

8TH ANNUAL MEETING OF ISMPP

# PRACTICAL SOLUTIONS IN A COMPLEX MEDICAL PUBLICATIONS WORLD

APRIL 23-25, 2012

HYATT REGENCY BALTIMORE ON THE INNER HARBOR  
BALITMORE, MD, USA



## Why Exhibit at, and Sponsor the Annual Meeting of ISMPP?

At ISMPP, we recognize that there are many opportunities throughout the year to spend your marketing dollars. As the only non-profit organization dedicated to this niche space, your company's support directly impacts the society's ability to further its mission of advancing the medical publications profession through education and advocacy. As a result, ISMPP offers one of the most robust exhibit and sponsorship programs available, ensuring that your investment in the society translates into an investment into the profession.

## Who Attends the ISMPP Annual Meeting

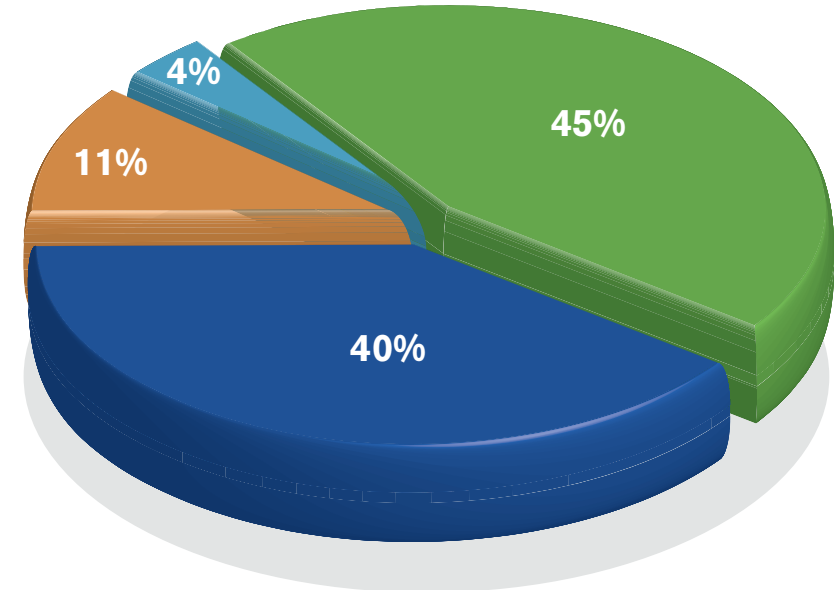
Don't miss this opportunity to promote your company's products and services to the 500 delegates expected to attend the 8th Annual Meeting of ISMPP.

### 2011 Attendee Makeup



17% of attendees work outside the United States.

Were you a sponsor in 2011? See page 8 to determine whether your company—or your competitors—supported last year's meeting.



## Exhibit Programs

The Exhibit Hall is located in sections C-F of the Constellation Ballroom, located on the second floor (please see the floor plan on page 4). All networking will be held in this space.

*Multiple adjacent booths or tables are available on a first priority basis.*

FEATURE	PREMIUM PACKAGES		STANDARD PACKAGES	
	8x10 Premium Exhibit \$10,000	6' Tabletop Premium Exhibit \$6,000	8x10 Exhibit \$8,500	6' Tabletop Exhibit 5,000
Location	Pre-determined Premium location spaces to choose from		Any space not deemed Premium	
Exhibit Passes Included	2 full* meeting passes 1 exhibits-only pass**	1 full* meeting pass 1 exhibits-only pass**	2 full* meeting passes 1 exhibits-only pass**	1 full* meeting pass 1 exhibits-only pass**
Company listed at ISMPP Member Poster Presentation & Reception (April 23)	X			
Company included on pocket at-a-glance distributed to all attendees	X			
2 custom slides (provided by exhibitor) included in slide show displayed during breaks	X		X	
1-page ad inserted in conference materials†	X	X	X	X
Company name included in all meeting promotions	X	X	X	X
Company listed on ISMPP Exhibitor Web page before and after the meeting	X	X	X	X
Internet Connectivity	X		X	
Staging				
• Company sign	X	X	X	X
• Table	X	X	X	X
• Chairs	3	2	3	2
• Waste basket	X	X	X	X
• Pipe and drape trim	X		X	

\* Please note full meeting passes include access to the General Session, the Exhibit Hall, all meals and breaks. Passes to the pre- and post-conference workshops are not included.

\*\*Exhibits-only passes include access to the Exhibit Hall, all meals and breaks. Those with an exhibits-only pass will have the opportunity to purchase a reduced General Session Pass @ \$495.

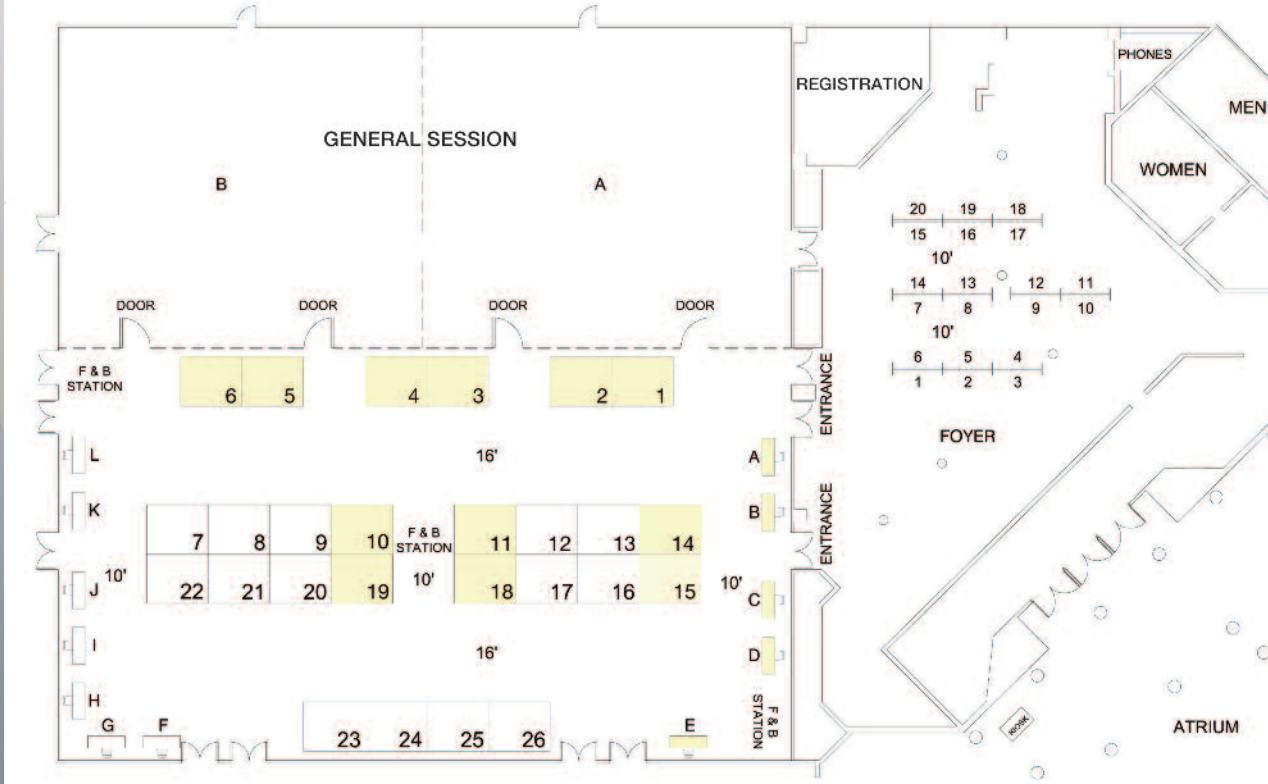
**†Let ISMPP  
print your ads  
for you!**

Each year we see exhibitors struggling to meet all Annual Meeting promotion deadlines, including sending in printed ads for the meeting materials. For an additional fee of \$350, ISMPP will print your 2-sided, 4-color ad from a PDF provided by your organization.

This will: • Save you shipping costs • Save you time • Ensure a consistent paper stock between all ads • Ensure you make the deadline for receipt of the ads  
**To take advantage of this, please indicate your participation by checking the box noted on the exhibit application.**

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# 8th Annual Meeting of ISMPP Exhibit Floor Plan

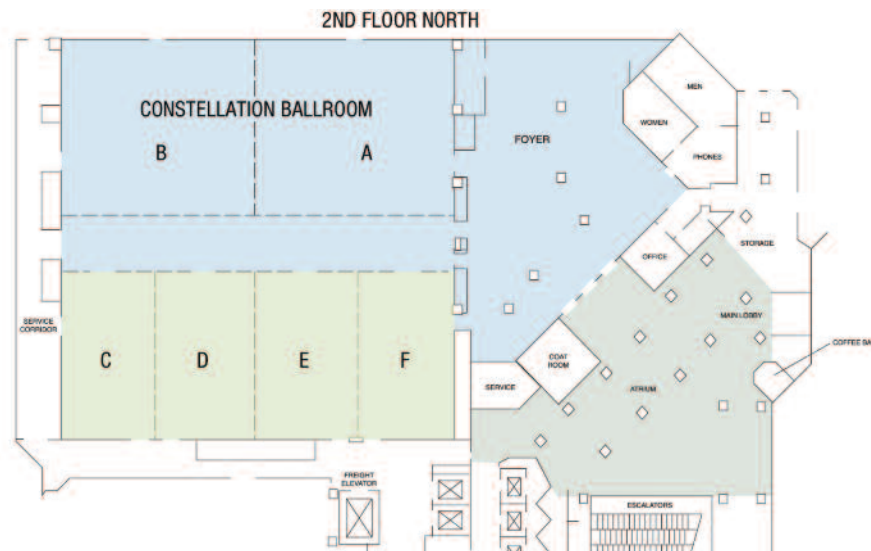


KEY

1-26 = 8'x10' Exhibit Booths

A-L = 6' Tabletop Exhibits

All booths shaded in yellow are included in the Premium Exhibit Packages. For further information, please refer to page 3.



## Sponsorship Programs

All ISMPP sponsor logos will appear in the program brochure, attendee meeting documents, on [www.ismpp.org](http://www.ismpp.org), event signs, and slide shows during breaks. Additional benefits for specific sponsorships are noted in the list below.

**If you have another idea for a program to sponsor, please contact ISMPP.**

### EDUCATIONAL

#### Speaker Grants

- **Keynote**

3 sponsorships available: **\$7,500/each**

- **General Session**

Multiple sponsorships available: **\$2,500/each**  
External and internal advertisements (including email to all ISMPP members) feature sponsor logo(s)

### GENERAL

#### Annual Meeting Support

Multiple sponsorships available: **\$2,000/each**

### NETWORKING

#### Sunday Night Welcome Reception

(April 22, 2012)

Exclusive: **\$7,500**

Email to all ISMPP members

Cocktail napkins featuring sponsor logo

#### Tuesday Night Networking Reception

(April 24, 2012)

Exclusive: **\$15,000**

Email to all ISMPP members

Cocktail napkins feature sponsor logo

#### Morning & Afternoon Refreshment Breaks

5 sponsorships available: **\$3,000/break**

Cocktail napkins featuring sponsor logo

*Sponsors may make arrangements with the hotel directly if they would like to enhance the refreshment breaks to make them more impactful and memorable (eg cappuccino/espresso bar, chocolate fountain, etc).*

### MEETING MATERIALS

#### Meeting Documentation

Inclusive of both electronic and printed materials provided to each Annual Meeting registrant.

Exclusive or cosponsored: **\$8,500-\$5,000**

Email to all ISMPP members

#### Registration Bags

Exclusive: **\$5,000** and cost of bags

Sponsor independently chooses bag and adds company or brand logo, in addition to Annual Meeting branding

#### ISMPP Annual Meeting Pens

Exclusive: **\$4,000**

Sponsor independently chooses pens and adds company logo or name and 9th Annual Meeting of ISMPP dates

#### Lanyards

Exclusive: **\$4,000**

Sponsor's name or logo is printed on lanyard

#### Bottled Water

Multiple sponsorships available: **\$3,000/each**

Sponsor's name or logo is printed on water bottle

#### Giveaways for Registration Bags

(Items subject to approval by ISMPP)

Multiple sponsorships available: **\$1,500/each**

Sponsor's name or logo is printed on the item(s) in the registration bags

# 2012 ISMPP Sponsorship & Exhibit Program

## APPLICATION

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### Exhibits

- 8' x 10' Premium Exhibit Booth:** \$10,000 each (12 available) No. of spaces: \_\_\_\_\_
- 6' Premium Tabletop Exhibit:** \$6,000 each (5 available) No. of spaces: \_\_\_\_\_
- 8' x 10' Exhibit Booth:** \$8,500 each (14 available) No. of spaces: \_\_\_\_\_
- 6' Tabletop Exhibit:** \$5,000 each (7 available) No. of spaces: \_\_\_\_\_

Booth Preferences: (see floor plan on page 4) 1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_

**NOTE:** Booths will be assigned on a first priority basis. Payment must be received within five (5) business days of application or it will be deemed incomplete and booth preferences will be disregarded.

### Sponsorship Programs (select any)

#### EDUCATIONAL

##### Speaker Grants

- Keynote: **\$7,500** per speaker (3 available)
- General Session: **\$2,500** per speaker

#### GENERAL

##### Annual Meeting Support

- Multiple available: **\$2,000**/each

#### NETWORKING

##### Sunday Night Welcome Reception (April 22, 2012)

- Exclusive sponsor: **\$7,500**

##### Tuesday Night Networking Reception (April 24, 2012)

- Exclusive sponsor: **\$15,000**

##### Morning & Afternoon Refreshment Breaks

- Cosponsored: **\$3,000**/each

#### MEETING MATERIALS

##### Meeting Documentation

- Exclusive Sponsor: **\$8,500**
- Cosponsor: **\$5,000**/each

##### Registration Bags

- Exclusive: **\$5,000** and cost of bags

##### ISMPP Annual Meeting Pens

- Exclusive sponsor: **\$4,000**

##### Meeting-at-a-Glance

- Exclusive sponsor: **\$3,500**

##### Lanyards

- Exclusive sponsor: **\$4,000**

##### Bottled Water

- Cosponsor: **\$3,000**/each

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Check here if you would like to have ISMPP print your company's ad included in the meeting materials. The additional cost is \$350 (details provided on page 3).

**Exhibitors:** Please note anything you would like ISMPP to take into consideration when assigning your booth assignment: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# APPLICATION (cont'd):

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

DEPARTMENT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP, COUNTRY: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Exhibit Contact (if someone other than the person completing this form):

NAME: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Amount Due ISMPP:	
Exhibits: \$	_____
Sponsorships: \$	_____

Exhibitors only:
If ISMPP is printing your ad for the meeting documentation, please add \$350 to the total. Details on the bottom of page 3.
Total to be invoiced by ISMPP: \$ _____

# 2011 ISMPP EXHIBITORS & SPONSORS

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ISMPP would like to thank the exhibitors and sponsors of the 7th Annual Meeting of ISMPP, April 4-6, 2011, for their support of the society:



## 7th Annual Meeting—Companies Attended

Abbott	CHC Europe	Helix	MNCOME	SH Consulting
Abbott Diabetes Care	Churchill Communications	HRA Research	Nat'l Institutes of Health	Shionogi
Actelion Pharmaceuticals	Clinical Connexion	Human Genome Sciences	Nature Publishing Group	Shire HGT
AdelphiEden Health Comm	Colgate-Palmolive	ImClone Systems	Novartis	Springer Healthcare
Adis	Complete Healthcare Comm	Informa	Novartis Oncology	StemScientific
Advanced Clinical Concepts	Complete Healthvizion	Infusion	Novo Nordisk	Stiefel, a GSK Company
Alexion Pharma Int'l	Complete Medical Comm	Innovative Strat Comm	NYU Langone Medical Ctr	Sygent
Alexion Pharmaceuticals	Complete Medical Group	InScience Communications	Ogilvy CommonHealth Sci Comm	Takeda Pharma NA
Allergan	Complete Publication Solutions	Int'l Biomedical Comm	Onyx Pharmaceuticals	Talecris Biotherapeutics
AlphaBioCom	Covidien	Ipsen	Oxford University Press	The JB Ashtin Group
Amgen	Daiichi Sankyo	ISTA Pharmaceuticals	Pain Medicine	The Lancet
Amgen (Europe) GmbH	DaVita Clinical Research	Janssen Global Services	PAREXEL	The Medical Roundtable
Apothecom Associates	DaVita Inc	John Wiley and Sons	Peloton Advantage	Tracy E Bunting PhD, Inc
Artcraft Health Ed	Dove Medical Press	Johnson & Johnson PRD	Pfizer	UBC-Envision Group
Astellas	Dyax Corp	KnowledgePoint360 Group	PharmaVoice	UCB
AstraZeneca	Eisai	KWB Health Comm	PharmaWrite	United Therapeutics
Baxter	Elsevier	Leerink Swann Strat Advisors	Postgraduate Medicine	University of Baltimore
Bayer HealthCare Pharma	Embryon	MedErgy HealthGroup	Precise Publications	University of Pennsylvania
Becton Dickinson	ETHOS Health Comm	Medicine in Practice	Primary Care Ed Consortium	US Dept of HHS
Biogen Idec	Excerpta Medica	Medicus Int'l New York	ProScribe Medical Comm	Vertex Pharmaceuticals
BioMed Central	Fishawack Comm	Medimmune	Publication CONNEXION	Watermeadow Medical
BioScience Comm	Future Science Group	MedThink Comm	PubsHub	Wiley-Blackwell
Bioscript Group	Gardiner-Caldwell Comm	MedThink SciCom	Quintiles	Wolters Kluwer Health
Boehringer Ingelheim	GlaxoSmithKline	Medtronic	Research Pharma Services	Wolters Kluwer Pharma Sol
Bristol-Myers Squibb	Good Clin Practice Alliance	Medtronic CardioVascular	SAGE Publications	World Assoc Med Editors
CACTUS Communications	Grey Healthcare Group	MedVal	sanofi-aventis	Wright Medical Technology
Caudex Medical	GSK Biologicals	Merck & Co	Scientific Connexions	
Celgene Corp	Hamilton House	Merck KGaA	Scientific Stratey Partners	
Cephalon	Healthcare Consultancy Grp	MirrorMonitor Creativity	SciStrategy Communications	