

Sponsorship Opportunities

2009 International Congress on Clinical Pharmacy
Cosponsored by the American College of Clinical Pharmacy and
the European Society of Clinical Pharmacy
April 24–28, 2009
Orlando, Florida

About the Congress

Every four years, clinical pharmacists from around the world come together for the International Congress on Clinical Pharmacy, designed to promote the exchange of new knowledge and best practices, and to provide a forum for discussion of global health care issues. The 2009 Congress, will be hosted by the American College of Clinical Pharmacy (ACCP), and cosponsored by the European Society of Clinical Pharmacy (ESCP). The Congress will be held April 24–28 at the Orange County Convention Center and the Rosen Centre Hotel in Orlando, Florida.

ACCP's Updates in Therapeutics: The Pharmacotherapy Preparatory Course will be presented in conjunction with the Congress. The Pharmacotherapy Preparatory Course is designed to help pharmacists who are preparing for the Board of Pharmaceutical Specialties Certification Examination in Pharmacotherapy, as well as those seeking a general review and refresher on disease states and therapeutics.

An estimated 1,900 pharmacists from North America and Europe are expected to attend the Congress. The following sponsorship opportunities will provide maximum visibility with this audience.

Opening Reception: Saturday, April 25, 6:30 – 8:30 p.m. **Sponsorship: \$65,000.00**

The Opening Reception offers all Congress attendees a chance to meet and mingle with their international colleagues in a festive atmosphere while enjoying appetizers and refreshments. The Opening Reception will set the tone for a week of international collaboration and collegiality.

Sponsorship Benefits

The Opening Reception is envisioned as a single sponsor event priced at \$65,000.00. The sponsorship will cover the cost to provide a menu of appetizers for approximately 1,500 participants, plus the cost to staff four cash bars. The Opening Reception sponsorship includes the following considerations for the event sponsor:

- Sponsor company name identification in the print and Web-based meeting materials for International Congress
- Sponsor company name and/or logo on placards at each food service station and on napkins
- Sponsor company name and/or logo on signage at the entrance to the reception and inside the reception identifying the company as Opening Reception sponsor
- Ten full meeting registrations for sponsoring organization personnel
- Full-page, black and white ad in the official *Congress Meeting Guide and Abstracts*

Scientific Poster Session Lunch: Saturday, April 25, 12:30 – 2:00 p.m. **Sponsorship: \$68,500.00**

The Scientific Poster Sessions are an integral part of each International Congress. Congress registrants will have ample time to review the posters on display at this first of two sessions while enjoying a hosted lunch.

Sponsorship Benefits

The Scientific Poster Session Lunch is envisioned as a single sponsor event priced at \$68,500.00. The sponsorship will cover the cost to provide the box lunches and assorted beverages for an estimated 1,500 registrants. The Scientific Poster Session Lunch sponsorship includes the following considerations for the event sponsor:

- Sponsor company name identification in the print and Web-based meeting materials for International Congress
- Sponsor company name and/or logo on placards at each food service station and on napkins
- Sponsor company name and/or logo on signage at the entrance to the Poster Sessions and inside the Poster Sessions identifying the company as Scientific Poster Session Lunch sponsor
- Twelve full meeting registrations for sponsoring organization personnel
- Full-page, four-color ad in the official *Congress Meeting Guide and Abstracts*

Scientific Poster Session Breakfast: Sunday, April 26, 8:00 – 9:30 a.m.
Sponsorship: \$29,500.00

The second of two poster presentations, this session will offer registrants the convenience of a hosted continental breakfast.

Sponsorship Benefits

The Scientific Poster Session Breakfast is envisioned as a single sponsor event priced at \$29,500.00. The sponsorship will cover the cost to provide a deluxe continental breakfast for an estimated 1,000 registrants. The Scientific Poster Session Breakfast sponsorship includes the following considerations for the event sponsor:

- Sponsor company name identification in the print and Web-based meeting materials for International Congress
- Sponsor company name and/or logo on placards at each food service station and on napkins
- Sponsor company name and/or logo on signage at the entrance to the Poster Sessions and inside the Poster Sessions identifying the company as Scientific Poster Session Breakfast sponsor
- Four full meeting registrations for sponsoring organization personnel
- Half-page, black and white ad in the official *Congress Meeting Guide and Abstracts*

Cyber Café: Friday, April 24 – Tuesday, April 28
Sponsorship: \$17,500.00

Located in the high-traffic ACCP registration and bookstore area in the Orange County Convention Center, the Cyber Café gives meeting registrants Internet access to download and print meeting materials and send and check e-mail. The Cyber Café's 12 computer stations are available to ACCP's estimated 1,900 Congress registrants during registration hours from Friday morning through Tuesday afternoon—a total of 51.5 hours of operation during the meeting.

Sponsorship Benefits

The Cyber Café Sponsorship includes the following considerations for the sponsor organization:

- Sponsor company name reproduced four-color on each Cyber Café counter
- Name identification in the print and Web-based meeting materials for International Congress
- Link from the ACCP Web Site homepage to the sponsor organization Web site at each Cyber Café station
- Four full meeting registrations for sponsoring organization personnel

Closing Reception: Monday, April 27, 8:00 – 9:30 p.m.
Sponsorship: \$42,500.00

The Closing Reception is the final networking event of the Congress, a chance to reflect on the Congress experience and celebrate together the international community of clinical pharmacy.

Sponsorship Benefits

The Closing Reception is envisioned as a single sponsor event priced at \$42,500.00. The sponsorship will cover the cost to provide a menu of appetizers for approximately 1,000 participants, plus the cost to staff four cash bars. The Closing Reception sponsorship includes the following considerations for the event sponsor:

- Sponsor company name identification in the print and Web-based meeting materials for International Congress
- Sponsor company name and/or logo on placards at each food service station and on napkins
- Sponsor company name and/or logo on signage at the entrance to the reception and inside the reception identifying the company as Closing Reception sponsor
- Eight full meeting registrations for sponsoring organization personnel

Additional Congress Sponsorship Opportunities:

Congress Totebags: \$15,000.00

Imprinted with sponsor's company name and logo, the official Congress totebag is distributed to all registrants and is a single sponsorship opportunity.

ACCP, ESCP Leadership Dinner: \$4,000.00

On the eve of the Congress opening, ACCP's 11-member Board of Regents and senior staff will join ESCP's 12-member General Committee for a networking dinner on Friday, April 24, 2009, at the Rosen Centre Hotel as the International Congress on Clinical Pharmacy gets underway. The Leadership Dinner is a single sponsorship opportunity.

For more information, please contact Randi Fischer, Cunningham Associates, at (201) 767-4170 or rfischer@cunnasso.com.