

Sponsor, Exhibitor & Advertiser Prospectus

About the Annual Research Meeting

In June 2021, health services researchers, policy analysts, clinicians and community members using evidence and data to transform health and health care will once again convene virtually for the AcademyHealth Annual Research Meeting (ARM).

An important annual milestone for the community, the ARM is AcademyHealth's biggest and most popular meeting of the year, offering an irreplaceable forum for connection, recognition, reflection, learning and professional networking opportunities.

The 2021 Virtual ARM will continue to offer what thousands of attendees have come to expect and anticipate annually — new research, innovative methods, and robust discussions about the impact of health services research on health policy and practice.



ANNUAL RESEARCH MEETING

LEADING WITH EVIDENCE IN
A TIME OF CHANGE

Key Virtual Benefits



Longer Exposure - Visibility and interaction during the live event PLUS three months following the event when attendees have access on-demand. As conference presentations may be re-published, your sponsorship would receive exposure for years beyond the dates of this virtual conference.



Expanded Market - Going virtual opens the door for a larger audience globally, as attendees no longer have to travel to an onsite location.



No Travel - Access the conference from the comfort of your own office or home, on your time, and save \$\$\$ by avoiding travel expenses.



Customer Leads - Easily capture customer leads with interactive polls as well as interacting with attendees on forums.



Immediate Visibility - Put your brand and company name directly in front of attendees. Direct access to ARM attendees in a highly interactive environment.

@AcademyHealth | #ARM21
academyhealth.org/arm

Sponsor Opportunities and Virtual Benefits

As a sponsor, you will engage an important audience that will recognize and appreciate your support.

Promote your brand with sponsor benefits

ARM sponsorship benefits ensure that your organization is recognized before, during, and after the conference. Benefits include (vary based on level of sponsorship):

- Prominent signage during the virtual conference
- Complimentary conference registration(s)
- Space in the virtual exhibit hall for the duration of the conference
- Logo and website link on the ARM website
- Advertisement in Session Themes at a glance

Customize your benefits package

Standard benefits packages are available, but AcademyHealth will work with you to create a sponsorship package that meets your marketing needs.

Become a sponsor today

Contact Sandy McNeil at 202.292.6764 or sandy.mcneil@academyhealth.org for more information.

Diamond \$25,000

- Named partial sponsor of one of the following:
 - Track/Theme
 - Plenary session
 - Breakout session
- Nine complimentary full-conference registrations
- One virtual exhibit booth
- Vendor Spotlight on virtual platform
- Branding on the conference landing page
- Complimentary full-page ad in Session Themes at a glance
- Branding on AcademyHealth's Career Center (details and dates to be customized)
- Branding on AcademyHealth's Daily Rasa Membership email (details and dates to be customized)
- Tower ad on the conference platform home page

Platinum \$15,000

- Named partial sponsor of the Networking Lounge
- Six complimentary full-conference registrations
- One virtual exhibit booth
- Complimentary full-page ad in the Session Themes at a glance
- Tower ad on the conference platform home page

Gold \$10,000

- Named partial sponsor of the Poster Sessions
- Three complimentary full registrations
- Complimentary full-page ad in the Session Themes at a glance

Silver \$5,000

- One complimentary full registration
- Complimentary half-page ad in the Session Themes at a glance

Bronze \$3,000

- Named partial sponsor of an Invited Papers or Policy Roundtable session
- Complimentary half-page ad in the Session Themes at a glance

Custom packages are available.

Contact Sandy McNeil at 202.292.6764 or sandy.mcneil@academyhealth.org for more information.

Exhibitor Opportunities and Virtual Benefits

The virtual conference continues to provide an excellent venue for participation and marketing from our sponsors and vendors. The robust online platform offers numerous new and expanded opportunities for vendors to get involved and connect with attendees.

Who Should Exhibit?

- University and non-university based research and policy organizations
- Professional societies/trade associations
- Government agencies
- Foundations
- Publishers
- Consulting firms (research and policy-related)
- Technology companies

To qualify as an exhibitor, your organization must be related to health services research and/or health policy.

Exhibitor Benefits

- Engage with active ARM attendees and gain leads!
- Eliminate travel costs
- Chat live in your virtual booth with ARM attendees
- Showcase demos
- Add customized materials, such as white papers, pdf files, etc.
- Welcome videos in booths (any MP4)
- Opportunity to network with and educate an audience ranging from students to high-level health care decision makers
- Include link on AcademyHealth website to exhibitor's website

Exhibit Package Rates

	Org. Affiliate	Government	Non-Member
Virtual Booth	\$950	\$1,650	\$1,900

Virtual Booth Package

Includes two complimentary full registrations to the conference; ability to customize your virtual exhibit booth space using your organization's branding and logo; ability to upload and share pdf documents with attendees. Includes a link to your website.

Advertiser Opportunities and Virtual Benefits

Why Advertise?

- Increase visibility
- Promote your mission
- Attract students to training programs
- Recruit for job openings

Advertising Rates

	Org. Affiliate	Non-Member
Full-Color Full-Page	\$1,000	\$1,625
B&W Half-Page	\$500	\$880
Dynamic Hero Ad (Banner ad on conference platform)*	\$500	\$880

*placement will vary on conference platform site.

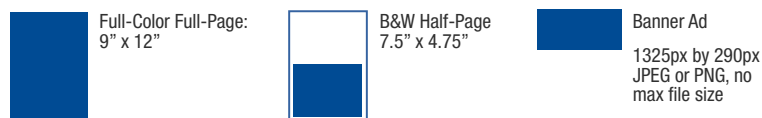
Format

Advertisers must provide an electronic copy of the ad in Adobe Acrobat (.pdf), Adobe Illustrator (.ai), Adobe Illustrator EPS (.eps) or JPEG format. Please include all embedded and linked image files. Also, please ensure that all images are "high resolution," not 72dpi (i.e., Web graphics). Save the ad with your company name in the title so we can easily identify each one (e.g., companynameologo.eps).

Acceptable Image Format and Image Resolution

We request 300dpi TIFF or better. Images that are below 300 dpi will not print appropriately.

Ad Dimensions (width x height, in inches)



Contract

Name
 Title
 Organization
 Address
 City, State, ZIP
 Contact Name
 Tel
 Fax
 E-mail
 Organization's URL
 Organization's Twitter Handle

Sponsor

Diamond (\$25,000)	Silver (\$5,000)
Platinum (\$15,000)	Bronze (\$3,000)
Gold (\$10,000)	

Exhibit

	Org. Affiliate	Government	Non-Member
Virtual Booth	\$950	\$1,650	\$1,900

Cancellations

Prior to April 30, AcademyHealth will refund the space cost for any cancellations received in writing, less a \$250 service charge. After April 30, the exhibitor forfeits the entire amount paid.

Advertise

	Org. Affiliate	Non-Member
Full-Color Full-Page	\$1,000	\$1,625
B&W Half-Page	\$500	\$880
Dynamic Hero Ad	\$500	\$880

Payment (AcademyHealth Tax ID # 52-1260918)

Virtual Exhibit Booth \$
 Advertising \$
 Sponsorship \$
 TOTAL DUE \$

Submit invoice to address on the enclosed purchase order
 Check payable to AcademyHealth is enclosed
 Charge my: MasterCard Visa Discover AmEx

Account Number
 Expiration Date
 Security Code
 Name on Card
 Signature _____

Three Ways to Submit Your Contract

Fax: Fax form with credit card information to 202.292.6864
Mail: Send form with payment to AcademyHealth, Accounting Department, 1666 K Street, NW, Suite 1100, Washington, DC 20006
Email: Email form to sandy.mcneil@academyhealth.org

For more information, contact Sandy McNeil at 202.292.6764 or sandy.mcneil@academyhealth.org.