

2022 Marketing Opportunities

Make a lasting impression with SHM Converge 2022 attendees through impactful marketing placements

Welcome back to face-to-face meetings!

Overview



Get your message to 30,000+ attendees, SHM members and other hospitalists



Drive more traffic to your booth or program with perfectly timed promotions



Engage with hospitalists before, during and after the meeting

Exhibit Hall Dates and Hours

Friday, April 8, 2022 | 8 a.m.-4:30 p.m. CST

Saturday, April 9, 2022 | 7 a.m.-4:30 p.m. CST

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Opportunities

Meeting News and Navigation

Email Marketing

Hotel Room Marketing

Meeting News and Navigation

Opportunity	Price range	Space reservation deadline	Materials due
Attendee Welcome Guide	\$25,000	Feb. 14, 2022	Feb. 21, 2022
Daily News	\$8,900-\$24,075	Feb. 18, 2022	Feb. 25, 2022
Meeting News Central	\$5,000-\$25,000	March 2, 2022	March 9, 2022
Podcast Channel on Meeting News Central	\$5,000	March 2, 2022	March 9, 2022

Email Marketing

Opportunity	Price range	Space reservation deadline	Materials due
ePreview	\$3,500-\$5,000	Feb. 22, 2022	March 1, 2022
eDaily	\$5,000-\$9,975	March 15, 2022	March 22, 2022
eHighlights	\$3,500-\$5,000	Varies	Varies

Hotel Room Marketing

Opportunity	Price range	Space reservation deadline	Materials due
Individual Hotel Room Drops	\$12,750	March 1, 2022	March 1, 2022

SHM Converge 2022 is planned as an in-person meeting in Nashville. If the meeting must be canceled or converted to virtual, SHM and Ascend Media will transition advertisers to options of equal value and exposure. Advertisers preparing materials specific to a booth or program are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

*All rates are net. No agency discounts apply. Cancellations are non-refundable.
All quantities are based on projected attendance and room blocks.
Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.*

Contact



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