



**Practical Updates
in Primary Care**

2025

**Exhibitor
Prospectus**

May 7–9
July 16–18

September 17–19
November 5–7



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:

Taylor Dunlap

Senior National Account Manager
Practical Updates in Primary Care, Consultant360
713.494.5141
tdunlap@hmpglobal.com

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LOGISTICS AND MEETING PROVIDER

HMP Omnimedia

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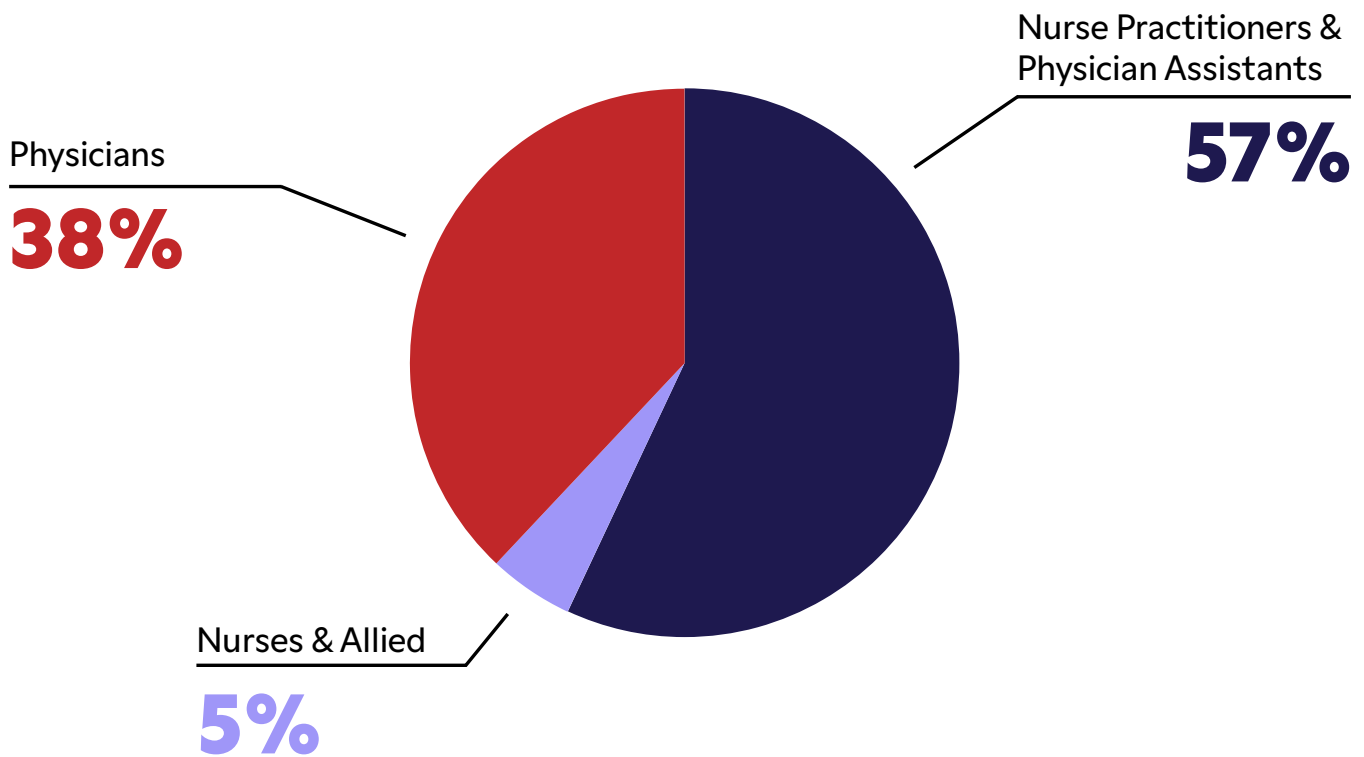
SPONSOR AND EDUCATION PROVIDER

HMP Education

HMP Education
naccme.com



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.

Sponsorship and Advertising Inquires:

Taylor Dunlap
Senior National Account Manager
Multidisciplinary Medical Information Network
717.519.9386
tdunlap@hmpglobal.com



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 Sponsor Spotlight
- Poster Pavilion
- 4 Sponsored Quiz
- 4 Custom eBlasts
- Lead Nurture
 - eBlast to Leads
 - Banner Ad Retargeting
 - Data Delivered to Client Weekly
- 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 Sponsor Spotlight
- 5 Complimentary Registrations
- 4 Custom eBlasts
- 4 PUPC eBlasts to Promote Theater

Silver Sponsor

\$40,000 (series)

- Recognition as Silver level supporter on Congress Platform
- 3 Complimentary Registrations
- Bag Insert
- 4 Custom eBlasts
- 4 PUPC eBlasts to Promote Theater

Sponsor Spotlight

\$20,000

- Unlimited content hosting for videos, podcasts, PDFs, external links, etc.
- Hosted for 90 days post conference
- Assistance with Booth Development
- Lead reporting on your booth visitors

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Innovation Theaters

May 7–9, 2025

DATE	AM	PM
Wednesday 5/7	Available	Available
Thursday 5/8	Available	Available
Friday 5/9	Available	Available

July 16–18, 2025

DATE	AM	PM
Wednesday 7/16	Available	Available
Thursday 7/17	Available	Available
Friday 7/18	Available	Available

September 17–19, 2025

DATE	AM	PM
Wednesday 9/17	Available	Available
Thursday 9/18	Available	Available
Friday 9/19	Available	Available

November 5–7, 2025

DATE	AM	PM
Wednesday 11/5	Available	Available
Thursday 11/6	Available	Available
Friday 11/7	Available	Available

The screenshot shows a virtual theater interface. On the left, there is a live video feed of Daniel Einhorn, MD. The main content area displays a slide titled "PRINCIPLES OF THE AACE/ACE COMPREHENSIVE TYPE 2 DIABETES MANAGEMENT ALGORITHM" with a list of 11 items. On the right, there is a "TOP QUESTIONS" section with three questions and their respective answers. The interface also includes a "Menu" button, a "Home" button, and a "SUBMIT NEW QUESTION" button.

- \$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.

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.

Daily eNL

\$15,000

Banner ad placement on our daily eNewsletters during the meeting.

“Know Before You Go” Email (Exclusive)

\$7,500 / \$22,500

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

On-Demand Video

\$25,000 per video

Video hosting on meeting platform for 12 months.

Push Notification

\$7,500

Congress-branded push notifications to promote your upcoming Innovation Theater, remind attendees to visit your Sponsor Spotlight.

Poster Pavilion

\$5,000

Take the opportunity to showcase your company's research in a sponsored poster pavillion.

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
SILVER SPONSOR	<input type="checkbox"/> \$40,000
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
DAILY ENL	<input type="checkbox"/> \$15,000
“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
POSTER PAVILION	<input type="checkbox"/> \$5,000
SPONSOR SPOTLIGHT	<input type="checkbox"/> \$20,000
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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VIRTUAL SERIES

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November 5–7

hmpglobalevents.com/pupc

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