



I think we can all agree that 2020 sucked. Hard. Optimists became pessimists, pessimists became, well, bigger pessimists. Not only was that glass not half full, but it shattered on the floor into a million pieces, you stepped on the biggest shard, ended up in the emergency room, got an infection so your foot blew up to the size of the Goodyear blimp, and your mother told you she didn't love you anymore.

Yes, it was that bad.

From an educational perspective, it seemed like EVERYONE jumped on the live, virtual bandwagon. While we'd like to say that the world was simply following in our footsteps of success, we're not so arrogant as to think that was the only reason. A big reason, perhaps, but not the only one.

Nonetheless, it was a big, big year for CMEpalooza. We shattered previous attendance records by a lot, reaching more than 1,000 learners on our live broadcast day in the spring and then coming close to topping those numbers in the fall. We introduced some really cool new segments – our first “Whodunit” mystery, trivia contests with real cash prizes, and other stuff. We absolutely refuse to rest on our laurels with the old standbys and are continually on the cutting edge of live, online education.

While the rest of the world tries to patch themselves up from a truly craptastic year, CMEpalooza will be back and better than ever in 2021, with our usual Spring and Fall meetings. You can mark your calendars now if you want to – Wednesday, March 24 and Wednesday, October 13.

We are again inviting CME providers, supporters, and service companies to take advantage of sponsorship opportunities with CMEpalooza Spring and Fall in 2021. There were a whopping 33 organizations who sponsored CMEpalooza in 2020 and we hope that even more forward-thinking companies climb aboard 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'll keep our social distance to work with you on a safe but effective campaign.

**Derek Warnick**

**Scott Kober, MBA**

Co-Producers, CMEpalooza

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## **CMEpalooza Sponsorship Opportunities**

### **Bronze Level**

**\$750 for each event**

**\$1,250 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 2020, this involved CMEpalooza Pursuit and CMEopoly!! We're going to do something new this year that will be just as much fun)
- 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 for each event**

**\$3,000 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)
- All silver sponsors will be included in a special CMEpalooza Sponsor Poetry promotion, where Derek will wax poetic about your organization via haiku. Suitable for framing (frame not included)

### **Gold Level**

**\$3,500 for each event**

**\$6,000 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 representatives of your company (limit 2 sponsors per event)

### **Platinum Level**

**\$25,000**

**(limit 1 for the year)**

- **NEW IN 2021** (Will anyone dare?)
- You get it all – all of the goodies listed in the above levels, plus a CMEpalooza Spotlight, plus special private trivia nights for your team hosted by Derek and Scott (with cash prizes) in the spring and fall, plus the ability to contribute a sponsored post to the highly-popular CMEpalooza

blog twice during the year, plus a special survey of our learners for your team's internal use, plus a lot of other stuff we haven't even thought of yet. If you are potentially interested, let's talk.

**CMEpalooza Intern**

**\$2,000 per season (ie, Spring or Fall)**

**\$4,000 for both seasons**

- Our intern program launched in 2020 and was highly successful with more than a dozen applicants for the program. This sponsorship makes you the title sponsor of the program and also gives you input on the actual intern selection. You'll get to review the (blinded) applications and offer your opinion on the most worthy candidate.

**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 audience response system (ARS) every time one is included within a session. We use ARS questions through Poll Everywhere for every one of our sessions, so that's a lot of mentions.

**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 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 Spotlight**

**\$3,000**

- **BACK FOR AN ENCORE:** This is a special sponsored session that occurs outside of our usual broadcasts where you work with us to decide upon a topic and invite up to 4 members of your team to join Scott (who moderates) on the panel. We did two of these in 2020, each of which was viewed by approximately 125-150 learners in the live setting and a similar number with the archived version.

## **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 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 Director/Grant Officer, Dermatology & Vaccines at Pfizer and a vocal advocate 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 at MedCaseWriter, Inc., and Managing Partner at Excalibur Medical Education. He is 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 (\$750)
- Bronze Sponsor – both events (\$1,250)
- Silver Sponsor – 1 event (\$1,750)
- Silver Sponsor – both events (\$3,000)
- Gold Sponsor – 1 event (\$3,500)
- Gold Sponsor – both events (\$6,000)
- Platinum Sponsor – \$25,000
- CMEpalooza Intern – \$2,000 (one season)
- CMEpalooza Intern – \$4,000 (both seasons)
- CMEpalooza ARS – 1 event (\$2,000)
- CMEpalooza ARS – both events (\$4,000)
- 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 Spotlight – \$3,000

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 or Venmo, 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”**

163,996 – The number of page views that the CMEpalooza website has attracted since its launch

9,125 – The number of unique viewers of the CMEpalooza website in 2020 (a 1-year record by almost 50%)

4,283 – The number of times individual CMEpalooza sessions originally occurring 2020 were viewed – combined live and archived – by learners (a 1-year record by more than 30%)

3,962 – The combined number of unique visitors to the CMEpalooza website on the months of our live 2020 broadcast for CMEpalooza Spring (April) and Fall (October) (a 1-year record)

35.7 – The percentage of viewers from CMEpalooza who reported on a post-activity survey that they worked in the MECC setting (our largest audience). An additional 20.9% worked in hospitals, 9.6% for industry, 7.8% in medical schools, along with a smattering of other work settings.

61 – The number of new blog posts written for our website in 2020 – that’s a lot of content! Days with new blog posts are typically the most highly trafficked non-broadcast days for the CMEpalooza website.

100 – The percentage of CMEpalooza viewers who tell us that we’re the best duo since Gilbert and Sullivan (whoever they are)