



I remember my 10th birthday well. My parents had rented out the coolest place in town – this new video arcade that had recently opened – so that my friends and I could have the run of place with unlimited quarters for 2 glorious hours. I dreamt that night of dominating *Q-Bert*, winning lap after lap of *Pole Position*, and finally beating *Track + Field* once and for all.

But then came the phone call at 8 a.m. that morning. There had been a fire. The arcade had burned the ground. It never reopened. Little Scottie was devastated.

In 2023, it's time for a little redemption. CMEpalooza is celebrating its 10th year (can you believe it!) and we promise not to burn things to the ground this time around (no advice from you, Elon). As usual, we have big plans to be better than ever. And you won't need a pocketful of quarters to have fun.

We are again inviting CME providers, supporters, and service companies to take advantage of sponsorship opportunities with CMEpalooza Spring and Fall in 2023. There were a whopping 36 organizations who sponsored CMEpalooza in 2022, and we hope that even more forward-thinking companies climb aboard this year. Our events are scheduled for Wednesday, April 12, and Wednesday, October 18 – we're working on making these national holidays, but no promises.

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 and we'll figure out something unique. Now if you'll excuse me, I just reached Level 9 on Ms. Pac Man. Blinky, you are mine!

Scott Kober, MBA

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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 2022, this involved CMEpalooza Pursuit [Master Edition] and CMEopoly. We're going to do something that will be just as much fun and get your organization just as much attention this year)
- 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

\$2,500 for each event

\$4,500 for both events (that's an even sweeter discount!)

- All of the above, plus title sponsorship for one session of your choosing (limit 3 sponsors per session)
- All silver sponsors will be included in our special CMEpalooza Sponsor Poetry promotion, where Derek will wax poetic about your organization via haiku. These are collectors items.
- During your sponsored session, we'll run a scrolling banner ad twice promoting your sponsorship of the session

Gold Level

\$4,500 for each event

\$8,000 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 3 sponsors per 'Palooza)

Platinum Level

\$25,000

(limit 1 for the year)

- 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 in the spring and fall (with

cash prizes), 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 any other ideas that we might brainstorm together. If you are potentially interested in this, let's talk.

CMEpalooza Audience Response System (Limit 1 per event)

\$2,000 for each event

\$3,500 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 per event)

\$2,000 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 Scavenger Hunt (Limit 3 per event)

\$1,500 for each event

\$2,500 for both events

- On the day of the 'Palooza, you embed the CMEpalooza logo somewhere on your website (ideally, somewhere not too obvious, but not too obscure). We promote the scavenger hunt search throughout the day and people scour through your website, absorbing information about how great your organization is while hunting for the logo. Once they find the logo, they click on it and are shot to a page where they get to enter a drawing for a cash prize. In Fall 2022, we had 73 entries when we launched this special promotion. Pretty cool, right?

CMEpalooza Archive (Limit 1 per event)

\$2,000 for each event

\$3,500 for both events

NEW IN 2023!

- You do know that every CMEpalooza session in history is available, for free, in our archives, right? So do hundreds of other CME professionals. This opportunity gives you sole sponsor of our archives for a 6-month period. We'll note your sponsorship at the end of each live CMEpalooza session and through various blog/social media posts leading up to and following

each live event. Your company name will also be prominently displayed as the archive sponsor on the Archive tab itself.

CMEpalooza Website Banner Ad

\$750 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 800 to 6,000 hits per month so that's 1,600 to 12,000 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 Bigshot

\$4,000

IMPROVED IN 2023!

- 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 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're already doing one of these in January 2022 so feel free to add yourselves to the schedule. In the past, these have been viewed by approximately 125-150 learners in the live setting and a similar number with the archived version.

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 Streamyard 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@excaliburmeded.com.

Sponsor Commitment Form

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

First Name:	Last Name:
Title:	Organization:

Sponsor Fee

- Bronze Sponsor – 1 event (\$750)
- Bronze Sponsor – both events (\$1,250)
- Silver Sponsor – 1 event (\$2,500)
- Silver Sponsor – both events (\$4,500)
- Gold Sponsor – 1 event (\$4,500)
- Gold Sponsor – both events (\$8,000)
- Platinum Sponsor – \$25,000
- CMEpalooza ARS – 1 event (\$2,000)
- CMEpalooza ARS – both events (\$3,500)
- CMEpalooza Q&A Line – 1 event (\$2,000)
- CMEpalooza Q&A Line – both events (\$3,500)
- CMEpalooza Scavenger Hunt – 1 event (\$1,500)
- CMEpalooza Scavenger Hunt – both events (\$2,500)
- CMEpalooza Archive – 1 event (\$2,000)
- CMEpalooza Archive – both events (\$3,500)
- CMEpalooza Spotlight – \$3,000
- CMEpalooza Bigshot – \$4,000
- Website Banner Ad – \$750 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 CMEpalooza, 2328 Brown St., Philadelphia, PA 19130. If you prefer to pay via PayPal or Venmo, please email us at scott@excaliburmeded.com, and we will send you a link with payment details.

CMEpalooza “By the Numbers”

219,773 – The number of page views that the CMEpalooza website has attracted since its launch

10,323 – The number of unique viewers of the CMEpalooza website in 2022

20,108 – The number of times individual CMEpalooza sessions originally occurring 2022 were viewed – combined live and archived – by learners (OK, we had two sessions that somehow got onto lots of YouTube recommended lists, which waayyy inflated our numbers, but it was still our best year ever)

4,129 – The combined number of unique visitors to the CMEpalooza website on the months of our live 2022 broadcast for CMEpalooza Spring (March) and Fall (October)

45.5 – 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 24.2% worked in hospitals, 12.1% for industry, 6.1% in medical schools, along with a smattering of other work settings.

70 – The number of new blog posts written for our website in 2022 – 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 are going to win Powerball in 2023. We’re optimists.