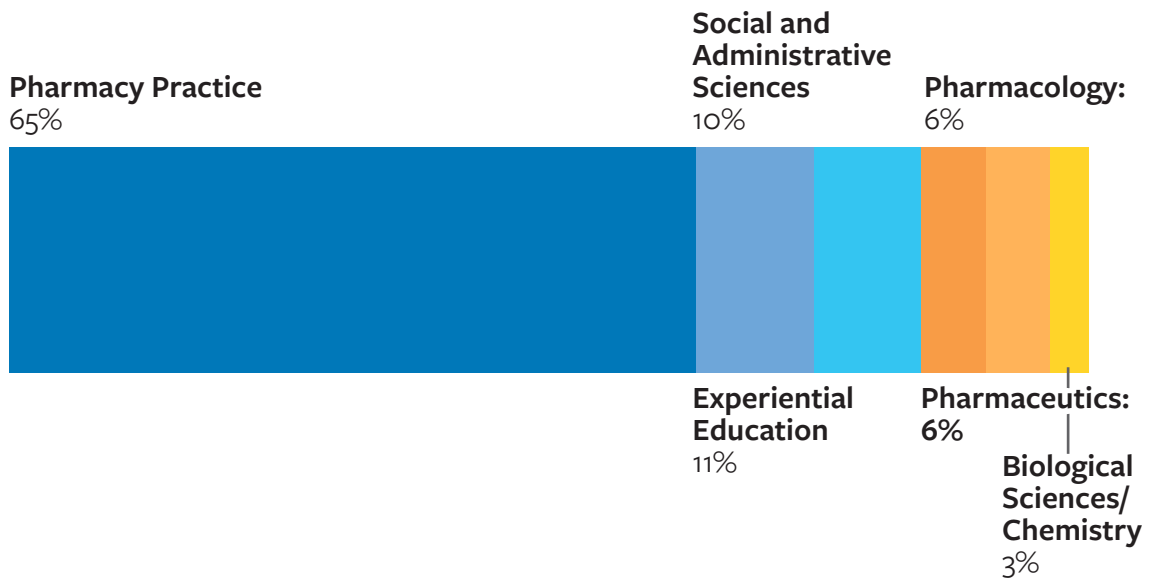
- CEO Deans
- University Presidents
- Associate Deans
- Assistant Deans
- Associate Professors
- Assistant Professors
- Department Chairs
- Directors of Student Affairs
- Directors of Assessment
- Directors of Experiential Education
- 2024–2025 Academic Leadership Fellows Program (ALFP) Participants

Attendee Information from IN24

IN24 Attendees by Role



IN24 Attendees by Academic Discipline



	Gold \$15,000	Silver \$10,000	Bronze \$7,500
Benefits			
Complimentary Registrations	4	2	1
Invitation to the VIP Reception	2	1	-
One tabletop exhibit package in the primary Interim Meeting location (One highboy, one cocktail round with standard table covering, two chairs, and signage; see sample photo on page 4)	Premium location	Sponsor Lounge	Sponsor Lounge
One tabletop exhibit package in the annex, during the Welcome Reception and lunch breaks (One highboy, two chairs, and signage)	●	●	●
Opportunity for sponsor representative to introduce one of two Interim Meeting keynote speakers. (Available: 2; first-come, first-served basis)	●	-	-
Special recognition at opening events and opening plenary session	●	-	-
General session chair drop. Sponsor to supply flyer or item (Available: 9. One flyer or giveaway per sponsor based on availability; first-come, first-served basis.)	●	-	-
Registration and post-show attendee lists (one-time use each)	●	●	-
Sponsorship recognition throughout the entire Interim Meeting space	●	●	●
Company hyperlinked logo on the meeting website	●	●	●
Company description (50-word limit) on the meeting website	●	●	-
Sponsor recognition in 2025 Issue 1 of <i>Academic Pharmacy Now</i> , AACP's magazine and premier source for pharmacy educators and decision makers	●	●	●
Ad in 2025 Issue 2 of <i>Academic Pharmacy Now</i>	Full Page	Half Page	Half Page

Consider additional sponsorship enhancements to further amplify your Gold, Silver or Bronze support:

One-page flyer or postcard distributed in registration area	\$250
Wellness space (limit: 3)	\$500
One general session chair drop (flyer or giveaway). Based on availability, first come, first served. Sponsor to supply flyer or item.	\$750
One-hour Focus Group*, up to 25 participants. Availability: 4 slots; first-come, first served. Day (Sunday or Monday), time and location assigned by AACP; a/v and/or food service not included	\$2,500
Customized branding opportunities at the host hotel	Please Inquire

***Focus Group Details**

Focus groups are a qualitative research method meant to bring together a small group of people to answer questions in a moderated setting. The group should be preselected by the sponsor (using the pre-show list of registered attendees), and the questions or discussion should be designed to shed light on a topic of interest.

- 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.
- Focus group rooms will seat no more than 25 attendees.
- Audio visual and/or food & beverage are the responsibility of the sponsor to purchase through the venue (AACP meetings team will help facilitate).
- Focus group date, time and titles will be listed in the full agenda with the designation "By Invitation Only."

Don't see a sponsorship opportunity that suits your needs? Please contact us to discuss how we can customize one for you.

Contact: sponsorship@aacp.org

\$10,000 each and a **15% discount** on your general sponsorship tier
(you must be a general bronze, silver, or gold sponsor for the opportunities below)
Additional benefits are listed with each Premium Add-On Opportunity

Leadership Forum Keynote Speaker

Friday, February 14

The AACP Leadership Forum, an invitation-only leadership development program for AACP Board of Directors, leaders from AACP Sections and SIGs, and key staff members (approximately 40 attendees), takes place before the start of the Interim Meeting.

Additional sponsorship benefit to existing tier:

- Two sponsor guests for the Friday afternoon session of the event
- Opportunity to welcome attendees from the stage
- Two (2) full registrations to the Interim Meeting

Breakfast

Sunday, February 16, or Monday, February 17

Start the day right and energize attendees as a Breakfast Sponsor on Sunday or Monday morning.

Additional benefits to your sponsorship tier:

- Two (2) full registrations to the Interim Meeting
- Company name and logo prominently displayed on the breakfast tables.
- Brief (2-3-minutes) address to breakfast attendees

Welcome Reception

Saturday, February 15

Be the first to welcome attendees to the 2025 Interim Meeting! Your enthusiastic welcome remarks will set the tone for a successful and unforgettable event, all while sharing your brand and support of pharmacy education.

Additional benefits to your sponsorship tier:

- Two (2) full registrations to the Interim Meeting
- 5-minute welcome to attendees

Networking Lunch

Sunday, February 16, or Monday, February 17

The daily networking lunch is a great way to stay “top of mind” while providing attendees a time to stop, refuel, and network.

Additional benefits to your sponsorship tier:

- Two (2) full registrations to the Interim Meeting
- Company name and logo prominently displayed on the lunch tables.
- Brief (2-3-minutes) remarks during the lunch

\$5,000 each and a **10% discount** on your general sponsorship tier
(you must be a general bronze, silver, or gold sponsor for the opportunities below)
Additional benefits are listed with each Premium Add-On Opportunity

Wi-Fi

Ensure attendees stay connected during the Interim Meeting. Your company name will be a part of the wi-fi password, and your logo will be on wi-fi instructions signage, providing high visibility throughout the event.

Additional benefits to your sponsorship tier:

- Company name as part of the wi-fi password
- Recognition on wi-fi instructions signage

Interim Meeting App

The Interim Meeting conference app is the primary tool attendees use to view each day’s agenda, schedule meetings, download resources, and much more.

Additional benefits to your sponsorship tier:

- Prominent logo placement on the conference app
- Logo recognition on onsite app instructions signage

Coffee Breaks

Sunday, February 16, or Monday, February 17

Show off your brand and be a caffeine hero! Your sponsorship will support three breaks on the day you choose.

Additional benefits to your sponsorship tier:

- Prominent signage near the coffee station(s)
- Sponsor may provide branded napkins and/or paper cup sleeves

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