

Case Management Society of America

6301 Ranch Drive | Little Rock, AR 72223
T 501.225.2229 F 501.221.9068 E cmsa@cmsa.org
www.cmsa.org

Overview:

Looking for a unique, high-profile branding opportunity to demonstrate visionary thought leadership in an important area of expertise for your company? CMSA Symposia Sponsorship is your chance to join a small, select group of companies with the unique advantage of delivering valuable insight and education to a qualified audience of engaged case managers and CMSA members each year on a grand scale.



As a cornerstone of CMSA 2020, Symposium Sponsorship enables a few key companies to amplify their market visibility and presence at the annual event to reach beyond the rest. As a sponsor, attendees will be your guest for breakfast or lunch as they learn valuable information about your specific area of expertise in the healthcare industry.

Although sponsors may bookend their talk with company name and logo on the first and last slide, there are four key ingredients to a truly successful Symposium that delivers maximum ROI with a lasting impact from unbiased, non-commercial content:

1. A speaker and presentation that is compelling, topical, highly educational in nature and crafted to both attract and engage with a large audience of ideal prospects, hungry for important and timely content.
2. Host a fabulous catered event for a receptive and captive audience to be seated at your tables, primed for your message, coupled with professional production to ensure that your message is loud and clear.
3. Reward attendees with valuable CEs s once they've experienced great content, food and beverages.
4. Make sure your market and stakeholders are aware you'll be there, front and center. By putting in the extra effort to promote to your own outlets, key prospects and regional targets involved in case management, you can establish a durable and lasting presence in their minds and the marketplace and move the needle to influence key decision-makers in your pipeline.



Dates & Times

Breakfast or Lunch on Day 1, 2 or 3

Mon - June 29	11:15-12:45pm
Tues - June 30	7-8:30am
Wed - July 1	7-8:30am
Wed - July 1	12:45-2:15pm

Sponsor Benefits:

- ✓ Unopposed timing in conference schedule to drive greater attendance
- ✓ Complimentary full conference registrations
- ✓ Branding and material distribution inside and outside room
- ✓ Pre and post-event attendee mailing list access
- ✓ Standard presentation audio-visual package with engineering labor and support services
- ✓ Digital and print company/logo recognition
- ✓ CE filing and management services by CMSA
- ✓ Post-event evaluation report provided by show management
- ✓ Presentation audio recording services
- ✓ Copy of audio and slides for your use
- ✓ Extensive pre-event and on-site marketing & branding exposure
- ✓ Dedicated and blended campaigns to build awareness
- ✓ Direct promotion to CMSA national membership and local chapters
- ✓ Branding and logo visibility in digital media, onsite signage, session slide rotations and materials
- ✓ Promotion in pre-event webinars for attendees and members
- ✓ Listing in agendas of mobile app, website, pre-event promotion and onsite (space permitting)
- ✓ Pre-designed promotional materials for your use in print, web and social media

Additional Options (contact us for details and rates)

Catch the eye of audience with supplemental product literature, branded cups, napkins, table tents or cards, additional signage, chair covers and similar materials where appropriate and approved in advance by show management at an additional cost.

Scan audience member badges as they enter by utilizing event lead retrieval systems and services.

Pricing & Payment:

- \$30,000 payable in two installments, 50% with contract, remaining 50% by Jan 23, 2020
- Pricing includes catering services, tax and service fees for up to 200 attendees
- Any catering services requested or required which exceed 200 audience members, will be the responsibility of the Sponsor and invoiced net 30 days at cost, post-conference.



Recent Symposia Sponsors include:

Examples of Previous Content & Speakers:

The leading membership association providing professional collaboration across the health care continuum.

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Abbott

Augmenix, a Boston Scientific Company

Centene Corporation

CogniMed, Inc. & Supported by Dexcom

Encompass Health

Jersey Shore University Medical Center

Pieces Technologies

Portola Pharmaceuticals

PRIME Education, LLC

Institute for Advanced Reconstruction

Hackensack Meridian Health

The Chronic Liver Disease Foundation

Hepatic Encephalopathy: The Pathway to Quality Care

Lisa Charbonneau, D.O., M.S., DINA WALKER, RN, MSN, ACM-RN

A Microsurgeon's Approach to Relieving Pain

Andrew Elkwood, MD, FACS, Adam Saad, MD, FACS

Connected Care Management for Stroke Patients

Sammy Saab, MD, MPH, AGAF, FAASLD, FACG

Overcoming Barriers in Diabetes Care Management With

Real-Time Continuous Glucose Monitoring

Edward La Cava, MD, FACE, Sofia Meier, CPNP

Advances in Prostate Health

Rahul Mehan, MD, Paul Nguyen, MD

The Path to Person Centered Care Management

Susan Fegen, LVN, PCT, Sarah Trian, Dir Policy & Innovation

Secure the Your Time & Date Today ...Before They Are Gone!

Email: partners@cmsa.org Call: [\(913\) 295-9160](tel:(913)295-9160)



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