



aps

women's health research initiative

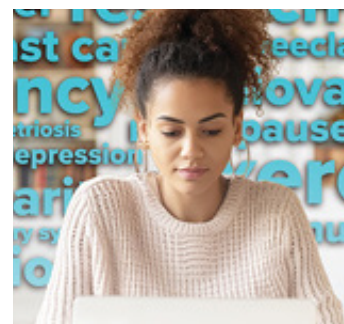


ABOUT THE 2024–2025 WOMEN'S HEALTH RESEARCH INITIATIVE

Physiology is essential to answering every critical question facing us in our understanding of life, health and disease, and the American Physiological Society (APS) serves as the global multidisciplinary community for researchers who are dedicated to these efforts. APS brings together scientists whose work advances knowledge within disciplines that have far-reaching and broad implications, including areas that are historically underfunded and under researched.

One such area is women's health. Women make up more than half of the population, but they have been understudied and underrepresented in research. This leads to gaps in research, which creates serious consequences for the health of women.

To increase the scientific understanding of conditions that are specific to women, affect women preferentially or predominantly, or affect women differently than men, APS is launching the **Women's Health Research Initiative**. This initiative aims to elevate the status of women's health and the research APS members are conducting that addresses health and disease in women. Through the power of its community, APS will leverage the expertise of biomedical scientists and science policy and advocacy experts to elevate women's health research.



SPONSOR THIS INITIATIVE

The APS Women's Health Research Initiative sponsorship program will establish a coalition of research centers, scientific associations and life science industry partners working to advance women's health research. In appreciation for sponsor support, we will recognize and position sponsors as leaders in the field. The 18-month promotional campaign featuring sponsors includes digital and printed media distributed to more than 9,000 APS members and 3,000 attendees at the APS annual meeting, the American Physiology Summit.

SPONSORSHIP PROGRAM FEATURES (\$3,750)

- Recognition as a sponsor through:
 - *The Physiologist Magazine* (circulation >10,000)
 - Two (2) APS member e-newsletter distributions (circulation 7,600)
 - The initiative webpage (50-word description of your organization and its work in women's health, items will be linked to your webpage)
 - APS social media channels (LinkedIn, X)
 - Opening general session at the 2025 American Physiology Summit
 - On-site signage and mobile app at the 2025 American Physiology Summit
- Invitation for one representative to attend the President's Reception for APS leaders during the 2025 American Physiology Summit
- Invitation to join Women's Health Research Initiative live public policy activities
- Complimentary 90-day job post on the APS Job Board

Premium Sponsorship Enhancements

Add a premium sponsorship enhancement to elevate and extend the reach of your involvement in the APS Women's Health Research Initiative.

VIDEO PROFILE FOR THOUGHT LEADERS (\$1,250)

What are your current women's health research projects? What work excites you the most? Where do you see the field headed? Participate in our women's health research landscape video to add your voice to the conversation about the significance of investing time and resources in women's health research.

Video guidelines and specifications will be provided by APS Marketing and Communications departments. Videos will be self-recorded by sponsor staff. Content will be approved by APS staff prior to publication on the APS website and YouTube channel.

SPONSORED ARTICLE IN APS' "I SPY PHYSIOLOGY" BLOG (\$700)

Establish yourself as a thought leader in women's health by publishing an article on your contributions to the field and its implications for the improvement of human health and care of patients in APS' "I Spy Physiology" blog, which accrues more than 5,000 page views per month.

Article guidelines and specifications will be provided by the APS Communications team. Content will be approved by APS staff prior to publication.