

primed[®]

Prospectus

2022

Digital | Exhibits | Sponsorship | Industry Theaters | Market Research



MAXIMIZE
YOUR
IMPACT

Connect with an audience of over 160,000 active primary care clinicians in online and in-person learning environments across the United States.

Why Pri-Med?

Meaningful Engagements with Hard-to-Reach Primary Care Clinicians

Over the past 27 years, Pri-Med has built a community of primary care clinicians based on a foundation of high-quality, affordable continuing medical education.

Reach clinicians when they are actively seeking information to improve their medical practice through digital, in-person, and market research opportunities.



Unparalleled PCP Engagement

Pri-Med makes it possible for you to reach clinicians online in the cities where they live and deliver healthcare.



Data-Driven Capabilities

Clinician research and data analysis are conducted to advise supporters on exhibition strategies that support their go-to-market goals.



Fully Supported Partnership

Pri-Med has dedicated internal resources comprising business analytics, client services, marketing, operations, and research.

27 Years of Academic Relationships

Our content is developed by the best faculty and medical schools in the world, and we provide continuing medical education that is timely, relevant, and evidence-based.

Academic Partners

Northwestern Medicine
Feinberg School of Medicine

UCLA David Geffen School of Medicine

Baylor
College of
Medicine

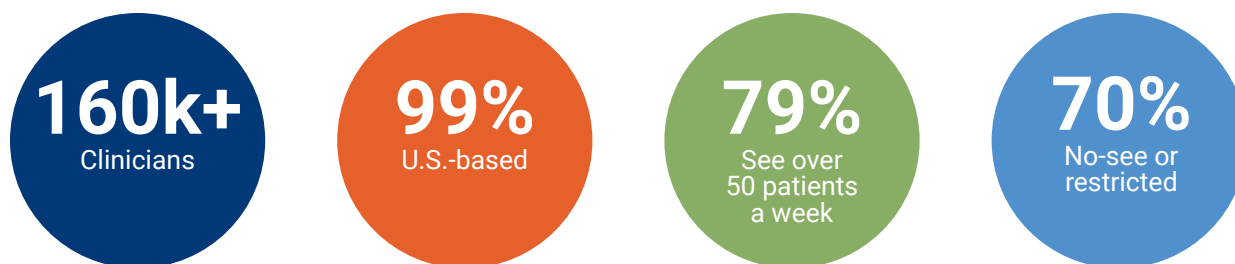
Additional Speaker Affiliations

American College of Physicians
Beth Israel Deaconess Medical Center
Boston University School of Medicine
Brigham and Women's Hospital
Dana-Farber Cancer Institute
Duke University
Emory University School of Medicine
Massachusetts General Hospital
Mayo Clinic College of Medicine
Medical Board of California
Mount Sinai School of Medicine
New York University School of Medicine
Temple University School of Medicine
Thomas Jefferson University Medical School

Tulane University School of Medicine
University of California, Irvine
University of Pennsylvania School of Medicine
University of South Carolina School of Medicine
University of Washington
VA Boston Healthcare System
Yale University School of Medicine

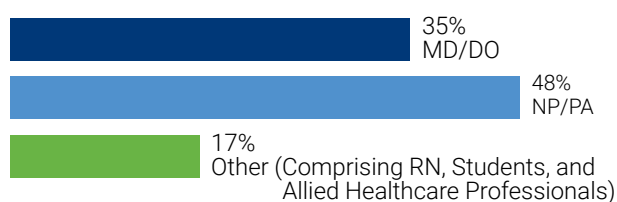
Audience Demographics

Demographics & Reach

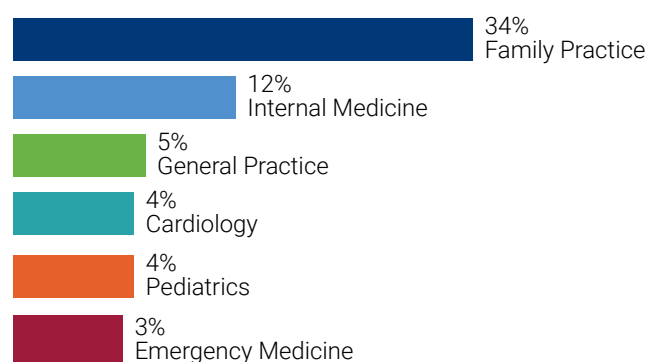


Audience Profile

Degree



Top Specialties Include



37%

Of online audience was new to the Pri-Med brand in 2021

58,000+

Clinicians attended online activities in 2021

Connect with Primary Care Across Multiple Channels

Pri-Med launched virtual conferences in 2020, making medical updates more accessible to clinicians and expanding our primary care audience. As in-person conferences reopened in late 2021, many primary care clinicians continue to seek education online, while others transition back to in-person events.



In-Person Conferences

Connect face-to-face at Pri-Med's Annual and Regional Conferences with clinicians when they are actively seeking information to improve their medical practice.



- Industry Theaters
- Exhibit Space
- Sponsorships



- Virtual Industry Theaters
- Digital Sponsorships

Online Virtual Conferences

Online learning continues to attract many clinicians; in fact, **88% of Pri-Med's conference attendees are virtual conference attendees**. Reach a broad audience of clinicians, distinct from in-person attendees, at every event.



Market Research

Our market research solutions allow you to incorporate feedback and insights from the **70% of clinicians who do not meet with industry representatives in office** into your marketing strategies.



- Custom Surveys & Analytics
- In-Depth Interviews
- Pre-/Post-Theater Surveys



21,700+

Clinicians were new to Pri-Med in 2021



745,000+

Site visitors in 2021



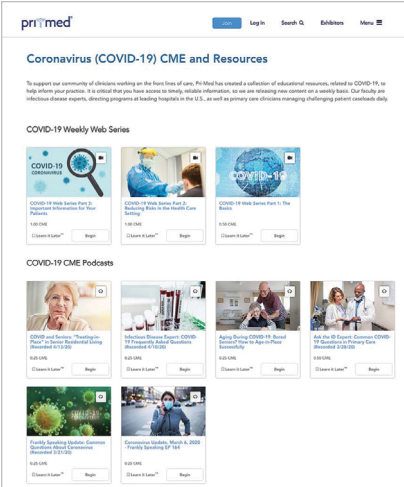
Only 27%

Of Pri-Med's in-person conference audience has attended an online Pri-Med conference

Digital Platform Sponsorships

Pri-Med's online learning platform has become an increasingly important resource for clinicians. We offer ways to **extend your reach to our entire digital audience**, either as an extension of your conference strategy or independent of our live events.


Post-PrimaryCareNOW E-Blast (Shared)	\$2,500
Blog Post	\$3,000
PrimaryCareNOW Confirmation Email Banner	\$5,000
Post-PrimaryCareNOW E-Blast (Exclusive)	\$10,000
Dedicated E-Blast	\$26,000
Industry Podcasts (3-Podcast Series)	\$44,000



Pri-Med was quick to build out a collection of content to meet rapidly shifting medical education needs during the COVID-19 pandemic.

Stay Engaged with Primary Care

Pri-Med has expanded its online offerings to supporters to ensure continued opportunities for building brand awareness and generating leads. Opportunities are tied to real-time virtual events covering topics across therapeutic areas or are built around sponsorships of clinically relevant content that we have experienced increased demand for, such as telehealth and diagnostics resources.

 Email sales@pri-med.com for more information on digital sponsorships.

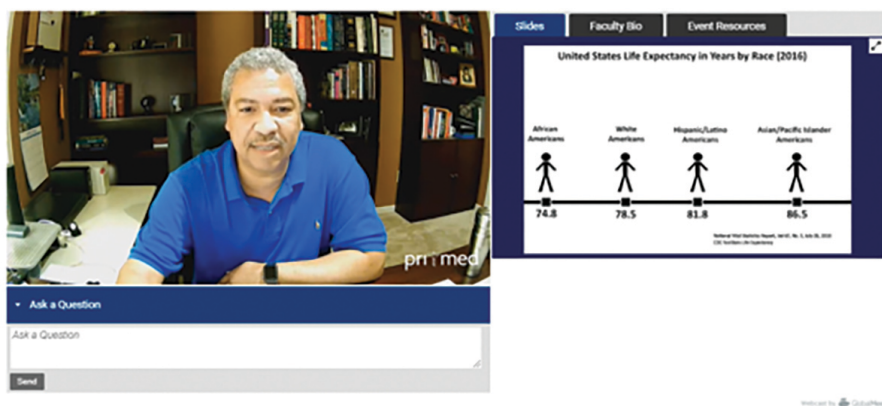
1.6 Million
Pri-Med.com
site visits
in 2021

1.9 Million+
Pri-Med podcast
streams
since 2017

Reach a High Volume of Clinicians Virtually

Pri-Med's virtual programs garnered unprecedented attendance during the pandemic, and though COVID-19 restrictions have eased, these programs continue to attract a consistently high volume of clinicians.

Through Industry Theaters and sponsored emails associated with these programs, supporters can reach a growing audience of clinicians who seek out virtual education for its convenience and engaging format.



“I plan to include information from the presentation in my discussion and formulation of treatment plans with my patients.”

Virtual Program Attendee

PrimaryCareNOW A Pri-Med Virtual Conference

Monthly virtual CME/CE conference comprising multiple 60-minute sessions, which feature nationally recognized faculty, cover a range of clinically relevant topics, and provide interactivity between faculty and participants

PrimaryCare Pulse)))

Weekly CME/CE series featuring 30-to-60-minute live conversations on timely topics and concerns facing primary care clinicians

Award-Winning Education

PrimaryCareNOW won a 2020 NAMEC Award for Best Practice in Virtual Live Activity Educational Design



93%

Of PrimaryCareNOW attendees are prescribers

10,800+

Primary Care Pulse completions in 2021

1,000–7,800+

Clinicians attend Pri-Med's virtual conferences, on average

37,300+

Clinicians registered for PrimaryCareNOW in 2021

Industry Theaters

Industry Theaters, available at in-person and virtual conferences, provide the **opportunity to inform a captive clinician audience about your product**. Whether your brand's goal is to highlight the benefits of your product, demo a service, or build awareness about a particular disease state, Pri-Med facilitates the sharing of information among healthcare practitioners to provide the best care for their patients.

Theater Features

- Client service representative dedicated to project management
- Pri-Med post-session survey conducted, and research provided
- Attendee leads, including NPI numbers, provided
- Opportunity to host session slides or educational material on pri-med.com
- Guaranteed audience based on attendees who view 30 seconds or more

Marketing and Promotion

- Preconference promotion via pri-med.com and email campaigns to registered attendees
- Preregistration pathing capabilities
- Inclusion in the conference app and onsite signage (In-Person Theaters only)

“The participation numbers we have seen at Pri-Med virtual presentation theaters are incredible, by far the best we have seen. The virtual theater presentations are a valuable piece of our mission to educate primary care clinicians.”

Virtual Theater Supporter

In 2020, Pri-Med launched **Virtual Industry Theaters**, which are non-CME presentations that connect supporters to our growing digital primary care audience.



10,670+

Clinicians engaged in Virtual Industry Theaters since 2021



96%

Average increase in familiarity with subject matter



33 minutes

Average uninterrupted view time for 45-minute Virtual Industry Theaters



72%

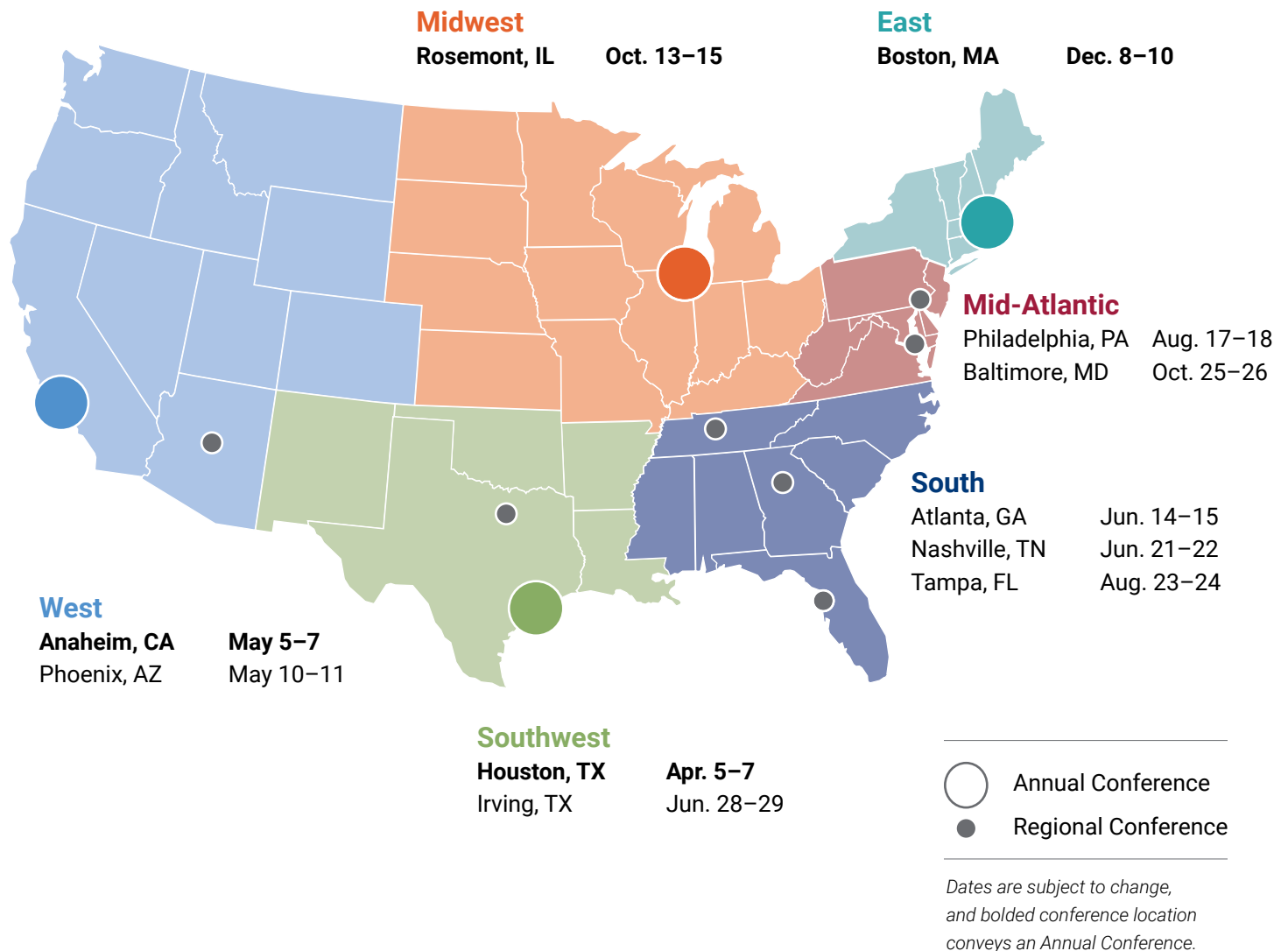
Average post-Virtual Industry Theater survey response rate



146%

Average percentage to attendance goal

Pri-Med 2022 Conference Schedule



Annual Conferences

Annual Conferences are located in four major U.S. cities and bring together 1,080–2,800 clinicians. These medical education conferences last 3–4 days and feature 2–3 learning tracks, hands-on workshops, Industry Theaters, and a bustling Exhibit Hall.

Regional Conferences

Regional Conferences are offered in seven cities and attract 135–830 clinicians in one learning track. These continuing medical education conferences last 1–2 days and offer case-based sessions, question-and-answer periods, and interaction with expert faculty who are also practicing clinicians.

Exhibiting at Annual Conferences

As we navigate the COVID-19 pandemic, Pri-Med is committed to hosting events that are safe and comfortable for all stakeholders. **Our events will continue to feature ample unopposed time to facilitate the exchange of information with primary care clinicians.** We are working closely with the venues and our partners to implement the necessary safety precautions.

Some of the safety measures you'll notice at our in-person events are safely distanced seating, audience size constraints, a robust mobile app to reduce nonessential close interactions, increased access to sanitizing stations, regular sanitization of surfaces, and floor graphics for social distancing.

86%

Rely on Pri-Med to learn about new products and services

81%

Likely to talk to peers about a topic, product, or therapy exhibited

85%

Likely to use information gathered for decision-making

50%

Spend two hours at the Exhibit Hall each day

“Overall, the event drew a sizable group of attendees. Facilitators are clearly strategic in the manner in which they encourage the clinicians to visit the Exhibition Hall. The booth size was sufficient, and customer support was excellent.”

Past Pri-Med Exhibitor

Reach by Market*



Pri-Med Southwest

Houston, TX
April 5–7, 2022
1,080 Attendees



Pri-Med West

Anaheim, CA
May 5–7, 2022
2,800 Attendees



Pri-Med Midwest

Rosemont, IL
October 13–15, 2022
1,100 Attendees



Pri-Med East

Boston, MA
December 8–10, 2022
1,550 Attendees



Exhibit Hall floor plans will be available soon at sponsor.pri-med.com.

Exhibit Space

Annual Conference Exhibit Space Rates

Booth Space Only

BYO Furnishings

Includes

- Conference app and website listing
- Integrated marketing campaigns promoting the Exhibit Hall, including email, direct mail, and social media
- Booth signage
- Unlimited conference bags
- Exhibitor lounge
- Traffic-generating activities

\$3,850 / 100 sq. ft.

Space Plus Booth Package

Basic Furnishings Included

Includes

- All items included with Booth Space Only
- Black 10' x 10' carpet
- 6' draped table
- Furniture (2 chairs and table) and wastebasket
- Installation and dismantle
- ID sign
- Lead retrieval device (2 for 10' x 20')

\$4,950 / 100 sq. ft.

Turnkey Booth

All-Inclusive Exhibit Space

Includes

- All items included with Booth Space Only
- Build out with carpet
- Furniture (2 chairs and table) and wastebasket
- Installation and dismantle
- Custom graphics
- Lead retrieval device (2 for 10' x 20')

\$15,000 / 100 sq. ft.

Exhibit Hall Booths

All exhibit booths **must** be carpeted by the beginning of the program. Please note, carpeting, electricity, and furnishings are not included in the purchase of a standard booth space.

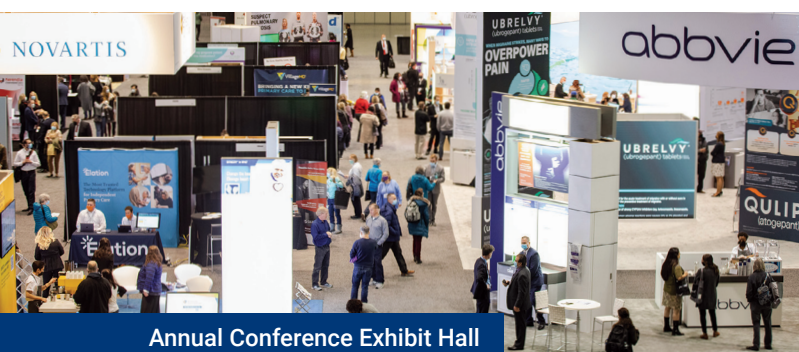
Exhibit Hall Hours*

Pri-Med Southwest, West, Midwest, and East 2022

Day 1: 8:30am–4:15pm

Day 2: 8:30am–4:15pm

Day 3: 8:30am–1:15pm



Annual Conference Exhibit Hall



Regional Conference Product Forum

Regional Conference Exhibit Space

At Regional Conferences, the exhibit space is a **product forum with a tabletop format** for exhibitors. The product forum is set up close to the CME session rooms to maximize exhibit traffic throughout the day. Email sales@pri-med.com today to ask about exhibiting opportunities at our local events.

In-Person Conference Sponsorships

Maximize your impact through sponsorship and **build brand awareness, drive attendance to your booth, and generate more leads.**



UNDER \$10K

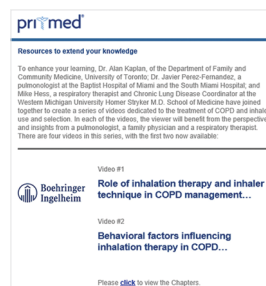
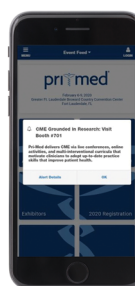
Passport Program	\$1,000
Meeting Suites	\$2,000
Freestanding Sign	\$2,300–\$3,050
Charging Station	\$2,500
Tabletop Sponsorship	\$4,000
Exhibit Floor Decals	\$5,500
Hotel Room Drop	\$5,500
Audience Response System (ARS)	\$6,000
Registration Area (Exclusive; Regional)	\$6,500
Hotel Key Card	\$7,000
Learning Lab	\$7,500
Hydration Station	\$8,000
Bag Insert	\$8,750
Exhibit Hall Aisle Signs	\$8,750
Posterboard Session	\$6,000–\$10,000

\$10–20K

Hand Sanitizer Stations	\$12,500
Charging Station	\$13,100
Cubes	\$14,400
Headshot Booth	\$15,000
Entrance Unit	\$19,500

ABOVE \$20K

Digital Floor Banner	\$25,000
Information Booth	\$25,000
Showcase Wall	\$25,000
Registration Area (Exclusive, Annual)	\$27,800
Banners	\$10,000–\$31,500



Digital Sponsorships at In-Person Conferences

UNDER \$10K

App Push Notification	\$1,000–\$2,000
Pre and Post Show Email Series	\$2,000–\$10,000
Theater Outreach Email	\$2,000–\$3,000
Wi-Fi	\$7,500
Mobile App Sponsorship	\$12,500



Additional sponsorships are available at select Annual Conferences. Please reach out to us to learn more about these and other additional opportunities.

Insights You Need to Make Data-Driven Marketing Decisions

Pri-Med conducts market research regularly to understand clinician behavior across prevention, management, and treatment in therapeutic areas including oncology, women's health, cardiovascular disease, and more. This research informs our education content development.



Pharmaceutical clients rely on us to uncover primary care knowledge gaps in their focus therapeutic areas.

Market Research Solutions

Standard

Pre-/Post-Theater Surveys: included with Industry Theater purchase

Premium

Custom Pre-/Post-Theater Surveys: \$5,000–\$15,000

Concierge

Custom Surveys: \$29,500
In-Depth Interviews: \$48,000

Features

- ✓ Survey Programming and Hosting
- ✓ Advanced Targeting
- ✓ Responsive Primary Care Audience
- ✓ Swift, White-Glove Process
- ✓ Summary Reports

Get answers to your questions to hone your go-to-market strategy and demonstrate ROI to senior leadership.

What is primary care's role, knowledge, and competence level in treating a specific therapeutic area?

What are the best channels for reaching primary care clinicians in my marketing strategy?

What education do primary care clinicians need to better understand and treat a specific disease state?

Was my Virtual Industry Theater presentation effective?

Will clinicians apply what they learned from my Virtual Industry Theater to their clinical practice?

Ready to Partner with Pri-Med?

Contact the Pri-Med Sales Team to access primary care providers.



Can Doganci
Business Development
Executive



Tara Ashe
VP of Sales



Rich Grady
VP of Sales

Next Steps

Based on your business objectives and product/service, a sales rep will:

- ✓ Walk you through the floor plans of the conferences that you are interested in
- ✓ Suggest exhibit space size and location
- ✓ Recommend sponsorship opportunities

Once these conversations have occurred and you are ready to partner with Pri-Med, your sales rep will send you a contract to sign, which will reserve your booth space and/or Industry Theater at selected conferences.

Reserve Your Booth or Industry Theater Today

sales@pri-med.com

877-774-6338

sponsor.pri-med.com