

Illinois State Medical Society Annual Meeting

April 20-22, 2018

Sponsorship Opportunities

Hilton Chicago/Oak Brook Hills Resort
and Conference Center

www.isms.org/hod

ISMS
ANNUAL
MEETING
★
HOUSE of
DELEGATES
2018

Dear ISMS Supporters:



I would like to invite you to partner with the Illinois State Medical Society (ISMS) as we come together for our Annual Meeting on April 20-22, 2018. The meeting will take place at the Hilton Chicago/Oak Brook Hills Resort and Conference Center.

Partnership with ISMS can help your organization increase its visibility in the medical community and connect with our statewide network of physicians. ISMS is the largest and most influential advocate for physicians and their practices in Illinois, and our membership includes decision-makers at medical practices and institutions of all shapes and sizes. ISMS draws physician members from all specialties and Illinois regions. Enclosed you will find detailed sponsorship opportunities spanning our three-day event.

ISMS looks forward to partnering with you in showcasing your organization to all of our physician participants. Regular updates about the Annual Meeting and House of Delegates will be available at <http://www.isms.org/hod>.

Please contact Felicia Robinson with any specific questions at feliciarobinson@isms.org or by phone at (312) 853-1625.

We look forward to your participation.

Sincerely,

Nestor A. Ramirez, MD, MPH
ISMS President

ISMS Annual Meeting Description

Date: April 20-22, 2018

Location: Hilton Chicago/Oak Brook Hills Resort and Convention Center

Illinois physicians will attend the ISMS Annual Meeting, which will be held in Oak Brook, IL, this year. As a sponsor, you'll have an opportunity to meet face-to-face with physicians to highlight your services and products, promote brand awareness and gain valuable interaction with medical decision-makers. These opportunities will go fast, so please sign up right away!

ISMS Annual Meeting Schedule

Friday, April 20, 2018

2:00 p.m. – 7:00 p.m.	Registration
3:00 p.m. – 5:30 p.m.	Welcome Snack Bar
4:45 p.m. – 6:00 p.m.	General Session

Saturday, April 21, 2018

7:00 a.m. – 2:30 p.m.	Registration
7:00 a.m. – 8:30 a.m.	Continental Breakfast
8:00 a.m. – 12:00 p.m.	Committee Sessions
12:00 p.m. – 1:15 p.m.	Luncheon
1:30 p.m. – 3:00 p.m.	General Session
1:30 p.m. – 4:30 p.m.	Dessert and Refreshments
6:30 p.m. – 9:30 p.m.	President's Night

Sunday, April 22, 2018

7:00 a.m. – 12:00 p.m.	Registration
7:15 a.m. – 8:30 a.m.	All-Attendee Continental Breakfast
8:30 a.m. – 11:30 a.m.	Coffee and Refreshments
8:30 a.m. – 12:30 p.m.	House of Delegates
12:00 p.m.	Raffle Drawing – iPad® and Apple Watch®

LEGACY: PRESIDENT'S NIGHT COCKTAIL RECEPTION

Cost: \$6,000

President's Night is the main social gathering of the ISMS annual meeting. As the premier sponsor, your company will enjoy maximum exposure throughout the year in addition to being the supporter of the cocktail hour.

Sponsorship includes:

- 1 Exhibit table at the Annual Meeting
- Opportunity to distribute giveaways at registration
- Your brand featured on the sponsors' page of the mobile app
- 1 Push notification during the event
- Napkins distributed with company logo

Additional benefits:

- 6-month advertisement on the ISMS website* 220 px wide X 380 px high per insertion.
- 4 Social media spotlight posts on ISMS' Facebook and Twitter pages
- 1 Featured article in ISMS' Physician Advocate electronic newsletter
- Logo and link on the event web page

DIAMOND: SUNDAY OPEN FORUM BREAKFAST

Cost: \$5,000

Increase your company's visibility with ISMS members by supporting the closing House of Delegates breakfast session.

Sponsorship includes:

- 1 Exhibit table at the Annual Meeting
- 1 Push notification during the event on the mobile app
- Your brand featured on the sponsors' page of the mobile app

Additional benefits:

- 3-month advertisement on the ISMS website* 220 px wide X 380 px high per insertion
- 4 Social media spotlight posts on ISMS' Facebook and Twitter pages
- 1 Featured article in ISMS' Physician Advocate electronic newsletter
- Logo and link on the event web page

PLATINUM: SATURDAY CONTINENTAL BREAKFAST Cost: \$4,000

Help attendees jump-start their mornings and increase your company's visibility by providing the most important meal of the day.

Sponsorship includes:

- 1 Exhibit table at the Annual Meeting
- Your brand featured on the sponsors' page of the mobile app
- Logo and link on the event web page

Additional benefits:

- 1-month advertisement on the ISMS website* 220 px wide X 380 px high per insertion.
- 3 Social media spotlight posts on ISMS' Facebook and Twitter pages
- 1 Featured article in ISMS' *Physician Advocate* electronic newsletter
- 1 Push notification during the event on the mobile app

* Advertisements are subject to ISMS review and approval. Please see the ISMS Annual Meeting advertising guidelines on page 6.

PLATINUM: Wi-Fi

Cost: \$4,000

Promote your organization by providing wireless internet access to the attendees throughout the conference venue. There will be sufficient bandwidth for attendees to check emails and general web surfing. The sponsorship will be recognized throughout the year and during the entire program.

Sponsorship includes:

- 1 Exhibit table at the Annual Meeting
- Your brand featured on the sponsors' page of the mobile app
- Logo and link on the event web page

Additional benefits:

- 1-month advertisement on the ISMS website*
220 px wide X 380 px high per insertion
- 3 Social media spotlight posts on ISMS' Facebook and Twitter pages
- 1 Featured article in ISMS' *Physician Advocate* electronic newsletter
- 1 Push notification during the event on the mobile app

GOLD: MOBILE APP

Cost: \$3,000

Attendees refer to the ISMS mobile app throughout the event to track the agenda, find conference rooms, view important documents and learn about our exhibitors. This is a great interactive way to promote your company to attendees.

Sponsorship includes:

- 1 Exhibit table at the Annual Meeting
- 1 Custom brand engagement opportunity on the mobile app
- 1 Push notification during the event
- Your brand featured on the sponsors' page of the mobile app
- Logo and link on the event web page

GOLD: WELCOME SNACK BAR

Cost: \$3,000

Satisfy attendees' afternoon hunger and help revive them with a jolt of caffeine! The snack bar will be available on Friday afternoon for arriving attendees in a high-visibility location near the ISMS registration area.

Sponsorship includes:

- 1 Exhibit table at the Annual Meeting
- 1 Push notification during the event
- Your brand featured on the sponsors' page of the mobile app
- Logo and link on the event web page

SILVER: Apple Watch Series 3[®] RAFFLE

Cost: \$750

Receive acknowledgement for helping two lucky winners stay on track with their fitness goals by sponsoring the Apple Watch Series 3[®] raffle. The raffle drawing will be held on Sunday morning. ISMS will provide the Apple Watches.

Sponsorship includes:

- Raffle entry to be included in mobile app (entries will also be accepted at registration)
- Your brand featured on the sponsors' page of the mobile app

SILVER: iPad[®] RAFFLE SPONSOR

Cost: \$750

Engage the enthusiasm of attendees by sponsoring a giveaway prize of an iPad[®]! The lucky winner will be announced Sunday morning. ISMS will provide the iPad[®].

Sponsorship includes:

- Raffle entry to be included in the mobile app (entries will also be accepted at registration)
- Your brand featured on the sponsors' page of the mobile app

ISMS ANNUAL MEETING SUPPORTER

Cost: \$500

- Your brand featured on the sponsors' page of the mobile app
- Logo and link on the event web page

* Advertisements are subject to ISMS review and approval. Please see the ISMS Annual Meeting advertising guidelines on page 6.

2018 ISMS Annual Meeting Sponsorship Application

First Name: _____ Last Name: _____
 Title: _____ Company: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail: _____ Web site: _____

Please note that all sponsor and exhibitor opportunities are honored on a first-come, first-served basis. ISMS reserves the right to refuse a sponsor or exhibitor. **Application must be received by April 6, 2018.**

Individual Sponsorships

Sponsorship Opportunities

SOLD – President’s Night Cocktail Reception – Saturday	\$6,000	<input type="checkbox"/>
Diamond – Sunday All-Attendee Breakfast	\$5,000	<input type="checkbox"/>
Platinum – Saturday Continental Breakfast	\$4,000	<input type="checkbox"/>
Platinum – Wi-Fi	\$4,000	<input type="checkbox"/>
SOLD – Mobile App	\$3,000	<input type="checkbox"/>
Gold – Welcome Snack Bar – Friday	\$3,000	<input type="checkbox"/>
Silver – iPad® Raffle Sponsor – Sunday	\$750	<input type="checkbox"/>
SOLD Apple Watch Series 3® Raffle Sponsor – Sunday	\$750	<input type="checkbox"/>
ISMS Annual Meeting Supporter	\$500	<input type="checkbox"/>

Send to:

Felicia Robinson
 Illinois State Medical Society
 20 N. Michigan Avenue
 Suite 700
 Chicago, Illinois 60602
 Fax: 312-782-2023
 Email: feliciarobinson@isms.org

Payment Method:



Check Enclosed

 Name as it appears on credit card

 Card Number

 Exp. Date

 Signature

\$ _____
 Grand Total Charged

QUESTIONS? Contact Felicia Robinson at (312) 853-1625 or feliciarobinson@isms.org

ISMS Annual Meeting Advertising Guidelines

All advertising is subject to review by the Illinois State Medical Society (ISMS). The ISMS reserves the right to decline, withdraw or modify advertisements at its discretion. While decisions will be made on an individual basis, the following general guidelines will apply:

- The ISMS seeks to promote the science and art of medicine and the betterment of public health. Advertising inconsistent with these goals or with medical ethics will not be accepted. The ISMS may decline any advertising as inconsistent with its purposes or inimical to the interests of the membership.
- Advertisements may not contain discriminatory statements, such as those relating to race, creed, color, age, religion, sex, ethnic origin, national origin or country of training.
- Products subject to approval by the Food and Drug Administration must be approved for marketing in the United States, and their advertising must meet FDA requirements.
- Collateral advertising may not make reference to appearance on www.isms.org. Acceptance of advertising is neither an endorsement of the product nor a guarantee of the claims made.
- Advertisers are responsible for the content of their materials. Advertisers agree to defend, protect and indemnify the ISMS against any claim, loss or expense arising from actions for libel, infringement of trademarks or patents, violation of rights or privacy of other claims.
- New advertisers may be asked to provide background information about their company and/or product, as well as references. Advertisers should allow at least two weeks for ad clearance prior to the advertisement submission deadline.
- Advertisements are limited to 220 px wide X 380 px high per insertion. No advertisement shall exceed 220 px wide X 380 px high. ISMS reserves the right to make changes in these guidelines without notice.
- Web advertisements will appear in rotation at ISMS discretion. Ad placement is run-of-site and may include the ISMS homepage (www.isms.org), the Annual Meeting page (www.isms.org/HOD), the *Physician Advocate* newsletter (www.isms.org/PA) or other site pages as determined by ISMS. The number of ad impressions will vary based on the total number of advertisements appearing on the site at a given time.
- The submission deadline for 2018 House of Delegates advertisements is April 15, 2018
- The starting run date for 2018 House of Delegates advertisements is April 1, 2018.
- The ending run date for 2018 House of Delegates advertisements varies by advertising or sponsorship level. Ads are sold in 30 day increments.
- Ad design assistance is available through ISMS. An additional fee may be requested depending on the nature of the design request.

Send to: **Felicia Robinson**
Illinois State Medical Society
20 N. Michigan Avenue
Suite 700
Chicago, Illinois 60602
Fax: 312-782-2023
Email: feliciarobinson@isms.org

