




# ***EXHIBITOR & SPONSORSHIP PROSPECTUS***

2024 SACME Annual Meeting

## **Exploring the Expanding and Evolving CPD EcoSystem**

*Looking Globally, Working Locally*

March 10-13, 2024 | Sheraton Hotel & Marina | San Diego, CA

*S*ociety for **ACADEMIC**   
Continuing Medical Education

LEADERSHIP • SCHOLARSHIP • COLLABORATION

# SACME Footprint

## SACME's Mission

Through leadership and collaboration, we foster scholarship in CPD/CE to advance:

- Health Equity
- Practice and Value of CPD/CE
- Clinician Practice and Wellbeing
- Patient Care and Health of the Public

## SACME's Vision

To be the leading academic society that advances the field of continuing education and professional development in the health professions in the best interests of clinicians, patients, and communities.

## Our Community

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

## Web Traffic

### 2022-2023:

**43,138** website visits **162,124** page views **33,352** unique users

### July 1 - August 1, 2023:

**1,410** website visits **6,596** page views **961** unique users

## Users by Location

**United States** (77.59%)

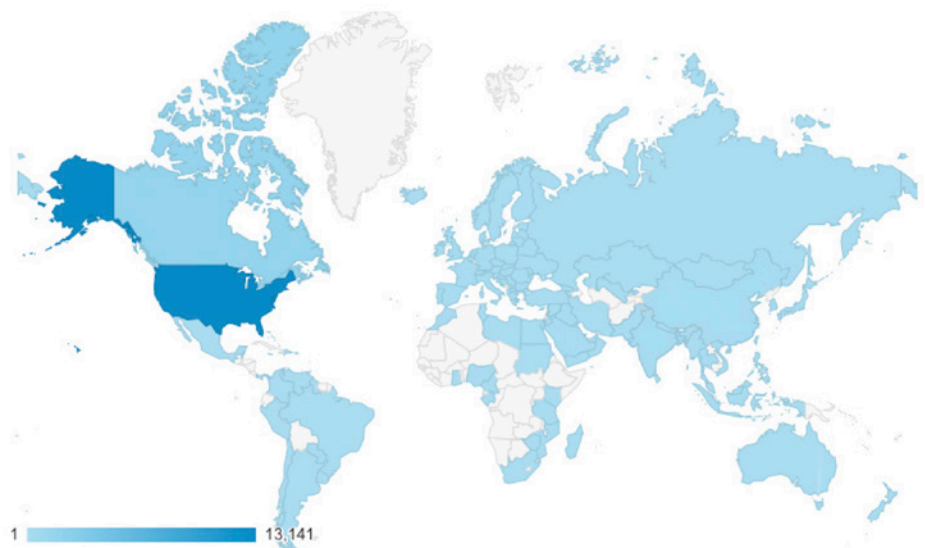
**Canada** (6.23%)

**China** (3.69%)

**United Kingdom** (1.22%)

**India** (0.88%)

Other represented regions included, but are not limited to: Germany, Australia, Finland, The Netherlands, and South Korea.



## Membership

The more than 300 members of SACME include:

- Deans of Continuing Medical Education/CPD
- Directors of CME/CPD
- Medical Education Administrators and Decision-makers
- Researchers at all levels of health profession education from medical schools, academic medical centers, medical specialty societies, regulatory bodies, teaching hospitals, schools of public health, schools of education, and government agencies
- Physicians, nurses, psychologists, physical therapists, and other health care professionals

## Annual Meeting Attendance

The SACME Annual Meeting attracts approximately 250 educational leaders, researchers, instructors, and administrators from the U.S. and Canada and beyond each year. Our multi-channel conference in March 2023, which included in-person, live stream, and recorded presentations as well as readings and chat forums, drew over 250 attendees, including 135 in-person and 120 virtual attendees.

## Exhibitor Details

We are returning face-to-face in 2024! This is an excellent opportunity to not only exhibit on-site during dedicated exhibit time, but to also exhibit “virtually” during remote sessions via the meeting platform before, during, and after the main event.

## Exhibit Fees

SACME will continue to offer our exhibitors and sponsors opportunities at competitive rates! We hope this makes your participation possible. Choose to exhibit on-site, virtually, or both! The exhibit fee includes one modality; add a second for half price.

**Exhibitor: \$2,000**

**Non-Profit Exhibitor : \$700**

**Purchase Registrant List** *(opt-in contacts only)* : **\$250**

*New this year! Add a Virtual Exhibit Booth for only \$1,000.*

## On-Site Benefits Include

- One (1) 32" tall cocktail round, 2 stools, wastebasket plus access to the meeting Wi-Fi at the SACME Welcome Reception on Monday, March 11th.
- One (1) 6ft exhibit table, 2 chairs, wastebasket plus access to the meeting Wi-Fi Monday through Wednesday.
- One (1) complimentary registration to access all open sessions during March 11-13 **(\$200 for each additional registration).**
- Recognition on SACME PowerPoint presentations during breaks
- Company logo with hyperlink on the SACME event website
- More than 9 hours of exhibit floor hours
- Exhibitor appointment times
- Lead collection through the conference app

## Virtual Booth Benefits Include

- Exhibitor presence in the Conference App used by both in-person & virtual attendees
- A virtual presence for lead collection
- Video chats
- Product or promotional videos
- Downloadable collateral materials
- Custom banner
- Enhance the reach of your promotional offers, giveaways or raffles
- Booth remains active for the life of the app months prior to and after the live event

# Sponsorship Opportunities

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

## Gold - \$2,500

*Includes exhibit package plus one add-on\**

## Platinum - \$3,500

*Includes exhibit package plus four add-ons\**

## Diamond - \$5,000

*Includes exhibit package plus a second registration, all six add-ons\* and one premium add-on\*\**

### \*ADD-ONS (Each individually \$500)

- List of attendees and mailing addresses to be used one time by sponsor (available 2 weeks before the conference, no email addresses will be shared.)
- Hyperlinked logo on SACME Pulse Points newsletters in 4 issues
- Half-page ad in the conference program
- Opportunity to provide one insert for conference tote bag
- Prominent banner on the conference app home page
- Logo presence on agenda and profile pages in the conference app

### \*\*PREMIUM ADD-ONS (Available to Diamond Only)

#### **Reception Sponsorship** (\$1,500)

- Premium signage at reception
- Verbal recognition at the opening of reception
- Upgrade to full-page ad in printed program
- Please note, there are only two reception sponsorships available

#### **Lunch Sponsorship** (Available to Diamond Only)

- Premium signage at meal function
- Verbal recognition during the session before lunch
- Upgrade to full-page ad in printed program

## OTHER SPONSORSHIP OPPORTUNITIES

- SACME Conference Lanyard Sponsorship (\$1,500)  
*Artwork due February 23, 2024*
- SACME Conference Tote Bag Sponsorship (\$2,000)  
*Artwork due February 23, 2024*
- Pre-Conference Workshop Refreshments Sponsorship (\$500 each)
- Sponsored Wellness Session *e.g. yoga, meditation, dance.* (\$500 each, limit 2)
- Sponsored Hosted Virtual Happy Hour (\$500 each, limit 2)
- Hotel Key Card Sponsor (\$3,500)  
*Artwork due February 23, 2024*



# Exhibitor/Sponsor Application

## Organizational Information

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

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

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

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

## Exhibitor Type

Exhibitor \$2,000

Non-profit Exhibitor \$725

## Add-On

Virtual Meeting Platform Sponsor \$5,000

Additional exhibitor registration \$200 X \_\_\_\_\_ (number of additional exhibitors.)

Name: \_\_\_\_\_

## Sponsorship Level

Gold Sponsor \$2,500

Platinum Sponsor \$3,500

Diamond Sponsor \$5,000

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

## Sponsor Add-Ons

Note: Additional Add-Ons can be purchased individually for \$500 each.

**Gold Sponsor** (Choose 1)     **Platinum Sponsor** (Choose 4)     **Diamond Sponsor** (Choose 6)

List of attendees and mailing addresses to be used one time  
(available 2 week's before the conference, no email addresses will be shared.)

Hyperlinked logo on SACME Pulse Points newsletters in 4 issues

Half-page ad in the conference program

One insert for conference tote bag

Prominent banner on the conference app home page

Logo presence on agenda and profile pages in the conference app

# Exhibitor/Sponsor Application Continued

**CANCELLATION POLICY:** Cancellations of exhibitor or sponsorship commitments must be made in writing to SACME by February 2, 2024 for a full refund minus a 25% administration fee. Refunds will not be issued for requests made after February 2, 2024.

**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 (pages 6-7) with payment to:**

**Carla Fuqua, Meetings Manager**

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

[cfuqua@sacme.org](mailto:cfuqua@sacme.org)

**Secure your sponsorship or exhibitor opportunity by February 2, 2024.**