

**AlterMed**  
Research Foundation



presents

# COLORADO INTEGRATIVE MEDICINE CONFERENCE

Focus on Mind-Body Medicine & Lifestyle Management

July 22-24, 2016  
YMCA of the Rockies  
Estes Park, Colorado

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**A unique advertising opportunity that creates  
a bridge between businesses and the growing  
network of complementary and alternative  
medicine professionals and  
supporters**

## Colorado Integrative Medicine Conference (cIMc 2016)



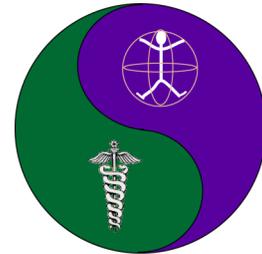
AlterMed Research Foundation invites you to sponsor and/or exhibit at our fourth Colorado Integrative Medicine Conference (cIMc 2016), scheduled for July 22-24 in Estes Park, Colorado. Estes Park is a beautiful resort area. We have an impressive speaker line-up in mind-body medicine and lifestyle management to provide health practitioners with more tools to help their patients. We are expecting 300-500 attendees. Spaces are limited for 30 exhibitors. First come, first serve.

AlterMed is jointly sponsoring the 2016 Colorado Integrative Medicine Conference (cIMc) with the University of Colorado School of Medicine, Office of Continuing Medical Education (CME) to offer 17 CME credits to physicians. CME accreditation signifies a level of quality that meets conventional evidence-based medical standards.

The 2016 conference will be held at the YMCA of the Rockies Assembly Hall in Estes Park. This conference venue is a great place for rejuvenation that attracts more than 250,000 visitors annually. Conference accommodation is available at the Central Lodges for the AlterMed or cIMc group.

AlterMed has hosted three successful cIMc events, in 2009, 2011 and 2013. Over 250 health professionals attended the 2009 conference. About 300 attended the 2011 and 2013 conferences. In 2013, 95% of conference attendees rated the conference as good or excellent; 76% said the speakers were unbiased; 87% said they will change the way they practice; and, 95 percent said the information presented was based on the best scientific and rigorous evidence available.

For the love of holistic approaches to healthcare, we hope you can sponsor and/or exhibit at this exciting conference to jointly promote integrative medicine education so all people can benefit from your contribution to enjoy optimum wellness!



## ***Optimal Wellness through Integrative Medicine Education and Research***

### **The CAM Market Opportunity:**

Consumers are driving the growing Complementary & Alternative Medicine (CAM) market. According to the 2012 National Health Interview Survey, 83 million U.S. adults spent \$33.9 billion out-of-pocket on visits to CAM practitioners and on purchases of CAM products, classes, and materials.

### **What is AlterMed?**

AlterMed Research Foundation is a 501(c)(3) nonprofit organization based in Fort Collins, Colorado that was founded by Kerri Diamant in May 2006. AlterMed's mission is to be a change agent, through research and education, to achieve full integration of evidence-based CAM into conventional health care so all people can enjoy optimum wellness. AlterMed provides evidence-based information to health professionals so they can support patients to sort the wheat from the chaff on CAM and refer patients to CAM practitioners as needed.

### **Why AlterMed is needed:**

According to the National Center for Complementary and Integrative Health (NCCIH) of the National Institutes of Health (NIH), 33.2 percent of American adults used some type of CAM in 2012; and yet less than 1 percent of NIH biomedical research dollars are dedicated to CAM-related projects.

Patients are often on their own to seek help outside of conventional care. AlterMed partners with business sponsors like you to raise more funding for CAM research and education so more health professionals can have evidence-based information to help their patients.

Conventional medicine is lacking in the area of mind-body-spirit whole person support as well as addressing root causes, prevention and cultural diversity needs. Most other foundations are focused on the under-served and basic health screenings based on federal priorities, but more dollars are needed for CAM research and education to improve health care for every human being. AlterMed bridges evidence-based CAM to conventional medicine using conventional standards of quality for research and education.

## Corporate Sponsorship

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The cIMc sponsorship program offers a variety of visibility and promotional opportunities, with several ways for you to get your organization in front of hundreds of health care professionals and educators, making it easier for consumers to recognize your organization's (or your) contribution in the community and any related products and services. Sponsors also play an important role in building a community that supports holistic and preventive health care by supporting AlterMed.

AlterMed's cIMc sponsorship program offers ample business recognition opportunities. Network with the thought leaders of integrative medicine at the Saturday night VIP speaker/sponsor cocktail dinner to get additional recognition and/or leads, sponsor a reception or lunch, or take advantage of a custom sponsorship package to meet your unique business advertising needs. We look forward to partnering with you to advance integrative medicine research and education in the Rocky Mountain Region and beyond for the optimum wellness of all people.

Contact us today at **970-310-3030** or **[info@AlterMedResearch.org](mailto:info@AlterMedResearch.org)** to further expand your business visibility and reach with cIMc 2016.



## Conference Facts and Planning

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Call or email today to get involved **970-310-3030** or  
**info@altermedresearch.org**

### **Conference Attendance**

300-500 expected

### **Profile of cIMc Audience**

Physicians  
Nurses and Allied Health Professionals  
Mental Health Counselors  
CAM Practitioners  
Students/Residents/Fellows

### **2013 attendee breakdown\*:**

Physicians (MD, DO) —40%  
NP—14%  
PhD—8%  
PA—7%  
Other—30%

### **Sponsors for past AlterMed events include**

Anschutz Foundation | Therapy Partner | Arnold P. Gold Foundation  
Open Sky Wilderness Therapy | Vision Graphics | Linda and Steve Kommrusch  
Poudre Valley Hospital | KUNC-FM | Nordic Naturals | Lagunitas Companies  
Jack Cooley Photography, and many more

### **Marketing and Visibility**

AlterMed Website <http://www.AlterMedResearch.org>  
Advertising – 3,000 page views per month  
Integrative Medicine and Mental Health Conference Website References  
Radio announcements (sponsor level dependent)  
60,000+ Brochures  
10,000+ e-Newsletter Circulations

*\*Attendee makeup may differ for cIMc 2016*

## cIMc 2016 Speakers and Topics



**John Ratey, MD**, Associate Clinical Professor of Psychiatry at Harvard Medical School and internationally recognized neuropsychiatry expert. Keynote, "Exercise: The Perfect Elixir to Keep the Brain Young," and "Go Wild: Free Your Body and Mind from the Afflictions of Civilization."

**Irving Kirsch, PhD**, Associate Director, Program in Placebo Studies, Harvard Medical School. "The Emperor's New Drugs: Antidepressants and the Placebo Effect," and "Harnessing the Placebo Effect."

**Kamyar Hedayat, MD**, Founder and President, American Society of Endobiogenic and Integrative Physiology and Full Spectrum Health Center. Co-president of Systems Biology Research Group. "Endobiogeny: Personalized Medicine for All," "PsychoEndocrinology: the role of Thyrotropin Releasing Hormone (TRH) in Anxiety and Depression."

**Scott Shannon, MD**, Assistant Clinical Professor of Psychiatry, University of Colorado School of Medicine. "Epigenetics and Neuroplasticity" and "CBD in Mental Health."

**Roberta Kline MD, FACOG**, Co-Founder and CEO of Genomic Solutions Now and the Genesis Center 4 Personalized Health and **Amanda Archibald, RD**, Principal of Field to Plate. "Nutrigenomics and Culinary Genomics: A Personalized Approach to Feeding Your Genes for Optimal Health of Body and Mind."

**Mark McGinley, MD**, Pulmonary Medicine Physician, Critical Care Specialist, Intensivist at Wyoming Medical Center. "Breathing as Medicine."

**Frederick Steven Wamboldt, MD**, National Jewish Health, Professor of Psychiatry, University of Colorado Denver School of Medicine. "Succeeding with Weight Management in Busy Clinics by Transforming Care Systems." Co-presenting with **Sarah Meadows, MS, CHCP**, manager of Accreditation and Programs—Office of Professional Education, National Jewish Health.

**Saj Razvi, MA, LPC**, Executive Director, Trauma Dynamics. "Trauma and the Body," and "Trauma Dynamics Experiential."

**Janet E. Settle, MD, ABHM, FAARFM**, integrative psychiatrist, private practice, "Female hormones in Mental Health: Practical Knowledge and Tools."

**Bridget Briggs, MD**, Board Certified Family Practitioner, Private Practice, "The Art of Methylation in Mental Health," and "Interpretation of Genomics in Mental Health."

**Narda Robinson, DO, DVM, MS, FAAMA**, Assistant Professor, Department of Clinical Sciences, Colorado State University, College of Veterinary Medicine and Biomedical Sciences, and **Mel Drisko, MSTCM, LAc.**, NCCAOM Board Certified Acupuncturist, "Medical Acupuncture and Chinese acupuncture."

# cIMc 2016

## Exhibitor & Sponsorship Benefits



Exhibit & Sponsor Tiers	8'x5' booth space & 2 conference passes	Hall of Fame recognition with one conference pass	Online link visibility, VIP dinner for 2, VIP & Networking Reception recognition	Plenary room banner and Plenary recognition	Lunch Sponsorship recognition with presentation opportunity	Welcome Reception Sponsorship and recognition	AlterMed 10th Anniversary Celebration
<b>Exhibitor</b> \$995*							
<b>Bronze</b> \$1,000							
<b>Copper</b> \$2,500							
<b>Silver</b> \$3,500							
<b>Gold</b> \$5,000							
<b>Platinum</b> \$10,000							
<b>Diamond</b> \$15,000							

\*Early Bird Registration Rate valid through May 13, 2016. Rates increase by 10% beginning May 14, 2016.

### The following add-ons are also available to augment your sponsorship package:

#### **Conference Bag Sponsor—\$1,000**

Advertise your business on conference attendee welcome bags

#### **Refreshment Sponsor—\$1,000**

Sponsors will be recognized with signage during morning or afternoon break sessions, which include snacks and beverages.

#### **Conference Bag Insert—\$1,000**

Include your printed material or product sample in each attendee's welcome bag. Inserts are subject to review and approval by AlterMed.



## Exhibit and Sponsor Benefits (1 of 2)

### **Exhibitors (\$995) - booth and 2 conference passes**

Each 8'X5' exhibitor space includes an 8-foot table with table cloth, two chairs and a wastebasket, access to electricity and wireless Internet at The Healing Center Exhibitor Hall. Two cIMc 2016 conference passes are included for up to two representatives. Exhibitors will be acknowledged in conference materials and on the AlterMed website - conference exhibitors page. Lodging is not included with conference passes.

### **Bronze (aka Hall of Fame) Sponsors (\$1,000) - recognition for a business or individual, a complimentary conference pass offer, and a donation receipt (minus fair market value).**

Sponsors' companies or names of Hall of Famers (with optional headshot photo or logo PLUS one website or contact information) will be honored on the cIMc 2016 Hall of Fame Group Banner (which will be prominently displayed by cIMc 2016 conference registration area). Sponsors are offered a complimentary cIMc 2016 conference pass (lodging not included). Sponsors will also be acknowledged in conference syllabus. Use Online registration discount code: 33142 at [www.RegOnline/cimc2016](http://www.RegOnline/cimc2016) to participate as a Hall of Fame sponsor.

### **Copper Sponsors (\$2,500) - includes previous levels of benefits**

Sponsors at the copper level and above will be acknowledged with links to the organization's or individual's website on AlterMed website—conference sponsors' page, and promoted on AlterMed's Facebook and Twitter accounts. Sponsorship includes two VIP passes (each pass is valued at \$200) to the speakers and sponsors cocktail dinner on Saturday, July 23. Sponsors will be recognized at the VIP dinner and at the cIMc 2016 Networking Reception on July 23.

### **Silver Sponsors (\$3,500) - includes previous levels of benefits**

Sponsors at the silver level and above will be acknowledged prominently on a banner in the conference plenary room. Sponsors will also be verbally recognized in front of all conference attendees during conference opening on Friday night and Saturday morning.



## Exhibit and Sponsor Benefits (2 of 2)

### **Gold Sponsors (\$5,000) - includes previous levels of benefits**

Sponsors at the gold level and above will be acknowledged in special signage during lunch on Saturday or Sunday. Sponsors can present up to 20 minutes in the area where healthy lunch is provided by this sponsorship. Sponsorship includes two additional CIMc 2016 conference passes.

### **Platinum Sponsors (\$10,000)- includes previous levels of benefits**

This sponsorship/partnership enables CIMc 2016 operational excellence for all to enjoy. Sponsors will be verbally recognized and acknowledged in special banner at the welcome reception on Friday, July 22. The name of the welcome reception can be optionally named after the sponsors. Sponsors will be honored individually with a special recognition award and an opportunity to speak for a few minutes. Sponsorship includes two additional CIMc 2016 conference and July 23 VIP dinner passes.

### **Diamond Sponsors (\$15,000)- includes previous levels of benefits**

Diamond level sponsors will enable special entertainment (e.g. a live band) for the AlterMed 10th year celebration party to commemorate the work AlterMed and our supporters have accomplished serving the community in the area of integrative medicine education and research.

It will also support the launch of integrative medicine community partnership research of “restoring health and wellness of the autoimmune patients”.

This celebration can be optionally named in the honor of the Diamond sponsors. They will also get acknowledged verbally and in special banner at the AlterMed 10th Anniversary Celebration on Saturday, July 23. Sponsorship includes two additional CIMc 2016 conference and July 23 VIP dinner passes. This celebration will be fun and meaningful by highlighting how AlterMed Research Foundation and these conferences have helped patients to attain optimum wellness.

**Information for Exhibitors  
at the cIMc Healing Center Exhibit Hall  
Assembly Hall at YMCA of the Rockies  
Estes Park, Colorado**

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***Healing Center Exhibit Hall Hours:***

July 22: 3 p.m. to 10 p.m.

July 23: 7:30 a.m. to 6 p.m.

July 24: 8 a.m. to 4 p.m.

For exhibitors only, obtain an application from  
[http://www.altermedresearch.org/edu/cIMc2016\\_exhibit\\_app.pdf](http://www.altermedresearch.org/edu/cIMc2016_exhibit_app.pdf)  
We look forward to seeing you at this very productive and fun conference!

# Sponsorship Application

**AlterMed**  
Research Foundation

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Fort Collins, CO 80524  
Phone : (970)310-3030  
Fax: (970)221-9306  
www.AlterMedResearch.org



**Colorado Integrative Medicine Conference**  
(CIMc 2016): Focus on Mind-Body Medicine & Lifestyle Management  
**July 22-24, 2016**  
**Estes Park, CO**

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_  
Mailing address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_ ZIP/postal Code \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_ Web site \_\_\_\_\_

Please select the level that you would like to sponsor and any add-ons you wish to include:

___ Diamond Sponsor:	\$15,000	Add-ons:	
___ Platinum Sponsor:	\$10,000		
___ Gold Sponsor:	\$ 5,000	___ Conference Bag Sponsor:	\$1,000
___ Silver Sponsor:	\$ 3,500	___ Refreshment Sponsor:	\$1,000
___ Copper Sponsor:	\$ 2,500	___ Conference Bag Insert:	\$1,000
___ Bronze Sponsor:	\$ 1,000		
___ Exhibitor—by May 13:	\$ 995 (rates increase by 10% after May 13)		

Payment by check \_\_\_\_\_ or Credit Card (Visa or MasterCard only) \_\_\_\_\_

If credit card, Name of Card Holder \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

3-digit code on the back \_\_\_\_\_ Zip Code for credit card \_\_\_\_\_

Authorized Charge Amount \_\_\_\_\_

Signature Authorization \_\_\_\_\_ Date \_\_\_\_\_

AlterMed is recognized by the Internal Revenue Service (IRS) as a 501(c)(3) nonprofit organization. Tax ID: 56-2588132. Sponsorships are tax deductible in the United States as charitable contributions to the maximum extent provided by law.

To enjoy the full benefits of the sponsorship level you have selected, please return the completed application and payment as soon as possible to the address above. If paying by credit card, you can also fax your application with credit card information to (970) 221-9306. Questions? Contact (970)310-3030 or email info@AlterMedResearch.org.

Thank you for supporting integrative medicine education and enjoy your day!