

# Prospectus

Digital | Exhibits | Sponsorships | Industry Theaters | Research & Analytics

MAXIMIZE YOUR PRIMARY CARE REACH

Connect with an audience of over 168,000+ active primary care clinicians in online and in-person learning environments across the United States.

2024

pri med<sup>®</sup>



# Why Pri-Med?

## Meaningful Engagements with Hard-to-Reach Primary Care Clinicians

For nearly 30 years, Pri-Med has built a community of primary care clinicians based on a foundation of high-quality, affordable continuing medical education (CME/CE).



### Data-Driven Capabilities

Pri-Med conducts clinician research and data analysis to advise supporters on exhibition strategies that support their go-to-market goals.



### Unparalleled Clinician Engagement

Partnering with Pri-Med allows you to reach clinicians online and in the cities where they live and deliver healthcare.



### Fully Supported Partnership

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



Reach clinicians both in person and digitally—the demand for online CME/CE is higher than ever. Engage with them when they are actively seeking information to improve their medical practice.

# Delivering Education with Subject Matter Experts

## Nearly 30 Years of Academic and Faculty 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. Pri-Med also aims to ensure our faculty and academic relationships accurately represent the diversity, equity, and inclusion of primary care.

### Academic Partners

**M Northwestern Medicine®**  
Feinberg School of Medicine

**UCLA** David Geffen School of Medicine

**Baylor**  
College of  
Medicine



**84%**  
Pri-Med faculty  
come from diverse  
backgrounds



### Course Chair Affiliations

Harvard Medical School  
University of Massachusetts Chan Medical School  
University of Miami Miller School 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

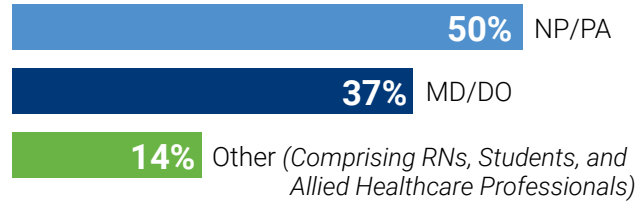


# Pri-Med Audience Demographics & Reach

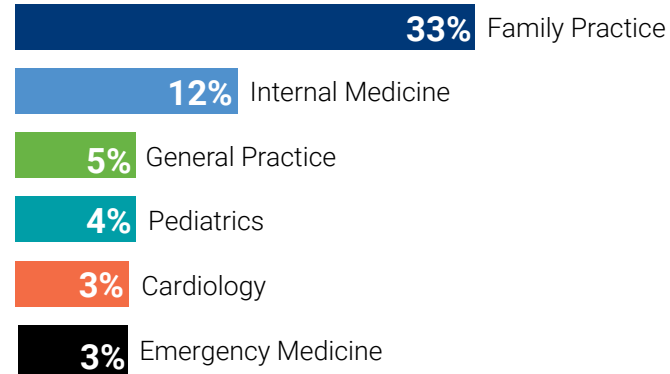


## Audience Profile

### Degree



### Top Specialties Include



**32,550+**  
clinicians were new-to-  
Pri-Med in 2023

**105,750+** clinicians  
have completed a course with Pri-Med  
since 2022

# Connect with Primary Care Across Multiple Channels

Pri-Med's virtual conferences give busy clinicians increased access to their education, in a variety of formats, while also expanding our primary care audience.

## In-Person Conferences

At Pri-Med's annual and regional conferences, **connect face-to-face** with clinicians when they are actively seeking information to improve their medical practice.



- Exhibit Space
- Industry Theaters
- Sponsorships

## Virtual Conferences

Online learning continues to attract many clinicians; in fact, **63% of Pri-Med's conference attendees are virtual conference attendees**. Reach a broad audience of clinicians, distinct from in-person attendees, at every event.



- Digital Sponsorships
- Virtual Industry Theaters

## Research & Analytics

Our market research solutions allow you to incorporate feedback and insights into your marketing strategy, from the **67% of virtual clinicians who do not meet with industry representatives in office**.



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

# Online Virtual Conferences

Pri-Med's online conferences attract a consistently high volume of clinicians.

Supporters can reach Pri-Med's online healthcare professional (HCP) audience through Virtual Industry Theaters and sponsored emails associated with our below primary care conferences.

## PrimaryCareNOW

A Pri-Med Virtual Conference

Monthly virtual CME/CE conference (comprising multiple 60-minute sessions) which features nationally recognized faculty, covers a range of clinically relevant topics, and provides interactivity between faculty and participants.

## CardiologyNOW

A Pri-Med Virtual Conference

One-day conference featuring three to six sessions incorporating the latest strategies for the management of patients with cardiovascular comorbidities and risk factors.



“Excellent overviews of primary care practice relevant health topics presented in a virtual setting that is convenient and easy to access.”



2023 PrimaryCareNOW Attendee



## Award-Winning Education

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

# Reach Unique HCPs Online Through Virtual Conferences

**90%**  
of *PrimaryCareNOW* attendees are prescribers

**1,800–3,600+**  
clinicians attend Pri-Med's virtual conferences

**72%**  
of Virtual Industry Theater audience is no-see or restricted



Metrics sourced from PC Now Registration Dash, PC Now Participation Dash, PS Collateral Dashboard, and Online CME Activity Dash – Tableau 7/6/23.

## 2024 Virtual Conference Schedule

### PrimaryCareNOW

JAN 18	FEB 21-22	MAR 20-21	APR 17-18	MAY 15-16	JUN 20-21	JUL 24-25	AUG 20	SEP 25-26	OCT 23-24	NOV 20-21	DEC 12-13
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### CardiologyNOW

JAN	FEB	MAR	APR	MAY	JUN 5	JUL	AUG	SEP	OCT	NOV 6	DEC
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“I liked that it was able to be done virtually, you always have excellent, knowledgeable speakers. The information provided was helpful, and I was able to learn some new information that I didn't know since it isn't my area of expertise.”

2023 *PrimaryCareNOW* Virtual Conference Attendee



# Sponsoring Virtual Conferences and Education

Extend your reach to our entire online clinician audience.

Opportunities are tied to real-time virtual events covering topics across therapeutic areas or are built around sponsorships of

Post-PrimaryCareNOW Email (Multi-Sponsor)	\$2,500
Industry Theater Outreach Email (PrimaryCareNOW)	\$3,500
PrimaryCareNOW Confirmation Email Banner	\$6,500
Post-PrimaryCareNOW Email (Exclusive)	\$10,000
Dedicated Email	\$27,000
Industry Podcasts (3-Podcast Series)	\$46,500



Sample Sponsored PrimaryCareNOW Confirmation Email Banner



**4M+**  
Pri-Med podcast

 Email [sales@pri-med.com](mailto:sales@pri-med.com) for more information on digital sponsorships.



# In-Person Industry Theaters

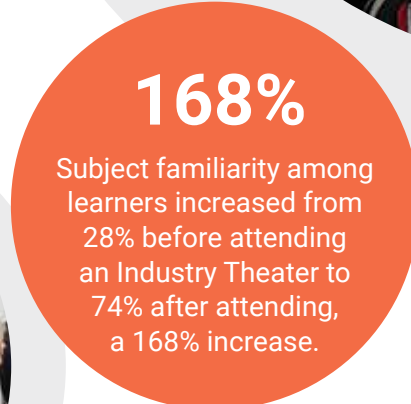
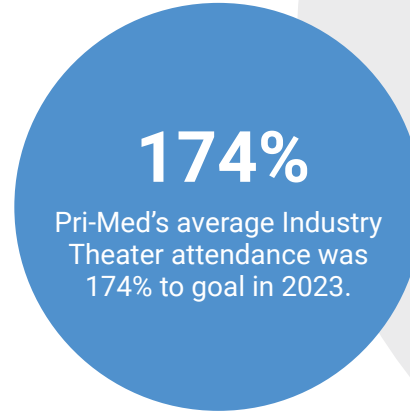
Industry Theaters are non-CME presentations that connect supporters to our in-person primary care audience.

## Theater Features

- Client service representative dedicated to project management
- Two Pri-Med staff dedicated to room setup, scanning audience badges, and managing the line for room entry
- Attendee leads, including NPI numbers and email addresses, provided
- Opportunity to host session slides or educational material on Pri-Med.com

## Marketing and Promotion

- Preconference promotion on Pri-Med.com and email campaigns to registered attendees
- Preregistration pathing capabilities
- Inclusion in the conference app and onsite signage



# Virtual Industry Theaters

Virtual Industry Theaters are non-CME presentations that connect supporters to our growing online primary care audience.

## Theater Features

- Client service representative dedicated to project management
- Attendee leads, including NPI numbers, provided
- Opportunity to host session slides or educational material on Pri-Med.com

## Marketing and Promotion

- Preconference promotion on Pri-Med.com and email campaigns to registered attendees
- Preregistration pathing capabilities

**74%**

Average increase in familiarity with subject matter

**33 mins**

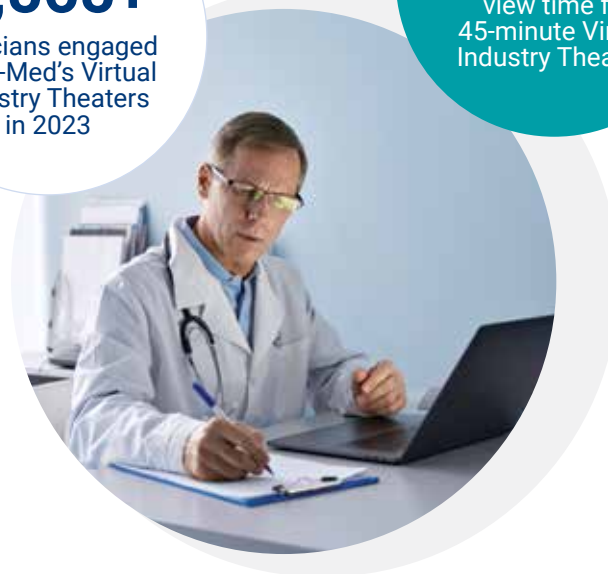
Average uninterrupted view time for 45-minute Virtual Industry Theaters

**8,565+**

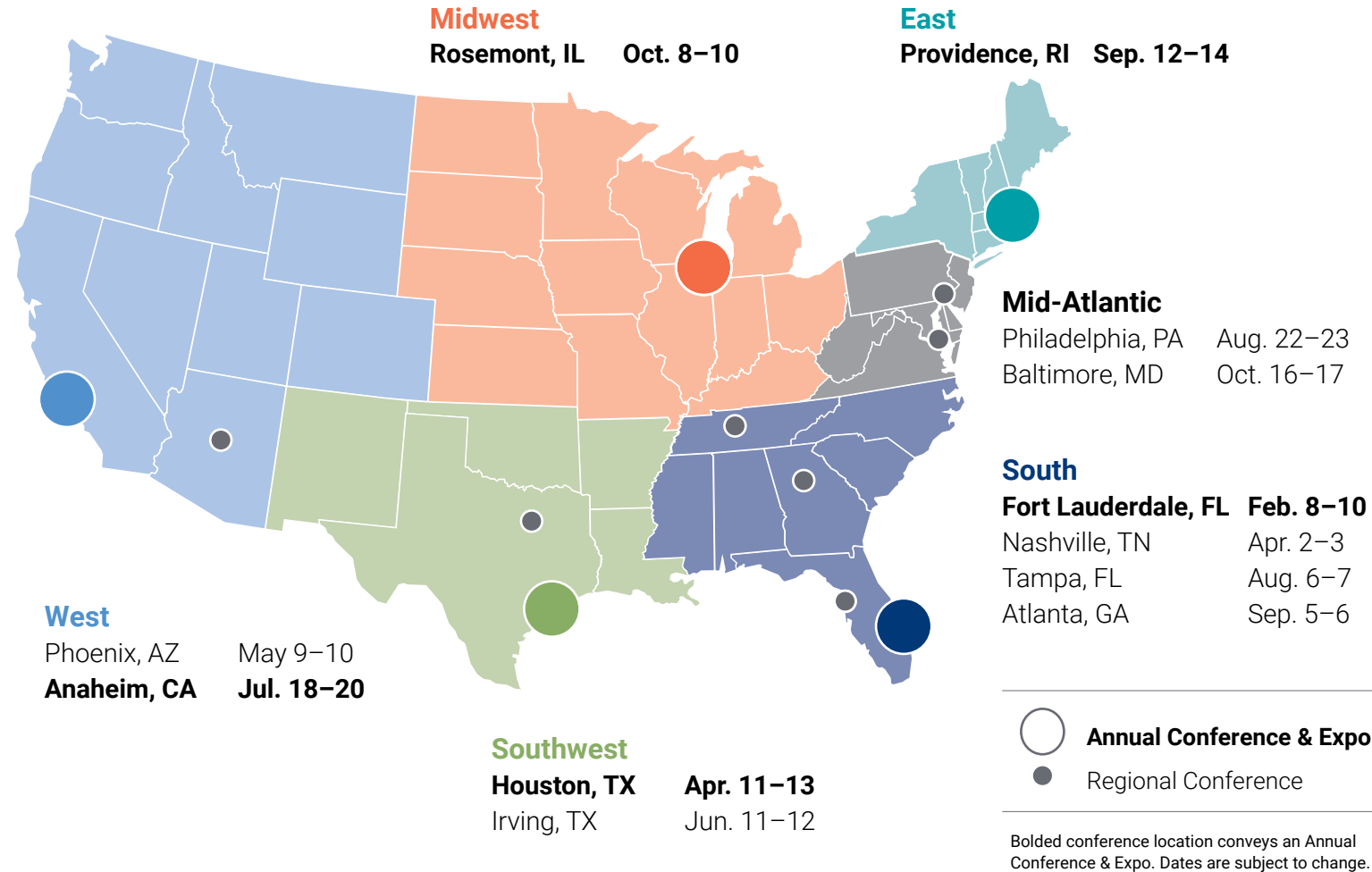
Clinicians engaged in Pri-Med's Virtual Industry Theaters in 2023

**57%**

Average post-Virtual Industry Theater survey response rate



# 2024 In-Person Conference Schedule



## Annual Conferences & Expos Reach

- **Pri-Med South**  
 Fort Lauderdale, FL  
 Feb. 8–10, 2024
- **Pri-Med Southwest**  
 Houston, TX  
 Apr. 11–13, 2024
- **Pri-Med West**  
 Anaheim, CA  
 Jul. 18–20, 2024
- **Pri-Med East**  
 Providence, RI  
 Sep. 12–14, 2024
- **Pri-Med Midwest**  
 Rosemont, IL  
 Oct. 8–10, 2024



# Exhibiting at Annual Conferences & Expos

Pri-Med is committed to hosting events that are safe and productive for all stakeholders. Our events feature ample unopposed time to facilitate the exchange of information with primary care clinicians.

82%

Clinicians visited the Exhibit Hall at Pri-Med Conferences in 2023

86%

Clinicians satisfied with overall in-person event experience (Top2Box)

72%

Likely to incorporate information into clinical practice

Exhibit Hall floor plans will be available soon at [sponsor.pri-med.com](https://sponsor.pri-med.com).



Metrics sourced from 2023 Annual Attendee Survey Report (South and West) – Excel 2/1/24. Actual numbers may vary based on Annual Conference & Expo sponsored.



“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.”

2023 Pri-Med Exhibitor



# Annual Conference & Expo 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

**\$4,000** / 100 sq. ft.

## Space Plus Booth Package

Basic Furnishings Included

### Includes

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

**\$5,400** / 100 sq. ft.

## Turnkey Booth

All-Inclusive Exhibit Space

### Includes

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

**\$15,750** / 100 sq. ft.

## Exhibit Hall Booths

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

## Exhibit Hall Hours\*

**Pri-Med South, Southwest, West, Midwest, and East 2024**

Day 1: 8:30am–4:15pm

Day 2: 8:30am–4:15pm

Day 3: 8:30am–12:45pm

\*Exhibit Hall hours are subject to change.



# Exhibiting at Regional Conferences

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.

92%

Clinicians were very satisfied with overall event experience

90%

Clinicians trust Pri-Med to keep them up to date with latest research applicable to their practice\*

70%

Likely to incorporate learned information into clinical practice

Email [sales@pri-med.com](mailto:sales@pri-med.com) for more information about exhibiting opportunities at our local events.



## Two-Day Meetings in Seven Cities Throughout the US

Pri-Med's Regional Conferences are popular among clinicians and sponsors alike because of their intimate size and local reach, drawing attendees from a targeted region where they live and practice. Each conference features a limited number of sponsors and attracts 275–600 clinicians in one learning tracks, fostering collaboration and engagement among all participants.


\*Data based on Pri-Med Nashville Conference data, June 2023.  
Metrics sourced from 2023 Regional Conference Attendee Survey Report – Excel 1/23/24.



# In-Person Conference Sponsorships

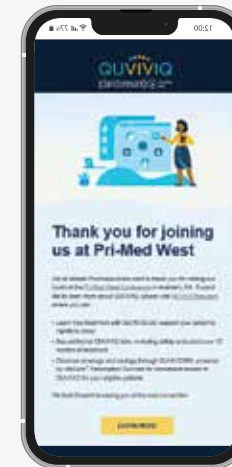
Build Brand Awareness, Drive Attendance to your Booth, and Generate More Leads.

\$10K AND UNDER		\$10K-\$20K	
Passport Program	\$1,500	Charging	\$13,100
Meeting Suites	\$2,300	Cubes	\$15,000
Freestanding Sign	\$2,000-\$3,150	Puppy Park	\$15,000
Exhibit Floor Decals	\$5,500	Learning Lab	\$16,000
Hotel Room Drop	\$6,000	Balloon	\$16,000
Audience Response System (ARS)	\$6,000	Banners	\$10,000-\$20,000
Registration Area (Exclusive, Regional)	\$6,500		
Exhibit Hall Aisle Signs	\$8,750	\$20K AND ABOVE	
Bag Insert	\$9,000	Information Booth	\$25,000
		Showcase Wall	\$30,000
		Registration Area (Exclusive, Annual)	\$30,000
		Entrance Unit	\$35,000
		Banners	\$20,000-\$35,000

 Additional sponsorships are available at select Annual Conferences & Expos. Please email [sales@pri-med.com](mailto:sales@pri-med.com) to learn more about these and additional opportunities.

## Digital Sponsorships at In-Person Conferences

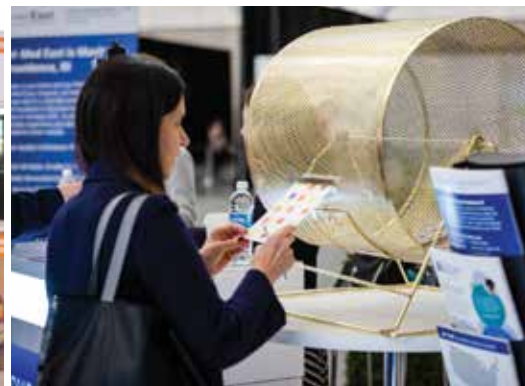
\$1K-\$50K	
App Push Notification	\$1,300-\$2,300
Industry Theater Outreach Email	\$1,750-\$3,500
WiFi	\$7,500
Mobile App Sponsorship	\$13,000
Pre- and Post-Conference Email Series	\$3,500-\$15,000
Exclusive Digital Signage Package	\$50,000



Pre- and Post-Conference Email Series



App Push Notification



# Market Research Solutions

## The market research insights you need to make data-driven decisions

Uncover primary care knowledge gaps in your therapeutic area. Conduct your market research with Pri-Med's database of 168,000+ practicing clinicians and our survey programming, deployment, recruitment, and reporting expertise.

<b>Pre-/Post-Theater Surveys</b>	Standard Pri-Med-designed survey of your Industry Theater audience included with any Industry Theater purchase	<b>\$0</b> Included with any Industry Theater purchase
<b>Custom Pre-/Post-Theater Surveys</b>	Custom surveys of your Virtual Industry Theater audience directly before and after your presentation	<b>\$5,000–\$15,000</b> Add-on for any Industry Theater purchase
<b>Custom Market Research Surveys</b>	Survey research with your choice of segment of Pri-Med's clinician database on the topic of your choice	<b>\$29,500</b>
<b>In-Depth Interviews</b>	15 in-depth, 30-minute telephone interviews with active primary care clinicians	<b>\$49,000</b>

### Maximize your digital ROI with Pri-Med Market Research Solutions.

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





# Inform Your Go-to-Market Strategy

Evaluate the effectiveness of your messaging to your preferred clinician audience with Pri-Med's comprehensive research and analytics capabilities. Enhance your understanding of clinician behavior across prevention, management, and treatment in therapeutic areas including oncology, women's health, cardiovascular disease, and more. This research informs the development of our education.

**72%**  
of data is sourced  
from no-see clinicians

## Get Answers to Your Questions

Our team of expert analysts and data scientists will provide you with invaluable insights to incorporate into your marketing strategies.

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

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

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

Was my Virtual Industry Theater presentation effective?

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





# Ready to Partner with Pri-Med?

Contact our Sales Team to access primary care clinicians.



**Joe Cincotta**  
Sales Executive



**Can Doganci**  
Sales Director



**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 or available Industry Theater inventory of the conferences that you are interested in
- ✓ Suggest exhibit space size and location
- ✓ Recommend sponsorship opportunities

**Reserve Your Booth or Industry Theater Today**

[sales@pri-med.com](mailto:sales@pri-med.com)  
617-406-4200  
[sponsor.pri-med.com](http://sponsor.pri-med.com)