

## **Sponsor, Exhibitor & Advertiser Prospectus**









**June 24-27, 2023**Seattle Convention Center, Seattle, WA

### **About the Annual Research Meeting**

For more than three decades, the AcademyHealth Annual Research Meeting (ARM) has convened a large and diverse group of stakeholders at the intersection of health, health care, and policy to share important findings and showcase the latest research on how the health system works, what it costs, and how to improve it.

In 2023, the foremost experts will meet in Seattle, Washington to experience what thousands of attendees have come to expect and anticipate annually at the ARM — new research, innovative methods, and robust discussions about the impact of health services research on health policy and practice.

To keep everyone as safe as possible, AcademyHealth will be instating mandatory health and safety protocols throughout the conference. This will be a vaccine-required event. All in-person attendees, exhibitors, and presenters will be asked to show proof of vaccination to enter the conference space.

### Who Attends the ARM?

- Professional Health Services Researchers
- Research Funders
- Policymakers and Health Policy Professionals
- Delivery System Experts
- Medical Professionals
- Methods Experts
- Consultants
- Journal Publishers
- Students in Health Research

More than **2,500** attendees

150+ Sessions

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 throughout the conference
- Complimentary conference registration(s)
- Advertisement in the Online Agenda
- Space in the exhibit hall for the duration of the conference
- Logo and website link on the ARM conference website
- One pre-meeting participant mailing list, upon request (excludes email addresses)

### **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.

More than **500** Speakers

1,000+
Poster Presentations

More than **40** Exhibitors

Sponsoring Organizationstions

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

# Sponsorship Opportunities and Benefits

### **Sponsor Opportunities and Benefits**

All sponsors are provided with the following benefits:

- Placement of organization logo and name on the following (if deadlines are met):
  - Plenary screen before and after presentation(s)
  - Signage featured prominently at conference
  - ARM website (with a link to your organization's website)
- One pre-meeting participant mailing list, upon request (excludes email addresses)

Diamond \$25,000	Platinum <b>\$15,000</b>	Gold \$10,000	Silver \$5,000	Bronze \$3,000
<ul> <li>Named partial sponsor of one of the following:         <ul> <li>ARM Opening Plenary</li> <li>Badge on Demand</li> <li>Healthy Start Breakfast</li> </ul> </li> <li>Two complimentary full-conference registrations</li> <li>One complimentary Tower banner ad on the conference website</li> <li>One 10'x10' booth space in the exhibit hall</li> <li>Vendor spotlight video or another brief announcement from the mainstage</li> </ul>	<ul> <li>Named partial sponsor of one of the following:         <ul> <li>Wi-Fi</li> <li>Charging Station</li> </ul> </li> <li>One complimentary full-conference registration</li> <li>One complimentary Tower banner ad on the conference website</li> </ul>	<ul> <li>Named partial sponsor of one of the following:         <ul> <li>Poster Session</li> <li>Reception</li> <li>Mobile App</li> <li>Wrist Bands</li> <li>Floor Clings</li> </ul> </li> <li>One complimentary Tower banner ad on the conference website</li> </ul>	<ul> <li>Named partial sponsor of one of the following:         <ul> <li>Continental Breakfast</li> <li>Conference Break</li> <li>Meet-the-Experts Student Breakfast</li> </ul> </li> <li>One complimentary Tower banner ad on the conference website</li> </ul>	Named partial sponsor of an invited papers or policy roundtable session

### **Exhibitor Opportunities & Benefits**

### Exhibit at the 2023 ARM

### **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**

- Dedicated exhibit hours, featuring meal functions and more than 1,000 poster presentations
- Opportunity to network with and educate an audience ranging from students to high-level health care decision makers
- Link on AcademyHealth website to exhibitor's website
- One pre-meeting participant mailing list upon request (excludes email addresses)
  - Identification sign
  - 24-hour security

Booth (10' x 10')

### **Exhibit Package Rates**

Org. AffiliateGovernmentNon-Member\$1,000\$1,650\$2,000

### **Booth Package**

Includes 10' x 10' pipe and draped space. (not included: carpet, electricity, furnishings, etc.)

### **Decorator and Drayage Services**

Information and rates for rental of booth furnishings, carpet, special sign services, cleaning, electrical orders, and shipping will be sent to all exhibitors by the official general service contractor.

### **Exhibit Dates & Hours (subject to vary)**

Exhibitor Move-in	Saturday, June 24	9:00 a.m.–3:30 p.m.
Exhibits Open		9:30 a.m4:00 p.m. 8:30 a.m4:00 p.m.
Exhibitor Move-out	Monday, June 26	4:00 p.m.–8:00 p.m.



# Advertiser Opportunities & Benefits

### **Why Advertise?**

- Increase visibility
- Promote your mission
- Draw attendees to your booth/table
- Attract students to training programs
- Recruit for job openings

### Agenda at a Glance

This one-page printed handout will be exclusively branded by one supporter.

Branding opportunities will be sold on a first-come, first-served basis. Cost: \$7,500

### **ARM Inline Ads for Online Agenda**

In an effort to reduce our carbon footprint, AcademyHealth will no longer print the ARM agenda book. Instead, we will have a variety of ways to advertise your products to attendees, including the Online Agenda.

Rates	Org. Affiliate	Non-Member
Inline Full Size	\$2,000	\$2,625
Inline Half Size	\$725	\$1,225

### **Specs for Submitted Art**

#### Color

RGB, Indexed, or Grayscale Color Mode

### **Filetype**

.png, .jpg or .gif (only if using animation)

For this location, please provide only one filetype per advertiser for all sizes provided for that ad location.

### **Filenames**

Formatted as: CompanyAdNameWidthxHeight.extension (e.g., ConfexTutorials900x450.png, ConfexMarketing900x450.png, ACMEsales900x450.png) No spaces in the filenames.

### Mark your calendar for April 7, 2023

- Deadline for exhibitor and/or sponsorship recognition in the Online ARM Agenda
- Advertisements due for the Online ARM Agenda

### **Ad Dimensions**

 Inline: Full Size
 Inline: Half Size

 900 px w x 450 px h
 900 px w x 225 px h

 600 px w x 300 px h
 600 px w x 150 px h

#### Deadline

Friday, April 7, 2023

### **Payment**

Full payment must be made to reserve space.

#### Submission

If you and/or your designer cannot meet these specifications, please contact Sandy McNeil at sandy.mcneil@academyhealth.org so that we can make alternative arrangements.

AcademyHealth must approve all advertisements. Acceptance of advertising by AcademyHealth does not indicate or imply endorsement of any organization and/or its services or products.

### **Contract**



Name Title	Cancellations  Prior to April 7, AcademyHealth will refund the space cost for any cancellations received in writing, less a \$250 service charge. After April 7, the exhibitor forfeits the entire amount paid.			
Organization Address	Exhibitor Description, Sign Name, Website Email organizational profile (50 words or less), sign name (max 40 characters), and website address to sandy.mcneil@academyhealth.org.			
City State Zip Contact Name	Exhibitor Category (select one)  University-based research/policy programs and center Non-university research/policy organization Professional society/trade association Government agency Foundation  Publisher Consulting firm (research and policy-relative professional society/trade association Technology company Other		<ul><li>Consulting firm (research and policy-related)</li><li>Technology company</li></ul>	
Phone Fax			□ otner	
Email Organization's URL	ADVERTISE ☐ I would like to reserve advertising space in the online agenda.			
Organization's Twitter Handle  SPONSOR  Diamond (\$25,000) (select one)  Opening Plenary  Badge on Demand  Healthy Start Breakfast	Rate Inline Full Size Ad Inline Half Size Ad	<b>Org. Affiliate</b> ☐ \$2,000 ☐ \$725	Non-Member  □ \$2,625  □ \$1,225	
☐ Platinum (\$15,000) (select one) ☐ Wi-fi ☐ Charging Station ☐ Hand Sanitizing Station ☐ Gold (\$10,000) (select one) ☐ Poster Session ☐ Reception ☐ Mobile app ☐ Wrist Bands ☐ Floor Clings	PAYMENT (AcademyHealth Tax ID # 52-1260918)  Exhibit Space \$ Sponsorship \$			
☐ Silver (\$5,000) (select one) ☐ Continental Breakfast ☐ Conference Break ☐ Student Breakfast ☐ Bronze (\$3,000)  Please list my organization in all materials as:	Advertising \$ Total Due \$  Submit invoice to address on the enclosed purchase order Check payable to AcademyHealth is enclosed Charge my: MasterCard Visa Discover AmEx			
EXHIBIT	Account Number			
Org. Affiliate Government Non-Member	Expiration Date			
Booth (10' x 10') ☐ \$1,000 ☐ \$1,650 ☐ \$2,000	Security Code			
Indicate your top booth/table space choices*: 1. 2. 3. (Visit www.academyhealth.org/arm/exhibits for floor plan)	Name on Card Signature			
If possible, please do not place me next to the following competitors:  *AcademyHealth will do its best to honor space requests; however, requested spaces are not guaranteed.	Three Ways to Submit Your Contract Email: Email form to sandy.mcneil@academyhealth.org 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.			

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



Mark your calendar for future Annual Research Meetings 2024 June 29–July 2, Baltimore, MD

