



*Year-Round Promotional Opportunities*

*Statistical Success in 2022 and Beyond.*

**13,000+ Members**  
*Representing all medical specialties*

**700+ Practice Administrators**

**2,700+**

independently contracted and  
privately employed physicians\*\*

**4,000+**

employed by a hospital/health  
system physicians\*\*

**Over 4,000** Medical Students,  
Residents,  
and Fellows

Average independent practice has **3.86 physicians**

**Member  
Age Stats**

▶ 40 and under: **5,000+**

▶ 56-59: **3,300+**

▶ 41-55: **2,500+**

▶ Over 70: **2,000+**

▶ **Our membership  
is comprised of:**

**37%**

**Female**

**63%**

**Male**

*\*Membership statistics as of September 2022*

*\*\*Our members self-identify their employment status*

**1.2+ million** website pageviews in 2022!



**4,200+**

**Facebook Followers**

290,121 people reached  
in 2022



**3,200+**

**Twitter Followers**

108,300 impressions  
in 2022



**2,500+**

**LinkedIn Followers**

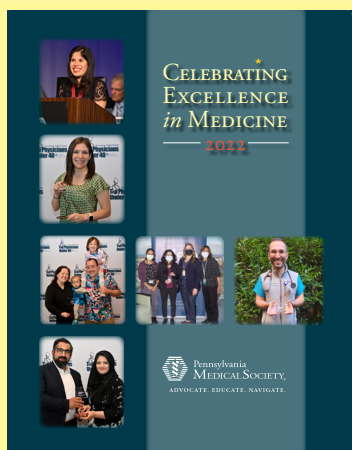
58,000 impressions  
in 2022



**750+**

**Instagram Followers**

4,000+ accounts reached  
each quarter in 2022



**Our Annual  
Printed Awards  
Publication reaches  
over 10,000 people!**

**The Dose e-Newsletter  
Open Rate: 48%**



**PAMED partners will get year-round promotion to PAMED member physicians and practice administrators. Partners will be promoted through PAMED social channels, emails, print and digital newsletter publications, and have the opportunity to gain exposure at events held throughout the year.**

Contact Samantha Boyd at [sboyd@pamedsoc.org](mailto:sboyd@pamedsoc.org) to get your partnership started!

### **\*Premier Partner—\$200,000 annually (Exclusive Opportunity)**

#### **1. Practice Admin Meetings**

- a. Promotional PowerPoint slide looped at the beginning of all Frontline call presentations.
- b. Exhibit space (if applicable) at the spring and fall practice administrator meetings.
- c. Opportunity to provide two (2) 60-minute on-demand video presentations that will be marketed to the same audience as the practice administrator meetings.

#### **2. Frontline Calls**

- a. Six (6) 15-20 minute on-demand video presentations that will be made available on the Frontline member landing page.
- b. Video pre-roll up to 60 seconds played prior to the start of six (6) different meetings.
- c. Option to contribute educational resources to the Frontline member resource library.

#### **3. House of Delegates**

- a. One (1) table exhibit at the Annual House of Delegates.
- b. Registration for up to two (2) representatives.
- c. One (1) 60-second commercial spot played during the pre-show, breaks, or lunch.
- d. One (1) ad included in the pre-show and/or break PowerPoint.

#### **4. Advertising**

- a. Quarterly website banner ads (run all year, opportunity to change the design quarterly).
- b. Awards Publication: one full-page, color ad (inside front cover).
- c. Foundation *PHP Update*: one half-page, color ad in spring and fall issues.
- d. Foundation *Connections*: one half-page, color ad in summer and winter issues.
- e. Twelve (12) *The Dose* e-Newsletter ads, run once per month.
  - i. Ads should be educational in nature. Articles, webinars, etc.,
- f. Six (6) *The Resident Wrap-Up* e-Newsletter ads, run every other month.
  - i. Ads should be educational in nature. Articles, webinars, etc.,
- g. Twelve (12) social media posts.
- h. Visibility on our new-member welcome portal.
- i. PAMED Partner listing on PAMED website

#### **5. Miscellaneous**

- a. One (1) educational webinar open to all members and promoted by PAMED.
  - i. Content is at the discretion of PAMED and needs to be mutually agreed upon before promotion begins.
- b. Opportunity to work with our CME department to develop educational materials for physicians to obtain CME credits.
- c. Sales representative access to PAMED members-only content.

*\* We look forward to working with vendors to find value that makes sense for both parties. If you have other ideas on how to best expose our members to your brand, we would be happy to have a discussion!*

## \*Platinum Partner—\$100,000 Annually

### 1. Practice Admin Meetings

- a. Promotional PowerPoint slide looped at the beginning of all Frontline call presentations.
- b. Exhibit space (if applicable) at both the spring and fall practice administrator meetings.
- c. Opportunity to provide two (2) 20-minute on-demand video presentations that will be marketed to the same audience as the meeting.

### 2. Frontline Calls

- a. Four (4) 15-20 minute on-demand video presentations that will be made available on the Frontline member landing page.
- b. Video pre-roll up to 30 seconds played prior to the start of four (4) different meetings.
- c. Option to contribute educational resources to the Frontline member resource library.

### 3. House of Delegates

- a. One (1) table exhibit at the Annual House of Delegates.
- b. Registration for up to two (2) representatives.
- c. One (1) 30-second commercial spot played during the pre-show, breaks, or lunch.
- d. One (1) ad included in the pre-show and/or break PowerPoint.

### 4. Advertising

- a. Quarterly website banner ads (run all year, opportunity to change the design quarterly).
- b. Awards Publication: one full-page, color ad.
- c. Foundation *PHP Update*: one quarter-page, color ad in spring and fall issues.
- d. Foundation *Connections*: one quarter-page, color ad in summer and winter issues.
- e. Eight (8) *The Dose* e-Newsletter ads.
  - i. Ads should be educational in nature. Articles, webinars, etc.,
- f. Eight (8) social media posts.
  - i. Ads should be educational in nature. Articles, webinars, etc.,
- g. Visibility on our new-member welcome portal.
- h. PAMED Partner listing on PAMED website

### 5. Miscellaneous

- a. One (1) educational webinar open to all members and promoted by PAMED.
  - i. Content is at the discretion of PAMED and needs to be mutually agreed upon before promotion begins.
- b. Opportunity to work with our CME department to develop educational materials for physicians to obtain CME credits.
- c. Sales representative access to PAMED members-only content.

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## Gold Partner—\$25,000 Annually

### 1. Frontline Calls

- a. Promotional PowerPoint slide looped at the beginning of all Frontline call presentations.
- b. Option to contribute educational resources to the Frontline member resource library.

### 2. House of Delegates

- a. One (1) table exhibit at the Annual House of Delegates.
- b. Registration for up to One (1) representative.
- c. One (1) 30-second commercial spot played during the pre-show, breaks, or lunch.
- d. One (1) ad included in the pre-show/break PowerPoint.

### 3. Advertising

- a. Quarterly website banner ads (run all year, opportunity to change the design quarterly).
- b. Awards Publication: one half-page, color ad.
- c. Six (6) *The Dose* e-Newsletter ads, run once every other month.
  - i. Ads should be educational in nature. Articles, webinars, etc.,
- d. Six (6) social media posts.
  - i. Ads should be educational in nature. Articles, webinars, etc.,
- e. Visibility on our new-member welcome portal.
- f. PAMED Partner listing on PAMED website

### 4. Miscellaneous

- a. One (1) educational webinar open to all members and promoted by PAMED.
  - i. Content is at the discretion of PAMED and needs to be mutually agreed upon before promotion begins.
- b. Opportunity to work with our CME department to develop educational materials for physicians to obtain CME credits.
- c. Sales representative access to PAMED members-only content.

## Silver Partner—\$15,000 Annually

### 1. Frontline Calls

- a. Promotional PowerPoint slide looped at the beginning of all Frontline call presentations.
- b. Option to contribute educational resources to the Frontline member resource library.

### 2. House of Delegates

- a. One (1) 30-second commercial spot played during the pre-show, breaks, or lunch.
- b. One (1) ad included in the pre-show and/or break PowerPoint.
- c. Exhibit space can be purchased at the partner cost of \$1,000 (one booth, 2 representatives)

### 3. Advertising

- a. Quarterly website banner ads (run all year, opportunity to change the design quarterly).
- b. Awards Publication: one quarter-page, color ad.
- c. Four (4) *The Dose* e-Newsletter ads, run once per quarter.
  - i. Ads should be educational in nature. Articles, webinars, etc.,
- d. Four (4) social media posts.
  - i. Ads should be educational in nature. Articles, webinars, etc.,
- e. Visibility on our new-member welcome portal.
- f. PAMED Partner listing on PAMED website.

### 4. Miscellaneous

- a. Opportunity to work with our CME department to develop educational materials for physicians to obtain CME credits.
- b. Sales representative access to PAMED members-only content.

## Corporate Advertising Rates

### Awards Publication Advertising

Submission Deadline: September 1, 2023

The PAMED Awards Publication is a printed publication honoring our 2023 awardees. The awardees honored include the Top Physicians Under 40, the Physician Award for Voluntary Service, the Distinguished Service Award, the PAMED Everyday Hero, the Poster Competition winners, and more. This publication will be available digitally and distributed in print format in December 2023.

- Quarter Page - \$750—4.25 W x 5 H in. ; 300 DPI
- Half Page - \$1,000—8.5 W x 5 H in.; 300 DPI
- Full Page - \$1,500—8.5 W x 11 H in. ; 300 DPI
- Inside Front Cover (one available)  
\$2,500—8.5 W x 11 H in; 300 DPI
- Inside Back Cover (one available)  
\$2,000—8.5 W x 11 H in; 300 DPI

To learn more about our awards programs, please visit [www.pamedsoc.org/awards](http://www.pamedsoc.org/awards)



Are you the employer of a 2023 PAMED awardee? Visit [www.pamedsoc.org/awards](http://www.pamedsoc.org/awards) for discounted print ad rates to celebrate your awardee!

### The Dose e-Newsletter and Web Advertising

Please contact [communications@pamedsoc.org](mailto:communications@pamedsoc.org) for more information on run frequency and rates.

- The Dose Graphic Banner Ad—650 w x 100 h px
- The Dose Graphic Box Ad—300 w x 200 h px
- The Dose Native Ad (article)—500 words; one 100 w x 100 h px graphic
- Web Ad—970 w x 90 h px

To learn more about our awards programs, please visit [www.pamedsoc.org/awards](http://www.pamedsoc.org/awards).  
Questions on Advertising? Please contact [communications@pamedsoc.org](mailto:communications@pamedsoc.org).

## 2023 Annual House of Delegates (HOD) Support Opportunities

**October 27-28, 2023, Hershey, PA**

**PAMED hosts it's Annual House of Delegates meeting on October 27-28 at the Hershey Lodge, in Hershey, PA. See below for a list of a la carte support options**

All opportunities (unless noted) include one (1) 6' Table (in exhibit hall), two (2) chairs, waste basket and recognition during the meeting for your support (including signage and in virtual day of platform which all attendees will be logged into), two (2) onsite reps, attendance for two (2) reps at the Friday evening PAMED Social (includes drink tickets), and lunch for attendees on Saturday.



### **Non-Profit Exhibit Table—\$750**

*(501c3 documentation required)*

### **Exhibit Table—\$1,750\***

*\*Anniversary Rate of \$1,750 available until June 24; Rate increases to \$2,000 after June 24.*

## House of Delegates Sponsorships

### **Community Breakfast Sponsor—\$5,000**

Signage with your company name at the Community Breakfast on Saturday, October 28. Attendance for two (2) reps at breakfast.  
*One Opportunity Available*

### **Boxed Lunch Sponsor—\$5,000**

Signage with your company name at the boxed lunch on Saturday, October 28, sticker with company logo on boxed lunch.  
*One Opportunity Available*

### **Friday PAMED Social Sponsor—\$5,000**

Company name printed on cocktail napkins which will be used at the social (company must provide napkins), and company name and logo printed on sign at registration desk for PAMED Social on Friday, October 27.  
*One Opportunity Available*



### **Hotel Keycard Sponsor—\$5,000**

Company logo/design printed on hotel key cards, each guest staying at the hotel will receive a key upon check in. Great opportunity for visibility for your company with our attendees.  
*One Opportunity Available*

www.pamedsoc.org • 800-228-7823



Questions relating to HOD exhibit space? Contact Lauren Newmaster at [lnewmaster@pamedsoc.org](mailto:lnewmaster@pamedsoc.org).



## 2023 PAMED House of Delegates Vendor Display Information



### Hotel Reservation Information:

The Hershey Lodge  
325 University Dr.  
Hershey, PA 17033

### Room Type

Single/Double

### Rate

\$276.00 per room per night

This 2023 rate includes overnight accommodations only per room per night and is subject to 6% PA Occupancy tax and 5% local tax. (Check-in time: 4:00 pm; Check-out time: 11:00 am). Credit card will be charged one night's deposit including tax within 72 hours of booking your room reservation. Cancellations must be made three (3) days prior to your arrival date to receive a full refund.

Credit card will be charged one (1) night's deposit including tax within 72 hours of booking your room reservation. Cancellations must be made three (3) days prior to your arrival date to receive a full refund. Room reservations can be reserved online or by calling the Hershey Lodge Reservation office at 855-729-3108, and asking for the room block for the PA Medical Society. The reservation deadline is September 21, 2023. Hershey Park in the Dark and will be taking place the same time as our meeting, so make your reservations early!

### Exhibit Location:

Chocolate Ballroom Foyer

### Exhibit Set-Up:

Friday, October 27 from 2:00-4:00 pm

### Exhibitor Show Times:

Friday, October 27 from 4:00-7:00 pm

Friday, October 27 from 7:00-10:00 pm; vendors are invited to attend the PAMED Social

Saturday, October 28 from 8:00 am-2:00 pm

### Exhibit Dismantle:

Saturday, October 28 after 2:00 pm

### Exhibit Description:

Each exhibit area is equipped with the following:

One (1) 6' x 30" skirted table, Two (2) chairs, One (1) Wastebasket, Meals for all reps

### Shipping Instructions: (applies to UPS, Fed Ex, US Mail, etc.)

Materials shipped to the Hershey Lodge will be accepted no earlier than Tuesday, October 24. Materials received earlier than October 24 may be refused or subject to a storage fee. The hotel address for shipment is: PA Medical Society, c/o Hershey Lodge, West Chocolate Avenue & University Drive, Hershey, PA 17033. The following also needs to be placed on the shipment: Attn: Convention Services Department, Hold for (Company Name), Box 1 of 2/Box 2 of 2, etc. The phone number for further assistance is 717-533-3311.

### Delivery instructions: (applies to Yellow Freight, Roadway, etc.)

In the event you are having items delivered, materials will be accepted no earlier than Tuesday, October 24. The Hershey Lodge requires an approximate drop off and pick-up schedule. Items delivered prior to October 24 may be refused or subject to a storage fee. Vendors will be responsible for pick-up arrangements. The Hershey Lodge must be notified (prior to delivery) with the following information: the name of the carrier, a tracking number and telephone number of the carrier. Please use the above address information for deliveries.