



Opportunities to support the
2019 Integrative Mental Health Conference

April 15-17, 2019, San Francisco, CA

Patients are increasingly looking for mental healthcare options that go beyond medications and conventional therapy, turning to alternative and complimentary medicine. And with good reason. Scientific evidence that nutrition, physical activity, mind-body medicine, dietary supplements, energy medicine, acupuncture, and hypnosis are effective treatments for certain types of mental illness is on the rise.

Why Support Us?

- Your support of the Integrative Mental Health Conference helps ensure that integrative care—mind, body, and spirit—becomes the standard for all healthcare, including mental health care.
- Since our last Integrative Mental Health Conference in 2010, the science has advanced and evidence has piled up demonstrating the value of integrative care in mental health.
- The University of Arizona Center for Integrative Medicine hosts high quality educational experiences drawing attendees who are focused, engaged, and leaders in their fields.

About the Center

Founded in 1994 by Andrew Weil, MD, the University of Arizona Center for Integrative Medicine has grown from a visionary concept to the world leader in integrative health education, research and clinical care. The Center is built on the premise that the best way to change a field of study is to educate gifted professionals and place them in settings where they teach others. This approach has clearly made an impact on the field of integrative health, and on patient care and wellness as a whole.

Conference Activities

Your support enables three full days of rich plenary sessions, concurrent sessions, and experiential workshops as well as a number of special events during the conference. Attendees will have direct contact with other health professionals who are life-long learners and thought leaders. For a full agenda, please consult the Integrative Mental Health Conference brochure or visit imhc.arizona.edu for the most up-to-date information.

For more information:

Serena Haroian, Development Coordinator | haroians@email.arizona.edu | T: (520) 626-6916 | imhc.arizona.edu



Underwriter Criteria

As leaders in the field, the University of Arizona Center for Integrative Medicine makes a special effort to expose our conference attendees to organizations and foundations that support our mission, promoting quality scholarship and evidence-based standards. Underwriters who support the Integrative Mental Health Conference should be a good philosophical fit and represent initiatives that promote the health and wellness of attendees and their patients and clients.

Service organizations are assessed based on strategic and demographic fit with our conference attendees. Supplements, devices, and topical preparations will be vetted for quality and manufacturing practices. Any health or medical claims made in product promotion must be evidence-based, and in compliance with FDA and FTC regulations. Additionally, we consider the brand values and product/service quality of our underwriters' parent and holding companies—they should be in good standing with global regulating agencies and should have demonstrably good practices in quality, health, social, and environmental regards.

Can We Exhibit?

Yes! We have both sponsorship opportunities outlined here and a limited number of exhibit spaces. For more information on exhibiting at the Integrative Mental Health Conference, contact the conference marketing manager, Keith LaBaw, at klabaw@email.arizona.edu.

Support Opportunities

Lunch Sponsor (2 available) – Your organization or company will be recognized for helping further mission of the both the conference and the UA Center for Integrative Medicine. This package is \$50,000 and will sponsor one of the conference lunches. Your organization will have limited (subject to approval, and generally limited to suggesting a preferred ingredient) input on the menu for one conference lunch. It also includes:

- Prominent acknowledgement of support funding in table signage at the luncheon as well as the meals page on the conference website and digital syllabus.

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- Recognition of support by Drs. Weil and Maizes from the podium
- Organization logo printed on the conference tote bag given to all attendees

Scholarship Sponsor (2 available) – Your organization or company will be recognized for helping further mission of the both the conference and the UA Center for Integrative Medicine. This package is \$25,000, put into a scholarship fund to allow medical residents, medical students, and other eligible students in healthcare fields to attend the conference at a steeply discounted rate. It also includes:

- Prominent acknowledgement of scholarship funding on the Scholarships page of the conference website as well as housekeeping slides and the digital syllabus at the conference
- Recognition of support by Drs. Weil and Maizes from the podium
- Organization logo printed on the conference tote bag given to all attendees

A la carte options – These options are less-expensive when included with exhibit packages, but if your organization would like to reach our guests without hosting an exhibit, we offer the following options:

- **\$2500 – Bag stuffer.** We'll include up to two (2) pieces of collateral in each attendee's conference tote bag. Subject to approval, this can be a brochure, coupon, flyer, card, or (small) product sample.
- **\$2500 – Email contact list.** This is a list of conference attendees who have specifically opted-in to receive content from conference sponsors. It will be provided after the conclusion of the conference.

CME and University Policy

Underwriter approval: Underwriting opportunities are subject to availability and conference leadership approval. Conference leadership reserves the right to screen each underwriter independently.

CME policy: This is a CME/CE event through the University of Arizona Center for Integrative Medicine in conjunction with the University of Arizona College of Medicine CME office, the University of Arizona College of Nursing and in compliance with the ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

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- Company representatives must refrain from holding any commercial discussions in the educational ballroom. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made outside of the educational space.
- Faculty endorsements of products during the conference are prohibited. Any endorsement arrangements must be made outside of this venue, including any audio, video, photographic or other reproduction.

Recording and photography: The University of Arizona reserves exclusive rights to record (audio and video) and/or photograph all conference proceedings for use in marketing materials, presentations and course content sales.

Course modification: The University of Arizona reserves the right to modify the course's schedule or program as necessary.

Liability: Neither the University of Arizona (UA), the conference venue, employees or representatives of the UA, or the conference shall be held responsible for any injury, loss, or damage that may occur to the exhibitor or exhibitor property from any cause whatsoever, prior to, during, or subsequent to the period of exhibit. The exhibitor agrees to indemnify the forenamed parties. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.

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