



Just like you were way way (way) back in your college days, we were immature freshmen, slightly awkward sophomores, and apprehensive juniors. But now that CMEpalooza is entering its senior year of programming (ie, the fourth one – we didn't flunk a grade), we know who we are, we know what we offer, and we know why we matter.

It's thanks to the many organizations that have supported CMEpalooza with their sponsorship dollars that we have continually been able to demonstrate our creativity, and we're hoping that you will continue to help us evolve again in 2018.

Throughout the run-up to each event, as well as on the day of each broadcast, CMEpalooza Spring and Fall reaches thousands of professionals from around the globe who are involved in the planning and execution of CME programs. We inform, we educate, and we entertain, all with the purpose of drawing interest to our broadcast and supporters of our programs.

In the past 4 years, more than 50 companies and organizations have aligned themselves with CMEpalooza, showing faith in the ability of our platform to get their names out and promote their businesses through regular exposure via our website and social media channels.

Check out the **By the Numbers** page at the end of this prospectus for demographic and traffic data on CMEpalooza, and feel free to ask us any questions you may have about the upcoming events.

In 2018, we are again inviting CME providers, supporters, and service companies to take advantage of sponsorship opportunities with CMEpalooza Spring (**2 days: Wednesday, April 25 and Thursday, April 26**) and CMEpalooza Fall (**Wednesday, October 17**). We have individual and package sponsorships available, as well as other creative opportunities to promote your company. We've thrown a few new goodies out again this year as well. If there is anything particularly creative you have in mind, come talk to us. We'll be the ones collecting money for watered-down Milwaukee's Best from freshmen at the door.

**Derek Warnick**

**Scott Kober, MBA**

Co-Producers, CMEpalooza

[thecmeguy@gmail.com](mailto:thecmeguy@gmail.com)

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## **CMEpalooza Sponsorship Opportunities**

### **Bronze Level**

**\$600 for each event**

**\$1,000 for both events (that's a pretty sweet discount!)**

- Listing on the Sponsor recognition web page, along with a brief description of your company (100 word maximum), your company logo, a link to your website, and a promotional video (if available, up to 5 minutes)
- Recognition on all pre-CMEpalooza communications
- Recognition on a sponsor slide at the start of each broadcast during CMEpalooza
- Participation in our CMEpalooza Sponsorship event (specific details TBA – in 2017, this involved CMEpalooza Pursuit and CMEpalooza Bingo!! We'll come up with something creative again this year)

### **Silver Level**

**\$1,250 for each event**

**\$2,000 for both events (that's an even sweeter discount!)**

- All of the above, plus title sponsorship for one session of your choosing (limit 1 sponsor per session)
- **NEW IN 2018:** All silver sponsors will have the opportunity to contribute one original post on our award-winning blog (voted Best in CME Blogs by, er, Derek's mother). This can be serious, this can be fun, this can be whatever you want (within reason).

### **Gold Level**

**\$3,000 for each event**

**\$5,000 for both events (that's the sweetest discount of all!)**

- All of the above, plus the opportunity to work with the CMEpalooza planning committee to develop a sponsored breakfast or lunch panel that can include one representative of your company (limit 2 sponsors per event)

### **CMEpalooza Q&A Line (Limit 1)**

**\$1,500 for each event**

**\$3,000 for both events**

- Your company will be mentioned every time a question is posed to presenters through our online portal, our Google text line, or Twitter. With approximately 3-5 questions per session, that's a lot of mentions.

**CMEpalooza Audience Response System (Limit 1)**

**\$1,500 for each event**

**\$3,000 for both events**

- Your company will be mentioned as the sponsor of our NEW audience response system (ARS) every time one is included within a session. We plan to include at least two ARS questions with each CMEpalooza session in 2018, so that's a lot of mentions.

**CMEpalooza Website Banner Ad**

**\$350 per month**

- You provide the design of the banner ad and we'll drop it at the top of the CMEpalooza website along with a clickable link to your site. We get anywhere from 500 to 5,000 hits per month so that's 1,000 to 10,000 eyes that will see your company.

## **About CMEpalooza**

CMEpalooza Spring and Fall are online events that feature a series of discussions focused on timely, relevant education for the CME community. Broadcasts stream live via the YouTube Live platform (formerly Google Hangout On Air) and are immediately available on YouTube upon their conclusion. All sessions are archived on the CMEpalooza website and available for viewing within 24 hours of the conclusion of the conference. There is no charge for participants to view or participate in any of these sessions. For more information about CMEpalooza, visit [www.cmepalooza.com](http://www.cmepalooza.com).

## **About the CMEpalooza Organizers**

Derek Warnick is Senior Manager of Healthcare Education at Pfizer and one of the most vocal advocates of social media and new technology in the CME field. He can be reached at [thecmeguy@gmail.com](mailto:thecmeguy@gmail.com).

Scott Kober is President of MedCaseWriter and an active user of YouTube Live in both his professional and personal life. He can be reached at [scott@medcasewriter.com](mailto:scott@medcasewriter.com).

## Sponsor Commitment Form

### Primary Contact (Individual who will receive information and updates on CMEpalooza)

First Name:		Last Name:	
Title:		Organization:	
Work Address Street:	City:	State:	Zip Code:
Work Phone:		Email Address:	

### Sponsor Fee

- Bronze Sponsor – 1 event (\$600)
- Bronze Sponsor – both events (\$1,000)
- Silver Sponsor – 1 event (\$1,250)
- Silver Sponsor – both events (\$2,000)
- Gold Sponsor – 1 event (\$3,000)
- Gold Sponsor – both events (\$5,000)
- CMEpalooza Q&A Line – 1 event (\$1,500)
- CMEpalooza Q&A Line – both events (\$3,000)
- Website Banner Ad – \$350 per month x \_\_\_ months = \$\_\_\_\_\_

Payments can be made either via check or PayPal. Checks should be made out to MedCaseWriter, 2328 Brown St., Philadelphia, PA 19130. If you prefer to pay via PayPal, please email us at [scott@medcasewriter.com](mailto:scott@medcasewriter.com), and we will send you a link with payment details.

## **CMEpalooza “By the Numbers”**

84,738 – The number of page views that the CMEpalooza website has attracted since its launch

5,120 – The number of unique viewers of the CMEpalooza website in 2016

2,959 – The number of times individual CMEpalooza sessions originally occurring 2017 were viewed – combined live and archived – by learners

2,073 – The combined number of unique visitors to the CMEpalooza website on the months of our live 2017 broadcast for CMEpalooza Spring (April) and Fall (October)

46.7 – The percentage of viewers from CMEpalooza Fall who reported on a post-activity survey that they worked in the MECC setting (our largest audience). An additional 13.3% worked in medical schools, 8.3% in a hospital, 7.2% for industry, along with a smattering of other work settings.

27 – The number of new blog posts written for our website in 2017. Those are typically the most highly-trafficked non-broadcast days for the CMEpalooza website

64.3 – The percentage of viewers from CMEpalooza Fall who reported on a post-activity survey that, compared to other events for CME/CE professionals, the quality of education provided through CMEpalooza “blows those other programs out of the water.”