



Psychiatry Conferences 2021

PSYCHIATRY UPDATE (SPRING)
FOCUS ON NEUROPSYCHIATRY
PSYCHOPHARMACOLOGY UPDATE
PSYCHIATRY UPDATE (WINTER)

CONFERENCE & SPONSORSHIP INFORMATION

Medscape.org/psychiatryupdate

Hosted by



Psychiatry Conferences 2021

OVERVIEW

If you are looking to educate psychiatrists, as well as NPs and PAs in mental health in an innovative and interactive way you will want to make sure you participate in MedscapeLIVE!'s Psychiatry in Practice virtual conference series.

- The series features 4 CME-accredited virtual conferences that start in June and run every other month through December.
- Each conference attracts nearly 1,000 psychiatrists, NPs, and PAs, as well as other mental health professionals who are looking to solve clinical challenges and ultimately improve patient care.
- This brochure outlines opportunities for you to reach this target market in an engaging and interactive forum.

2021 DATES

So you can plan accordingly, here is the 2021 Virtual Line up;

- **AACP Psychiatry Update Spring** | June 15–19
- **AACP Focus on Neuropsychiatry** | August 12–14
- **Psychopharmacology Update** | October 22–23
- **AACP Psychiatry Update Winter** | December 7–11

COURSE DIRECTOR



Henry A. Nasrallah, MD

Editor-In-Chief

CURRENT PSYCHIATRY

Vice-Chair for Faculty Development and Mentorship

Professor of Psychiatry, Neurology, & Neuroscience

Director, Neuropsychiatry and Schizophrenia Programs

University of Cincinnati College of Medicine

President

American Academy of Clinical Psychiatrists (AACP)

Cincinnati, Ohio

CO-CHAIR/PLANNING COMMITTEE



Richard Balon, MD

Professor of Psychiatry and Anesthesiology

Associate Chair for Education

Wayne State University

Detroit, Michigan



Donald W. Black, MD

Professor of Psychiatry

University of Iowa Carver College of Medicine

President

American Academy of Clinical Psychiatrists (AACP)

Iowa City, Iowa



Anita H. Clayton, MD

David C. Wilson Professor and Chair

Dept. of Psychiatry and Neurobehavioral Sciences

Professor

Clinical Obstetrics and Gynecology

U. of Virginia



Obiora E. E. Onwuameze, MD, PhD

Associate Professor of Clinical Psychiatry

Clerkship Director Department of Psychiatry

Southern Illinois University School of Medicine

Springfield, Illinois

SPONSORSHIP OPPORTUNITIES

DIAMOND LEVEL | \$174,240 (4 meetings)

- Recognized as a Diamond sponsor throughout the virtual platform on all non-cme content pages
- **Industry Expert Sessions** – 4 total 60-minute live exclusive presentations with 2 month On-Demand Access after the conference on the virtual platform. Opportunity includes:
 - 3 reminder emails to all registrants in advance of each of Sponsor's exclusive presentations (24 hour, 2 hour, and 15 minute before session start)
 - 1 pop-up announcement for each live presentation — on-screen promotional or call-to-action message displayed to all attendees on virtual platform*
- **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*
 - Featured promotional video with auto-play upon 2 promotional email blasts to registered conference attendees*
 - 1 full-page color ad in virtual program booklet
- **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 10 full-comp tickets to attend the virtual conference (for HCP's only)

For available Times/Days please consult Guy Pawlak
All bonus presentation slots listed in Eastern Time

For More Information Contact:

Guy Pawlak

National Account Manager

Exhibits and Sponsorships

Cell: 973-768-3907

Email: gpawlak@medscapelive.com

SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL | \$136,620 (3 MEETINGS)

- Recognized as Platinum sponsor throughout the virtual platform on all non-cme content pages
- **Industry Expert Sessions** – 3 total Live 60-minute exclusive presentation with 2 month On-Demand Access after the conference on the virtual platform. Opportunity includes:
 - 3 reminder emails to all registrants in advance of each of Sponsor's exclusive presentations (24 hour, 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*
 - 2 promotional email blasts to registered conference attendees*
 - 1 full-page color ad in virtual program booklet
- **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 full-comp tickets to attend the virtual conference (for HCP's only)

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SPONSORSHIP OPPORTUNITIES

GOLD LEVEL | \$95,040 (2 MEETINGS)

- Recognized as Gold sponsor throughout the virtual platform on all non-cme content pages
- **Industry Expert Sessions** – 2 total Live 60-minute exclusive presentation with 2 month On-Demand Access after the conference on the virtual platform. Opportunity includes:
 - 3 reminder emails to all registrants in advance of each of Sponsor's exclusive presentations (24 hour, 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*
- **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)

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SPONSORSHIP OPPORTUNITIES

SILVER LEVEL | \$49,500 (1 MEETING)

- 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 on conference platform. Opportunity includes:
 - 3 reminder emails to all registrants in advance of each of Sponsor's exclusive presentations (24 hour, 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
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 - Prominent ad space in one of the following: networking lounge, poster hall, or exhibit hall*
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 - 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 full-comp tickets to attend the virtual conference (for HCP's only)

For available Times/Days please consult Guy Pawlak
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SPONSORSHIP OPPORTUNITIES

VIRTUAL EXHIBITS

4 MEETINGS – \$1,950 (PER MEETING)

3 MEETINGS – \$2,2250 (PER MEETING)

2 MEETINGS – \$2,500 (PER MEETING)

1 MEETING – \$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

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