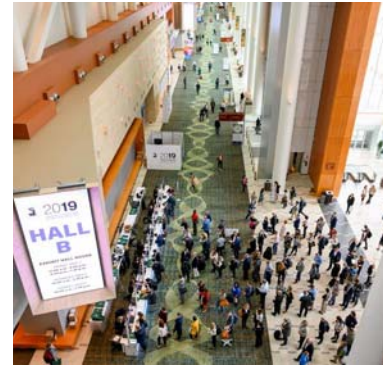




ACOG

The American College of
Obstetricians and Gynecologists



Support Catalog

2022

acog.org

ENGAGEMENT OPPORTUNITIES

JOIN US

The American College of Obstetricians and Gynecologists is proud to partner with corporations, organizations, and foundations that share our commitment to women's health. By supporting ACOG's educational, informational, and advocacy programming, you're directly supporting patients, families, and communities.

We are forever grateful to our 2020 and 2021 supporters. Your contributions allowed us to continue advancing our mission of supporting our members and their patients through a global pandemic.

Please reach out to me to further discuss how we can work together to continue our work and improve women's health care.

Best,

Erin Whiteman

Industry Relations Manager

ewhiteman@acog.org

(202) 863-2472



TABLE OF CONTENTS

Join Us	2
About ACOG	4
Council on Resident Education in Obstetrics and Gynecology (CREOG) ...	5
Medical Student and Young Professional Resources	6
Public Affairs, Policy, and Advocacy	7
Health Economics and Practice Management	8
Diversity, Equity, and Inclusive Excellence	9
Patient Resources	10
Annual District Meetings	11
Sponsorship Benefits	12
ACOG Annual Clinical and Scientific Meeting	13-17

ABOUT ACOG

Founded in 1951, ACOG is the premier professional membership organization for obstetrician-gynecologists. The College produces practice guidelines for health care professionals and educational materials for patients, provides practice management and career support, facilitates programs and initiatives to improve women's health, and advocates for members and patients.

With more than 60,000 members spanning the entire career life cycle, ACOG is composed of 12 Districts. These Districts are made up of 98 Sections. ACOG's Districts and Sections represent various regions, countries, territories, and states in North and South America.

ACOG Fellows are board-certified obstetrician-gynecologists whose professional activities are devoted to the practice of obstetrics and gynecology, who possess unrestricted licenses to practice medicine, and who have attained high ethical and professional standing.

Our Mission

We are dedicated to the advancement of women's health care and the professional and socioeconomic interests of our members through continuing medical education, practice, research, and advocacy.

Our Vision

As the premier membership organization for obstetrician-gynecologists and providers of women's health care, we will provide the highest quality education worldwide, continuously improve women's health care through practice and research, lead advocacy efforts for women's health care issues nationally and internationally, and provide excellent organizational support and services to members.

Our Core Values

As an organization dedicated to the advancement of women's health care and the betterment of our membership, we value:

- Access to high quality and safe health care for all women
- Professionalism for our membership through high ethical standards, collegiality, communication, mentoring, leadership development, diversity, and lifelong learning
- Scholarship in medical science through health research and education
- Advocacy for women and our members in our role as the authority on the specialty and on women's health information for patients, health care professionals, organizations, and government
- Our commitment to changing the culture of medicine and eliminating racial disparities in women's health outcomes.

ACOG maintains relationships with a variety of corporations, foundations, and other organizations committed to excellence in women's health care. We accept financial and in-kind support only if such acceptance does not pose a conflict of interest and in no way affects ACOG's objectivity, priorities, and actions. ACOG retains complete control of the development, implementation, and assessment of all content and materials related to our work.



COUNCIL ON RESIDENT EDUCATION IN OBSTETRICS AND GYNECOLOGY (CREOG)

CREOG COLLABORATIVE

\$100,000

Support CREOG's efforts to enable and empower program directors, coordinators, and residents to become the next generation of leaders and innovators in women's health. CREOG provides accredited obstetrics and gynecology residency programs with the support and materials needed for success. The Collaborative is open to five participating organizations each year. Collaborative members will receive branded recognition on the CREOG website and at the 2022 CREOG Educational Retreat and will receive one use of the advance registration list for the 2022 CREOG Educational Retreat.

CREOG SCHOOL

\$50,000

CREOG has developed this unique educational resource to help prepare residency and fellowship program directors and managers to effectively lead their programs. Built around the expertise of an experienced and knowledgeable faculty, the school addresses multiple topics that are fundamental and critically important to a well-run program. ACOG's recognition of sponsors will follow ACCME guidelines. Only three sponsorship spaces are available.

CREOG RESIDENT LEADERSHIP WORKSHOPS

\$25,000 PER WORKSHOP

CREOG Resident Leadership Workshops equip senior residents in obstetrics and gynecology with the knowledge and skills necessary to serve as leaders and teachers for junior residents and medical students. Workshops cover topics such as coaching, leadership skills, providing feedback, and managing conflict. ACOG's recognition of workshop sponsors will follow ACCME guidelines.

MEDICAL STUDENT AND YOUNG PROFESSIONAL RESOURCES

DISTRICT III JUNIOR FELLOW DAY SPONSORSHIP **\$10,000**

Held every October, this program features lectures and learning opportunities for Junior Fellows of District III (Delaware, New Jersey, Pennsylvania, and the Dominican Republic). Support will be recognized on signage at the registration table.

SIXTH ANNUAL NATIONAL PHYSICIAN WELLNESS WEEK **\$50,000**

Help ACOG build wellness awareness among future leaders in the specialty. During Wellness Week, residency programs nationwide highlight the importance of wellness within our specialty. Sponsorship will be recognized with a logo on all promotional materials to residency programs, including fliers, social media posts, and emails and on the CREOG Wellness Week website.

MEDICAL STUDENT WORKSHOPS AT THE ANNUAL MEETING **\$20,000 PER WORKSHOP**

These workshops are designed for medical students interested in pursuing a career in obstetrics and gynecology. Three specific workshops are offered focusing on specialty-specific areas of interest. Sponsors receive maximum visibility with signage and corporate logo at the registration desk and during breaks.

ROBERT C. CEFALO LEADERSHIP INSTITUTE **\$75,000**

Through a series of workshops with highly recognized physicians, leadership experts, and communications specialists, the Cefalo Institute provides young physicians with the non-traditional skills necessary to be leaders in women's health.

MEDICAL STUDENT RESIDENCY FAIR AT THE ANNUAL MEETING **\$25,000 EXCLUSIVE**

The residency fair facilitates exposure to obstetrics and gynecology residency programs from around the United States. More than 35 programs exhibit annually, and the event is consistently popular with medical students. Sponsor receives maximum visibility with signage and corporate logo at the registration desk and exhibitor title banners. This is an exclusive sponsorship.

MEDICAL STUDENT RECEPTION AT THE ANNUAL MEETING **\$50,000 EXCLUSIVE**

This reception is well attended by medical students, Junior Fellow College Advisory Council officers, and Young Physician officers providing medical students with an opportunity to network with other members of ACOG. The Medical Student Recruitment Award is presented annually at this event. Supporter's name and corporate logo are prominently displayed on reception signage, and a company representative will be invited to deliver introductory remarks.

OBSTETRICS AND GYNECOLOGY RESIDENT REPORTER PROGRAM AT THE ANNUAL MEETING **\$250,000**

This support opportunity allows for residents from each of the 12 ACOG Districts to attend the Annual Meeting. A structured schedule allows residents to network among peers and experience all segments of the scientific program. Sponsoring organizations will be invited to network with these young leaders and speak on a panel. The minimum sponsorship requirement is \$50,000.

PUBLIC AFFAIRS, POLICY, AND ADVOCACY

CONGRESSIONAL LEADERSHIP CONFERENCE WI-FI AND STREAMING SPONSOR **\$60,000**

Help Congressional Leadership Conference, the President's Conference, attendees stay connected. This sponsor will receive branded acknowledgement in the program, on the streaming platform, and on Wi-Fi signage throughout the conference and may send three representatives to audit the conference.

CONGRESSIONAL LEADERSHIP CONFERENCE WELCOME RECEPTION **\$50,000**

Welcome attendees to the 2022 Congressional Leadership Conference with a happy hour. This sponsor will receive branded acknowledgement in the program and during the reception and may send two representatives to attend the reception and audit the Sunday evening plenary session.

CONGRESSIONAL LEADERSHIP CONFERENCE COFFEE BREAK **\$15,000**

This exclusive sponsorship opportunity will allow Congressional Leadership Conference attendees to network in between plenary sessions on the second day of the conference. This sponsor will receive branded acknowledgement on the program and during the coffee break and may send one representative to audit the Monday morning plenary sessions.

CONGRESSIONAL LEADERSHIP CONFERENCE NURSING LOUNGE **\$10,000**

Provide nursing parents a quiet room to nurse and pump. This sponsor will receive branded acknowledgment in the program and the opportunity to provide product samples.

STATE LEGISLATIVE ROUNDTABLE WELCOME RECEPTION **\$30,000**

Provide State Legislative Roundtable attendees with an opportunity to network and socialize before the conference. This sponsor will receive branded acknowledgment in the program and during the reception and may send two representatives to attend the reception and audit one session at the discretion of Government Affairs staff.

STATE LEGISLATIVE ROUNDTABLE COFFEE BREAKS **\$10,000**

Provide attendees with an opportunity to relax between sessions. This sponsor will receive branded acknowledgment in the program and during the coffee break. The sponsor may send one representative to attend the break and audit one session at the invitation of ACOG staff.





HEALTH ECONOMICS AND PRACTICE MANAGEMENT

TOPICAL WEBINARS AND PODCASTS

\$25,000+

Each year, ACOG produces a limited number of topical webinars and podcasts. For more information about topics available, please contact Erin Whiteman at ewhiteman@acog.org.

RADIOFREQUENCY ABLATION CODING ADVOCACY ACTIVITIES

\$30,000

In 2022, ACOG's Health Economics and Practice Management team will be working with payers to recognize laparoscopic radiofrequency ablation as an option for treatment of uterine fibroids. This sponsor will be recognized on a podcast or webinar that provides policy updates and billing and coding instructions.

ENDOMETRIOSIS CODING EDUCATION

\$45,000

Help ACOG sustain and strengthen reimbursement for obstetrician-gynecologists through active engagement with the private and public policy-making groups that develop, value, and implement payment structures and systems. ACOG will be creating coding education materials, including webinars, podcasts and print materials to educate physicians and medical coders about upcoming changes to endometriosis ICD-10 diagnoses codes.

PAYMENT ADVOCACY AND POLICY PORTAL

\$50,000+

The Payment Advocacy and Policy Portal is a comprehensive practice management and health care payment assistance platform for ACOG Fellows and their staff. More than 1,000 users access this portal for information on coding and to connect with ACOG Health Economics and Practice Management staff. This sponsor will be recognized with a logo on the portal's support page. Exclusive sponsorship rights are available.



DIVERSITY, EQUITY, AND INCLUSIVE EXCELLENCE

ACOG is committed to creating a diverse, equitable, and inclusive culture of excellence among our membership, fellowship, leadership, and staff. As a leader in women's health, ACOG continues to work toward meaningful outcomes by striving to change the culture of medicine and eliminate inequities in the delivery of health care and health care outcomes. We recognize that there is much work to be done, and we hope that together with committed partner organizations we can address the complex challenges facing our members, their patients, and women's health.

Recognition, Accountability, and Anti-Racism: The Changing the Culture of Medicine Fund

Corporate contributions to this fund will allow the ACOG Foundation to support the College's work to combat racial bias through events, programming, and educational offerings. As ACOG continues its work to foster diversity, equity, and inclusion, support from industry partners will be necessary to provide such educational programming to our members.



PATIENT RESOURCES

SPANISH-LANGUAGE
RESOURCE
SUBSCRIPTION **\$50,000**

Support ACOG's library of Spanish-language patient resources, currently consisting of 130 pamphlets and six fast-fact sheets. Sponsor will be recognized by name on the landing page of the Digital Pamphlet Subscription in the ACOG bookstore.

ANNUAL DISTRICT MEETINGS

District(s)	Location	Dates
District XII	Orlando, Florida	August 12-14, 2022
District VI	Chicago, Illinois	September 16-18, 2022
District II	Brooklyn, New York	September 23-25, 2022
District XI	San Antonio, Texas	September 23-25, 2022
Districts V, VIII, and IX	Maui, Hawaii	September 29-October 1, 2022
Districts IV and VII	Asheville, North Carolina	September 30-October 2, 2022
Armed Forces Annual District	Henderson, Nevada	October 16-19, 2022
District I	TBD	TBD

General Meeting Support Grants

Support all Annual District Meetings (ADMs) through a general meeting support grant divided evenly among all meetings. Sponsors will be recognized with a logo on the ACOG website and on appropriate signage and collateral at ADMs.

General CME Grants

Support CME programming at ADMs. Sponsors will be recognized in accordance with ACCME guidelines.

Individual Meeting Sponsorships

Sponsors may choose the following options to support one specific ADM or all ADMs. Price varies by number of Districts selected and potential attendance.

COFFEE BREAKS

Sponsors will be recognized on appropriate signage and collateral and may provide beverage napkins, coffee cups, or coffee cup holders with their logo.

DONOR LOUNGE

Sponsors will be recognized with prominent signage in the donor lounge.



SPONSORSHIP BENEFITS

Benefit	President's Cabinet \$500,000+	Platinum \$250,000+	Gold \$100,000+	Silver \$50,000+	Friends of ACOG Up to \$50,000
Recognition on ACOG.org	✓	✓	✓	✓	✓
Recognition on Annual Meeting Sponsors' Banner and Final Program	✓	✓	✓	✓	✓
2023 Booth Space Points	300	150	50	25	5
Complimentary Annual Meeting Registration	3	2	1		
One Use of Annual Meeting Advance Registration Mailing List	✓	✓	✓		
One Use of Annual Meeting Post-Event Mailing List	✓	✓	OR ✓		
One Use of ACOG Member Mailing List	✓				





ACOG ANNUAL CLINICAL AND SCIENTIFIC MEETING

ACOG invites you to participate in the 2022 Annual Clinical and Scientific Meeting, scheduled for May 6–9 in San Diego, California.

For more than 50 years, the ACOG Annual Clinical and Scientific Meeting has brought together influential and notable professionals in the specialty to learn the newest techniques, obtain critical information to better serve their patients, and grow their practices. Attendees of this comprehensive educational event will learn about the latest products, services, and technologies in patient care.



ADM CHALLENGE **\$10,000**

Increase traffic to your booth while supporting ACOG's ADMs. Each ADM Challenge exhibitor is provided tokens to distribute to attendees. After visiting your company's booth and receiving a token, an attendee will place that token in their District's 2022 collection bin. At the end of the Annual Meeting, Districts will receive independent meeting grants for 2022 activities based upon number of tokens collected. All attendees will receive a playing card featuring your company logo and booth location in their welcome packets.

COFFEE BREAKS **\$20,000**

Help attendees re-energize between sessions. This sponsor will be recognized on prominent signage during breaks and may supply beverage napkins, coffee cups, or coffee cup sleeves with a company logo and booth number. Only six sponsorships are available.

NURSING LOUNGE **\$20,000**

The Nursing Lounge is for registered attendees who are nursing. This sponsor supplies breast pumps, collection kits, and promotional materials and will receive additional recognition on the signage.

SIGNATURE WALL **\$20,000**

Showcased within the sponsor's exhibit booth space and extensively promoted by ACOG through social media and printed materials, this opportunity increases booth traffic and supports the programs and projects of the ACOG Foundation. The sponsor makes an ACOG Foundation contribution of \$1 per signature for a maximum of \$20,000. The sponsor is responsible for developing and getting the signature wall approved by ACOG.

ICE CREAM SOCIAL **\$25,000**

Provide attendees with an opportunity to socialize and network in between sessions. This sponsor will be recognized on prominent signage during the social and may supply compostable napkins and ice cream cups with their company logo and booth number.

PRECONFERENCE MAILER TO PAST REGISTRANTS **\$35,000**

Reach the ACOG members most likely to attend the Annual Meeting, including attendees of past meetings and ACOG educational events and those who have recently purchased ACOG products. This exclusive opportunity, with guaranteed delivery to at least 20,000 recipients, offers a half-page, full-color ad in our six-panel mailer.

SAVE THE DATE 2023 ITEM **\$25,000**

Stay on attendees' minds all year. Your logo will be printed on our save-the-date item for the 2023 Annual Clinical and Scientific Meeting taking place April 21-24. This item will be provided to each attendee of the 2022 meeting.

MEDITATION ROOM **\$35,000**

Now more than ever, wellness is critical in our specialty. Provide meeting attendees with a quiet room to learn and practice meditation techniques. The sponsor provides meditation guides and tools (to be approved by ACOG) and will receive extensive recognition on room signage.

WATER BOTTLES AND FILLING STATIONS **\$40,000**

This support opportunity provides all attendees with an ACOG-branded water bottle. This sponsor will be recognized on signage at water bottle filling stations throughout the convention center.

RAPID-CHARGING STATIONS **\$50,000**

Help attendees stay connected. The sponsor's corporate and product logo and video will play at the automated stations located throughout the convention center.

ACOG FOUNDATION DONOR LOUNGE **\$75,000**

Enjoy exclusive marketing rights within the ACOG Foundation donor lounge. Open throughout the Annual Meeting, this popular amenity provides ACOG Foundation supporters with a place to network, socialize, and enjoy meals. Supporters may provide compostable napkins and cups for use in the lounge.

CAMP ACOG **\$50,000**

This high-visibility support opportunity will provide the Annual Meeting's youngest attendees (six months through 12 years) with a safe, entertaining, and educational experience through special events and activities.

WI-FI SPONSOR **\$80,000**

Attendees will be using Wi-Fi to tweet, text, and blog about the meeting's activities and programming. Sponsor will receive extensive recognition throughout the convention center.

WELCOME RECEPTION **\$100,000**

Kick off the Annual Meeting by welcoming attendees, speakers, exhibitors, and other guests to San Diego. This opportunity, available to multiple supporters, offers extensive recognition. Please contact us for details.

Education Track Sponsorships

Track sponsorships are exclusive of specific CME support. Education Track sponsors will be recognized online, in printed materials, and live in San Diego. Education track sponsorship will count toward your national sponsorship level.

\$15,000 TRACKS

- Obstetrics
- Gynecology

\$10,000 TRACKS

- Practice Management
- Professional Development

Additional Annual Meeting Marketing Opportunities

Please note that the following opportunities do not count toward your national sponsorship level. To purchase any of the below advertising opportunities, please contact Craig Baker at (703) 679-3942 or craig.baker@spargoinc.com.

FINAL PROGRAM AND EXHIBIT GUIDE **\$35,000**

Referenced by attendees throughout the Annual Meetings, the final program and exhibit guide provide comprehensive listings of activities, maps, and other valuable information to help attendees make the most of the meeting. This indispensable guide will showcase your presence and support of the Annual Meeting.

MOBILE EVENT APP **\$30,000**

The ACOG mobile event app is the go-to resource for the latest meeting schedules and information. User-friendly technology allows attendees to navigate the meeting, customize their itinerary, and interact with other attendees. Create an engaging event experience with measurable data by choosing from several high-visibility opportunities designed to highlight your company, promote your products, and increase on-site connection.

Convention Center Visibility

Make an impression with showstopping advertising throughout the convention center. Highlight your message and drive traffic to your booth with eye-catching opportunities, including hanging banners, window clings, column wraps, and escalator signage.

BANNERS **\$10,500-\$17,000**

COLUMN WRAPS **\$8,500**

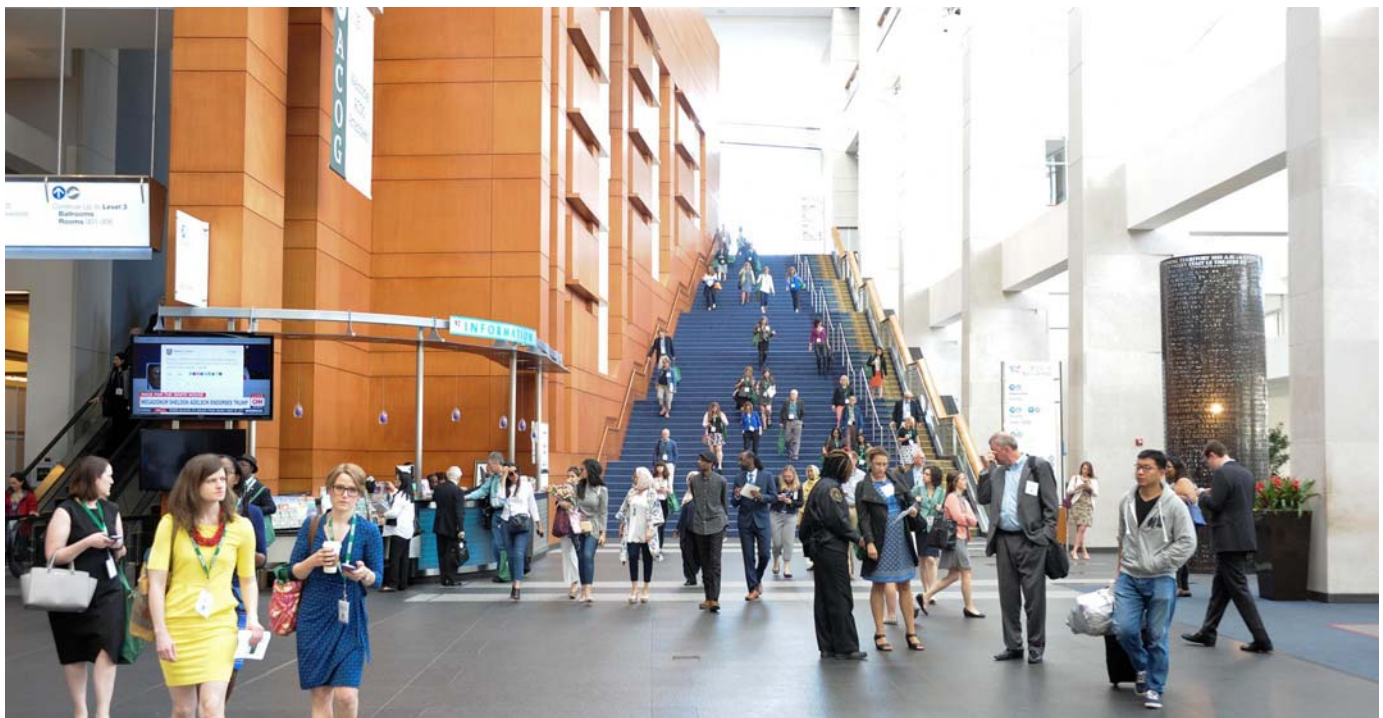
ESCALATOR CLINGS **\$20,000**

DOOR OR WINDOW CLINGS **\$15,000**

TABLE CLINGS **\$2,500 FOR A SET OF 10**

CARPET INLAYS **\$5,500**

AISLE SIGNS **\$20,000**



ANNUAL MEETING WEBSITE

Prospective attendees and ACOG members rely on the event website to provide the most up-to-date information on registration, conference sessions, exhibitors, special events, and more. Premium advertising on the official event website offers high visibility for your brand and digital properties.

HOTEL KEY CARDS **\$30,000**

Build name recognition for your company, product, or booth on hotel keys for select hotels and enjoy repeat exposure to your message throughout the meeting.

PREMIUM HOTEL ROOM DROPS **\$20,000**

Take advantage of the opportunity to distribute materials directly to attendees by having one item sent to their hotel rooms each evening. This exclusive opportunity promotes your booth, product, or symposium in a place where attendees can't miss your message.

CITY ADVERTISING IN SAN DIEGO

High-impact marketing tactics will bring your message beyond the convention center for next level visibility.



CME Forums and Product Theaters

For the following opportunities, please contact Jenny McIver Brocious at (679) 852-3469 or jmciver@mindspring.com.

CME FORUMS **\$35,000**

CME forums are opportunities for participating organizations to provide educational sessions to attendees. These 90-minute sessions include a 15-minute meal, 60-minute program, and 15-minute Q and A session. The sessions should provide attendees with novel and innovative approaches to issues affecting obstetrician-gynecologists. Sessions are available in breakfast and dinner time slots. ACOG will provide logistical assistance with registrations, standard audiovisual equipment, and basic promotional and marketing assistance.

ACOG can serve as the accrediting CME provider for an additional fee. Please see CME application for details.

PRODUCT THEATERS **\$35,000**

Product theaters are 45-minute non-CME sessions that provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a prescheduled private session. These unopposed sessions will be available in morning, afternoon, and evening time slots and can accommodate up to 150 attendees. ACOG will provide food and beverage, logistical assistance, standard audiovisual equipment, two lead retrieval units for data collection from session attendees, and basic promotional and marketing assistance.

Only 2022 exhibitors are eligible to support a product theater and no more than three product theaters will be held at the same time. Product theater sessions will be held in meeting rooms near the convention center and are assigned on a first-come, first-served basis.

