

shm. CONVERGE

MAY 3-7, 2021 ■ Virtualizing the Movement

THE Hospitalist

Several Opportunities to Reach Hospitalist Audience through Print and Digital Sponsorship



PRE CONVERGE CONFERENCE PLANNER: A-size publication polybagged with *The Hospitalist* and mailed to all SHM members

Includes:

- CONVERGE Agenda
- CEO Welcome Letter
- Keynote Speaker Highlights – What to listen and watch for
- Letter from the Course Director
- Session Highlights

Pre-Conference Lockout opportunity: \$75,000

POST CONVERGE CONFERENCE HIGHLIGHTS: A-size publication polybagged with *The Hospitalist* and mailed to all SHM members

Includes:

- Plenary Session Highlights
- Key Takeaways from Leading Hospitalists
- COVID Updates
- Health Disparities Discussion

Pre-Conference Lockout opportunity: \$75,000

Opportunity to Lockout the Entire Conference Pre-Coverage and Post Conference Highlights \$150,000 at a 10% discount for \$135,000

SHM CONVERGE DIGITAL SHOW DAILY

5 Part eNewsletter Series

1 Pre-Conference what to expect

3 Daily Conference Highlights for all three days

1 Post Conference Wrap Up

- Engaged Hospital Audience of 13,500 (includes SHM Members)
- Includes Engagement Metrics and
- HCP Level Data included

LOCKOUT Opportunity: \$47,360.00

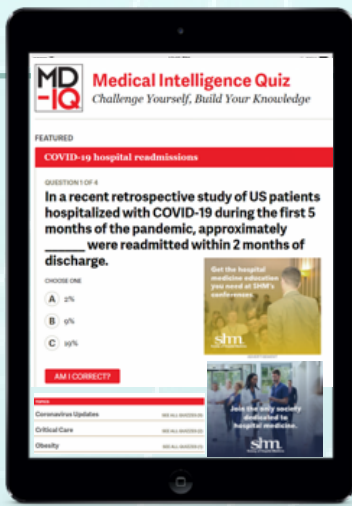


FOR MORE INFORMATION, CONTACT:

Angelique Ricci, *Senior Director of Business Development*

The Hospitalist and *Journal of Hospital Medicine* | *Cardiology News* | MDedge Emergency Medicine

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SHM CONVERGE CONFERENCE MD-IQ

- Quizzes will cover the CONVERGE conference content
 - Brand exclusivity
 - 3 - month program duration
 - 6 quizzes (2 per month)
 - FMC medical writers develop questions (no MLR required)
 - CPE based model (completion = 5 Q/A)
 - Includes Engagement Metrics and
 - HCP Level Data included
- LOCKOUT Opportunity: \$22,500**

SHM CONVERGE CONFERENCE ReCAP

- SHM experts synthesize and highlight CONVERGE conference abstracts and breaking news in an immersive, evidence-based video program
 - Live 3 weeks post-conference
 - 4-8 minutes in length
 - Guaranteed specialty visits
 - Triggered eMail
 - Includes Engagement Metrics
 - HCP Level Data included
 - 3-month program duration
- LOCKOUT Opportunity: \$97,500**



BRANDED OPPORTUNITY: PROMOTIONAL PRODUCT THEATER REPORTER

Create a Product Theatre reporter supplement to highlight key data and brand messaging for your product.

Reach full Hospitalist Audience of 33,000

- Based on speaker slide deck and other approved materials.
- Print and digital versions
- FMC works with the brand team to create the supplement.
- Timing: approximately 6 months lead time
- Requires MLR approval

12-page product theater starting at \$108,500

16-page product theater starting at \$126,500

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