



Alliance for
Continuing Education
in the Health Professions

2021

Alliance Year-Round Exhibitor and Promotional Prospectus

Virtual Alliance
Annual Conference

Learning Labs

Alliance Connect

We're excited to introduce the Alliance Experience.

The Alliance Experience is composed of three distinct opportunities to connect with our community of 1,400+ professionals focused on advancing continuing education in the health professions.

As we continue to adapt to these new times, the Alliance is introducing new ways to provide educational tools to gain knowledge, advance skillsets, and learn from others' experiences.

ALLIANCE EXPERIENCE



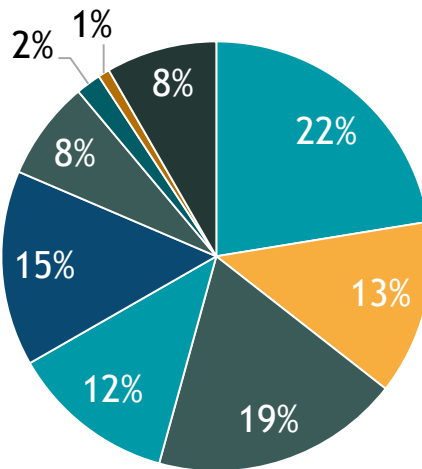
Alliance for
Continuing Education
in the Health Professions

The Professional Home for CPDs in Healthcare

The Alliance for Continuing Education in the Health Profession (Alliance) is a membership community of 1,400+ healthcare continuing education professionals dedicated to accelerating excellence in healthcare performance through quality education, innovation, advocacy and collaboration. Founded in 1975, the Alliance is the recognized leader and trusted partner striving to close gaps in healthcare delivery by transforming the best science and knowledge into effective professional development.

By promoting your company with the Alliance, your organization demonstrates not only your relationship with our organization, but the CPD industry as a whole. Showcase your company's products and services to our dedicated membership base, actively seeking relationships and ways to advance their organization and career.

Member Sections



- Health Systems and Hospitals
- Medical Education Companies (MEC)
- Healthcare Education Organizations
- State Medical Societies
- PEERS
- Medical Specialty Societies
- Medical Schools
- Industry Alliance for CE
- Federal Healthcare Educators

ALLIANCE EXPERIENCE

EXHIBIT OPPORTUNITIES



Alliance for
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Who will you meet?

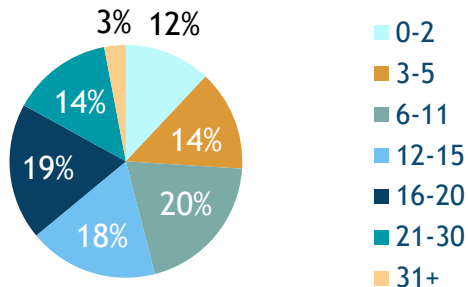
Spotlight your company in front of nearly 1,200 highly engaged attendees actively seeking the latest industry news, educational updates, and information on the resources and technologies available to better serve them and their facilities.

Alliance Annual Conference attendees are a dynamic group of learners within the healthcare education profession, including:

- Professionals from accredited continuing medical education, pharmacy education, and nursing education programs
- Instructional designers
- Quality improvement coaches
- Outcomes analysts
- Researchers
- Policy makers
- Funders
- Technology solution providers

Past Annual Conference Attendees

Experienced Professionals in the Industry:



Decision Makers at their Facilities

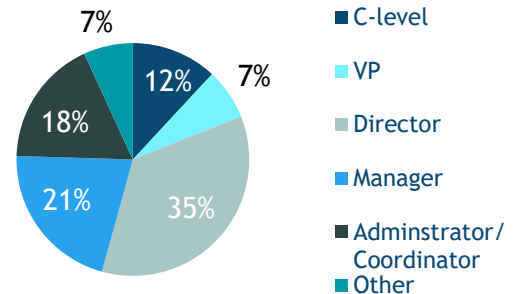


Exhibit Opportunities: *Alliance Experience Bundles*



PRICING AND BENEFITS	Bundle Option #1	Bundle Option #2
Virtual Alliance 2021 Annual Conference <i>See page 7 for more information</i>	●	●
Additional Virtual Conference Benefits <ul style="list-style-type: none">• (1) Rotating Banner Advertisement• (1) Bulletin Message (similar to app notification)	●	●
Alliance Connect <i>See page 8 for more information</i>	10x10 Booth (100 sq ft)	10x20 Booth (200 sq ft)
Booth Pricing	\$4,500	\$7,500



Exhibit Opportunities

Virtual Alliance 2021 Annual Conference



PRICING AND BENEFITS	Virtual Booth
	\$1,500
Company description and website listing	●
Event booth metrics and lead retrieval	●
Opportunity to engage with attendees through polls, 1:1 meetings and gamification	●
Post-downloadable collateral	●
Attendee post-show mailing list for one-time mailing	●
Video chat capabilities with booth visitors	●
Embed videos in booth listing (total allowance)	●
Complimentary full-conference registration	2 Registrations
Opportunity to purchase additional full-conference event registration(s)	●

Exhibit Opportunities:

Alliance Connect



PRICING AND BENEFITS	10x10 Booth	10x20 Booth
	\$3,500	\$6,500
Exhibitor listing included in mobile app with ability to upload content	●	●
Attendee post-show mailing list for one-time mailing	●	●
Six-foot (6') draped table, booth locator signage	1 Table	2 Tables
Chairs and wastebasket	2 Chairs	4 Chairs
Complimentary full-conference registrations	3 Registrations	6 Registrations
Opportunity to purchase additional full-conference event registration(s)	●	●
Carpet cost (reduced from GSC pricing)	\$200	\$400

ALLIANCE EXPERIENCE

SPONSORSHIP OPPORTUNITIES



Alliance for
Continuing Education
in the Health Professions

Alliance Experience Sponsorship Tiers



Platinum: \$20,000+

- Verbal recognition at sponsored event, if applicable
- Pre-event promotions for sponsored event, if applicable
- Four complimentary full-conference badges
- Advance sponsor recognition on the Alliance website (through July 31, 2021)
- Exclusive signage recognition
- Company logo included on all sponsor recognition materials
- (1) Advertisement in the *Almanac*
- Learning Lab 1-minute commercial
- Learning Lab email advertisement
- Pre- and post-mailing attendee list

Gold: \$15,000 - \$19,999

- Verbal recognition at sponsored event, if applicable
- Pre-event promotions for sponsored event, if applicable
- Three complimentary full-conference badges
- Advance sponsor recognition on the Alliance website (through January 31, 2021)
- Exclusive signage recognition
- Company logo included on all sponsor recognition materials
- Learning Lab email advertisement
- Pre- and post-mailing attendee list

Alliance Experience Sponsorship Tiers



Silver: \$10,000 - \$14,999

- Verbal recognition at sponsored event, if applicable
- Pre-event promotions for sponsored event, if applicable
- Two complimentary full-conference badges
- Advance sponsor recognition on the Alliance website (through July 31, 2021)
- Exclusive signage recognition
- Company logo included on all sponsor recognition materials
- Pre- and post-mailing attendee list

Bronze: \$5,000 - \$9,999

- Pre-event promotions for sponsored event, if applicable
- One complimentary full-conference badge
- Advance sponsor recognition on the Alliance website (through July 31, 2021)
- Exclusive signage recognition
- Company logo included on all sponsor recognition materials
- Pre- and post-mailing attendee list

Supporter: \$1,000 - \$4,999

- Advance sponsor recognition on the Alliance website (through July 31, 2021)
- Exclusive signage recognition
- Company logo included on all sponsor recognition materials
- Pre- and post-mailing attendee list

Virtual Sponsorships



Coffee Break Virtual Gift Card \$10,000	After Hours Trivia Networking Event \$8,000
<p>Provide our attendees with the most important meal of the day!</p> <p>Includes:</p> <ul style="list-style-type: none">• Company branding on email promotion• Company branded digital gift card message	<p>Connect with attendees after a day of education for an After Hours Trivia Event.</p> <p>Includes:</p> <ul style="list-style-type: none">• Recognition in marketing materials for event• 1-minute promo video played at the beginning of the event• Provide prize(s) to the winning team
Mixology Class Social Event \$8,000	Awards Celebration \$4,000
<p>Help our attendees learn a new skill by sponsoring our virtual mixology class social event!</p> <p>Includes:</p> <ul style="list-style-type: none">• Recognition in marketing materials for event• 1-minute promo video played at the beginning of the event• Logo recognition with mixologist	<p>Help us celebrate our award winners with our virtual awards recognition ceremony.</p> <p>Includes:</p> <ul style="list-style-type: none">• Add sponsor logo to conference virtual background for this event.• 1-minute introduction to the ceremony by a sponsoring staff member• Recognition in marketing materials for event

Virtual Sponsorships



Session Commercials \$4,000 <i>(five available)</i>	Virtual Platform Training Webinar \$4,000
Create a short commercial that will be played immediately before a session begins. As attendees are entering their sessions, they will see your branding and message. Includes: <ul style="list-style-type: none">• 1-minute video to play prior to session start	As the Alliance educates our attendees on how to use the Alliance Experience online/virtual platform, be one of the first sponsors to engage with our attendees through our online training webinar. Includes: <ul style="list-style-type: none">• Logo recognition on the webinar emails• Logo and verbal recognition during the recorded webinar
Virtual Platform Banner Advertisement \$2,500 <i>(four available)</i>	Bulletin Message \$2,500 <i>(four available)</i>
Showcase your company through a banner ad on the front page of the virtual experience website. Includes: <ul style="list-style-type: none">• Banner ad in rotation on home screen of the event• Banner links to companies booth profile	Send a message to all attendees in the virtual platform to promote your companies booth and initiatives. Includes: <ul style="list-style-type: none">• Bulletin message scheduled and sent to all attendees during the live event

Alliance Connect Sponsorships



<p>Conference App \$12,000</p>	<p>WiFi \$10,000</p>	<p>Headshot Studio \$10,000</p>
<p>Whether it's on a tablet or phone, help our attendees keep connected to content provided by industry experts. Branding opportunities are available for sponsor within the mobile platform.</p> <p>Includes:</p> <ul style="list-style-type: none"> • 6 push notifications/messages • Advertisement on loading page • banners in app 	<p>More and more attendees are turning to their laptops and mobile devices to check email and search for information. As a result, the WiFi service is arguably the most valued and used service at the conference.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Custom WiFi password • Branding on WiFi signage 	<p>Help keep our attendees' professional profiles up to date with a new headshot for 2021! The headshot studio will be available to attendees anytime the exhibit hall is open.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Recognition in all promotional materials • Branding on signage
<p>Portable Charger \$10,00</p>	<p>Masks \$10,000</p>	<p>Charging Station(s) \$8,000 /each (two available)</p>
<p>Be a hero! Eliminate dead battery drama by providing portable, USB mobile device (e.g., smart phones, tablets) chargers complete with your company logo.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Company logo on charger • Included in tote bag 	<p>Keep yourself and others safe by wearing the Alliance and sponsor branded mask. Stop the spread!</p> <p>Includes:</p> <ul style="list-style-type: none"> • Branding on Mask • Included in tote bag 	<p>Expand your presence and help attendees charge up and stay connected. Sponsor the electronic device charging station.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Branding on charging station

Alliance Connect Sponsorships



<p>Conference Tote Bags \$8,000</p>	<p>President's Dessert Reception \$8,000</p>	<p>Sanitization Stations \$8,000</p>
<p>Provide the conference tote bags and gain added exposure each time an attendee reaches for a notebook.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Branding on tote bag • Provided at Registration 	<p>Start the conference and exhibition off on the right foot by promoting our Annual Welcome and President's Dessert Reception! Join attendees as they network and connect with peers they haven't seen since last year.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Branding on napkins during the event • Branding on event signage 	<p>Help us slow the spread by sponsoring sanitization stations around conference spaces.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Signage with the company branding on all stations
<p>Networking Reception \$7,500</p>	<p>Lanyards \$6,000</p>	<p>Registration \$6,000</p>
<p>Join attendees as they network and connect at the reception in our Exhibit Hall.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Branding on napkins during the event • Branding on event signage 	<p>Attendees are required to wear their name badges to all functions, giving your company thousands of impressions during the conference.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Branding on lanyard • Provided at registration 	<p>Showcase your organization before the conference event starts by promoting the registration area. Your logo will be visible to all checking in to the conference.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Branding on Registration Counters • (1) Standing Advertisement

Alliance Connect Sponsorships



Notebooks \$5,000	Individual Hand Sanitizers \$5,000	Continental Breakfast(s) \$5,000 (three available)
<p>Conference notebooks are frequently used long after the event ends. Attendees will see your logo as they jot down their session notes and refer to those notes when they return home.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Branding on the notebook • Provided in the tote bag 	<p>Provide attendees with on-the-go hand sanitizer.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Branding on the hand sanitizer • Provided in the tote bag 	<p>Help attendees rise and shine for a full day of educational and networking events. This can be held exclusively for all three mornings or split by three companies, one each day.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Branded napkins • Signage with the company branding
Refreshment Breaks \$5,000 (two available)	Branded Pens \$2,500	Conference Tote Bag Insert \$2,000 (five available)
<p>Help attendees quench their thirst as the official Refreshment Break sponsor!</p> <p>Includes:</p> <ul style="list-style-type: none"> • Sponsoring company may provide personalized cups and/or napkins • Signage with the company branding 	<p>Imagine all the attendees carrying pens with your company logo and information - at the conference and when they return home. Your organization supplies the pens.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Provided in the tote bag 	<p>Be one of the first exhibitors to welcome each attendee by placing your promotional material in every conference tote bag. Please note your organization will be responsible for printing and shipping the company's inserts, which must be pre-approved by the Alliance.</p>

Alliance Experience Bundle Sponsorships



Opening Keynote \$10,000	Key Cards (Virtual and In-Person) \$10,000	Innovation Theater Sessions \$5,000
<p>Kick off the conference's education sessions with this exclusive opportunity to introduce our keynote speaker.</p> <p>Includes:</p> <ul style="list-style-type: none">• 30-second commercial (virtual)• Signage and verbal recognition (in-person)	<p>Help us welcome attendees to the event with the virtual keycard in our daily welcome messages while we're virtual. While we're in-person, reach attendees as they arrive at their room each night!</p> <p>Includes:</p> <ul style="list-style-type: none">• Recognition in welcome and daily emails (virtual)• (2) branded keycards per person (in-person)	<p>Hosting your own 15-minute Innovation Theater Session, you can promote your company to our attendees in an educational manner. Engage with the audience through questions and chat feature within the platform.</p> <p>Includes:</p> <ul style="list-style-type: none">• Scheduled Innovation Theater Timeslot during Alliance Virtual and Live Expo Hours• Session connected and listed on company booth details page and mobile app• List of attendees who attended your session (post-conference - virtual)• Question reports from your session (post-conference - virtual)

Alliance Experience Bundle Sponsorships



Sunrise Yoga Session \$5,000	Reflection/Meditation Sessions \$4,000	Attendee Daily Email Advertisement \$3,500 (four available)
<p>Attendees will have the opportunity to start their day with a 45-minute yoga session to clear their minds and get ready for a day of sessions.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Recognition in event promotion and daily emails • Branding on page in the virtual platform • Branding on event signage (in-person) 	<p>Help attendees take a step back and reflect on what they've learned through a meditation session during our breaks at the conference.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Recognition in event promotion and daily emails • Branding on page in the virtual platform • Branding on event signage (in-person) 	<p>Our conference emails go to each registered attendee every morning of the virtual conference. Include your branding in these communications!</p> <p>Includes:</p> <ul style="list-style-type: none"> • Banner ad on daily emails • (1) virtual and (1) in-person

Section Meetings \$2,000 (nine available)
<p>With this opportunity, you'll have a chance to get in front one of our nine member sections. This is a time for professionals in similar work environments to meet and discuss what is happening within their work setting.</p> <p>Includes:</p> <ul style="list-style-type: none"> • 2-minute introduction at virtual and in-person section meetings • Signage with the company branding

ALLIANCE EXPERIENCE

MARKETING OPPORTUNITIES



Alliance for
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Learning Labs Advertising



Promotional Email Advertisement \$2,500	Session Commercials (4 available) \$4,000
<p>Our conference emails go to all registered attendees to promote their access to the Learning Lab sessions. Include your branding in these communications!</p> <p>Includes:</p> <ul style="list-style-type: none">• Banner on (1) promotional emails	<p>Create a short commercial that will be played immediately before a session begins. As attendees are entering their sessions, they will see your branding and message.</p> <p>Includes:</p> <ul style="list-style-type: none">• 1-minute video to play prior to session start

Advertise in the Alliance Connect Program

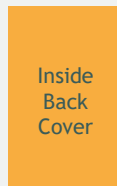
Secure an ad in the on-site program, and your company will be seen by all attendees as they search for the schedule, convention maps, session information, and more!

Inside Front Cover	\$3,000
Inside Back Cover	\$3,000
Back Cover	\$3,500
Full-Page	\$1,700
Half-Page	\$895



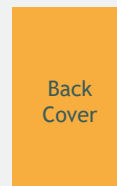
Inside
Front
Cover

(full-page)
\$3,000



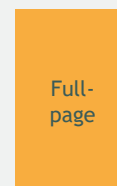
Inside
Back
Cover

(full-page)
\$3,000



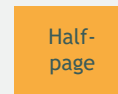
Back
Cover

(full-page)
\$3,500



Full-
page

\$1,700



Half-
page

\$895

Space Deadline: May 15, 2021
Materials Deadline: May 31, 2021

Advertising Specifications

Full-page ad (including covers):
8.5x11" with .125" bleeds on all sides

Half-page ad:
8.5x5.5" with no bleeds

To advertise in the *Almanac*, please call Ryan Leach at 202-267-2429
or email rleach@acehp.org for more information.

All opportunities are subject to approval from the institution accrediting the Continuing Medical Education (CME) as well as the standards for commercial support set by the Accreditation Council for CME.

