













Opportunities for Support

2022-2023

JOIN US

Greetings,

The American College of Obstetricians and Gynecologists (ACOG) is pleased to share its 2022-2023 Opportunities for Support catalog. Each year, ACOG works with valued corporate, individual, organization, and foundation partners to advance our mission—to support our more than 60,000 members to improve the lives of all people seeking obstetric and gynecologic care, their families, and communities.

There are many ways to support our critical work this year, including through our Annual Clinical and Scientific Meeting, our Diversity, Equity, and Inclusive Excellence Fund, our Congressional Leadership Conference, and our Seventh Annual National Physician Wellness Week, among many other opportunities. I invite you to browse our catalog and reach out to our team with any questions at 202-863-2472 or by email at development@acog.org.

We are truly grateful for our recent supporters whose gifts have made a difference—particularly during the COVID-19 pandemic the past three years. We cannot do this important work without you, and we look forward to partnering with you as we continue to advance health care for communities across the globe.

Best wishes.

Kendra Davis Senior Director of Philanthropy kdavis@acog.org

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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

ACOG's mission is to support our members to improve the lives of all people seeking obstetric and gynecologic care, their families, and communities.

OUR VISION

ACOG's vision is an equitable world in which exceptional and respectful obstetric and gynecologic care is accessible to all.

OUR CORE VALUES

- Excellence
- Integrity
- Accountability
- Respect
- Equity

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.



Shannon Schellhammer, MD Ob-gyn Hospitalist, Orlando Health Winnie Palmer CREOG Education Committee Member

Wellness Week personal video submissions above and below.



Rini Baneriee Ratan, MD Residency Program Director, Columbia University Irving Medical Center, CREOG Region 1 Representative

PROFESSIONAL DEVELOPMENT*

ACOG FELLOWS

ROBERT C. CEFALO LEADERSHIP INSTITUTE

\$75,000+

The American College of Obstetricians and Gynecologists (ACOG) Robert C. Cefalo Leadership Institute prepares and equips future leaders with the skills and insights needed for success in positions of leadership, equipping them with decision-making capacity, while also providing continued leadership learning opportunities to those at the highest levels of the ob-gyn profession.

This series of interactive workshops features highly recognized physicians, as well as experts in leadership, negotiations, and communications who employ cutting-edge leadership assessment instruments. The intensive four-day program equips physicians with traditional and nontraditional tools and skills to lead impactful teams and change in 21st-century medicine. The Institute, named in honor of the maternal-fetal medicine subspecialist Robert C. Cefalo, MD, PhD, has trained hundreds of national professional association leaders, including those at the ACOG President and District Chair level, both in North America and worldwide. Multiple sponsorship and engagement opportunities are available. A maximum of four sponsorships are offered.

RESIDENTS

OBSTETRICS AND GYNECOLOGY RESIDENT REPORTER PROGRAM AT THE ANNUAL MEETING

\$50,000-\$250,000

This support opportunity allows residents from each of the 12 ACOG Districts to attend the Annual Clinical and Scientic 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.

NATIONAL OB-GYN WELLNESS WEEK

\$25,000

ACOG is deeply committed to sustaining the ob-gyn workforce and is well aware that burnout in the field is an issue. Help ACOG build wellness awareness in our specialty. During Wellness Week, residency programs nationwide highlight the importance of wellness within our specialty. Sponsorship will be recognized with a logo on certain promotional materials to residency programs and on the Council on Resident Education in Obstetrics and Gynecology (CREOG) Wellness Week website.

MEDICAL STUDENTS

MEDICAL STUDENT RECEPTION AT THE ANNUAL MEETING

\$35,000

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. The supporter's name and corporate logo are prominently displayed on reception signage.

MEDICAL STUDENT RESIDENCY FAIR AT THE ANNUAL MEETING

\$25,000

The residency fair facilitates exposure to ob-gyn residency programs from around the United States. More than 35 programs exhibit annually, and the event is consistently popular with medical students. Sponsor(s) receive maximum visibility with signage and corporate logo at the registration desk and exhibitor title banners.

MEDICAL STUDENT WORKSHOPS \$10,000 AT THE ANNUAL MEETING **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.

RESIDENTS, PROGRAM DIRECTORS, AND MANAGERS

CREOG RESIDENTS AS TEACHERS \$30,000+ AND LEADERS WORKSHOP **PER WORKSHOP**

In the CREOG Residents as Teachers and Leaders Workshops, residents interactively engage on topics fundamental and critically important to their preparation as teachers and leaders in their residency programs and career. Resident participants will gain the knowledge and skills necessary to serve as leaders and exemplary teachers for junior residents and medical students for whom they are responsible. This program will expose participants to general principles of leadership and education and provide specific tools and insights for immediate practice and application. ACOG's recognition of workshop sponsors will follow ACCME guidelines.

CREOG SCHOOL FOR PROGRAM DIRECTORS AND PROGRAM MANAGERS \$50,000

The CREOG School for Program Directors and Program Managers features the expertise of an experienced and knowledgeable program director and manager faculty and addresses multiple topics that are fundamental and critically important to a well-run program. Through a combination of lectures, panel presentations, and discussion sessions, the "School" provides an outstanding opportunity for residency and fellowship program directors and managers to gain valuable insights, ideas, and knowledge to assist them in directing their programs.

THE COUNCIL ON RESIDENT **EDUCATION IN OBSTETRICS AND** GYNECOLOGY (CREOG) FUND

\$25,000+

ACOG's Council on Resident Education in Obstetrics and Gynecology (CREOG) is dedicated to the promotion and the maintenance of excellence in residency education in obstetrics and gynecology. The objectives of CREOG are to improve all aspects of residency education in obstetrics and gynecology; to promote and maintain high standards for obstetric and gynecologic education and women's health care; and to undertake projects and adopt guidelines to carry out its objectives.

HEALTH ECONOMICS AND PRACTICE MANAGEMENT*

TOPICAL WEBINARS AND PODCASTS

\$30,000-\$100,000

PAYMENT ADVOCACY AND POLICY PORTAL

\$50,000+

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

Launched in 2020, the Payment Advocacy and Policy Portal (PAPP) is a comprehensive practice management and health care payment assistance platform for ACOG Fellows and their staff. Over 1,600 users access this portal for practice management information and technical assistance with medical billing, prior authorizations, and claim denials. PAPP sponsorship will be recognized with a logo on the portal's support page. For more information, please contact Lisa Satterfield at lsasterfield@acog.org.

Medical residents at the Annual Meeting Resident Reporter program.



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 obstetrics and gynecology, ACOG continues to work toward meaningful change 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 by collaborating with committed partner organizations we can address the complex challenges facing our members working in multiple clinical settings, trainees, their patients, and women's health. Support the pillars of our Collective Action Against Racism in Obstetrics and Gynecology, which include curriculum development through Lifelong Learning and equity and inclusivity work through Inclusive Excellence.

ACOG FOUNDATION DEI FUND

\$25,000+

Contributions to this fund will allow the ACOG Foundation to support the College's DEI work through events, programming, and educational offerings, both CME and non-CME. In 2022, we developed a five-year implementation plan for the Collective Action Addressing Racism that will begin implementation in 2023 with offerings such as an antiracism curriculum for health care providers, peer reflection groups, and regular live lecture events. In February of 2022, we celebrated the Inaugural Achieving Justice in Medicine: Betsey, Lucy, and Anarcha Memorial Lecture in honor of the enslaved Mothers of Gynecology and hosted the first ACOG District DEIE Summit. As ACOG continues its work in the DEI space, support from industry partners will be necessary to provide such offerings, events, and opportunities to our members.



Original artwork created for promotion of ACOG's Betsey, Lucy, and Anarcha Days of Recognition

SPANISH-LANGUAGE RESOURCES FOR PATIENTS **\$10,000-\$250,000**

Support the expansion of Spanish-language resources on ACOG's <u>award-winning patient website</u>. This is the only website that offers comprehensive health information backed by ACOG guidelines and reviewed by ACOG members. Topics span sexual health, pregnancy, screening and prevention, health conditions, menopause, and more. The website earns an average of 800,000 page views monthly. Translation costs include initial translation, ongoing updates to maintain accuracy and alignment with ACOG guidelines, and associated website development and maintenance.

\$10,000 - Support the translation of 10 critical web pages into Spanish

\$25,000 - Support the translation of 25 critical web pages into Spanish

\$50,000 - Support the translation of 50 critical web pages into Spanish

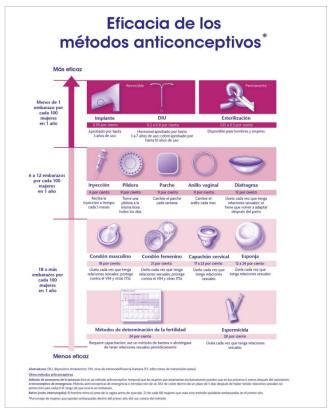
\$250,000 - Support the translation of the full patient website into Spanish (300+ pages)

Web pages may be chosen for translation based on website traffic data, audience need (such as lack of existing Spanish-language resource on a particular topic elsewhere on the internet), ACOG member requests, and sponsor request. Examples of top pages in need of translation include the following:

- Bleeding After Menopause Could Be a Problem. Here's What to Know.
- **Ectopic Pregnancy**
- Preeclampsia and High Blood Pressure During Pregnancy
- When Sex Is Painful

Sponsors will be recognized on the ACOG website and at the Annual Meeting, which more than 4,000 ACOG Fellows attend.





PUBLIC AFFAIRS, POLICY, AND ADVOCACY*

CONGRESSIONAL LEADERSHIP CONFERENCE WELCOME RECEPTION

\$35,000

Welcome more than 500 physician-advocates to the 2023 Congressional Leadership Conference in Washington, D.C., with a reception. Sponsors will receive branded acknowledgment in the program and during the reception and may send two representatives to attend the reception and to audit the Sunday evening plenary session.

CONGRESSIONAL LEADERSHIP **CONFERENCE** NURSING LOUNGE

\$10,000

Provide nursing mothers with a quiet room to nurse and pump while they are in Washington, D.C., to meet with members of Congress to advocate for ACOG priorities. Sponsor will receive branded acknowledgment in the program and the opportunity to provide product samples. STATE LEGISLATIVE **ROUNDTABLE WELCOME** RECEPTION

\$30,000

Provide ACOG physician leaders from states across the country an opportunity to network and socialize before the annual State Legislative Roundtable conference. Sponsor will receive branded acknowledgment in the program and during the reception and may send two representatives to attend the reception and to audit one session at the discretion of Government Affairs staff.

STATE LEGISLATIVE **ROUNDTABLE COFFEE BREAKS**

\$10,000

Provide physician leaders with an opportunity to relax between advocacy strategy sessions at the annual State Legislative Roundtable conference. Sponsors will receive branded acknowledgment in the program and during the coffee break. The sponsor may send one representative to attend the coffee breaks at the invitation of ACOG staff.

ACOG members meeting with Congressional representatives on Capitol Hill during the Congressional Leadership Conference.



FUNDS AND GRANTS*

ACOG'S ANNUAL FUND \$25,000+

ACOG gratefully accepts funds that help the organization respond rapidly to emerging issues in the ob-gyn field and support ACOG's educational programs and operations.

THE COUNCIL ON RESIDENT EDUCATION IN OBSTETRICS AND GYNECOLOGY (CREOG) FUND \$25,000+

See page 5 for more information.

DIVERSITY, EQUITY, AND INCLUSIVE EXCELLENCE FUND \$25,000+

See pages 7-8 for more information.

GENERAL CONTINUING MEDICAL **EDUCATION (CME) GRANTS \$5,000+**

Support CME programming at Annual District Meetings (ADMs). Sponsors will be recognized in accordance with ACCME guidelines. See page 16 for information on ADMs.

GENERAL MEETING SUPPORT GRANTS \$5,000+ PER ANNUAL DISTRICT MEETING

Support all ADMs though a general meeting support grant divided evenly among all meetings. Sponsors will be recognized with appropriate signage and collateral materials at each ADM. See page 16 for more information on ADMs.

SPONSORSHIP BENEFIT LEVELS

Benefit	ACOG Champions \$400,000+	Platinum \$250,000+	Gold \$100,000+	Silver \$50,000+	Bronze \$20,000 to \$50,000
Recognition on acog.org				⊘	
Annual Clinical and Scientific Meeting (ACSM): Recognition on the Sponsors' Banner and ACSM Meeting App	⊘	•	✓	•	✓
ACSM: Complimentary Meeting Registration(s)	6	4	3	2	
Invitation to ACSM Corporate Reception	Ø	Ø	Ø		
Programmatic Briefings with ACOG Senior Leadership	2	2	1		
Invitation to the CEO ACOG Champions Luncheon	Ø				
One email mailing to the ACSM Pre-Registration Mailing List AND/OR	⊘	Choice of Pre or Post	Choice of Pre or Post		
One Post-Event email mailing to the ACSM Attendee List	⊘				

Sponsorship benefit levels are defined by total financial contributions received between May 1, 2022 and April 30, 2023. This does not include amounts spent on exhibit booths, advertising, or product theater space at any ACOG events and meetings.

^{*}Eligible for sponsorship benefits outlined below.



ACOG ANNUAL CLINICAL AND SCIENTIFIC **MEETING**

ACOG invites you to participate in the 2023 Annual Clinical and Scientific Meeting (ACSM), May 19-21 in Baltimore, Maryland. For 70 years, ACOG's ACSM has been a comprehensive obstetric and gynecologic educational event, bringing 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. Just over 4,000 attendees will learn about the latest products, services, and technologies in patient care.

ACOG SPONSORSHIP PORTAL

For more information regarding sponsorship opportunities below, please contact Craig Baker at 703-679-3942 or craig.baker@spargoinc.com.

2023 SAVE THE DATE

\$25,000

Stay on attendees' minds all year. Your logo will be printed on our save-the-date item for the 2024 Annual Clinical and Scientific Meeting taking place in April. This item will be provided to each attendee of the 2023 meeting.

FOUR-SIDED ROTATING CUBES

\$1,500

Your company's branding on one of four sides of a rotating cube placed in high-traffic areas of the Baltimore Convention Center.

ACOG STEP CHALLENGE

\$25,000-\$35,000

This challenge encourages healthy exercise through friendly competition among ACSM attendees. For more details, please contact Craig Baker at 703-769-3942.

BANNERS

RECTANGULAR LOBBY BANNER

\$8,500

40'W × 2'H single-sided banner located in the Pratt Street Lobby, level 300 above the escalators (cannot be used in conjunction with banners P12 and P14-P16).

RECTANGULAR LOBBY BANNER

\$15,000 40'W × 10'H single-sided lobby banner located at the Pratt Street Lobby, level 300 above the escalators (cannot be used in conjunction with banners P13 and P14-P16).

TWO (2) TRIANGULAR LOBBY BANNERS \$12,500

Two (2) 119.85"H \times 139"W single-sided banners located in the Pratt Street Lobby, level 300 above the escalators (cannot be used in conjunction with banner P12 or P13).

CARPET INLAYS

\$6,500

8' × 8' carpet inlays to be placed in the main cross aisles of the exhibit hall featuring your company's branding.

CHARGING LOCKER BRANDING AND DIGITAL AD

\$6,500

Display your company's custom digital ad on the top of the kiosk and your company's branding on the wrap of a charging locker.

COFFEE BREAKS

\$15,000

Help attendees reenergize 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.

EXHIBIT HALL AISLE SIGNS

\$20,000

Your company logo placed on 30"W x 24"H danglers located at the bottom of each exhibit hall aisle sign.

ESCALATOR CLINGS

CLINGS ON ESCALATORS LOCATED IN THE LOBBY OFF PRATT STREET

\$17,500

Clings on escalators located in the lobby off Pratt Street entrance leading up to registration area and meeting rooms. A total of eight (8) clings. Dimensions: 344.4"L × 23.88"W.

CLINGS ON ESCALATORS LOCATED IN THE LOBBY OFF PRATT STREET ENTRANCE

\$25,000

Clings on escalators located in the lobby off Pratt Street entrance leading to escalators heading down to exhibit hall. Two (2) sets of five (5) clings (a total of 10 clings). Dimensions: 28'7"L × 2'W.

ESCALATOR FLOOR DECALS

\$650

Two (2) $3' \times 3'$ escalator floor decals/floor clings located at the escalators heading down to exhibit hall (one at top and one at bottom).

'ESCAPE THE EXAM ROOM'

\$35,000

Escape the Exam Room is a simulation game in which attendees at the 2023 Annual Meeting cooperatively discover clues and complete tasks in one or more rooms in order to accomplish a specific ob-gyn case goal in a limited amount of time. Escape the Exam Room is inspired by the "escape-room" experience.

HOTEL KEY CARDS

\$30,000

Build name recognition for your company, product, or booth on hotel keys for select ACOG hotels. Allows repeat exposure to your brand throughout the meeting.



Annual meeting attendees enjoying the ice cream social.

HOTEL KEY CARDS SLEEVE

\$5,000

HOTEL PREMIUM ROOM DROPS

\$20,000

One item sent to attendee's hotel room each night.

HOTEL TABLE TENTS

\$20,000

HYDRATION STATIONS

\$7,500 (SET OF 5)

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.

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.

MEDITATION ROOM

\$35,000

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 onsite connection.

NURSING MOTHERS' LOUNGE

\$10,000

The Nursing Mothers' 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.

PARK BENCHES (2 BENCHES, 2 FLOOR DECALS)

\$12,000

WI-FI ADD-ONS

\$15,000

Your company's branding and messaging on two back-toback park benches and two 3' x 6' decals to be placed in the main aisles of the exhibit hall.

RETARGETING ADS

\$7,500

TABLE CLINGS

\$2,500 (SET OF 10)

Include your corporate branding and messaging on 30"-diameter clings on high-boy tables (set of 10) placed within the food and beverage distribution areas in the exhibit hall. Production, installation, and removal of clings are included.

WATER BOTTLES AND FILLING STATION \$7,500

WELLNESS MASSAGE LOUNGE

\$15,000

WI-FI DAY 1

\$35,000

YOUR COMPANY'S RECOGNITION AS THE WI-FI SPONSOR ON DAY 1 OF THE MEETING

With your highly visible sponsorship, attendees will enjoy free wireless internet in the Convention Center on day 1 of the meeting.

WI-FI DAY 2

\$35,000

YOUR COMPANY'S RECOGNITION AS THE WI-FI SPONSOR ON DAY 2 OF THE MEETING

With your highly visible sponsorship, attendees will enjoy free wireless internet in the Convention Center on day 2 of the meeting.

WI-FI DAY 3

\$15,000

YOUR COMPANY'S RECOGNITION AS THE WI-FI SPONSOR ON DAY 3 OF THE MEETING

With your highly visible sponsorship, attendees will enjoy free wireless internet in the Convention Center on day 3 of the meeting.

Medical residents at the Annual Meeting Resident Reporter program.





Annual meeting audience members watching a session.

CME Forums and Product Theaters

CME FORUMS

\$45,000

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&A. The sessions should provide attendees with novel and innovative approaches to issues impacting ob-gyns. 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. Please contact Jenny McIver Brocious at 679-852-3469 or imciver@mindspring.com.

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 2023 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 assigned on a first-come, first-served basis. Please contact Jenny McIver Brocious at 679-852-3469 or jmciver@mindspring.com.

ANNUAL DISTRICT MEETINGS

District(s)	Location	Dates	
District XII	Orlando, Florida	August 11–13, 2023	
District XI	Houston, Texas	September 15–17, 2023	
Armed Forces (District X)	Tacoma, Washington	September 24–27, 2023	
Districts VI, VIII, and IX	Wailea, Hawaii	September 28–30, 2023	
District VII	Tulsa, Oklahoma	September 29-October 1, 2023	
District II	Brooklyn, New York	October 20–21, 2023	
District IV	Washington, D.C.	October 20–22, 2023	
Districts I and V	Newport, Rhode Island	October 27–29, 2023	

DISTRICT III JUNIOR FELLOW DAY SPONSORSHIP

\$5,000

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



Hands-on training at the District XI Annual District Meeting.

