

A Medscape **LIVE!** CONFERENCE

CE/CME

# MEDS | Metabolic & Endocrine Disease Summit

**JULY 13–15, 2023**



**VIRTUAL EVENT**

**OCTOBER 12–14, 2023**

HILTON ORLANDO LAKE BUENA VISTA  
ORLANDO, FLORIDA



**IN-PERSON EVENT**

## SPONSORSHIP AND EXHIBIT PROSPECTUS

[www.medscapelive.org/meds](http://www.medscapelive.org/meds)

Hosted by

Medscape **LIVE!**

Jointly Provided By



Postgraduate Institute  
for Medicine



Global Academy for  
Medical Education

## OUR PROGRAMS

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For the 2023 MedscapeLIVE! MEDS conferences, the summer meeting will be fully virtual, with the fall meeting being live and in-person.



### Metabolic & Endocrine Disease Summit SUMMER

JULY 13–15, 2023



VIRTUAL EVENT



### Metabolic & Endocrine Disease Summit FALL

OCTOBER 12–14, 2023

HILTON ORLANDO LAKE BUENA VISTA  
ORLANDO, FLORIDA



IN-PERSON EVENT

For additional information, contact Devin Gregorie at [dgregorie@medscapelive.com](mailto:dgregorie@medscapelive.com) or 516-381-8613.

## PROGRAM INFORMATION

### OVERVIEW

MEDS provides advanced practice clinicians in primary care, endocrinology, and internal medicine education on the most recent developments in the diagnosis and management of common metabolic, endocrine, and cardiovascular implications.

The U.S. health care system continues to be considerably burdened by two noteworthy trends – the epidemic of diabetes and the ongoing shortage of endocrinologists. We launched MEDS to empower NPs and PAs who are on the frontlines with the expertise they need to step into these high-demand areas of practice and provide vital care to the growing number of patients affected by metabolic and endocrine disease.

This conference marks our 13th year, with more than 6,000 clinicians having completed the program to date.

Topics include:

- Diabetes
- Diabetic Kidney Disease
- Insulin Management
- Dyslipidemia and CV Issues
- Parathyroid and Hypercalcemia
- Obesity
- Thyroid Disorders
- Adrenal Disease

### CONFERENCE DATES

**MEDS SUMMER: JULY 13–15, 2023 | MEDS FALL: OCTOBER 12–14, 2023**

### COURSE DIRECTOR



**Scott Urquhart, PA-C, DFAAPA**

Past President, American Society  
of Endocrine Physician Assistants  
Huntington, West Virginia  
Adjunct Clinical Professor, PA Program  
James Madison University  
Harrisonburg, Virginia  
Clinical Instructor, PA Program  
George Washington University  
Washington, District of Columbia  
Diabetes and Thyroid Associates  
Fredericksburg, Virginia

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## GENERAL INFORMATION

### INDUSTRY EXPERT SESSIONS

All Industry Expert Session sponsorships include the following promotional items to help create awareness of your session and assist with attendance: Advertisement in conference brochure, insert in conference bag, signs highlighting the Industry Expert Sessions, and MedscapeLIVE! provided email blasts. All these items must be provided by the sponsoring company, excluding the email blast. For the email blast, title of session and speaker name must be provided. Logistics and deadline dates for these items will be provided approximately two to three months prior to the conference. In addition, easels will be provided at each conference for signs and MedscapeLIVE! will determine appropriate sign placement.

**Disclaimer:** All promotional items for your Industry Expert Session must contain the following disclaimer:

*"This session is independently organized and not an official part of the Metabolic and Endocrine Disease Summit. CE/CME credit is not provided for this session."*

Promotional items for your Industry Expert Session should not contain any mention of food/beverage (please see next bullet point).

**Meals During Industry Expert Sessions:** All food functions are provided by MedscapeLIVE! as part of the conference and are included in registration fees. They are not provided by any sponsor or supporter. There should be no mention of food or beverages in invitations or promotional items for the Industry Expert Sessions. MedscapeLIVE! will not provide food and beverage receipts, as these items are not provided by the sponsors. Because all food is part of the CE/CME conference, it is not reportable.

**Audio/Visual Equipment:** MedscapeLIVE! provides standard A/V for Industry Expert Sessions. A/V package includes a microphone, laptop, projector, podium, and screen.

**Cancellation Policy of Industry Expert Sessions and Other Sponsorships:** Due to high-demand and limited time slots for Industry Expert Sessions, sponsorships are considered non-cancellable after the established deadline date. This policy also applies to all other sponsorships that can include, but not limited to WiFi, app, conference coverage, etc.

### CONFERENCE E-NEWSLETTERS

MedscapeLIVE!'s monthly MEDS newsletter is sent out to all meeting attendees and to our engaged list of 95,000 NPs and PAs. Special issues are also published for each of MedscapeLIVE!'s MEDS meetings. If your sponsorship includes a banner ad, you will need to submit a static banner ad (ad can be a corporate ad or brand-specific) in the sizes of 300 x 250 pixels and 728 x 90 pixels. E-newsletters do not offer competitive separation amongst brands. Detailed logistics information will be provided if e-newsletters are part of your sponsorship.

For more extensive conference coverage sponsorship opportunities, please consult with Devin Gregorie.

## AGENDA AND FACULTY DETAILS TO FOLLOW FOR ALL MEETINGS WHEN AVAILABLE

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## GENERAL INFORMATION

### ENDURING MATERIALS

Extend your reach of your Industry Expert Sessions or educational posters from conference attendees to the world of NPs and PAs with print supplements from *Family Practice News*, *Journal of Family Practice*, *Endocrinology News*, and *Internal Medicine News* and/or digital opportunities available with MDedge and Medscape. Enduring materials can include print supplements that are either inserted or polybagged with a select issue of the above publications or KOL video interviews that will be posted online.

### BADGES

Each sponsorship package offers a select number of badges. Badges will permit you access to exhibit hall, sessions, and select meeting receptions. All sponsors may purchase additional badges at a reduced rate.

### DISCOUNTS

In 2023, companies that participate at both MEDS conferences at the silver level or higher will receive a 5% discount.

### EDUCATIONAL SCIENTIFIC POSTERS

Companies are invited to submit abstracts to be considered for posters. Encore posters are acceptable and encouraged. For costs and for submission information and deadlines, please contact Devin Gregorie at [dgregorie@medscapelive.com](mailto:dgregorie@medscapelive.com).

### EXHIBITS

8 x 10 exhibit space is included in all the sponsorship packages. If a company does not want to be a sponsor but would like to exhibit, the exhibit only rate is \$4,500 per conference. The exhibit package includes a 6' draped table, two chairs, and wastebasket.

### PUBLICATION PARTNERS

*Family Practice News*

THE JOURNAL OF  
**FAMILY  
PRACTICE**

*Internal Medicine News*

*Clinical Endocrinology News*

## SPONSORSHIP PACKAGES

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### CORPORATE BRANDING OPPORTUNITIES | VIRTUAL JULY MEETING

#### **GOLD SPONSOR | \$50,000**

- 45-minute virtual Industry Expert Session
- Virtual exhibit space
- Five all access virtual conference badges
- Post-conference custom eblast to all attendees (HTML file provided by sponsor)
- Recognition as Gold Sponsor throughout virtual platform
- Full post-conference analytics on booth visits and Industry Expert Session

#### **SILVER SPONSOR | \$42,500**

- 45-minute virtual Industry Expert Session
- Virtual exhibit space
- Four all access virtual conference badges
- Recognition as Silver Sponsor throughout virtual platform
- Full post-conference analytics on booth visits and Industry Expert Session

#### **EXHIBIT ONLY | \$3,000**

- Complimentary badge for exhibitor employees
- Logo in virtual lobby and exhibit hall
- Virtual exhibit booth, clickable content tabs
- Full analytics on booth traffic

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## SPONSORSHIP PACKAGES

### CORPORATE BRANDING OPPORTUNITIES | IN-PERSON OCTOBER MEETING

#### DIAMOND SPONSOR | \$75,000

- 45-minute Industry Expert Session (Mid-Day)
- One door drop
- Insert in conference bag
- Signs promoting the Industry Expert Session
- 12 promotional banner ads – one banner ad in 12 issues of our monthly MEDS e-news that goes to 95,000 NPs and PAs
- Premium exhibit space (8 x 10 space)
- Badges for up to seven exhibitors
- Inclusion in event eblast dedicated to all Industry Expert Sessions
- Recognition with onsite signage
- Two page/four color ad in onsite program
- WiFi or keycard or quench bar sponsorship (selection of one)

#### GOLD SPONSOR | \$54,500

- 45-minute Industry Expert Session (Mid-Day)
- Insert in conference bag
- Signs promoting the Industry Expert Session
- 2 promotional banner ads – one banner ad in up to two issues of our monthly MEDS e-news that goes to 95,000 NPs and PAs
- Premium exhibit space (8 x 10 space)
- Badges for up to five exhibitors
- Inclusion in event eblast dedicated to all Industry Expert Sessions
- Recognition with onsite signage
- One page/four color ad in onsite program

#### SILVER SPONSOR | \$49,500

- 45-minute Industry Expert Session (Morning or End of Day)
- Insert in conference bag
- Exhibit space (8 x 10 space)
- Badges for up to four exhibitors
- Inclusion in event eblast dedicated to all Industry Expert Sessions
- Recognition with onsite signage
- One page/four color ad in onsite program
- Recognition with onsite signage
- One page/four color ad in onsite program

#### BRONZE SPONSOR | \$25,000

- Insert in conference bag
- Exhibit space (8 x 10 space)
- Badges for up to four exhibitors
- Recognition with onsite signage
- One page/four color ad in onsite program

#### EXHIBIT ONLY | \$4,500

- Exhibit space (8 x 10 space)
- Badges for up to two exhibitors
- Company description included in onsite program
- One 6' draped table, two chairs, and a wastebasket included

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## SPONSORSHIP OPPORTUNITIES

### A LA CARTE ITEMS

Charging Stations <ul style="list-style-type: none"> <li>◦ MedscapeLIVE! to place two charging stations outside of session hall. Each station will be branded with sponsor logo and/or custom graphics</li> <li>◦ Sponsor to provide creative according to specs</li> </ul>	<b>\$15,000 (Exclusive)</b>
Flash Drive <ul style="list-style-type: none"> <li>◦ Have your company logo on an 8GB flash drive that will be placed in each attendee conference bag</li> </ul>	<b>\$10,000 (Exclusive)</b>
Workshop Rooms <ul style="list-style-type: none"> <li>◦ \$7,500 per day, per room; exclusive time slot, must be Bronze level or higher</li> </ul>	<b>\$7,500</b>
Hotel Key Cards	<b>\$15,000 (Exclusive)</b>
Conference Bags <ul style="list-style-type: none"> <li>◦ Company logo on bag given to all attendees</li> </ul>	<b>\$15,000 (Exclusive)</b>
Door Drop	<b>\$7,500</b>
Custom Graphics - Mirror clings in ballroom's bathroom	<b>\$7,500</b>
Custom TV channel <ul style="list-style-type: none"> <li>◦ Video airs on private channel in the hotel</li> </ul>	<b>\$8,000</b>
Branded Disposable Water Bottles	<b>\$10,000</b>
Bar Coasters and Beverage Napkins <ul style="list-style-type: none"> <li>◦ At Evening Receptions</li> </ul>	<b>\$10,000</b>

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# STAY RELEVANT IN TODAY'S EVER-CHANGING HEALTHCARE LANDSCAPE



Partner or attend live and virtual conferences, join in live and virtual networking, interact with experts in your field, and earn CME/CE credits!

Visit us at [www.medscapelive.com](http://www.medscapelive.com)  
or email us at [info@medscapelive.com](mailto:info@medscapelive.com)



Medscape **LIVE!**