



# ENGAGEMENT OPPORTUNITIES 2024

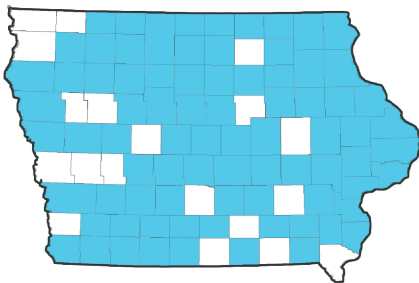


# ENGAGEMENT WITH IMS

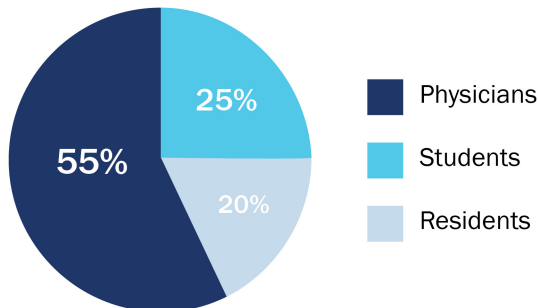
The Iowa Medical Society is the statewide professional association for Iowa allopathic (MD) and osteopathic (DO) physicians. Established in 1850, IMS represents over 6,000 Iowa physicians, residents, and medical students.

IMS assures the highest quality health care in Iowa through our role as physician and patient advocate. We help professionals develop their skills and further their careers by providing access to unique, relevant, content and exclusive member services.

Almost every medical practice and specialty in the state is represented in the our membership, making IMS a preeminent resource for partnerships with businesses and organizations who are seeking to reach Iowa's medical community.



The Iowa Medical Society has members who practice in 80 of Iowa's 99 counties. From Clarinda to Waverly, Emmetsburg to Drakesville, and everywhere in between, IMS is happy to serve members all across the state.



The IMS is proud to serve our members throughout their medical education journey and years of practice.

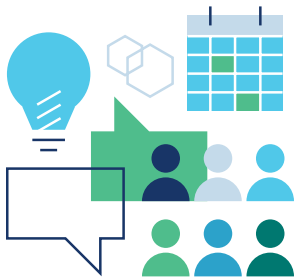
IMS offers a variety of ways to connect with our members. Through sponsorship of events, educational webinars, and advertisement opportunities in both print and digital publications, you will be able to get your message in front of Iowa's medical community.

# 2024 ENGAGEMENT OPPORTUNITIES



## Partner Programs

Leverage your connection with IMS to steward existing client relationships, build new community networks, and extend your brand's reach to healthcare leadership across the state. IMS is proud to offer 3 partnership level opportunities.



## Event Sponsorships

Partnering with IMS as we host events and conferences, promoting your organization and elevating your brand at virtual and in-person events.



## Education & Initiatives

Be the host sponsor for IMS major initiatives and educational opportunities such as Physician Wellness, Opioid Use Disorder, and other didactic webinar trainings.



## Multimedia Opportunities

Print. Digital. Website. Social. Let IMS be your platform to help spread the word about what matters to you.

# PARTNER PROGRAMS

The partner program allows for exclusive engagement opportunities. See the graph below for the options offered by each level.

<b>LEVEL I</b> <b>Affiliate</b> <b>Partner</b>	<b>LEVEL II</b> <b>Preferred</b> <b>Partner</b>	<b>LEVEL III</b> <b>Strategic</b> <b>Partner</b>
\$1,000 annually	\$10,000+ annually	

IMS referral program participation	✓	✓	✓
Brand presence on IMS website	✓	✓	✓
Subscription to all IMS electronic newsletters	✓	✓	✓
Subscription to <i>Iowa Medicine</i> digital publication	✓	✓	✓
Members-only website content access	✓	✓	✓
Discounted registration fees for education and initiatives	✓	✓	✓
Exclusive sponsorship and advertising opportunities	✓	✓	✓
Monthly Marketing opportunities through channels including <i>Iowa Medicine</i> , e-newsletters, and social media. (or upgrade to weekly options)	✓	✓	✓
Sponsored content featured in IMS e-publications	✓	✓	✓
Collaboration with your organization to develop a custom strategic alliance		✓	✓
Special recognition to IMS Board of Directors (email, BOD meetings, etc.)		✓	✓
IMS Business Affiliate seals available for use in your organization's branding such as website, print collateral, and digital assets (subject to approval)		✓	✓
Complimentary invitations to IMS signature events		✓	✓
Sponsorship packages for IMS Events included			✓
Organization events posted to IMS calendar			✓

## Ala Carte Sponsorship Additions

Physician Day on the Hill	Bus Sponsor \$3,000 <input type="checkbox"/>	Lunch Sponsor \$3,000 <input type="checkbox"/>	General Sponsor \$1,000 <input type="checkbox"/>
Regional Blitzes*	Reception Sponsor \$5,000 <input type="checkbox"/>	Blitz Sponsor \$3,000 <input type="checkbox"/>	Training/Session Sponsor \$1,000 <input type="checkbox"/>
2024 Educational Trainings	Mental Health (2 Sessions) \$1,000 <input type="checkbox"/>	Student Webinar Series ( 4 Sessions) <input type="checkbox"/>	

Regional Blitz Sponsorships are per Blitz. We have 5 opportunities per year for each level. Example: If a sponsor wants to sponsor two Blitz Receptions it would be \$10,000



For information, availability and application, please contact Heather Lee at [hlee@iowamedical.org](mailto:hlee@iowamedical.org).

# EVENT SPONSORSHIPS



## *President's Inaugural Reception and Awards Ceremony*

Each spring, a new IMS President is installed during the April President's Reception and Awards Ceremony. This event offers multiple levels of sponsorship and recognition before our full membership.

### *Sponsor Levels*

Platinum Sponsor	\$10,000
Gold Sponsor	\$7,500
Silver Sponsor	\$5,000
Bronze Sponsor	\$3,000
Copper Sponsor	\$1,000

	Platinum	Gold	Silver	Bronze	Copper
Linked logo on IMS Reception Website and registration page	✓	✓	✓	✓	✓
Logo listed on event promotions	✓	✓	✓	✓	✓
Letter of congratulations from team member of choice	✓	✓			
6 invitations to attend the reception	✓				
4 invitations to attend the reception		✓			
3 invitations to attend the reception			✓		
2 invitations to the reception				✓	
Promotion of sponsorship on IMS social media	✓	✓	✓		
Sponsored table centerpieces	✓	✓			
Opportunity to provide branded merchandise for attendees	✓				
One Month of Banner Ads in the Weekly Debrief	✓				

# Sponsorship Opportunities

IMS has many in-person networking and member events across the state in 2024.

## Physician Day on the Hill - February 6, 2024

On this day IMS Members gather for legislative updates and training in the morning, then in the afternoon members don their white coats and visit with legislators.

### Sponsor Opportunities

Bus Sponsor - \$3,000

Lunch Sponsor - \$3,000

General Sponsor - \$1,000

## Regional Blitzes

Five times a year IMS staff load up and travel to a different region to meet with IMS Members, Healthcare leaders, and physicians in the area. Discussing upcoming/current legislative priorities, current health care issues, round table topics and more. That evening a networking reception will be held so that everyone can get to know each other better and make connections.

### Sponsor Opportunities

Blitz Sponsor - \$3,000 per day

Reception Sponsor - \$5,000 per reception

General Session and Training Sponsor - \$1,000

## Physician and Student Mixers

IMS plans to host 2 physician mixers one in Iowa City and one in Des Moines. We also hold a student/physician leaders' mixer with students from Iowa's two medical colleges (DMU and UIHC) annually.

### Sponsor Opportunities

Mixer Sponsor - \$2,500 per event

*For complete sponsor benefits listing, availability and more information contact Membership, Sponsorship, and Operations Manager Heather L Lee at [hlee@iowamedical.org](mailto:hlee@iowamedical.org).*

# EDUCATION & INITIATIVES

## Webinars

Sponsor an IMS-produced CME webinar, or IMS will market and promote a sponsor-produced informational webinar. Sponsor logos included on promotional and presented materials.

### IMS Major Initiatives:

- Physician Wellness
- Recognize, Recover, Rebuild
- Opioid Use Disorder
- CANDOR
- Physician Workforce
- 5-2-1-0 Healthy Choices Count!

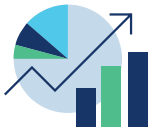
*For more information about Education opportunities contact Lori Byrd, at [LByrd@iowamedical.org](mailto:LByrd@iowamedical.org).*

# MULTIMEDIA OPPORTUNITIES



### Advertisements

- **Weekly Debrief E-Newsletter** – Job listings, partner event promotions, etc. (DIGITAL)
- **Iowa Medicine Magazine** – Promote your practice, etc. (PRINT)



### Direct Digital Promotion

IMS can distribute your educational materials, event information, and resources to targeted physician audiences across Iowa.



### Social Media

IMS can post on IMS Facebook, Twitter, or Instagram page. Includes image, logo, and link back to sponsor's page or handle.

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## Weekly Debrief Newsletter

The *Weekly Debrief* is an exclusive newsletter that is released every Friday morning at 8:00 am to all members and friends of IMS. Weekly Debrief advertising opportunities include banner graphics, brief articles, and event promotion. Ad content must be received by IMS staff at least 48 hours before publication time in order to be included in that week's issue.

<u>Banner Graphics</u>	<u>Brief Articles</u>	<u>Event Promotion</u>
<ul style="list-style-type: none"><li>• 650 x 150 pixel jpg</li><li>• Full color</li><li>• Image links back to your site</li><li>• \$360 per placement</li></ul>	<ul style="list-style-type: none"><li>• 125 word max</li><li>• Includes your logo</li><li>• Button link back to your site</li><li>• \$600 per placement</li></ul>	<ul style="list-style-type: none"><li>• Your event linked in our upcoming event section</li><li>• Name/Date/Time of event</li><li>• \$180 per placement</li></ul>

# Iowa Medicine Magazine

As Iowa’s most prestigious medical magazine, *Iowa Medicine* contains content that shines a spotlight on the constant evolution of professional medicine. The publication provides industry insights, policy report cards, member news, and more. Advertisement and article options available.

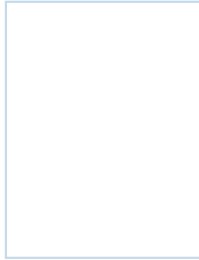
2024: Volume 1 (Jan-Mar)	2023: Volume 2 (Apr-June)	2023: Volume 3 (July-Sept)	2023: Volume 4 (Oct-Dec)
Ads Due: 2/1/2024 Articles Due: 2/21/2024 Drop Date: 4/1/2024	Ads Due: 5/1/2024 Articles Due: 5/22/2024 Drop Date: 7/1/2024	Ads Due: 8/1/2024 Articles Due: 8/21/2024 Drop Date: 10/1/2024	Ads Due: 11/1/2024 Articles Due: 11/20/2024 Drop Date: 1/1/2025

\* Please see ad specs below.

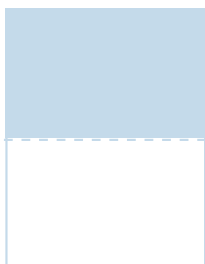
2 Page Spread: 11.25 x 17.25in



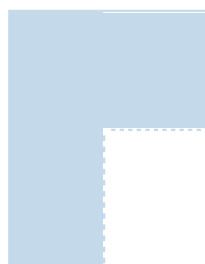
1 Full Page: 8.75 x 11.25in



Half Page: 8.75 x 5.625in



Quarter Page: 4.375 x 5.625in



## Articles

* Full Page	\$1,440
* 2 Page Spread	\$3,000

## Advertisements

* Inside Front Cover	\$1,800
* Inside Back Cover	\$1,800
* Outside Back Cover	\$1,800
* First Page	\$1,560
* Last Page	\$1,560
2 Page Spread Ad	\$2,400
One Page Ad	\$1,200
Half-Page Ad	\$900
Quarter-Page Ad	\$600

\* Exclusive to Partners

For more information contact **Heather L. Lee, HLee@iowamedical.org or 515-421-4776**



## E-Blasts

With a database of practicing physicians and residents statewide; segmentation capacity across geography, specialty, age, gender, and degree; and a unique understanding of our audience personas; IMS can target your content directly to Iowa's healthcare providers and friends of medicine.

Longer form content that provides more detailed information about your product. This is the method that IMS will use to promote joint partner webinars and upcoming events.

### One-Time Only

- One communication sent from IMS
- \$1,800

### Additional Promotion

- Re-sharing of communications
- \$600 per re-share

## Social Media

The Iowa Medical Society utilizes Facebook to connect with our members, partners, and community. We use social media to highlight the hard work of our members, and to keep our followers up to date on the newest emerging public health information as it becomes available. Let's work together to re-share and promote resources and tools that will benefit the practice of medicine!

Sponsored Facebook Post	<b>\$300</b>
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* Monthly Sponsored Posts (12)	<b>\$2,400</b>
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* Listing on Events Tab	<b>\$500</b>
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\* *Exclusive to Partners*

IMS reserves the rights of approval for all proposed content in engagement and promotional materials.

For more information contact **Heather L. Lee, HLee@iowamedical.org or 515-421-4776**