

# **234<sup>th</sup> Annual Meeting of the Medical Society of Delaware**

**November 18, 2023**



## **Sponsorship Prospectus**

**Annual Education Program  
Annual Meeting of the Council**

### **In-Person Events**

**Hilton Christiana/Wilmington  
100 Continental Dr.  
Newark, DE 19713-4301**



The Medical Society of Delaware (MSD) is one of the oldest institutions of its kind in the United States and rich in history. It was founded in 1776 and incorporated on February 3, 1789, twelve days following the date of President George Washington's Oath of Office of the U.S. Presidency. The organization provides its members with resources on physician practice issues, advocacy work, value-based contracting, opportunities for publishing, value-added communications for health care professionals, public and professional education, and so much more.

The first official Annual Meeting of MSD was held in Dover on May 12, 1789, where MSD's first president, James Tilton, MD, was elected. James Tilton, MD became a crusader for sanitation and established the first isolation wards for contagious diseases, observations he learned while serving as Regimental Surgeon during the Revolutionary War and afterwards in the War of 1812. In 1813, Dr. Tilton was appointed the first Surgeon General of the U.S.

The beginnings of MSD and the period of time during which it was created were *"under difficult and discouraging circumstances; the roads were wretched, the means of travel uncomfortable, and hotels anything but luxurious. The purpose of the Society was for the mutual improvement and to advance the knowledge of medicine for the benefit of mankind."*

Lewis P. Bush, MD  
Annual Meeting Centennial Anniversary  
June 11, 1889

Although times have changed since the beginnings of MSD, the similarities remain: physicians continue to face difficult and discouraging circumstances and our focus continues to be helping physicians to better serve the patients in our state. We do this through our many initiatives and partnerships. And similarly to the tenacity, hard work, and struggle for the protection of patient health possessed by our founding fathers, Delaware physicians today continue the esprit de corps of these first members to contribute to and preserve the advancement of the science of medicine. Our mission is "To guide, serve, and support Delaware physicians, promoting the practice and profession of medicine to enhance the health of our communities."

The creation of our Annual Meeting served to uphold the advancement of medical education and continues to do so today. Along with our education program that is nationally accredited to provide continuing medical education credit to the participants, the MSD Council meets to set policy and create statements of opinion on our most pressing health care issues faced by patients and health care professionals today. Although we are taking a break this year from the Annual Gala, our social event wraps up the hard work accomplished by our members at the Council Meeting and education program and provides opportunity for reflection on the past and the future as we welcome in our new leadership.

Attendance at our Council Meeting, education program, and social event usually reflects well over 100 attendees, each event attracting different subsets of our membership base, from different specialties and subspecialties, as well as varying demographics of gender, ethnic and racial background and geographic location within the state. Our goal is to provide content that grabs the interests of our practicing physician members, especially the early career physicians.

Please consider this opportunity to reach Delaware physicians and grow your business!



## **Showcase Your Organization as a Sponsor!**

Join us

**Saturday, November 18, 2023**

The Medical Society of Delaware (MSD) is extending an invitation to organizations and others interested in sponsoring the 234<sup>th</sup> Annual Meeting to be held at the Christiana Hilton in Newark, DE on Saturday, November 18, 2023. Our Annual Meeting offers the opportunity to showcase your organization and share your message with our members. Participating sponsors receive benefits designed to maximize their exposure to health care professionals and leaders.

We have two sponsorship options from which to choose. The sponsorship levels are designed to receive benefits to maximize your exposure to health care professionals and leaders. Your sponsorship helps the Medical Society of Delaware to provide the platform for which our members can debate the latest health care concerns and provide high quality education addressing today's hot topic issues, not only at the educational sessions, but also during our Council meetings.

This is a great opportunity to introduce or reacquaint our membership with your products and services. Please review the following information and determine which sponsorship level best fits your organizational needs.

**Your sponsorship shows your commitment to Delaware's physicians and the work they do to protect and advance the health of Delaware citizens.**

The Medical Society of Delaware is providing two sponsorship levels:

**Exhibiting Sponsor**  
**\$2,000**

**Contributing Sponsor**  
**\$1,000**

# Sponsorship Benefits

## **Exhibiting Sponsorship - \$2,000**

Exhibiting Sponsors are considered top level sponsors for the Annual Meeting. Sponsorship includes:

### **Exhibit Space**

An exhibit table (6 ft. in length), 2 chairs, and black floor length table cover will be provided by the Christiana Hilton to all exhibitors. **There is a limited number of exhibit spaces that will be granted on a first come, first served basis to those who register and submit payment.** Only one company name will be permitted per exhibit table.

### **Video Recording or Print Advertising**

Exhibiting Sponsors are provided the opportunity to submit a pre-recorded video message to be presented at the beginning of our Annual Meeting program for the attendees. This video message can be focused on information about your organization, your services and products relevant to physicians, what your organization can do for our members, or any other appropriate content. The video clip will also be made available for viewing by our members in pre- and post-Annual Meeting marketing (depending on timing of receipt of the video) through our electronic newsletter (*MSD eNews and Views*) and posting on the MSD Facebook account. Video submissions should be approximately one minute but no more than two minutes in length and in 1080p resolution in mp4 format. Easy options for the mp4 format are a Zoom recording or YouTube video.



**New this year!** MSD will place the videos on its [Academic Channel](#) on the *Cureus Journal of Medical Science*. This is an open access scientific medical journal that has global exposure! Consider the cost for similar advertising in other sources. Your video will remain posted on the site through Friday, December 15, 2023.

NOTE: If a video submission is not feasible, a print advertisement will be accepted in lieu of. Your ad (or video) will be utilized in one of the weekly issues of the *MSD eNews and Views* (MSD's electronic member newsletter) and on the [MSD Academic Channel](#). Print advertisements should be a quarter page in size (approximately 5 ½ inches in width x 4 ¼ inches in height). High resolution (300 dpi) ads should be print-ready and provided in PDF or JPG format. Please provide a website link to where you want your ad hyperlinked.

Please submit videos or ads electronically to [Mary.LaJudice@medsocdel.org](mailto:Mary.LaJudice@medsocdel.org).

### **Use of Logo**

This sponsorship level also provides you the opportunity to submit your organization's logo in high resolution format to be included in the Council Meeting handbook, in the print advertising displayed at the Annual Meeting, in the *MSD eNews and Views* newsletter, on the MSD Facebook page, and on our Annual Meeting website page. Please submit your high resolution logo in JPG format to [Mary.LaJudice@medsocdel.org](mailto:Mary.LaJudice@medsocdel.org). Please provide a website link to where you want your logo hyperlinked.

### **Verbal Recognition**

Your organization will also be verbally recognized during the Annual Meeting, as well as being acknowledged during the MSD Annual Insurance Payer Workshop to be held in January 2024.

## Contributing Sponsorship - \$1,000

Sponsorship includes:

### Print Advertising/Marketing

Contributing Sponsors are provided the opportunity to submit print advertising. The print message can be focused on information about your organization, your services and products relevant to physicians, what your organization can do for our members, or any other appropriate content. The ad will be made available for viewing by our members in pre- and post-Annual Meeting marketing (depending on timing of receipt of the video) through one of our weekly issues of the *MSD eNews and Views* (MSD's electronic member newsletter) and posting on the MSD Facebook account.

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## Deadline Dates

Sponsorship registration and payment must be submitted by **Friday, October 6, 2023**. Remember, exhibit spaces are limited.

Deadline for receipt of materials (video, ad, logo) is **Friday, October 27, 2023**. Submission prior to the deadline date ensures pre-meeting publicity.

## To Register as a Sponsor

Please complete the online registration form ([click here](#)) and return via email to [Mary.LaJudice@medsocdel.org](mailto:Mary.LaJudice@medsocdel.org). Payment can be made through our online PayPal payment page, which accepts credit cards or through a PayPal account. To access the payment site, use the QR code below or go to: [https://www.paypal.com/donate/?hosted\\_button\\_id=WCMSKXKRQZXH4](https://www.paypal.com/donate/?hosted_button_id=WCMSKXKRQZXH4). Payment by check may be mailed to

Medical Society of Delaware  
PO Box 8155  
Newark, DE 19713



Information that will be requested include:

- Name/contact information of main contact person completing the form
- Names of representatives present at exhibit table (if an Exhibiting sponsor)
- Will an electrical outlet be required for your exhibit (MSD will do its best to provide access)
- Is internet access needed for your exhibit?

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

We hope you will consider joining us this year!

## Cancellations

Cancellations may be made up until **Friday, October 27, 2023, and must be received in writing.** Cancellations are subject to a \$250 administration fee. No refund of payment will be made after the cancellation deadline date. Any exhibit space not occupied by 7:30 a.m. on the day of the event will be forfeited without refund.

## Exhibitor/Sponsorship Responsibilities

Exhibitor set up time is between 7:00-7:30 a.m. the morning of Saturday, November 18, 2023. All exhibitors should be set up by 7:30 a.m., as attendee check-in begins at 7:30 a.m.

Exhibitor break down should be no earlier than the start of the Council meeting, scheduled to begin at approximately 11:15 a.m. as all activities for the general attendees end following the adjournment of the Council meeting (check final meeting agenda for times; note that delays in the program may change the start time of the Council meeting). It is your decision as to whether to remain until the end of the program, however, it is requested that your exhibit is not broken down prior to 11:30 a.m. All exhibits must be broken down and materials removed from the exhibit area by 1:00 p.m.

It is mutually agreed that the Medical Society of Delaware shall not be liable for any damage to or loss or destruction of an exhibit or property of an exhibitor or injuries to the person resulting from any cause. All claims for any such loss, damage, or injury are expressly waived by the sponsor.

Acceptance of a sponsor organization for this event does not imply endorsement of the Organization's products or services in any way by MSD.



Exhibitors are to honor the educational and business aspects of the Annual Meeting. Exhibitors are limited to the exhibit area. According to the Accreditation Council for Continuing Medical Education (ACCME), solicitation in the education sessions/business meeting is prohibited.

Exhibitors may provide door prizes, raffles, gifts, and giveaways. All activities and promotional items are the responsibility of the exhibiting organization and must be in compliance with all regulations and guidelines governing gifts to physicians, including those of the Accreditation Council for Continuing Medical Education Standards for Commercial Support. Promotional activities must be identified as such and must be kept separate from the medical education activity. No product promotion or advertisement of any type shall be permitted in the same area as the educational activity. The Medical Society of Delaware has the right to disallow any prizes, raffles, gifts, or giveaways considered inappropriate. For drawings that require the announcement of a winner, please coordinate with an MSD staff member on the day of the event. Announcement of the winners of drawings will be allowed at the beginning of the Council meeting. Exhibitors are solely responsible for notifying winners and delivery of any door prizes, raffles, gifts, and giveaways should the winner not be present when their name is announced.

## **Tentative Agenda**

7:00 – 7:30 a.m.	All exhibitors set up
7:30 – 8:00 a.m.	Check in begins for attendees Continental breakfast available
8:00 a.m.	Welcome Remarks (Robert Varipapa, MD, MSD President)
8:15 a.m.	AMA Presentation
8:30 – 9:30 a.m.	Lewis B. Flinn CME Lecture (TBD)
9:30 – 9:45 a.m.	50 Year Medical Graduate Awards Presentation
9:45 – 10:00 a.m.	Break/Visit Exhibits
10:00 – 11:00 a.m.	2 <sup>nd</sup> CME Lecture (TBD)
11:00 – 11:15 a.m.	Break/Visit Exhibits
11:15 am – 12:30 pm	Annual Meeting of the Council
12:30 – 12:45 p.m.	Break/Visit Exhibits
12:45 – 1:15 p.m.	MSD Holding Company Board Meeting (Exclusive to Holding Company Board members)