



# 2022 PSYCHIATRY CONFERENCES



## SALES PROSPECTUS

Provided by



Global Academy for  
Medical Education

**Medscape**  
EDUCATION

# 2022 PSYCHIATRY CONFERENCES

## Sales Prospectus

### OUR PROGRAMS

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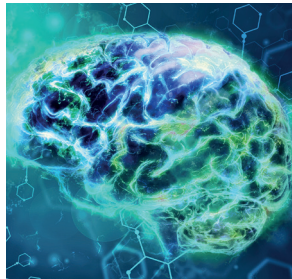
All 2022 MedscapeLIVE! Psychiatry meetings will be hybrid – live (in-person), as well as live streamed.



#### **PSYCHIATRY** UPDATE • SPRING

**JUNE 16–18, 2022**

CHICAGO MARRIOTT DOWNTOWN MAGNIFICENT MILE HOTEL  
CHICAGO, IL



#### **Psychopharmacology** UPDATE

**OCTOBER 29, 2022**

THE WESTIN CINCINNATI | CINCINNATI, OH



#### **PSYCHIATRY** UPDATE • WINTER

**DECEMBER 1-3, 2022**

OMNI LA COSTA HOTEL | CARLSBAD CA

Hosted by

Medscape **LIVE!**

AA  
CP AMERICAN ACADEMY OF  
CLINICAL PSYCHIATRISTS

Current  
PSYCHIATRY

For additional information contact David Small at [dsmall@MedscapeLIVE.com](mailto:dsmall@MedscapeLIVE.com), (201) 280-9050

# 2022 PSYCHIATRY CONFERENCES

## Sales Prospectus

## GENERAL INFORMATION

### OVERVIEW

If you are looking to educate psychiatrists, as well as NPs and PAs in mental health in an innovative and interactive environment you will want to make sure you participate in MedscapeLIVE!'s 3 hybrid Psychiatry Conferences in 2022.

- Each conference attracts nearly 700 psychiatrists, NPs, and PAs, as well as other mental health professionals who are looking to solve clinical challenges and ultimately improve patient care. (We are anticipating about 300 participants who will be live-in person and approximately another 400 who will participate virtually)
- This brochure outlines opportunities for you to reach this target market in an engaging and interactive forum

### INDUSTRY EXPERT SESSIONS (Non-CME)

All 2021 medical sponsors of industry expert sessions will have first right of refusal. Each meeting will have a deadline date by which 2021 sponsors must commit by to reserve their industry expert session. If commitment is not made prior to the established deadline date, timeslot will become available to sponsors on waiting list. Please consult with David Small for deadlines to commit to industry expert session sponsorships.

All Industry Expert Session sponsorships include the following promotional items to help create awareness of your session and assist with attendance.

- Advertisement in on-site conference brochure
- Insert in conference bag
- Signs highlighting the industry expert sessions
- MedscapeLive provided email blasts

Excluding the email blasts, all these items must be provided by the sponsoring company. For the email blast, title of session and speaker name must be

provided. Specification and deadline dates for these items will be provided approximately 2–3 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 [ENTER CONFERENCE NAME]. CME/CE credit is not provided for this session.

Promotional items for your industry expert session should not contain any mention of food/beverages, please see next bullet point.

#### Meals during industry expert sessions

All food functions are provided by MedscapeLIVE! as part of the conference and included in registration fees. They are not provided by any sponsor or supporter. Food is provided outside the general session room generally in the exhibit hall area. 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 CME/CE conference, it is not reportable.

#### Audio/Visual Equipment

MedscapeLIVE! provides standard AV for industry expert sessions. AV includes 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 Wi-Fi, App, Conference Coverage etc.

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

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## GENERAL INFORMATION

### ADVISORY BOARDS

Select sponsorships include advisory boards. Sponsors may also enhance their package with an advisory board for an additional fee. For all advisory boards, MedscapeLIVE! will secure a room to accommodate a 3-hour long meeting for approximately 10-15 people. If sponsor is interested in inviting meeting attendees, sponsor is to provide MedscapeLIVE! with an invitation that it will deploy to the selected attendees. Sponsor may contact faculty directly. Advisory boards cannot conflict with MedscapeLIVE! events or industry expert sessions. Sponsor is responsible for securing AV and food/beverages for the advisory board directly with the hotel. MedscapeLIVE! to provide sponsor with hotel conference manager contact information. In addition, sponsor is responsible for all management of advisory board, talking points, physician honorarium, etc.

### CONFERENCE E-NEWSLETTERS

MedscapeLive's monthly Psychiatry E-newsletter, is sent out to all meeting attendees and to our engaged list of 45,000 psychiatrists. Special issues are also published for each of MedscapeLIVE!'s Psychiatry 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 and 728 x 90. E-Newsletters do not offer competitive separation amongst brands. Detailed specification information will be provided if E-Newsletters are part of your sponsorship. For more extensive conference coverage sponsorship opportunities, please consult with David Small.

### ENDURING MATERIALS

Extend your reach of your industry expert sessions or educational posters from conference attendees to the universe of dermatologists with print supplements from Dermatology News, Cutis and/or digital opportunities available with MDedge Dermatology ([www.mdedge.com/dermatology](http://www.mdedge.com/dermatology)). Enduring materials can include print supplements that are either inserted or polybagged with a select issue of Dermatology News, Cutis 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 2022, MedscapeLIVE! will be offering 5% conference discounts for sponsors of 3 or more Industry Expert Sessions and higher.

### EDUCATIONAL SCIENTIFIC POSTERS

Companies are invited to submit abstracts to be considered for posters. Posters may only be submitted by sponsors or exhibitors. For costs and for submission information and deadlines, please contact David Small at [dsmall@medscapelive.com](mailto:dsmall@medscapelive.com).

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

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## Sales Prospectus

### GENERAL INFORMATION



#### 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, 2 chairs and wastebasket.

#### PUBLICATION PARTNERS

**Current**  
PSYCHIATRY

**Clinical Psychiatry News.**

**ANNALS OF  
CLINICAL PSYCHIATRY**

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

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# 2022 PSYCHIATRY CONFERENCES

## Sales Prospectus

## SPONSORSHIP PACKAGES

### CORPORATE BRANDING OPPORTUNITIES

#### DIAMOND SPONSOR I | \$95,000

- 45-minute industry expert session, mid-day slot
- Opportunity to host an advisory board (value-added)
- One door drop + insert in conference bag + signs promoting the independent symposium\*\*
- 12 promotional banner ads - 1 banner ad in 12 consecutive issues of our monthly Psychiatry Update E-News that goes to 45,000 Psychiatrists\*\*
- 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 throughout Exhibit/Registration areas and virtual conference platform
- Two-page, four-color ad in On-site Program
- Value-Add: Your live Industry Expert Session will also be live-streamed to the virtual participants and will also be available on the virtual conference platform for 2 months post conference

#### PLATINUM SPONSOR | \$80,000

- 45-minute industry expert session, mid-day slot
- Opportunity to host an advisory board (value-added)
- 6 promotional banner ads - 1 banner ad in up to 6 issues of our monthly Psychiatry Update E-News that goes to 45,000 Psychiatrists\*\*
- Premium exhibit space: 8 x 10 space
- Badges for up to six exhibitors
- Two page, four color ad in On-site Conference Booklet
- One door drop and insert in conference bag and signs promoting independent symposium\*\*
- Inclusion in event eblast dedicated to all industry expert sessions
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform
- Value-Add: Your live Industry Expert Session will also be live-streamed to the virtual participants and will also be available on the virtual conference platform for 2 months post conference

#### GOLD SPONSOR PACKAGE I | \$60,000

- 45-minute independent symposium, morning slot
- Opportunity to host an advisory board (value-added)
- Premium exhibit space: 8 x 10 space
- Badges for up to five exhibitors
- One page, four color ad in Onsite Program Booklet
- 2 promotional banner ads- 1 banner ad in up to 2 issues of our monthly Psychiatry Update E-News that goes to 45,000 Psychiatrists\*\*
- One insert in conference bag and signs promoting the industry expert session\*\*
- Inclusion in event eblast dedicated to industry expert sessions
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform
- Value-Add: Your Industry Expert Session will also be live-streamed to the virtual participants and furthermore will be available on the virtual conference platform for a period of 2 months post-conference.

#### GOLD SPONSOR PACKAGE II | \$60,000

- Sponsorship of Coffee Sleeves and cocktail napkins at all MEDS Refreshment Breaks
- Opportunity to host an advisory board (value-added)
- Premium exhibit space: 8 x 10 space
- Badges for up to five exhibitors
- One page, four color ad in Exhibitor/Sponsor Guide\*\*
- One insert in conference bag\*\*
- 2 promotional banner ads- 1 banner ad in up to 2 issues of our monthly Psychiatry Update E-News that goes to 45,000 Psychiatrists\*\*
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform

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## Sales Prospectus

## SPONSORSHIP PACKAGES

### CORPORATE BRANDING OPPORTUNITIES

#### **GOLD SPONSOR PACKAGE III | \$60,000**

- Sponsorship of Wifi access page in MedscapeLive Psychiatry Conference areas
- Opportunity to host an advisory board (value-added)
- Exhibit space: 8 x 10 space
- Badges for up to four exhibitors
- One page, four color ad in Exhibitor/Sponsor Guide\*\*
- 2 promotional banner ads- 1 banner ad in up to 2 issues of our monthly Psychiatry Update E-News that goes to 45,000 NPs and PAs\*\*
- One insert in conference bag\*\*
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform

#### **SILVER SPONSOR | \$54,000**

- 45-minute industry expert session available each morning
- Exhibit space: 8 x 10 space
- Badges for up to four exhibitors
- One page, four color ad in Exhibitor/Sponsor Guide and one insert in conference bag and signs\*\*
- Inclusion in event eblast dedicated to all industry expert sessions
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform
- Value-Add: Your live Industry Expert Session will also be live-streamed to the virtual participants and will also be available on the virtual conference platform for 2 months post conference

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

- Exhibit space: 8 x 10 space
- Badges for up to three exhibitors
- One page, four color ad in Exhibitor/Sponsor Guide\*\*
- One insert in conference bag\*\*
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform

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

- Exhibit space: 8 x 10 space
- Badges for up to 2 exhibitors
- Exhibit Description will be included in the On-site Program Book
- 6' draped table, 2 chairs and a wastebasket included

#### **A LA CARTE ITEMS**

- Charging Stations - \$15,000 (Exclusive)
  - MedscapeLIVE! to place two charging stations outside of session hall. Each station will be branded with sponsor logo and/or custom graphics\*\*
  - Sponsor to provide creative according to specs
- Flash Drive - \$10,000 (Exclusive)
  - Have your company logo on an 8GB flash drive that will be placed in each attendee conference bag
- Advisory Board - \$5,000
- Workshop Rooms
  - \$7,500 per day, per room; exclusive time slot, must be Bronze level or higher
- Hotel Key Cards - \$10,000 (Exclusive)
- Conference Bags - \$10,000 (Exclusive)
  - Company logo on bag given to all attendees
- Door Drop - \$5,000
- Custom Graphics - Mirror clings in ballroom's bathroom: \$7,500
- Custom TV channel - \$8,000
  - Video airs on private channel in the hotel
- Branded Disposable Water Bottles - \$10,000
- Bar Coasters and Beverage Napkins
  - At Evening Receptions: \$8,000

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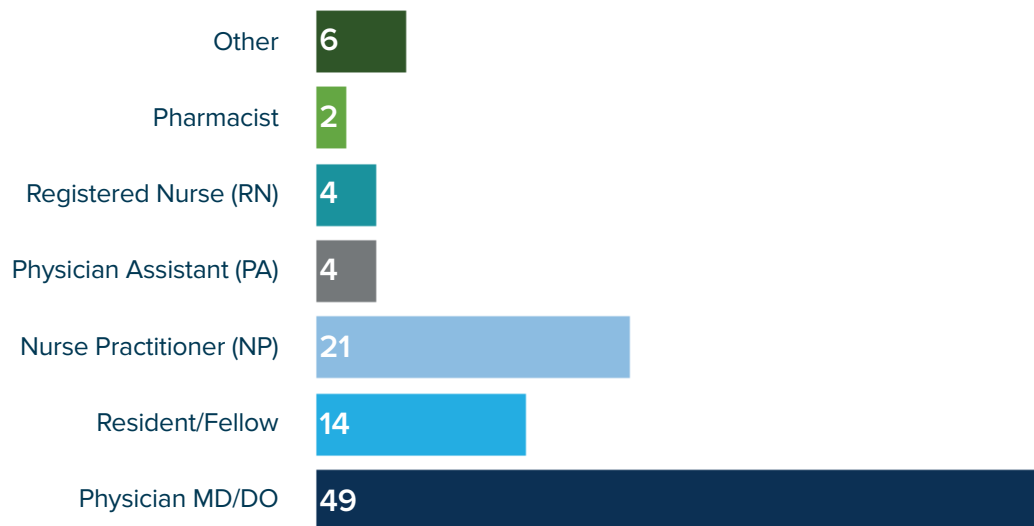
## Sales Prospectus

## DEMOGRAPHICS

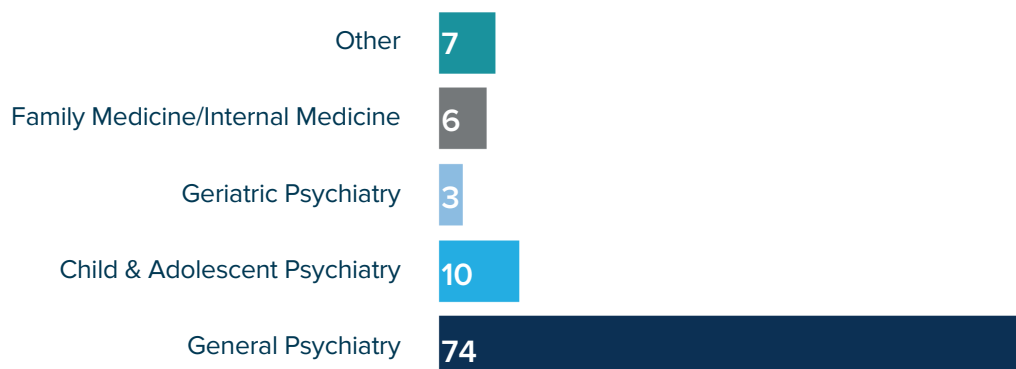
### PSYCHIATRY UPDATE SPRING | JUNE 15–19, 2021

Based on **1,544** Virtual Conference Participants

#### PROFESSION/DEGREE % OF TOTAL



#### SPECIALTY % OF TOTAL



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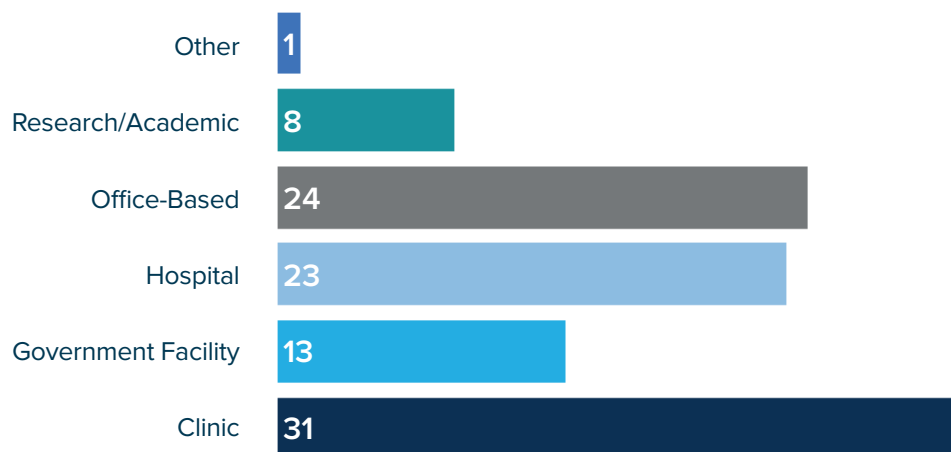
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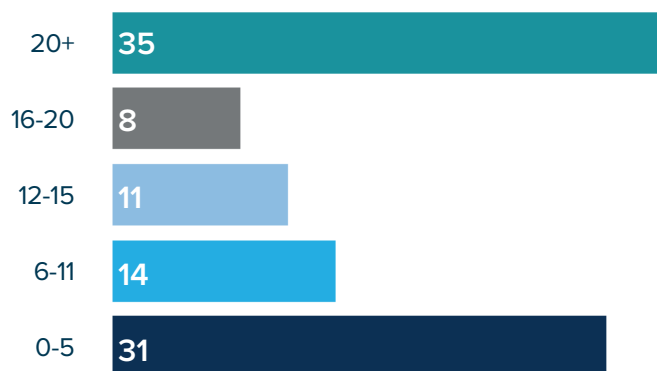
### PSYCHIATRY UPDATE SPRING | JUNE 15–19, 2021 (CONTINUED)

#### TYPE OF PRACTICE % OF TOTAL



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#### YEARS IN PRACTICE % OF TOTAL



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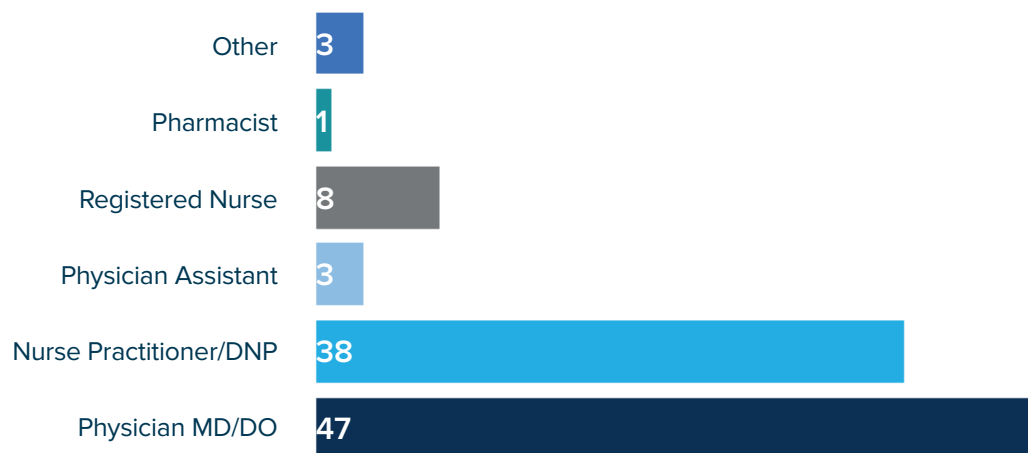
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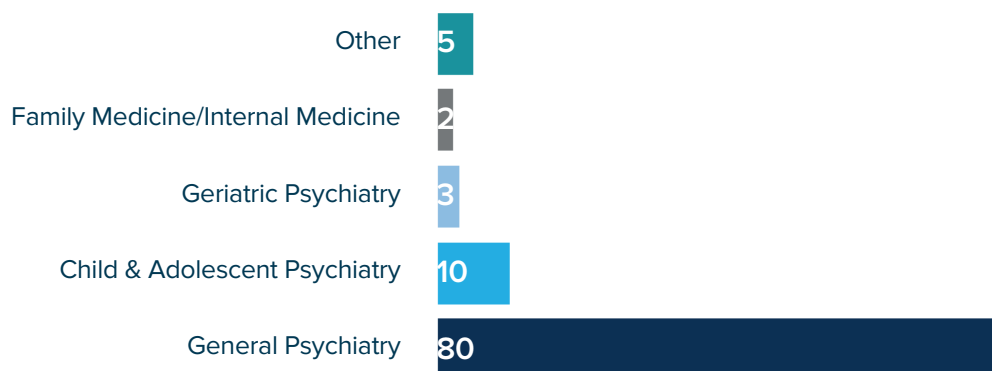
### PSYCHOPHARMACOLOGY UPDATE | OCTOBER 22–23, 2021

Based on 2,246 Virtual Conference Participants

#### PROFESSION/DEGREE % OF TOTAL



#### SPECIALTY % OF TOTAL



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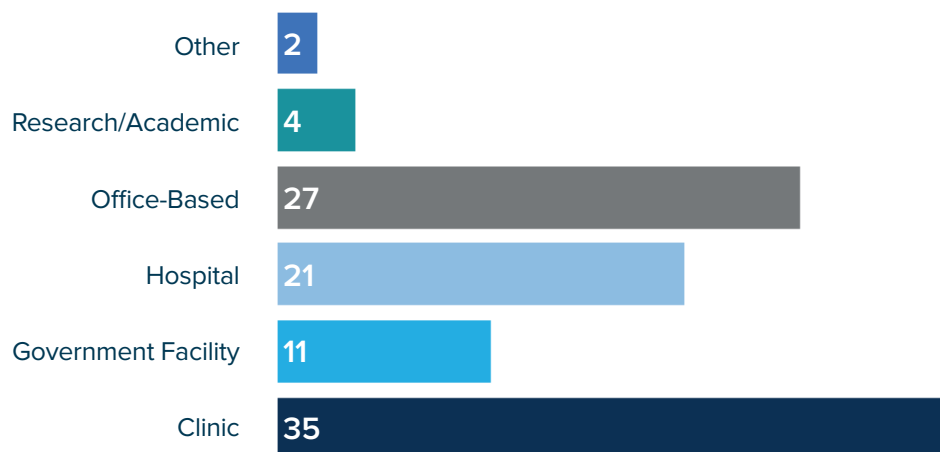
## Sales Prospectus

## DEMOGRAPHICS

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### PSYCHOPHARMACOLOGY UPDATE | OCTOBER 22–23, 2021 (CONTINUED)

#### TYPE OF PRACTICE % OF TOTAL



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#### YEARS IN PRACTICE % OF TOTAL



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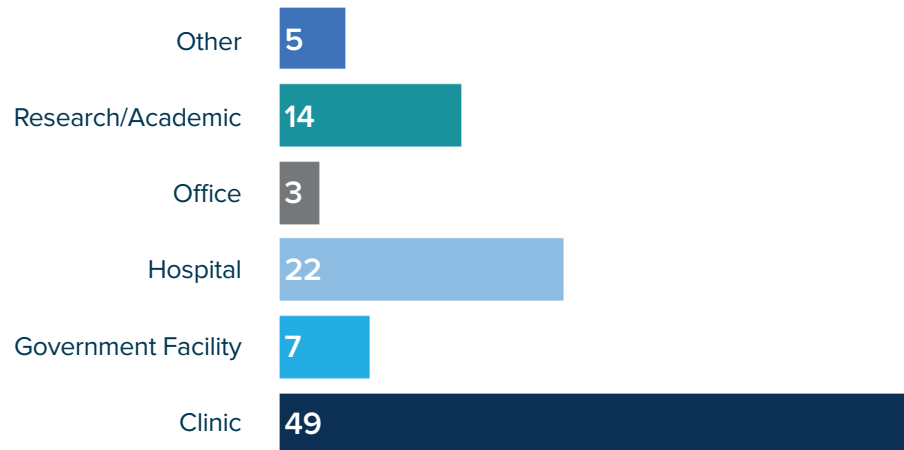
## Sales Prospectus

## DEMOGRAPHICS

### PSYCHIATRY UPDATE WINTER | DECEMBER 7–11, 2021

Based on **1,020** Virtual Conference Participants as of 11/29/2021

#### PROFESSION/DEGREE % OF TOTAL



#### SPECIALTY % OF TOTAL



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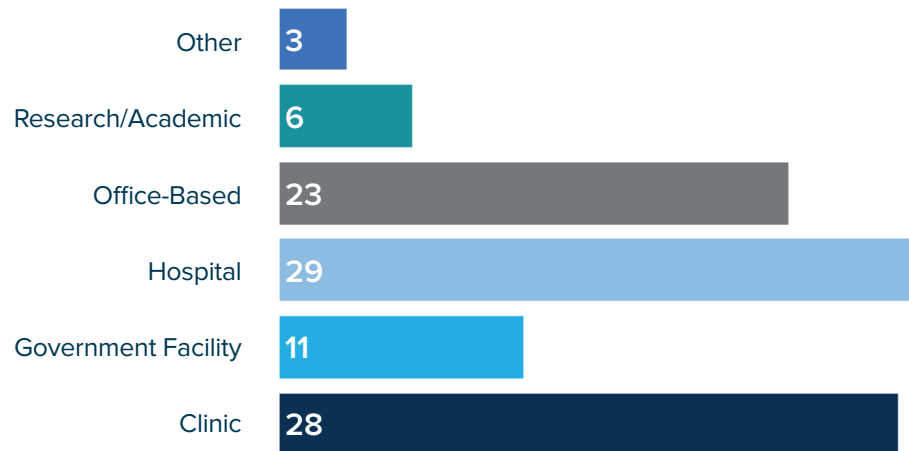
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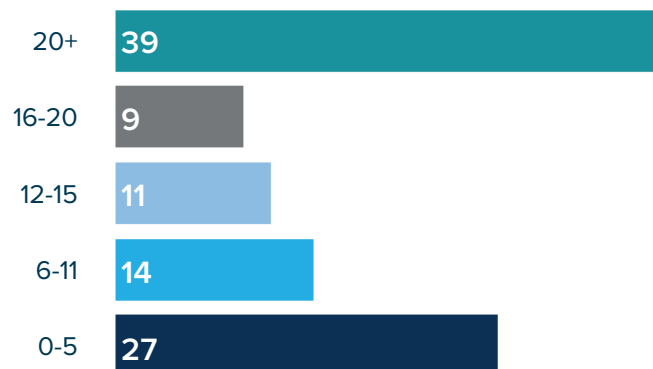
## DEMOGRAPHICS

### PSYCHIATRY UPDATE WINTER | DECEMBER 7–11, 2021 (CONTINUED)

#### TYPE OF PRACTICE % OF TOTAL



#### YEARS IN PRACTICE % OF TOTAL



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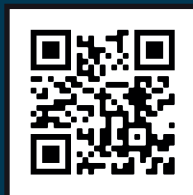


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