9th Annual

Integrative Medicine for the Underserved Conference:

SOLIDARITY & SELF-CARE – SUPPORTING SOCIAL JUSTICE AND BALANCE IN INTEGRATIVE HEALTH

SPONSORSHIP BROCHURE

2019 Sponsors to Date:

Samueli Foundation
Karen Malkin Health Counseling
UCSF Osher Center for Integrative Medicine
THE UNIVERSITY OF ARIZONA Center for Integrative Medicine
Duke Integrative Medicine
Academy of Integrative Health & Medicine
California Institute of Integral Studies
AIM Health Institute
Northwestern Medicine
IM4US 9TH ANNUAL CONFERENCE
Santa Clara University, August 22–24, 2019
Website: im4us.org/conferences/2019-conference

Conference Overview

The 2019 IM4US ANNUAL CONFERENCE will focus on Solidarity and Self-Care — Supporting Social Justice and Balance in Integrative Health. The conference aims to examine the inextricable connections between social justice, health equity and the delivery of quality integrative health care for the underserved. This is an opportunity to learn innovative practical strategies for providing care for the underserved while addressing the social determinants of health. We will explore ways to support providers and advocates in achieving balance between managing their own self-care while striving to provide care in an under-resourced and increasingly fast-paced health care environment. In solidarity, we will work to close the gap in health equity and find our way back to wellness for ourselves, our communities, and the most vulnerable in our society.

Conference Objectives

Participants will benefit from evidenced-based education and research delivered by integrative health practitioners and social justice thought leaders in a dynamic learning environment. Participants will return home with newfound knowledge, skills, and tools that will enable them to:

- Demonstrate the critical role that integrative approaches play in reducing health disparities and attaining health equity
- Develop skills, spread practical information, and share strategies for providing quality integrative care for the underserved
- Discover best practice approaches for addressing racism, oppression and social inequities in the health care environment
- Foster collaboration among ALL health care professionals who are committed to ensuring equitable whole-person healthcare for the underserved
- Balance the day-to-day demands of advocacy activities and/or clinical practice with effective self-care strategies
- Share evidence-based self-care tools to promote health and well-being for the underserved
- Engage in personal wellness and self-care to avoid burnout, improve job satisfaction, and find and maintain joy in work

About IM4US

Integrative Medicine for the Underserved (IM4US) is the only organization that focuses on integrative health needs for the underserved. IM4US is a collaborative, multidisciplinary group of professionals committed to affordable, accessible integrative healthcare for all. Through outreach, education, research, and advocacy, IM4US supports a passionate group of integrative health professionals and experts from diverse backgrounds who diligently strive to provide quality integrative, whole-person care that improves the health and lives of the underserved. Together we work to shift the current paradigm towards equity, wellness, prevention, patient empowerment, and self-care to improve the health and lives of the underserved, and ultimately close the gap in health disparities.
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 healing 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. 2018 Conference attendee profession data is represented below:

2018 Conference Sponsors and Exhibitors

Lead Sponsor:

Healthy Meals Sponsor:

Policy Workshop Sponsors:

Scholarship Fund Sponsors:

Exhibitors:
CONFERENCE PROGRAM SUPPORT
Invest in key conference activities that align with your organization’s interests and objectives.

Education Sponsor - 4 Available at $7,500

**Sponsor Benefits Offered**
- Mention in conference press release
- Logo on IM4US home page with link to website
- Social media post promoting conference
- Dedicated profile on “Featured Sponsors” page
- Logo on conference email campaigns and signage
- Opportunity to place promotional materials in tote bags
- 2 conference passes
- 1 six-foot exhibitor table for 2 organization representatives
- Other benefits to be determined based on specific educational program supported

**IM4US Conference Programs Supported**
One of the following conference educational programs:
- Continuing Medical Education (CME) program (reserved)
- Education workshops that provide in-depth or hands-on/experiential learning opportunities
- Plenary presenter financial support, including travel, housing, registration and honoraria
- Recording and production of educational content archives

Nutrition Sponsor - 3 Available at $5,000

**Sponsor Benefits Offered**
- Exclusive signage at meals and break stations
- Logo on IM4US home page with link to website
- Social media post promoting conference
- Logo on conference sponsor page
- Logo on conference email campaigns
- Opportunity to place promotional materials in tote bags
- 2 conference passes

**IM4US Conference Programs Supported**
- Support of the cost of healthy meals, beverages and snacks for conference attendees

Networking Reception Sponsor - 1 Available at $10,000

**Sponsor Benefits Offered**
- Opportunity for opening remarks at reception
- Dedicated signage in the reception area
- Logo on IM4US home page with link to website
- Social media post promoting conference
- Logo on conference sponsor page
- Logo on conference email campaigns and signage
- Opportunity to place promotional materials in tote bags
- 2 conference passes and 5 additional reception passes

**IM4US Conference Programs Supported**
- Friday evening networking reception attended by conference attendees and local community members that fosters peer-to-peer connecting in a festive atmosphere with healthy appetizers, beverages, and entertainment

Wellness Experience Sponsor - 1 Available at $6,000

**Sponsor Benefits Offered**
- Naming opportunity for Wellness Lounge
- Exclusive signage in the Wellness Lounge
- Mention in conference press release
- Logo on IM4US home page with link to website and “Featured Sponsors” page under 2019 Conference section
- Logo on conference email campaigns and signage
- Opportunity to place promotional materials in tote bags
- 2 conference passes

**IM4US Conference Programs Supported**
- Actualize the conference mission and theme
- Provide a designated space for self-care, wellness, and connectivity
- Stipends for integrative health practitioners to provide wellness offerings to attendees such as yoga, herbal first aid, acupuncture, aromatherapy, Reiki, healing touch, art and music therapy, and meditation
Research Track Sponsor - 1 Available at $3,000

**Sponsor Benefits Offered**
- Exclusive signage at the Research Poster session
- Mention in social media posts promoting conference
- Logo on IM4US home page with link to website
- Logo on conference email campaigns, sponsor page on website, and signage at the conference
- Opportunity to place promotional materials in tote bags
- 1 conference pass and 5 reception passes

**IM4US Conference Programs Supported**
- Poster session of investigators whose research aims to further the integrative health field; includes support of research poster boards, venue, and awards
- Support our “Call for Research Presentations” online submission portal

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Scholarship Sponsor - Unlimited, starting at $600

**Sponsor Benefits Offered**
- Opportunity to connect with sponsored attendee and experience the personal impact of support
- 100% tax deductible gift
- Mention in social media posts promoting conference
- Logo on IM4US home page with link to website
- Logo on conference email campaigns, sponsor page on website, and signage at the conference

**IM4US Conference Programs Supported**
- $600 covers financial aid to attend conference for 1 individual with financial hardship and/or from underserved or underrepresented communities to attend conference

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**Promotion & Branding Opportunities**

Promote your organization and expand your reach by taking advantage of targeted marketing and branding opportunities to connect with integrative health professionals and thought leaders from across the country.

- “Powered By” Sponsor (for Technology and A/V support): TBD
- “Refresh and Recharge Lounge” (designated area to charge laptops, phones, tablets, and more): $2,500
- Pre-event e-blast message to conference registrants and dedicated social media post: $1000
- 1-color logo on conference tote bag: $250
- Collateral material and/or branded gift or promotional giveaway item included in tote bags: $250

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**In Kind Donations**

Donate goods, services, or experiences in exchange for conference registration or sponsor acknowledgement:

- Products to be used as raffle prizes
- Skilled services such as photography, graphic design, volunteer coordination
- Experiences such as restaurant gift cards or travel/accommodations

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**Custom Conference Sponsorships**

Opportunities are available to tailor any of the above sponsorship packages for Conference Program Support to better meet your objectives. A custom-made package can also be developed to meet your organization’s mission and goals.

Please email inquiries to info@IM4US.org or call (415) 890-4641
# EXHIBITOR OPPORTUNITIES

Broaden your exposure by connecting with potential customers and showcasing your products and services. Save $100 by purchasing your table by June 30th, 2019, the early bird deadline.

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<tr>
<th>LEADER</th>
<th>Exhibit Space:</th>
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<tr>
<td>Early Bird: $1,400</td>
<td>• 1 six-foot display table with linen, 2 chairs and access to electricity</td>
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<td>Standard: $1,500</td>
<td>Conference Access:</td>
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<tr>
<td></td>
<td>• Badges for 2 exhibitor representatives to host your table, attend sessions and dine with attendees</td>
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<td></td>
<td>• Network with attendees at the Friday evening reception</td>
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<td>• $250 for each additional exhibitor representative</td>
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<td></td>
<td>Recognition/Visibility:</td>
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<td></td>
<td>• Name and link on conference website and displayed on conference signage</td>
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<td></td>
<td>• Listing and description in conference mobile app (if available)</td>
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<td></td>
<td>• Opportunity to participate in the Passport Program*</td>
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<tr>
<th>ADVOCATE</th>
<th>Exhibit Space:</th>
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<tr>
<td>Early Bird: $900</td>
<td>• 1 six-foot display table with linen, 2 chairs and access to electricity</td>
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<td>Standard: $1,000</td>
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<tr>
<th>SUPPORTER</th>
<th>Exhibit Space:</th>
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<tr>
<td>(nonprofits only**) Early Bird: $500</td>
<td>• 1 six-foot display table with linen, 2 chairs and access to electricity</td>
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<td>Standard: $600</td>
<td>Conference Access:</td>
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* Passport Program: IM4US incentivizes one-on-one connections between conference attendees and exhibitors by providing passports to be stamped/initialed by each exhibitor. Attendees with completed passport cards may enter to win a raffle prize.

** Nonprofit community-based organizations only.
ADDITIONAL INFORMATION

Exhibitors:
- Exhibits open Friday morning and close Saturday afternoon.
- Typical exhibit hours take place during meals and breaks and during the Friday Evening Reception.
- Exhibitor benefits do not include:
  - Production of printed materials; exhibitor must provide their own printed materials for their table and tote bags
  - Assistance with shipping or handling of exhibit materials by IM4US staff or volunteers
  - Assistance with booth set up by IM4US staff or volunteers
  - Attendance at the academic sessions — except where indicated
- Exhibitors must attend during the exhibit hours and are responsible for shipping and handling of exhibitor materials.
- Exhibitors will be asked to provide a high-resolution logo (not applicable for individual sponsors).
- Payment is required to secure an exhibitor table

Sponsors:
- If your sponsorship level comes with conference passes that you cannot use, we encourage you to donate your leftover passes to our scholarship program so students and low-income providers can attend for free.
- If your sponsorship package includes an exhibitor table that you do not need, you may gift your table to a local community-based organization, so they can exhibit for free.
- Upon approval of your application, you will be sent an invoice; you can pay by check or online with a credit card.
- Sponsors will be asked to provide a high-resolution logo (not applicable for individual sponsors).
- It is not necessary to attend the conference to be a sponsor.
- Payment is required in order to secure a sponsorship.

How to apply:
Fill out our online application

If you have questions, email info@IM4US.org or call (415) 890-4641