



In sports, there are so-called “Records That Will Never Be Broken.”

Wilt’s 100 points.

Joe D’s 56-game hitting streak.

UCLA’s 88 game winning streak.

Alas, as it applies to CMEpalooza, there are no “unbreakables,” as we’ve shown year after year. We regularly set new records with each broadcast for session views, website visitors, and social media mentions. We like to think it’s due to our innovative programming, witty (OK, mildly amusing) promotional efforts, and suave demeanor.

Of course, it doesn’t hurt to have a number of organizations throughout the CME enterprise supporting us with their sponsorship dollars and overall sense of goodwill.

CMEpalooza is back for its fifth year (can you believe it’s been 5 years?), with the usual Spring and Fall meetings on tap. You can mark your calendars now if you want to – Wednesday, April 17 and Wednesday, October 16.

We are again inviting CME providers, supporters, and service companies to take advantage of sponsorship opportunities with CMEpalooza Spring and Fall in 2019. We had a record-breaking 38 sponsors in 2018 and, of course, we’re hoping to set a new mark again this year.

There are 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 don’t bite.

Derek Warnick

Scott Kober, MBA

Co-Producers, CMEpalooza

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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 2018, this involved CMEpalooza Pursuit and CMEpalooza Bingo!! We'll come up with something creative again this year)

Silver Level

\$1,500 for each event

\$2,500 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 2019:** All silver sponsors will be included in a special CMEpalooza Sponsor Haiku promotion, where Derek will wax poetic about your organization
- **NEW IN 2019:** All silver sponsors will have the opportunity to show a 60-90 second video at the start of their sponsored session about their organization.

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 5-7 questions per session, that's a lot of mentions.

CMEpalooza Website Banner Ad

\$500 per month

- You provide the design of the banner ad (approximately 240x240 in size) 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, assuming that we don't get a bunch of Cyclops visiting our site.

CMEpalooza Market Research

\$1,000

- **NEW IN 2019:** Do you want to tap into the CME community for any reason? We reach nearly 1,000 CME professionals from a variety of professional settings and would be happy to work with you to push out a survey to our audience. Is this at all useful to anyone? We have no idea.

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.

About the CMEpalooza Organizers

Derek Warnick is Regional Grant Officer, North America at Pfizer and a vocal advocate of social media and new technology in the CME field. He can be reached at thecmeguy@gmail.com. Scott Kober is President of MedCaseWriter, Inc., and an active user of YouTube Live in both his professional and personal life. He can be reached at 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 (\$1,500)
- Silver Sponsor – both events (\$2,500)
- 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 – \$500 per month x ___ months = \$_____
- CMEpalooza Market Research – \$1,000

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

CMEpalooza “By the Numbers”

107,213 – The number of page views that the CMEpalooza website has attracted since its launch

5,738 – The number of unique viewers of the CMEpalooza website in 2018

3,255 – The number of times individual CMEpalooza sessions originally occurring 2018 were viewed – combined live and archived – by learners

2,601 – The combined number of unique visitors to the CMEpalooza website on the months of our live 2018 broadcast for CMEpalooza Spring (April) and Fall (October)

39.4 – 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 16.5% worked in hospitals, 11.9% in medical schools, 11.0% as freelancers/consultants, 6.4% for industry, along with a smattering of other work settings.

54 – The number of new blog posts written for our website in 2018. Those are typically the most highly-trafficked non-broadcast days for the CMEpalooza website

53 – The number of jokes people submitted to us on the CMEpalooza Fall post-activity survey (our favorite: “Vandals destroyed the Origami Institute in Japan. We'll keep you posted as the story unfolds”)