

CORPORATE PARTNERSHIP PROSPECTUS



*Sponsorship, Print & Digital
Advertising Opportunities*

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CORPORATE PARTNERSHIP LEVELS

The Iowa Pharmacy Association (IPA) offers your company the opportunity to reach our pharmacist, pharmacy technician, student pharmacist, and business partner members year-round.

DIAMOND PARTNER (\$50,000+)

- Company logo with link on IPA website
- *IPA Journal* advertisements – 4 full page inside/back cover ads
- TOP 5 email advertisements (26 wks./yr.)
- Student sponsorship for PharmaCE Expo, Annual Meeting, and Pharmacy Day on the Hill
- Recognition on signage and materials at IPA events
- IPA Legislative Committee calls
- Associate membership
- Custom #AtWork4You story post
- 2/2/2 webinar or Lunch & Learn
- The Bridge: Online Community video posts (2x/yr.)
- Email blast to full membership (1x/yr.)

PROMINENT INCLUSION IN IPA EVENTS:

- PharmaCE Expo sponsor with Exhibit Hall and Reverse Exhibit
- Annual Meeting exclusive event sponsor
 - **Includes 1 reserved table for 8 at IPA Leadership Dinner*
- Pharmacy Day on the Hill major sponsor

PLATINUM PARTNER (\$24,000)

- *IPA Journal* advertisements – 2 full page ads
- TOP 5 email advertisements (26 wks./yr.)
- Student sponsorship for PharmaCE Expo, Annual Meeting, and Pharmacy Day on the Hill
- Recognition on signage and materials at IPA events
- IPA Legislative Committee calls
- Associate membership
- Custom #AtWork4You story post
- The Bridge: Online Community ad posts (4x/yr.)

INCLUSION IN IPA EVENTS:

- PharmaCE Expo sponsor with Exhibit Hall
- Annual Meeting event sponsor
- Pharmacy Day on the Hill major sponsor

GOLD PARTNER

(\$12,000)

- TOP 5 email advertisements (13 wks./yr.)
- Student sponsorship for PharmaCE Expo, Annual Meeting, and Pharmacy Day on the Hill
- Recognition on signage and materials at IPA events
- IPA Legislative Committee calls
- Associate membership

CHOOSE 2 IPA EVENTS:

- PharmaCE Expo sponsor with Exhibit Hall
- Annual Meeting Exhibit Hall sponsor
- Pharmacy Day on the Hill major sponsor

SILVER PARTNER

(\$6,000)

- Recognition on signage and materials at IPA events
- IPA Legislative Committee calls
- Associate membership

CHOOSE 1 IPA EVENT:

- PharmaCE Expo sponsor with Exhibit Hall
- Annual Meeting Exhibit Hall sponsor
- Pharmacy Day on the Hill major sponsor

A LA CARTE OPPORTUNITIES

■ PharmaCE Expo Whova meeting app profile.....	\$1,000
■ PharmaCE Expo Exhibit Hall.....	\$1,300
■ PharmaCE Expo Reverse Exhibit and Exhibit Hall.....	\$4,300

(Cannot register for the Reverse Exhibit without registering for the Exhibit Hall)

■ Annual Meeting Whova meeting app profile.....	\$1,000
■ Annual Meeting Exhibit Hall.....	\$1,300
■ Annual Meeting exclusive sponsor.....	\$3,500-\$5,000

■ Pharmacy Day on the Hill supporter.....	\$1,000
■ Pharmacy Day on the Hill major sponsor.....	\$2,000
■ Pharmacy Day on the Hill lunch/reception sponsor.....	\$3,000-\$3,500

■ Student sponsorships for PharmaCE Expo, Annual Meeting, or Pharmacy Day on the Hill.....	\$1,000/event
■ Sponsored 2/2/2 webinar.....	\$2,500

■ Reception sponsor at national meeting.....	\$10,000
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WHAT'S INCLUDED: CORPORATE PARTNERSHIP

ASSOCIATE MEMBERSHIP

Associate membership is a great way to stay current with Iowa pharmacy issues! One person/one email from your company will receive:

- Discounted registration to IPA events
- Exclusive professional communications, including TOP 5 weekly e-newsletter
- Free electronic subscription to the *IPA Journal*
- Access to IPA member webinars
- *Value: \$275*

IPA LEGISLATIVE COMMITTEE CALLS

IPA's Legislative Committee meets each Friday during the Legislative Session. During these calls, lead by IPA's Director of Public Affairs, Seth Brown, the committee discusses the association's legislative priorities and strategies, and IPA collects feedback on issues from Iowa pharmacy leaders. Partner participants receive firsthand insight by listening in to these calls. Occasionally, partner participants may be asked to contribute to the discussion on legislative activity impacting pharmacy.

PHARMACY DAY ON THE HILL

January 24, 2024

Embassy Suites, Iowa State Capitol, Des Moines, IA

- Recognition as Major Supporter during event and in official program
- Two (2) complimentary registrations
 - *Value: \$300*

PHARMACE EXPO

February 9-10, 2024

Hilton Des Moines Downtown, Des Moines, IA

- Approximate attendance: 250; Pharmacists and pharmacy technicians from across the state/region
- Recognition during event and in meeting app
- Exhibit Hall
 - Standard 8"X10" booth, includes pipe and draping, table, 2 chairs.
 - *Value: \$1,300*
- Two (2) complimentary meeting registrations
 - *Value: \$800*

IPA ANNUAL MEETING

June 20-21, 2024

Hyatt Regency Hotel & Conference Center, Coralville IA

- Approximate attendance: 200; Key stakeholders and leaders in pharmacy from across the state
- Recognition during event and in meeting app
- Exhibit Hall
 - Standard 8"X10" booth, includes pipe and draping, table, 2 chairs.
 - *Value: \$1,300*
- Two (2) complimentary meeting registrations
 - *Value: \$500*

CORPORATE PARTNERSHIP CONTACT:

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PRINT & DIGITAL ADVERTISING OPPORTUNITIES

IPA JOURNAL

The *Journal of the Iowa Pharmacy Association* is published quarterly and mailed to nearly 3,000 pharmacy professionals across the state of Iowa and country. Recipients include independent community pharmacists, chain pharmacists, long term care pharmacists, pharmacists practicing in hospitals, clinics, home infusion, managed care and academia, as well as pharmacy technicians. The *IPA Journal* is also published digitally via Issuu.



SIZE	DIMENSIONS*	1X/YEAR \$/per issue	4X/YEAR \$/per issue
Inside Cover	8" x 11"	\$1,200	\$1,000
Back Cover	8" x 11"	\$1,500	\$1,300
Full Page	8" x 11"	\$750	\$650
Half Page	8" x 5.5"	\$600	\$500
1/4 Page	4.25" x 5.5"	\$450	\$350
Classified Ad	2.75" x 1.5"	\$50	\$40

SOCIAL MEDIA

IPA's social media presence is ever-growing, with nearly 10,000 total followers across platforms. Share your organization's message with a promotional post through IPA's social channels, or choose a native post from IPA's CEO, Kate Gainer, who has over 7,000 followers on LinkedIn.

In addition, IPA offers sponsored #AtWork4You stories. These short videos are recorded by IPA staff and shared via Facebook, Instagram, and LinkedIn. Limit 1/year.



TYPE	\$/POST
Promotional Post(s)	\$100
Native Post(s)	\$500
#AtWork4You Story	\$1,000

2/2/2 WEBINARS

Iowa pharmacy professionals stay engaged and informed on hot issues impacting the profession with IPA's 2/2/2 monthly webinar series. Your organization can sponsor and present a 1-hour program, which IPA members attend free of charge. Can be CE or Non-CE. 4 available/year. Value: \$2,500/webinar.

EMAIL

IPA's weekly e-newsletter, the TOP 5, is delivered to nearly 3,000 inboxes of Iowa pharmacy professionals across practice settings. With timely pharmacy and healthcare news, the TOP 5 provides a near 100% delivery rate, high open rate, and great visibility for your organization's logo.

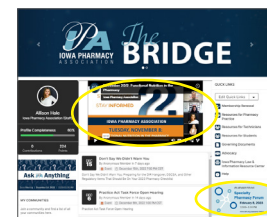
IPA also offers sponsored email blasts to our full membership. Share your message with pharmacists, pharmacy technicians, student pharmacists, and business partners across the state!



TYPE	RATE
TOP 5 (1 Week)	\$100
TOP 5 (2 Consecutive Weeks)	\$150
Email Blast	\$1,000

THE BRIDGE: ONLINE COMMUNITY

Be part of IPA's latest and greatest membership benefit, an online community designed to bring Iowa pharmacy professionals, including pharmacists, student pharmacists, and pharmacy technicians, together. The Bridge facilitates collaboration, idea-sharing, and problem-solving across the state and across practice settings. Have your organization's video or graphic prominently displayed on the home page!



TYPE	RATE
Video (2 Weeks)	\$1,000
Graphic Advertisement (1 Month)	\$400
Graphic Advertisement (4 Months)	\$1,200

VIRTUAL LUNCH & LEARNS

Lunch & Learns, often known as industry symposiums, provide a simple and cost-effective way to increase brand awareness and visibility of a specific product while reaching a wide range of pharmacy professionals. Share your product during a 1-hour virtual presentation, marketed and free of charge to all IPA members. No CE available. Value: \$2,500/webinar, \$500 for encore recording.