



Consultant360

Practical Updates in Primary Care



2023



EXHIBITOR PROSPECTUS

May 24–26

September 27–29

July 19–21

November 15–17



Consultant360

Practical Updates in Primary Care

Our mission is to provide real-world education for primary care professionals.

In an ever-changing world, Practical Updates in Primary Care recognizes the need for more flexible education opportunities. This year, we are excited to announce the continuation of our Virtual Series—a premier, fully online experience. Powered by Consultant 360, the leading digital resource for practical clinical advice for primary care providers, this virtual meeting series will deliver broad, practical education on a range of issues commonly seen and treated in today's primary care setting.

Practical Updates in Primary Care is focused on addressing the needs of early career and forward-thinking primary care professionals through clinical updates, case studies, role playing, and sharing of evidence-based approaches, combined with unique opportunities to network with renowned faculty and peers. Attendees will also use the virtual experience to improve their patient care in part by exploring the Exhibit Hall, Innovation Theaters, and promotional opportunities to research products and services that may assist them.

The virtual series will cover today's most pressing topics, including neurosciences, cardiometabolic syndromes, immunology, inflammation, and more. Faculty will be leading primary care clinicians, specialists, and other thought leaders from across the country to gain practical updates and shared best practices through live Q&A, panel discussions, and a virtual exhibit hall delivered in each 3-day series.

Learners who participate in the Practical Updates in Primary Care Virtual Series will receive:

- 3 Days of Live, Transformative Education
- 20+ Available CEUs
- 30+ Expert Faculty
- Innovation Theaters
- Exhibit Hall
- Networking Opportunities
- On-Demand Access Available with Upgraded Packages

Shape the future of primary care by supporting this exciting endeavor!

For Sponsorship and Advertising Inquiries:

Tony Deimler

Associate Director, Consultant 360
Multidisciplinary Medical Information Network
717.519.9386
tdeimler@hmpglobal.com

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LOGISTICS AND MEETING PROVIDER

HMP Omnimedia

HMP Omnimedia
hmpglobal.com

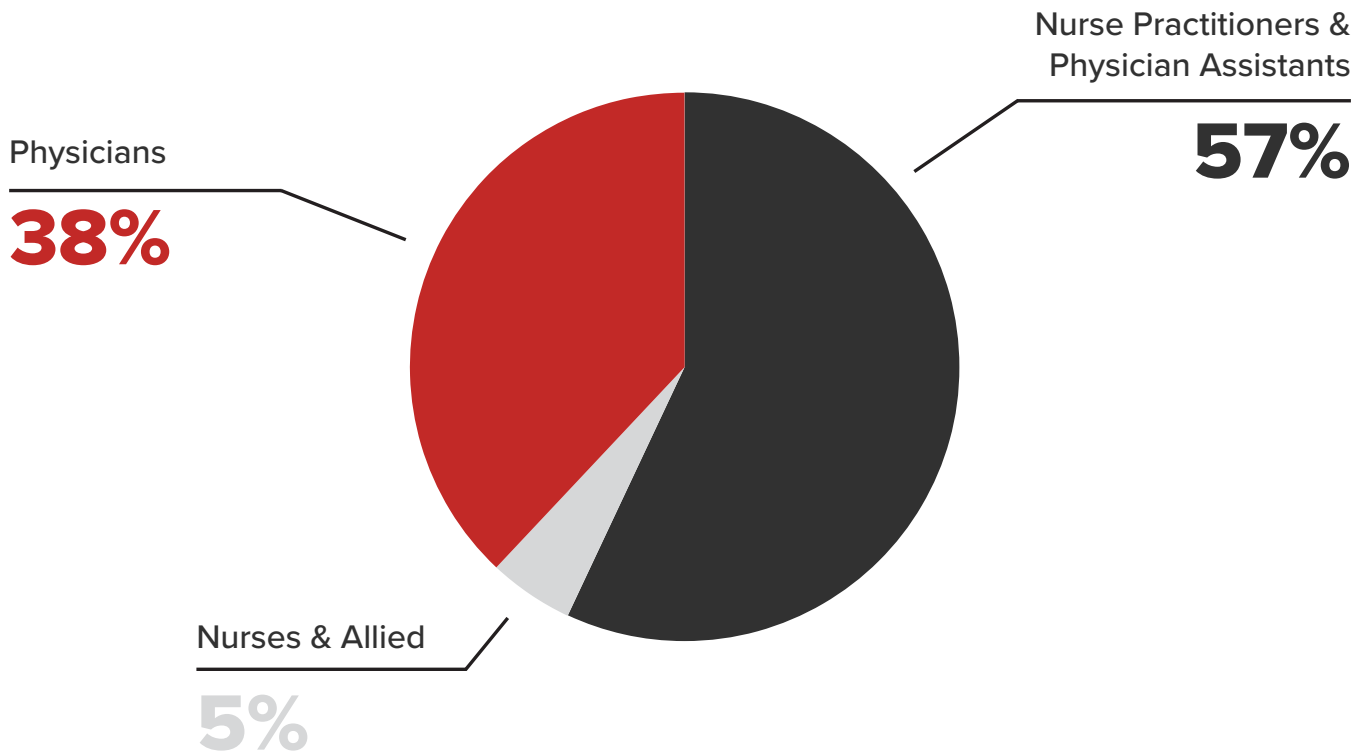
SPONSOR AND EDUCATION PROVIDER

HMP Education

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Professional Audience



Reach clinicians in the Primary Care field:

- Family Medicine Physicians
- Internists
- Nurse Practitioners
- Physician Assistants
- Registered Nurses
- Pharmacists

We support our exhibitors in a variety of ways.

Contact us to discuss how to reach your organization's marketing goals with a customized sponsorship program.

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Premium Sponsorship Packages

Sponsorship Levels

Platinum Value Pack

\$290,000 (\$320,000 VALUE!)

- Recognition as a Platinum Supporter
- Rotating Banner Ads on Welcome Page & Agenda Page of Virtual Platform
- 4 Innovation Theaters
- 4 Bag Inserts
- 4 Custom Pop-Ups
- 4 Custom eBlasts
- Lead Nurture
 - eBlast to Leads
 - Banner Ad Retargeting
 - Data Delivered to Client Weekly
- Content Channel Page
- 7 Complimentary Registrations

Gold Value Pack

\$275,000 (\$290,000 VALUE!)

- Recognition as a Gold Supporter
- Rotating Banner Ads on Agenda Page of Virtual Platform
- 4 Innovation Theaters
- 4 Bag Inserts
- Content Channel Page
- 5 Complimentary Registrations

“

I am so impressed by your conference and have told all of my friends. The variety of topics has something for everyone. The presenters are top of their field experts, and I am honored to be a part of such an event. I love the Virtual Booths to get more information!”



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Sponsorship Levels

Platinum Supporter \$90,000 (series)

- Recognition as Platinum level supporter on Congress Platform
- Custom Content Channel
- eBag Insert
- Rotating Banner Ads on the Agenda Page and on the Welcome Page of the Virtual Platform
- Custom Pop-Up
- 7 Complimentary registrations

Gold Supporter \$60,000 (series)

- Recognition as Gold level supporter on Congress Platform
- Custom Content Channel
- eBag Insert
- Advertisement in Virtual Congress program
- Rotating Banner Ads on the Agenda Page
- 5 Complimentary registrations

Silver Supporter \$40,000 (series)

- Recognition as Silver level supporter on Congress Platform
- Custom Content Channel
- eBag Insert
- 3 Complimentary registrations

Content Channel \$20,000 (series)

- Acknowledgment as Congress Supporter on Congress Platform
- Custom Content Channel
- 3 Complimentary registrations

**Unparalleled
Education.
Interactive Format.
Practical
Applications.**



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Innovation Theaters

May 24–26, 2023

DATE	AM	PM
Wednesday 5/24	Available	Available
Thursday 5/25	Available	Available
Friday 5/26	Available	Available

July 19–21, 2023

DATE	AM	PM
Wednesday 7/19	Available	Available
Thursday 7/20	Available	Available
Friday 7/21	Available	Available

September 27–29, 2023

DATE	AM	PM
Wednesday 9/27	Available	Available
Thursday 9/28	Available	Available
Friday 9/29	Available	Available

November 15–17, 2023

DATE	AM	PM
Wednesday 11/15	Available	Available
Thursday 11/16	Available	Available
Friday 11/17	Available	Available

- **\$42,500 per slot**
- **Branded and Unbranded Presentation Are Welcome!**
- **1-Hour Time Slot**
- **1 Custom eBlast (client to provide HTML)**
- **1 Virtual Bag Insert (client to provide creative)**
- **Gold Sponsorship Level Required**

Any marketing materials, including but not limited to eBlasts, Conference Guide Ads, and Virtual Bag Inserts, must include the following disclaimer if mentioning the Innovation Theater: This Innovation Theater non-CME presentation is taking place during the Practical Updates in Primary Care Virtual meeting. The opinions and recommendations expressed do not necessarily reflect the views of Practical Updates in Primary Care or HMP Global. This program is not intended or eligible for continuing education (CME/CE) credits and does not meet guidelines governing CME/CE. By participating in the Innovation Theater presentation, you opt in to share/receive information with/from industry sponsors. Please speak with a Practical Updates in Primary Care representative if you do not wish to opt in.

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Additional Branding Opportunities

Additional Items

*Please note below rates reflect individual meetings.

Additional Points on Leaderboard

\$5,000

Add extra value for attendees to visit your Booth/Innovation Theater.

Agenda Page

\$10,000 / \$30,000

Banner ad placement on agenda page.

Credentials Email (Exclusive)

\$7,500 / \$22,500

Banner ad placement on the email providing registered attendees their login information.

Custom eBlast

\$7,500

Custom email sent on your behalf to all pre-registered attendees.

Customer Service Desk (Exclusive)

\$5,000 / \$15,000

Logo recognition on our technical support help desk.

Daily eNL

\$15,000

Banner ad placement on our daily eNewsletters during the meeting.

eBag Insert

\$5,000

Custom PDF creative in our virtual bag available to all attendees for additional branding exposure.

Hello Bar (Exclusive)

\$10,000 / \$30,000

Exclusive recognition at the top of the welcome page on the meeting platform.

“Know Before You Go” Email (Exclusive)

\$7,500 / \$22,500

Banner ad placement on our Preconference email with important agenda details.

Login Page (Exclusive)

\$10,000 / \$30,000

Banner ad placement on login page where all registrations will need to sign in to the platform.

On-Demand Video

\$25,000 per video

Video hosting on meeting platform for 12 months.

Passport to Prizes (Exclusive)

\$5,000 / \$15,000

Sponsor our engagement points leaderboard.

Push Notification

\$7,500

Congress-branded push notifications to promote your upcoming Innovation Theater, remind attendees to visit your booth, or simply display a banner ad to increase exposure.

Scrolling Ticker

\$5,000

Provide your logo and custom text to crawl across the screen throughout the meeting platform.

Virtual Coffee Breaks

Call for rates

Sponsor a virtual Starbucks gift card for our attendees. Card and messaging can be corporate branded.

Custom-tailored digital opportunities are also available. Let us know how we can help you accomplish your goals!

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Sponsorship Contract

Sponsorship Opportunities

Sponsorships with an asterisk are **EXCLUSIVE** to one company.

PLATINUM VALUE PACK	<input type="checkbox"/> \$290,000
.....	
GOLD VALUE PACK	<input type="checkbox"/> \$275,000
.....	
SUPPORTER HEADLINE	<input type="checkbox"/> PLATINUM: \$90,000 <input type="checkbox"/> GOLD: \$60,000 <input type="checkbox"/> SILVER: \$40,000
.....	
ADDITIONAL POINTS ON LEADERBOARD	<input type="checkbox"/> \$5,000
.....	
AGENDA PAGE	<input type="checkbox"/> \$10,000 <input type="checkbox"/> \$30,000
.....	
CREDENTIALS EMAIL*	<input type="checkbox"/> \$7,500 <input type="checkbox"/> \$22,500
.....	
CUSTOM EBLAST	<input type="checkbox"/> \$10,000
.....	
CUSTOMER SERVICE DESK*	<input type="checkbox"/> \$5,000 <input type="checkbox"/> \$15,000
.....	
DAILY ENL	<input type="checkbox"/> \$15,000
.....	
EBAG INSERT	<input type="checkbox"/> \$5,000
.....	
HELLO BAR*	<input type="checkbox"/> \$10,000 <input type="checkbox"/> \$30,000
.....	
"KNOW BEFORE YOU GO" EMAIL*	<input type="checkbox"/> \$7,500 <input type="checkbox"/> \$22,500
.....	
LOGIN PAGE*	<input type="checkbox"/> \$10,000 <input type="checkbox"/> \$30,000
.....	
ON-DEMAND VIDEO	<input type="checkbox"/> \$25,000 per video
.....	
PASSPORT TO PRIZES*	<input type="checkbox"/> \$5,000 <input type="checkbox"/> \$15,000
.....	
PUSH NOTIFICATION	<input type="checkbox"/> \$7,500
.....	
SCROLLING TICKER	<input type="checkbox"/> \$5,000
.....	
VIRTUAL COFFEE BREAKS	<input type="checkbox"/> Call for rates

Sponsor Information

COMPANY NAME

COMPANY MAILING ADDRESS

CITY STATE ZIP

CONTACT NAME TITLE

CONTACT PHONE

CONTACT EMAIL

SIGNATURE OF AUTHORIZED REPRESENTATIVE

We fully understand that this form shall become a binding contract upon acceptance and is subject to the terms, conditions, rules, and regulations set forth herein. HMP Education reserves the right to approve all contracts and may restrict inappropriate products/services, deadlines, and specifications.

PAYMENT INFORMATION We agree to pay the total cost for the sponsorship allotted to us. We understand that a 100% deposit is due within 30 days of contract receipt. Upon receipt and acceptance of this signed contract, HMP Education will invoice you for the total amount due. Payment options and instructions will be provided at that time. HMP Education FED ID #20-3237337

CANCELLATION POLICY Notification of intent to cancel must be provided in writing. Cancellations will result in the forfeiture of 100% of the sponsorship fee. There will be no refunds.

CHANGES TO THIS AGREEMENT Any changes, additions, stipulations, or deletions by either HMP Education or the Sponsor will not be considered agreed to or binding to the other unless such modifications have been initialed or otherwise approved in writing by the other party. If changes to the said project occur, this agreement will be superseded by an addendum and pricing will be adjusted accordingly.

LOTTERIES & CONTESTS The operation of games of chance, lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and upon Practical Updates in Primary Care's written approval.

INTELLECTUAL PROPERTY Sponsor grants Practical Updates in Primary Care a limited, nonexclusive, non-transferable license to use exhibitor's name and marks in connection with the Event. Sponsor may not use Practical Updates in Primary Care's name, trademarks, logos, or research in its booth or in any information it provides to its clients, except to inform clients that it will be participating as a sponsor of the event. The use of Practical Updates in Primary Care's logo/name or the event logo/name by sponsor before, during or after the event is strictly forbidden without the prior written consent of Practical Updates in Primary Care.

CHANGES BY EVENT ORGANIZER In the event, that Practical Updates in Primary Care is postponed by Practical Updates in Primary Care, Practical Updates in Primary Care will transfer any sponsorship fee(s) to the new alternate date. All Sponsor assignments will remain the same as previously contracted. If Sponsor is unable to participate during the alternate dates, Sponsor may choose to transfer any remaining balance of fees (after incurred expenses by Practical Updates in Primary Care have been deducted from previously paid fees) to a future live or virtual event, or towards print or digital products. Practical Updates in Primary Care shall be under no liability to the Sponsor or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the Sponsor as the result thereof.

CANCELLATION BY THE EVENT ORGANIZER In the event, that Practical Updates in Primary Care is cancelled by Practical Updates in Primary Care, Practical Updates in Primary Care will refund the sponsorship fee(s), including deposit(s), previously paid by Sponsor, minus any expenses already incurred by Practical Updates in Primary Care. Sponsor may choose to transfer any remaining balance of fees (after incurred expenses by Practical Updates in Primary Care have been deducted from previously paid fees) to a future live or virtual event, or towards print or digital products. Practical Updates in Primary Care shall be under no liability to the Exhibitor or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the Sponsor as the result thereof.

LIABILITY Practical Updates in Primary Care will not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: strikes or other public disorder, impossibility of performance created by lay or any public authority, and/or for any cause beyond its control.

Submit Sponsor Application & Contract:

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