



SPONSORSHIP OPPORTUNITY: SOPHIA THE AI ROBOT

Credit: ITU Pictures from Geneva, Switzerland, AI for GOOD Global Summit (35173300465), CC BY 2.0

Presenting Sponsor: \$60,000 (or) Co-Sponsors: \$30,000 each

ASHP Pharmacy Futures Meeting
Portland, OR | June 8 -12, 2024

ASHP Foundation | Bethesda, Maryland | ashpfoundation.org

OVERVIEW

ASHP has reimagined our annual Summer Meetings, transforming the event into ASHP Pharmacy Futures 2024. At the meeting, attendees will participate in forward-looking interactive discussions, fresh educational programming and networking, and a special annual summit on a relevant futuristic theme or pressing current topic.

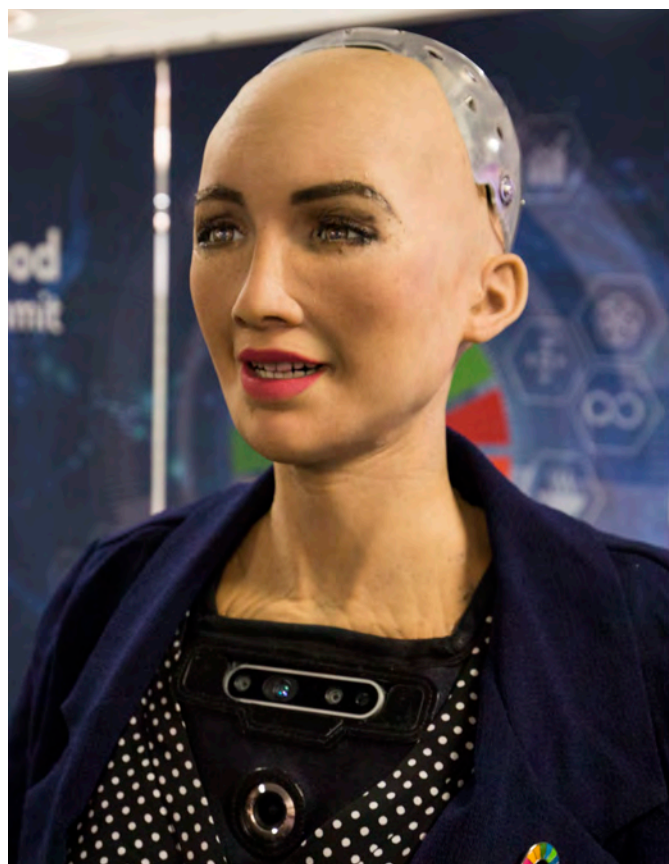
This year's ASHP Pharmacy Futures 2024 meeting will include our first-ever artificial intelligence (AI) summit – a topic that will be integrated throughout the entire event, including as part of high-profile keynote addresses, educational content, poster and pearl sessions, and the exhibit program.

The integration of the AI summit into the meeting will allow pharmacy leaders, managers, practitioners, and innovators to collaborate and explore the impactful integration of AI in healthcare.

SOPHIA

To amplify and enhance the AI experience for all attendees, Sophia the Humanoid, an AI robot from Hanson Robotics, will be a key feature of the Pharmacy Futures meeting. As a unique combination of science, engineering, and artistry, Sophia is simultaneously a human-crafted science fiction character depicting the future of AI and robotics, and a platform for advanced robotics and AI research. Sophia's underlying AI components can be combined in different ways, so her responses can be unique to any given situation or interaction.

As a highlight at the Pharmacy Futures meeting and to showcase the integration of AI with pharmacy, professional activities, and personal experiences, Sophia will showcase her state-of-the-art functionality as the featured guest in our closing plenary session. In a moderated Q&A session, Sophia will pose questions for the panelists to respond to, and she can even provide additional commentary to their responses.



Credit: [ITU Pictures](#) from Geneva, Switzerland, [Sophia at the AI for Good Global Summit 2018 \(27254369347\)](#) (cropped), CC BY 2.0

SPONSORSHIP OPPORTUNITY

Through a sponsorship of Sophia, we invite you to participate in a unique way in this brand-new, dynamic ASHP event which brings together pharmacy practitioners, practice leaders, and preceptors to explore the cutting edge of pharmacy practice, to collaborate and innovate, and shape the future of the practice.

We are seeking a Presenting Sponsorship or two Co-Sponsorships to bring Sophia to the ASHP Pharmacy Futures 2024 meeting. By sponsoring this exclusive, innovative, and exciting opportunity, you will elevate the visibility of your brand and reinforce your brand's reputation as an industry leader in cutting edge technology. Your company will have broad exposure through multiple ASHP channels as your reach will not only extend to meeting attendees, but to the 60,000 pharmacists and pharmacy technician members of ASHP who are therapeutic influencers and decision makers around medication use and the implementation of technology to improve operations and care.



BENEFITS

ASHP AND THE ASHP FOUNDATION

Web | ASHP Foundation, 2023 ASHP Summer Meeting, and 2023 ASHP Midyear websites

Total Reach: 1 million+ visitors

Email | Audiences: ASHP Foundation Supporters, ASHP Members, and 20,000+ Midyear Registrants in 2023

Total Reach: 87,000+ unique subscribers

Social Media | ASHP Foundation and ASHP Twitter and Facebook

Total Reach: 112,000+ followers

Sponsorship Benefit	Presenting Sponsor	Co-Sponsors
On-site Benefits to include prominent recognitions		
Photo opportunity with Sophia	✓	✗
Meet & Greet with Sophia	✓	✗
Verbal recognition at the Opening General Session	✓	✓
Digital recognition on the walk-in slides at the Opening Session	Prominent	✓
Onsite signage	Prominent	✓
Recognition on communication channels to ASHP members		
Emails	Prominent	✓
Newsletters	Prominent	✓
Social Media	Prominent	✓
Website recognition		
ASHP Homepage	✓	✗
Pharmacy Futures micro website with logo & link	Prominent	✓
ASHP website	Prominent	✓
Special Opportunity		
ASHP Foundation 1 year Bronze Level membership	✓	✗

CONTACT

For more information, contact Martha Crews, Vice President for Development, mcrews@ashp.org.