

2024 PSYCHIATRY CONFERENCES

Sponsorship and Exhibit Prospectus

Medscape **IN-PERSON** 

LIVE!

www.medscape-live.org/psychiatry

Hosted by

Medscape **LIVE!**



AMERICAN ACADEMY OF
CLINICAL PSYCHIATRISTS

Current
PSYCHIATRY

Provided by



Global Academy for
Medical Education

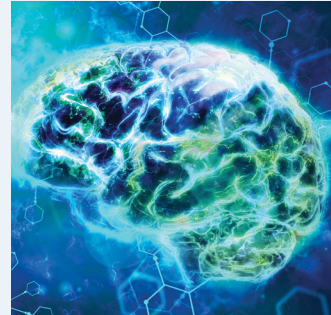
Medscape
EDUCATION

General Information



PSYCHIATRY[®] UPDATE

JUNE 20–22, 2024
CHICAGO MARRIOTT DOWNTOWN
CHICAGO, ILLINOIS



Psychopharmacology[®] UPDATE

OCTOBER 25–26, 2024
HYATT REGENCY CINCINNATI
CINCINNATI, OHIO

Overview

If you are looking to educate psychiatrists, nurse practitioners (NPs), and physician assistants (PAs) in mental health in an innovative and interactive environment, you will want to make sure you participate in MedscapeLIVE!®'s two in-person psychiatry conferences in 2024.

- Each conference attracts 300+ psychiatrists, NPs, and PAs, as well as other mental health professionals who are looking to solve clinical challenges and improve patient care.
- This brochure outlines opportunities for you to reach this target market in an engaging and interactive forum.

Target Audience

This conference is intended for psychiatrists, as well as NPs and PAs specializing in diagnosing and treating mental health disorders. This brochure outlines opportunities for you to reach this target market in an engaging and interactive forum.

General Information (continued)

Industry Expert Sessions

All 2023 sponsors of Industry Expert Sessions will have first right of refusal. Each meeting will have a deadline date by which previous sponsors must commit to reserve their Industry Expert Session slot. If commitment is not made prior to the established deadline date, timeslots will become available to 2024 sponsors on the waiting list. Please consult with David Small for deadlines to commit to Industry Expert Session sponsorships.

All starred items must be provided by the sponsoring company by posted deadline. For e-blast inclusion, session title and speaker name must be provided. Specs and deadline dates for these items will be provided prior to the conference. In addition, easels will be provided at each

conference for signs (with MedscapeLIVE! determining appropriate sign placement).

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

- Advertisement in digital program booklet*
- Listing in the online agenda
- Hardcopy insert in conference bag*
- Listing in the sponsor directory
- Onsite signage highlighting the Industry Expert Session
- Inclusion in MedscapeLIVE!-provided e-blasts

Disclaimer: All promotional items for your Industry Expert Session must contain the following disclaimer statement: This session is independently organized and not an official part of [ENTER CONFERENCE NAME]. CME/CE credit is not provided for this session.

Meals During Industry Expert Sessions

Promotional items for your Industry Expert Session should not contain any mention of food and/or beverages. All food functions are provided by MedscapeLIVE! as part of the conference and included in registration fees.

Audio/Visual Equipment

MedscapeLIVE! provides standard A/V for Industry Expert Sessions. A/V includes laptop, projector, screen, confidence monitor, podium, and microphone.

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.

Advisory Boards and Roundtables

Enhance your sponsorships with expert roundtables and KOL advisory boards. For all advisory boards, MedscapeLIVE! will secure a room to accommodate up to a 3-hour long meeting for as many as 20 experts. Advisory boards cannot conflict with MedscapeLIVE! events or Industry Expert Sessions. In addition, sponsor is responsible for all management of the advisory board, including talking points, expert honorarium, etc.

Advisory activities can be recorded and developed into a white paper or peer-reviewed supplement. Transcription, writing services, and outflow content development services are available for a fee.

General Information (continued)

Conference E-Newsletters

MedscapeLIVE!'s monthly Psychiatry Update e-News is sent out to all meeting attendees and to our engaged list of 17,000+ 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 300px x 250px and 728px x 90px. E-Newsletters do not offer competitive separation amongst brands. Detailed 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 the reach of your Industry Expert Session or educational poster from conference attendees to the universe of psychiatrists with digital supplements on medscape.org/psychiatry and mdedge.com/psychiatry.

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.

Educational Scientific Posters

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

Sponsorship Packages

Corporate Branding Opportunities

Diamond Sponsor \$85,000

- One 45-minute Industry Expert Session slot of your choice (breakfast, lunch, and dinner slots available on a first-come, first-serve basis)
- Two premium exhibit spaces (two 8 x 10 spaces)
- Two page/four color ad in digital program booklet
- Two inserts in conference bag
- One guest room door drop (pending hotel approval)
- Digital wall ad. Up to 30-second video
- Inclusion in event eblast
- Twelve (12) promotional banner ads (one banner ad in 12 consecutive issues of our monthly Psychiatry Update e-News that goes to 17,000+ engaged psychiatrists)
- Recognition with onsite signage throughout exhibit/registration areas
- Company description included in sponsor directory
- Badges for up to ten (10) exhibitor representatives
- Opportunity to host an advisory board, roundtable discussion, or working group (value add)

Platinum Sponsor \$70,000

- One 45-minute Industry Expert Session slot of your choice (breakfast, lunch, and dinner slots available on a first-come, first-serve basis)
- Exhibit space (8' x 10')
- Two page/four color ad in digital program booklet
- One insert in conference bag
- One guest room door drop (pending hotel approval)
- Digital wall ad (static)
- Inclusion in event eblast
- Six (6) promotional banner ads (one banner ad in six consecutive issues of our monthly Psychiatry Update e-News that goes to 17,000+ engaged psychiatrists)
- Recognition with onsite signage throughout exhibit/registration areas
- Company description included in sponsor directory
- Badges for up to seven (7) exhibitor representatives
- Opportunity to host an advisory board, roundtable discussion, or working group (value add)

Sponsorship Packages (continued)

Gold Sponsor \$65,000

“Your Choice” Package of Either:

- One 45-minute Industry Expert Session slot of your choice (breakfast, lunch, and dinner slots available on a first-come, first-serve basis)

or

- Enhanced branding package including conference bag, hotel key cards or quench bar (based on availability)

In Addition To:

- One page/four color ad in digital program booklet
- One insert in conference bag
- One guest room door drop (pending hotel approval)
- Exhibit space (8 ft. x 10 ft.)
- Inclusion in event eblast
- Recognition with onsite signage throughout exhibit/registration areas
- Company description included in sponsor directory
- Badges for up to four (4) exhibitor representatives

Silver Sponsor \$59,500

“Your Choice” Package of Either:

- One 45-minute Industry Expert Session slot of your choice (breakfast, lunch, and dinner slots available on a first-come, first-serve basis)

or

- Virtual pre-conference sneak peek webinar

or

- One a la carte item

In Addition To:

- One page/four color ad in digital program booklet
- One insert in conference bag
- Exhibit space (8 ft. x 10 ft.)
- Inclusion in event eblast
- Recognition with onsite signage throughout exhibit/registration areas
- Company description included in sponsor directory
- Badges for up to four (4) exhibitor representatives

Bronze Sponsor \$25,000

Branding Package:

- Digital wall ad (static)
- One page/four color ad in digital program booklet
- One insert in conference bag
- Exhibit space (8 ft. x 10 ft.)
- Recognition with onsite signage throughout exhibit/registration areas
- Company description included in sponsor directory
- Badges for up to three (3) exhibitor representatives

Exhibit Only \$4,950

- Exhibit space (8 ft. x 10 ft.)
- Company description included in sponsor directory
- Badges for up to two (2) exhibitor representatives

Sponsorship Packages

À La Carte Opportunities

Faculty & Industry Networking Event	\$35,000	Mobile Charging Stations	\$17,000
Pre- and Post-Conference Webinar	\$35,000	Advisory Board	\$15,000
KOL, Resident, or NP/PA Reception	\$30,000	Ad Inclusion in Digital Wall	
Wi-Fi Sponsorship	\$30,000 (Exclusive)	Up to 30-Second Video	\$3,000
Poster Session Sponsor	\$20,000	Static	\$1,000
Registration Area Branding	\$20,000	Bar Coasters, Beverage Napkins & Coffee Sleeves at Breaks and Receptions	\$12,000
Hotel Key Card	\$20,000 (Exclusive)	Branded Reusable Water Bottles	\$10,000
Conference Bags	\$20,000 (Exclusive)	Door Drop	\$8,000
Quench Bar Sponsor	\$20,000 (Exclusive)	Registration Bag Insert	\$5,000

Demographics 2023

PSYCHIATRY[®] UPDATE • SPRING

DEMONSTRATED SUCCESS: DELIVERING IMPACT FOR THE PSYCHIATRY COMMUNITY

CONTENT DRIVING CLINICAL PRACTICE CHANGE:

92%

OF ATTENDEES
WERE SATISFIED
WITH THE MEETING

98%

OF ATTENDEES FELT
THE FACULTY WERE
KNOWLEDGEABLE
AND EFFECTIVE

76%

OF ATTENDEES
STATED THEY
WOULD MODIFY
TREATMENT PLANS

79%

OF ATTENDEES
ACHIEVED THEIR
LEARNING GOALS

92%

SATISFACTION RATE

HIGHLIGHTS & MILESTONES

300+
HEALTHCARE
PROFESSIONALS

25
PRESENTATIONS

25
FACULTY



EXTENSIVE SOCIAL MEDIA MARKETING TO 3.1M FOLLOWERS

3M+
HASHTAG
IMPRESSIONS

400K
REACH AND ENGAGEMENT
(LIKES, COMMENTS, SHARES)



Demographics 2023

PSYCHIATRY UPDATE AUDIENCE DEMOGRAPHICS

DEGREE



54%
MD/DO



2%
Pharmacist



35%
NP/PA



5%
Other



4%
RN

SPECIALTY



84%
General Psychiatry



7%
Child and Adolescent Psychiatry



2%
Family Medicine



1%
Geriatric Psychiatry



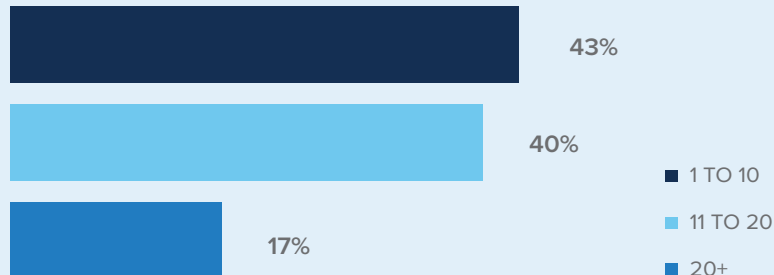
1%
Internal Medicine



5%
Other

SUPPORTING NEW AND EXPERIENCED PSYCHIATRY PROFESSIONALS

YEARS IN PRACTICE



40%

WERE FIRST TIME ATTENDEES



Terms and Conditions

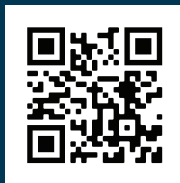
- Company will provide certain content and materials (“Materials”) for the live event (“Event”), and pay the amounts to Medscape Live, as described in and in accordance with the attached letter agreement, subject to the terms of these terms and conditions (collectively, this “Agreement”). The term of this Agreement shall commence on the date indicated in the letter agreement and shall continue through the date of the Event.
- Company is responsible for (a) providing the Materials required for Medscape Live to perform the services described herein; (b) the review and approval of all Materials and faculty; (c) obtaining all permissions and authorizations from all third parties involved in the production of the Materials as may be necessary to permit the use and display of the Materials as described herein; (d) obtaining all permissions and authorizations from the faculty as necessary for Medscape Live to provide the services hereunder; (e) ensuring that the Materials include all required disclosures and comply with all applicable laws and regulations. Company is solely responsible for any liability arising out of or relating to the Materials.
- Company grants to Medscape Live a royalty-free, non-exclusive, worldwide right and license to host, distribute, display, promote, translate, sub-license, transmit and otherwise use the Materials that it provides to Medscape Live as may be necessary for Medscape Live to perform its obligations under this Agreement. The aforementioned license shall include the ability to reformat the Materials content for display and user interface purposes and for space requirements. Company grants to Medscape Live’s users a license to access and use the Materials and any content linked therefrom. Subject to the terms and conditions of this Agreement, Company authorizes Medscape Live to use Company’s trademarks, service marks, trade names and logos as may be necessary or advisable for Medscape Live to perform the services or exercise its rights hereunder.
- Company represents and warrants that: (i) the Materials comply with all applicable laws and regulations (and include all legally required legends, disclosures and statements) and this Agreement, and do not violate the rights of any third party; (ii) Company holds the necessary rights to permit the use and display of the Materials as set forth in this Agreement, and to grant the licenses granted pursuant to Section 3.
- Company shall, at its sole cost and expense, indemnify and hold Medscape Live, its affiliates, and its and their respective officers, directors, employees, agents, successors and assigns harmless from and against any and all third party claims, losses, damages, judgments, costs and expenses (including attorneys’ fees and expenses), arising out of or related to (i) the Materials; (ii) a breach of any of its representations and warranties provided in Section 4, above; or (iii) any infringement by the Materials on any third party’s rights. Company agrees to pay all costs and expenses incurred by Medscape Live to collect any amount due hereunder or otherwise enforce the terms and conditions of this Agreement, including reasonable attorney’s fees and costs.
- In the event of a breach of this Agreement by either party, the non-breaching party shall give written notice thereof to the party in breach. If such breach is not cured within ten (10) days (five days for payment default) after receipt of such notice, the non-breaching party may upon written notice to the breaching party terminate this Agreement in addition to any other remedies the non-breaching party may have. Termination shall be in addition to, and shall not prejudice, any of the parties’ remedies at law or in equity. Upon termination, all fees owed to Medscape Live shall become immediately due.
- EXCEPT FOR COMPANY’S INDEMNIFICATION OBLIGATIONS HEREUNDER, IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER FOR ANY DAMAGES RESULTING FROM LOST REVENUE, LOST PROFITS, OR FOR ANY SPECIAL, INDIRECT, INCIDENTAL, PUNITIVE, EXEMPLARY OR CONSEQUENTIAL DAMAGES IN ANY WAY ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE SERVICES PROVIDED HEREUNDER, HOWEVER CAUSED, EVEN IF SUCH PARTY HAS BEEN MADE AWARE OF THE POSSIBILITY OF SUCH DAMAGES. THE ENTIRE LIABILITY OF MEDSCAPE LIVE TO COMPANY UNDER THIS AGREEMENT, OR ANY MATTER RELATING TO THIS AGREEMENT, REGARDLESS OF THE FORM OF ANY CLAIM OR ACTION OR THEORY OF LIABILITY (INCLUDING CONTRACT, TORT, OR WARRANTY) SHALL BE LIMITED TO DIRECT DAMAGES NOT TO EXCEED THE AMOUNTS PAID BY COMPANY TO MEDSCAPE LIVE HEREUNDER. COMPANY’S EXCLUSIVE REMEDY FOR MEDSCAPE LIVE’S FAILURE TO PROVIDE THE SERVICES HEREUNDER WILL BE FOR MEDSCAPE LIVE TO PROVIDE GOODS OF REASONABLY EQUIVALENT VALUE FOR SUCH FAILURE AS DETERMINED JOINTLY BY BOTH PARTIES.
- If Medscape Live is unable to perform its obligations under this Agreement due to circumstances beyond its reasonable control, including, but not limited to, acts of God, earthquakes, state of emergency, pandemic, hacker attacks, actions or decrees of governmental bodies, changes in applicable laws, or communication or power failures, such obligations will be suspended so long as those circumstances persist. This Agreement shall be interpreted, governed and construed by the laws of the State of New York without regard to the actual state or country of incorporation or residence of Company. Amendments to this Agreement must be made in writing and signed by both parties. This Agreement constitutes the entire agreement between the parties with respect to the subject matter of this Agreement, and any prior representations, statements, and agreements relating thereto are superseded by the terms of this Agreement. In addition to the survival terms stated elsewhere in this Agreement, the provisions of Sections 4, 5, 6, 7, and 8 shall survive the expiration or termination of this Agreement. Company shall not assign this Agreement, in whole or in part, to any entity without Medscape Live’s consent. Any attempt to assign this Agreement, in whole or in part, in contravention of this Section, shall be void. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their successors and permitted assigns. Any failure by either party to enforce the other party’s strict performance of any provision of this Agreement will not constitute a waiver of its right to subsequently enforce such provision or any other provision of this Agreement. This Agreement may be signed in counterparts and, when so signed, will constitute a single Agreement.

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
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Medscape **LIVE!**