SPONSORSHIP EXHIBITOR & ADVERTISING Guide

OUR MEMBERS ARE LOOKING FOR YOU!
Dear Prospective Sponsor:

The Michigan State Medical Society has demonstrated a strong commitment to providing the best resources to our health care providers. Having the right people at their finger tips can help take away stress from our physicians and make everyday practice more manageable. With millions of patients taking a more active role in their healthcare, physicians are eager to find products and services that help them demonstrate value.

We have created this 2020 Corporate Sponsorship and Advertising guide in an attempt to streamline our sponsorship and marketing opportunities as well as more effectively meet your needs. We want our corporate sponsors to get the most exposure as possible, and the most out of their dollars spent. By packaging our different conferences and advertising opportunities into one comprehensive manual, we hope that you’ll get a better idea of how to best stretch your marketing dollars.

1500+
ATTENDEES AT MSMS CONFERENCES IN 2018-2019

150+
PRACTICES REPRESENTED

35%
MEMBERS IN INDEPENDENT PRACTICE

Facebook Followers
MSMS: 2,200 +
Average Monthly Reach: 70,000+

Twitter Followers
MSMS: 2,500+
Average Monthly Reach: 13,000+

LinkedIn Followers
MSMS: 550+
Average Monthly Reach: 5,000+
EXPAND YOUR CUSTOMER BASE

MSMS Practice Solutions partners are an important benefit to members of the Michigan State Medical Society. The program was designed to provide MSMS members with a resource for both their business and personal needs. Businesses are able to reach their target audience through the largest physician society in Michigan through MSMS Practice Solutions.

MSMS provides marketing exposure opportunities to participating vendors in exchange for financial support. That support helps MSMS keep membership dues affordable and allows MSMS to continue developing high quality programming for physician members and their staff. In return, businesses receive visibility, awareness, and exposure to the most sought after professionals in the world.

For a list of current partners and benefits, please visit:
www.msms.org/PracticeSolutions

MSMS Practice Solutions partners may choose from three levels of participation:

**EXCLUSIVELY ENDORSED VENDOR**
Minimum marketing spend of $20,000 annually
Organizations in the MSMS Practice Solutions exclusively endorsed vendor program must offer a discount on their product or service, a royalty on sold services/products, and invest a minimum of $20,000 annually into MSMS marketing opportunities, which range from advertising to exhibiting to sponsorships. This partner will be the exclusive choice for MSMS members within their product or service category.

**ENDORSED VENDOR**
Minimum marketing spend of $5,000 annually
Organizations in the MSMS Practice Solutions endorsed vendor program must offer a discount on their product or service, a royalty on sold services/products, and invest a minimum of $5,000 annually into MSMS marketing opportunities, which range from advertising to exhibiting to sponsorships. This does not include exclusivity.

This includes:
- Bi-annual MSMS membership list, including members work address
- The opportunity to submit monthly media kits about the Practice Solution Partner’s services (i.e. soft sell articles for the weekly e-newsletter, social media posts, etc.)
- Opportunities to share promotional pieces with members at MSMS events or MSMS New Member packets
- Featured on the MSMS Practice Solution website with an “Endorsed Vendor” badge
- A “new partner” press release announcing our new partnership to our members and non-members
- Listing in all printed pieces that mention MSMS practice Solutions

**DISCOUNT PROGRAM**
Organizations in the MSMS Practice Solutions discount program must offer a discount to any member of the Michigan State Medical Society and provide a royalty on sold services/products. This does not include exclusivity.

This includes:
- Featured on the MSMS Practice Solution website
- A “new partner” press release announcing our new partnership to our members and non-members
- Listing in all printed pieces that mention MSMS practice Solutions
MSMS.org

MSMS.org is the official website of the Michigan State Medical Society. It is a collection of web pages or documents that are accessed through the Internet. MSMS.org contains information about the Society, legislative activities, educational events, industry-related information and resources for its members. This exclusive placement gives your company the attention it deserves in front of 15,000 medical professionals.

SKYSCRAPER AD (160 X 600) – $3,750 annually
This campaign consists of a vertical format banner on the right side of the homepage; left side of nearly all interior pages on msms.org. Availability is limited with only 15 Skyscraper ads offered per year.

Digital Advertising Contact:
To learn more about our digital opportunities, contact our publishing partner, MultiView at 972/402-7023 or gforneret@multiview.com.

Medigram

The MSMS Medigram is an e-newsletter which informs members and non-members about the Society’s activities, industry news and legislative activities. Medigram is delivered every Friday to more than 30,000 members’ and non-members’ email addresses.

LEADERBOARD (728 X 90) – $3,100
This premier position provides your company with top exposure and quality traffic.

LOWER LEADERBOARD (580 X 70) – $2,800
The lower leaderboard gives your company a prominent position right under the association’s masthead.

BOX AD (300 X 250) – $2,500
This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.

BANNER ADS:
» TOP BANNER (468 X 60) – $2,500
» BOTTOM BANNER (468 X 60) – $2,200
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

HORIZONTAL PRODUCT SHOWCASE (275 X 175) – $2,500
Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.

VERTICAL PRODUCT SHOWCASE (350 X 125) – $2,300
Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.

SOCIAL TEXT AD
(35 X 35 SOCIAL MEDIA ICON + 215 X 85 MAIN IMAGE) – $1,250
Leverage the power of words and social media with a 5-word headline and 15-word text ad to drive traffic to your website and social media channels.

Accepted file formats are GIF or JPG. Accepted file size is a max of 40k.
Michigan Medicine® crosses all specialty lines and hits hard on current issues affecting patient care, practice management and technology, physician reimbursement, cost controls, human resource trends and legal matters. *Michigan Medicine* also presents thought-provoking and inspiring profiles of physicians who are pursuing unique approaches to the challenges of practicing medicine today.

**Michigan Medicine® Advertising Rates**

*All rates are net. An agency placing advertising should add their commission when billing their client, the advertiser.*

<table>
<thead>
<tr>
<th>Covers</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td>Back Cover</td>
<td>$3,800</td>
<td>$3,400</td>
<td>$3,000</td>
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<tr>
<td>Inside Covers</td>
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<table>
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<tr>
<td>Full Page</td>
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<td>2/3 Page</td>
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Classified Rates: $2.00 per word, $100 minimum.

Other Advertising opportunities:
- Belly band *(one available per issue)* $5,000 per issue
- Insert *(two available per issue)* $1,000 per issue

**2019 Advertising Deadlines**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE DEADLINE</th>
<th>ART DEADLINE</th>
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<tbody>
<tr>
<td>JAN/FEB 2020</td>
<td>11/25/2019</td>
<td>12/02/19</td>
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<tr>
<td>Issue’s focus:</td>
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<td>Physician Leadership</td>
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<td>MAR/APR 2020</td>
<td>1/27/20</td>
<td>02/03/20</td>
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<td>Prior Authorization</td>
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<td>MAY/JUN 2020</td>
<td>03/30/20</td>
<td>04/06/20</td>
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<td>Issue’s focus:</td>
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<td>Chronic Health Care Delivery Models</td>
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<td>JUL/AUG 2020</td>
<td>05/25/20</td>
<td>06/01/20</td>
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<td>Issue’s focus:</td>
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<td>Advocacy Update</td>
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<tr>
<td>SEP/OCT 2020</td>
<td>07/27/20</td>
<td>08/03/20</td>
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<td>Issue’s focus:</td>
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<tr>
<td>Technology: TeleHealth, AI, HIMSS</td>
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<td>NOV/DEC 2020</td>
<td>09/28/20</td>
<td>10/05/20</td>
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<td>Issue’s focus:</td>
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<td>Education, CME</td>
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**Advertising Contact**

Trisha Keast – Call (517) 336-5734, email tkeast@msms.org, or fax (517) 337-2490.
The 155th Annual Scientific Meeting, MSMS’ largest and longest-running conference, brings together physicians and leaders from medical schools, health systems and specialties over four days. With 18 clinical courses presented by national and local experts, ASM provides targeted exposure with many opportunities to engage physicians one-on-one.

**PLATINUM EXHIBITOR**
MSMS Partner: $5,000  
MSMS Supporter: $7,000

- Social Media recognition for sponsorship on MSMS platforms
- Company listing and 35 word description on the MSMS Foundation Annual Scientific Meeting site
- Listing in the ASM onsite brochure
- Recognition on prominent signage at MSMS Annual Scientific Meeting as the “Premier Exhibitor” of the event
- Display table in the two-day exhibit hall at the meeting
- Choice of 3 course exhibits
- ½ page advertisement in the onsite program for the event
- One promotional handout to be displayed near the MSMS Foundation registration desk
- List of current attendees and last year’s attendees.

**GOLD EXHIBITOR**
MSMS Partner: $3,500  
MSMS Supporter: $5,000

- Social Media recognition for sponsorship on MSMS platforms
- Company listing and 35 word description on the MSMS Foundation Annual Scientific Meeting site
- Listing in the ASM onsite brochure
- Sponsor recognition at one conference breakfast of exhibitor’s choice
- Display table in the two-day exhibit hall at the Annual Scientific Meeting
- One promotional handout to be displayed near the MSMS Foundation registration desk
- List of current attendees and last year’s attendees.

More information about the 2020 MSMS Annual Scientific Meeting please visit: www.msms.org/ASM
**A LA CARTE PACKAGES**

*Sponsor logo will be used on product or signage. These options DO NOT include display table or event registrations.*

**Water Bottle Sponsor – $2,000**
- Wrap advertisement on all water bottles available at the conference.

**Popcorn Sponsor – $1,000 / day**
- Branded sticker on popcorn bags as well as prominent signage.

**Breakfast Sponsor – $1,000 / day**
- Prominent signage inside exhibit hall, company-provided napkin, and recognition in onsite program. Marketing materials on breakfast-area tables.

**Lunch Box Sponsor – $1,000 / day**
- Prominent signage inside exhibit hall, your branded sticker on box lunch, company-provided napkins, an opportunity to provide MSMS with marketing materials on lunch tables, and recognition in onsite program.

**Course Exhibitor – $1,000 / day**
- Exhibit at one three-hour course, 6’ tabletop display located outside of course room, acknowledgement sign inside course room, recognition in program as course exhibitor, 35 word description in online program, and list of current attendees and last year’s attendees. This is ideal for companies targeting specific diseases or specialties.

**SILVER EXHIBITOR**

MSMS Partner: $2,000  
MSMS Supporter: $3,500

- Company listing and 35 word description on the MSMS Foundation Annual Scientific Meeting Site  
- Listing in the ASM onsite brochure  
- Display table in the two-day exhibit hall at the Annual Scientific Meeting  
- One promotional handout to be displayed near the MSMS Foundation registration desk  
- List of current attendees and last year’s attendees

**BRONZE EXHIBITOR**

MSMS Partner: $1,000  
MSMS Supporter: $1,250

- Company listing and 35 word description on the MSMS Foundation Annual Scientific Meeting site  
- Listing in the ASM onsite brochure  
- Display table in the two-day exhibit hall at the Annual Scientific Meeting  
- List of current attendees and last year’s attendees
The MSMS Foundation 9th Annual Spring Scientific Meeting offers attendees the opportunity to network with peers, learn new trends and hear cutting-edge scientific advancements from state and national experts on an array of courses. Past highlights include allergy and asthma, cardiology, diabetes, infectious disease, neurology and more.

**PLATINUM EXHIBITOR**

MSMS Partner: $5,000
MSMS Supporter: $7,000

- Social Media recognition for sponsorship on MSMS platforms
- Company listing and 35 word description on the MSMS Foundation Spring Scientific Meeting site
- Listing in the SSM onsite brochure
- Recognition on prominent signage at MSMS Annual Spring Scientific Meeting as the “Premier Exhibitor” of the event
- Display table in the one and a half day exhibit hall at the Spring Scientific Meeting
- Choice of 3 course exhibits
- ⅓ page advertisement in the onsite program for the event
- One promotional handout to be displayed near the MSMS Foundation registration desk
- List of current attendees and last year’s attendees

**GOLD EXHIBITOR**

MSMS Partner: $3,500
MSMS Supporter: $5,000

- Social Media recognition for sponsorship on MSMS platforms
- Company listing and 35 word description on the MSMS Foundation Spring Scientific Meeting site
- Listing in the SSM onsite brochure
- Sponsor recognition at one conference breakfast of exhibitor’s choice
- Display table in the one and a half day exhibit hall at the Spring Scientific Meeting
- One promotional handout to be displayed near the MSMS Foundation registration desk
- List of current attendees and last year’s attendees

More information about the 9th Annual Spring Scientific Meeting please visit: www.msms.org/eo
SILVER EXHIBITOR
MSMS Partner: $2,000
MSMS Supporter: $3,500
- Company listing and 35 word description on the MSMS Foundation Spring Scientific Meeting site
- Listing in the SSM onsite brochure
- Display table in the one and a half day exhibit hall at the Spring Scientific Meeting
- One promotional handout to be displayed near the MSMS Foundation registration desk
- List of current attendees and last year’s attendees.

BRONZE EXHIBITOR
MSMS Partner: $1,000
MSMS Supporter: $1,250
- Company listing and 35 word description on the MSMS Foundation Spring Scientific Meeting site
- Listing in the SSM onsite brochure
- Display table in the one and a half day exhibit hall at the Spring Scientific Meeting
- List of current attendees and last year’s attendees.

A LA CARTE PACKAGES

Sponsor logo will be used on product or signage. These options DO NOT include display table or event registrations.

Water Bottle Sponsor – $2,000
Wrap advertisement on all water bottles available at the conference.

Popcorn Sponsor – $1,000 / day
Branded stickers on popcorn bags as well as prominent signage.

Breakfast Sponsor – $1,000 / day
Prominent signage inside exhibit hall, company supplied napkins, and recognition in onsite program. Marketing materials on breakfast tables.

Lunch Box Sponsor – $1,000 / day
Prominent signage inside exhibit hall, your branded sticker on box lunch, company-provided napkins, an opportunity to provide MSMS with marketing materials to display on lunch tables, and recognition in onsite program.

Course Exhibitor– $1,000 / day
Exhibit at one three-hour course, 6’ tabletop display located outside of course room, acknowledgement sign inside course room, recognition in program as course exhibitor, 35 word description in online program, and list of current attendees and last year’s attendees. This is ideal for companies targeting specific diseases or specialties.
The **House of Delegates** is the policy making body of the Michigan State Medical Society. Attendees are delegates elected by local county societies, specialty societies, and representatives from the Residents and Fellows, Students, Young Physicians, Organized Medical Staff and International Medical Graduate membership sections.

**A LA CARTE PACKAGES**

Sponsor logo will be used on product or signage. These options DO NOT include display table or event registrations.

- **Water Bottle Sponsor** – $2,000
  Wrap advertisement on all water bottles available at the conference.

- **Lunch Box Sponsor** – $1,000
  Sticker with logo outside box lunch, company-provided napkins and business cards inside lunch box if you so wish.

- **Break Sponsor** – $1,500 / day
  Signage on coffee/break station tables outside of room.

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**PLATINUM EXHIBITOR**

MSMS Partner: $10,000     MSMS Supporter: $12,000

- Display table in MSMS House of Delegates exhibit area
- Banner ad in the MSMS House of Delegates attendee mobile app
- Full page ad in the MSMS House of Delegates Handbook
- Prominent signage listing company as the Saturday lunch box sponsor
- Prominent signage inside and outside of the Presidential dinner and reception listing company as “premier” sponsor
- Up to 10 complimentary tickets to the Presidential Reception and Installation dinner
- List of current attendees and last year’s attendees

**GOLD EXHIBITOR**

MSMS Partner: $8,000     MSMS Supporter: $10,000

- Display table in MSMS House of Delegates exhibit area
- Listing in the MSMS House of Delegates attendee app
- Half page ad in the MSMS House of Delegates notebook
- Prominent signage listing company as the coffee sponsor for either Saturday or Sunday, company’s choice
- Prominent signage listing company as reception sponsor outside of the presidential dinner
- Up to 5 complimentary tickets to the Presidential Reception and dinner
- List of current attendees and last year’s attendees

**SILVER EXHIBITOR**

MSMS Partner: $1,500     MSMS Supporter: $2,000

- Display table in MSMS House of Delegates area
- Listing in the MSMS App
- Promotional material put out at MSMS House of Delegates registration
- List of current attendees and last year’s attendees

**BRONZE EXHIBITOR**

MSMS Partner: $1,000     MSMS Supporter: $1,500

- Display table in MSMS House of Delegates area
- Listing in the MSMS App
- List of current attendees and last year’s attendees
Company Name ____________________________________________

Contact Name ____________________________________________

Address __________________________________________________

City/State/Zip ____________________________________________

Phone ___________________________________________________

Fax ______________________________________________________

Email ____________________________________________________

Product or Service _________________________________________

Payment information:
A deposit of $500 and/or $250 for tax-exempt organizations must accompany this agreement 30 days prior to the start of your marketing activity. The entire balance due must be submitted for sponsorships or exhibiting prior to the start of any educational event. No refunds will be made for cancellations made 30 days prior to the marketing activity; prior cancellations will result in a $100 handling fee. All space which is not occupied by show opening may be subject to resale with no refund.

MSMS-event name (if applicable): ____________________________________________

Exhibit opportunities (identify participation level): ____________________________________________

Sponsorship opportunities (identify participation level): ____________________________________________

Advertising opportunities:  __ Michigan Medicine  __ Medgram  __ MSMS.org

TOTAL DUE: $____________________ CHECK ENCLOSED: $____________________

Please charge $____________________ to:  __ Visa  __ MasterCard  __ American Express  __ Discover

Card # ____________________________________________

Expiration date: ____________________________________________

Name on card: ____________________________________________

Authorized signature: ____________________________________________

Print Name: ____________________________________________ Date: ________________