

MSD'S ANNUAL MEETING IS GOING VIRTUAL!

Showcase Your Organization as a Virtual Sponsor!

Join us for our
Annual Meeting Week
"Making the Connection"
November 17-19, 2020

The Medical Society of Delaware (MSD) Annual Meeting is pivoting to a virtual format this year. While we will miss seeing all our exhibitors and sponsors who were able to join us in-person in prior years, there are opportunities to showcase your organization to our members at this year's event.

Sponsorship Benefits

1) Swag Care Package

Sponsorship will include participation in a Swag Care Package, which will be mailed to the first 40 registrants. It will contain items branded with the sponsor's logo. Sponsors can provide items already on hand or from the suggested list below.

- Laptop privacy cover
- Cell phone stand
- Multi-charger
- Hand sanitizer
- Mask/Mask Keeper
- Socks
- Stress ball
- Notebook/pen
- Snacks from Delaware business (popcorn, cookies, etc.)
- Coffee, tea supporting Delaware shops
- Items for a virtual celebration for the election of the new President (noise maker, etc.)

2) Print Advertising

Sponsors will be provided an opportunity to include an advertisement in the program brochure mailed with the Swag Care Package. The ad size will be dependent on the level of sponsorship.

Sponsors will also be recognized in the Annual Meeting issue of the *Delaware Medical Journal* (valued over \$1,000).

Sponsors will also be listed on the Annual Meeting website/registration page (deadline dependent) and at the beginning of the Council Meeting.

3) Video Recorded Presentation

"Presenting" Sponsors have the opportunity to submit a one to two minute video recording about their organization, services/products, what the organization can do for our members, provide a message to the incoming or outgoing MSD Presidents, or any other appropriate content. The pre-recorded

advertisement will be presented at the beginning of our Annual Council Meeting on Tuesday, November 17, as well as used in marketing material sent to our members prior to the Annual Meeting event. (The Accreditation Council for Continuing Medical Education rules prevent us from also including with our virtual education programming.)

The video clips will also be made available for viewing by our members through our Annual Meeting webpage and shared with all our members in our electronic newsletter prior to the event.

Sponsorship Levels

This year, MSD will offer two levels of sponsorship for our virtual event:

Presenting Sponsorship - \$1,000

Presenting Sponsors will be considered top level sponsors for Annual Meeting Week.

Sponsorship includes:

Video Recording
Print Advertising
Branded Swag Material

Presenting Sponsors differ from Contributing Sponsors by having the opportunity to submit a one to two minute video recording.

Presenting Sponsors will also be provided a full page printed ad (approx. 5 ½" x 8 ½") in the program brochure that will be included with the Swag Care Package.

Sponsors can provide a branded item to include in the Swag Care Package.

Contributing Sponsorship - \$500

Sponsorship includes:

Print Advertising
Branded Swag Material

Contributing Sponsors will be provided a half-page ad (approx. 4 ¼" x 5 ½") in the program brochure that will be included with the Swag Care Package.

Sponsors can provide a branded item to include in the Swag Care Package.

Important Stuff To Know

Branded Materials for Swag Care Package

Please confirm item being provided for the Swag Care Package at the time of registration.

Packages should be mailed to: MSD Annual Meeting
208 Northbend Court
Newark, DE 19702

Swag items should arrive no later than Friday, October 16, 2020. If you are ordering swag material from the list included, please contact Mary LaJudice (Mary.LaJudice@medsocdel.org or 302/593-8589) regarding the item and expected delivery date. Note: US Postal Service has experienced delivery delays and consideration should be given to other delivery options when ordering.

Print Advertising

Advertising will be used in the program brochure included in the Swag Care Package. Advertisements for the program brochure should be provide in a PDF or jpg format to Mary.LaJudice@medsocdel.org.

Logos will be incorporated in the print ad included in the Annual Meeting issue of the *Delaware Medical Journal*. A high resolution logo should be submitted to Mary.LaJudice@medsocdel.org.

Deadline for receipt of advertising material and logo: Friday, October 16, 2020.

Video Recording

Presenting Sponsors will be marketed by MSD through submitted videos prior to and at the Annual Meeting of our Council. Videos must meet requirements for length and format.

Videos must be submitted by Friday, October 30, 2020. Please submit as a Zoom recorded meeting, MP4 Video format, or link to YouTube video. Submit to: Mary.LaJudice@medsocdel.org.

Registration

Registration deadline is Friday, October 16, 2020. Registration and payment can be made online at: <http://c.planetReg.com/2020Sponsorship>

For any questions, please contact Mary LaJudice, Senior Director of Corporate Services at the Medical Society of Delaware: Mary.LaJudice@medsocdel.org or (302) 593-8589.

We hope you will consider joining us this year in this very different format!