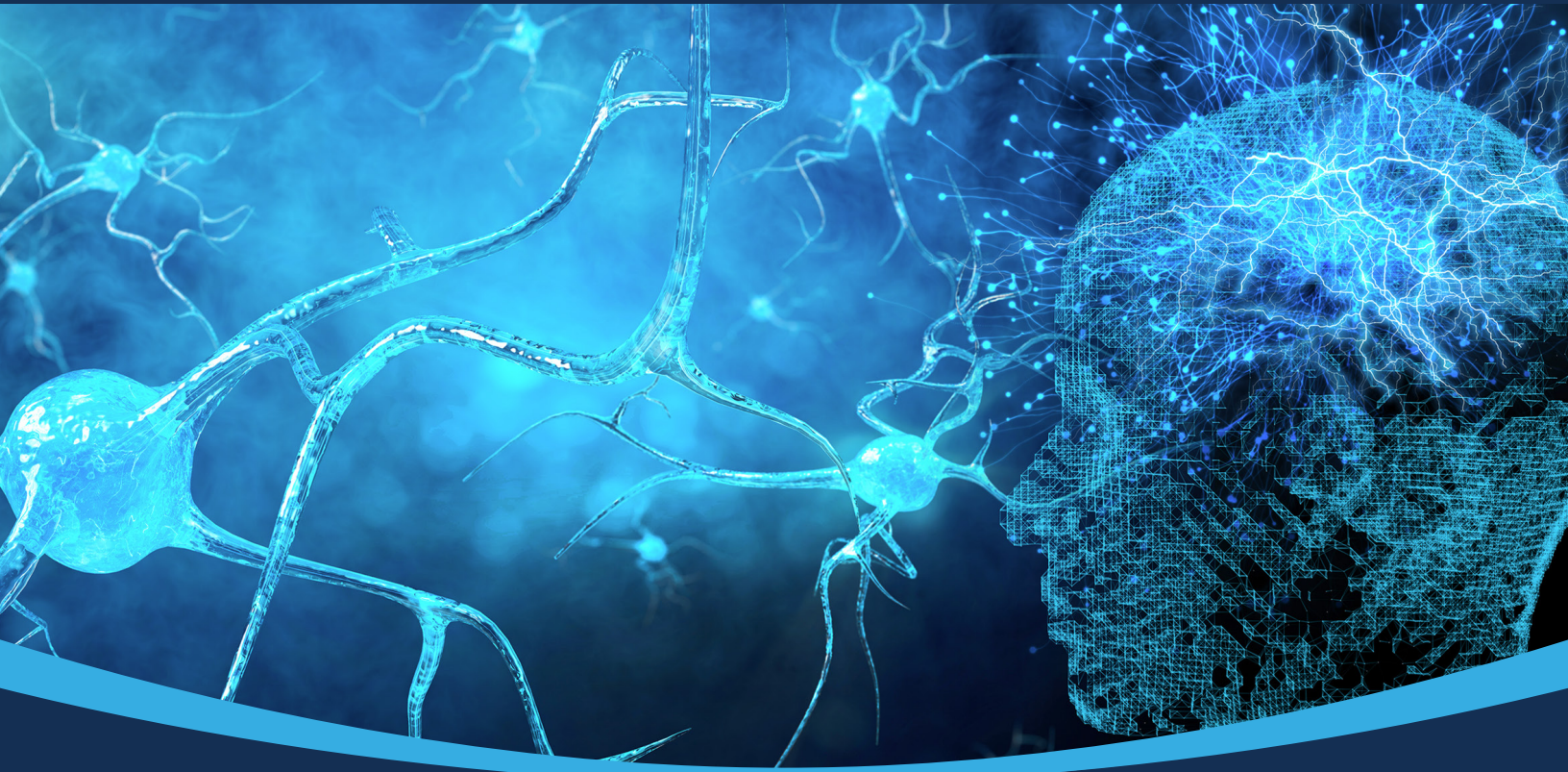


A Medscape **LIVE!** CONFERENCE



PSYCHIATRY 
UPDATE • WINTER

VIRTUAL CONFERENCE

CONFERENCE & SPONSORSHIP INFORMATION

Medscape.org/conferences/psychwinter

Hosted by

Medscape **LIVE!**

 AMERICAN ACADEMY OF
CLINICAL PSYCHIATRISTS

 Current
PSYCHIATRY

Medscape
EDUCATION



OVERVIEW

If you want to educate psychiatrists, nurse practitioners, and physician assistants in mental health in an innovative and interactive environment, make sure you participate in MedscapeLIVE's Psychiatry Update – Winter. Buoyed by the tremendous success of the June Psychiatry Update meeting, AACP will return **December 7 to 11** to hold a state-of-the-art virtual conference that provides learners with live and on-demand streaming sessions.

The conference is designed with psychiatrists, NPs, and PAs in mind, as well as other mental health professionals looking for the latest in pharmacology, research, and devices to improve patient care.

Our June meeting generated over 1,800 registrants with 1,161 unique attendees!

Attendees can participate in live, streamed sessions with Q+A and real-time interaction. Sponsors can connect and engage with attendees through Industry Expert Sessions, sponsorships, and exhibits. Below you will find details about those opportunities below. We hope to look forward to seeing you in December!

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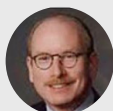
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SPONSORSHIP OPPORTUNITIES

GOLD LEVEL | \$39,500

- 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:
 - 2 reminder emails to all registrants in advance of each of sponsor's exclusive presentations (2 hours before and 15 minutes before session)
 - 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), 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 in 2 promotional email blasts to registered conference attendees*
 - 1 full-page color ad in virtual program booklet
- **Analytic**
 - 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 HCPs only)

*For available times/days please consult Guy Pawlak.
All bonus presentation slots listed in Eastern Time.

For more information, contact:

David Small

Vice President

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SPONSORSHIP OPPORTUNITIES

VIRTUAL EXHIBITS | \$1,950

- 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:

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