

A Medscape **LIVE!** CONFERENCE

CE/CME

# MEDS

Metabolic & Endocrine  
Disease Summit **FALL**

**OCTOBER 28–30, 2021**



VIRTUAL EVENT

**SPONSORSHIP AND EXHIBIT PROSPECTUS**

[medscape.org/meds](https://medscape.org/meds)

**Medscape**  
EDUCATION

## OVERVIEW

Buoyed by the success of MEDS Summer, MEDS Fall returns to address the critical shortage of primary care physicians and endocrinologists. MEDS educates primary care NPs, PAs, CDE's and Nurses in the clinical diagnosis and treatment of common metabolic and endocrine diseases. MEDS enables prominent experts to share and discuss the latest research impacting treatment, disease management and improving patient outcomes. MEDS Summer generated 1,270 registered attendees with 900 unique participants.

MEDS will be presented as a virtual live conference experience. Key tracks in 2021 include:

- Endocrine-New Emerging Therapies
- Diabetes and Comorbidities
- Diabetes -What's New + Coming
- CV Risk Reduction..Beyond T2D CVOT
- Lipid Management

### CONFERENCE CHAIR



**Scott Urquhart, PA-C, DFAAPA**  
Past President  
American Society of Endocrine PAs (ASEPA)  
Adjunct Clinical Professor, PA Program  
James Madison University  
Harrisonburg, Virginia  
Clinical Instructor, PA Program  
George Washington University  
Washington, D.C.  
Diabetes and Thyroid Associates  
Fredericksburg, VA

### INVITED FACULTY



**Davida Kruger, MSN, APRN-BC, BC-ADM**  
Certified Nurse Practitioner  
Henry Ford Health System Division of  
Endocrinology, Diabetes, Bone Disease  
Manager of Clinical Research  
Division of Endocrinology, Diabetes,  
Bone Disease  
Adjunct Clinical Faculty,  
Graduate School of Nursing  
Michigan State University  
Detroit, Michigan



**Lucia M. Novak, MSN, ANP-BC, BC-ADM**  
President, Diabetes Consulting Services  
Co-Executive Director  
Capital Health and Metabolic Center  
Capital Diabetes and Endocrine Associates  
Silver Spring, Maryland



**Joyce Ross, MSN, CRNP, CLS, FNLA, FPCNA**  
Clinical Associate  
University of Pennsylvania School of Nursing  
Independent Consultant and Speaker  
Cardiovascular Risk Intervention  
West Chester, Pennsylvania



**Ashlyn Smith, PA-C**  
Endocrinology Associates PA  
Scottsdale, Arizona  
President, American Society of Endocrine  
Physician Assistants  
Adjunct Assistant Professor,  
Midwestern University Glendale  
AZ Campus  
Glendale, Arizona

## SPONSORSHIP OPPORTUNITIES

### SILVER LEVEL | \$49,500

- Recognized as Silver sponsor throughout the virtual platform on all non-cme content pages
- **Industry Expert Sessions** – 1 total Live 60-minute exclusive presentation with 2 month On-Demand Access after the conference on the virtual platform. Opportunity includes:
  - 2 reminder emails to all registrants in advance of each of Sponsor's exclusive presentations (2 hour and 15 minute before session start)
- **Exhibit Booth** – 1 dedicated interactive exhibit booth with prominent size/placement in the exhibit hall. Opportunity to include:
  - Custom booth look based on sponsor's logo and brand colors - all approved assets to be provided by sponsor
  - Featured promotional video with auto-play upon attendee's first visit to booth
  - Up to 5 designated booth staff featured within booth which includes display of headshot/bio, attendee easy access to in-platform chat/messaging/video chat, browser alerts when attendees enter booth, log of attendee visits
  - Group Chat for attendees to interact with booth staff in a public chat wall
  - Resource Panel featuring select collateral, videos (i.e. product demos, etc.), surveys, website links, and more
- **Ads & Promotions**
  - Prominent ad space in one of the following: networking lounge, poster hall, or exhibit hall\*
  - 1 promotional email blast
- **Analytics**
  - Full analytics on all Sponsor-branded interactions including booth traffic, banner ads, and independent symposia attendees
  - List of attendees who visited Sponsor's booth and who attended Sponsor's live presentations, including First name, Last name, City and State
- **Tickets**
  - Up to 5 total attendee full-comps (for HCP's only)

### VIRTUAL EXHIBIT | \$3,000

- Complimentary "badge" for one exhibitor employee
- Logo\* in Virtual Lobby and in Exhibit Hall
- Virtual exhibit booth, with up to four, clickable content tabs\*; no dynamic video
- Full analytics on booth traffic
- All meetings will feature Dedicated Exhibit Hours, breaks, and Gamification to encourage attendees to visit and engage with exhibitors and/or other sponsored sessions. Exhibit visitors will compete to collect points, earn prizes, and display their status on a Leaderboard
- Assistance with virtual booth asset assembly. All approved assets to be provided by sponsor.

\*Exhibit materials provided by Sponsor; specs and deadlines to be provided in separate attachment

### For More Information Contact:

#### Guy Pawlak

National Account Manager

Exhibits and Sponsorships

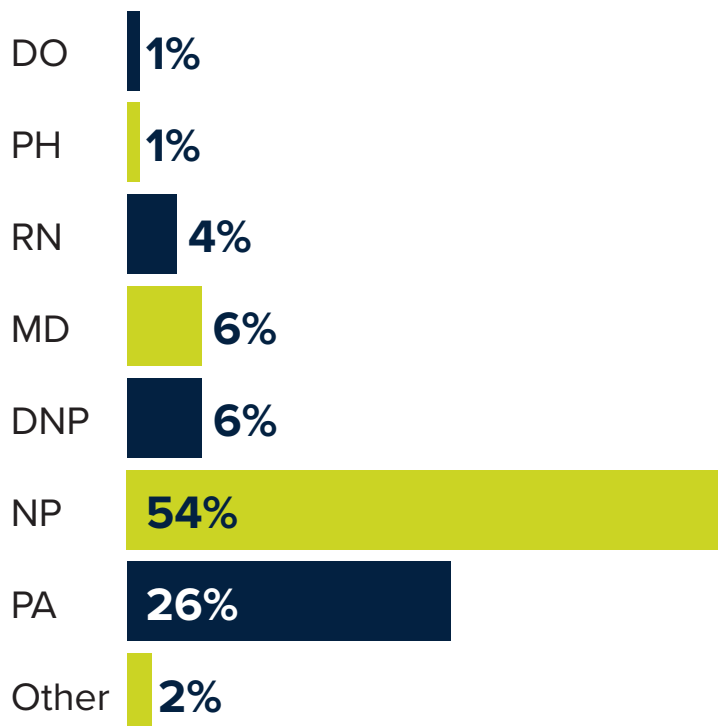
Cell: 973-768-3907 | Email: gpawlak@medscapelive.com

All Industry Expert Session slots listed in Eastern Time Please contact Guy Pawlak for available times/days

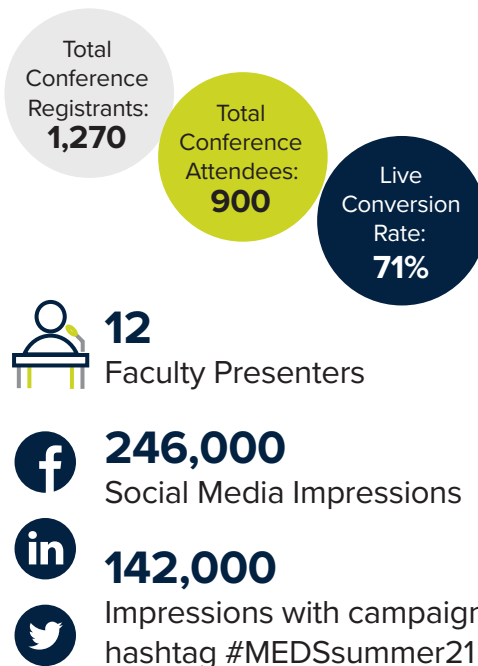
## DEMOGRAPHICS

### METABOLIC & ENDOCRINE DISEASE SUMMIT

Attendees by Profession, Summer 2021

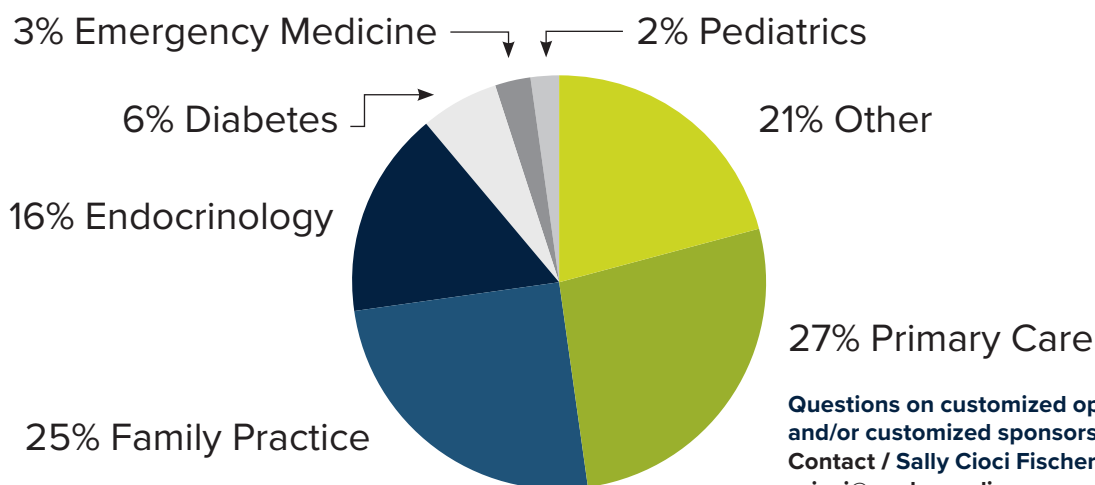


### Highlights & Milestones



### METABOLIC & ENDOCRINE DISEASE SUMMIT

Attendees by Specialty, Summer 2021



Questions on customized opportunities and/or customized sponsorship packages?  
Contact / Sally Cioci Fischer  
[scioci@medscapealive.com](mailto:scioci@medscapealive.com)