



Can I be frank with you (Derek will be Shirley)? The whole “let’s all do live virtual events because it’s sooo easy (and we have no other option)” has run its course. We’ve all spent the last 20+ months tethered to Zoom/Teams/WebEx, and our eyeballs are a little bit glazed over having to stare at screens all day.

If the meeting planning community has learned anything in the COVID-19 era, it’s this – capturing the attention of a live audience online is not easy. You need to be even more creative and more interesting in the online setting to capture people’s attention. You can’t simply trot out an agenda meant for the live setting, replicate it online, and expect the same audience engagement. That’s why you are seeing some organizations who quickly stepped in to fill a temporary educational gap stepping right back out again.

And yet CMEpalooza not only continues to survive, but we continue to thrive. And as we (pretty please?) shift back into a more normal live conference schedule in 2022, we’ll be right where we always have been -- as the anchor of free, online education for the CME community.

Yes, indeed, CMEpalooza is back for its ninth consecutive year in 2022 with big plans to be better than ever. Our Spring and Fall events will have circus animals, trapeze artists, and men being shot out of a cannon. OK, it will have none of that – well, unless you want to sponsor the purchase of a cannon, in which case Derek has agreed to be fired aloft – but it will have our usual array of oddball ‘80s nostalgia humor, one-of-a-kind educational sessions, and promotional events aplenty.

We are again inviting CME providers, supporters, and service companies to take advantage of sponsorship opportunities with CMEpalooza Spring and Fall in 2022. There were a whopping 34 organizations who sponsored CMEpalooza in 2021, 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 in a few new goodies again this year, as well. If there is anything particularly creative you have in mind, come talk to us. Just don’t call me Shirley.

Derek Warnick

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CMEpalooza Fall 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 Spring 2022, this involved CMEpalooza Pursuit [The Master Game]. We'll come up with something creative for the Fall as well)
- 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 **(ONLY ONE LEFT FOR FALL 2022)**

\$2,000

- All of the above, plus title sponsorship for one session of your choosing (limit 2 sponsors 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)
- **NEW IN 2022:** During your sponsored session, we'll run a scrolling banner ad twice promoting your sponsorship of the session

Gold Level **(SOLD OUT FOR 2022)**

- 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 3 sponsors per 'Palooza)

CMEpalooza Audience Response System (Limit 1)

\$1,750

- 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) (SOLD OUT FOR 2022)

\$1,750 for each event

\$3,500 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

\$1,000 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 4-eyed aliens discover the CMEpalooza site as predicted by Nostadamus in 284 AD, that figure will grow even more.

CMEpalooza King for a Day

\$4,000

NEW IN 2022!

- This gives you one day where you basically take over the CMEpalooza website. Your company logo gets incorporated into the CMEpalooza logo on our website for 24 hours, you get to write two blog entries (not entirely nonpromotional, but some is OK), and a special CMEpalooza Spotlight broadcast (which is a \$3,000 value on its own). It's basically our kitchen sink sponsorship. This would happen on a day of your choosing at least one week separated from our regular 'Paloozas.

CMEpalooza Intern

\$1,750 per season (ie, Spring or Fall)

- 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.
- Every post by our intern (there are usually ~5 each 'Palooza) will prominently feature your organization's name and logo

CMEpalooza Spotlight

\$3,000

- 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've done one of these in January 2022 that attracted approximately 200 live viewers so feel free to add yourselves to the schedule.

CMEpalooza Feeds the People
\$750 per 25 people

- People get hungry while watching CMEpalooza, but instead of having them run to the kitchen to make themselves a PB&J sandwich, why not help treat them to lunch? This sponsorship will be used to enroll a batch of hungry CMEpalooza viewers in a Grubhub program that provides them with a \$15 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 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.

About the CMEpalooza Organizers

Derek Warnick is Director/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 Managing Partner at Excalibur Medical Education. He uses Streamyard in his professional and personal life pretty much every day. 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 (\$750)
- Silver Sponsor – 1 event (\$2,000)
- CMEpalooza ARS – 1 event (\$1,750)
- CMEpalooza Intern – \$1,750 (one season)
- CMEpalooza Spotlight – \$3,000
- CMEpalooza King for a Day – \$4,000
- Website Banner Ad – \$1,000 per month x ___ months = \$____
- CMEpalooza Feeds the People – \$750 (per 25 people) x ___ groups of 25 = \$____

Payments can be made either via check or PayPal/Venmo. 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”

189,269 – The number of page views that the CMEpalooza website has attracted since its launch

7,805 – The number of unique viewers of the CMEpalooza website in 2021

3,619 – The number of times individual CMEpalooza sessions originally occurring 2021 were viewed – combined live and archived – by learners

2,768 – The combined number of unique visitors to the CMEpalooza website on the months of our live 2021 broadcast for CMEpalooza Spring (April) and Fall (October)

33.8 – 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 21.9% worked in hospitals, 12.2% for industry, 8.0% in medical schools, along with a smattering of other work settings.

61 – The number of new blog posts written for our website in 2021 – 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 believe in Santa Claus