

Transforming Certification for Better Care

# ABMS CONFERENCE 2024

EXHIBITOR AND SPONSOR PROSPECTUS

SEPTEMBER 24–26

Fairmont Chicago

Millennium Park



## ABMS: The Most Trusted Medical Specialty Certification Organization



Since 1933, the American Board of Medical Specialties (ABMS) has earned the public's trust by setting a higher standard of professionalism and care for physicians and medical specialists.

### **ABMS holds a unique position in the health care field.**

We set standards for our 24 Member Boards, which assess physicians in 40 specialties and 89 subspecialties. Our boards certify more than 985,000 physicians who are aiming higher to better serve their patients, families, and communities.

And as a nonprofit, we partner with organizations that are involved with physicians throughout their academic and professional careers.

Annually, the ABMS Conference brings together leaders from those organizations: the ABMS Member Boards and our Associate Members, universities, hospitals and health systems, medical societies and associations, and other medical education and quality improvement professionals.

**ABMS Conference 2024 invites you to partner with us to support this vital meeting. There is no other event that gives you access to our targeted audience.**

When you choose to be a sponsor or exhibitor, you are showing this community that you value their work — people you want to reach, not only to showcase your programs and services, but also to learn about the latest trends that impact your business and that create new opportunities for growth.

**We appreciate your support and look forward to seeing you in September!**

# EXPAND YOUR REACH



**ABMS Conference 2024** is the premier health care conference on board certification with a focus on assessment, lifelong learning, improvement, and professionalism.

**44%** Key decision makers together  
in **ONE** place at **ONE** time!  
of attendees

You'll gain valuable exposure and establish vital relationships among the certification community.

**ABMS Conference 2024** offers a wide spectrum of opportunities to fit every budget and is the best opportunity to deliver your message to key influencers.

### WHO SHOULD BE A SPONSOR OR EXHIBITOR?

Companies marketing products and/or services that benefit the board certification community and the patients they serve, including:

- Academic Journals and Publications
- Analytic Services
- Assessment Services
- Consulting Services
- Data Collection and Management
- Diagnostic Training Software
- Educational and Administrative Software
- Educational Tools
- Ethics Programs
- Financial Management
- Insurance Services
- Legal Counsel Services
- Nonprofit Organizations
- Patient Management Solutions
- Placement and Recruitment Services
- Professional Associations
- Quality Improvement Services
- Test Preparation Software
- Training Software
- Wellness

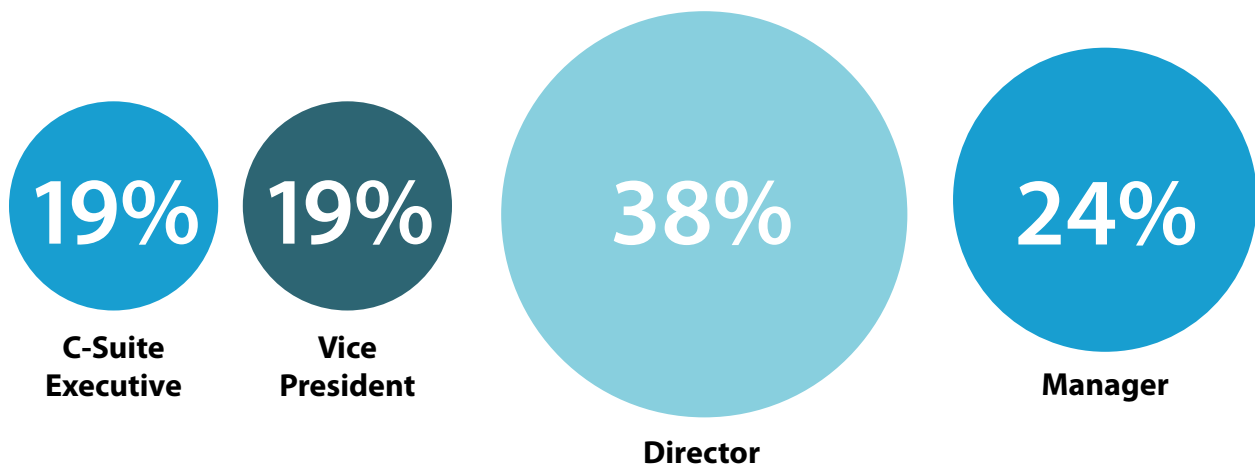
**Please note:** ABMS reserves the right to decline any applications inconsistent with the educational focus of the Conference or to the field of medicine.

## ABMS CONFERENCE PROFILE

Meet more than 400 professionals\* from across the health care community who work to accelerate the transformation of board certification and the delivery of quality care, including ABMS Member Boards, hospitals and health systems, and experts in patient safety and research, medical education, assessment, and quality improvement.

\*Estimate based on 2023 in-person and virtual attendees. We project up to 450 in-person attendees for 2024.

### Level of Responsibility



### Organizational Affiliation

<b>Member Board Leadership and Staff</b> <i>(including ABMS Public Members, Visiting Scholars, and Associate Members)</i>	<b>74%</b>
<b>ABMS Portfolio Program (QI/CPD)</b>	<b>10%</b>
<b>Specialty Societies</b>	<b>7%</b>
<b>Hospitals and Health Systems</b>	<b>5%</b>
<b>Medical Schools</b>	<b>4%</b>

### Professional Focus

<b>Assessment</b>	<b>25%</b>
<b>Education</b>	<b>20%</b>
<b>Continuing Certification</b>	<b>19%</b>
<b>Quality Improvement/Policy</b>	<b>13%</b>
<b>Operations</b>	<b>12%</b>
<b>Marketing</b>	<b>11%</b>

## EXHIBITOR PACKAGE

Don't miss this chance to connect with our most engaged attendees at **ABMS Conference 2024!** We are excited to return to downtown Chicago and offer you a prime spot in our exhibitor area, where you will have maximum visibility and minimal competition. We have kept the same affordable price for exhibitor space, while adding more value and benefits for you.

**This year, we have some amazing new features that will make your organization and products shine like never before.**

We have limited space for only 20 exhibitors. Act fast and secure your place today.

**Join us at ABMS Conference 2024 and make a lasting impression!**

### Exhibitor Package: \$3,500

Please limit exhibits to tabletop displays or pull-up banners. We are unable to accommodate large freestanding displays or backdrops.

#### EXHIBITOR PACKAGE INCLUDES:

Two complimentary, full-conference registrations

6-foot table and 2 chairs

Basic power and internet

*(We know that not all conferences provide this feature, so we are happy to ensure this is included.)*

Passport Program

Networking coffee breaks

Exhibitor description and website link on the ABMS Conference 2024 website

Listing in the ABMS Conference 2024 mobile app

#### NEW THIS YEAR!

Complimentary QR code lead-retrieval system

Complimentary standard listing in the ABMS Conference 2024 Exhibitor Guide\*

Exclusive Exhibitor 1:1 Meet & Greet with ABMS leadership

\*Additional options can be purchased; please see Exhibitor only add-ons section for more information





## EXHIBITOR ONLY ADD-ONS

### ABMS Exhibitor Guide: \$250

Your company supplied full-page ad will be featured-in our **NEW! ABMS EXHIBITOR GUIDE**. This is a great opportunity to showcase your amazing work to our attendees. Your exhibitor space number and detailed information will be highlighted so that everyone can easily find your product display. Don't miss this chance to connect with potential customers and partners who are interested in your innovative solutions.

### Conference Quick Takes: \$250 each

Quick Takes offer a unique way to promote your brand and attract attendees announced LIVE on the speaker system at ABMS Conference 2024! You can write your own catchy message or let our experts craft one for you. Each Quick Take is limited to 20 seconds.

### Exhibitor Showcase: \$500

Seize this opportunity to highlight your products and services to a captive audience. You will have an opportunity to present your organization and brand to the attendees in a 30-minute session during the Conference. This is a valuable chance to showcase your products, services, and vision in a professional and engaging way.

### Exhibitor-ONLY Registration: \$595

*(Limit 5 exhibitor-ONLY registrations)*

Don't miss this chance to round out your booth team! This option enables you to bring an extra person *(in addition to your two complimentary registrations)* to your booth to meet visitors while you enjoy the amazing plenary presentations, breakout sessions, and more. This add-on includes breakfast and lunch for two days, as well as entrance to the Poster Session and Exhibitor Reception; it does not include access to any sessions.



### Meter Boards: \$500 to \$750 each *(price based on placement of meter boards)*

Are you looking for a way to boost your brand awareness and reach more potential customers and attract more attendees? Then you should advertise on a meter board! This large, eye-catching display showcases your products or services in a busy location. You can customize your message, design, and duration to suit your needs and budget.

#### KEY DATES AND TIMES: (all times are Central Time and are subject to change)

##### Move-in:

Monday, September 23  
from 6:00 pm to 8:00 pm

##### Exhibit Hours:

Tuesday, September 24  
from 7:30 am to 6:30 pm

Wednesday, September 25  
from 8:00 am to 4:30 pm

##### Exclusive Poster and Exhibitor Reception:

Tuesday, September 24  
from 4:00 to 6:30 pm

##### Move-out:

Wednesday, September 25  
from 4:30 pm to 5:30 pm

#### READY TO RESERVE YOUR EXHIBIT SPACE?

Let's talk details! Please contact:

##### Gina Parentino

(312) 436-2687  
gparentino@abms.org

##### Kelsey Doyle

(312) 436-2566  
kdoyle@abms.org

# SPONSORSHIP PACKAGES

**ABMS Conference 2024** has a unique set of packages to engage in-person attendees. Find a sponsorship package that works for your organization and reserve it today.

It's first-come, first-served with some of these unique opportunities.

**Start building your sponsorship package today!**



**CONNECT WITH OUR TEAM TO LEARN MORE ABOUT SPONSORSHIP OPPORTUNITIES!**

Please contact::

**Gina Parentino**  
(312) 436-2687  
gparentino@abms.org

**Kelsey Doyle**  
(312) 436-2566  
kdoyle@abms.org

## **GENERAL SPONSORSHIP PACKAGE: \$1,500**

- One complimentary, full-conference registration
- Sponsor description, website link and contact information, and brochure PDF on the ABMS Conference 2024 promotional website
- Sponsor description, website link and contact information, and brochure PDF on the ABMS Conference 2024 mobile app
- Recognition on break slides before each in-person session
- Inclusion of company logo, linked to our sponsors web page, at the end of ABMS Conference promotional emails
- Attendee email list (*for those attendees who opt-in*)
- Exhibitor space sold separately



*Offerings and pricing subject to change without notice.*

## GENERAL SPONSORSHIP ADD-ONS

Extend the reach of your general sponsorship with one of our popular opportunities to increase your visibility and enhance the ABMS Conference 2024 experience.

Share your message through these promotional opportunities, or suggest a creative, new idea. Opportunities are reserved on a first-come basis and are in addition to all the general sponsorship offerings (*these offerings do not include the exhibitor package*).



### HIGH IMPACT OPPORTUNITIES

#### Conference Quick Takes: \$250 each

Quick Takes offer a unique way to promote your brand and attract attendees announced LIVE on the speaker system at ABMS Conference 2024! You can write your own catchy message or let our experts craft one for you. Each Quick Take is limited to 20 seconds.

#### Conference Cubes: \$250 each side

*(each cube has 4 printable sides)*

These cubes are more than just decorations: they are powerful tools to showcase your brand and attract attention from attendees. Each cube stack is placed throughout the Exhibitor Hall and hotel for the high visibility and maximum exposure they offer. These cubes will stand out and impress your future customers.

#### Meter Boards: \$500 to \$750 each *(price based on placement of meter boards)*

Are you looking for a way to boost your brand awareness and attract more attendees to your booth? Advertise on a meter board! This large, eye-catching display showcases your products or services in a busy location. You can customize your message and design to suit your needs.

#### Circular Escalator Signs: \$750 each

Display your brand or logo prominently as attendees go between floors for sessions and meal breaks. These eye-catching displays will draw the interest of participants as they circulate.

#### Mobile App Push Notification: \$1,000

*(one push notification per purchase)*

Send out a text alert through the ABMS Conference 2024 app. With 230 characters plus a short title, you can remind attendees to stop by your booth, attend your session, or view your website.

#### Column Collage: \$1,000 each panel

A great way to showcase your brand or logo at the Conference is to wrap the four-panel, floor to ceiling columns. You can choose to display your message on all four panels of one column, or split it between two panels on two columns. This will make your name stand out and attract attention from the attendees.

#### Event Website Left Ad: \$1,000 *(one available)*

Dimensions: 400px X 400px

Acceptable format: png/jpg/gif

Appears in the main navigation and can link to an external website. This is prime real estate because the ad shows on all pages of the event website.

#### Event and Mobile Website Right Ad: \$1,000

*(limited number available)*

Website Size: 320px wide X 1200px tall

Mobile Size: 1200px wide X 200px tall

Acceptable format: png/jpg/gif

This front-and-center ad is displayed along the right side of the event website homepage.

#### Coffee/Beverage Station: \$1,000

Give the attendees the number-one requested beverage. Your logo will be prominently displayed at the buffet/coffee tables and around the room.

#### Plenary Session Coffee and Beverage Station: \$2,000 *(two available)*

As people enjoy their drinks, your brand will be displayed as a proud sponsor. This will also include a "shout out" of your organization prior to the start of the session. This is a great way to boost your visibility!



**GET NOTICED OPPORTUNITIES:****Conference Tote Bag: \$2,000**

Attendees love to keep all the essentials in the Conference bag. Your logo and ABMS Conference logos are printed on the bag.

**Lanyards: \$2,500**

Conference lanyards are branded with the sponsor and ABMS Conference logos. Attendees wear this highly visible badge lanyard throughout the Conference.

**Conference Notebook: \$2,500**

A great way to engage your attendees is to provide them with a notebook they can use throughout the Conference and take back to work. They will appreciate having a space to jot down their ideas, insights, and questions, as well as to unleash their creativity with some doodles.

**Hotel Key Cards: \$2,500**

Make your brand stand out: print it on the hotel key cards that your guests use to access their rooms. Each time they open their door, they will see your logo, slogan, or message.

**MAXIMIZE YOUR REACH OPPORTUNITIES:****Breakfast: \$3,000 each** *(three available)*

Start the day off right for attendees by sponsoring the morning breakfast. Branded signage will be displayed prominently at buffet tables and throughout the room.

**Lunch: \$3,000 each** *(two available)*

Make your brand stand out by sponsoring the midday meal that fuels the attendees' networking. Your logo and message will be featured on eye-catching signage at the buffet tables and around the room.

**Stairway Spotlight Sign: \$3,000**

Make a lasting impression with this 95 sq. ft. sign that showcases your organization or product. This is a great opportunity to reach out to a large audience at a glance and to promote your brand.

**CONNECT WITH OUR TEAM TO LEARN MORE ABOUT SPONSORSHIP OPPORTUNITIES!**

Please contact:

**Gina Parentino**

(312) 436-2687

gparentino@abms.org

**Kelsey Doyle**

(312) 436-2566

kdoyle@abms.org

**PREMIER SPONSORSHIP PACKAGE: \$10,000**

*(Includes everything in the General Sponsorship Package)*

- **Exclusive** Sponsorship of the Poster Session and Exhibitor Reception
- Includes exhibitor space and two full Conference registrations (a \$3,500 value!)
- Three additional complimentary, full-conference registrations (a \$2,985 value!)
- Live Sponsor Spotlight (30-minute presentation) during the Conference
- Push notification to attendees prior to Live Sponsor Spotlight
- Verbal recognition in opening remarks
- Featured recognition in break slides before each session





User-Centered Web

Our team is dedicated to creating the perfect opportunity to suit your company's goals, and our customized options and personalized touch are unparalleled.



Contact us today to reserve your exhibitor and sponsor package!

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