



2024 ACU CONFERENCE SPONSORSHIP PROSPECTUS

ABOUT ACU

The [Association of Clinicians for the Underserved](#) is a uniquely transdisciplinary membership network uniting clinicians, advocates, and organizations to establish a robust and diverse workforce to help transform communities to achieve health equity for all. We lead advocacy, clinical, operational, and equity excellence to develop and support clinicians and the healthcare workforce caring for America's underserved populations. ACU is the [leading voice](#) for the National Health Service Corps, and [our members](#) include community health centers, primary care associations, free clinics, and public health departments, as well as individual clinicians, administrators, and advocates. Our members are spread throughout the U.S., but they are united in their commitment to improving access to high-quality care for medically underserved communities.

THE VALUE OF SPONSORING ACU EVENTS

ACU offers an invaluable opportunity to gain visibility, expand your reach, and interact with ACU's network encompassing senior leaders and practitioners from health centers, primary care associations, free clinics and countless others from across the healthcare sector. Sponsorship also enables opportunities to directly collaborate with ACU in working to improve health equity via educational offerings at our events. Sponsoring our conferences and symposia gives you the chance to reach a robust, professionally diverse group of healthcare organizations and professional leaders from across the U.S.

Consider sponsoring our 2024 Conference at any of multiple tiers. Our prospectus allows you to take advantage of the sponsorship opportunities that are most valuable to you. We encourage you to use the prospectus as a framework to sponsorship packaging as we are committed to working with all partners to design a package that will meet mutual goals and budgets.

GET STARTED: CONTACT US



To learn how you can become an event sponsor or for any questions about our options, please contact:

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ENVISIONING A MORE EQUITABLE FUTURE

ADVANCING STAKEHOLDER-
CENTERED INNOVATION

WASHINGTON, DC | AUG. 4-7

2024 ACU CONFERENCE: ENVISIONING A MORE EQUITABLE FUTURE: ADVANCING STAKEHOLDER- CENTERED INNOVATION

**AUGUST 4-7 | WASHINGTON, DC
THE WESTIN WASHINGTON, DC DOWNTOWN**

Our [2024 Conference](#) will unite hundreds of healthcare clinicians, administrators, advocates, and public health leaders from across the U.S., all with an interest in expanding access to care and improving healthcare delivery for medically underserved populations. This year's conference spotlights the importance of including stakeholder voices and input—whether patients, staff, communities, or partners—when shaping innovations in workforce development, clinical practice, or community engagement and advocacy to help bring holistic, equitable, and inclusive care within reach for underserved populations.

“Envisioning a More Equitable Future” also spotlights this year's new track dedicated to eye health and vision care, which recognizes the need for, and strategies to improve, access to eye care and vision services among historically marginalized communities as an essential part of overall health. The conference will include educational sessions, poster presentations, exhibiting, networking opportunities, and more.

CONFERENCE SPONSORSHIP OPTIONS

Our Sponsorship packages are your opportunity to reach key healthcare leaders, clinicians, administrators, and advocates from across the U.S. with premier brand visibility, direct messaging, joint education sessions, and more. Choose from any one of our packages, or contact us for tailored offerings.

PLATINUM LEVEL: \$60,000

- **5-7 Minute General Session Speaking Opportunity on Day 1:** Plus a video message opportunity during the Opening General Session on Day 2 and in follow-up communication to all attendees post-conference.
- **Joint Education Session with ACU:** This session will address a topic based on our partnership or other key programming.
- **Coffee and Refreshment Sponsorship**
- **Inclusion of Organizational Collateral** in our registration packet (digital & print)
- **Logo Visibility**
 - Logo inclusion in Conference slides and collateral
 - Logo inclusion on Conference webpage and event app
 - Onsite signage
 - Verbal recognition
- **Exhibitor Booth**
- **5 Complimentary Registrations**
- **5 Tagged Pre/Post-Event Social Media Posts** recognizing your organization
- **5 Linked Recognitions** in ACU's *Clinician & Community* newsletter



CONFERENCE SPONSORSHIP OPTIONS (Cont.)

GOLD LEVEL: \$40,000

- **Joint Education Session with ACU:** This session will address a topic based on our partnership or other key programming.
- **Inclusion of Organizational Collateral** in registration packet (*digital & print*)
- **Logo Visibility**
 - Logo inclusion in Conference slides and collateral
 - Logo inclusion on Conference webpage and event app
 - Onsite signage
 - Verbal recognition
- **Exhibitor Booth**
- **4 Complimentary Registrations**
- **4 Tagged Pre/Post-Event Social Media Posts** recognizing your org.
- **4 Linked Recognitions** in ACU's *Clinician & Community* newsletter

SILVER LEVEL: \$25,000

- **Inclusion of Organizational Collateral** in registration packet (*digital & print*)
- **Logo Visibility**
 - Logo inclusion in Conference slides and collateral
 - Logo inclusion on Conference webpage and event app
 - Onsite signage
 - Verbal recognition
- **Exhibitor Booth**
- **3 Complimentary Registrations**
- **3 Tagged Pre/Post-Event Social Media Posts** recognizing your org.
- **3 Linked Recognitions** in ACU's *Clinician & Community* newsletter

Child Adherence
Appointments for ADD/ADHD

	Before initiation of TIC training (N=2388)	After initiation of TIC training (N=4021)
App. kept	1108 (47.4%)	1983 (71.7%)
App. not kept	1120 (52.6%)	1138 (28.3%)
Aggregated 1	16.35	
Test effect (p)	0.0045	

Clinical Significance:

- Safety
- Trust
- Equity

CONFERENCE SPONSORSHIP OPTIONS (Cont.)

BRONZE LEVEL: \$12,000

- **Logo Visibility**
 - Logo inclusion in Conference slides and collateral
 - Logo inclusion on Conference webpage and event app
 - Onsite signage and verbal recognition
- **Exhibitor Booth**
- **2 Complimentary Registrations**
- **2 Tagged Pre/Post-Event Social Media Posts** recognizing your org.
- **2 Linked Recognitions** in ACU's *Clinician & Community* newsletter

DIGITAL SPONSORSHIP OPTIONS

Can't join us in D.C. but still want to bring brand visibility to our event? ACU offers online sponsorship packages to allow your organization to reach our attendees throughout the Conference via our dedicated app and social media.

DIGITAL GOLD LEVEL: \$6,000

- **Session Sponsorship:** be featured in our app as the sole sponsor of one one of our Conference workshops or general sessions!
- **Digital Exhibitor Booth** in our event app with welcome page, visitor notifications, and lead generation and 1:1 chat opportunities with guests
- **Logo Visibility:** Logo inclusion on Conference webpage and event app, plus one banner ad and push notification in our app
- **2 Tagged Pre/Post-Event Social Media Posts** recognizing your org.
- **2 Linked Recognitions** in ACU's *Clinician & Community* newsletter

DIGITAL SILVER LEVEL: \$3,000

- **Logo Visibility:** Logo inclusion on Conference webpage and event app, plus one banner ad in our app
- **Digital Exhibitor Booth** in our app
- **1 Tagged Pre/Post-Event Social Media Post** recognizing your org.
- **1 Linked Recognition** in ACU's *Clinician & Community* newsletter

EXCLUSIVE CONFERENCE SPONSORSHIP OPTIONS

Ensure that your organization remains top of mind with our audience of decision-makers, clinicians, and administrators through our exclusive visibility packages. As the dedicated sponsor of our reception, wi-fi, or other opportunities, your brand will be front and center in our event.

RECEPTION: \$25,000

Sponsor our on-site reception at the Westin Washington, DC Downtown on the first full Conference day on August 5th: this two-hour reception is open to all Conference attendees. In addition to recognition of your sponsorship, this option includes:

- **Short Speaking Opportunities to Welcome and Introduce Attendees**
- **Signage at the Reception**
- **Logo Visibility** on our Conference webpage, event app, slides, & collateral



HOTEL WI-FI SPONSORSHIP (FEATURING CUSTOM PASSWORD): \$15,000

Help facilitate onsite learning with attendees at the Westin Washington, DC Downtown throughout the Conference from August 4-7. This option also includes:

- **Customized password** for brand recognition and visibility
- **Onsite signage** and throughout ACU collateral to grant access
- **Logo Visibility** on our Conference site, event app, slides, & collateral
- **Verbal Recognition**



EXCLUSIVE CONFERENCE SPONSORSHIP OPTIONS *(Cont.)*

PRINTED PROGRAM: \$5,000

Sponsor our printed conference program and receive a color ad on our back cover and ½-page ad on the inside front page.



HOTEL KEY CARD: \$3,000

Place your brand in the hands in each attendee by putting your logo or branding on the front of the hotel key cards they'll receive at check-in.



LANYARD: \$2,000

Engage this sponsorship to have your company's name and logo appear on the badge-holder lanyards worn by each and every attendee, ensuring that your brand is never far from mind.

