



Everyone knows that companies of every type -- be they pharma, MECCs, hospitals, associations, service providers, etc. -- have a story to tell, but it's become more and more difficult to get anyone to listen to your story. People simply aren't interested in a "capabilities presentation."

Some companies and organizations use the exhibit hall to get their message across. Problem is that fewer and fewer people are attending live conferences, and those who do may not set foot into the exhibit hall.

It's not that there is a limit on innovative and interesting people in our field -- we interact with many of them both through CMEpalooza and our "other" lives -- but there are not many innovative and interesting ways we have seen to allow these people to reach their prospective audience.

So, we thought, is there a way we can help? Nods yes.

So, we thought, do we want to help? Nods yes.

Our solution is called the **CMEpalooza Company Spotlight**. Here is how it works:

1. You complete the form at the end of this PDF expressing interest in being a "spotlighted" company
2. We work with you to come up with a focus for your spotlight.
3. You can have up to 4 people from your organization participate as panelists. You can create slides if you want. We're flexible.
4. We'll schedule a time for your 30 minute spotlight. We're planning on holding these from noon-12:30 p.m. ET on Wednesday afternoons. How many will we schedule? No idea. Could be 1, could be 10. Won't be 500.
5. We'll use our social media channels to build interest and an audience. Scott will "moderate" the session based on a jointly agreed-upon discussion guide that highlights the value of your organization/company and is of prospective interest to our viewers.

As with all CMEpalooza sessions, anyone can watch live. For free. Anyone can watch after the broadcast is over. For free. As an added bonus, you can take the video and embed it onto your website if you want. We'll have a special tab set up on the CMEpalooza website so that people can watch these easily whenever they want.

Derek Warnick

Scott Kober, CCMEP, MBA

Co-Producers, CMEpalooza

dwarnick@thecmeguy.com

scott@medcasewriter.com

About CMEpalooza

CMEpalooza Spring and Fall are 1-day events that will feature a series of discussions focused on timely, relevant education for the CME community. Broadcasts stream live via the Google Hangout On Air platform and are immediately available on YouTube upon their conclusion. All sessions are archived on the CMEpalooza website and available for viewing within 24 hours of the conclusion of the conference. There is no charge for participants to view or participate in any of these sessions.

CMEpalooza Company Spotlight sessions are held in the months surrounding the Spring and Fall events.

For more information about CMEpalooza, visit www.cmepalooza.com.

About the CMEpalooza Fall Organizers

Derek Warnick is Senior Manager of Healthcare Education at Pfizer and one of the most vocal advocates of social media and new technology in the CME field. He can be reached at dwarnick@thecmeguy.com.

Scott Kober is Principal of MedCaseWriter and an active user of Google Hangout On Air in both his professional and personal life. He can be reached at scott@medcasewriter.com.

CMEpalooza Company Spotlight Commitment Form

Primary Contact

| | | | |
|-------------------------|-------|----------------|-----------|
| First Name: | | Last Name: | |
| Title: | | Organization: | |
| Work Address Street: | City: | State: | Zip Code: |
| Work Phone: | | Email Address: | |

Spotlight Fee

☐ \$2500

Payments can be made either via check or PayPal. Checks should be made out to MedCaseWriter, 2328 Brown St., Philadelphia, PA 19130. If you prefer to pay via PayPal, please email us at scott@medcasewriter.com, and we will send you further information.