



EXHIBITOR PROSPECTUS

May 11–13 | July 20–22 | September 7–9 | November 16–18



Consultant³⁶⁰
**Practical Updates
in Primary Care**

**VIRTUAL
SERIES**

practicalupdates.consultant360.com

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Consultant360

Practical Updates in Primary Care

VIRTUAL SERIES

Our Mission is to Provide Real-World Education Primary Care Clinicians Can Learn Today and Practice Tomorrow

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 premiere, 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 present multi-track days covering 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
- 30+ CEUs Available
- 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 more information or to secure your participation, please contact:

Booth, Sponsorship, and Advertising Inquires:

Anthony Lancia
National Accounts Manager
Office: 610.560.0500 x4133
Mobile: 732.675.3691
Email: alancia@hmpglobal.com

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LOGISTICS AND MEETING PROVIDER



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SPONSOR AND EDUCATION PROVIDER

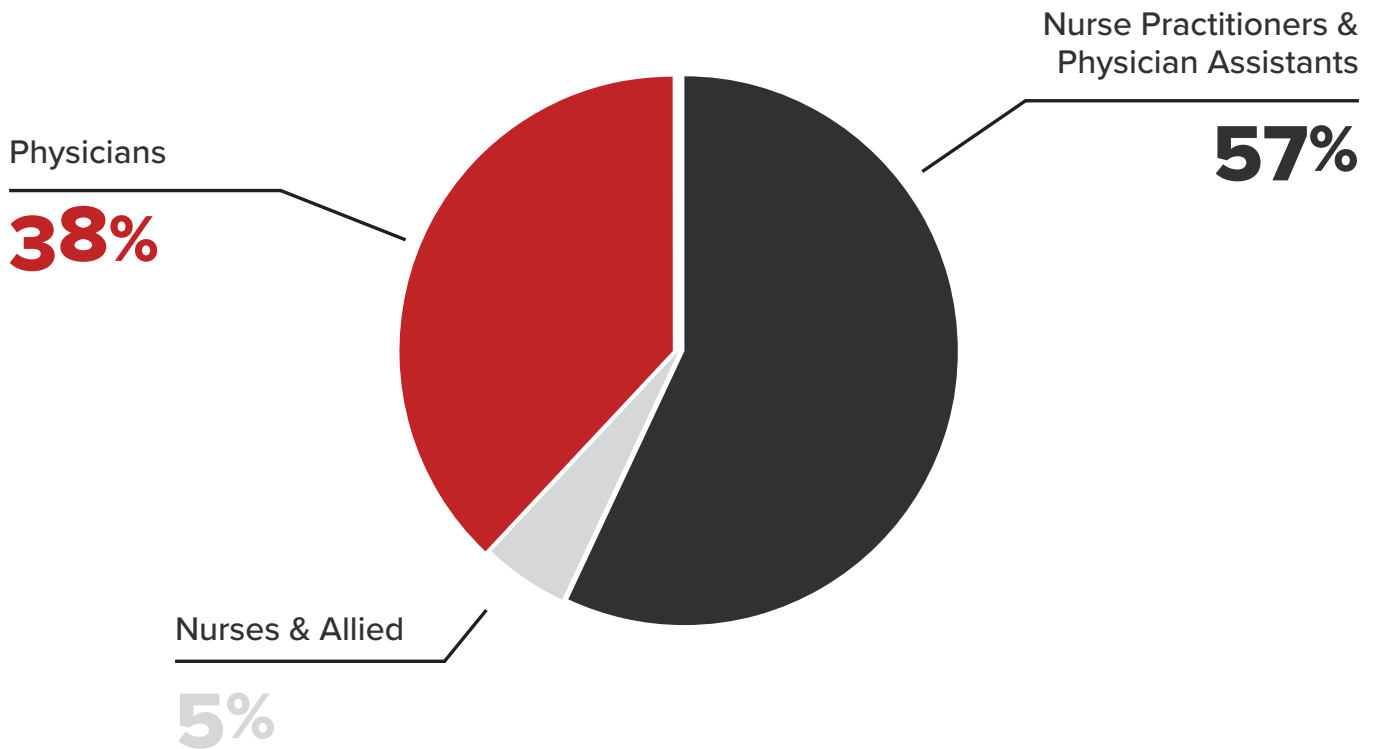


NACCME
naccme.com



Attendee Demographics

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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Sponsorship Levels

Gold Level Supporter

\$60,000 (series)

- Recognition as Gold level supporter on Congress Platform
- Custom Exhibit Page
- (1) eBag Insert
- Advertisement in Virtual Congress program
- Rotating Banner Ads on the Agenda Page and on the Welcome Page of the Virtual Platform
- Custom Pop-Up
- (7) Complimentary registrations

Silver Level Supporter

\$40,000 (series)

- Recognition as Silver level supporter on Congress Platform
- Custom Exhibit Page
- (1) eBag Insert
- Advertisement in Virtual Congress program
- Rotating Banner Ads on the Agenda Page
- (5) Complimentary registrations

Bronze Level Supporter

\$30,000 (series)

- Recognition as Bronze level supporter on Congress Platform
- Custom Exhibit Page
- (1) eBag Insert
- Advertisement in Virtual Congress program
- (3) Complimentary registrations

Virtual Exhibit

\$20,000 (series)

- Acknowledgment as an Exhibitor on Congress Platform
- Custom Exhibit Page designated to Client
- Ability to host pre-approved assets
- Ability for live interactions with attendees via exhibit page
- (3) Complimentary registrations

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



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Innovation Theater

May 11–13, 2022

DATE	AM	PM
Wednesday 5/11	Available	Available
Thursday 5/12	Available	Available
Friday 5/13	Available	Available

July 20–22, 2022

DATE	AM	PM
Wednesday 7/20	Available	Available
Thursday 7/21	Available	Available
Friday 7/22	Available	Available

September 7–9, 2022

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

November 16–18, 2022

DATE	AM	PM
Wednesday 11/16	Available	Available
Thursday 11/17	Available	Available
Friday 11/18	Available	Available

The screenshot shows a live video feed of Daniel Einhorn, MD, on the left. The main content area displays a list of topics for the 'Principles of the AACE/ACE Comprehensive Type 2 Diabetes Management Algorithm'. The topics include:

- 1. Lifestyle modification (diet, exercise, weight control, physical activity, stress, etc.)
- 2. Avoid hyperglycemia
- 3. Avoid weight gain
- 4. Individualize all glycemic targets (A1C, FPG, PPG)
- 5. Optimize A1C to <6.5% or as close to normal as is safe and achievable
- 6. Therapy choices are patient-centric based on A1C at presentation and shared decision-making
- 7. Choice of therapy reflects AACE/ACE, CME, and local status
- 8. Consideration must be made for comorbidities and risk
- 9. Get to goal as soon as possible—adjust as needed until at goal
- 10. Choice of therapy includes ease of use and affordability
- 11. CME is highly recommended, as available, to assist patients in reaching goals safely

On the right side of the interface, there are sections for 'TOP QUESTIONS' and 'NEWEST QUESTIONS'. The 'TOP QUESTIONS' section includes:

- 1. If pt has elevated triglycerides, do you get level down before starting GLP1 RA? (Answered #10296 - 2 minutes ago)
- 2. How do you transition someone off insulin that they've been placed on in the hospital setting? (Answered #10295 - a few seconds ago)
- 3. Any guidance on Rx SGLT2 in men who are uncircumcised? (Answered #10293 - a few seconds ago)

At the bottom, there is a 'SUBMIT NEW QUESTION' button and an 'ONLINE HELP' button.

- **\$50,000 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)**
- **Silver Sponsorship Level Required**

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, Immedex, HMP Global, or NACCME. 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. If you wish to opt-out, email optouts@practicalupdates.com.

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Additional Branding Opportunities

Additional Items

*Please note below rates reflect individual meetings.

1:1 Meetings (Coffee Connects)

5 meetings for \$25,000
10 meetings for \$47,500

One-on-one meetings set up by organizers between your reps and attendees of the meeting for 15- to 20-minute touch-point calls.

Additional Points to Leaderboard \$5,000

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

Agenda Page \$5,000

Banner ad placement on agenda page.

Credentials Email (Exclusive) \$12,500

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) \$10,000

Logo recognition on our technical support help desk.

Daily eNL \$15,000

Banner ad placement on our daily eNewsletters during the meeting.

Daily Video Sponsorship (Exclusive) \$25,000

Logo recognition beside our daily agenda video where our faculty reviews the daily topics.

eBag Insert \$5,000

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

Hello Bar (Exclusive) \$10,000

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

"Know Before You Go" Email (Exclusive) \$12,500

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

Login Page (Exclusive) \$10,000

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

On-Demand Video \$25,000 per video

Video hosting on meeting platform for 12 months.

Passport to Prizes (Exclusive) \$10,000

Sponsor our engagement points leaderboard.

Post-Meeting Wrap-Up Video (Exclusive) \$20,000

Banner ads surrounding our post-meeting wrap-up video hosted on our Newsroom.

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 to 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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SERIES

Sponsorship Opportunities

Sponsorships with an asterisk are EXCLUSIVE to one company.

SUPPORTER HEADLINE	
<input type="checkbox"/> Gold Level: \$60,000 <input type="checkbox"/> Silver Level: \$40,000 <input type="checkbox"/> Bronze Level: \$30,000	
1:1 MEETINGS (COFFEE CONNECTS)	<input type="checkbox"/> 5 meetings for \$25,000 <input type="checkbox"/> 10 meetings for \$47,500
ADDITIONAL POINTS TO LEADERBOARD	<input type="checkbox"/> \$5,000
AGENDA PAGE	<input type="checkbox"/> \$5,000
CREDENTIALS EMAIL*	<input type="checkbox"/> \$12,500
CUSTOM eBLAST	<input type="checkbox"/> \$10,000
CUSTOMER SERVICE DESK*	<input type="checkbox"/> \$10,000
DAILY eNL	<input type="checkbox"/> \$15,000
DAILY VIDEO SPONSORSHIP*	<input type="checkbox"/> \$25,000
eBAG INSERT	<input type="checkbox"/> \$5,000
HELLO BAR*	<input type="checkbox"/> \$10,000
"KNOW BEFORE YOU GO" EMAIL*	<input type="checkbox"/> \$12,500
LOGIN PAGE*	<input type="checkbox"/> \$10,000
ON-DEMAND VIDEO	<input type="checkbox"/> \$25,000 per video
PASSPORT TO PRIZES*	<input type="checkbox"/> \$10,000
POST-MEETING WRAP-UP VIDEO*	<input type="checkbox"/> \$20,000
PUSH NOTIFICATION	<input type="checkbox"/> \$7,500
SCROLLING TICKER	<input type="checkbox"/> \$5,000
VIRTUAL COFFEE BREAKS	<input type="checkbox"/> Call for rates

Submit Sponsor Application & Contract

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Sponsorship Contract

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. NACCME 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, NACCME will invoice you for the total amount due. Payment options and instructions will be provided at that time. NACCME 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 NACCME or the Sponsor will not be considered agreed to or binding to the other unless such modifications have been initiated 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.