

— IARS —

Industry Support

PROSPECTUS



IARS[®]

International Anesthesia Research Society

International Anesthesia Research Society

The International Anesthesia Research Society (IARS) is a nonpolitical, not-for-profit medical society founded in 1922 to advance and support scientific research and education related to anesthesia, and to improve patient care through research. The IARS contributes nearly \$1 million annually to fund anesthesia research; provides a forum for anesthesiology leaders to share information and ideas; maintains a worldwide membership of physicians, health professionals in anesthesia-related practice, and physician residents and others with doctoral degrees; and publishes the monthly *Anesthesia & Analgesia* journal in print and online as well as the clinical companion journal *A&A Practice*, published semi-monthly.



Mission

Generate and disseminate transformative breakthroughs in anesthesiology and perioperative medicine while growing and supporting scientists worldwide.

Vision

Lead the global anesthesiology community to advance the science and practice of medicine.



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Industry Council Partner Program

The IARS values its relationships with our many industry partners. These partnerships ensure a solid foundation for the development and implementation of IARS initiatives and programs that benefit medical research and patient care. The Industry Council Partner Program was created to recognize and strengthen these relationships.

The Industry Council Partner Program allows organizations to support IARS and our important initiatives through exciting opportunities to share information, learn about industry trends, and discuss strategies to achieve our mutual goals.

As an Industry Council Partner of IARS, you gain:

- Partnership with IARS. A relationship that maximizes your exposure to our target audience of anesthesiologists engaged in active clinical practice or research.
- Direct communication with IARS leadership and access to our membership.
- Brand exposure through high-visibility recognition outlets at our premiere events, programs, and scientific meetings, in our publications and member communications, as well as on our website.

IARS will work closely with you to design options that complement your company's marketing goals. We believe that your participation in the Industry Council will not only elevate your organization's visibility within the field, but also contribute significantly to the advancement of anesthesiology as a whole.

SPONSOR LEVEL	ANNUAL MEMBERSHIP
Gold	\$25,000
Silver	\$15,000
Bronze	\$10,000



GOLD SPONSORSHIP

- Opportunity for one dedicated feature in one of our monthly virtual newsletters highlighting your company's achievements in anesthesiology.
- Prime logo placement on all Industry Council materials and events.
- Recognition in IARS publications.
- Acknowledgement with company logo on our website.
- Exclusive invitations to roundtable discussions and networking events with key opinion leaders in anesthesiology in person at Annual Meeting or virtually.
- Complimentary access to all IARS annual meetings for up to three representatives.
- Complimentary basic booth at annual meeting.

SILVER SPONSORSHIP

- Logo placement on select Industry Council materials and events.
- Recognition in IARS publications.
- Acknowledgement with company logo on our website.
- Invitations to networking events and panel discussions.
- Complimentary access to IARS annual meetings for up to two representatives.

BRONZE SPONSORSHIP

- Logo placement on the Industry Council webpage.
- Recognition in IARS publications.
- Acknowledgement on our website.
- Invitations to select networking events.
- Access to IARS annual meetings for one representative.



IARS Webinar Series

SPONSOR LEVEL	AMOUNT
Exclusive Webinar Series Sponsor	\$35,000
Single Webinar Sponsor	\$5,000

The International Anesthesia Research Society Webinar Series is designed to present high-quality, informative content on cutting edge pre-clinical and clinical research. The goal is to help advance the anesthesiology specialty through year-round education, and to allow attendees to hear from and connect with experts in the anesthesiology field.

These live webinars are free to attend. Select webinars offer access to CME and recordings following the live event for IARS full members only. IARS develops and produces 8 – 10 education webinars per year. Our webinar series average nearly 200 live attendees from 114 countries per event. Programs are available at iars.org/iars-webinar-series

EXCLUSIVE WEBINAR SERIES SPONSOR

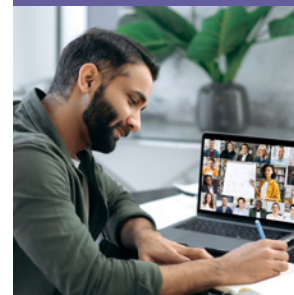
Sponsor the entire webinar series and be named as the overall exclusive sponsor. Sponsor benefits:

- Your company name will be prominently displayed in emails, social media, and website promotions for the webinar series, which go to our Annual Meeting News list of 34,000+ people.
- Your company name will appear at the start of each webinar on a full slide.
- Your company name will be included in a post-event follow up email to participants.

SINGLE WEBINAR SPONSOR

Choose one webinar for your sponsorship. This sponsorship is available to multiple companies. Sponsor benefits:

- Your company name will be displayed in emails to over 10,000 people, social media, and website promotions for the webinar you elect to sponsor.
- Your company name will also appear at the start of the webinar on a half slide.
- Verbal acknowledgement of support to an average of 200 attendees per webinar.



Virtual Satellite Symposia

SPONSOR LEVEL	AMOUNT
Series of three symposia	\$40,000
One virtual symposium	\$15,000

Virtual Satellite Symposia are industry-sponsored and marketed by the IARS to our membership. These events are not part of official IARS education programming and are planned solely by the sponsoring company.

IARS will assist with marketing and promoting your event to our email contact list.

Satellite Symposia Guidelines

- The full program must be submitted to IARS for review and approval at least 30 days prior to the session start date. If approved, no changes to content or faculty may be made without additional written approval.
- The IARS does not provide CME accreditation for sessions held by outside organizations. Any accreditation for approved Satellite Symposia is the sole responsibility of the organization conducting the session. Any reference to the IARS Annual Meeting education program, use of IARS logos or IARS accreditation is not permitted.
- The session date and time will be mutually agreed upon by both parties.
- Satellite Symposia may be upgraded to a Digital and In-Person Wrap Around Engagement Event by adding a digital engagement extender package to be conducted in the IARS DocMatter Community.

SPONSOR BENEFITS

- Inclusion in three promotional e-blasts to the IARS mailing list, sent one month, one week, and one day prior to the symposia date.
- Your session marketed to more than 10,000 anesthesiologists and allied health practitioners.



Travel Grants

SPONSOR LEVEL	AMOUNT
IARS International Outreach Travel Grant	\$30,000
In-Training Travel Awards: Annual Meeting	\$20,000
Undergraduate Travel Awards: Annual Meeting	\$20,000

IARS International Outreach Travel Grant

The IARS International Outreach Travel Grant supports scientists globally and will grow the richness and diversity of background, location and expertise at the IARS Annual Meeting. These grants are designed for abstract presenters located in low-income, lower-middle-income, and upper-middle-income countries who are involved in research related to anesthesia.

The IARS travel grants aim to make it possible for individuals, who would not otherwise be able to participate in the meeting, to access the wider global anesthesiology community through meaningful engagement at our leading-edge annual meeting. iars.org/intl-travel-grants/

SPONSOR BENEFITS

- Acknowledgement in mobile app, journal ad, signage at meeting.
- Acknowledgement in the monthly IARS bulletin.
- Acknowledgement on the IARS website and walk-in slides.
- The IARS International Outreach Travel Grant supports 6 – 8 abstract presenters from LMICs attending the Annual Meeting (\$1,000-\$5,000 each).



In-Training Travel Awards

In-Training Travel Awards are highly competitive and recognize outstanding young investigators presenting abstracts at the Annual Meeting. Award funds will support attendance at the Annual Meeting.

\$20,000 supports 10 in-training abstract presenters (\$1,500 each).

SPONSOR BENEFITS

- Acknowledgement in mobile app, journal ad and signage at meeting.
- Acknowledgement in the monthly IARS bulletin.
- Acknowledgement on the IARS website and within walk-in slides onsite at the meeting.

Undergraduate Travel Awards

These awards will provide a unique educational opportunity for young science students and inspire them to enter the field of anesthesia research. These awards are available to verified students presenting abstracts at the Annual Meeting. Award funds are to support attendance at the Annual Meeting.

\$20,000 supports 10 in-training abstract presenters (\$1,500 each).

SPONSOR BENEFITS

- Acknowledgement in mobile app, journal ad, signage at meeting.
- Acknowledgement in the monthly IARS bulletin.
- Acknowledgement on the IARS website and walk-in slides.



Focus Groups

SPONSOR LEVEL	AMOUNT
In-Person Focus Group	\$50,000
Virtual Focus Group	\$25,000

Focus Groups offer the opportunity for in-depth discussions with 6-10 anesthesia research or critical care anesthesia leaders, to receive direct, unbiased feedback on the topic of your choice.

Industry Focus Groups

IARS provides 6 – 10 key opinion leaders in your target market, an expert moderator, AV-equipped space, food and beverage. The session may be up to 90 minutes in length.

In-Person Focus Group

- In-person focus groups will take place prior to the Annual Meeting.

Virtual Focus Group

- Virtual Focus groups can be held anytime throughout the year.

SPONSOR BENEFITS

- Gain exclusive access to leaders in anesthesia research.

IARS Annual Meeting

The Annual Meeting attracts more than 1,000 attendees from across the globe including research scientists, clinicians, critical care specialists (in both community and academic settings), fellows, and other health care professionals involved in anesthesiology research and critical care. The conference features 4 days of exceptional educational sessions where thought leaders from the anesthesia research and critical care community present the latest discoveries in their respective specialties.

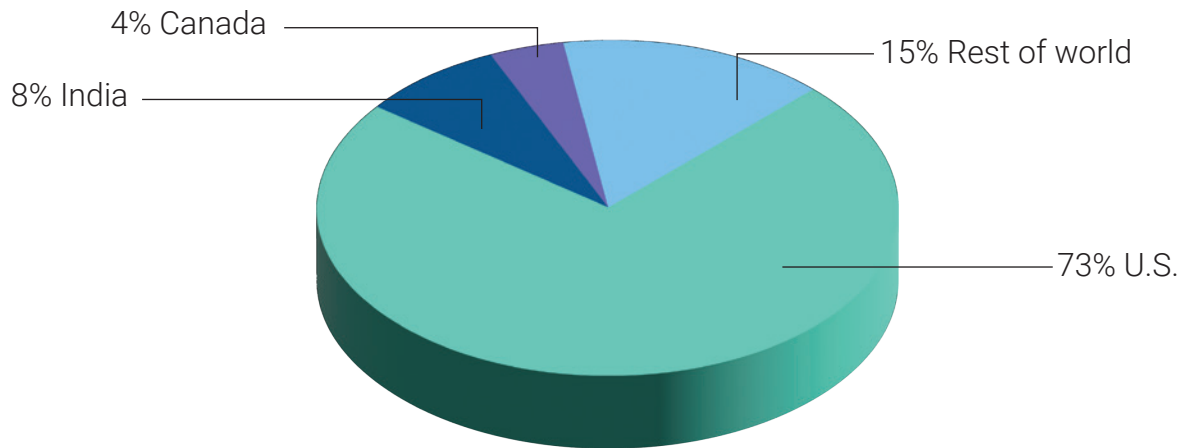
Opportunities exist for Industry-supported symposia, exhibit booth space, exhibitor meeting rooms, advertising and branding and more.

Full details are available here: meetings.iars.org/sponsorship/sponsors/

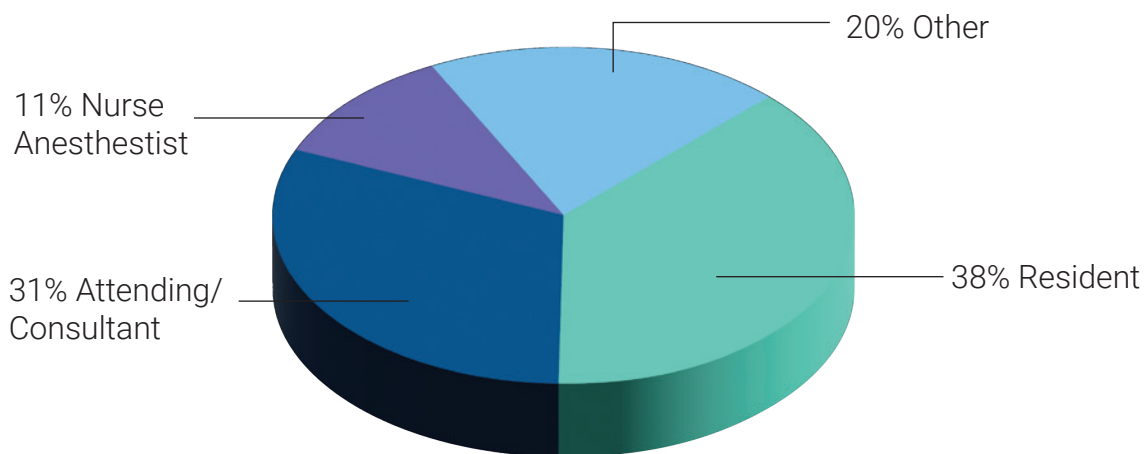


OpenAnesthesia Site Visitors and Users by Category

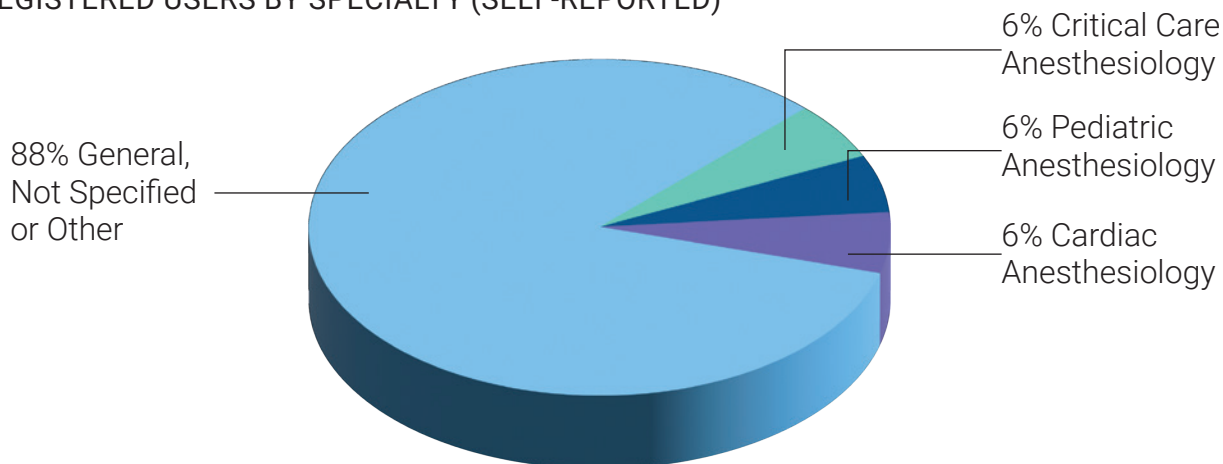
GEOGRAPHIC REPRESENTATION



REGISTERED USERS BY CAREER STAGE (SELF-REPORTED)

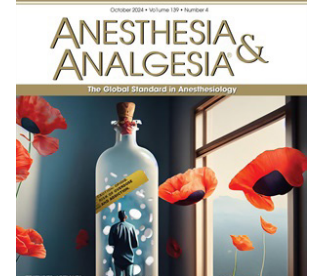


REGISTERED USERS BY SPECIALTY (SELF-REPORTED)



Online Journal Club

SPONSOR LEVEL	AMOUNT
Yearly sponsorship	\$50,000
Monthly Sponsorship	\$5,000



Each month, an article from that month's issue of *Anesthesia & Analgesia*, the official journal of IARS, is shared in the IARS Online Member Community. Authors for that article, A&A Editors and participants in the community engage in a stimulating discussion around the key topics in that article, sharing ideas and questions.

- 10,000 – 51,000 discussion views per Journal Club
- Includes author participation in discussion
- 80% engagement in the community overall

The Online Member Community, supported by DocMatter, enables our industry sponsors to engage our membership in a myriad of ways. The DocMatter platform is a unique engagement platform currently used by large and small life science companies and over 250,000 specialist clinicians around the world.

The community is a powerful online forum of 15,000+ anesthesiology specialists in over 117 countries, delivering year-round healthcare professional (HCP) engagement, mentorship and networking opportunities. Fostering expert-led dialogue and very high (85%+) quarterly engagement levels, IARS community members are further subclassified in channels based on expressed interest in topic areas like perioperative anesthesiology, critical care medicine, cardiothoracic anesthesia, obstetric anesthesiology, trauma anesthesiology, transplant anesthesiology and patient safety, allowing for educational programming to be targeted to relevant anesthesiologists.

SPONSOR BENEFITS

- Reach more than 15,000 people.
- The average key opinion leader (KOL)-led, peer-to-peer discussion is viewed over 11,200 times within the IARS Online Member Community
- The DocMatter Clinical Engagement team works with designated KOLs to ensure more than 8 out of 10 discussions receive KOL input.
- Clinical discussions sponsored by industry on average see 5% higher engagement rates.



IARS Monthly Bulletin

SPONSOR LEVEL	AMOUNT
Series of three banner-sized ads in IARS email bulletin	\$7,000
One banner-sized ad in IARS email bulletin	\$2,500

The IARS Bulletin provides a monthly overview of the current edition of *Anesthesia & Analgesia*, as well as highlights of IARS programs, news and announcements.

- Audience of 11,800+ anesthesiologists and in-training.
- 45% unique opens per issue.

Anesthesia and Analgesia (A&A) Journal Advertising

Anesthesia & Analgesia is the “The Global Standard in Anesthesiology;” the journal provides the practice-oriented, clinical research needed to keep the field current and able to provide optimal care to patients. Each monthly issue brings peer-reviewed articles on the latest advances in drugs, preoperative preparation, patient monitoring, pain management, pathophysiology, and many other timely topics.

Information about advertising in *A&A* is available at journals.lww.com/anesthesia-analgesia/Pages/advertising.aspx



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Contact Kristin Howard,
khoward@iars.org for
more information