



2020 EXHIBITOR PROSPECTUS



Boston

June 28 – July 2, 2020

**30 years of Care Transitions
Across the Full Continuum**

CMSA'S 30TH ANNUAL CONFERENCE & EXPO



WHO WE ARE



Founded in 1990, the Case Management Society of America (CMSA) has become the leading association supporting case managers across the entire healthcare continuum. It serves more than 8,000 members, 30,000 member subscribers, and 74 chapters through educational forums, networking opportunities, legislative advocacy and establishing standards to advance the profession.

CMSA's leadership programs, educational forums, tools and resources enable case management professionals to ensure more positive outcomes for individual patient's healthcare needs. These programs enable case management professionals to help patients get healthier faster, and curtail the exorbitant costs that afflict the nation's health care system.

WHY EXHIBIT AT THE CMSA ANNUAL EVENT?

GET FACE-TO-FACE! INTERACT WITH KEY DECISION MAKERS AND INFLUENCERS IN A HIGHLY TARGETED ENVIRONMENT REPRESENTING CASE MANAGERS, DIRECTORS AND EXECUTIVES **ACROSS THE ENTIRE HEALTH CARE SPECTRUM**, NOT JUST ONE ASPECT.

NETWORK	PROMOTE	REACH	ACCESS
with the who's who of case management.	your brand and services to raise visibility and awareness.	the entire market at one event.	this unique audience that cannot be found elsewhere.

Exhibitors, CMSA Partners, and Sponsors provide the essential tools and resources our case managers need to achieve their goals. On behalf of our 8,000 Members, we invite you to join us at CMSA's 30th Annual Conference & Expo in Boston.

We look forward to partnering with you to make CMSA 2020 a blockbuster success for your sales and marketing goals!

- 30 Years of Success & Service
- 2,000 Attendees
- 200 Exhibitors
- 3 Days of Exhibits
- 8,000 Members
- 30,000 member subscribers
- 74 chapters Nationwide
- 15M+ Marketing Impressions



ACCESS THE AUDIENCE

Now is the time to make the Case Manager's short list of providers, influence the influencers as they make recommendations and get face-to-face with the most important, decision-making roles in case management.

Your ability to be and stay top-of-mind at the moment of need and to secure a position as a recommended solution is central to the success of every sales, marketing and branding effort. By partnering with the premier association serving case managers for over 30 years, those objectives can easily be met in one place, at one time.

Fast track your sales & marketing

CMSA is the fastest path to accomplish your objectives by giving your brand, services and sales team the ability to get face-to-face with the most case management roles possible over three days to shorten sales cycles, build brand and product awareness and ensure that you have a seat at the table of opportunities.

As an exhibitor, you'll tap into an exclusive and powerful audience of CMSA Members - live and in person. This focused, face-to-face environment is ideal for driving your sales and marketing initiatives forward - to reach and engage directly with the maximum number of high-quality case management roles possible - all at one place and time.

Current Exhibitors Provide Solutions Such as:

- Air Transport
- Decision Support Software
- Disability Management
- Disease Management
- Durable Goods Manufacturers
- Health Care Providers
- Hospice and Home Care Solutions
- Hospitals & Health Care Facilities
- EMR Software & Web Services
- Medical Equipment Suppliers
- Long Term Care Solutions
- Pharmaceutical Companies
- Recruiters & Staffing Firms
- Rehab Facilities & Services
- Sub-acute Facilities
- Transportation and Mobility
- Universities & Colleges



*We met our ROI
by signing 3 new
companies directly
from the CMSA
conference!*
- Nevro Corp

Case managers collaborate through all aspects of care and transitions – not just one isolated setting. Because CMSA addresses the entire spectrum of case management roles, our membership, attendees and exhibitors are a mirror of today's market.



ACCESS THE AUDIENCE

AUTHORITY AND INFLUENCE

Because CMSA serves the #1 influencers in healthcare across all case management settings and roles, exhibitors gain direct market access to a powerful and unique audience representing millions of dollars in purchases per year.

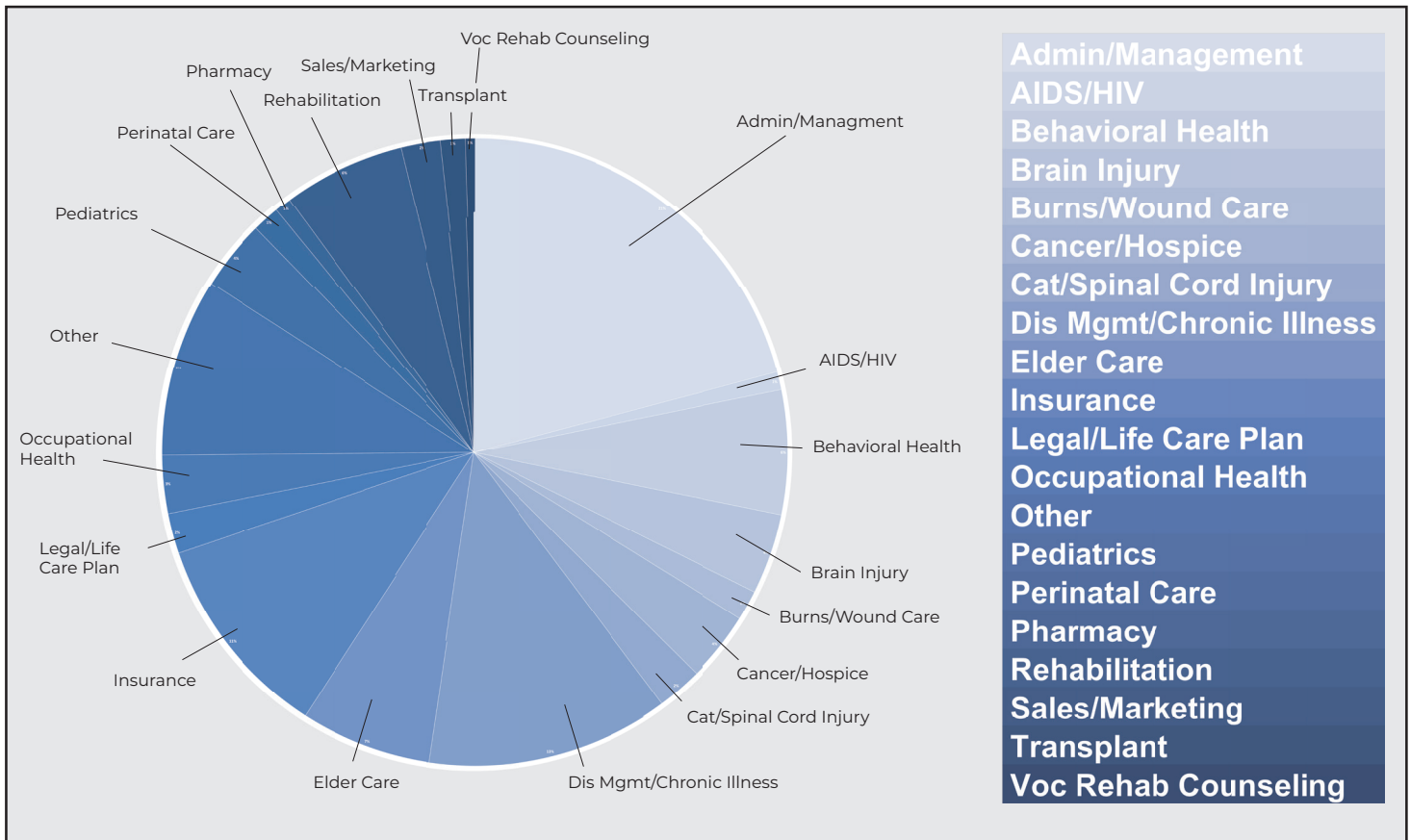


81% of trade show attendees have buying authority. Which means more than 4 out of 5 people walking the aisles are potential customers for exhibitors.

Attendee Settings Represented include:

- Accountable Care Organizations (ACO)
- Behavioral/Mental Health Organizations
- Community Based Agency/Organizations
- Disease Management Companies
- Government/Military Entities
- Health Plans (HMO/PPO/IAP/Insurer)
- Home Care Agency/Organizations
- Hospice/Palliative Care Systems
- Hospital/Acute Care Organizations
- Independent/Private Practices
- Integrated Care Delivery Systems
- Long-Term Care / Assisted Living Facilities
- Managed Care Organizations
- Occupational Health, Disability Management
- Workers Compensation Groups
- Patient-Centered Medical Homes
- Pharmaceutical Companies
- Physician/Medical Group Practices
- Rehabilitation Organizations

SHOWCASE YOUR SOLUTIONS AT THE WORLD'S LARGEST GATHERING OF CASE MANAGEMENT PROFESSIONALS FROM ALL AREAS OF EXPERTISE.





SPONSORSHIP

Increase your booth traffic and brand awareness with targeted marketing opportunities before, during and after the show!

According to the Center for Exhibition Industry Research (CEIR), sponsorships can increase booth traffic by 104% - generating **more** traffic, **more** leads and **more** value for your marketing dollar. Optimize your exhibiting investment and increase your ROI by leveraging our marketing and promotional opportunities, or let us work with you to create a custom campaign based on your objectives!

Popular Marketing Opportunities:

- Exhibit Hall Receptions & Breaks
- Grand Opening Reception
- Symposia - Thought Leadership Sponsorships
- Chapter Leader Mixer
- Official Conference Guide Sponsorship
- Conference Guide Advertising
- Conference Totebag Sponsorship
- Water Bottle Sponsorship
- First-Time Attendee Welcome Meeting
- Attendee Brochure Sponsorship & Advertising
- Badge Holders & Inserts
- Badge Lanyards
- Conference Pens
- Annual All-Member Meeting
- Conference Audio-Visual Sponsor
- CPC Breakfast
- Wi-Fi Sponsor
- Past President's Dinner
- Digital Signage Sponsorships
- Relax & Recharge Stations
- \$500 Cash Giveaway
- Passport to Prizes
- Banner Advertising
- Mobile App Push Notifications
- Mobile App Splash Pages
- Enhanced Exhibitor Listings
- Column Wraps, Door Clings
- Hanging Banners and Signs
- Tote Bag Inserts
- Conference Newsletter and Email Sponsorships
- Hotel Room Drops
- Room Key Sponsorships
- Webinars



Sponsorships Deliver Results!

Our Passport To Prizes sponsorship demonstrated an average increase of 78% in leads and foot traffic for participating sponsors vs. the average lead count for exhibitors that did not sponsor.



*We took advantage
of the Enhanced
Exhibitor Package with a
branded presence on the
Mobile App and I love it!*

- Pfizer RxPathway



SIGN-UP

The Best Locations with Higher Visibility and Foot Traffic GO FAST! DON'T WAIT. RESERVE YOUR EXHIBIT SPACE NOW!

Visit our [online floor plan](#) to view available booths; as well as search and sort who's already exhibiting. Complete your exhibit space registration online by selecting space and checking out.

Your order confirmation (and invoice, if applicable) will be emailed immediately afterward. You will also receive an email invite to log into your exhibitor account. Once logged in, you can access and edit your exhibitor profile, orders, make payments and buy sponsorships.

Questions, concerns, special requests or need help with anything?

[VIEW FLOORPLAN](#)

[REGISTER NOW](#)

[EMAIL US](#)

Call us today at 913-295-9160 to discuss your sales and marketing strategy!

EXHIBIT SPACE PRICING:

\$21.95 - \$28.95 per sq. ft., based on location chosen.
Qualified Non-Profit Organization rate: \$17.95 per sq. ft.
Exhibit space rates for each booth location are visible during online selection and subject to change.

PAYMENT / CANCELLATION:

50% deposit due with agreement, 50% balance due by January 24, 2020. Agreements submitted after January 24, 2020 are due in full with contract. Cancellations received prior to January 24, 2020 are eligible for 50% refund of total amount. Cancellations received after January 24, 2020 are not eligible for refund and are due in full.

YOUR EXHIBIT SPACE PACKAGE INCLUDES:

- 8' pipe and drape backwall with 3' siderails in show colors
- Draped table and 1 waste receptacle
- Booth carpeting in show colors
- Standard company identification sign with booth number
- Exhibitor listing in the official CMSA Mobile App
- Exhibitor listing in the official printed CMSA Conference Guide
- Exhibitor listing on CMSA website for event and online floorplan
- Pre-Show Attendee Mailing List Access for 1x Use
- Personnel & conference badges based on level of involvement
- Exhibitor listing in the pre-conference issue of CMSA Today™

EXHIBIT HALL HOURS:

MONDAY, JUNE 29

7:00 am – 3:00 pm

- On-Site Exhibit Staff
Registration Desk Open
- Exhibit Hall Set Up & Move-in

Note: All exhibitor setup MUST be completed by 3:00p!

4:00 pm – 6:30 pm

- Exhibit Hall Grand Opening

TUESDAY, JUNE 30

11:30 am – 12:30 pm

- Early Access to Hall for
Registered Exhibit Staff

12:30 pm – 3:30 pm

- Exhibit Hall Open

WEDNESDAY, JULY 1

9:00 am – 10:00 am

- Early Access to Hall for
Registered Exhibit Staff

10:00 am – 12:30 pm

- Expo Hall Open

IMPORTANT NOTICE: Exhibitors must be present during all open exhibit hall hours. Dismantle and removal of any part of an exhibit prior to the Expo Hall closing on Wednesday, July 1st at 12:30p is not permitted.