



Throughout the Obama administration, CMEpalooza played it relatively safe. Yes, we were new and we were innovative, but we didn't promise anything crazy like building a firewall to prevent international participants from viewing sessions or rallying our audience with threats to lock up providers who didn't achieve Accreditation with Commendation from the ACCME. I mean, really, who would have taken us seriously if we had?

(Pause for ironic rolling of the eyes)

Well, a new day has dawned and, like it or not, our broader world is going to evolve. And here at CMEpalooza headquarters, we've decided to embrace change and make some tweaks to the way we do things that, we hope, will make our events shine even brighter. You'll see new ways we plan and organize our agenda, new faces in our sessions, and some real risk-taking throughout the year.

It's thanks to the many organizations who have supported CMEpalooza with their sponsorship dollars that we have been able to push the envelope, and we're hoping that you will continue to help us nudge the CME community along again in 2017.

Throughout the run-up to each event, as well as on the day of each broadcast, CMEpalooza Spring and Fall 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.

In the past 3 years, more than 40 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 the **By the Numbers** page at the end of this prospectus for demographic and traffic data on CMEpalooza, and feel free to ask us any questions you may have about the upcoming events.

In 2017, we are again inviting CME providers, supporters, and service companies to take advantage of sponsorship opportunities with CMEpalooza Spring (**Wednesday, April 19**) and CMEpalooza Fall (**Wednesday, October 18**). 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 don't pretend to have all the answers (another ironic rolling of the eyes).

Derek Warnick
Scott Kober, MBA
Co-Producers, CMEpalooza

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 session broadcast during CMEpalooza
- Participation in our CMEpalooza Sponsorship event (specific details TBA – in 2016, this involved CMEpalooza Bingo!! and #CMEpalooza Challenge. We'll come up with something creative again this year)

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)
- **NEW IN 2017:** All silver sponsors receive an entry in our drawing for a FREE [CMEpalooza Company Spotlight](#) (a \$2,500 value). Commit to both Paloozas and receive a FREE entry for both the spring and fall.

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 breakfast or lunch panel session that can include a representative of your company (limit 2 sponsors per Palooza)

CMEpalooza Company Spotlight

\$1,500 (40% discount)

- **NEW IN 2017:** Any committed sponsor at any level can add on a [CMEpalooza Company Spotlight](#) that will shine a light specifically on your company. More details are included on the CMEpalooza Company Spotlight page later in this prospectus.

CMEpalooza Q&A Portal (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 website, our text line, or Twitter. With approximately 3-5 questions per session, that's a lot of mentions.

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. Limit 2 banner ads per month.

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 YouTube Live platform (formerly Google Hangout On Air) 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 thecmeguy@gmail.com. Scott Kober is President of MedCaseWriter and an active user of YouTube Live in both his professional and personal life. He can be reached at scott@medcasewriter.com.

Two of my favorite days of the year are when CMEpalooza occurs. I look forward to seeing the agenda when it is announced, as I am consistently impressed with the match-ups of speakers, ideas, topics, and presentation styles. More importantly, I have consistently been challenged to think differently after participating as a learner in CMEpalooza.

The novelty of the format and agenda of CMEpalooza serves to provide a supremely successful platform to allow ideas to take center stage, be tossed around a bit, deconstructed to better be understood, and put to the challenge of being practically useful. CMEpalooza typically ensures that folks who represent diverse roles across the CE/CPD industry are speakers, and this further contributes to the richness of the meeting. Hoorah for CMEpalooza -- it is a gem for our community.

Caroline Robinson, PhD
Director of Learning and Analytics, Prime Education, LLC

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)
- ☐ CMEpalooza Q&A Line – 1 event (\$1,500)
- ☐ CMEpalooza Q&A Line – both events (\$3,000)
- ☐ Add-on: CMEpalooza Company Spotlight (\$1,500)
- ☐ 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.

CMEpalooza “By the Numbers”

65,566 – The number of page views that the CMEpalooza website has attracted since its launch

5,047 – The number of unique viewers of the CMEpalooza website in 2016

3,057 – The number of times individual CMEpalooza sessions originally occurring 2016 were viewed – combined live and archived – by learners

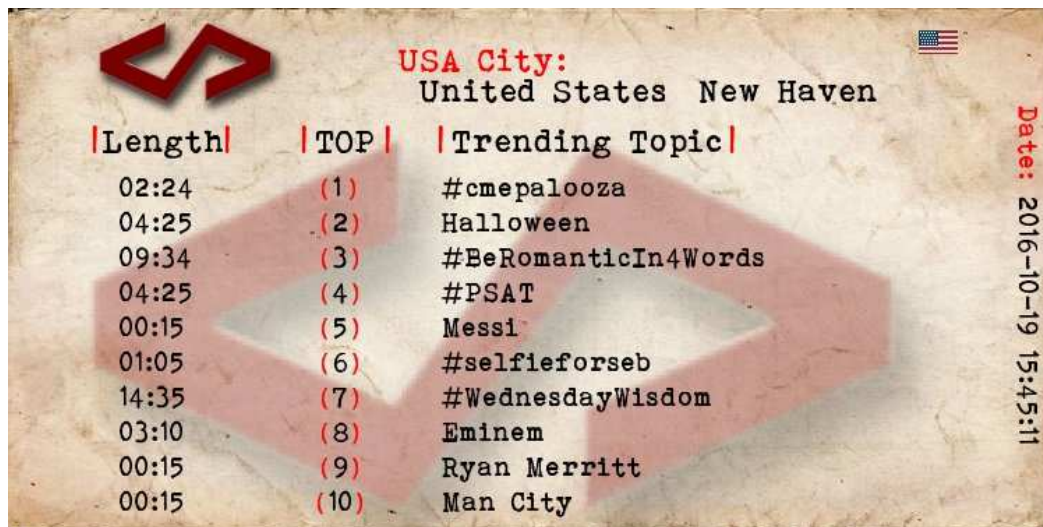
1,771 – The combined number of unique visitors to the CMEpalooza website on the months of our live broadcasts for CMEpalooza Spring (April) and Fall (October)

37.8 – The percentage of viewers from CMEpalooza Fall who reported on a post-activity survey that they worked in the MECC setting (our largest audience). An additional 17.6% worked in the hospital setting, 12.2% in a medical specialty society, 5.4% for industry, along with a smattering of other settings.

31 – The number of new blog posts written for our website in 2016. Those are typically the most highly-trafficked non-broadcast days for the CMEpalooza website

30.6 -- The percentage of viewers from CMEpalooza Fall who reported on a post-activity survey that they have watched every iteration of CMEpalooza since our 2014 launch; 43.1% said they had watched at least one other Palooza while 26.4% were newbies

1 – The number of times the #CMEpalooza hashtag was the top “trending topic” on Twitter. It happened on the day of CMEpalooza Fall in New Haven, CT. We don’t make this stuff up (see below). People just love us.



| Length | TOP | Trending Topic |
|--------|------|---------------------|
| 02:24 | (1) | #cmepalooza |
| 04:25 | (2) | Halloween |
| 09:34 | (3) | #BeRomanticIn4Words |
| 04:25 | (4) | #PSAT |
| 00:15 | (5) | Messi |
| 01:05 | (6) | #selfieforseb |
| 14:35 | (7) | #WednesdayWisdom |
| 03:10 | (8) | Eminem |
| 00:15 | (9) | Ryan Merritt |
| 00:15 | (10) | Man City |

USA City: United States New Haven

Date: 2016-10-19 15:45:11

About CMEpalooza's Company Spotlight

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 it. People simply aren't interested in a "capabilities presentation." And hey, we've been in them. From both sides of the fence. They are boooorrring.

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 never 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.

So, we thought, will anyone be interested in having us help? Shrugs shoulders and mumbles "Uh, I dunno."

But we decided to give it a try to see what happen, launching a pilot in 2015 and then seeing what happens. It's called CMEpalooza Company Spotlight, and here is how it works:

1. We work with you to come up with a focus for your spotlight. Seeing as we are an external audience of sorts, hopefully we'll be able to help you come up with issues that our broader Palooza audience would be interested in learning about. The last thing anyone wants is a snoozer presentation.
2. You can have up to 4 people from your organization participate as panelists. You can create slides if you want. We're flexible.
3. We'll schedule a time for your 30-minute spotlight. We're tentatively planning on holding these from noon-12:30 p.m. ET on Wednesday afternoons (though we're flexible with that).

4. 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.
5. 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 on our site whenever they want.