



**Always read the reviews.**

If you want to know if that new restaurant a few blocks away is going to be any good, **read the reviews.**

If you want to know if that fancy doohickey that you think you just can't live without is going to break within 2 months of your purchase, **read the reviews.**

If you want to know if your Uber driver is going to chat your ear off (we hate that), **read the reviews.**

And if you want to know if CMEpalooza is the grandest and finest meeting of them all for CME professionals, **read the reviews.**

(Funny how we have a few reviews from the most recent CMEpalooza handy. You know these are legit since we didn't bother editing them. Yes, we're just that lazy)

*"At CMEpalooza, I can enjoy top-notch content from the comfort of my couch or my less comfortable office chair. Heck, I can even get my steps in on my under-desk treadmill as I watch! (That's not quite so comfortable this week given my enthusiasm last week....). Also it's the perfect backdrop for my personal karaoke sessions - sadly no one else gets to hear me belt out Anti-Hero) - has the potential thrill of a Taylor Swift cameo and I can pick the sessions I love, (spoiler alert - all of them) and after a decade of running this show the tech is way smoother than my last family zoom call. The cherry on top of this delicious cake is the dry humour infused throughout....I like it a lot, it's good craic as they say and I'll drink to that. Slàinte Mhar!!"*

*"Its free, we hear from a ton of experts in our field (loved the AI one), I can be off screen to learn so get to wear my work jammies today. Also, the spring one I go to the office and clean it top to bottom, while fall one I stay hone and clean that office! Although this year I haven't motivated myself away from the laptop, recliner, and the dog yet."*

*"Hearing from such a tenured selection of panelists sparked my curiosity from the very first session. As a new CME professional, this event has provided me with an array of valuable insights on the many different facets of the CME world. I look forward to attending the Spring CMEpalooza in 2024!"*

*"It's a personal holiday! Hehe It provides so much needed information that is accessible and really helps me do my job better and allows me to be a #CMENerd in like company :) So appreciate what you guys do every year!"*

Because it only makes sense for innovative companies to be associated with "The greatest invention since avocado toast!" (OK, we made that one up), we are again inviting CME providers, supporters, and service companies to take advantage of sponsorship opportunities with CMEpalooza Spring and Fall in 2024. There were a whopping 33 organizations who sponsored CMEpalooza in 2023, and we have plenty

of room on the bandwagon once again this year. Our events are scheduled for Wednesday, April 24, and Wednesday, October 16 – we’re working on making these international holidays, but no promises. North Korea is a tough nut to crack.

You may have heard that 2024 marks the 10th anniversary of CMEpalooza, which means that we’re doing something a little bit special for our sponsors. We’re calling it the “Bundle of Tin” (for some reason, tin is the traditional metal for 10<sup>th</sup> anniversary). If you bundle any two sponsorship opportunities, you get a 10% discount on the total cost of the sponsorships.

Of course, there is the usual gamut of sponsorship opportunities available, as well as other creative ways we’ve come up with to promote your company. We’ve thrown in a few new and improved goodies again this year to celebrate our 10<sup>th</sup> anniversary, as well. If there is anything particularly creative you have in mind, come talk to us, and we’ll figure out something unique.

**Scott Kober, MBA**

**Derek Warnick**

Co-Producers, CMEpalooza

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## **CMEpalooza Sponsorship Opportunities**

### **Bronze Level**

**\$1,000 for each event**

**\$1,750 for both events (that's a pretty sweet 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
- Participation in our CMEpalooza Sponsorship event (specific details TBA – in 2023, this involved Liar Liar CMEpalooza Pants on Fire and CMEpalooza Meets the Golden Bachelor). We're going to do something that will be just as much fun and get your organization just as much attention in 2024.
- Do you have a company mug, thermos, or other branded doohickey that you want to show off during CMEpalooza? Send it to us and we'll be sure to surreptitiously feature it on camera during one of our sessions. No extra charge.

### **Silver Level**

**\$2,500 for each event**

**\$4,500 for both events (that's an even sweeter discount!)**

- All of the above, plus title sponsorship for one session of your choosing
- All silver sponsors will be included in our special CMEpalooza Sponsor Haiku promotion, where Derek will wax poetic about your organization. He's gotten pretty good at this, making each haiku a collectors' item that is often sold in the public market for many, many dollars.
- During your sponsored session, we'll run a scrolling banner ad twice promoting your sponsorship

### **Gold Level**

**\$6,000 for each event**

**\$10,000 for both events (that's the sweetest discount of all!)**

**SOLD OUT FOR 2024**

- All of the above, plus the opportunity to work with the CMEpalooza planning committee to develop a sponsored breakfast, lunch, or afternoon snack panel that can include representatives of your company (limit 3 sponsors per 'Palooza)

**Platinum Level**  
**\$25,000**  
**(limit 1 for the year)**

- You get it all – all of the goodies listed in the above levels, plus a CMEpalooza Spotlight, plus special private trivia nights for your team hosted by Derek and Scott in the spring and fall (with cash prizes), plus the ability to contribute a sponsored post to the highly-popular CMEpalooza blog twice during the year, plus a special survey of our learners for your team’s internal use, plus any other ideas that we might brainstorm together. If you are potentially interested in this, let’s talk. This is our fourth year offering this sponsorship and there has yet to be any taker. But we’re not giving up. Yet.

**CMEpalooza Audience Response System (Limit 1 per event)**

**\$2,500 for each event**  
**\$4,000 for both events**

- Your company will be mentioned as the sponsor of our audience response system (ARS) every time one is included within a session. We use ARS questions through Poll Everywhere for every one of our sessions, so that’s a lot of mentions.

**CMEpalooza Q&A Line (Limit 1 per event)**

**\$2,500 for each event**  
**\$4,000 for both events**  
**SOLD OUT FOR 2024**

- Your company will be mentioned every time a question is posed to presenters through our various Q&A mechanisms. With approximately 5-7 questions per session, that’s a lot of mentions.

**CMEpalooza Scavenger Hunt (Limit 3 per event)**

**\$2,000 for each event**  
**\$3,500 for both events**

- On the day of the ‘Palooza, you embed the CMEpalooza logo somewhere on your website (ideally, somewhere not too obvious, but not too obscure). We promote the scavenger hunt search throughout the day and people scour through your website, absorbing information about how great your organization is while hunting for the logo. Once they find the logo, they click on it and are taken to a page where they get to enter a drawing for a cash prize. In Fall 2023, we had 137 entries into this special promotion. Pretty cool, right?

### **The 10 Days of CMEpalooza (Limit 5)**

**\$2,000 for each event**

**\$3,500 for both events**

**NEW IN 2024**

- In honor of our 10<sup>th</sup> anniversary (and because we're always in the holiday spirit), this sponsorship would give you two specially sponsored "days" during this promotion. On the first day, you'd be able to have a member of your team author a blog post that would be included on the CMEpalooza website (we have more than 1,000 opt-in folks who subscribe to our blog). On the second day, we'd push out a pre-packaged interview with 1-2 members of your team through our blog under the theme of "10 Minutes with..."

### **CMEpalooza Spotlight**

**\$3,000**

- This is a special sponsored session that occurs outside of our usual broadcasts where you work with us to decide upon a topic and invite up to 4 members of your team to join Scott (who moderates) on the panel. In the past, these have been viewed by approximately 125-150 learners in the live setting and a similar number with the archived version.

### **CMEpalooza Archive (Limit 1 per event)**

**\$2,000 for each event**

**\$3,500 for both events**

- You do know that every CMEpalooza session in history is available, for free, in our archives, right? So do hundreds of other CME professionals. This opportunity gives you sole sponsor of our archives for a 6-month period. We'll note your sponsorship at the end of each live CMEpalooza session and through various blog/social media posts leading up to and following each live event. Your company name will also be prominently displayed as the archive sponsor on the Archive tab itself.

### **CMEpalooza Feeds the People**

**\$1,000 per 25 people**

- People get hungry while watching CMEpalooza, but instead of having them run to the kitchen to make themselves a pastrami on rye, why not help treat them to lunch? This sponsorship will be used to enroll a batch of hungry CMEpalooza viewers in a Grubhub program that provides them with a \$20 voucher good only for use during our live broadcast day. Your sponsorship will be acknowledged to every individual who enrolls in the program, as well as via our usual social media efforts.

**CMEpalooza Meet n' Greet**  
**\$3,500 (plus event expenses)**  
**NEW IN 2024**

- Want to leverage the power of CMEpalooza to attract the movers and shakers of our industry to a private event at one of the usual live CME community get-togethers (ie, the Alliance Annual Conference)? We'll work with you to help plan an event where you'll have an opportunity to chat up providers and funders in an exclusive, social setting. We held our first Meet n' Greet in early 2023, and it was one of the most talked about events of the conference, with more than 75% of our invited guests attending.

## **About CMEpalooza**

CMEpalooza Spring and Fall are online events that feature a series of discussions focused on timely, relevant education for the CME community. Broadcasts stream live via StreamYard 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. For more information about CMEpalooza, visit [www.cmepalooza.com](http://www.cmepalooza.com).

## **About the CMEpalooza Organizers**

Derek Warnick has worked in CME/CE for 20+ years as both a provider and supporter. His favorite color is orange. He can be reached at [thecmeguy@gmail.com](mailto:thecmeguy@gmail.com). Scott Kober is Managing Partner at Excalibur Medical Education. He likes anchovies on his pizza. He can be reached at [scott@excaliburmeded.com](mailto:scott@excaliburmeded.com).

## Sponsor Commitment Form

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

First Name:	Last Name:
Title:	Organization:

### Sponsor Fee

- Bronze Sponsor – 1 event (\$1,000)
- Bronze Sponsor – both events (\$1,750)
- Silver Sponsor – 1 event (\$2,500)
- Silver Sponsor – both events (\$4,500)
- Gold Sponsor – 1 event (\$6,000)
- Gold Sponsor – both events (\$10,000)
- Platinum Sponsor – \$25,000
- CMEpalooza ARS – 1 event (\$2,000)
- CMEpalooza ARS – both events (\$3,500)
- CMEpalooza Q&A Line – 1 event (\$2,500)
- CMEpalooza Q&A Line – both events (\$4,000)
- CMEpalooza Scavenger Hunt – 1 event (\$2,000)
- CMEpalooza Scavenger Hunt – both events (\$3,500)
- The 10 Days of CMEpalooza – 1 event (\$2,000)
- The 10 Days of CMEpalooza – both events (\$3,500)
- CMEpalooza Archive – 1 event (\$2,000)
- CMEpalooza Archive – both events (\$3,500)
- CMEpalooza Spotlight – \$3,000
- CMEpalooza Feeds the People – \$1,000 (per 25 people) x \_\_\_\_ groups of 25 = \$ \_\_\_\_
- CMEpalooza Meet n' Greet – \$3,500
- Bundle of Tin: Get a 10% discount if you bundle any two sponsorships**

Payments can be made either via check or PayPal/Venmo. Checks should be made out to CMEpalooza, 2328 Brown St., Philadelphia, PA 19130. If you prefer to pay via PayPal or Venmo, please email us at [scott@excaliburmeded.com](mailto:scott@excaliburmeded.com), and we will send you a link with payment details.



**CMEpalooza “By the Numbers”  
(as of November 28)**

10 – The anniversary CMEpalooza will celebrate this year. Yes, it’s really been 10 years.

253,583 – The number of page views that the CMEpalooza website has attracted since its launch in 2014

11,188 – The number of unique viewers of the CMEpalooza website in 2023

5,692 – The number of times individual CMEpalooza sessions originally occurring 2023 were viewed – combined live and archived – by learners

5,348 – The combined number of unique visitors to the CMEpalooza website on the months of our live 2023 broadcasts for CMEpalooza Spring (March) and Fall (October)

1,000+ – The number of learners who tuned into at least one live CMEpalooza session during both our Spring and Fall events, the first time we have reached that benchmark twice in the same year

45.5 – The percentage of viewers from CMEpalooza who reported on a post-activity survey that they work in the MECC setting (our largest audience). An additional 24.2% work in hospitals, 12.1% for industry, 6.1% in medical schools, along with a smattering of other work settings.

76 – The number of new blog posts written for our website in 2023 so far – that’s a lot of content! Days with new blog posts are typically the most highly trafficked non-broadcast days for the CMEpalooza website.

100 – The percentage of CMEpalooza viewers who believe that 2024 is the year that one of our Philly sports teams wins a championship. We need some good juju.