

# SACME Annual Meeting

Art and Science of CPD

February 24 - 26, 2021



**Sponsors**  
AND **Exhibitor**  
2021 Prospectus

# SACME Footprint

## SACME's Mission

To promote the highest value in patient care and health of the public through the scholarship of continuing medical and interprofessional education.

## Vision Statement

To be the premier academic continuing medical and interprofessional education society that advances the field of continuing education in the best interest of patients and communities.

## Our Community

SACME reaches over 5,000 individuals in CPD/CME through our membership, e-communications, INTERCOM and CE News.

## Web Traffic

Per year: **25,498** website visits **123,684** page views **17,063** unique users

## Users by Location

**United States** (77.40%)

**Canada** (9.14%)

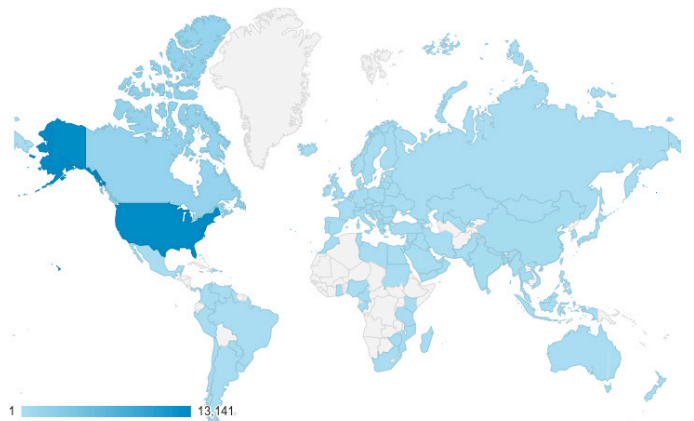
**China** (1.21%)

**United Kingdom** (1.20%)

**Germany** (1.07%)

**India** (1.01%)

The remaining percentage point includes South Korea, France and the Netherlands.



## Membership

The over 300 members of SACME include:

- Deans of Continuing Medical Education/CPD
- Directors of CME/CPD
- Medical Education Administrators
- Researchers at all levels of medical education from medical schools, academic medical centers, medical specialty societies, regulatory bodies, teaching hospitals, schools of public health, schools of education, and government agencies

## Annual Meeting Attendance

The SACME Annual Meeting attracts roughly 225 conference attendees from the US and Canada each year. We anticipate a **50% attendance increase** at the 2021 Annual Meeting due to our conversion to a virtual event.

# Contact Information

## Juana Anderson

35 E. Wacker Dr., Suite 850 | Chicago, IL 60601-2106

312.596.5282 | [janderson@sacme.org](mailto:janderson@sacme.org)

# Exhibitor Details

## New for 2021

We're going virtual! SACME will open the virtual platform for **extended dates** to accommodate pre- and post-annual meeting learning. This will give our exhibitors and sponsors increased exposure. We intend to open the site a few weeks in advance of the meeting and for a month after the event. The exhibit area will remain open and accessible throughout those times.

## Exhibit Fees

SACME is offering our exhibitors and sponsors a reduction in exhibit fees this year! This is being done in alignment with the transition to virtual. We hope this makes your participation possible.

**Exhibitor: \$850      Non-Profit Exhibitor: \$625**

**Purchase registrant list (*opt-in contacts only*): \$100**

## Virtual Exhibit Hall

**Virtual booths in the event platform will display within an independent exhibit space, separate from educational learning areas, for attendees to explore. Included for exhibitors:**

- Branded virtual booth displaying your company's logo, banner/graphic, company description to include a free form text box to add details, photos, and hyperlinks, a video box where media stored on platforms like YouTube or Vimeo, social media buttons, tags, polls, a location to upload articles and brochures and pictures that link to internal staff/attendee profiles.
- Discussion and one-on-one meeting forum for an open thread of ongoing conversation, before, during and after the event.
- The virtual exhibit will also have a request information button for attendees to contact the exhibitor directly, a live trade-show meeting room open to all attendees where you will staff your booth for visitors, and private one-on-one meetings/appointments available.
- One (1) complimentary registration to access all open sessions (\$100 for each additional registration).
- Recognition on SACME PowerPoint presentations during breaks.
- Company logo with hyperlink on the SACME event website.

# Sponsorship Opportunities

Sponsors receive the full exhibitor benefits plus the specified number of opportunities below, based on level of sponsorship you select.

## Gold - \$1,000

*Choose 2 additional sponsor benefits from Gold Level.*

- Acknowledgment in Pulse Points
- 3 eblast communications
- Ads on SACME website  
*Up to two 125x125 banner ads for 6 months*

## Platinum - \$1,500

*Choose 4 additional benefits from Gold or Platinum Level.*

- Video content on demand before conference
- Sponsored Wellness Session  
*e.g. yoga, meditation, dance*

## Diamond - \$2,500

*Choose unlimited additional benefits from all levels plus a second registration.*

- 2x month social media shout out leading up to conference
- Sponsor hosted happy hour/ trivia/ scavenger hunt
- Coffee Break Sponsor  
*with e-gift card sent to registrants - **SOLD OUT***

## Contact Information

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# Exhibitor/Sponsor Application

## Organizational Information

Company name: \_\_\_\_\_ Contact name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Exhibitor Type

- Exhibitor \$850
- Non-profit Exhibitor \$625

## Sponsorship Level

- Gold Sponsor \$1,000
- Platinum Sponsor \$1,500
- Diamond Sponsor \$2,500

## Add-on

- Purchase registrant list (opt-in contacts only) \$100
- Additional exhibitor registration \$100 X \_\_\_\_\_ (number of additional exhibitors.)

**Total Exhibits & Sponsorship** \$ \_\_\_\_\_

## Sponsor Add-ons

### Gold Sponsor (choose 2)

- Acknowledgment in Pulse Points
- 3 eblast communications
- Ads on SACME website *Up to two 125x125 banner ads for 6 months*

### Diamond Sponsor (choice unlimited)

- Acknowledgment in Pulse Points
- 3 eblast communications
- Ads on SACME website *Up to two 125x125 banner ads for 6 months*
- Video content on demand before event

### Platinum Sponsor (choose 4)

- Acknowledgment in Pulse Points
- 3 eblast communications
- Ads on SACME website *Up to two 125x125 banner ads for 6 months*
- Video content on demand before event
- Sponsored Wellness Session e.g. *yoga, meditation, dance.*
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- 2x month social media shout out leading up to conference
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- Coffee Break Sponsor *with e-gift card sent to registrants - SOLD OUT*

# Exhibitor/Sponsor Application Continued

**CANCELLATION POLICY:** Cancellations of exhibitor or sponsorship commitments must be made in writing to SACME by February 1, 2021 for a full refund minus a 25% administration fee. Refunds will not be issued for requests made after February 1, 2021.

Total Exhibit & Sponsorship fees from page 1 \$\_\_\_\_\_

## Payment Method

SACME requires prepayment with Exhibitor and Sponsorship Application.

Check #: \_\_\_\_\_  Mastercard  Visa  American Express

Card No. \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address (including city, state and zip)

*Exactly as it appears on credit card statement*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature \_\_\_\_\_

**Send your completed application with payment to:**

**Juana Anderson**

35 E. Wacker Dr., Suite 850 | Chicago, IL 60601-2106

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