Strategic Marketing Conference

November 12, 2020 | The Westin Nashville | Nashville, TN

2020 Sponsorship Opportunities

Drive Sales

Enhance Image & Credibility

Develop New Relationships

Capture Leads

Event Overview

About

Modern Healthcare's annual Strategic Marketing Conference brings together marketing executives, CMOs and marketing thought leaders to learn from the experts about the marketing strategies that will propel their brand forward.

This conference is for healthcare marketers seeking solutions for their most pressing marketing challenges and will learn from those who have proven track records of marketing achievements.

Attendees will walk away with tools to effectively reach consumers and communicate on behalf of their organization.

Format

Attendees experience keynote presentations and panel discussions that are rich in collaboration and attendee/presenter interaction.

Agenda

Click here to view the most current agenda. Please note: our agenda is subject to change.

Date and Location

November 12, 2020

The Westin Nashville, Nashville, TN

Description

“Healthcare marketing today is all about delivering the right message, to the right person, at the right time – and then measuring it.”

Nick Ragone, Senior Vice President and Chief Marketing and Communications Officer, Ascension

Key Topics

- Integrating customer-centric concepts into marketing strategy and digital transformation
- Measuring programs and campaigns to be tied to revenue, retention, satisfaction and outcomes
- The chief marketing officer’s roles and responsibilities in an evolving industry
- Emerging technologies that will alter the customer experience
- Capitalizing on new trends and opportunities in healthcare marketing

Attendee Overview

Anticipated Attendance | 150

Past Attending Organizations

- Ascension
- Centene
- ProMedica
- SSM Health
- Wellstar

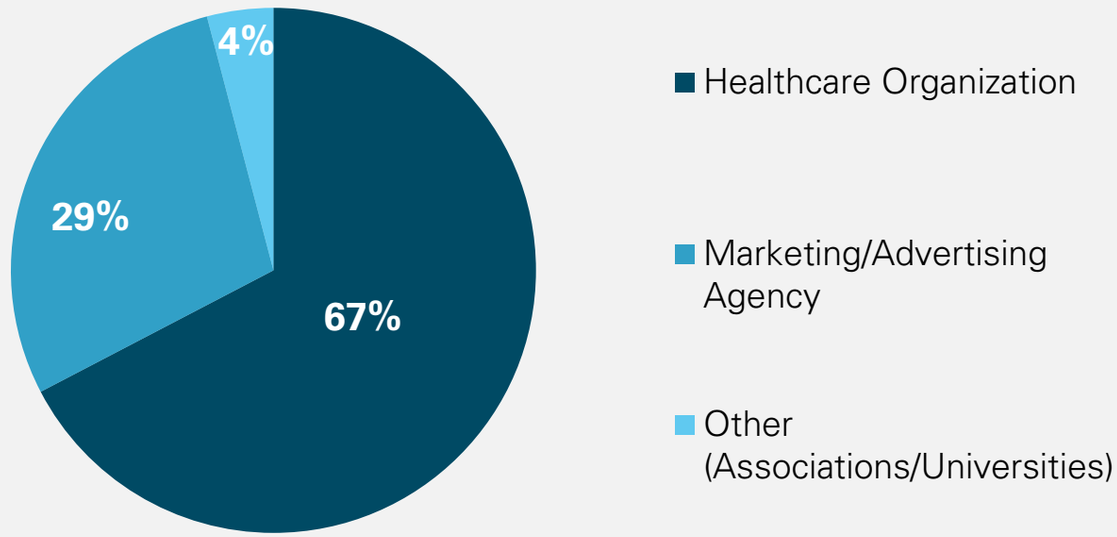
Past Attending Titles

- Marketing Director
- Marketing Specialist, Strategist, Copywriter, Designer
- Vice President, Marketing and Communications
- Chief Marketing Officer, Chief Executive Officer, Principal
- Marketing Manager

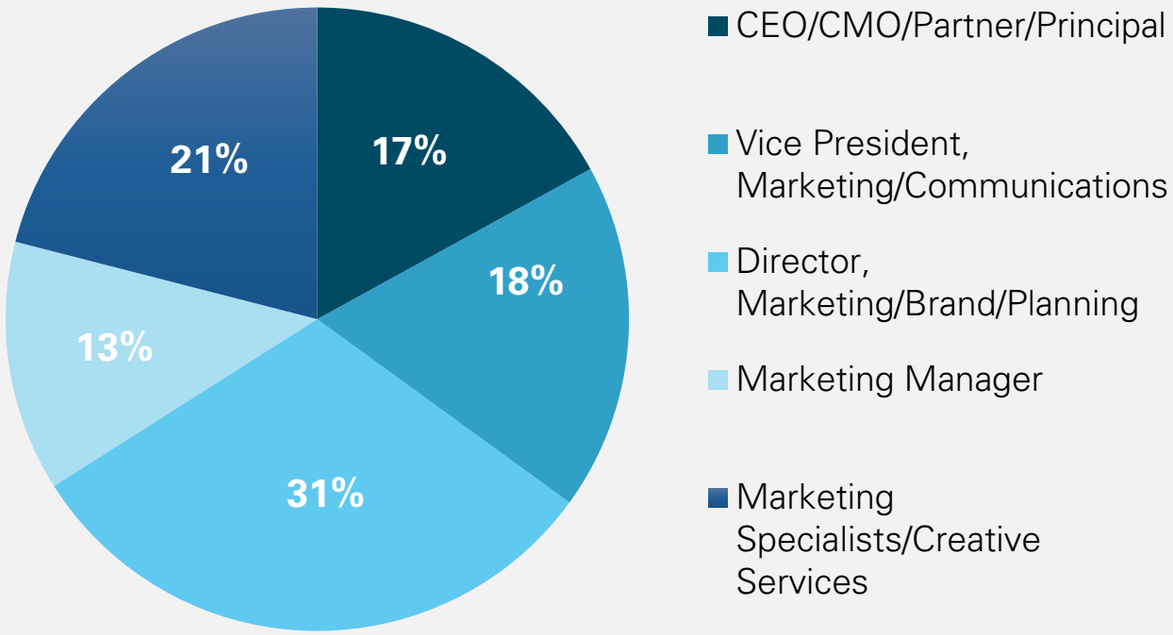
Past Attending Sectors

- Advertising, PR & Marketing Firms
- Healthcare Suppliers
- Hospital/Health Systems
- Insurer/Payer/Managed Care Organizations
- Medical Clinic/Group
- Professional Associations

Attendance by Organization*



Attendance by Title*



*2019 Attendee data

Sponsorship Benefits

Increase brand awareness, generate preference and foster loyalty with a targeted and influential audience of healthcare leaders.

Opportunities presented in our packages* allow for achieving several goals at once:

Reach Your Target Audience

Gain access to a wide range of decision-makers in healthcare. Sponsorship brings attendees who are looking to find out more about your business directly to you.

Drive Sales

Packages include the opportunity to showcase products and services, and distribute samples or trial offers.

Be Recognized As A Thought Leader

Differentiate yourself from competitors by educating attendees and sharing your expertise on a subject.

Create Long Lasting Connections

During the various networking opportunities available at the conference, sponsors are able to dramatically influence customer relations.

Put Your Brand In The Spotlight

Event marketing by Modern Healthcare generates media exposure through print, digital, email and social media.

Lead Generation

The list of conference attendees* provides a valuable resource of leads and an opportunity to continue the conversation beyond the event.

*Not all sponsor packages offer the same level of exposure. Depending on date of submitted contract, some benefits associated with our sponsorship packages may have passed. See following pages for sponsor package specifics. Recommended sponsorship commitment is 6 weeks prior to event date.

Lead Sponsorship

Pre-conference Promotion

- Logo recognition as Lead Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Lead Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Medium rectangle banner ad (300W x 250H pixels) and logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Thought Leadership

- Create your own hour-long breakout session conducted during conference
- Opportunity to include up to 4 speakers (can be panel format)
- Content and speakers are subject to review/approval by Modern Healthcare
- Logo visibility on Agenda indicating session is sponsored

Conference Visibility

- 2-page spread ad in printed conference program
- Logo visibility and 200-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as Lead Sponsor on general conference signage
- Logo visibility as Lead Sponsor on backdrop screen during opening and closing keynotes
- Recognition as Lead Sponsor from the podium at conference opening and closing keynotes
- 1 PowerPoint slide "commercial" in rotation during breaks/transitions
- Opportunity to make 260-word introductory comments at opening and closing keynote[1]
- 4 tickets to attend conference (additional available at discount of 25% - max. 10)[2]
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table in a premium location
- Logo visibility on attendee name tags

Post-conference Visibility

- Medium rectangle banner ad (300W x 250H pixels) and logo recognition on post-conference "thank you" email to attendees
- List of conference attendees[3]
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date
- Product/Category exclusivity[4]

1 Available at $18,000 Net

[1] Comments are subject to Modern Healthcare review prior to event and must be topical not promotional.

[2] Tickets are inclusive of speakers, pre-conference and general conference attendees.

[3] List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

[4] Product/category includes up to 5 competitors.

Premier Sponsorship

Pre-conference Promotion

- Logo recognition as Premier Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Premier Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Thought Leadership

- Create your own hour-long breakout session conducted during conference
- Opportunity to include up to 4 speakers (can be panel format)
- Content and speakers are subject to review/approval by Modern Healthcare
- Logo visibility on Agenda indicating session is sponsored

Conference Visibility

- 2-page spread ad in printed conference program
- Logo visibility and 200-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as Premier Sponsor on general conference signage
- 1 PowerPoint slide "commercial" in rotation during breaks/transitions
- 4 tickets to attend conference (additional available at discount of 25% - max. 10)[1]
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table in a premium location

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees[2]
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

2 Available at $12,000 Net

[1] Tickets are inclusive of speakers, pre-conference and general conference attendees.

[2] List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Supporting Sponsorship

Pre-conference Promotion

- Logo recognition as Supporting Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Supporting Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Thought Leadership

- Opportunity to moderate an existing panel discussion[1]
- Sponsor can select their preferred panel
- Panel selection is on a first come, first serve basis

Conference Visibility

- Full page ad in printed conference program
- Logo visibility and 100-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as Supporting Sponsor on general conference signage
- Logo visibility as Supporting Sponsor on backdrop screen during a session
- Recognition as Supporting Sponsor from the podium at conference opening and closing keynotes
- 1 PowerPoint slide "commercial" in rotation during breaks/transitions
- 3 tickets to attend conference (additional available at discount of 25% - max. 10)[2]
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table in a premium location

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees[3]
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

3 Available at $9,500 Net

[1] Sponsor can select the preferred session for panel participation, introductory comments and signage (all occur in same session) based on availability/schedule and is subject to Modern Healthcare approval.

[2] Tickets are inclusive of speakers, pre-conference and general conference attendees.

[3] List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Mobile App Sponsorship

Pre-conference Promotion

- Logo recognition as Mobile App Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Mobile App Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Mobile App

- Exclusive splash page (full screen ad) that displays when event is launched or refreshed within the app
- 1x custom push notification sent directly to attendees' mobile device
- Exclusive rotating and clickable banner advertising at the top of the mobile event app screen

Conference Visibility

- Full page ad in printed conference program
- Logo visibility and 100-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as Mobile App Sponsor on general conference signage
- 1 PowerPoint slide "commercial" in rotation during breaks/transitions
- 3 tickets to attend conference (additional available at discount of 25% - max. 10)[1]
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees[2]
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at $8,000 Net

[1] Tickets are inclusive of pre-conference and general conference attendees.

[2] List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Networking Reception Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility on general conference signage
- Exclusive logo visibility on signage and table cards during networking reception, which takes place the evening of Strategic Marketing Conference
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees[1]
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at $3,500 Net

[1] List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Luncheon Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility on general conference signage
- Exclusive logo visibility on signage and table cards during luncheon
- Logo visibility on luncheon slide
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees[1]
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at $3,750 Net

[1] List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Welcome Reception Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility on general conference signage
- Exclusive logo visibility on signage and table cards during welcome reception, which takes place the evening before the Strategic Marketing Conference
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees[1]
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at $3,000 Net

[1] List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

WiFi Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility on general conference signage
- Logo visibility as WiFi Sponsor in conference program
- Vanity password for WiFi access
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees[1]
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at $2,500 Net

[1] List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Charging Station Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility on general conference signage
- Logo visibility as Charging Station Sponsor in conference program
- Company logo/messaging on charging station
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees[1]
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at $2,000 Net

[1] List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Networking/Coffee Breaks Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as sponsor on signage and table cards during networking breaks
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees[1]
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at $2,500 Net

[1] List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Breakfast Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as sponsor on signage and table cards during networking breakfast
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees[1]
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at $2,500 Net

[1] List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Hotel Key Card Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Exclusive design and logo visibility on hotel key cards distributed to attendees staying at the conference hotel
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees[1]
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at $2,000 Net

[1] List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Merchandise Sponsorship

Lanyard Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Exclusive logo visibility on **lanyard** distributed to attendees
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at $2,000 Net

Tote Bag Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Exclusive logo visibility on **tote bag** distributed to attendees
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference thank you email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at $2,000 Net

Merchandise Sponsorship

Water Bottle Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Exclusive logo visibility on **water bottle** distributed to attendees
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference thank you email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at $2,000 Net

Note Pad Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Exclusive logo visibility on **note pad** distributed to attendees
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference thank you email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at $2,000 Net

Exhibitor Tables

With more than **150 senior leaders** in attendance, the Strategic Marketing Conference provides a unique, boutique environment in which to engage directly.

Tables are limited and positioning may be selected upon signing.

Pre-conference Promotion

- Logo Recognition with link on microsite

Conference Visibility

- Logo visibility and 25-word description in printed conference program
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- 6’ draped table and 2 chairs is provided. Brands maybe bring branded linens, standup banners and table collateral.
- Basic Wi-Fi availability (high-speed or hard-wired connections available for an additional fee)

10 available at $1,200 Net

Total tables in exhibit area is 20. Top tier sponsorships include booth space in premium location.

If purchasing sponsorship that does not include an exhibitor table, sponsor will receive 25% discount on exhibitor table addition.

Electricity at exhibitor tables is an additional fee and can be purchased directly through the conference hotel.

Modern Healthcare

Modern Healthcare is the most trusted business news and information brand in the healthcare industry. Combining the power of a print publication, 24/7 digital news products, robust research and event platforms, Modern Healthcare reaches the largest and most captive audience of healthcare leaders and influencers.

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For more information on sponsorship opportunities, please contact your account executive or Ilana Klein at 312.649.5311.