

MSD'S ANNUAL MEETING IS ONCE AGAIN BEING HELD VIRTUALLY! Showcase Your Organization as a Virtual Sponsor!

Join us for our
Annual Meeting Week
November 9 - 11, 2021

The COVID-19 Pandemic continues to strain the way we are all doing business these days. With our Annual Meeting once again being held via a virtual format this year, we continue to miss connecting with all our friends who are instrumental in helping our members with products and services they need.

It is even more important to be creative in sharing your message with our members during our Annual Meeting program. There are opportunities to showcase your organization through our Virtual Sponsorship Program.

Sponsorship Benefits

1) Print Advertising

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

A list of sponsors with their logos will be included in the Council Handbook, which contains the materials discussed during the Council Meeting and available to all members. The sponsors' names and logos will also be presented during the period prior to the start of the Council Meeting while participants are in the waiting room, as well as a specific mention of all sponsors at the start of the Council Meeting.

Sponsors will also be recognized in the MSD weekly newsletter, *eNews and Views*. Consider the cost you pay for advertising in other print sources.

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

2) Attendance at One of Three Yet-To-Be Determined In-Person "Presidential Galas"

Due to our concerns about the ongoing COVID-19 pandemic and for the safety of our members, we will not be holding our usual black-tie Inaugural Gala. However, in response, our plan is to hold three separate in-person membership events at locations throughout the state (focusing on each county). Dates will be targeted starting in mid-spring to late fall in 2022. The events will be promoted to our members as a social get together and an opportunity to meet in-person with our officers and key staff, as well as with our Annual Meeting sponsors. Sponsors will be provided the opportunity for up to two

participants to attend one of the events most convenient for them in terms of either the location or the date. The events have not as yet been scheduled, pending the status of the pandemic situation at that time and appropriate expectations for in-person events.

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, or any other appropriate content. The pre-recorded advertisement will be presented at the beginning of our Annual Council Meeting on Tuesday, November 9, as well as utilized in communications to our members.

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.

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/Marketing
Opportunity to attend one of three Presidential Galas

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 printed ad space (approx. 5 ½” in width x 8 ½” height) in the program brochure.

Contributing Sponsorship - \$500

Sponsorship includes:

Print Advertising/Marketing
Opportunity to attend one of three Presidential Galas

Contributing Sponsors will be provided printed ad space (approx. 4 ¼” in height x 5 ½” width) in the program brochure.

Important Stuff To Know

The Accreditation Council for Continuing Medical Education rules prevent us from including marketing or sales of products or services associated with our virtual education programming taking place on November 11, 2021.

Print Advertising

Advertising will be used in the program brochure as well as marketed through our weekly newsletter. 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 marketing of our sponsors as a group. A high resolution logo should also be submitted to Mary.LaJudice@medsocdel.org.

Deadline for receipt of advertising material and logo: Friday, October 22, 2021.

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 29, 2021. (This is an absolute deadline.) You may wish to utilize a video submitted from last year's Annual Meeting event. 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 22, 2021. Registration and payment can be made online at: <http://c.planetReg.com/2021Sponsorship>

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!

10/4/2021