



## **Additional Sponsorship Opportunities at CCR 2017**

**Enhance your participation at CCR with further Sponsorship opportunities. Maximize your company's visibility by choosing one (or more) of the Unique Sponsorships from the list below. Or, simply let us know what your specific needs/desires are and we will be happy to create a completely customized option just for you.**

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### **Conference Wi-Fi Landing Page - \$2,500**

One special company can secure the opportunity to have their logo and/or website link appear on the screen of every person using an Internet connection within the conference room area. For this sponsorship opportunity, a landing page will be designed specifically around your company's logo. All Internet connections will be routed through this landing page and since the Internet will be fee-free for all registrants in the conference area, this will be the perfect opportunity to announce new product news, promote a popular product, or just increase awareness of your company's support of rheumatology.

### **Conference Bags- \$15,000**

Your company's logo could be on the front of each registration bag. Your company's logo will be certain to gain a lot of visibility, as conference bags are extremely popular each year and are provided to each attendee at registration and carried throughout the entire meeting. They are always a favorite and provide a prominent, enduring branding opportunity that carries on long after the meeting adjourns.

### **Lanyards and Flash Drives- \$3,750**

Combine infinite visibility with your personal touch when you apply your logo to the lanyard/ flash drive that will be worn throughout the conference by every registrant. The flash drive opens to show a single sponsor's link, in addition to the meeting syllabus and evaluation form link. The flash drive is an excellent opportunity to gain exposure for your logo and company and provide a good and lasting impression.

### **Promotional Functions-Multiple sponsorship levels available and prices are dependent upon numerous factors, including day, type of meal, and level desired.**

There are opportunities to sponsor a promotional breakfast, luncheon, or dinner for the attendees in coordination and cooperation with the Congress of Clinical Rheumatology. The cost of the lunch or dinner will be paid directly by the sponsor or their agents. CCR will promote your event by distributing one-page inserts with the registration packets and allowing signage for your promotion near the exhibits and conference foyers. There will be two promotional activities for Thursday and Friday lunches, but only one promotional activity will be permitted for all other breakfast, lunch, and dinner opportunities.

### **Registration Packet Inserts- \$500 per page**

A single page of company specific information can be inserted into the registrants' packets. The insert may be about a specific product, service, booth location, or company function and represents an excellent opportunity to ensure visibility for yourself and your company. Inserts must not exceed 8.5" x 11", must be pre-approved, and be received on-site by Saturday, April 22, 2017. Please add \$500 for each additional page as well.

### **CCR Game Cards, valid for all 3 days - \$1,750**

Have your company name displayed on all game cards. These are cards that attendees take to the exhibit booths to be stamped to enter CCR's drawing, where three people per day win prizes. The prizes are sought after and have included iPads, Bose Headphones, home automation equipment, and electronics with values of up to \$500! Everyone loves prizes, so your company is sure to get lots of attention with this option.

### **Imprinted Key cards**

**One-sided Printing - \$4,200**

**Two-sided Printing - \$4,750**

There is an opportunity for one lucky company to have its name, logo, and/or brand seen by every participant staying at the conference hotel. This price includes all production costs for two key cards per CCR Hilton registrant as well as the key cards. The key cards will have a front and/or back imprint, the artwork for which must be provided by the sponsor, as per the requirements of PLI (Plasticard Locktech International) and which must also contain the Hilton and CCR logos.

### **Lead Retrieval - \$350**

There is an opportunity for sponsors to maximize their time, money, and effort and seamlessly scan and manage leads from their smartphone or tablet, which can be accessed from within the event app. Keep track of all visitors to your booth or all attendees at your product theater by simply scanning the QR codes from the registrants' badges with a smartphone or tablet. The leads are then quickly uploaded and stored until connectivity is regained. Lead Retrieval also allows the leads to be rated and/or notes made from within the app. Save yourself the time and hassle of recording names and instead, spend it more profitably and productively with face-to-face time with the registrants.

### **Advisory Boards- \$15,000**

This option offers you a unique opportunity to engage with clinical physicians from all over the country to gain diverse insights into unmet medical needs, risk tolerance, and specific medical drug benefits. The physicians' broad range of perspectives can provide invaluable information to you and your company, as well as educate the physicians.

### **Electronic Signage (Video available):**

**Exclusive Support \$5,000 or Silver Package \$1,500 for 4 companies (Static only)**

Up to 6 digital LCD signs are placed in strategic, high-traffic areas and display session titles and speaker names. As the sole supporter of the meeting signs, you have the opportunity for your corporate logo, message, or video to be displayed on all 6 LCD screens. Make an unmistakable statement with this impactful and built-for-attention sponsorship and keep your company in the minds and on the lips of all attendees. A sole supporter may take this opportunity for \$5,000 or 4 companies can go in together for \$1,500 each. The sponsoring company is responsible for providing the appropriate content. However, if a sponsor does not have pre-produced content, Digital Motion's design staff can help create content based on your logo and desired message for an additional charge of \$120 per hour.

### **CCR 2017 Phone App: Between \$1,250 and \$10,500 depending on which package chosen. Details below:**

There are exceptional opportunities to sponsor the cell phone app for CCR 2017, with three sponsorship levels available. This app will be available for Android and Apple devices and via a mobile and desktop friendly website. This app will also contain an exhibitor showcase, places to visit in Destin, social events for participants, and be actively used for meeting evaluation surveys and for obtaining CME certificates.

### **Platinum Package - \$9,500**

- Please note that this option will override the others.
- One opportunity only
- Splash page support recognition
- Rotating banner ads –all 8 exclusively for your company
- Exhibitor listing (Enhanced to include company logo)
  - Corporate/product branding (enhanced on download site)
- Recognition in program

### **Gold Package - \$6,000 (one opportunity)**

- One opportunity only
- Splash page support recognition
- Rotating banner ads (Gold package will have 2 out of the 8 rotating ads)
- Exhibitor listing (Enhanced to include company logo for Gold Package)
- Corporate/product branding (enhanced on download site for Gold Package)
- Recognition in program

### **Bronze Package - \$1,250 Package of 2 banner ads (up to 4 available opportunities)**

- Up to 3 Bronze Packages available
- A total of 8 rotating ads with each Bronze Package having 2 rotating ads
- Corporate/product branding slightly enhanced

### **CCR Video Content - \$7,500**

CCR is laden with so much information that there are always numerous requests from registrants to review content from the CCR program. Help the registrants and take advantage of a great opportunity for yourself and your company by allowing every CCR registrant free access to all recordings for 3 months following the meeting. Your company's branding could be on Online Symposia's splash page for each of CCR's video recordings. The videos are all downloadable. In addition, a prominent announcement of your sponsorship will be placed both in the program and in the registrants' bags. This will keep your company in the forefront of everyone's minds well past the meeting. No video containing any pharmaceutical information or branding will be used for CME purposes. This video will be for non-CME purposes only.

### **CCR Convention Pens - \$2,500**

Get some well-deserved ink and attention by adding your company's logo to writing pens which are distributed liberally all around the meeting area, and from there, may wind up on desktops in offices across the country!

### **Beach Firework Display - \$7,500**

This incredible opportunity is available to only one sponsor. Held at the Hilton Sandestin, firework displays are immensely popular and enjoyed by everyone.

This opportunity includes:

- Approximately 30 minutes of a spectacular firework display held on the beach outside the Hilton hotel, Thursday or Friday night during CCR.
- Flyers announcing the firework display and containing your company's logo will be distributed to all hotel occupants' rooms.
- A poster announcement of the firework display sponsored by your company will be placed in a high traffic space of the meeting area.
- Recognition of your company's sponsorship of the event.
- Announcement of the firework event and your sponsorship at the meeting.

### Poster Presentations – Prices start at \$200

An opportunity exists for companies to have scientific posters displayed and viewed by registrants. The poster(s) may be about a specific product or clinical study and presents an excellent opportunity to provide the attendees with recent information while ensuring your visibility.

The posters:

- Should be regular poster board material
- May be of any shape or size
- Must be provided by and displayed by vendor
- Must be pre-approved by CCR by March 15, 2017
- Safety of poster not guaranteed by A&R Educational Group, LLC
- Price is determined by poster(s) size(s) with \$200 per 11”x 17” piece to be placed on provided poster boards. Price for larger poster sizes will be determined by multiples of 11” with each additional multiple of 11” priced at \$100 (i.e., 24”x36” poster would cost \$400)

### Requirements

In order to qualify for any additional CCR or NYRIF opportunities, a company must already be a confirmed exhibitor with a reserved spot in the exhibit hall. A company may participate in more than one sponsorship opportunity. No event will be permitted to conflict with the CME scheduled program. For further information regarding any of these opportunities or if you would like for us to custom design a particular opportunity(ies) to suit your needs please contact the Symposium Coordinator at [pmclain@bham.net](mailto:pmclain@bham.net).

## **NYRIF Sponsorship Opportunities**

### **Convention bags for NYRIF - \$3,500**

Your company's logo could be on the front of each registration bag. Your company's logo will be certain to gain a lot of visibility, as conference bags are extremely popular each year and are provided to each attendee at registration and carried throughout the entire meeting. They are always a favorite and provide a prominent, enduring branding opportunity that carries on long after the meeting adjourns. NYRIF bags will be carried throughout NYRIF and CCR, demonstrating your company's support for rheumatologists in training.

### **Electronic Signage (Video Available) - \$2,500**

Have your corporate logo or message displayed on 6 digital LCD signs, which will be placed exclusively in strategic, high-traffic areas. Display your company's support for Rheumatology training with either a static or video message. Make an unmistakable statement with this impactful and built-for-attention sponsorship and keep your company's message in the minds and on the lips of all attendees. Appropriate video content should be provided by the sponsoring company. However, if a sponsor does not have pre-produced content, Digital Motion's design staff can help create content based on your logo and desired message for an additional charge of \$120 per hour.

### **NYRIF Video Content - \$2,500**

Your company could provide the Rheumatology fellows with video coverage of the North American Young Rheumatology Investigator Forum. In many cases, this will also include the fellow's individual presentation as well as commentary from the international faculty. This provides the fellows with immeasurable expertise to assist them in their training. The video will contain the company's splash page and your company will be recognized on the Online Symposia website as sponsoring the video content and supporting Rheumatology training. In addition, a prominent announcement of your sponsorship will be placed in the program and in the registrants' bags. No video containing any pharmaceutical information or branding will be used for CME purposes. This video will be for non-CME purposes only.

### **NYRIF and CCR Video Content - \$9,000**

Help the fellows, as well as all registrants and your company, by sponsoring free access to all NYRIF and CCR recording content, current and past, for 3 months following the meeting. Your company's branding could appear on Online Symposia's splash page for NYRIF's recording content, in addition to all of CCR's 2016 video recordings. These recordings are downloadable. In addition, a prominent announcement of your sponsorship will be placed in the program and in the registrants' bags. This will keep your company in the forefront of everyone's thoughts well past the meeting. No video containing any pharmaceutical information or branding will be used for CME purposes. This video will be for non-CME purposes only.