

Integrative Health, Regardless of Wealth!

Integrative Medicine for the Underserved

7th Annual Conference:

“Equity and Healing: Integrative Approaches to Bridging Racial and Socioeconomic Disparities in Health Care”

Promotional Opportunities



IM4US
INTEGRATIVE MEDICINE FOR THE UNDERSERVED

**M Northwestern
Medicine**
Osher Center for Integrative Medicine

IM4US-Integrative Medicine for the Underserved, A Project of Tides Center
www.IM4US.org | info@im4us.org

Conference Details:

IM4US 7th Annual Conference, August 24 – 26, 2017
Feinberg Pavilion at Northwestern Memorial Hospital
251 E. Huron St. Chicago, IL 60611
Website: im4us2017.dryfta.com/en/

Conference Overview:

IM4US ANNUAL CONFERENCES provide a unique educational experience for healing professionals and administrators to learn about affordable, integrative approaches to common health conditions, share evidence-based best integrative practices, and be part of a like-minded community advocating for integrative medicine for the underserved.

Conference Objectives:

- Foster community among all of those who have a commitment to providing integrative health care for the underserved. This includes healers, educators, administrators, researchers, advocates, policy makers, and patients
- Highlight existing sustainable health care models and innovative structures of practice that embrace a holistic approach and increase access to care
- Build an international movement that advances policy and provides advocacy for those that face injustice in health care due to racial, socioeconomic, or other factors
- Shift the paradigm in health care towards one of wellness, prevention, patient empowerment, self-care, and lifestyle changes
- Develop skills, disseminate practical information, and share strategies for providing quality care for the underserved
- Feature cutting-edge research and welcome investigators who will further the field
- Increase capacity to provide integrative medicine to underserved communities

Target Audience:

Our target audience is health care providers, healers, administrators, and staff from across the country that provide integrative care to the underserved or who desire to incorporate integrative care to their patients. This includes medical doctors, nurses and nurse practitioners, herbalists, acupuncturists, community health workers, health educators, naturopathic doctors, osteopathic doctors, physician assistants, homeopaths, midwives, dieticians, and clinical nutritionists. We welcome students, administrators, public health workers, researchers, policy analysts, activists, and members of underserved communities.

About IM4US:

Integrative Medicine for the Underserved is a collaborative, multidisciplinary group of people committed to affordable, accessible integrative health care for all. Through outreach, education, research, and advocacy, we support those dedicated to promoting health in underserved populations. Together we work to shift the current paradigm towards wellness, prevention, patient empowerment, and self-care.

Promotional Opportunities

Commercial Interests*

Play a pivotal role in making this event possible while promoting your brand. This is a great opportunity to engage with our attendees and showcase your products and services.

Platinum – 2 available 1 REMAINING

\$25,000

Promotional Benefits:

- **Recognition:** Verbal recognition during announcements, annual meeting luncheon, and reception
- **Visibility:** Your name will appear on the conference website, emails, brochure and on-site signage
- **Conference Tickets:** Six (6) passes to the conference
- **Networking Reception:** Two (2) additional passes to the Friday evening networking reception
- **Exhibitor Table:** One (1) 6' exhibitor table placed in a premium location
- **Custom Benefit:** We are open to customizing this package to suit your needs

Gold – 4 available

\$15,000

Promotional Benefits:

- **Recognition:** Verbal recognition during announcements, annual meeting luncheon, and reception
- **Visibility:** Your name will appear on the conference website, emails, brochure, and on-site signage
- **Exhibitor Table:** One (1) 6' exhibitor table placed in a premium location
- **Conference Tickets:** Four (4) passes to the conference
- **Networking Reception:** One (1) additional pass to the Friday evening networking reception

Silver – Unlimited

\$5,000

Promotional Benefits:

- **Recognition:** Verbal recognition during announcements, annual meeting luncheon, and reception
- **Visibility:** Your name will appear on the conference website, emails, brochure, and on-site signage
- **Conference Tickets:** Two (2) passes to the conference

Bronze – Unlimited

\$2,000

Promotional Benefits:

- **Recognition:** Verbal recognition during announcements, annual meeting luncheon, and reception
- **Visibility:** Your name will appear on the conference website, emails, brochure, and on-site signage
- **Conference Tickets:** One (1) pass to the conference

** A commercial interest is defined as any entity producing, marketing, reselling, or distributing health care goods or services consumed by, or used on, patients.*

Non-commercial interests are

Promotional Opportunities

Non-Commercial Interests Only

All packages below include recognition on our website, event emails, brochure, and on-site signage.

Title Promoter - 1 available

\$50,000

Promoter Benefits:

- **Recognition:** Promoter will be part of the official event title and receive verbal recognition during announcements, annual meeting luncheon, and reception
- **IM4US Website:** Your logo will appear on the IM4US.org website for one year as supporter of IM4US
- **Visibility:** Your name will appear on the conference website, emails, brochure, and on-site signage
- **On-Stage Appearance:** One (1) 5-minute presentation/announcement to the entire audience
- **Conference Tickets:** Ten (10) passes to the conference
- **Networking Reception:** Two (2) additional passes to the Friday evening networking reception
- **Premium Exhibitor Table:** One (1) 6' exhibitor table placed in a premium location
- **Custom Benefit:** we can customize this package for you or combine it with another

Education Promoter - 1 available

\$30,000

The education promoter supports the most critical component of the IM4US Conference. Funds raised will cover the continuing medical education program, scholarships for student and resident learners, and travel, housing, and registration for qualifying presenters. This opportunity will also help to defray the costs of producing and recording educational content during the conference that will appear on IM4US.org. This is an annual opportunity that receives special recognition on the IM4US website for one year as a top supporter of educational content available to IM4US members.

Networking Reception Promoter - 1 available

\$10,000

Contribute to a fun, festive atmosphere at the Friday evening networking reception attended by conference participants and local community members. You will be announced as the sole promoter of the evening and will have the exclusive opportunity to give brief remarks to the audience. Funds will be used for food, beverage, and entertainment. Promotor receives ten (10) additional passes to the reception.

~~Wellness Lounge Promoter - 1 available~~ **SOLD**

~~\$7,500~~

Promote a dedicated wellness lounge where our most vulnerable health care providers who provide care for the underserved will spend much needed down time and self-care. Attendees will use this room for activities such as herbal first aid, acupuncture, Reiki, healing touch, relaxation, and meditation. You will receive exclusive signage and branding in this area as well as an opportunity to place promotional materials.

Research Track Promoter - 1 available

\$5,000

Promote the research track and champion investigators whose research will further the integrative medicine and health disparities field. Your promotion will fund the Poster Session and the First Annual Best Original Research and Student Research Prizes.

Custom Packages

\$TBD

Let us know if your organization would like to have a larger impact on our conference or if you have a specific promotional idea in mind. We are open to customizing a promoter/exhibitor package for you.

100% Tax Deductible Donation Opportunities Non-Commercial Entities & Individual Contributors Only

Help students and low income healthcare providers attend our conference free of charge! Every \$1000 raised covers registration, meals, and housing for one (1) scholarship applicant. You or your company will be recognized as a scholarship contributor on our conference website, brochure, and on-site signage.

Exhibitor Opportunities Commercial & Non-Commercial Interests

*Play a pivotal role in making this event possible by becoming an exhibitor.
This is a great opportunity to engage with our attendees and showcase your products and services.*

Promoter - 4 available

\$1,500

- One (1) 6' table*
- Two (2) additional conference passes for entry into educational sessions Friday & Saturday
- Your company will be recognized as an exhibitor on our website and conference signage

Advocate - 6 available

\$750

- One (1) 6' table
- One (1) additional conference pass for entry into educational sessions Friday & Saturday
- Your company will be recognized as an exhibitor on our website and conference signage

Partner (nonprofit organizations) - 4 available

\$300

- One (1) 6' table
- Your company will be recognized as an exhibitor on our website and conference signage

* Exhibit hours: Friday, August 25th, 12:00 pm to Saturday, August 26th, 3:00 pm

* Per Northwestern University regulations, exhibitor tables need to be staffed at all times.

Promotional Inquiries:

Jessica Aebi, Program Manager
jessicaaebi@im4us.org
(415) 890-4641

Continuing Medical Education



Accreditation Statement

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Northwestern University Feinberg School of Medicine and Integrative Medicine for the Underserved. The Northwestern University Feinberg School of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

Credit Designation Statement:

The Northwestern University Feinberg School of Medicine designates this live activity for a maximum of 18.75 *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Educational Objectives:

- Identify appropriate integrative medicine treatment strategies for use in underserved and ethnically diverse patient populations.
- Evaluate current research involving integrative care for the underserved.
- Share skills and knowledge in sustainable integrative models in underserved populations.
- Compare and contrast appropriate integrative medicine treatment strategies for use in common problems seen in underserved patient populations.
- Evaluate the indications, benefits, and risks of integrative medicine approaches for underserved populations and select appropriate resources based on patient needs and preferences.
- Develop innovative best practice models for providing effective integrative healthcare for patients suffering from various health disparities.
- Identify new health care providers and healers across disciplines that have a commitment to integrative medicine for the underserved.
- Build a network of providers who support mutual learning and interdisciplinary clinical practice.
- Discuss practical options for helping support patient self-care, self-efficacy and self-management tools.

Application Form

1. Promoter Type

- Commercial Interest*** (A commercial interest is defined as any entity producing, marketing, reselling, or distributing health care goods or services consumed by, or used on, patients.)
- Non-Commercial Interest** (educational institutions, nonprofit organizations, businesses that do not fall into the commercial entity description above.)
- Individual Contributor**

2. Contact Information

Company Name: _____ Website: _____

Address: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

3. Enter Your Promoter/Exhibitor/Donor Interest Below

Choosing two (2) or more Promoter or Exhibitor opportunities grants a 10% discount on the total. All opportunities are available on a first come, first paid basis.

Promoter Package: _____

Exhibitor Type: _____

Scholarship Donation Amount: \$ _____

Other/Custom Package Ideas: _____

Total Contribution: \$ _____

4. Mission Alignment

Please tell us how your organization's values resonate with the mission of IM4US or the conference theme. Why would you like to support us?

***Commercial Interests:** Per ACCME's Standards for Commercial Support, it is prohibited to include company logos and product listings of any commercial interests in educational materials and disclosure of commercial support. A commercial interest is defined as any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.

Please email completed Application to info@im4us.org

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