



2016 Corporate Partnership and Engagement Program

The American Association of Naturopathic Physicians (AANP) seeks to partner with companies that share our interest in improving health. Your investment will go towards helping consumers, patients, thought leaders, and policy makers learn about natural medicine products and healthy foods. Connecting naturopathic physicians (NDs) and other like-minded health care professionals with your products and services brings us closer to achieving our goal of transforming the nation's healthcare system from a sick care system to one that emphasizes comprehensive health and wellness. Our corporate partnership programs are developed to act as an extension of your company's marketing efforts.

Please note: This is not your average Corporate Partnership signup form. We encourage you to review this document in its entirety, since it includes new and additional opportunities to engage our audiences.

And we have a growing audience! Our reach (as of November 18, 2015) includes:

- Up to 400,000 page views at naturopathic.org per month
- 1,500 members, representing the largest association of NDs in the U.S.
- A list of 7,400 who have opted in to receive messages from our corporate partners – and we see industry-leading open (14-30%) and click-through (12-24%) rates
- 700-800 average attendance at the AANP Annual Conference and Exposition, the largest event in the U.S. dedicated to NDs
- 5,000+ twitter followers
- 12,000+ facebook fans
- Relationships with state naturopathic associations throughout the U.S.
- Thousands of MDs (cardiology, oncology, gastroenterology, others), DOs, PAs, nurses, and dietitians who will be participating in AANP continuing education activities
- Millions of consumers to be promoted to for co-located consumer conferences in 2016

The following are our current annual Corporate Partner Levels (valid through December 31, 2016):

Emerald Level — \$50,000

Diamond Level — \$20,000

Platinum Level — \$12,000

Gold Level — \$7,000

Silver Level — \$3,500

Additional discounted sponsorships and new initiatives (webinars, CME and others) are described on page 7 of this document.

How to Sign Up/Renew and Take Advantage of Your Benefits

If you are not yet a Corporate Partner, a list of the benefits (pages 2-5), an enrollment form (page 6) and additional opportunities (page 7) are supplied in this document.

If you are already a Corporate Partner, we will invoice you as we approach your anniversary date. No need to re-apply. Just notify us if your primary contact or billing contacts change, so we may update our records and contact the appropriate company representatives. We recommend that you review this document to familiarize yourself with all of the great value (pages 2-5) and new options (page 7) available to you.

To discuss or use your Corporate Partner benefits, contact us at communications@naturopathic.org or 202-557-8599. For Annual Conference and Expo-specific benefit questions and needs, contact Syncopate Meetings & Events at 410-590-7900 or info@syncopate.com.

	<p align="center">Corporate Partner Advertising Benefits</p> <p align="center"><i>Contact communications@naturopathic.org to redeem; please send materials 1-2 weeks ahead of desired posting/distribution</i></p>	<p align="center">Corporate Partner Annual Conference and Expo Benefits</p> <p align="center"><i>Contact Syncopate Meetings & Events at 410-590-7900 or info@sync-opate.com for deadlines and to redeem</i></p>
<p>Emerald Level</p>	<ul style="list-style-type: none"> • Prominent recognition on AANP homepage (flash file rotating logo, 5 seconds) • Prominent recognition on members-only webpages (flash file rotating logo, 5 seconds) • Company name and description on AANP’s website with a link to your website (Logo 225 by 125 pixels, description 75 words or less) • Large Graphic Ad in AANP eNews (450 by 900 pixels) • 6 small graphic ads in AANP weekly eNews (450 by 450 pixels) • Complimentary 200-word advertorial in AANP weekly eNews • 6 complimentary job postings on AANP’s job board • 4 weeks of banner ad placement on AANP homepage (225 by 225 pixels) • Up to 10 facebook and/or twitter posts on your behalf (Corporate Partner provides content) • 4 complimentary chaperoned emails (Corporate Partner supplies email content, AANP distributes; \$2,500 per additional chaperoned email) • 4 complimentary single uses of the AANP member mailing list (\$2,500 per additional single-use list) 	<ul style="list-style-type: none"> • Premium booth selection for annual conference and exposition • 2 complimentary booths • Conference “Save the Date” email logo placement • Corporate partner recognition banner at your booth • Recognition throughout the conference site • Daily conference “Schedule at a Glance” logo placement • Recognition at the annual banquet and gala • Reserved table for 8, including tickets, at banquet and gala • Complimentary emerald placement of full-page color ad in conference program book (8 ½ by 11 inches) • 4 tickets to president’s reception at the conference • Complimentary product insert for conference bag • Conference registration brochure logo placement • Complimentary “Visit Us” ad on AANP conference website (150 by 150 pixels) • Complimentary wine station at booth during exhibit hall happy hour • Complimentary chaperoned email advertising your participation at the conference

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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Diamond Level</p> <ul style="list-style-type: none"> • Prominent recognition on AANP homepage (flash file rotating logo, 4 seconds) • Prominent recognition on members-only webpages (flash file rotating logo, 4 seconds) • Company name and description on AANP’s website with a link to your website • 4 complimentary job postings on AANP’s job board • 4 small graphic ads in AANP weekly eNews • Complimentary 150-word advertorial in AANP weekly eNews • 3 weeks of banner ad placement on AANP homepage • Up to 6 facebook and/or twitter posts on your behalf (Corporate Partner provides content) • 2 complimentary chaperoned emails (Corporate Partner supplies email content, AANP distributes; \$2,500 per additional chaperoned email) • 2 complimentary single use of the AANP member mailing list (\$2,500 per additional single-use list) 	<ul style="list-style-type: none"> • Premium booth selection for annual conference and exposition • Complimentary booth • Conference “Save the Date” email logo placement • Corporate partner recognition sign at your booth • Recognition throughout the conference site • Daily conference “Schedule at a Glance” logo placement • Recognition at the annual banquet and gala • 2 complimentary tickets to the banquet and gala • Complimentary diamond placement of full-page color ad in conference program book • 4 tickets to president’s reception at the conference • Complimentary product insert for conference bag • Conference registration brochure logo placement • Complimentary “Visit Us” ad on AANP conference website • Complimentary wine station at booth during exhibit hall happy hour • Complimentary chaperoned email advertising your participation at the conference

2015 AANP Corporate Partnership Program

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Platinum Level	<ul style="list-style-type: none"> • Prominent recognition on AANP homepage (flash file rotating logo, 3 seconds) • Prominent recognition on members-only webpages (flash file rotating logo, 3 seconds) • Company name and description on AANP’s website with a link to your website • 3 complimentary job postings on AANP’s job board • 2 small graphic ads in AANP weekly eNews • Complimentary 100-word advertorial in AANP weekly eNews • 3 weeks of banner ad placement on AANP homepage • Up to 2 facebook and/or twitter posts on your behalf (Corporate Partner provides content) • 1 complimentary chaperoned email (Corporate Partner supplies email content, AANP distributes; \$2,500 per additional chaperoned email) • 1 complimentary single use of the AANP member mailing list (\$2,500 per additional single-use list) 	<ul style="list-style-type: none"> • Priority plus booth selection for annual conference • Corporate partner recognition sign at your booth • Recognition throughout conference site • Daily conference “Schedule at a Glance” logo placement • Recognition at annual awards banquet and gala • Complimentary platinum placement of full-page black and white ad in conference program book • 2 tickets to president’s reception at the conference • Complimentary product insert for conference bag
Gold Level	<ul style="list-style-type: none"> • Prominent recognition on AANP homepage (flash file rotating logo, 2 seconds) • Prominent recognition on members-only webpages (flash file rotating logo, 3 seconds) • Company name and description on AANP’s website with a link to your website • 2 complimentary job postings on AANP’s job board • 2 small graphic ads in AANP weekly eNews • Complimentary 100-word advertorial in AANP weekly eNews • 3 weeks of banner ad placement on AANP homepage • Up to 2 facebook and/or twitter posts on your behalf (Corporate Partner provides content) • 50% discount on single-use AANP member mailing list (\$2,500 per additional single-use list) 	<ul style="list-style-type: none"> • Priority plus booth selection for annual conference • Corporate partner recognition sign at your booth • Recognition throughout conference site • Daily conference “Schedule at a Glance” logo placement • Recognition at annual awards banquet and gala • Complimentary full-page black and white ad in conference program book • 2 tickets to president’s reception at the conference • Complimentary product insert for conference bag

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<p>Silver Level</p>	<ul style="list-style-type: none"> • Prominent recognition on AANP homepage (flash file rotating logo, 1.5 seconds) • Prominent recognition on members-only webpages (flash file rotating logo, 3 seconds) • Company name and description on AANP’s website with a link to your website • 1 complimentary job posting on AANP’s job board • 1 small graphic ads in AANP weekly eNews • Complimentary 100-word advertorial in AANP weekly eNews • 3 weeks of banner ad placement on AANP homepage • 50% discount on single-use AANP member mailing list (\$2,500 per additional single-use list) 	<ul style="list-style-type: none"> • Priority plus booth selection for annual conference • Corporate partner recognition sign at your booth • Recognition throughout conference site • Daily conference “Schedule at a Glance” logo placement • Recognition at annual awards banquet and gala • Complimentary 1/2-page black and white ad in conference program book • 2 tickets to president’s reception at the conference

Corporate Partner Enrollment Form

For **new** Corporate Partners only. Forms should be faxed to 202-237-8152 to the attention of Ryan Cliche or by email at communications@naturopathic.org. Renewing Corporate Partners do not have to complete this form unless you are updating information.

Company Information for the AANP Website

Company Name			
Address Line 1		Address Line 2	
City	State/Province	Zip/Post Code	
Country	Phone	Fax	
Email		Website	
Description			

Corporate Partnership Contacts

	Business Contact (invoicing/general admin)	Marketing Contact (AANP initiatives/projects)	Ads/Logo Contact (graphics/artwork)
Name			
Title			
Mailing Address (if different from above)			
Phone			
Email			
Name and email of additional contacts (to receive weekly eNews and email updates)			

Partnership Level Selection

	Emerald — \$50,000	Diamond — \$20,000	Platinum — \$12,000	Gold — \$7,000	Silver — \$3,500
Please Select One	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Payment Information

<input type="checkbox"/> Check	<input type="checkbox"/> Visa	<input type="checkbox"/> Master Card	<input type="checkbox"/> Discover	<input type="checkbox"/> American Express
Please write checks payable to AANP and mail to 818 18th St. NW, Suite 250, Washington, DC 20006-3523.				
Name on Credit Card				
Credit Card Number			Expiration Date	CCV Code
Billing Address				
City		State/Province	Zip/Post Code	
Country	Phone	Email		
Signature (required)				

New This Year: Discounted Additional Engagement Opportunities

We're doing more during 2016. Don't be left out! Corporate Partners can also receive exclusive and/or discounted opportunities to support other new and upcoming activities. Contact Ryan Cliche at communications@naturopathic.org or 202-557-8599, unless specified otherwise below, with your interest.

- *Webinars*
 - We're looking for sponsors for our monthly member webinars and recordings, widely distributed
 - Includes logo placement in all promotional materials and opportunity to introduce speakers
 - Exclusive sponsorship for 12 webinars (\$20,000 for Corporate Partners; \$24,000 for non-Corporate Partners)
 - For single webinar sponsorship (\$3,000 for Corporate Partners; \$5,000 for non-Corporate Partners)
 - Or let us produce one for you (up to 1 hour, sponsor-supplied speakers) and we'll promote it to our audiences! (\$5,000 for Corporate Partners; \$9,000 for non-Corporate Partners)
- *Sponsorships, satellite symposia, product theaters* – rates and benefits vary – contact Rebecca Takemoto at rtakemoto@sync-opate.com.
 - At the Annual Conference
 - At our September 2016 Cancer Integrative conference, in Washington, DC (anticipating 500+ attendees, including other health care professional types)
 - At co-located consumer education events (anticipating 500+ attendees at each)
- *Enhanced engagement during 2016 Naturopathic Medicine Week*
 - The 2015 campaigns reached more than 14 million consumers in the U.S. and had 10+ engagements with AANP members and followers.
 - Includes highlighting your company's activities during 2016 Naturopathic Medicine Week in October with a newsletter article and four posts on AANP social media channels.
 - Multiple available (\$3,000 for Corporate Partners; \$6,000 for non-Corporate Partners)
- *Accreditation for Your Education Programs – A One-stop Shop for Engaging a Variety of Health Care Professional Audiences!*
 - Applications should be sent to AANP at least 60 days before the educational activity for review.
 - For NDs: \$200 per credit hour for webinars; \$180 per credit hour for all other activities
 - The following includes accreditation and processing fees, an unlimited number of participant certificates, as well as pre- and post-evaluations or a 3- or 6-month outcomes report (how they're using the information learned in practice). Promotion to these groups are not included in the fees below; however, we can secure discounted promotion via existing relationships.
 - Webinar recordings are reported and audited as CME activities additional to a live webinar, add \$1,000
 - Category 1 CME for MDs and PAs: \$4,500 for 1 CME Credit; \$5,500 for 2 CME Credits; contact us for rates for additional CME Credits
 - For Nurses: same cost as the CME for MDs and PAs; if additional to CME for MDs and PAs, just add \$1,000
 - For RDs: \$2,000 (no limit on number of CPE credits)
- *Sponsor AANP-branded Patient Information Sheets (in PDF) Emailed to Consumers and Posted on AANP Social Media* - \$5,000 (\$10,000 for non-Corporate Partners)
- *Want to propose other ways to engage health care professionals or consumers, leveraging the association? Online self-assessments? Community programs? Promotion to other health care professionals' associations? We're all ears. Contact us to discuss a proposal.*