



**IM4US**  
INTEGRATIVE MEDICINE FOR THE UNDERSERVED

**2021 ANNUAL CONFERENCE**  
VIRTUAL | SEPTEMBER 23-25

**Conference  
Sponsor & Exhibitor  
Prospectus**

**Integrative Health, Regardless of Wealth!**

**VIRTUAL:** September 23-25, 2021 | **WEBSITE:** <https://im4us.org/Conference>

## Conference Theme

### **Decolonizing Medicine: Toward Equity and Inclusivity in Integrative Healthcare.**

What does it mean to decolonize medicine; and, how do we build more equitable models of integrative healthcare? Integrative Health has been critiqued as a movement emphasizing "elite medicine for the worried well... [and] pricey, non-essential healthcare practices for the 'overserved'".\* Yet, many 'integrative' practices (e.g., yoga, mindfulness, acupuncture) have historical roots in communities of color, and—like air and water--belong in the commons, where value goes beyond price. Such practices also often originate in Indigenous therapeutic paradigms that pre-date European colonization -- but continue to be devalued.

This year's IM4US conference welcomes contributions on the following themes as well as other areas related to equity and inclusivity in integrative healthcare:

- Using anti-racist and/or re-Indigenizing strategies to address social and structural determinants of health;
- Lifting up models of financially accessible, trauma-informed, culturally safe, and culturally-responsive healthcare;
- Building trustworthy healthcare organizations;
- Transforming biomedical supremacy, environmental racism and cultural misappropriation in healthcare;
- Expanding what 'evidence' means for marginalized communities and practices;
- Redefining professional expertise through dignified collaboration between diverse healthcare practitioners, patients, and communities; and
- Recognizing and honoring community-based health sovereignty.

\* Chao MT, Adler SR. Integrative Medicine and the Imperative for Health Justice. J Altern Complement Med 2018 Feb;24(2):101-3.

## About IM4US

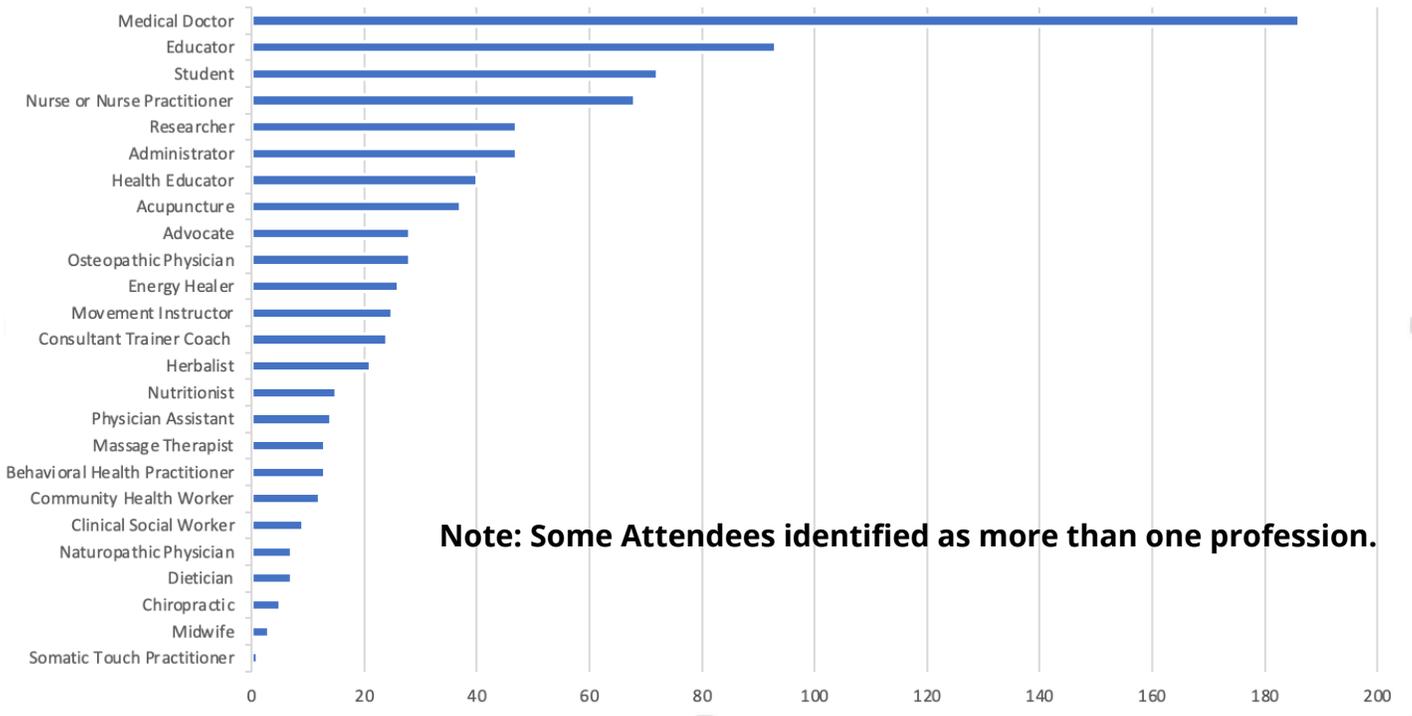
Integrative Medicine for the Underserved (IM4US) is a fiscally-sponsored project of [Tides Center](#), a 501(c)(3) nonprofit organization and the nation's largest fiscal sponsor. IM4US is dedicated to Equity, Diversity, and Inclusion in health care. Through outreach, education, research, and advocacy, we provide support to a community of diverse health practitioners working with underserved communities.

# 2020 Conference Attendees

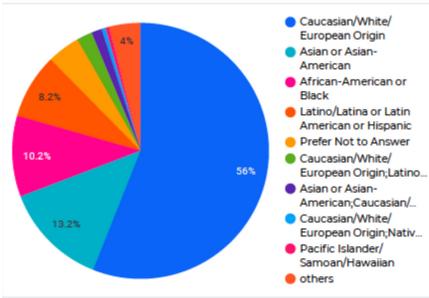
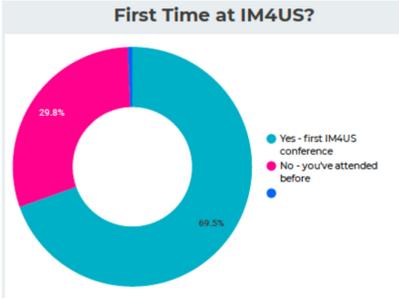
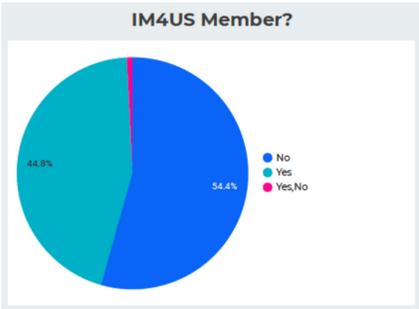
IM4US is a community that embraces diversity and welcomes all individuals who advocate and care for the underserved, especially those from under-represented professions and backgrounds. Typical conference attendees include medical and healing professionals, educators, researchers, students, advocates, nonprofit leaders and healthcare administrators who come together to be part of a like-minded community centered on health equity and increasing access to quality integrative health care for the underserved. The 2020 conference attendee information and demographic data are represented below:

## Attendees: 609 From: 46 States, 2 Countries

Professional Identification



# 2020 Conference Attendee Demographics



GENDER	Record Count
1. Female	488
2. Male	92
3. null	10
4. Gender Fluid	9
5. Prefer not to answer	7
6. Intersex	1

# Thank you

## 2020 Conference Sponsors & Exhibitors

### LEGACY PARTNERS



### VISIONARY PARTNERS



### EDUCATION SPONSOR



### FOOD AS MEDICINE SPONSORS



### PLENARY PANEL SPONSORS



### WELLNESS EXPERIENCE SPONSOR



# Thank you 2020 Conference Sponsors & Exhibitors

## SCHOLARSHIPS SPONSOR



Osher Center for Integrative Medicine

## WORDS OF WISDOM SPONSOR



Integrated Center for  
Group Medical Visits

## BREAKOUT SESSION SPONSORS



## PARTNER e-EXHIBITORS



Duke Integrative Medicine



## SUPPORTER e-EXHIBITORS



## ADVOCATE e-EXHIBITORS



# 2021 CONFERENCE

## SPONSORSHIP OPPORTUNITIES

Support us to make our 11th IM4US Annual Conference the best ever.  
Each sponsorship helps us in our stand for social justice and integrative health for all!

### Social Justice Sponsor ~ One Available at \$12,000

#### Sponsor Benefits

- Exclusive *Social Justice Sponsor* promotion and branding
- Exclusive email campaign announcing sponsorship
- Sponsor logo in virtual meeting platform during conference
- Sponsor logo on IM4US conference home page, sponsor webpage, and email campaigns
- Two dedicated social media posts promoting sponsorship
- Opportunity to share promotional materials with attendees via the e-exhibitor space
- Standard e-Exhibitor space in the virtual exhibit hall
- Fifteen (3-day) complimentary conference registrations
- Fifteen complimentary one-year memberships
- 1/2 page promotional content space in the conference program

### Opening Ceremony Sponsor ~ One Available at \$10,000

#### Sponsor Benefits

- Exclusive *Opening Ceremony Sponsor* promotion and branding
- Exclusive email campaign announcing sponsorship
- Sponsor logo on IM4US conference sponsor webpage
- One social media post promoting sponsorship
- Opportunity to share promotional materials with attendees via the e-exhibitor space
- Standard e-Exhibitor space in the virtual exhibit hall
- Ten (3-day) complimentary conference registrations
- Ten complimentary one-year memberships
- 1/2 page promotional content space in the conference program



## Networking Reception Sponsor ~ One Available at \$6,000

### Sponsor Benefits

- Exclusive *Networking Reception Sponsor* promotion and branding
- Exclusive email campaign announcing sponsorship
- Sponsor logo in the virtual reception area
- Sponsor logo on IM4US conference sponsor webpage
- One social media post promoting sponsorship
- Opportunity to share promotional materials with attendees via the e-Exhibitor space
- Standard e-Exhibitor space in the virtual exhibit hall
- Eight (3-day) complimentary conference registrations
- Eight complimentary one-year memberships
- 1/2 page promotional content space in the conference program

## Community Health Sponsor ~ One Available at \$6,000

### Sponsor Benefits

- Exclusive *Community Health Sponsor* promotion and branding
- Exclusive email campaign announcing sponsorship
- Sponsor logo on IM4US conference sponsor webpage
- A social media post promoting sponsorship
- Standard e-Exhibitor space in the virtual exhibit hall
- Opportunity to share promotional materials with attendees via the e-Exhibitor space
- Six (3-day) complimentary conference registrations
- Six complimentary one-year memberships
- 1/2 page promotional content space in the conference program



## Student Scholarship Sponsor ~ One Available at \$5,000

### Sponsor Benefits

- Exclusive *Student Scholarship Sponsor* promotion and branding
- Exclusive email campaign announcing sponsorship
- Sponsor logo on the scholarship application and conference sponsor webpage
- One Social media post promoting sponsorship
- Standard e-Exhibitor space in the virtual exhibit hall
- Opportunity to share promotional materials with attendees via the e-Exhibitor space
- Five (3-day) complimentary conference registrations
- Five complimentary one-year memberships
- Triple discounted conference registration for network
- 1/2 page promotional content space in the conference program

## Food as Medicine Sponsor ~ Two Available at \$5,000

### Sponsor Benefits

- Exclusive *Food as Medicine Sponsor* promotion and branding
- Exclusive email campaign announcing sponsorship
- Sponsor logo on IM4US conference sponsor webpage
- One social media post promoting sponsorship
- Standard e-Exhibitor space in the virtual exhibit hall
- Share promotional materials with attendees via the e-Exhibitor space
- Five (3-day) complimentary conference registrations
- Five complimentary one-year memberships
- 1/2 page promotional content space in the conference program

## Education Supporter ~ Unlimited at \$1500

### Sponsor Benefits

- *Education Supporter Sponsor* promotion and branding
- Email campaign announcing sponsorship
- Sponsor logo on IM4US conference sponsor webpage
- One social media post promoting sponsorship
- Standard e-Exhibitor space in the virtual exhibit hall
- Share promotional materials with attendees via the e-Exhibitor space
- Two (3-day) complimentary conference registration for booth staff
- Triple discounted conference registration for students, faculty, staff, and alumni
- 1/4 page promotional content space in the conference program

## SPONSOR APPLICATION

**Broaden your organization's exposure by connecting with integrative health partners and showcasing your products and services- virtually!**

The Virtual Exhibit Hall enables exhibitors to create a personalized e-Exhibitor space, including an organization profile with logo, website, social media links and organization description.

## **- Early bird extended to August 2, 2021 -**



**STANDARD**  
Early Bird: \$500  
Standard: \$600

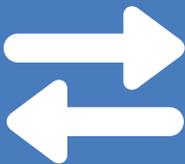
- e-Exhibitor space in Virtual Exhibit Hall
- Two (2) 3-day conference passes
- Logo displayed on conference website
- Opportunity to virtually connect and share promotional materials with attendees via the e-Exhibitor space



**ADVOCATE**  
Early Bird: \$150  
Standard: \$200

### **Community-based Non-Profits Only**

- e-Exhibitor space in Virtual Exhibit Hall
- Two (2) 3-day conference passes
- Logo displayed on conference website
- Opportunity to virtually connect and share promotional materials with attendees via the e-Exhibitor space



**EXCHANGE**  
Non-Profit Exchange  
7 Spaces Available

**A booth trade with aligned non-profit also hosting a virtual conference in 2021**

- e-Exhibitor space in Virtual Exhibit Hall
- Two (2) 3-day conference passes
- Logo displayed on conference website
- Opportunity to virtually connect with attendees throughout the 3-day conference

## **EXHIBITOR APPLICATION**

- Exhibits are open throughout most of the conference from Thursday morning through Saturday afternoon except during the educational sessions.
- It is not necessary to attend the conference to be a sponsor.
- Exhibitors must have their e-Exhibitor space staffed in order to connect live with attendees.
- If your sponsorship level comes with complimentary conference registrations that you are unable to use, we encourage you to donate your leftover passes to our scholarship program so students and low-income providers may attend for free.
- If your sponsorship level includes an e-Exhibitor space that you do not need, you may gift your space to a community-based organization, so they may exhibit for free.
- Upon approval of your application, you will be asked to sign a sponsor/exhibitor agreement with additional terms.
- Sponsors/exhibitors will be asked to provide a high-resolution logo.
- Payment is required at the time of application in order to secure your sponsorship or e-Exhibitor space.

