

# 2021 ISMS Virtual Annual Meeting

## Sponsorship Prospectus



Building the  
Future Together

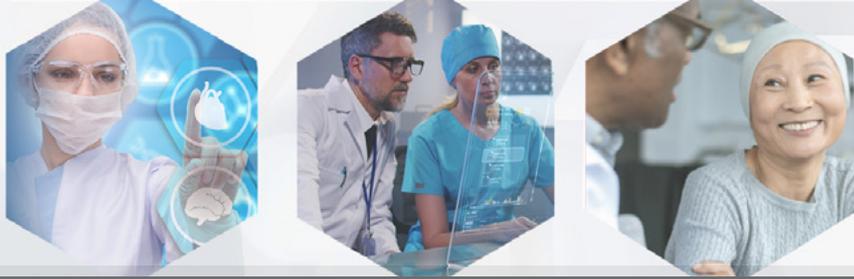
**April 19-24, 2021**



Illinois State Medical Society

[www.isms.org/am](http://www.isms.org/am)

February 2021



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## Building the Future Together



Dear ISMS Supporters:

You are invited to partner with the Illinois State Medical Society (ISMS) as we come together virtually for our 2021 Annual Meeting to be held April 19-24. We are excited to welcome you to support this year's program as we focus on building the future together.

While we had hoped to conduct the 2021 meeting in-person, our concerns for the health, safety and well-being for all attendees led us to transform the event to a virtual program. Enclosed are the details on sponsorship opportunities for the online experience.

A partnership with ISMS can help your organization increase its visibility in Illinois' medical community by connecting with our statewide network of physicians. ISMS is the largest and most influential advocate for doctors and their medical practices in Illinois, and our membership includes all specialties and decision-makers at medical practices and institutions of all shapes and sizes.

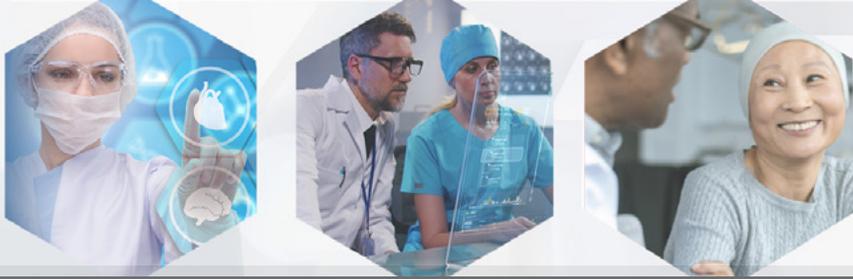
ISMS looks forward to partnering with you to showcase your organization in the presence of all our attendees. New this year will be the virtual exhibit booths and more promotional opportunities. Regular updates about the Annual Meeting will be available at [www.isms.org/am](http://www.isms.org/am).

We understand this is a quick turn-around and we will do our best to keep you up to date with important deadlines and information. Please contact Felicia Robinson with any specific questions at [feliciarobinson@isms.org](mailto:feliciarobinson@isms.org) or by phone at (312) 853-1625.

We look forward to your participation.

Sincerely,

Robert W. Pantan, MD  
ISMS President



Building the Future Together

## Who We Are

The Illinois State Medical Society (ISMS) is a non-profit professional association representing Illinois physicians, residents and medical students. The ISMS is dedicated to being the unified voice of physicians for advancing the practice and profession of medicine, as well as patient health.

## Why You Should Support Us

Being a supporter of the ISMS Annual Meeting is a great opportunity for you to:

- Generate new leads and contacts
- Build visibility and recognition for your company
- Introduce new products and services to attendees

## Important Deadline Dates

**Exhibit Sales Begin:** Tuesday, February 16, 2021

**Deadline to submit exhibitor application:** Thursday, April 1, 2021

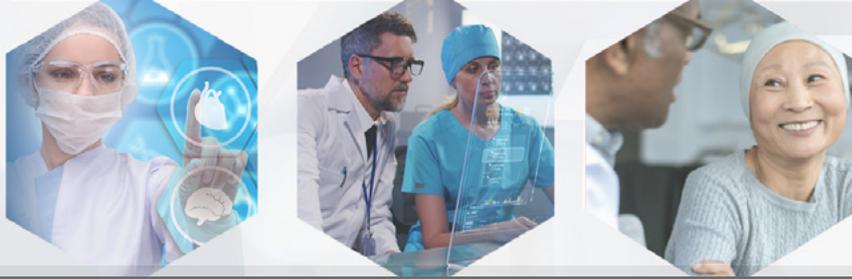
**Virtual Exhibits:** April 19-24, 2021

## Who to Contact

Felicia Robinson

[feliciarobinson@isms.org](mailto:feliciarobinson@isms.org)

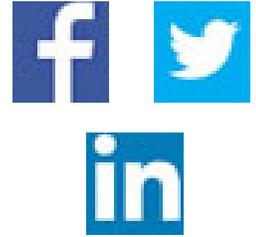
(312) 853-1625



Building the Future Together

## 2021 ISMS Virtual Supporter Opportunities

Transform your brand into a virtual experience. Attendees will be able to navigate through the virtual exhibit areas of interest, download marketing materials, watch videos, and request information. ISMS support levels allow companies to develop business opportunities, regardless of budget size.



### Platinum Virtual Supporter

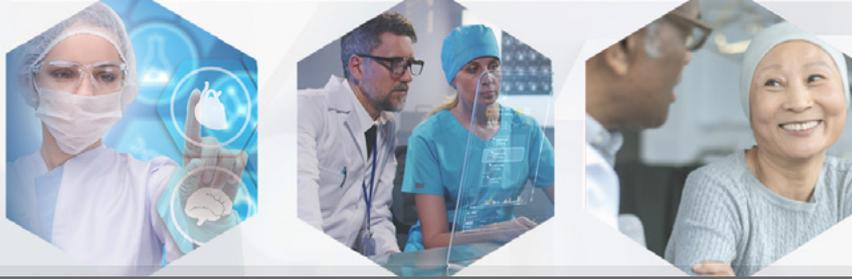
**\$2,000**

- Three (3) social media spotlight posts on ISMS Facebook, LinkedIn, and Twitter pages, which will be reviewed and approved by ISMS before distribution.
- Two (2) featured articles in ISMS' Physician Advocate electronic newsletter, which will be reviewed and approved by ISMS before distribution.
- Virtual Exhibit Booth – A custom web page that showcases your company's offerings, including the opportunity to include video content, your logo, web and email links, and other information about your company.
- Recognition as an event partner on the Annual Meeting landing page.
- Your company featured on the supporters' page on the ISMS website and in the Virtual Exhibit Area.
- Access to list of pre-registered attendees, including name, company and email address, provided by ISMS two weeks before event.
- Access to list of actual attendees, including name, company and email address, provided by ISMS two weeks after event.
- Email blast to pre-registered attendees recognizing your participation as a supporter, sent from ISMS two weeks before event.
- Email blast to all attendees recognizing your participation as a supporter, sent from ISMS two weeks after the event.

### Gold Virtual Supporters

**\$1,000**

- One (1) social media spotlight post on ISMS Facebook, LinkedIn and Twitter pages, which will be reviewed and approved by ISMS before distribution.
- One (1) featured article in ISMS' Physician Advocate electronic newsletter, which will be reviewed and approved by ISMS before distribution.
- Virtual Exhibit Booth – A custom web page that showcases your company's offerings, including the opportunity to include video content, your logo, web and email links, and other information about your company.
- Recognition as an event partner on the Annual Meeting landing page.
- Your company featured on the supporters' page on the ISMS website and in the Virtual Exhibit Area.
- Access to list of pre-registered attendees, including name, company and email address, provided by ISMS two weeks before event.
- Access to list of actual attendees, including name, company and email address, provided by ISMS two weeks after event.
- Email blast to pre-registered attendees recognizing your participation as a supporter, sent from ISMS two weeks before event.
- Email blast to attendees recognizing your participation as a supporter, sent from ISMS two weeks after the event.



## 2021 ISMS Virtual Supporter Opportunities

Virtual Exhibitor	\$500
<ul style="list-style-type: none"><li>• Virtual Exhibit Booth – A custom web page that showcases your company’s offerings, including the opportunity to include video content, your logo, web and email links, and other information about your company.</li><li>• Your company featured on the supporters’ page on the ISMS website and in the Virtual Exhibit Area.</li><li>• Email blast to pre-registered attendees recognizing your participation as a supporter, sent from ISMS two weeks before event.</li><li>• Email blast to attendees recognizing your participation as a supporter, sent from ISMS two weeks after the event.</li></ul>	
Educational & Scientific Foundation Donation	\$100
<ul style="list-style-type: none"><li>• Recognition email sent from ISMS to all attendees recognizing your donation to the ESF Fund.</li></ul>	

Please note all supporter and exhibitor opportunities are honored on a first-come, first-served basis. ISMS reserves the right to refuse a supporter or exhibitor. Deadline for application and payment is April 1, 2021. The application is attached and can be found on the ISMS website at [www.isms.org/am](http://www.isms.org/am).

**Cancellation Policy** – If cancelling before April 1, supporters will have the option of a full refund. If supporter cancels after April 1, there will be an option to use the funds for a donation to the ISMS Educational and Scientific Foundation (ESF) or to allocate the funds for a future meeting.

# ISMS Annual Meeting Advertising Guidelines

All advertising is subject to review by the Illinois State Medical Society (ISMS). The ISMS reserves the right to decline, withdraw or modify advertisements at its discretion. While decisions will be made on an individual basis, the following general guidelines will apply:

- The ISMS seeks to promote the science and art of medicine and the betterment of public health.
- Advertising inconsistent with these goals or with medical ethics will not be accepted. The ISMS may decline any advertising as inconsistent with its purposes or inimical to the interests of the membership.
- Advertisements may not contain discriminatory statements, such as those relating to race, creed, color, age, religion, sex, ethnic origin, national origin or country of training.
- Products subject to approval by the Food and Drug Administration must be approved for marketing in the United States, and their advertising must meet FDA requirements.
- Collateral advertising may not make reference to appearance on [www.isms.org](http://www.isms.org). Acceptance of advertising is neither an endorsement of the product nor a guarantee of the claims made.
- Advertisers are responsible for the content of their materials. Advertisers agree to defend, protect and indemnify the ISMS against any claim, loss or expense arising from actions for libel, infringement of trademarks or patents, violation of rights or privacy of other claims.
- New advertisers may be asked to provide background information about their company and/or product, as well as references. Advertisers should allow at least two weeks for ad clearance prior to the advertisement submission deadline.
- Advertisements are limited to 220 px wide X 380 px high per insertion. No advertisement shall exceed 220 px wide X 380 px high. ISMS reserves the right to make changes in these guidelines without notice.
- Web advertisements will appear in rotation at ISMS discretion. Ad placement is run-of-site and may include the ISMS homepage ([www.isms.org](http://www.isms.org)), the Annual Meeting page ([www.isms.org/am](http://www.isms.org/am)), the Physician Advocate newsletter ([www.isms.org/PA](http://www.isms.org/PA)) or other site pages as determined by ISMS. The number of ad impressions will vary based on the total number of advertisements appearing on the site at a given time.
- The ending run date for 2021 Annual Meeting advertisements varies by advertising or sponsorship level. Ads are sold in 30-day increments.
- Ad design assistance is available through ISMS. An additional fee may be requested depending on the nature of the design request.

## Contact:

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