

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%)

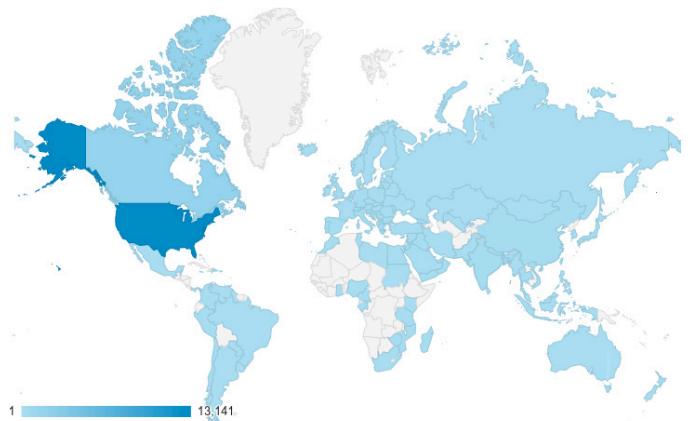
China (1.21%)

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

Secure your sponsorship or exhibitor opportunity by January 15, 2021.

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

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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
- Sponsor hosted happy hour/ trivia/ scavenger hunt
- Coffee Break Sponsor *with e-gift card sent to registrants*

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:

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