



Wise minds throughout history have said that it takes one year to get something new off the ground and two years to work out the most significant kinks. In Year 3, though, those brilliant men and women throughout history have determined that innovative experiences truly take hold and begin marking their legacy.

It just so happens (imagine the coincidence) that this is Year 3 of CMEpalooza, a one-of-a-kind, semi-annual bonanza that brings together the best of the continuing medical education (CME) community for a full day of high-quality, FREE online education.

And we're here again this year to let our platform work for our potential sponsors.

Throughout the run-up to each event, as well as on the day of each broadcast, CMEpalooza Fall and Spring reach thousands of professionals from around the globe who are involved in the planning and execution of CME programs. We inform, we educate, and we entertain, all with the purpose of drawing interest to our broadcast and supporters of our programs.

Since opening up sponsorship opportunities in the fall of 2014, more than 35 companies and organizations have aligned themselves with CMEpalooza, showing faith in the ability of our platform to get their names out and promote their businesses through regular exposure via our website and social media channels.

Check out our full-color poster online for additional demographic and traffic data on CMEpalooza, and feel free to ask us any questions you may have about the upcoming events.

In 2015, we are again inviting CME providers, supporters, and service companies to take advantage of sponsorship opportunities with CMEpalooza Spring (**Wednesday, April 6**) and CMEpalooza Fall (**Wednesday, October 19**).

We have individual and package sponsorships available, as well as other creative opportunities to promote your company (branded Q&A text lines, banner advertisements). If there is anything you have in mind, come talk to us. We love dealing with other creative minds.

Derek Warnick

Scott Kober, MBA

Co-Producers, CMEpalooza

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CMEpalooza Sponsorship Opportunities

Bronze Level

\$500 for each event

\$900 for both events (10% discount!)

- Listing on the Sponsor recognition web page, along with a brief description of your company (100 word maximum), your company logo, a link to your website, and a promotional video (if available, up to 5 minutes)
- Recognition on all pre-CMEpalooza communications
- Recognition on a sponsor slide at the start of each broadcast during CMEpalooza

Silver Level

\$1,000 for each event

\$1,800 for both events (10% discount!)

- All of the above, plus title sponsorship for one session of your choosing (limit 2 sponsors per session)

Gold Level

\$2,500 for each event

\$4,000 for both events (20% discount!)

- All of the above, plus the opportunity to work with the CMEpalooza planning committee to develop a sponsored lunch panel that will include a representative of your company (limit 1 sponsor)

CMEpalooza Text Line (Limit 1)

\$1,500 for each event

\$3,000 for both events

- Your company will be mentioned every time a question is posed to presenters through our dedicated text line, as well as during the introduction to the session.

CMEpalooza Website Banner Ad

\$250 per month

- You provide the design of the banner ad and we'll drop it at the top of the CMEpalooza website along with a clickable link to your site. We get anywhere from 500 to 5,000 hits per month so that's 1,000 to 10,000 eyes that will see your company.

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 will stream live via the Google Hangout On Air platform and be 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. For more information about CMEpalooza, visit www.cmepalooza.com.

About the CMEpalooza 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.

"I was more than pleased to be part of CMEpalooza as both a faculty member and a participant. As a supporter of Medical Education/Learning initiatives, I seek creative outlets that allow our community to discuss topics and relevant adaptations we must consider making in a constantly changing industry. CMEpalooza's format and sessions were promising and inspiring in that regard. Anyone who is eager to absorb key information quickly, in a flexible, mass learning-like manner will benefit from future CMEpalooza events."

John Ruggiero, PhD, CCMEP
Group Manager, Medical Education and Research Grants
Genentech

As a new company we couldn't think of a better opportunity to reach potential partners than CMEpalooza, with its innovative format and quality speakers. We definitely saw an increase in traffic to our website and we made a few new contacts, as well!"

Denise LaTemple, PhD
Director, Scientific Services
RedMedEd

Sponsor Commitment Form

Primary Contact (Individual who will receive information and updates on CMEpalooza)

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

Sponsor Fee

- ☐ Bronze Sponsor – 1 event (\$500)
- ☐ Bronze Sponsor – both events (\$900)
- ☐ Silver Sponsor – 1 event (\$1,000)
- ☐ Silver Sponsor – both events (\$1,800)
- ☐ Gold Sponsor – 1 event (\$2,500)
- ☐ Gold Sponsor – both events (\$4,000)
- ☐ Google Voice Line – 1 event (\$1,500)
- ☐ Google Voice Line – both events (\$3,000)
- ☐ Website Banner Ad – \$250 per month x ____ months = \$ ____

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 a link with payment details.