PRE CONVERGE CONFERENCE PLANNER: A-size publication polybagged with *The Hospitalist* and mailed to all SHM members

*Includes:*
- CONVERGE Agenda
- CEO Welcome Letter
- Keynote Speaker Highlights – What to listen and watch for
- Letter from the Course Director
- Session Highlights

**Pre-Conference Lockout opportunity: $75,000**

POST CONVERGE CONFERENCE HIGHLIGHTS: A-size publication polybagged with *The Hospitalist* and mailed to all SHM members

*Includes:*
- Plenary Session Highlights
- Key Takeaways from Leading Hospitalists
- COVID Updates
- Health Disparities Discussion

**Pre-Conference Lockout opportunity: $75,000**

**Opportunity to Lockout the Entire Conference Pre-Coverage and Post Conference Highlights**

$150,000 at a 10% discount for $135,000

SHM CONVERGE DIGITAL SHOW DAILY

5 Part eNewsletter Series
1 Pre-Conference what to expect
3 Daily Conference Highlights for all three days
1 Post Conference Wrap Up
- Engaged Hospital Audience of 13,500 (includes SHM Members)
- Includes Engagement Metrics and
- HCP Level Data included

**LOCKOUT Opportunity: $47,360.00**

FOR MORE INFORMATION, CONTACT:
Angelique Ricci, Senior Director of Business Development
*The Hospitalist* and *Journal of Hospital Medicine* | *Cardiology News* | MDedge Emergency Medicine
917.526.0383 | aricci@mdedge.com
SHM CONVERGE CONFERENCE MD-IQ
- Quizzes will cover the CONVERGE conference content
- Brand exclusivity
- 3-month program duration
- 6 quizzes (2 per month)
- FMC medical writers develop questions (no MLR required)
- CPE based model (completion = 5 Q/A)
- Includes Engagement Metrics and
- HCP Level Data included
LOCKOUT Opportunity: $22,500

SHM CONVERGE CONFERENCE ReCAP
- SHM experts synthesize and highlight CONVERGE conference abstracts and breaking news in an immersive, evidence-based video program
- Live 3 weeks post-conference
- 4-8 minutes in length
- Guaranteed specialty visits
- Triggered eMail
- Includes Engagement Metrics
- HCP Level Data included
- 3-month program duration
LOCKOUT Opportunity: $97,500

BRANDED OPPORTUNITY: PROMOTIONAL PRODUCT THEATER REPORTER
Create a Product Theatre reporter supplement to highlight key data and brand messaging for your product.
Reach full Hospitalist Audience of 33,000
- Based on speaker slide deck and other approved materials.
- Print and digital versions
- FMC works with the brand team to create the supplement.
- Timing: approximately 6 months lead time
- Requires MLR approval
12-page product theater starting at $108,500
16-page product theater starting at $126,500

FOR MORE INFORMATION, CONTACT:
Angelique Ricci, Senior Director of Business Development
The Hospitalist and Journal of Hospital Medicine | Cardiology News | MDedge Emergency Medicine
917.526.0383 | aricci@mdedge.com