

SPONSORSHIPS UNDER \$10,000



EXHIBIT HALL PASSPORT: \$750

Put your company/product logo and booth number on the travel passport and increase traffic to your booth. Attendees who visit all booths listed on the passport will qualify to participate in a daily drawing. Passports will be available in attendee conference bags. Provide your logo and Pri-Med will do the rest.

PRE- AND/OR POST-SHOW DIRECT MAIL LIST: \$2,600 PER LIST / \$3,700 COMBO

Sharing your business's 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.

FREESTANDING SIGN: \$2,900 (INCLUDES P.I. Pocket Holder)

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



COLUMN ENCLOSURE: \$3,900

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: \$5,300

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.

AUDIENCE RESPONSE SYSTEMS: \$5,900 FOR 125 PPL / \$6,200 FOR 200 PPL

Make your industry theater content more memorable by adding an interactive component for every clinician at your presentation.



HOTEL KEY CARD: \$6,900 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.

ESCALATOR DECALS: \$7,725 (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.

EXHIBIT HALL AISLE SIGNS: \$8,750 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: \$8,750

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 our convention bags, which are distributed to all attendees at registration.

CARPET DECALS: \$8,750

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'.

PRE- OR POST-SHOW EBLASTS: \$9,300

Drive traffic to your booth before the show or to your resources after by reaching all registered clinicians at the Pri-Med Annual Conferences.



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



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.

REGISTRATION CONFIRMATION EMAIL: \$10,600 EXCLUSIVE

Expose clinicians to your brand at the first touch of registration confirmation, 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.

iPad RAFFLE: \$11,100 EXCLUSIVE

Drive traffic to your booth with an exclusive iPad Raffle. This sponsorship is one of the most popular among Pri-Med attendees.

ENTRANCE UNIT: \$12,000

Capture the attention of every attendee who 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.

LANYARDS: \$12,000 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. Single-color logo only. *This sponsorship is not available to pharma / companies with commercial interest due to compliance standards.*

INDIVIDUAL CHARGING STATION: \$13,100

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: \$13,400

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.

WELCOME SPONSORSHIP: \$13,400 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. *The logo badge printout is not available to pharma / companies with commercial interest due to compliance standards.*

CUBE SEATING AREA: \$14,400

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: \$14,400 (PRI-MED MIDWEST ONLY)

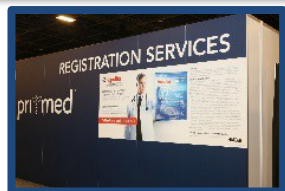
Door decals featuring your artwork and booth number will be showcased when attendees arrive at the convention center. Brand reinforcement each time attendees enter or exit the convention center.

BANNERS: \$10,000-\$25,000

Banners feature your artwork in high traffic areas outside of the exhibit hall. These are great ways to reach attendees while they walk around the conference and drive traffic to your booth when they go to the exhibit hall.



SPONSORSHIPS OVER \$20,000



INFORMATION BOOTH: \$21,200 *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: \$20,000 *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.

WI-FI SPONSORSHIP: \$45,000 5 CITY BUNDLE (Pri-Med South: \$10,000 | Pri-Med Southwest: \$10,000 Pri-Med West: \$10,000 | Pri-Med East: \$10,000 | Pri-Med Midwest: \$10,000) *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. Rate card below illustrates the options for booking space in the Onsite Guide.

| Ad Type | 2019 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 | \$55,000 |
| Center Spread | \$9,200 | \$44,000 |
| Expo Floorplan Banner | \$6,300 | \$30,000 |
| Back Cover | \$11,800 | \$55,800 |