

SPONSORSHIPS UNDER \$10,000



PRE- AND/OR POST-SHOW DIRECT MAIL LIST: \$2,500 PER LIST / \$3,600 COMBO

Sharing your business' message to attendees before a tradeshow will help drive traffic to your booth. Following up post show helps that message resonate even more with attendees. Take advantage of this opportunity to get your company's brand and message out to pre-registered and post-show attendee lists. **Turnkey opportunity available.**

FREESTANDING SIGN: \$2,800 (INCLUDES P.I. Pocket Holder)

These signs are strategically placed in highly traffic areas and are an effective way to communicate your customized message to attendees. Just provide the artwork and Pri-Med will take care of the rest.

COLUMN ENCLOSURE: \$3,800

In a large convention center you can't help but to notice the massive columns throughout. Take advantage of these columns by including your artwork on a four-paneled display structure. This is a great way to increase brand awareness and drive attendees to your booth.

HOTEL ROOM DROP: \$5,200

Put your marketing piece in the hands of every clinician staying at the Pri-Med hotel room block and generate product interest before attendees even get to the conference.

HOTEL KEY CARD: \$6,700 EXCLUSIVE

Generate brand awareness outside of the exhibit hall. Attendees will see your company brand, booth number, and call to action every time they use their hotel key card.

BANNERS: BEGINNING AT \$7,500

Conference banners are an ideal way to gain exposure, increase product awareness, and communicate your customized message through displays in highly visible locations.

ESCALATOR DECALS: \$7,500 (PRI-MED SOUTH, PRI-MED WEST AND PRI-MED EAST ONLY)

Escalator decals strategically position your brand in a highly visible area. Use this prime real estate to increase brand awareness, drive traffic to your booth, and much more.

LANYARDS: \$8,300 EXCLUSIVE

Your unbranded logo, message, and booth number will be printed on every conference lanyard. Lanyards are the most popular method for wearing a conference badge, and provide an effective means of company/booth awareness. Must adhere to pharma compliance standards. Single-color logo only.

EXHIBIT HALL AISLE SIGNS: \$8,500 EXCLUSIVE

Attendees need to navigate their way around the busy exhibit hall and are constantly looking at the aisle signs for direction. Help attendees navigate the exhibit floor while creating valuable product awareness.

BAG INSERT: \$8,500

With a bag insert you have the opportunity to drive traffic to your booth, share product information, promote on-site specials and much more. Bag inserts are included in every convention bag which are distributed at registration to all attendees. **Upgrade and turnkey opportunity available.**

CARPET DECALS: \$8,500

Drive traffic to your booth and have your brand seen throughout the exhibit hall with three carpet decals. Carpet decal can be up to 4'x4'.



SPONSORSHIPS BETWEEN \$10,000 - \$20,000



REGISTRATION CONFIRMATION EMAIL: \$10,000 *EXCLUSIVE*

Expose clinicians to your brand at the first touch of confirmation communication which includes important conference logistics and their check-in QR code. Promoting your company and booth number for the program, this email automatically deploys to each individual attendee upon completion of pre-registration

SKYBRIDGE DECALS: \$10,300 (PRI-MED MIDWEST ONLY)

Skybridge decals will feature your artwork throughout the skybridge walkway that connects the convention center to nearby hotels and parking garage. Brand reinforcement as attendees walk through the skybridge to access the convention center, hotels, or parking garage.

INDIVIDUAL CHARGING STATION: \$12,800

Charging stations allow attendees to charge their mobile devices at convenient freestanding kiosks located in highly trafficked areas throughout the convention center. Sponsorship includes branding of the charging station along with the option to play a short video on the station screen.

PREMIUM BAG INSERT: \$13,000

With a premium bag insert, you have the opportunity to drive traffic to your booth, share product information, promote on-site specials and much more. Bag inserts are included in every convention bag distributed at registration to all attendees. The premium bag insert is limited to one item of your choice approved by Pri-Med, such as a pen, notepad, product information, etc.

PREMIUM HOTEL ROOM DROP: \$13,000

With a premium hotel room drop, you have the opportunity to drive traffic to your booth, share product information, promote on-site specials and much more. The room drop will be distributed to two hotels, in every room of the Pri-Med room blocks.

WELCOME SPONSORSHIP: \$13,000 *EXCLUSIVE*

The welcome sponsorship includes four free-standing signs in the main lobby, along with your logo printed on the badge printout that is distributed to every conference attendee. Sponsorship provides maximum visibility and encourages brand awareness.

HAND SANITIZER STATIONS: \$13,000

The hand sanitizer stations provide a hands free soap dispenser so users don't have to touch the unit. These are placed strategically throughout the convention center in high traffic areas – the perfect areas to reach the maximum amount of clinicians each day.

CUBE SEATING AREA: \$14,000

The cube seating area is a new attractive space for clinicians to rest their feet in the exhibit hall. These will be located in high traffic areas, which will allow you to show your brand to many attendees!

DOOR DECALS: \$14,000 (PRI-MED MIDWEST ONLY)

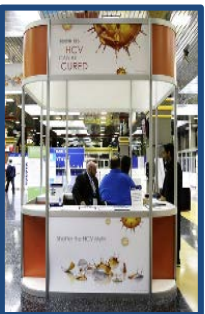
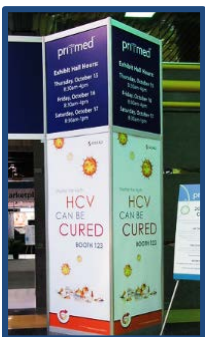
Door decals featuring your artwork and booth number, will be showcased when attendees arrive at the convention center. Brand reinforcement each time attendees enter or exit the convention center.

ENTRANCE UNIT: \$18,000

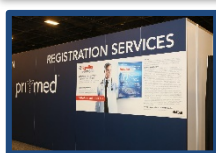
Capture the attention of every attendee that steps on the exhibit floor and drive traffic to your booth. With your artwork covering the exhibit hall entrance structure, your brand is the first attendees see as they enter.

EMAIL STATION: ONE UNIT \$19,000 | TWO UNITS \$32,000

E-mail centers are positioned in high-traffic areas, and are one of the most popular hospitality offerings at Pri-Med. One cluster of five laptops displaying your artwork on the kiosk and screens.



SPONSORSHIPS OVER \$20,000



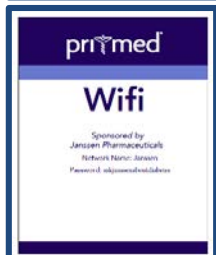
INFORMATION BOOTH: \$20,600 **EXCLUSIVE**

Get your brand in front of attendees while positioning your company as a valuable resource. Strategically located in high-traffic areas, the information booth is visited frequently and is one of the first things an attendee sees when entering the convention center.

REGISTRATION AREA: \$26,000 **EXCLUSIVE**

As the Registration Area sponsor, be one of the first brands attendees see when they enter the convention center. Attendees are required to check in each morning on-site; grab their attention the moment they arrive.

NOTE: Any counters and sections used for CME purposes will be swapped out each day at 11:00 AM



WI-FI SPONSORSHIP: \$185,000 5 CITY BUNDLE (Pri-Med South: \$38,000 | Pri-Med Southwest: \$32,000 Pri-Med West: \$64,000 | Pri-Med East: \$22,000 | Pri-Med Midwest: \$32,000) **EXCLUSIVE**

Your unbranded artwork will be seen by thousands of clinicians, multiple times throughout the conference. Includes dedicated on-site signage, printed instruction cards, and sponsors attribution with Wi-Fi instructions included in onsite guide

ANNUAL CONFERENCE ONSITE GUIDE ADVERTISING

Handed out at registration at each annual conference, the Onsite Guides are given to every meeting attendee and have the highest distribution of any publication at each meeting. They provide the perfect introduction to your products and services, and are the best way to drive traffic to your booth. Rate card below illustrates the options for booking space in the Onsite Guide.

Ad type	2018 Rate (Per Annual)	Multi-Show Discount Rate (Annual Sweep)
Full Page	\$8,400	\$40,000
½ page horizontal	\$5,500	\$26,000
½ page vertical	\$5,500	\$26,000
¼ page	\$2,400	\$11,500
Premium Offerings		
Bellyband (conference brochure only)	\$12,200	\$55,800
Center Spread	\$9,200	\$44,000
Expo Floorplan Banner	\$6,300	\$30,000
Back Cover	\$11,800	\$55,800
Inside Front Cover	\$10,500	\$50,000
Inside Back Cover	\$10,500	\$50,000

