

# MedChi

*The Maryland State Medical Society*



## 2017 Sponsorship Prospectus

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[www.medchi.org](http://www.medchi.org)



## MedChi, The Maryland State Medical Society

Welcome to MedChi (pronounced med-Ki), The Maryland State Medical Society. As the statewide professional association for licensed physicians, we are dedicated to our mission to serve as Maryland's foremost advocate and resource for physicians, their patients, and the public health.

We strive to accomplish our mission with these goals:

- Promote medical science and knowledge.
- Enhance the physician-patient relationship.
- Achieve the highest standards for medical education and medical ethics.
- Promote physician collegiality.
- Secure universal access to health care.

MedChi's extensive physician services include the following:

- Strong advocacy for patients and physicians on key legislative issues.
- Comprehensive practice services.
- Appropriate legal and financial resources for physicians.
- Support and health services tailored for physicians.
- Cutting-edge professional development programs.

## MedChi Events

### VISIBILITY. REACH. OPPORTUNITY

As the only professional organization in Maryland representing all physicians, MedChi is uniquely positioned to provide wide-ranging visibility to our event supporters and advertisers.

Throughout the year, MedChi members participate in a variety of events that help them achieve their professional goals. As Maryland's premier resource for physicians, MedChi strives to provide valuable content, enjoyable experiences, and timely information to our members. MedChi relies on the support of industry leaders in order to achieve this goal.

Connecting with physicians through MedChi allows for direct communication with over 15,000 physicians in all specialties and modes of practice. The opportunities provided by MedChi event sponsorships are unparalleled.

We hope that you'll join us in 2017!

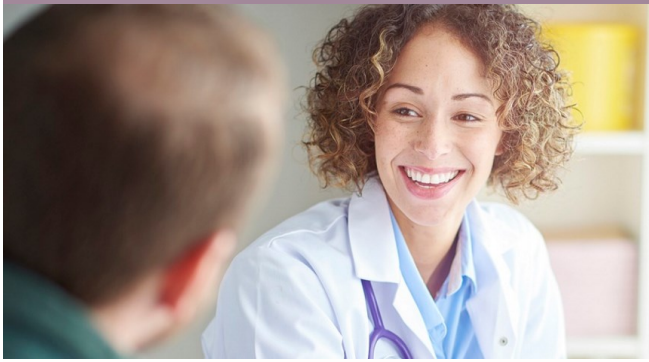
## 2017 EVENTS

- House of Delegates Meetings
- Board of Trustees Meetings
- Legislative Council Meetings
- Lunch & Learns
- Presidential Gala

## 2017 ADVERTISING

- *Maryland Medicine*
- MedChi Website
- *MedChi News*
- Direct Communications





# Premier Sponsorship Program

**\$20,000**

**MedChi's Premier Sponsors achieve the highest level of yearlong visibility at MedChi events, enhanced by direct communications and digital/print media.**

## **HOUSE OF DELEGATES MEETINGS**

### **For each of the two meetings (April and September)**

- One exhibit table with premium placement
- Complimentary registration (2)
- Verbal recognition during event by the Speaker of the House
- Recognition on all event marketing materials (both print and digital)
- Recognition in resource book
- Full page color ad in resource book
- Insertion of promotional material(s) in attendee registration bag
- Acknowledgement on signage
- Individualized recognition (with live links) in pre-meeting social media
- Recognition (with live links) on MedChi webpage before, during, and after the event
- Access to attendee mailing list

## **BOARD OF TRUSTEES MEETING**

- Opportunity to give a 10 minute presentation to MedChi's leadership and influencers
- Recognition on meeting notices and materials
- Distribution of promotional materials
- Recognition (with live links) on MedChi webpage
- Acknowledgment (with live links) in email notices

## **LEGISLATIVE COUNCIL MEETING**

- Exhibit table at meeting entrance
- Distribution of promotional materials to attendees
- Recognition with logo on event marketing materials (both print and digital)
- Recognition (with live links) on MedChi webpage before and after the event
- Distribution of materials during Physician Legislative Days throughout the legislative session

## **LUNCH AND LEARN**

- Opportunity to provide an hour-long informational presentation OR support a CME-accredited seminar
- Recognition on meeting notices
- Distribution of promotional materials
- Recognition (with live links) on MedChi webpage
- Acknowledgment (with live links) in email notices

## **PRACTICE MANAGEMENT WEBINAR**

- Opportunity to provide an hour-long informational presentation OR support a MedChi-developed webinar
- Recognition on meeting notices and materials
- Distribution of promotional materials
- Recognition (with live links) on MedChi webpage
- Acknowledgment (with live links) in email notices

## **PRESIDENTIAL GALA**

- Reservations for 10 guests (one table)
- Premium placement recognition in all advertising (print and digital)
- Full page color ad in program book
- Recognition in program book
- Acknowledgement on signage
- Recognition (with live links) in pre-event social media updates
- Recognition (with live links) on MedChi webpage

## **PRINT AND DIGITAL ADVERTISING**

- Full page color ad in 4 issues of *Maryland Medicine*, MedChi's peer-reviewed medical journal
- Quarterly recognition as MedChi's "VIP Vendor of the Week" in *MedChi News*, our weekly email newsletter
- Yearlong presence (with live links and logos) on MedChi's Vendor Resources webpage
- Recognition on MedChi's social media

## **DIRECT COMMUNICATIONS**

- Complimentary access to mailing list
- Placement of promotional materials in the lobby and meeting rooms at MedChi's buildings





# House of Delegates Meetings

**April 30 & September 23**  
**The Hotel at Arundel Preserve**  
**Hanover, Maryland**

MedChi's House of Delegates meets twice a year to conduct the business of the organization. Physician leaders from across the state gather to debate issues and set policy for the organization. CME-accredited presentations and dynamic guest speakers enhance the event and provide incentives for non-delegates to attend. This day-long event draws about 125 participants.

## **EVENT SPONSOR      \$1,000**

- Premium placement of one exhibit table with linen and electrical service
- Complimentary registration for 2 people
- Verbal recognition during event by the Speaker of the House
- Premium placement recognition on event marketing materials (both print and digital)
- Premium placement recognition in resource book
- Full page color ad in resource book
- Insertion of promotional material(s) in attendee registration bag
- Premium placement of acknowledgement on signage
- Individualized recognition (with live links) in pre-meeting social media updates
- Recognition (with live links) on MedChi webpage before, during, and after the event
- Access to attendee mailing list

## **EXHIBITOR      \$500**

- One exhibit table with linen and electrical service
- Complimentary registration for 2 people
- Verbal recognition during event by the Speaker of the House
- Recognition on event marketing materials (both print and digital)
- Recognition in program book
- Quarter page color ad in program book
- Insertion of promotional material(s) in attendee registration bag
- Acknowledgement on signage
- Recognition (with live links) in pre-meeting social media updates
- Recognition (with live links) on MedChi webpage before, during, and after the event
- Access to attendee mailing list

# Board of Trustees Meetings

MedChi's Board of Trustees is the governing body of the organization. The Board meets seven times a year, and each meeting has about 40 attendees from MedChi leadership. Sponsorship of these meetings provide the best opportunity to meet with the influencers and decision makers of MedChi.

Sponsorships are exclusive and subject to availability.



## **EVENT SPONSOR      \$1,000**

- Opportunity to network with Board members during dinner
- Five to ten minute presentation at the start of the meeting
- Distribution of promotional materials to attendees
- Verbal recognition during event by the President
- Recognition with logo on event marketing materials (both print and digital)
- Acknowledgement on meeting packet
- Recognition (with live links) on MedChi webpage before, during, and after the event

## **Meeting Dates & Locations:**

- January 19, Baltimore**
- February 16, Teleconference**
- March 16, Baltimore**
- May 18, Baltimore**
- July 20, Rockville**
- September 14, Baltimore**
- November 16, Baltimore**

# Legislative Council Meetings



MedChi's Legislative Council meets regularly on Monday evenings during Maryland's General Assembly Session to review and consider positions on healthcare-related bills that have been introduced in the legislature. The meetings are held in Baltimore and are attended by approximately 50 highly-engaged members. Sponsorships are exclusive and subject to availability.

## **EVENT SPONSOR      \$500**

- Exhibit table at the entrance of the meeting space
- Opportunity to network with council members during dinner
- Distribution of promotional materials to attendees
- Verbal recognition during event  
by the President
- Recognition with logo on event  
marketing materials (both print and digital)
- Acknowledgement on meeting packet
- Recognition (with live links) on MedChi webpage before,  
during, and after the event
- Distribution of materials during Physician  
Legislative Days throughout the legislative  
sessions

## **Meeting Dates:**

**January 9**  
**January 23**  
**January 30**  
**February 6**  
**February 13**  
**February 20**  
**February 27**  
**March 6**

# Lunch & Learns



MedChi's Lunch & Learn series is a popular event for physicians, practice managers, and office staff. Drawing a crowd of about 60 attendees, these Friday lunch events provide valuable information and education to MedChi members.

Sponsors have the opportunity to provide their own presentation, if desired. Alternatively, sponsorships for established CME programs are available.

Sponsorships are exclusive and subject to availability. Up to 3 exhibitors permitted per event.

## **EVENT SPONSOR      \$1,000**

- Opportunity to provide an hour-long informational presentation OR support a CME-accredited seminar
- Recognition on meeting notices
- Distribution of promotional materials
- Recognition (with live links) on MedChi webpage
- Acknowledgment (with live links) in email notices

## **EXHIBITOR              \$300**

- Exhibit table in pre-function space near lunch buffet
- Recognition on meeting notices
- Recognition (with live links) on MedChi webpage
- Acknowledgment (with live links) in email notices

### **Event Dates:**

**March 3**

**April 6**

**May 5**

**June 2**

**September 8**

**October 6**

**November 3**

# Presidential Gala

On October 28, 2017, MedChi will celebrate the inauguration of our 170th President, Gary W. Pushkin, M.D., with the social event of the year. Entertainment provided by the renowned Capitol Steps will be sure to draw a large crowd.

## **PLATINUM SPONSOR                    \$10,000**

- Reservations for 10 guests (one table)
- Premium placement full page color ad in program book
- Premium placement recognition in program book
- Premium placement acknowledgement on signage
- Individualized recognition (with live links) in pre-event social media updates
- Premium placement recognition (with live links) on MedChi webpage

## **GOLD SPONSOR                            \$5,000**

- Reservations for 6 guests
- Premium placement half page color ad in program book
- Recognition in program book
- Acknowledgement on signage
- Individualized recognition (with live links) in pre-event social media updates
- Premium placement recognition (with live links) on MedChi webpage

## **SILVER SPONSOR                        \$3,000**

- Reservations for 4 guests
- Quarter page color ad in program book
- Recognition in program book
- Acknowledgement on signage
- Recognition (with live links) in pre-event social media updates
- Recognition (with live links) on MedChi webpage

## **STUDENT/RESIDENT SPONSOR    \$2,000**

- Support reservations for 10 students and/or residents to attend the gala
- Includes an additional 2 reservations for your own guests
- Recognition (with live links) on MedChi webpage
- Recognition (with live links) via social media
- Acknowledgement on event signage
- Acknowledgement in event program book

## **AFTER PARTY SPONSOR            \$3,000**

- Reservations for 4 guests
- Recognition in program book
- Acknowledgement on signage
- Recognition (with live links) in pre-event social media updates
- Recognition (with live links) on MedChi webpage

## **ADVERTISER**

Business or Congratulatory Ads  
Premium Placement (Limited Availability)—\$800  
Full Page (7.5in x 10in)—\$500  
Half page (7.5in x 5in)—\$300  
Quarter Page (3.75in x 5in)—\$200

## **SILENT AUCTION CONTRIBUTOR**

Make a tax deductible donation of an item or experience for our silent auction to benefit the Center for a Healthy Maryland.

## **RESERVATIONS**

Gala reservations are \$150 per person.



# “Al a Carte” Opportunities

MedChi offers a variety of stand-alone opportunities for advertising and direct communications. These opportunities can be combined with event sponsorships in order to maximize your exposure to our members.

## **MEDCHI WEBSITE**

### **\$1000 PER YEAR**

MedChi’s website, [www.medchi.org](http://www.medchi.org), is a valuable resource for Maryland’s physicians and patients seeking information on legislative and regulatory updates, event listings, public health resources, and much more. Vendors have the opportunity to be listed in our Resources section with a logo and link.

## **MAILING LIST RENTAL**

### **\$250 PLUS \$.10 PER NAME**

MedChi can help you reach over 15,000 physicians, sub-segmented based on your needs and criteria (such as specialty or geographic region).

## **MEDCHI NEWS WEEKLY NEWSLETTER**

### **\$400 VIP VENDOR OF THE WEEK OR \$200 CONTENT SUBMISSION**

MedChi’s weekly email newsletter reaches close to 4,500 members. Topics include legislative and regulatory updates, practice management support, event announcements, and other information vital to Maryland’s healthcare community. This popular member benefit garners timely responses. MedChi offers the opportunity to be highlighted as our “VIP Vendor of the Week” or to submit content articles based on your company’s area of expertise.

## **PLACEMENT OF MATERIALS IN MEDCHI BUILDINGS**

### **\$100 PER MONTH**

MedChi’s Baltimore and Annapolis buildings are the hub for frequent meetings attended by physicians. Placement of promotional materials in the buildings affords direct access to healthcare professionals and leaders.

# Maryland Medicine

*Maryland Medicine* is MedChi's peer-reviewed medical journal. This quarterly magazine focused on important legislative, socioeconomic, and practice management issues relevant to Maryland physicians.

## ADVERTISING RATES

Prices are per insertion.

Frequency	1X	2X	4X
<b>Full Color</b>			
Full Page	\$1720	\$1570	\$1354
Half Page	\$1446	\$1290	\$1020
Quarter Page	\$1044	\$870	\$750
Eighth Page	\$594	\$474	\$390

### Premium Positions—Full Color

Back Page	\$3600	\$3200	\$2700
Inside Front Cover	\$2000	\$1845	\$1650
Inside Back Cover	\$2000	\$1845	\$1650
Page 3	\$1920	\$1770	\$1425

### Advertising Specifications

	Width		Height
Full Page	7 in.	x	9¾ in.
Half Page Horizontal	7	x	4¾
Half Page Vertical	3½	x	9¾
Quarter Page Vertical	3½	x	4¾

### Requirements

Advertisers must furnish an electronic ad in QuarkXpress, Adobe PDF, PageMaker, InDesign, Photoshop, Illustrator, or Freehand (please include all graphic files and fonts). Tiff and EPS Files should be minimum 300 dpi.

### Policies

All display advertisements are subject to approval by the editor.

Written cancellations and changes are accepted prior to space closing dates. No cancellations or changes are accepted after space closing date. Multiple insertion contracts must be fulfilled in order to receive the discounted rate or the advertiser will be charged the difference between the regular and discounted rates. Advertisers who reserve space but do not send materials will be charged for the reserved space.

### Classified Ads

For classified ad rates, please call Montgomery County Medical Society at 301-921-4300.

# MedChi

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Contact MedChi Today to Participate!

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Director of Meetings and Events

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