

2018



ACOG SUPPORT CATALOG



The American College of
Obstetricians and Gynecologists
WOMEN'S HEALTH CARE PHYSICIANS



By supporting ACOG’s educational, informational and outreach activities, you can contribute in a meaningful way to improving women’s health care. It is a pleasure for ACOG to combine our efforts with committed organizations, foundations and corporations.

Throughout the ACOG Support Catalog, we offer opportunities to share information and experiences with ACOG Fellows and other thought leaders, subspecialty experts, leading-edge science researchers and policy influencers.

The educational, marketing, advertising and sponsorship opportunities presented in this catalog offer you and your organization the opportunity to support our work. Unless otherwise noted, all opportunities in this catalog count toward your Annual Clinical and Scientific Meeting Club Level.

All options are reserved on a first-come, first-served basis, with right of first refusal given to the previous cycle’s advertiser or supporter until Monday, November 13, 2017.

To learn more about how you can make a difference in women’s health care, contact **Katie O’Connell** at (202) 863-2546 or koconnell@acog.org.

ACOG is a membership organization of more than 58,000 women’s health professionals.

We are the preeminent leader in advocating quality health care for women; maintaining the highest clinical and educational standards for women’s health physicians; promoting patient education, understanding and involvement in medical care; and increasing awareness of issues affecting women’s health.

ACOG maintains relationships with a variety of corporations, foundations and other organizations committed to fostering 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 impacts ACOG’s objectivity, priorities and actions and we retain complete control of the development, implementation and assessment of all content and materials related to our work.

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Annual Clinical and Scientific Meeting Benefits

Unless otherwise noted, all options and opportunities in this catalog count toward your Annual Clinical and Scientific Meeting Club Level.

	President's Cabinet \$200,000+	Platinum \$100,000+	Gold \$50,000+	Silver \$25,000+	Bronze \$10,000+
Final Program Recognition	✓	✓	✓	✓	✓
Logo on Sponsors' Banner	✓	✓	✓	✓	✓
Booth Space Points for 2019	2,500 Points	1,000 Points	500 Points	250 Points	100 Points
Advance Registration List	✓	✓	✓	✓	✓
Post-Event List	✓	✓	✓	✓	
ACOG Membership List	✓	✓	✓		
Complimentary Registration	3	2	1		
Photo Opportunity	✓	✓			
Discounted Meeting Space at Annual Meeting	✓				
eBlast to Advance Registrants	✓				
One-Page Final Program Ad	✓				

Contact **Stevie Cline** at scline@acog.org for more information on these opportunities

ACOG invites you to participate in the 2018 Annual Clinical and Scientific Meeting, April 27-30 in Austin, Texas.

For more than 50 years, the ACOG Annual Meeting has been the most comprehensive obstetric and gynecologic-related educational event in the world, bringing together influential and notable professionals throughout women’s health. Attendees come actively seeking to learn the newest techniques, obtain critical information to better serve their patients, and grow their practices.

Emerging Technologies Sessions

\$50,000

These sessions feature new or evolving innovations within women’s health. Every session must feature didactic and interactive components and should be geared toward the practicing physician. The available three-hour sessions are an official part of the ACOG Annual Meeting. Share your concept with us, and we will help you create the perfect program for your emerging technology.

Book Store Bags

\$5,000

The Book Store is open throughout the entirety of the Annual Meeting. Used by hundreds of shoppers every day, your customized bags may be printed with your product or corporate logo and/or booth number on one side and ACOG logo and text on the other. Advertiser must provide non-plastic bags that meet specific size and strength criteria.

Abstracts from the Annual Clinical and Scientific Meeting

\$60,000

The 2018 Annual Clinical and Scientific Meeting will feature informative and exciting paper and poster presentations, and the Abstracts will be published in an electronic supplement to Obstetrics & Gynecology. Support is recognized in a variety of formats including iPad cover band and full-page ad, online banners and featured “Supported By:” in supplement box, sponsorship credit, and more. Contact **Linda Barta** at (800) 237-1342 or linda.barta@wolterskluwer.com.

Childcare/Youth Services

\$50,000

This outstanding support opportunity provides children (ages six months to 12 years) of attendees a safe, secure, entertaining, and educational experience through special events, youth tours, activity centers and childcare. Partial funding welcomed.

Merchandising Exclusives

Do you have the best? Showcase your product line in the Annual Meeting Book Store. Exclusive merchandising agreements are accepted on an individual basis. Contact **Katie O’Connell** (202) 863-2546 or koconnell@acog.org.

Donors’ Lounge

\$35,000

Open throughout the Annual Meeting, this very popular amenity for ACOG Foundation donors is the place to relax, grab a quick bite to eat and network with colleagues.

The Lube Bar

\$1,500

The Lube Bar is back in Austin! This fun and exciting addition to the show features a variety of lubricant companies and products. Bartenders (aka Lube-tenders) will be on hand to provide samples and education for attendees. Snacks will also be served at the Bar area during exhibit hall hours.

Mothers’ Lounge

\$10,000

The Mothers’ Lounge is for registered attendees who are nursing mothers. Supporter supplies breast pumps and collection kits, as well as promotional materials. The supporter will receive additional recognition on signage.

Contact **Stevie Cline** at scline@acog.org for more information on these opportunities

Product Theaters

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 pre-scheduled, private session held during the Annual Meeting. These sessions are available in breakfast, lunch 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, as well as basic promotional and marketing assistance.

Only exhibitors are eligible to host a Product Theater and no more than two Product Theaters will be held at the same time. Product Theater sessions will be located in meeting rooms near the Exhibit Hall and assigned on a first-come, first-served basis. Product Theaters do not carry sponsorship credit. For more information or to reserve a presentation time slot, please contact **Jenny McIver Brocious** at jmciver@mindspring.com or (678) 852-3469.

The CME Forum Program (Adjunct Satellite Symposia)

CME Forums are opportunities for industry to provide educational sessions to attendees. These 90 minute sessions include a 75-minute program and should provide attendees with novel and innovative approaches to issues impacting physicians in the area of obstetrics and gynecology. Sessions are available in breakfast and dinner time slots. ACOG will provide logistical assistance with registration, standard audiovisual equipment, as well as basic promotional and marketing assistance.

Please note ACOG is not the accrediting body for CME Forums. Organizers seeking to offer CME for their sessions will need to obtain credit from an accredited CME provider. A signed exhibitor agreement is required. CME Forums do not carry sponsorship credit. For more information or to reserve a time slot, please contact **Jenny McIver Brocious** at jmciver@mindspring.com or (678) 852-3469.

Official Mailer to Past Registrants

\$10,000

Reach the most likely attendees through ACOG’s official mailer. This exclusive opportunity is mailed to attendees from past Annual Meetings, other ACOG educational events, and recent educational product shoppers. Your half-page full-color ad within our six-panel mailer comes with guaranteed delivery to at least 20,000 recipients.

Rapid Charging Stations

**\$35,000 Three Stations
\$40,000 Four Stations**

Charging stations help attendees stay connected. Your corporate and/or product logo and video will play at the automated stations located throughout the convention center. Stations are capable of rapidly charging multiple mobile devices at once.

QR Code Game

\$5,000

This effective and affordable traffic generator is extremely popular among attendees. All registered attendees receive a playing card with their registration materials and must visit each of the participating booths to scan a QR Code and gather a letter clue. Once all letters have been collected and unscrambled, attendees may drop off completed playing cards for a chance to win daily prizes. Limited spaces available.

Welcome Reception

\$125,000

Help kick off the Annual Meeting and welcome attendees, speakers, exhibitors and other guests to Austin! Sponsor offered extensive recognition.

Ob-Gyn Reporter Program

\$200,000

This opportunity allows for residents from all 12 Districts to attend the Annual Meeting. The structured schedule provides for networking among peers and for experiencing all segments of the scientific program. Support must be confirmed before January 5, 2018. Multiple supporters welcomed.

Contact **Stevie Cline** at scline@acog.org for more information on these opportunities

Signature Wall **\$10,000**

Showcased within your exhibit booth space and promoted by ACOG through social media and printed materials, this opportunity increases booth traffic and supports the programs and projects of the ACOG Foundation.

Education Arcade **\$25,000**

Be a part of one of ACOG’s most powerful learning environments! The Education Arcade at this year’s Annual Meeting will use four or more games to combine fun and education. The games, located throughout the convention center in Austin, will help attendees connect and engage in new ways while highlighting available ACOG educational materials. The games, simulations and tools within the Education Arcade are designed with the practicing ob-gyn in mind.

Education Track Sponsorships

New this year, all Annual Meeting sessions are organized within subject matter tracks. The following thematic tracks are available for support. Track sponsorships are exclusive of specific CME support. Education Track Sponsors will be recognized on-line, in printed materials and live in Austin.

\$25,000 Tracks

- Family Planning
- Surgery/Surgical Care
- Benign Gynecologic Disease
- Labor and Delivery

\$15,000 Tracks

- Business of Medicine
- Pain Management
- Reproductive Health/Fertility
- Genetics
- Sexual Health
- Ultrasound

\$7,500 Tracks

- Innovation/Technology
- Wellness
- Women’s Well-Being
- Patient Safety
- Obesity
- Global Health
- Infectious Diseases
- Menopause
- Cancer Screening



Contact **Stevie Cline** at scline@acog.org for more information on these opportunities

Additional Advertising and Marketing Opportunities

The following advertising, marketing and visibility opportunities are offered through our partners at TriStar. For more information, availability and pricing, please contact **Nan Blunk** at (913) 491-4200 or nblunk@tristarpub.com.

Final Program and Exhibit Guide

This comprehensive guide to navigate the Annual Meeting provides attendees with everything from general meeting information to details on scientific programs and exhibits. Distributed at registration, this official program serves as the go-to meeting guide for all attendees.

Mobile Event App

The ACOG Mobile Event App puts the entire Annual Meeting into the hands of every attendee. Attendees will download and use the app to plan their schedule, interact with colleagues and get the latest updates while attending the meeting. Each supporter receives broad exposure through banner ads and marketing pieces designed to promote attendee use of the app. Enhanced exhibitor listings and product theater alerts are also available to extend your presence through this valuable tool.

Convention Center Visibility

Cover the convention center with your brand or product messaging to increase awareness and drive booth traffic. Eye-catching opportunities include aisle signs, carpet clings, hanging banners, column wraps, escalator signage, and more.

ACOG Annual Meeting Attendee Website

Prospective attendees and ACOG members will rely on AnnualMeeting.ACOG.org to provide the most up-to-date information on registration, conference sessions, exhibitors, special events and meeting news. Select a premium advertising position on the official show website and email communications to highlight your brand and drive traffic to your site.

ACOG Annual Meeting Daily

Advertising in this daily printed publication offers wide-distribution, high-visibility, and broad exposure. The *ACOG Annual Meeting Daily* contains the latest scientific news and meeting highlights for three issues distributed onsite. Advertising is also available on the distribution racks, located in key areas within the convention center.

ACOG Annual Meeting eDaily

The primary online news source for attendees and ACOG members offers live scientific meeting coverage and access to newsworthy information from the *ACOG Annual Meeting Daily*. Attendees can also access the online session itinerary planner to map out their time at the Annual Meeting. Reinforce your brand, promote events, and drive booth traffic with prominently displayed digital advertising packages.

Restroom Advertising

This high-visibility branding opportunity allows you to place approved, mirror clings inside restrooms throughout the convention center. Restrooms are located in high-traffic areas, ensuring your message is seen by all attendees.

Hotel Key Cards

Build name recognition for your company, product or booth on hotel keys for select ACOG hotels. Be in the hands of all attendees during the Annual Meeting and enjoy repeat exposure to your message.

Elevator Clings

Elevator clings are one of the most popular trends for brand marketing. Covering the elevator doors at top hotels, this option takes your advertising to the next level. Gain maximum visibility outside of the convention center through this unique opportunity.

Premium Hotel Drops

This opportunity allows your company to get the attention of conference attendees while providing elite exposure for your products and services. Supporter may provide literature or booth driver for attendee distribution at key hotels. Opportunity is sold on a nightly basis.

City Advertising in Austin

The Austin area offers unique advertising and marketing opportunities around the city. Please contact your TriStar event media strategist to discuss your ideas and see what officially approved advertising opportunities are available in Austin.

Attendee Tote Bags \$25,000

Spotlight your company at the meeting and beyond. The tote bags are given to every registrant and will be imprinted with your company’s name and corporate logo. Support includes the insertion of a product specification sheet or flier. Open only to non-pharmaceutical and non-medical device exhibitors. ACOG is responsible for the production of the tote bags.

**Exhibit Hall Celebrations \$25,000 Lunch
\$10,000 per Coffee Break**

Back by popular demand: Coffee Breaks and Lunch in the Exhibit Hall!

In order to build booth traffic and provide unopposed time on the hall floor, ACOG will host one lunch in the Exhibit Hall and two coffee breaks. If you want to participate in this great networking opportunity, one or more refreshment stations will be placed in close proximity to your booth (space permitting). In addition to recognition on appropriate materials, you may supply napkins with your company logo.

Convocation Reception \$10,000

This large reception, immediately following the Convocation, offers incoming officers and Fellows the opportunity to come together and celebrate. Extensive signage recognizes your support and we welcome your customized cups and napkins.

Save the Date 2019 \$10,000

Stay on attendees’ minds for a year! Have your logo imprinted on our Save the Date item for the 2019 Annual Clinical and Scientific Meeting in Nashville, Tennessee. This item will be provided to each attendee of the 2018 meeting.

District Support Opportunities

Independent Meeting Support

Now your commitment locally can be recognized nationally. If your organization makes a commitment of general meeting support to every Annual District Meeting (ADM), ACOG will count your generosity toward your ultimate national sponsorship level. Whether \$2,500 or \$25,000 per ADM, we value your commitment.

ADM Symposia Bundles

Symposia Bundle for District Meetings

\$70,000/\$60,000

We are keenly aware of industry's commitment to our members and our mission on the regional level. By committing to a symposium at each of the following 2018 Annual District Meetings, we can provide you with a substantial discount, the recognition you deserve and the support our Districts need.

Seven ADM Symposia \$70,000

2018 District I Annual Meeting

October 12-14, 2018
Cape Cod, Massachusetts

2018 District II Annual Meeting

October 19-21, 2018
Manhattan, NY

2018 Districts IV and VI Annual Meeting

September 28-30, 2018
Savannah, Georgia

2018 Districts V and VII Annual Meeting

September 21-23, 2018
Kansas City, Missouri

2018 Districts VIII and IX Annual Meeting

October 4-6, 2018
Maui, Hawaii

2018 District XI Annual Meeting

September 28-30, 2018
Galveston, Texas

2018 Armed Forces District Meeting**

September 23-26, 2018
Honolulu, HI

**The Armed Forces District Meeting Symposia must be CME due to the District's by-laws.

Six ADM Symposia \$60,000

2018 District I Annual Meeting

2018 District II Annual Meeting

2018 Districts IV and VI Annual Meeting

2018 Districts V and VII Annual Meeting

2018 Districts VIII and IX Annual Meeting

2018 District XI and TAOG Annual Meeting

Both of these bundled opportunities include signage and program recognition at each District Meeting but excludes all expenses directly related to your event, such as catering and A/V. ADM Symposia Bundles do not carry sponsorship credit.

Contact **Stevie Cline** at scline@acog.org for more information on these opportunities

For the Busy Professional

By providing best-in-class educational programs designed to keep physicians at the forefront of their field including live meetings, screen-based education and simulations covering the full continuum of care along the entire breadth of the specialty, ACOG strives for innovative and effective adult learning. Join our efforts.

MEDtalks

\$50,000 per Topic

MEDtalks are online educational curricula created in the style of TED Talks® featuring one sponsor-selected topic, that can be divided into 26 lessons and deployed as questions through a bi-weekly application to participants' smart devices so that learners may stay up-to-date on research and current with important educational trends. To add to the experience and earn CME credit, participants may also answer specific questions.

ACOG eModules

Development

\$50,000 per eModule

eModules are topic-based self-assessments that provide the learner with a pre-test, concise up-to-date interactive education, followed by a posttest inclusive of reasoning supporting the correct answer. They are available in an online format for learning anywhere, anytime, and from any device. Learners can earn 7 CME credits for each eModule they complete. Independent educational support is sought for the following topics: Uterine Fibroids, Post-Partum Depression, Pregnancy Termination (Medical and Surgical), Second Trimester D&E.

Distribution

**\$40,000 for all eModules
or \$12,000 per eModule**

Support the complimentary distribution of an eModule to all residency programs. Each residency program will receive access codes for residents' individual login and the ability to download each eModule for educational purposes.

Baby-Friendly Certification Module

\$100,000

ACOG is developing an online, interactive three-hour module targeted specifically to ob-gyns that would provide a Baby-Friendly physician certification to be noted on ABOG records. This module, which is an interactive learning experience, is being built on a high-quality platform that will keep users interested and engaged. Multiple funders are encouraged.

National Partnership for Maternal Safety Meeting

\$75,000

Hosted by ACOG, this two-day meeting held at the 2018 Annual Clinical and Scientific Meeting will convene stakeholders to identify and advance best practice strategies to improve quality of care to reduce maternal mortality and increase safety. The objective of this meeting is to foster collaboration for implementation and scale-up of effective programs nationwide. Supporter(s) will be recognized on meeting materials as agreed upon. Contact **Elizabeth O'Connell** at (202) 863-2472 or eoconnell@acog.org.



Contact **Stevie Cline** at scline@acog.org for more information on these opportunities

Special Projects and Initiatives

HIV Pre-exposure Prophylaxis (PrEP) Guidance for Ob-Gyns \$228,000

Sponsoring ACOG’s HIV PrEP Program is an effective way to address the challenges of diversifying and building an infrastructure around PrEP. To increase PrEP adoption and rates of utilization, this project will develop and disseminate an evidence-based tool kit for increasing knowledge about PrEP among ob-gyns. The tool kit will include the ACOG Committee Opinion on PrEP, patient education pamphlets, coding information, and physician scripts. In addition, ACOG will develop a webinar on the gynecological care of women and adolescents with HIV. Supporter(s) will be recognized on tool kit and webinar materials as agreed upon. Multiple funders encouraged.

Immunization for Women Website Updates \$25,000

Invest in the leading online immunization information site for women. Since 2005, ACOG’s Immunization Program has actively worked to promote ob-gyns’ roles as vaccinators. Ob-Gyns are in a unique position to reach otherwise unvaccinated patients and ACOG’s Immunization for Women website, www.immunizationforwomen.org, has been a trusted and reliable resource for health care providers and patients since its launch in 2011. Continually promoting, maintaining and improving the website for both providers and patients is of the highest priority. Averaging 4,000 visitors per month, the Immunization for Women website has been #1 on Google searches for “women and immunization” since its launch and is one of the most highly trafficked ACOG resources. The site serves as a one-stop shop for up-to-date immunization information for both health care providers and patients. The additional resources this sponsorship opportunity will allow includes content and graphic updates, new web-based resources – including video learning modules to educate providers on immunization recommendations, promotion of the website through ACOG’s social media and other ACOG platforms, and a quarterly newsletter to notify providers on timely immunization information such as seasonal flu activity, new vaccine recommendations, vaccine recalls, vaccine preventable disease outbreaks and new clinical guidelines.

Breast Screening Tool \$100,000

Providing breast health education for patients is of vital importance and we invite you to join us in helping to make a difference.

Currently, ACOG is developing a web-based, mobile friendly tool which will educate women on the best time for them to begin mammography. This tool is designed to give patients unbiased information that can help them and their practitioner decide when they should start and how often they should have mammograms. It will assess a user’s risk of breast cancer based on evidence-based risk factors, provide her with information about the benefits and harms of screening, and ask questions about her preferences and values. Multiple funders are welcome for this important project.

Teen Webpage and Tool Kit \$150,000

With the goal of providing timely, pertinent and reliable resources to both providers and teens in a user-friendly format, ACOG has developed a new Teen Webpage. We believe that by addressing adolescent health early and directly, we have the potential to increase the prevalence of preventive health services among this important demographic. The Teen Webpage will include a new video/webinar series; medical translation of all information, an Updated Tool Kit for Teen Care (3rd Edition) with education materials for teens and caretakers, and new social media campaigns focusing on young women. Partial funding of this opportunity is welcomed.

National Partnership for Maternal Safety Meeting \$75,000

Hosted by ACOG, this two-day meeting held at the 2018 Annual Clinical and Scientific Meeting will convene stakeholders to identify and advance best practice strategies to improve quality of care to reduce maternal mortality and increase safety. The objective of this meeting is to foster collaboration for implementation and scale-up of effective programs nationwide. Supporter(s) will be recognized on meeting materials as agreed upon.

Contact **Stevie Cline** at scline@acog.org for more information on these opportunities

Global Women's Health

ACOG's Office of Global Women's Health (OGWH) addresses critical global challenges in health care in low-resource settings to address rates of maternal and newborn mortality and morbidity. The OGWH acts as a convener for ACOG members and global partners, and we serve as a bridge for university programs to catalyze resources for the support of best practices in women's health care worldwide.

With emphasis on the need for more and better trained clinicians and access to basic and comprehensive emergency obstetric care in low-resource countries, OGWH utilizes ACOG's clinical and educational standards and the expertise of our volunteers to train healthcare workers; support quality improvement in women's healthcare; advance medical education and residency training; and build capacities of health systems and international professional ob-gyn associations.

OGWH is driven by a desire to increase women's access to quality health care globally. Our model of sustainable interventions and strategies includes:

- Enhancing team-based care, quality improvement and advocacy to improve women's health care.
- Improving medical education, residency programs and continuing education.
- Sharing the best science and latest evidence-based guidelines on women's health appropriate to low-resource settings.
- Building health care teams to provide appropriate obstetric care, integrate family planning and immunizations and other health interventions.

For more information on specific projects and funding opportunities, contact **Elizabeth O'Connell** at (202) 863-2472 or eoconnell@acog.org.

American Indian/ Alaska Native (AI/AN) Women's Health LARC Program

\$75,000+

ACOG provides evidence-based, hands-on training in the provision of Long Acting Reversible Contraception (LARC) to women's health care providers practicing in Indian Health and Tribal sites. This train-the-trainer program aims to expand the availability of highly effective LARC methods to AI/AN women through local instruction along with a follow-up support system for skill development and maintenance. Supporter(s) will be recognized on all project related materials. Contact **Elizabeth O'Connell** at (202) 863-2472 or eoconnell@acog.org. Multiple supporters welcomed.



Contact **Stevie Cline** at scline@acog.org for more information on these opportunities



Surgical Outreach and Education

Vaginal Hysterectomy Surgical Training Course **\$150,000**

ACOG is committed to hosting hands-on train-the-trainer vaginal hysterectomy courses for key residency program faculty (champions) with an emphasis on current technologies and techniques. Throughout the two-day courses, trainers lead activities and exercises designed to increase confidence in both the performing and teaching of vaginal hysterectomy. Champions will be expected to utilize

the skills they acquire to teach and mentor residents at their respective institutions and increase the percentage of benign hysterectomies performed vaginally.

Support covers management and logistical expenses including lab services and equipment, cadaver fees, marketing and design fees, and registration. Supporter(s) will have access to reported project outcomes data and will be recognized on all course related materials as appropriate. Partial funding welcomed.

Contact **Stevie Cline** at scline@acog.org for more information on these opportunities

Medical Student, Resident, and Young Professional Outreach

CREOG Collaborative **\$20,000**

Be at the forefront of maintaining excellence throughout residency! This opportunity directly supports The Council on Resident Education in Obstetrics and Gynecology (CREOG) in its efforts to provide quality programs and much-needed resources to enable and empower program directors, coordinators, and residents to become the next generation of leaders and innovators. From creating and implementing new tools for program directors and coordinators to convening meetings that highlight resident education, CREOG provides accredited ob-gyn residency programs with the support and materials necessary for success.

The CREOG Collaborative is limited to five participating companies each year. Your unrestricted educational grant will be recognized with:

- Program Recognition during the 2018 CREOG Educational Retreat
- Advance Registration List for the 2018 CREOG Educational Retreat
- Logo on Sponsors' Sign at the 2018 CREOG Educational Retreat, School for Program Directors, and Resident Workshops
- Program Recognition during the 2018 CREOG/APGO Annual Meeting; and
- Logo on sponsorship sign displayed in the CREOG Booth at the 2018 CREOG/APGO Annual Meeting

ACOG Junior Fellow Physician Wellness Week **\$5,000 to \$20,000**

This exciting new sponsorship opportunity is an excellent way to showcase your organization while helping ACOG build personal wellness awareness among future leaders in healthcare. The Junior Fellow Congress Advisory Council (JFCAC), with support from CREOG, launched the National ACOG Junior Fellow Physician Wellness Week in March 2017. During this week in March, ob-gyn training programs nationwide raise awareness of the importance of wellness within our specialty. Programs are encouraged to be creative and to participate in any way possible. During Wellness Week programs focus their daily activities around the following wellness pillars – physical, environmental, spiritual/mindful, emotional/intellectual and social. In 2017 the enthusiasm and excitement of participants were astounding, and resulted in more than 1,000 posts

on various social media outlets from over 50 different Residency Programs!

The 2nd Annual National ACOG Junior Fellow Wellness Week is scheduled for March 26-30, 2018. Residency Programs will again focus their daily activities around the five wellness pillars and share their experiences on various outlets of social media using the hashtag **#ACOGbewell**. This year prizes, awarded to Programs with the most innovative wellness activities, will be announced in May 2018. Sponsorship opportunities range from a \$20,000 exclusive to \$5,000 awards with varying recognition levels.

ACOG Mentorship Program **\$25,000**

Studies have shown mentoring systems, especially those within the medical profession, offer a broad range of benefits to both mentors and mentees, including sharing knowledge; strengthening interpersonal relationship skills; increasing self-confidence; providing feedback on technical abilities and leadership skills; creating important networking opportunities; and encouraging reflection on practice.

ACOG's Mentorship Program connects experienced ob-gyns with younger physicians and medical students through a formal mentor-mentee matching program, regular communications and informal networking events.

Your organization's support helps participants develop career-changing and enduring relationships that grow into lifelong bonds with colleagues. Sponsorship is recognized in electronic and printed communications and conveys first right of refusal for Mentorship Program events at the Annual Meeting and Annual District Meetings.



Contact **Stevie Cline** at scline@acog.org for more information on these opportunities

Gestational Age Calculator Wheels Body Mass Index Calculator Wheels **\$10,000 Each**

Individual Gestational Age Calculator Wheels and Body Mass Index Calculator Wheels are provided upon request and to all participants at the Annual Meeting and other events. Advertiser's corporate or product logo will be prominently displayed.

Medical Student Workshops at the Annual Clinical and Scientific Meeting **\$5,000 per Workshop**

These workshops are held during the Annual Meeting and are designed for medical students interested in pursuing a career in obstetrics and gynecology. Three workshops are offered focusing on specialty-specific areas of interest including CVs and personal statements, selecting an appropriate residency program and hands-on clinical skills. Sponsors are recognized with signage at the registration desk and during breaks.

Medical Student Residency Fair **\$10,000**

The residency fair at the Annual Meeting is designed to facilitate exposure to ob-gyn residency programs from around the country. 300-400 medical students attend annually. Students consistently report the event as their favorite opportunity to meet with program directors and gain insight about individual programs. Supporter will receive maximum visibility with signage and corporate logo at the registration desk and exhibitor title banners.

Medical Student, Junior Fellow, and Young Physician Reception **\$25,000**

This Annual Meeting reception is well attended by medical students, Junior Fellows, and young physicians providing attendees with an opportunity to network with other members of the College. The Medical Student Recruitment Award is presented annually at this event. Supporter's name and logo are prominently displayed on signage at the reception.



Contact **Stevie Cline** at scline@acog.org for more information on these opportunities

Growing Role of Data at ACOG

ACOG is on a mission to improve health outcomes for women through the development of health IT tools and the collection of clinical data to support quality improvement. As part of this effort, ACOG is focused on developing tools and applications to help providers efficiently and effectively capture obstetric and gynecologic medical data at the point of care. Developing these provider-focused applications will enable the capture of clinical data in a complete and consistent manner, improving the quality of collected data and the performance measurement on which that data is based.

We are actively seeking the financial support of corporations, health plans, foundations, product manufacturers, and other organizations to help us accomplish our health informatics mission. Our data will be invaluable in comparing evidence of value for interventions in a disease or treatment area; understanding the latest methods used to measure value; and understanding the rationale and the most influential factors for coverage decisions.

ACOG Medical Record Development for Well-Woman and Unspecified Bleeding

Presently, ACOG is pursuing a partnership with an application developer to develop a new platform to collect data on women during two types of encounters: well-woman and unspecified bleeding. ACOG will provide the clinical knowledge and data elements to be captured for each visit based on our evidence-based clinical guidelines. Our partner will incorporate these items into an electronic data capture application that will be seamlessly integrated with electronic health record (EHR) systems to capture structured clinical data. Upon completion, the application will be piloted and subsequently released for use by providers. The data will be populated in the EHR system as well as captured and stored by the application for later use to provide performance metrics to providers and conduct research on aggregate data.

- Analyzing aggregated data to inform ACOG clinical guidelines.
- Providing a dashboard of clinical indicators and performance measures to providers at the point of care.
- Providing point of care decision support for ACOG members.
- Improving the provider experience in delivering patient-centered, evidence-based women’s health care to include algorithms for screening, education, immunization, and age-based interventions for preventive health care as well as validated interventions for the efficient and effective management of abnormal bleeding and common women’s health conditions.

Planned activities for this effort include, but are not limited to:

- Mapping clinical data elements necessary for well-woman and unspecified bleeding.
- Submitting SNOMED, LOINC, and RxNorm codes for data without a structured data standard.
- Developing and testing an electronic application to capture data from well-woman encounters from adolescence through post-menopause.
- Developing and testing an electronic application to capture data from an encounter that addresses unspecified bleeding in women.
- Creating algorithms for clinical pathways during well-woman and unspecified bleeding encounters.
- Creating value sets of numerators and denominators needed for clinical indicators and performance measures in well-woman and unspecified bleeding encounters.

Benign Disease Hysterectomy Registry

\$100,000+

ACOG will develop a registry through the collection and analysis of data on patients with benign disease undergoing hysterectomy. Registry data will be used to inform the least invasive and most cost-effective approach of hysterectomy under specific clinical circumstances to include morbid obesity, nulliparity, enlarged uterus, and multiple previous cesarean deliveries. Partial funding welcomed.

Contact **Stevie Cline** at scline@acog.org for more information on these opportunities

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Professional Liability & Risk Management Update

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ACOG Today's Headlines Newsletter

ACOG Today's Headlines is a digest of the most important women's health news selected from thousands of sources by the editors of *BulletinHealthcare* and delivered to ACOG members to help keep them informed about news affecting women's health and the practice of obstetrics and gynecology. To learn about reaching over 40,000 women's health care providers with a banner or skyscraper ad in *ACOG Today's Headlines*, please contact **BulletinHealthcare** at TodayHeadlines@bulletinhealthcare.com or (703) 483-6100. Advertising does not carry sponsorship credit.

ACOG.org

The official American College of Obstetricians and Gynecologists website is an essential destination for our more than 58,000 members. Strategically placed banner ads deliver your brand message when your audience is searching for current news and relevant articles. Website advertising does not carry sponsorship credit.

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Featuring high-value and relevant content, ACOG's official monthly eNewsletter is delivered directly to the member's inbox. With a reported average open rate of 19% and one exclusive advertiser per issue, *eSource* is the ideal vehicle to deliver your brand message and drive traffic to your site. *eSource* advertising does not carry sponsorship credit.

Obstetrics & Gynecology

Obstetrics & Gynecology is ACOG's official peer-reviewed journal. The most prestigious and widely-read scientific journal in the specialty, each issue features original research and current clinical information relevant to practicing obstetrician-gynecologists. Advertising in *Obstetrics & Gynecology* does not carry sponsorship credit.

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Contact **Stevie Cline** at scline@acog.org for more information on these opportunities

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