

# Collaborating Across Borders



## 2019 Sponsorship Prospectus



Canadian Interprofessional Health Collaborative  
Consortium pancanadien pour l'interprofessionnalisme en santé



INDIANA UNIVERSITY

October 20 - 23, 2019 • Crossroads of Collaboration • Indianapolis, IN, USA

Dear Valued Partner,

Indiana University School of Medicine believes that collaboration is what sparks creativity and innovation in health care. Collaborating Across Borders (CAB) is North America's premier interprofessional health care education and collaborative practice conference. The CAB VII conference is a signature event for the American Interprofessional Health Collaborative in partnership with the Canadian Interprofessional Health Collaborative. Indiana University is serving as the host organization with collaboration from Indiana University School of Medicine and Indiana University Interprofessional Practice and Education Center.

The conference will take place October 20 – 23, 2019 at the JW Marriott in downtown Indianapolis. CAB VII will link hundreds of educators, researchers, practitioners, students and patients from Canada and the United States in essential discussions around interprofessional health care education, practice, leadership and policy in North America. In 2017, CAB VI had more than 600 attendees and 356 presentations. We expect that CAB VII will be even bigger and better – with a goal of 800 attendees and 740 educational sessions.

As a sponsor for CAB VII, you would become an integral part of shaping this event into the best and most meaningful conference. We encourage you to review the sponsorship prospectus packages and benefits. Packages are limited so don't delay – Register online at [www.indycabvii.org/sponsors!](http://www.indycabvii.org/sponsors!)

On behalf of the entire CAB VII local planning team, we hope you will choose to partner with us for what's shaping to be our most successful CAB conference yet!

Sincerely,

Paul M. Wallach, MD  
Executive Associate Dean  
Educational Affairs and  
Institutional Improvement  
Indiana University School of Medicine

Michelle S. Howenstine, MD  
Senior Associate Dean  
Graduate Medical Education and  
Continuing Medical Education  
Indiana University School of Medicine

Andrea L. Pfeifle, EdD, PT, FNAP  
Associate Dean  
Interprofessional Practice and  
Education Center  
Indiana University



Paul M. Wallach, MD



Michelle S. Howenstine, MD



Andrea L. Pfeifle, EdD, PT, FNAP



# Collaborating Across Borders Conference Series

The Collaborating Across Borders (CAB) conference series was launched in 2007 to provide a way in which educators, clinicians, researchers, policy makers and students from both sides of the border could engage in rich, productive dialogue about interprofessional education and collaborative practice.

The event is sponsored every two years by the American Interprofessional Health Collaborative (AIHC) and the Canadian Interprofessional Health Collaborative (CIHC). It links Canada and the United States around the key themes of interprofessional education and practice. CAB VII will continue the traditions by focusing on interprofessional education, leadership, research, practice, and policy in a North American context. The conference will feature best practices, showcase evidence-based outcomes and lessons learned, and provide a venue for scholarly dialogue and productive networking.

This year, we look forward to welcoming more than 800 international health care practitioners, researchers, educators, health system leaders, students, and patient advocates. By participating as a sponsor, your organization will benefit from exposure through promotional efforts directed at the attendees for CAB VII. Sponsor packages ensure excellent exposure to this key audience before, during and after the conference.

Visit [www.indycabvii.org](http://www.indycabvii.org) to learn more.



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## CONFERENCE THEMES

- Education
- Practice
- Leadership
- Policy



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## COUNTRIES

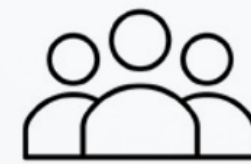
- Australia
- Canada
- New Zealand
- Saudi Arabia
- Singapore
- South Africa
- Spain
- United Kingdom
- United States



356

## PRESENTATIONS

- 49 Workshops
- 154 Oral presentations
- 122 Posters
- 24 Discussion Groups
- 7 Symposium Panels



614

## ATTENDEES



# Indiana University

Indiana University is proud that IU School of Medicine and the Interprofessional Practice and Education Center have come together to locally host CAB VII in 2019.

The School of Medicine is the largest medical school in the United States and is annually ranked among the top medical schools in the nation by US News & World Report. The school offers high-quality medical education, access to leading medical research and rich campus life in nine Indiana cities, including rural and urban locations consistently recognized for livability. A unique partnership with IU Health, the state's largest and most comprehensive health care system, enables IU School of Medicine's faculty physicians to provide patients with the highest quality care that reflects advances in medical research.

Indiana University recognizes that improving health requires many partners. The Interprofessional Practice and Education Center brings together faculty, students and communities to implement, integrate and evaluate interprofessional education programs and innovative team practice models.

We believe that collaboration is what sparks creativity and innovation in health care. Indiana University looks forward to hosting a rewarding and innovative Collaborating Across Borders VII conference.



## INDIANA UNIVERSITY



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The Venue



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## TOP 7 REASONS TO SPONSOR CAB VII

1. **Brand Visibility** – Increase brand awareness through press, targeted marketing, and social media mentions before and during the conference
2. **Targeted Marketing** – Engage with one on one with more than 800 attendees (practitioners, researchers, academics, and more)
3. **Consumer Perception** – Gain positive opinions about your organization through your support of CAB VII
4. **Efficient Lead Generation** – Increase your reach and exposure to potential new customers or partners
5. **Community Goodwill** – Be recognized as a community supporter and strengthen your business image
6. **Business Relationships** – Network with other sponsors/exhibitors and build long-lasting relationships
7. **Prime Exhibition Times** – Exhibit during networking breakfasts, breaks, lunch hours, and poster sessions



## JW Marriott Indianapolis

CAB VII will be hosted in Indianapolis, Indiana at the premier **JW Marriott** hotel from October 20-23, 2019 by Indiana University School of Medicine. Winner of four distinct Condé Nast Traveler awards including Best Hotel in Indiana, the JW Marriott Indianapolis Downtown is a landmark. This luxury hotel with 1,005 rooms in downtown Indianapolis soars 33 stories above the city.

Attendees will be steps away from **White River State Park**, the **Indianapolis Zoo**, and many museums. Among these attractions, this Downtown Indianapolis hotel is in the heart of world-class shopping and dining, near the Indiana State House (our state's capitol), **Lucas Oil Stadium** and **Bankers Life Fieldhouse**.



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# Indianapolis, Indiana

Indianapolis is known as the Crossroads of America and is within a day's drive of over half of the country's population. For those arriving by air, the LEED-certified Indianapolis International Airport is a quick, low-traffic 15 minutes from downtown. The **Indianapolis International Airport** has been named the best airport in North America in 2015, 2014, 2013, 2012, and 2010 by Airports Council International, the best airport in America by Conde Nast Traveler, and has been rated #1 (on everything from security to baggage claim) by travelers in a J.D. Power & Associates poll. The following airlines serve Indianapolis: Air Canada, Alaska Airlines, Allegiant, American, Delta, Frontier, OneJet, Southwest, and United.

Attendees can enjoy local favorites to the well-established chains; Indianapolis has more than 200 dining options within walking distance of the JW Marriott. For fare unique to Indianapolis, try the famous horseradish-spiked shrimp cocktail at St. Elmo Steak House, or a legendary pork tenderloin sandwich from a local pub or eatery.

## Indy Making Headlines

**Readers Choose Indy Best Convention City** — USA Today

**"Indy Rocks!"** — New York Post

**7 Walkable Cities, Indy #1** — Rejuvenate Magazine

**"This is a terrific American city, a worthy city, a city of hidden charms and historical significance."** — New York Post



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# SPONSORSHIP OVERVIEW

To secure your spot today, purchase your sponsorship at [www.indycabvii.org/sponsors](http://www.indycabvii.org/sponsors). For all CAB VII sponsorship inquiries, contact [CABVII@iu.edu](mailto:CABVII@iu.edu).

	Diamond \$30,000 USD	Titanium \$10,000 USD	Platinum \$7,500 USD	Gold \$5,000 USD	Silver \$2,500 USD	Bronze \$1,000 USD
Exhibit Table						
Sponsor Ribbons						
Website Listing	Logo + Link	Logo + Link	Logo + Link	Logo	Logo	Logo
Onsite Signage - Digital/Print Signage						
Program Booklet Ad	Full Page	Full Page	Half Page	Quarter Page	Logo ONLY	Logo ONLY
Logo in Email Communications						
Full Conference Passes	4 Passes	2 Passes	2 Passes	2 Passes	1 Pass	
Swag Bag Insert Item						
Logo on Print Marketing Materials						
Thank You During Keynote						
Hotel Key						

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## DIAMOND USD \$30,000

- (4) complimentary conference passes
- Prominent exhibit table
- Special sponsor recognition ribbon for all attending company members
- Diamond level logo on CAB VII website with link to your organization's website
- Onsite Signage – Digital/Print Signage
- Full-page recognition in the program booklet ad
- Logo in all email communications
- Inclusion of one approved collateral piece in conference swag bag – promote your message directly to attendees (Sponsor is responsible for printing costs)
- Logo on print marketing materials
- Verbal recognition and thank you during keynote at the conference
- Company logo on the hotel key given to all conference attendees

### DIAMOND

Register now at

[www.indycabvii.org/sponsors](http://www.indycabvii.org/sponsors)

or all CAB VII sponsorship inquiries  
or questions, contact MacKenzie  
Church at [CABVII@iu.edu](mailto:CABVII@iu.edu) or  
317.278.3055.

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## TITANIUM USD \$10,000

- (2) complimentary conference passes
- Prominent exhibit table
- Special sponsor recognition ribbon for all attending company members
- Titanium level logo on CAB VII website with link to your organization's website
- Onsite Signage – Digital/Print Signage
- Full-page recognition in the program booklet ad
- Logo in email communications
- Inclusion of one approved collateral piece in conference swag bag – promote your message directly to attendees (Sponsor is responsible for printing costs)
- Logo on print marketing materials
- Verbal recognition and thank you during keynote at the conference

### TITANIUM

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## PLATINUM USD \$7,500

- (2) complimentary conference passes
- Prominent exhibit table
- Special sponsor recognition ribbon for all attending company members
- Platinum level logo on CAB VII website with link to your organization's website
- Onsite Signage – Digital/Print Signage
- Half-page recognition in the program booklet ad
- Logo in email communications
- Inclusion of one approved collateral piece in conference swag bag – promote your message directly to attendees (Sponsor is responsible for printing costs)
- Logo on print marketing materials

### PLATINUM

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## GOLD USD \$5,000

- (2) complimentary conference passes
- Prominent exhibit table
- Special sponsor recognition ribbon for all attending company members
- Gold level logo on CAB VII website with link to your organization's website
- Onsite Signage – Digital/Print Signage
- Quarter-page recognition in the program booklet ad
- Logo in email communications
- Inclusion of one approved collateral piece in conference swag bag – promote your message directly to attendees (Sponsor is responsible for printing costs)

### GOLD

Register now at

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## SILVER USD \$2,500

- (1) complimentary conference pass
- Prominent exhibit table
- Special sponsor recognition ribbon for all attending company members
- Silver level logo on CAB VII website with link to your organization's website
- Onsite Signage – Digital/Print Signage
- Logo recognition in the program booklet ad
- Logo in email communications

## BRONZE USD \$1,000

- Prominent exhibit table
- Special sponsor recognition ribbon for all attending company members
- Bronze level logo on CAB VII website with link to your organization's website
- Onsite Signage – Digital/Print Signage
- Logo recognition in the program booklet ad

### SILVER & BRONZE

Register now at

[www.indycabvii.org/sponsors](http://www.indycabvii.org/sponsors)

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Church at [CABVII@iu.edu](mailto:CABVII@iu.edu) or  
317.278.3055.

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# A-LA-CARTE SPONSORSHIP OVERVIEW

Put your brand front and center at the CAB VII conference by taking advantage of these great marketing promotional opportunities. **Please note:** A-La-Carte items can be purchased without the purchase of a sponsorship package.

Benefits include prominent signage recognition on Monday, October 21 and Tuesday, October 22 with logo placement on the CAB VII website and onscreen logo recognition during the conference.

A-la-Carte Sponsorships	Availability	Cost
Wi-Fi Sponsor	1 available	USD \$10,000
Breakfast Sponsor	2 available	USD \$7,500
Lanyard Sponsor	<del>SECURED</del>	<del>USD \$7,500</del>
Opening Night Reception Photo Booth	<del>SECURED</del>	<del>USD \$5,000</del>
Poster Session Sponsor	2 available	USD \$5,000
Coffee Break Sponsor	2 available	USD \$5,000
Attendee Bag Insert	Unlimited	USD \$500

**A-LA-CARTE**  
 Register now at  
[www.indycabvii.org/sponsors](http://www.indycabvii.org/sponsors)  
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 or questions, contact MacKenzie  
 Church at [CABVII@iu.edu](mailto:CABVII@iu.edu) or  
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# A-LA-CARTE SPONSORSHIP OPPORTUNITIES

## Wi-Fi Sponsor USD \$10,000 (1 available)

More and more attendees are turning to their laptops and mobile devices to check email and search for information. As a result, the Wi-Fi service is arguably the most used service at the conference. Take advantage of this opportunity to capture wide attention by sponsoring this highly valued service.

## Breakfast Sponsor USD \$7,500 (2 available)

We have two exciting networking breakfasts planned for Monday, October 21 and Tuesday, October 22 and we need your help to make it happen! Your company or organization can make a lasting impression on conference attendees as the dedicated breakfast sponsor. Your company's logo will be listed on the CAB VII website, on the conference screens, and will be listed on table tents on the food buffet.

## ~~Opening Night Reception Photo Booth~~ USD \$5,000 (SECURED)

Welcome attendees to Indianapolis, Indiana on Sunday, October 20, 2019 with a photo booth at the Opening Night Reception! Your company's logo and signage will be displayed at the reception as well as listed on the CAB VII website and on the event screens. Your company banner will also be displayed at the reception venue (banner to be provided by the sponsor) near the photo booth.

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# A-LA-CARTE SPONSORSHIP OPPORTUNITIES

## ~~Lanyard Sponsor~~ USD \$7,500 (SECURED)

The lanyard sponsorship will include your company logo on the name tag lanyard given to all conference attendees. Customized lanyards are a great way to reach all attendees and provide a lasting impression of your organization!

## Poster Session Sponsor USD \$5,000 (2 available)

Poster session sponsorship recognizes your company as the sponsor for one of the conference poster sessions on Monday, October 21 or Tuesday, October 22. Your company will have signage recognition during the sponsored session.

## Coffee Break Sponsor USD \$5,000 (2 available)

Coffee/refreshment breaks will take place throughout the conference and your company or organization can make a lasting impression on conference attendees as the dedicated coffee break sponsor. Your company's logo will be listed on the CAB VII website, on the conference screens, and will be listed on table tents on the food buffet.

## Attendee Bag Insert USD \$500 (Unlimited)

Promote your message directly to attendees via their conference bags by the inclusion of a one-page approved marketing piece in the attendee bag. (Sponsor is responsible for printing costs.)

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# SPONSORSHIP AND EXHIBITOR RULES AND POLICIES

CAB VII Conference sponsorships that include a exhibit table will be displayed in the pre-function lounge areas outside of the JW Grand Ballroom, located on the same level as the educational sessions. All sponsors are required to acknowledge upon registration the exhibitor agreement with IU and CAB VII Conference Rules and Regulations for Exhibits. Failure to follow the Rules or any federal, state, or local law may result in cancellation of the right to sponsor or exhibit.

View the rules and policies provided by Indiana University at [www.indycabvii.org/sponsors](http://www.indycabvii.org/sponsors)

## HIGHLIGHTS

- 1. Brand Alignment:** Sponsorship and products or services exhibited must be those related to the interests and educational values of the Collaborating Across Borders (CAB) Conference Series and normally manufactured or supplied by the sponsor. If sponsor is exhibiting, they may exhibit only those products/services it lists on the registration form.
- 2. Exhibition Times and Location:** Exhibition will take place during networking breakfasts, breaks, lunch hours, and poster sessions. Exhibit hours and exact placement of exhibit tables are preliminary and subject to change
- 3. Setup:** Sunday, October 20, 2019 – 1:00PM – 4:00PM  
Monday, October 21, 2019 – 7:00AM – 10:00AM
- 4. Tear Down:** Wednesday, October 23, 2019 – 12:00PM – 3:00PM
- 5. Exhibitor Table Includes:** One 8' x 8' skirted table and two chairs. Space is available on a first-come, first-served basis.
- 6. Payment Policy:** All sponsorship fee payments are to be paid in full upon registration. If fee is not paid in full, IU reserves the right to cancel the agreement. Upon receipt of payment, a CAB contact will reach out to review and process fulfillment of sponsorship benefits listed in the CAB VII Sponsorship Prospectus.
- 7. Cancellation Policy:** Notification to cancel must be sent in writing via e-mail to MacKenzie Church at [CABVII@iu.edu](mailto:CABVII@iu.edu) by Friday, September 6, 2019.

For all CAB VII sponsorship inquiries or questions, contact MacKenzie Church at [CABVII@iu.edu](mailto:CABVII@iu.edu) or 317.278.3055.

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