



2023

Prospectus

Digital | Exhibits | Sponsorships | Industry Theaters | Market Research

MAXIMIZE YOUR PRIMARY CARE REACH

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

pri^{med}

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

Why Pri-Med?

Nearly 30 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

M Northwestern Medicine®
Feinberg School of Medicine

UCLA David Geffen School of Medicine

Baylor
College of
Medicine

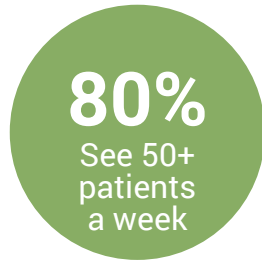
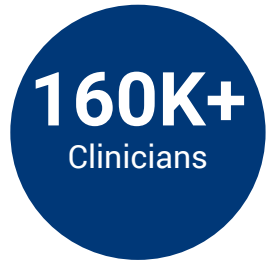
Course Chair Affiliations

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

Additional Speaker Affiliations

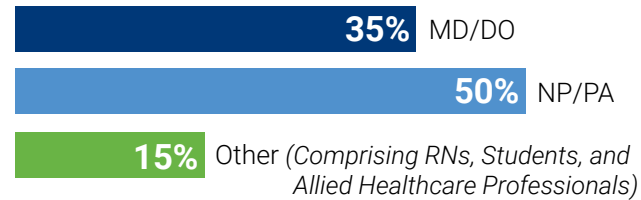
American College of Physicians
Beth Israel Deaconess Medical Center
Boston University School of Medicine
Brigham and Women's Hospital
Dana-Farber Cancer Institute
Duke University
Emory University School of Medicine
Massachusetts General Hospital
Mayo Clinic College of Medicine
Medical Board of California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

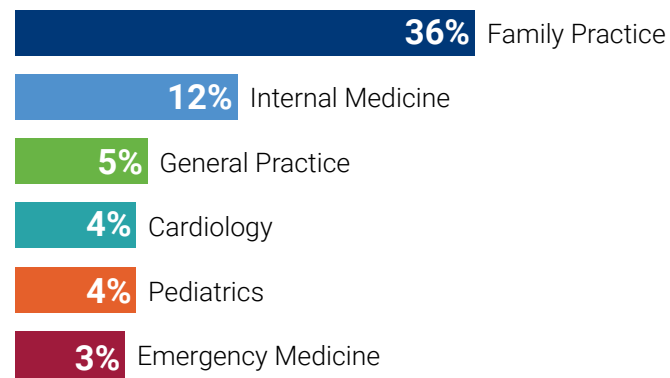


Audience Profile

Degree



Top Specialties Include



67,700+

Primary care clinicians are new to the Pri-Med platform since 2020

64,100+

Clinicians educated in 2022

*No-see or restricted metric sourced from Pri-Med 2022 Theater Survey Report – Tableau 1/9/23.
Weekly patient count metric and geography metric sourced from PS Collateral Demographics Dashboard – Tableau 1/9/23.

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. Many primary care clinicians continue to seek education online, while others have transitioned back to in-person events.

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, **70% 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

Market Research

Our market research solutions allow you to incorporate your marketing strategy feedback and insights from the **74% of clinicians who do not meet with industry representatives in office** into your marketing strategies.



- 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 feature nationally recognized faculty, cover a range of clinically relevant topics, and provide 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.

“Very user-friendly online access to the Virtual Conference. All speakers are topic focused and easy to understand. Perfect review for primary care providers.”

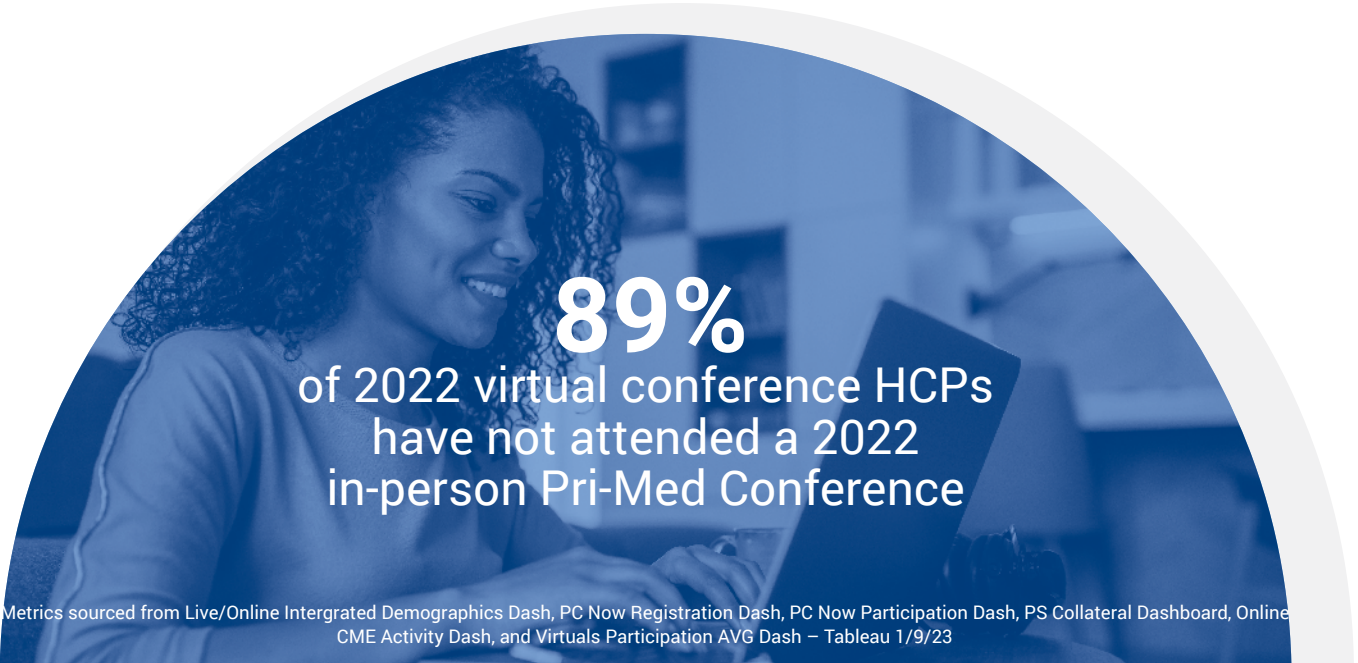
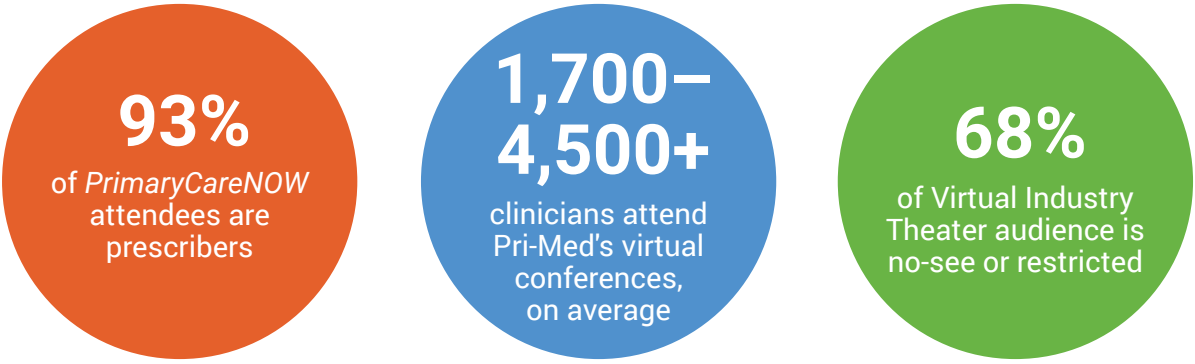
July 2022 PrimaryCareNOW Attendee



Award-Winning Education

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

Reach Unique HCPs Online Through Virtual Conferences



2023 Virtual Conference Schedule

PrimaryCareNOW

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
18-19	22-23	29	26-27	17-18	21-22	25	23-24	12-14	25-26	14-16	13-14

CardiologyNOW

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
			12				9				

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

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 clinically relevant content.

Post-PrimaryCareNOW Email (Multi-Sponsor)	\$2,500
Industry Theater Outreach Email (PrimaryCareNOW)	\$3,000
PrimaryCareNOW Confirmation Email Banner	\$5,000
Post-PrimaryCareNOW Email (Exclusive)	\$10,000
Pri-Med Morning Report Newsletter Sponsored	\$12,500
Dedicated Email	\$26,000
Industry Podcasts (3-Podcast Series)	\$46,500



Sample Sponsored PrimaryCareNOW Confirmation Email Banner



3M+

Pri-Med podcast
downloads since
2017



Email 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.



142%

In the first half of 2022, Pri-Med's average Industry Theater attendance was 142% to goal.

Percent to goal sourced from Pri-Med 2022 Product Theater Survey Results—Tableau 7/4/22.
Subject familiarity and likelihood to prescribe sourced from Pri-Med 2023 Product Theater Survey Results—Tableau 1/19/23.

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

178%

Subject familiarity among learners increased from 26% before attending an Industry Theater to 73% after attending, a 178% increase.

63%

of clinicians who attended a pharmaceutical company Industry Theater were likely to prescribe their products more frequently.

Virtual Industry Theaters

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



8,350

Clinicians engaged in
Pri-Med's Virtual
Industry Theaters
in 2022

72%

Average increase
in familiarity with
subject matter

35 mins

Average uninterrupted
view time for
45-minute Virtual
Industry Theaters

Theater Features

- Client service representative dedicated to project management
- Attendee leads, including NPI numbers, provided
- Opportunity to host session slides, email addresses, 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

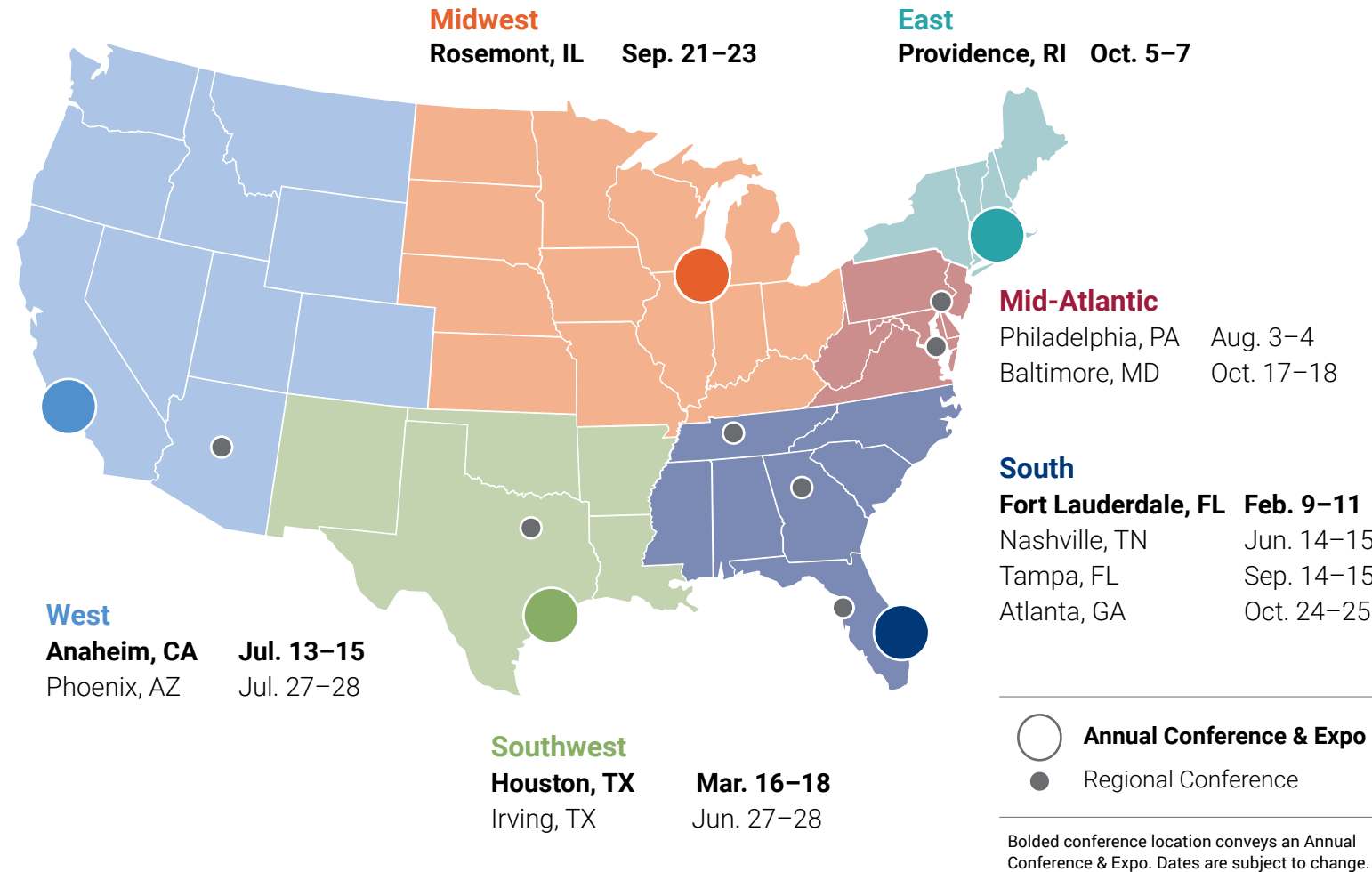
66%

Average post-Virtual
Industry Theater survey
response rate

158%

Average percentage
to attendance
goal

2023 In-Person Conference Schedule



Annual Conferences & Expos Reach

- Pri-Med South**
 Fort Lauderdale, FL
 Feb. 9–11, 2023
 1,520 attendees
- Pri-Med Southwest**
 Houston, TX
 Mar. 16–18, 2023
 1,200 attendees
- Pri-Med West**
 Anaheim, CA
 Jul. 13–15, 2023
 3,530 attendees
- Pri-Med Midwest**
 Rosemont, IL
 Sep. 21–23, 2023
 1,450 attendees
- Pri-Med East**
 Providence, RI
 Oct. 5–7, 2023
 1,800 attendees

Looking to 2024: Conference Schedule

VIRTUAL PrimaryCareNOW

January 18	July 25
February 21-22	August 20-21
March 20-21	September 25-27
April 17-18	October 23-24
May 15-16	November 20-22
June 20-21	December 12-13

VIRTUAL CardiologyNOW

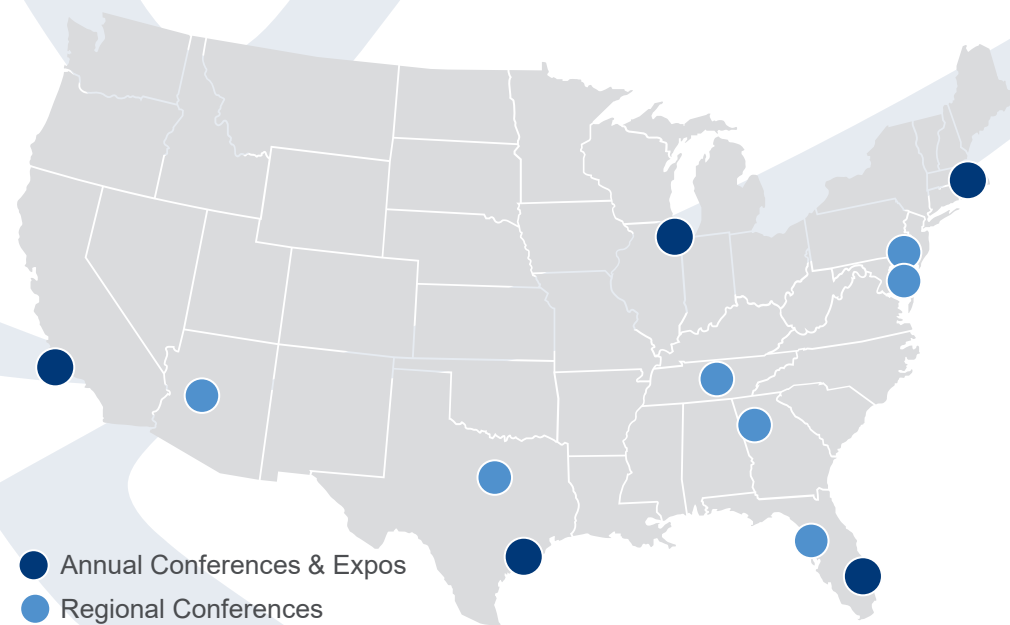
June 5
November 6

IN-PERSON Pri-Med Annual Conferences

South Ft. Lauderdale, FL	February 8-10
Southwest Houston, TX	April 11-13
West Anaheim, CA	July 18-20
East Providence, RI	September 12-14
Midwest Rosemont, IL	October 8-10

IN-PERSON Regional Conferences

Nashville, TN	April 2-3
Phoenix, AZ	May 9-10
Irving, TX	June 11-12
Tampa, FL	August 6-7
Philadelphia, PA	August 22-23
Atlanta, GA	September 5-6
Baltimore, MD	October 16-17



Dates are subject to change.

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.

88%

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

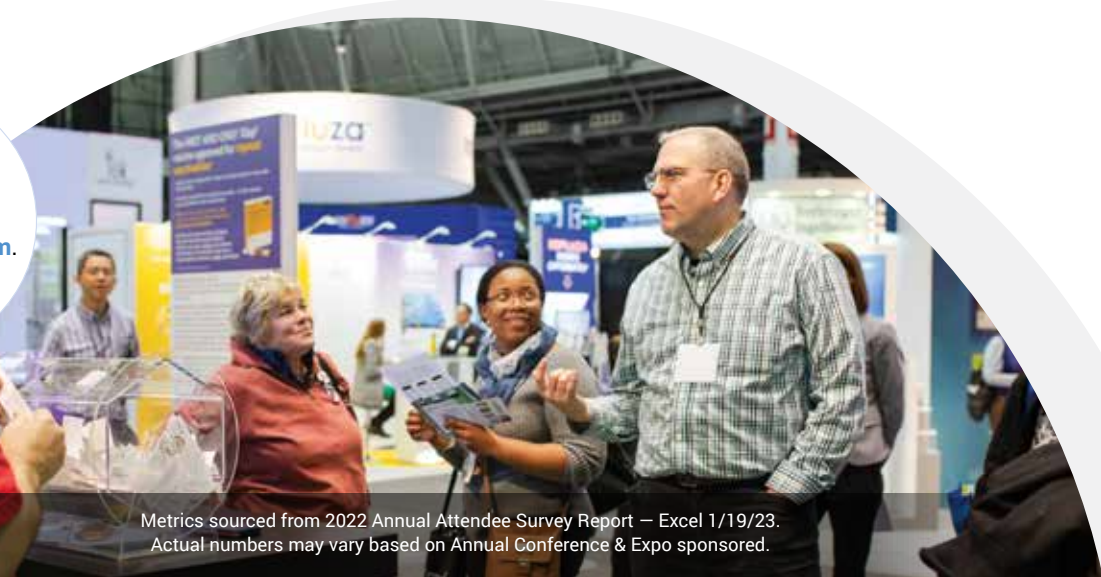
87%

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

89%

Likely to use information gathered for decision-making

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



Metrics sourced from 2022 Annual Attendee Survey Report — Excel 1/19/23.
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.”

Past 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
- Two chairs and wastebasket
- Installation and dismantling
- ID sign
- Lead retrieval device (2 for 10' x 20')

\$5,300 / 100 sq. ft.

Turnkey Booth

All-Inclusive Exhibit Space

Includes

- All Booth Space Only items
- Build-out with carpet
- Two barstools 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 a booth space only.

Exhibit Hall Hours*

Pri-Med South, Southwest, West 2023

Day 1: 8:30am–3:15pm

Day 2: 8:30am–3:45pm

Day 3: 8:30am–12:45pm

*Exhibit Hall hours are subject to change, and Midwest and East 2023 Exhibit Hall Hours will be available soon.



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.

93%

Rely on Pri-Med to learn about newly approved treatments

88%

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

88%

Likely to use information gathered for decision-making

Email sales@pri-med.com for more information about exhibiting opportunities at our local events.

Metrics sourced from 2022 Regional Conference Attendee Survey Report – Excel 1/19/23.



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 250–620 clinicians in one or two learning tracks, fostering collaboration and engagement among all participants.

In-Person Conference Sponsorships

Build brand awareness, drive attendance to your booth, and generate more leads.

\$10K AND UNDER


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

\$10K–\$20K

Cubes	\$14,400
Puppy Park	\$15,000

\$20K AND ABOVE

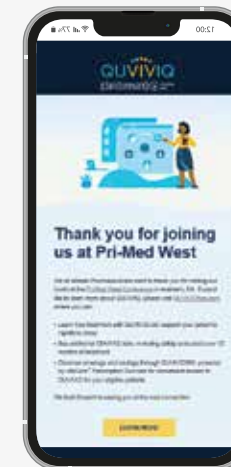
Information Booth	\$25,000
Showcase Wall	\$26,000
Registration Area (Exclusive, Annual)	\$27,800
Banners	\$10,000–\$31,500
Entrance Unit	\$35,000–\$40,000

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

Digital Sponsorships at In-Person Conferences

\$10K AND UNDER

App Push Notification	\$1,250–\$2,250
Pre- and Post-Conference Email Series	\$2,000–\$10,000
Industry Theater Outreach Email	\$2,000–\$3,000
WiFi	\$7,500
Mobile App Sponsorship	\$12,500



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 160,000+ practicing clinicians and our survey programming, deployment, recruitment, and reporting expertise.

Post-Theater Surveys	Standard Pri-Med-designed survey of your Industry Theater audience included with any Industry Theater purchase	\$0 Included with any Industry Theater purchase
Custom Pre-/Post-Theater Surveys	Custom surveys of your Virtual Industry Theater audience directly before and following your presentation	\$5,000–\$15,000 Add-on for any Industry Theater purchase
Custom Market Research Surveys	Survey research with your choice of segment of Pri-Med's clinician database on the topic of your choice	\$29,500
In-Depth Interviews	15 in-depth, 30-minute telephone interviews with active primary care clinicians	\$39,000

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

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

74%
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 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
877-774-6338
sponsor.pri-med.com