2021 Annual Corporate Partnership & Sponsorship Opportunities

The Academy of Integrative Health & Medicine (AIHM)
(858) 240-9033 | tparker@aihm.org
aihm.org
The Academy of Integrative Health & Medicine (AIHM) is a global interprofessional integrative health association working to transform health care – body, mind, spirit, community, and planet.

What We Do
AIHM provides innovative education, interprofessional collaboration, and advocacy that embraces all global healing traditions, to promote the creation of health and the delivery of evidence-informed, affordable and sustainable person-centered care.

Sponsor the Movement
Be a part of the future of medicine. Learn how you can give your brand maximum exposure with health professionals through customizable sponsorship opportunities with AIHM.
AIHM Event Attendees

Attendance by Profession

42% Medical / Osteopathic Doctor (MD/DO)
18% Nursing (NP, APRN, LPN, RN)
15% Naturopathic Doctor (ND, NMD)
6% Physician Assistant (PA, PA-C)
5% Acupuncturist / Oriental Medicine (LAc, DAOM)
3% Chiropractor (DC)
2% Nutrition Professional (RD, RDN, CNS)
1% Yoga Practitioner
1% Ayurveda Practitioner
1% PhD / Educator
1% Master of Public Health (MPH)
Energy Therapy (Healing Touch, Reiki, QiGong)
1% Licensed Massage Therapist
1% Pharmacist (PharmD, RPh)
2% Student / Resident
1% Mental Health Provider (LCSW, LMFT, LCAP)
1% Psychologist (PsyD)
1% Other (Dentist, Health Coach, Patient / Consumer, and more)

Attendance by Location

55% West
12% Midwest
11% Northeast
10% Southeast
8% Southwest
4% International
Your Reach Makes an Impact

Boost high-value exposure to your brand online

**AIHM Website**
- 537,153 pageviews
- 80,502 new users, spending an average of 3 minutes and 46 seconds per session
- 745 links back to AIHM from across the web

**AIHM E-Newsletter**
- 18,800 Email Subscribers (and growing!)
- 12.9% Average Open Rate
- 1.4% Average Click Through Rate

Foster connections with our interprofessional global health community on social media

**AIHM Social Media**
- Facebook Followers: 21,700
- LinkedIn: 1,200
- Twitter: 4,500
- Instagram: 1,100
- YouTube: 500 subscribers
  (as of 02/2021)
# Annual Corporate Partnership & Sponsorship Opportunities

## At-a-Glance

<table>
<thead>
<tr>
<th>Recognition Summary</th>
<th><strong>GOLD</strong> $40,000</th>
<th><strong>SILVER</strong> $15,000</th>
<th><strong>BRONZE</strong> $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Year-Round Visibility</strong></td>
<td>VALUED AT OVER $81K</td>
<td>VALUED AT $39K</td>
<td>VALUED AT $16K</td>
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<tr>
<td>Website Banner</td>
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<td>Listing on General Sponsors Page</td>
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<tr>
<td>Personalized Landing Page</td>
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<td>limited</td>
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<td>Newsletter Inclusion</td>
<td>▼</td>
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<td>Dedicated Eblasts</td>
<td>▼</td>
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<tr>
<td><strong>Virtual Conference Sponsor</strong></td>
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<tr>
<td>Conferences</td>
<td>3</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Eblasts</td>
<td>▼</td>
<td>some</td>
<td>some</td>
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<tr>
<td>Brochure Ad</td>
<td>full page</td>
<td>1/2 page</td>
<td>1/4 page</td>
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<td>Non CME Speaker</td>
<td>2</td>
<td>1</td>
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<td><strong>Webinars</strong></td>
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<tr>
<td>Company Webinar</td>
<td>2</td>
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<tr>
<td>Webinar List</td>
<td>2</td>
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<tr>
<td>AIHM Webinar Sponsor</td>
<td>2</td>
<td>1</td>
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</tbody>
</table>

**MAXIMUM 6**
Annual Corporate Partnership & Sponsorship Opportunities

Full Menu

*All sponsorship packages are customizable, inquire for more info

GOLD | $40,000 (valued at over $81K)

General Year-Round Visibility (Value $38,100)

Website Banner Gold Logo Inclusion - EXCLUSIVE
(Value $1000/mth = $12,000/year)

- AIHM Website EXCLUSIVE spot of Gold Sponsors
- Other AIHM Sites / Portals: Logo/Banner may be included at different times during the year on other AIHM webpages / sites such as:
  - AIHM Membership Only Portal (sign in required)
  - AIHM Virtual Conference Webpages

Personalized AIHM.ORG Landing Page
(Value $1500/mth = $18,000/year)

- AIHM sponsored webinars with your hosted speaker are listed
- Add up to 7 additional resources (preferred education, research articles)

Eblasts (Value $8,100/year)

- 1 Dedicated, Chaperoned email blast to AIHM full Email List per year (Value $1500/eblast)
- AIHM Monthly E-Newsletter Logo Inclusion on Gold sponsor banner each month 12x/year (Value $300/eblast)
  - Logo inclusion via gold sponsors banner that links to personal landing page
- AIHM Monthly E-Newsletter Sponsor Section with 1 image + Blog post 2x year (Value $1500/article)

Best Value for YEAR-ROUND BRAND EXPOSURE

6 Spaces Available

(Continued on next)
Gold Virtual Conference Sponsor (Value $30,000)

Gold Sponsor at ALL of the following 2021 AIHM virtual conference events (Value $10,000/conference)

2021 AIHM Virtual Event Dates*

- March 24–27, 2021
- October 29–31, 2021

*Dates subject to change

Gold Sponsorship includes:

- One chaperoned email, per event, to all registered event attendees.
- Logo inclusion on general conference eblasts (5–10 eblasts roughly per show)
- Leads: Receive final attendee list of all registered attendees for each event (for those attendees who have opted in to share these details) *1x use allowed.
- Advertisement in event digital brochure
- Virtual presence
  - If there is any possibility of having an in-person conference this year, your virtual presence will get upgraded to an in-person exhibit booth at no additional cost.
- 1 Non-CME Educational Session OR special event sponsor:
  - Session may be Product Demo or non-CME speaker topic at one of the 3 listed 2021 AIHM events.
  - In addition to being hosted within the conference platform, your non-CME Product Demo/non-CME speaker may be live streamed to AIHM’s Facebook page. *Topic and speaker must be vetted and approved by AIHM.

NEW IN 2021

Webinar Sponsor (Value $13,000)

2 AIHM Webinars are “hosted by” your company (your speaker and content).

- (Value $5,000/webinar)
- Provide the speaker and topic for up to 2 AIHM webinars that will then be hosted by AIHM in their weekly webinar series. *Topic and speaker must be vetted and approved by AIHM.
- Logo inclusion on webinar intro and outro slides and zoom invites.
- Chaperoned dedicated email blast to AIHM Email List to promote the webinar (1 per event)

(Continued on next)
Webinar Sponsor (Cont’d)

- Listing on AIHM Upcoming Events page
- One social media post per webinar to all AIHM social channels
- Your company will be verbally acknowledged at the start of the sponsored webinar by moderator/host.
- Leads: Receive the final attendee list of all registered webinar attendees for each event (for those attendees who have opted in to share these details). *1 x use allowed.
- Webinars may be live-streamed to Facebook, posted on YouTube, or hosted in our eLearning platform depending on topic.

2 AIHM Webinars “sponsored by” your company (no influence on topic or speaker) (Value $1,500/webinar)

- Logo inclusion on webinar intro and outro slides and zoom invites.
- Thanks are given to your company for sponsoring the webinar

GOLD (Continued)

SILVER | $15,000 (valued at $39K)

General Year-Round Visibility
(Value $24,000)

Logo on Sponsor recognition page
(Value $500/mth = $6,000/year)

Personalized AIHM.ORG Landing Page
(Value $1500/mth = $18,000/year)

- AIHM sponsored webinars with your hosted speaker are listed
- Add up to 2 additional resources (preferred education, research articles)

Silver Virtual Conference Sponsor
(Value $30,000)

Silver Sponsor at 1 of the following 2021 AIHM virtual conference events
(Value $10,000)

CHOOSE (one) 2021 AIHM Virtual Event Dates*

- March 24–27, 2021
- October 29–31, 2021

*Dates subject to change

Limited Availability! Only 6 GOLD sponsorship spaces available – contact us to secure your place!
Silver Sponsorship includes:

- Logo inclusion on some conference eblasts (5–10 eblasts roughly per show)
- Logo in event digital brochure
- Virtual presence
  - If there is any possibility of having an in-person conference this year, your virtual presence will get upgraded to an in-person exhibit booth at no additional cost.
- Non-CME Educational Session OR special event sponsor:
  - Session may be Product Demo or non-CME speaker topic. In addition to being hosted within the conference platform, your non-CME Product Demo/non-CME speaker may be live streamed to AIHM’s Facebook page. *Topic and speaker must be vetted and approved by AIHM.
  - Special event sponsors include research sponsor for example.

NEW IN 2021

Webinar Sponsor
(Value $5,000)

2 AIHM Webinars are “hosted by” your company (your speaker and content).

- Provide the speaker and topic for up to 2 AIHM webinars that will then be hosted by AIHM in their weekly webinar series. *Topic and speaker must be vetted and approved by AIHM.
- Logo inclusion on webinar intro and outro slides and zoom invites.
- Chaperoned dedicated email blast to AIHM Email List to promote the webinar (1 per event)
- Listing on AIHM Upcoming Events page
- One social media post per webinar to all AIHM social channels
- Your company will be verbally acknowledged at the start of the sponsored webinar by moderator/host.
- Leads: Receive the final attendee list of all registered webinar attendees for each event (for those attendees who have opted in to share these details). *1 x use allowed.
- Webinars may be live-streamed to Facebook, posted on YouTube, or hosted in our eLearning platform depending on topic.
**BRONZE | $5,000 (valued at $16K)**

**General Year-Round Visibility (Value $6,000)**

Logo on Sponsor recognition page  
(Value $500/mth = $6,000/year)

**Bronze Virtual Conference Sponsor (Value $10,000)**

Bronze Sponsor at 1 event  
(Value $10,000)

**CHOOSE (one) 2021 AIHM Virtual Event Dates***

- March 24–27, 2021
- October 28–31, 2021  
*Dates subject to change

**Bronze Sponsorship includes:**

- Virtual presence
  - If there is any possibility of having an in-person conference this year, your virtual presence will get upgraded to an in-person exhibit booth at no additional cost.

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**Are you a non-profit organization or educational institution?**

Please reach out for additional customizable benefits at any sponsorship level.
A la Carte
Media & Advertising Opportunities

Contact us today at tparker@aihm.org to customize your sponsorship.

<table>
<thead>
<tr>
<th>General</th>
<th>Webinar</th>
<th>Conference</th>
</tr>
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<tbody>
<tr>
<td>Chaperoned Eblast for an event or product to the full AIHM email database + $2,500</td>
<td>Webinar Sponsored speaker + $5,000</td>
<td>Main Research sponsor for the year (Only available to Gold &amp; Silver sponsors)</td>
</tr>
<tr>
<td>Event Listing on AIHM.org events webpage + $100 per month per event</td>
<td>Sponsored AIHM webinar (no speaker) with logo inclusion on webinar intro and outro slides and zoom invites. + $1,500</td>
<td>Non-CME Product Demo or non-CME speaker topic $3,500</td>
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<tr>
<td>Advertise in AIHM monthly newsletter webpage + $500 per entry</td>
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<td>Full page advertisement in conference brochure $4,000</td>
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<td>Quarter page advertisement in conference brochure $1,000</td>
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Give your brand maximum exposure with integrative health practitioners!
Schedule a Virtual Sponsorship Meeting with Us Today.

We’d love to build you a custom sponsorship package that will leverage our marketing channels to bring you brand recognition and new clients.

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