

AACAP 2024 OCT 14-19 SEATTLE, WA

Seattle Convention Center and
Sheraton Grand Seattle

Sponsorship Prospectus



AMERICAN ACADEMY OF
CHILD & ADOLESCENT
PSYCHIATRY

WWW.AACAP.ORG



Join Us in Seattle!

If you are looking for increased brand exposure among the world's largest gathering of child and adolescent psychiatrists, AACAP's 2024 Annual Meeting is the place to be.

Dear Potential Sponsor,

I hope you'll join us at the American Academy of Child and Adolescent Psychiatry's 2024 Annual Meeting, in Seattle, WA, October 14–19, 2024. We are thrilled to be meeting in a vibrant city surrounded by unmatched natural beauty. We expect the event to draw a diverse gathering of more than 5,000 child and adolescent psychiatrists and other allied professionals. This year's meeting offers a unique blend of in-person and virtual offerings, making it accessible to attendees worldwide as we gather to share knowledge and explore the latest advancements in the field.

We are delighted to present a wide range of sponsorship opportunities tailored to meet your company's goals, whether it's boosting brand visibility, generating revenue, or supporting philanthropic endeavors. We invite you to partner with us as you strategically engage with child and adolescent psychiatrists, medical thought leaders, and decision-makers in the field. We encourage you to support our efforts in mentoring and training the next generation of child and adolescent psychiatrists who will be in attendance at the Annual Meeting in Seattle.

As we confront an ongoing national crisis in children's mental health, AACAP needs your support more than ever. The number of adolescents reporting poor mental health is increasing, with more than 4 in 10 students regularly feeling sadness or hopelessness, according to the Centers for Disease Control and Prevention. Even more unsettling, in 2021, 10% of high-school students attempted suicide one or more times during the year. This is unacceptable—we cannot allow it to become the norm. These challenges extend globally, with child and adolescent psychiatrists at the frontlines of this crisis looking to AACAP for the latest developments in evidence-based assessment and treatment of mental illness. Your support of this Annual Meeting empowers our members to better treat and navigate the issues that surround this alarming increase in childhood mental health conditions.

Become an AACAP Annual Meeting sponsor and be a part of a special movement to improve children's mental health outcomes by supporting a well-prepared and fully equipped international network of child and adolescent psychiatrists.

We look forward to seeing you in Seattle!

Sincerely,

Heidi B. Fordi

Heidi B. Fordi, CAE
CEO/Executive Director
AACAP



Sponsorship Benefits

As a sponsor you will:



Capture

Catch the attention of physicians and other medical thought-leaders through your sponsorship before, during, and after AACAP's 2024 Annual Meeting using a multi-channel platform that includes online, print, and digital messaging.



Create

Create beneficial and productive relationships with the meeting attendees and key decision-makers by making AACAP's 2024 Annual Meeting part of your corporate marketing strategy.



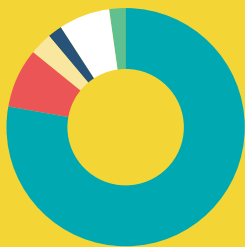
Connect

AACAP's 2024 Annual Meeting is your opportunity to connect face-to-face in person or virtually with over 5,000 engaged, informed, and motivated child and adolescent psychiatrists from diverse practice settings.

2023 Annual Meeting Attendee Demographics

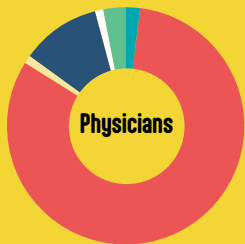
AACAP's Annual Meeting is the largest gathering of child and adolescent psychiatrists in the world. Based on last year, here's a snapshot of who will be in Seattle!

Attendee Educational Breakdown

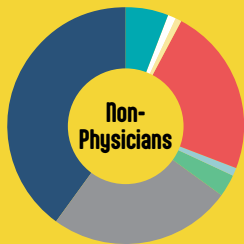


78%	MD
8%	Other
3%	RN
2%	PhD and MD
7%	PhD
2%	DO

Attendee Physician vs. Non-Physician by Specialty



2%	Behavior Pediatrics
82%	Child and Adolescent Psychiatry
1%	Family Practice/Internal Medicine
11%	General Psychiatry
1%	Neurology
3%	Pediatrics



6%	Nurse Practitioner
1%	Physician Assistant
1%	Psychiatric Nurse
23%	Psychologist
1%	Registered Nurse
3%	Social Worker
25%	Medical Student
40%	Other

Registration by Geographic Location at AACAP's 2023 Annual Meeting



6,083 total attendees



5,329 attendees from the US

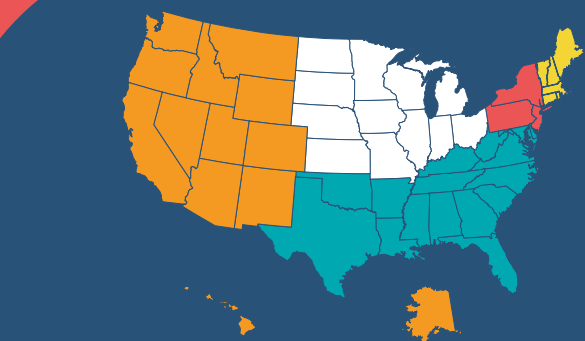


754 international attendees, representing 62 countries and regions



Top 5 represented countries outside the United States were Canada, Republic of Korea, Australia, Sweden, and Netherlands

Excited about the participation from our next-generation CAPs!
1,492 Medical Students and Residents attended the 2023 meeting.



19%	Mid-Atlantic	1%	New England	25%	West
17%	Midwest	18%	South	10%	International or Other

Sponsorship Levels



Platinum Sponsorship includes official Wi-Fi Sponsorship for the entire event in both meeting venues!

Benefits	Platinum (\$50,000) 2-Available	Gold (\$25,000)	Silver (\$15,000)	Bronze (\$7,500)
Complimentary Annual Meeting registration(s)	5	3	2	1
Invitation(s) to the President's Reception with AACAP leaders on October 18	4	2	1	N/A
Listing as an Annual Meeting Sponsor on the Annual Meeting Website	•	•	•	•
Prominent recognition at Annual Meeting Registration, the Exhibit Hall, the Welcome Reception, and the Menninger Plenary Session	•	•	•	•
Recognition in AACAP's Annual Meeting Program Book, Honors Book, Exhibits Guide, and AACAP Annual Report	•	•	•	•
Ad(s) in an upcoming issue of bi-monthly AACAP News, viewed by more than 11,000 members and available online and in print	3-Full Page Ads	2-Full Page Ads	1-Full Page Ad	1-Half Page Ad
Ad(s) in the Exhibits Guide, distributed to all meeting attendees (approximately 4,000 in-person attendees)	3-Full Page Ads	2-Full Page Ad	1-Full Page Ad	1-Half Page Ad
Early Access to 2025 Sponsorship Opportunities & Exhibit Booth Floorplan	•	•		
Charging station(s) with recognition of your sponsorship in the meeting venues	2 Stations	1 Station		
Premium recognition as sponsor of AACAP's Wi-Fi network in the meeting venues, including branded splash page	★			
Footer banner ad on the web-version of the in-person and virtual Annual Meeting schedule	★			
Special recognition as Platinum Sponsor on Mobile App with push notifications throughout the Annual Meeting	★			
Recognition as sponsor of yoga and meditation sessions (total of 4 per day), including banner ad on Annual Meeting online schedule and signage displayed outside session rooms	★			

Interested in a custom package? Contact sponsorship@aacap.org

Additional Sponsorship Opportunities




Relax & Recharge Cafe Sponsorship

Attract the attention of event attendees by showcasing your company prominently in the Relax & Recharge Cafe, nestled within the bustling exhibit hall. The cafe seating area will be conveniently positioned next to a small market, offering a selection of snacks, coffee, sandwiches, and salads for purchase. Enjoy unparalleled visibility in this dynamic, high-traffic space, where attendees gather to unwind, recharge, network, and of course, refuel. Your brand will enjoy maximum exposure with a range of advertising options strategically placed throughout the seating area including six charging stations, two (2) double-sided meter boards, a 4'x8' vinyl banner, and table-top stanchions displaying your logo and sponsor gratitude. Plus, you'll enjoy an exclusive mobile app push notification directing attendees straight to the Relax & Recharge Cafe, where they can redeem a coupon they received upon registration with your company's branding. This prime location guarantees your company will make a lasting impression on attendees looking to unwind and connect.


- **Base price of \$30,000 (1 opportunity available)**
Talk to us about customized add-on opportunities for this space!

Headshot Booth Sponsorship

 Sponsor a Headshot Booth on the exhibit show floor, which can be located in proximity to your booth! Attendees will have the opportunity to receive a complimentary headshot taken by a professional photographer. At the end of the day, participants will leave with your company branded flash drive containing their photos. As an additional benefit, your company will receive two (2) Mobile App push notifications, reminding attendees to get their headshot taken. Deadline to confirm this sponsorship is June 28, 2024.

- **\$35,000 (1 opportunity available)**

Mobile App Sponsorship

 Get noticed by all attendees with this exclusive high-profile opportunity on our Mobile App. Attendees access all of the annual meeting details via the App and use it daily during the meeting. You will gain ideal exposure with a branded splash page that will appear when an attendee logs into the App and banner ads with click-through links on select pages.

- **\$21,106 (1 opportunity available)**

Attendee Daily Email Sponsorship*

Connect daily with both live and virtual attendees by placing your own company banner ad on the daily conference emails. This exclusive marketing opportunity enables you to connect with attendees for 6 days straight—October 14–19. **Open rates in 2023 exceeded 60%!** It's a perfect way to get your message in the right hands!

**This advertising opportunity is NOT available to ACCME-defined ineligible companies*

- **In-Person Attendee Email Sponsorship**
\$15,000 (1 opportunity available)
- **Virtual Attendee Email Sponsorship**
\$15,000 (1 opportunity available)
- **In-Person & Virtual Attendee Email Sponsorship**
\$25,000 (only available if individual sponsorships have not yet been secured)

LET'S COLLABORATE!
Can't find an option that fits your needs? Let's chat and explore custom packages together!

Additional Sponsorship Opportunities *continued*



Diversity, Equity, and Inclusion Dessert Reception Sponsorship

Sponsor AACAP's recognition event celebrating diversity and the organization's efforts in promoting health equity and inclusion. This dessert reception, with dancing, provides a great opportunity to network with AACAP members who champion diversity efforts within AACAP and at their respective institutions. Attendees include AACAP's Asian, Black, Hispanic, and International Medical Graduate Caucuses, AACAP's Diversity and Culture Committee, and AACAP Leadership, among others who support DEI efforts. The reception includes cultural aspects with signage that highlights racial harmony. As a Sponsor, your organization will be recognized for its contribution and partnership in valuing the significance of diversity (we anticipate 200–250 attendees).

- **\$20,000 (1 opportunity available)**



Medical Student, Resident, and Early Career Psychiatrist Meet-Up Sponsorship

SOLD your support for the future leaders of child and adolescent psychiatry by sponsoring the premier event for trainees and early-career psychiatrists. This dynamic reception, featuring small bites and drinks at a vibrant venue, is poised to be the talk of the Annual Meeting. It offers an invaluable opportunity for trainees to forge connections and establish lifelong relationships with colleagues in the field. As the sponsor of this event, your brand will be featured on signage displayed throughout the venue. Join us in welcoming the next generation of child and adolescent psychiatric professionals!

- **\$42,000 (1 opportunity available)**



International Attendee Networking Reception Sponsorship

Promote your brand on a global scale by sponsoring AACAP's exclusive international networking event. As attendees from across the globe gather to connect and collaborate, seize this unique opportunity to engage with professionals from diverse backgrounds and cultures. Showcase your company's commitment to global outreach with prominent branding opportunities and signage strategically placed throughout the event space. Foster meaningful connections with attendees from around the world and AACAP Leadership, making a lasting impact on the global children's mental health community. All attendees from outside the US are welcome! We anticipate 250–300 attendees.

- **Starting at \$25,000 (1 opportunity available)**

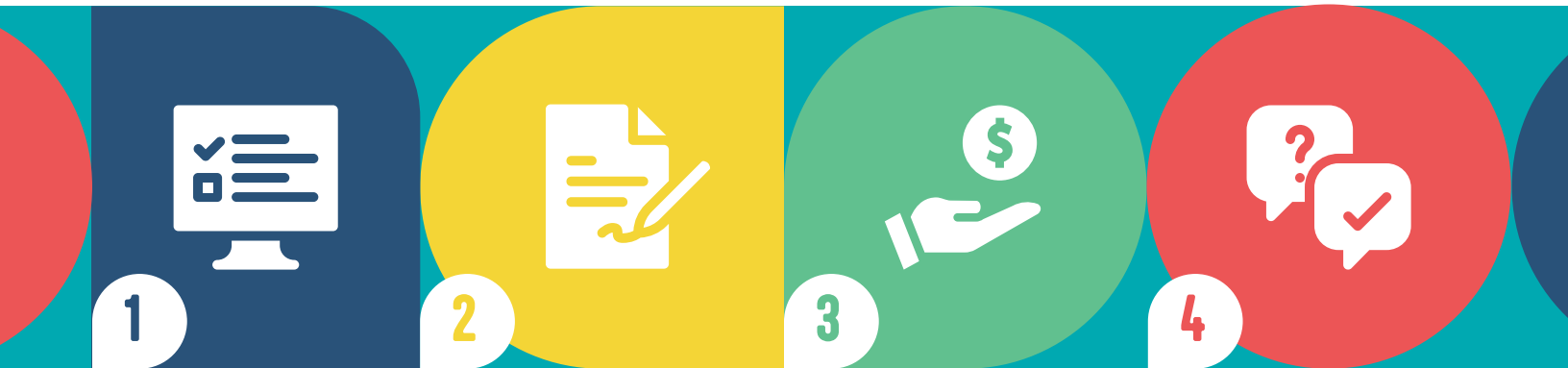


AACAP Art Show Sponsorship

Be a patron of the arts and illustrate your commitment to both creativity and mental wellness by sponsoring the AACAP Art Show. Featuring an impressive collection of artworks across all mediums, crafted exclusively by talented AACAP members and their patients, this art exhibit promises to be a celebration of artistic expression, healing and mental health. Your brand will be featured on signage displayed outside the art gallery and you will be listed as a sponsor in the meeting agenda. Plus, you'll receive recognition during the Meet the Artists Gallery Opening, hosted by AACAP's Art Committee. With the gallery accessible between meeting sessions, your sponsorship guarantees prolonged visibility and engagement.

- **\$10,000 (1 opportunity available)**

Sponsorship Application Next Steps



1 If you're interested in purchasing a sponsorship opportunity, please complete the online application (including sponsorship application and signed letter of agreement) at <https://aacap.confex.com/aacap/2024/sponsors/sessions/index.cgi>.

2 Once AACAP has a completed sponsorship application and a signed letter of agreement from you, we will review the application within 5 business days. We will then email you an invoice for payment as well as the countersigned letter of agreement for your records.

3 Payment is due to AACAP within 30 days of receipt of invoice in order to reserve the sponsorship opportunity. No benefits will be issued until payment is received. All fees are in U.S. Dollars and must be paid in U.S. Dollars. **Sponsored items must be paid in full by August 30, 2024.**

4 Please reach out to our Sponsorship Team at sponsorship@aacap.org if you have any questions!

Important Deadlines

August 30, 2024

- Deadline for Sept/Oct AACAP News and Exhibits Guide ads
- Deadline to complete the Letter of Agreement and process payment

September 13, 2024

- Deadline to register for complimentary Sponsor registration(s)

September 13, 2024

- Deadline to RSVP for President's Reception

October 1, 2024

- Deadline for Nov/Dec AACAP News ads

We look forward to seeing
you in Seattle,
October 14–19, 2024!

Contacts

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