

SPONSORSHIP OPPORTUNITIES

UPDATE CME INTERNAL MEDICINE AND PRIMARY CARE

June 23-26, 2022
November 17-20, 2022

Chicago, Illinois



Accreditation and Educational Partner:



AMERICAN
MEDICAL
FORUM



CHICAGO, ILLINOIS

June 23-26, 2022

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PROGRAM OVERVIEW

In 2019, there were more than 228,000 direct patient care physicians in the five major specialties of primary care.^[i] The American Association of Medical Colleges (AAMC) estimates that there will be a shortage ranging between 21,400 and 55,200 primary care physicians (PCP) by 2032.^[ii] These practitioners deliver care in a variety of clinical settings including outpatient offices, clinics, hospitals, long-term care facilities, and home care. PCPs are often the point of entry to the healthcare system providing treatment for a broad range of acute and chronic conditions. They also deliver clinical preventive services, provide patient education, and perform procedures. PCPs are above all

diagnosticians. They must have the ability to review and assess multiple systems and diagnostic possibilities in a limited time, and either treat or refer patients to specialty care. Studies show an association between having a PCP and improved patient health outcomes as well as decreased health care costs and utilization.^[iii]

The broad scope of the PCP practice necessitates up-to-date education on emerging diagnostic and treatment options. This conference will provide a review of the emerging clinical trial data, novel, and emerging treatment options, and current evidence-based diagnostic and treatment recommendations in various therapeutic areas.

PARTICIPANT RECRUITMENT

The conference is being marketed to a national audience via the following channels:

- › American Medical Forum's Contact List of over 5,000 Past Participants
- › Society of Hospital Medicine
- › American Academy of Family Physicians
- › University of Chicago Distribution Lists
- › ENP and NP Nursing Networks
- › Faculty Presenter Networks

- › Claims Database Supplement Marketing Distribution
 - › FACTORx partners with a data aggregator that specializes in using Health Insurance Portability and Accountability Act of 1996 (HIPAA)-compliant methods that utilize prescribing habits, procedures, and/or diagnostic codes to identify clinicians who are in the best position to impact patient care in a given disease state.
 - › It will include (2) eBlasts distributed to 10,836 clinicians who have been identified as treating patients in 5 or more of the covered disease states in the conference agenda in the past 12 months.

ATTENDANCE

The expected attendance of the conference is over 200 healthcare professionals in person and an additional 200 via the LiveStream.

[i] American Medical Association. AMA Physician Masterfile. Available: <https://www.ama-assn.org/practice-management/masterfile/ama-physician-masterfile>. Accessed: January 27, 2022.

[ii] Association of American Medical Colleges. New AAMC Report Confirms Growing Physician Shortage. Available: <https://www.aamc.org/news-insights/press-releases/new-aamc-report-confirms-growing-physician-shortage>. Accessed: January 27, 2022.

[iii] American Board of Family Medicine. Primary Care in the United States a chartbook of facts and statistics. February 2021. Available: <https://www.graham-center.org/content/dam/rgc/documents/publications-reports/reports/PrimaryCareChartbook2021.pdf>. Accessed: January 27, 2022.

SPONSORSHIP OPPORTUNITIES

- ❑ **June 23-26, 2022, Chicago, Illinois**
- ❑ **November 17-20, 2022, Chicago, Illinois**

- ❑ **Bronze** – Logo and link to company or product website posted on the conference website

- ❑ Day 1 = \$1,500
- ❑ Day 2 = \$1,500
- ❑ Day 3 = \$1,500
- ❑ Entire Conference – 4 days (includes exhibit space day 1 – day 4) = \$4,500

There is a 4th 1/2 Day of the conference. If the entire conference is selected, the 4th Day is included.

- ❑ **Silver** – Registration Bag Insert and logo and link to the company or product website posted on the conference website

- ❑ Day 1 = \$2,000
- ❑ Day 2 = \$2,000
- ❑ Day 3 = \$2,000
- ❑ Entire Conference – 4 days (includes exhibit space day 1 – day 4) = \$6,000

- ❑ **Gold** – Registration Bag Insert and logo and link to the company or product website posted on the conference website, and a dedicated Exhibitor Spotlight Email sent to all pre-registrants

- ❑ Day 1 = \$2,500
- ❑ Day 2 = \$2,500
- ❑ Day 3 = \$2,500
- ❑ Entire Conference – 4 days (includes exhibit space day 1 – day 4) = \$7,500

Upgrades

- ❑ **Exhibitor Spotlight – Dedicated promotional e-Blast** (\$1,750)
 - › An email promoting your company's exhibit information will be sent to all past participants and current registrants within 2 weeks prior to the conference.
- ❑ **Virtual Exhibit Booth for Virtual Attendees** (\$2,000)
 - › Full virtual booth custom webpage with product downloads, video streaming, representative contact information, photos, and peer to peer private messaging
 - › Active Zoom session within booth for the duration of the conference
- ❑ **Registration Bag Insert** (\$1,000)
 - › Creative, print production, and shipping charges are in addition to the registration bag insert fee
- ❑ **Door Drop Fee** (\$1,250)
 - › Creative, print production, shipping charges and the hotel per door drop fee are in addition to the amf door drop fee.

- ❑ **Product Theater** (\$10,000)

- › A limited amount of 30-minute time slots for ancillary events are being offered on a first-come, first-served basis.
- › The Product Theater sessions will be presented in a dedicated conference room that can seat up to 40 participants
- › A company must be exhibiting at the Silver sponsorship level in order to be considered for a Product Theater session
- › A dedicated email promoting the Product Theater will be sent to all past participants and current registrants within 2 weeks prior to the conference.

- ❑ **Product Theater Live Video Stream*** (\$3,000)

- › The product theater presentation will be available via LiveStream to over 200 conference participants who are attending virtually

- ❑ **Monthly Newsletter Ad** (\$1,000)

- › An ad provided by the sponsor will be placed in the newsletter distributed to over 5,000 past participants the month prior to the conference.*

- ❑ **Monthly Newsletter Ad (Full Year)** (\$5,000)

- › An ad provided by the sponsor will be placed in the monthly newsletter distributed to over 5,000 past participants for the duration of a year.

All sponsorship levels include:

- › 6 feet skirted table in registration pre-function space
- › 2 Complimentary Registrations
- › Sponsorship acknowledgement on the website and conference materials
- › NEW: A dedicated exhibitor guidebook with up to (2) 8.5x11 pages of content.
- › All program materials will be emailed as PDFs to the registrants and will be posted on the virtual conference platform for download
- › The exhibitor guidebook will be provided onsite along with the program handout

ONLINE FORM

<https://cmersvp.com/exhibit-processing-form>

A Company must be exhibiting to participate in any of the upgrades. To be eligible for the Product Theater option, the company must be sponsoring at a combined amount of \$4,000 including upgrades. If you are interested in a Product Theater session, please email nicole@mymededco.com to discuss availability before you complete the application.

**AMF reserves the right to refuse ads that are not in compliance with the Pharma Code of Conduct.*



AMF LiveStream EXPERIENCE

LiveStream your symposium to your target audience.



Participants earn their credits conveniently **FROM THEIR HOME OR OFFICE.**




HCPs participate virtually **ON THEIR DESKTOP, TABLET, OR SMARTPHONE.**

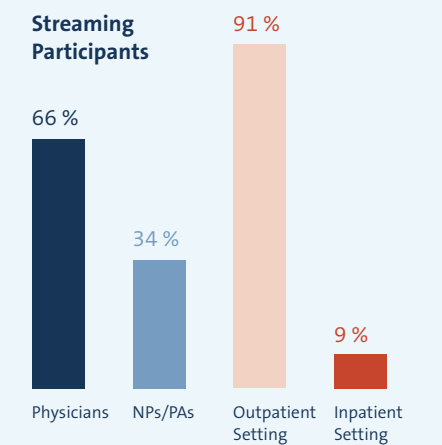
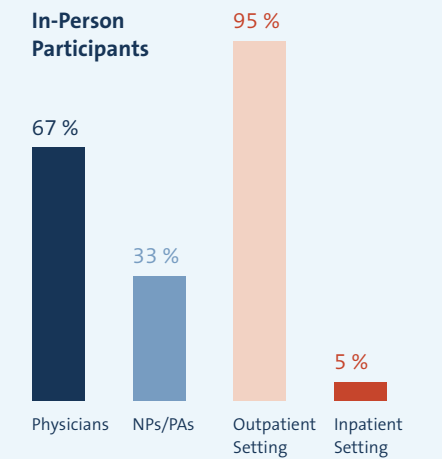
To receive their daily credits, LiveStream participants sign in by visiting our LiveStream Portal.



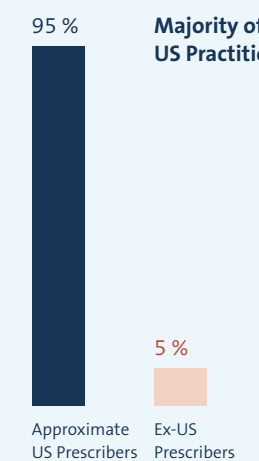
QUESTIONS AND DISCUSSIONS.

AMF  LiveStream participants interact with presenters using our online polling system to post questions during LIVE Q&A sessions.

PROFILE OF AMF ATTENDEES FROM OUR NOVEMBER 2021 CONFERENCE IN CHICAGO, ILLINOIS.



Majority of Attendees US Practitioners



Contract Provisions

ACCME Standards for Integrity and Independence in Accredited Continuing Education

Standard 4: Manage Commercial Support Appropriately

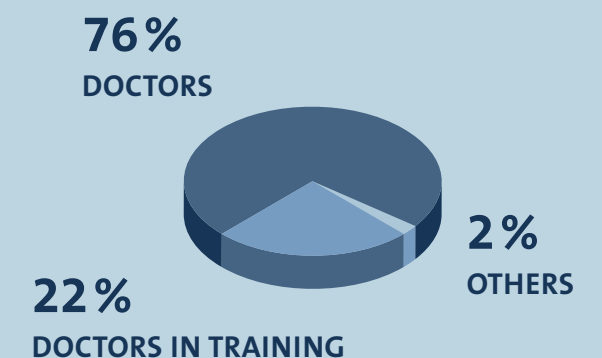
Standard 4 applies only to accredited continuing education that receives financial or in-kind support from ineligible companies. Accredited providers that choose to accept commercial support (defined as financial or in-kind support from ineligible companies) are responsible for ensuring that the education remains independent of the ineligible company and that the support does not result in commercial bias or commercial influence in the education. The support does not establish a financial relationship between the ineligible company and planners, faculty, and others in control of content of the education.

1. Decision-making and disbursement: The accredited provider must make all decisions regarding the receipt and disbursement of the commercial support.
 - a. Ineligible companies must not pay directly for any of the expenses related to the education or the learners.
 - b. The accredited provider may use commercial support to fund honoraria or travel expenses of planners, faculty, and others in control of content for those roles only.
 - c. The accredited provider must not use commercial support to pay for travel, lodging, honoraria, or personal expenses for individual learners or groups of learners in accredited education.
 - d. The accredited provider may use commercial support to defray or eliminate the cost of the education for all learners.
2. Agreement: The terms, conditions, and purposes of the commercial support must be documented in an agreement between the ineligible company and the accredited provider. The agreement must be executed prior to the start of the accredited education. An accredited provider can sign onto an existing agreement between an accredited provider and a commercial supporter by indicating its acceptance of the terms, conditions, and amount of commercial support it will receive.
3. Accountability: The accredited provider must keep a record of the amount or kind of commercial support received and how it was used, and must produce that accounting, upon request, by the accrediting body or by the ineligible company that provided the commercial support.
4. Disclosure to learners: The accredited provider must disclose to the learners the name(s) of the ineligible company(ies) that gave the commercial support, and the nature of the support if it was in-kind, prior to the learners engaging in the education. Disclosure must not include the ineligible companies' corporate or product logos, trade names, or product group messages.

Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education

Standard 5 applies only when there is marketing by ineligible companies or nonaccredited education associated with the accredited continuing education. Accredited providers are responsible for ensuring that education is separate from marketing by ineligible companies—including advertising, sales, exhibits, and promotion—and from nonaccredited education offered in conjunction with accredited continuing education.

1. Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:
 - a. Influence any decisions related to the planning, delivery, and evaluation of the education.
 - b. Interfere with the presentation of the education.
 - c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.
2. The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.
 - a. Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
 - b. Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
 - c. Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
 - d. Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
3. Ineligible companies may not provide access to, or distribute, accredited education to learners.



For more information on the conference and sponsorship,
email us at contact@amf-cme.org or call (678) 899-6444
www.amf-cme.org

