



Let's go ahead and make a prediction – you are going to be exhausted by the mask vs. no mask debate oh, 3 months ago.

One thing, though, we can promise you – you'll never get tired of citing the science supporting the value of a CMEpalooza sponsorship. While we won't viciously target you in a tweet for being a Karen if you decide against a sponsorship in 2020, we will surely give you a very public pat on the back if you make the wise business decision to mask up, er, sign up.

Yes indeed, the public has spoken and CMEpalooza is back for its sixth year, with the Fall meeting on tap for Wednesday, October 14.

We are again inviting CME providers, supporters, and service companies to take advantage of sponsorship opportunities with CMEpalooza Spring and Fall in 2020. There were 31 organizations who sponsored CMEpalooza in 2019 and we hope that even more forward-thinking organizations join the crusade 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 fall as well. If there is anything particularly creative you have in mind, come talk to us. No matter what sort of science you choose to believe in, we'll be happy to work with you on a suitable compromise.

Derek Warnick

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Co-Producers, CMEpalooza

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CMEpalooza Sponsorship Opportunities

Bronze Level

\$750

- 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 the spring, this involved CMEopoly. We're going to do something new this fall that will be just as much fun)
- **NEW IN 2020:** Do you have a company mug, thermos, or other branded doohickey that you want to show off during CMEpalooza? Send it to us and we'll be sure to surreptitiously feature it on camera during one of our sessions. No extra charge.

Silver Level

\$1,750

- All of the above, plus title sponsorship for one session of your choosing (limit 1 sponsor per session)
- **EXPANDED IN 2020:** All silver sponsors will be included in a special CMEpalooza Sponsor Poetry promotion, where either Derek will wax poetic about your organization via haiku or Scott will demonstrate his literary prowess in a limerick.

Gold Level (SOLD OUT FOR 2020)

\$3,500

- 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 representatives of your company (limit 2 sponsors per event)

CMEpalooza Q&A Line (Limit 1)

\$1,500

- Your company will be mentioned every time a question is posed to presenters through our text line. 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. If 3-eyed aliens discover the CMEpalooza site, that figure will grow even more.

CMEpalooza Stretch

\$250 per session (up to 8 sessions per event)

- **NEW IN 2020:** At the 30-minute mark of every CMEpalooza session, we'll ring a special bell to announce that it's time for a "10-second Company XYZ stretch!" (insert the name of your company in place of Company XYZ, obviously). Too much sitting is bad for everyone, so let your company show its dedication to wellness by sponsoring a stretch for all CMEpalooza viewers.

CMEpalooza Company Spotlight

\$2,500

- This is your chance to work with us (well, Scott) on a live, 30-minute broadcast outside of the traditional CMEpalooza events. We figure out a focus for this special session and include up to 4 people from your organization as panelists. We do all of our usual marketing to drive an audience. We brought back the Spotlight in Spring 2020 and it went really well – more than 150 people tuned in to the live broadcast and an equal amount watched the enduring version.

CMEpalooza Feeds the People (special Fall 2020 add on)

\$500 addition to any sponsorship

- **NEW THIS FALL:** People get hungry while watching CMEpalooza, but instead of having them run to the kitchen to make a tuna on rye, why not help treat them to lunch? We'll use your sponsorship add-on to enroll a batch of hungry CMEpalooza viewers in a new Grubhub program that provides them with a \$10 voucher good only for use during our live broadcast day. Your sponsorship will be acknowledged to every individual who enrolls in the program, as well as via our usual social media efforts.

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 Streamyard platform 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 a Grant Officer 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 Streamyard 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 – \$750
- Silver Sponsor –\$1,750
- Gold Sponsor –\$3,500
- CMEpalooza Q&A Line –\$1,500
- Website Banner Ad – \$500 per month x ____ months = \$____
- CMEpalooza Company Spotlight –\$2,500
- CMEpalooza Feeds the People –\$500 add-on to any sponsorship
- CMEpalooza Stretch –\$500 x ____ sessions = \$____

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 or Venmo, please email us at scott@medcasewriter.com, and we will send you a link with payment details.

CMEpalooza “By the Numbers”

129,814 – The number of page views that the CMEpalooza website has attracted since its launch

6,237 – The number of unique viewers of the CMEpalooza website in 2019 (a 1-year record)

2,999 – The number of times individual CMEpalooza sessions originally occurring 2018 were viewed – combined live and archived – by learners

2,920 – 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) (a 1-year record)

28.4 – 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 16.4% worked in hospitals, 16.4% as freelancers/consultants, 10.4% in medical schools, 6.8% for industry, along with a smattering of other work settings.

44 – The number of new blog posts written for our website in 2019. Those are typically the most highly trafficked non-broadcast days for the CMEpalooza website

100 – The percentage of CMEpalooza viewers asking for “More costumes, more creativity” in future sessions. Who are we to let down our adoring public?