

Meeting News and Navigation

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Place your brand message in these critical products that guide attendees through SHM Converge 2022



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Attendee Welcome Guide



Attendee welcome publication puts your brand front and center with attendees as they check in to their hotels!

Reach: Meeting attendees.*

Distribution:

- On-site at headquarter hotel front desks.
- Also available on the front page of the Meeting News Central.
- A link to the Attendee Welcome Guide will be included in the SHM eDaily on April 7, which emails to 30,000+ SHM members and other hospitalists.

Content: information and key details attendees need to get their experience at SHM Converge 2022 off to a great start.

Advertiser receives front cover banner logo recognition and the back cover ad of the printed guide, as well as a 300 x 600 ad on the Attendee Welcome Guide page on Meeting News Central.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 14, 2022
Materials due: Feb. 21, 2022

Rate

\$25,000
Exclusive Opportunity

*If the in-person portion of SHM Converge 2022 must be canceled, the Attendee Welcome Guide will be delivered to all attendees digitally. For advertising linked to a booth or program, we encourage advertisers to prepare secondary materials as a precautionary measure.



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Daily News



Showcase your brand with attendees every day of the meeting!

Live coverage of SHM Converge 2022 is delivered to attendees at the convention center by Distribution Ambassadors and via newsstands placed in high-traffic areas of the Center.

Reach: Meeting attendees plus 30,000+ SHM members and other hospitalists via articles posted on Meeting News Central.*

Content:

- Late-breaking science from SHM Converge 2022.
- Need-to-know news and event coverage, including key events, recommendations from the program chair and CME credit information.
- Snackable takeaways, including "Pearls" from colleagues, social media and blog highlights, Q&As and infographics.
- Articles from each day's Daily are also posted on Meeting News Central.

Distribution:

- First issue (on April 7) is distributed to all attendees in their registration tote bags, and placed in newsstands throughout the convention center.
- The next two issues (April 9 and 10), will be delivered to attendees by Distribution Ambassadors at the convention center and via newsstands placed in strategic locations.
- Individual articles and the Daily PDF are also posted on Meeting News Central.

Map Sponsorship Includes:

- Full Page ad immediately preceding or adjacent to the floor map.
- Banner ad on the map page.
- Your logo and booth highlighted on the map.

Newsstand Premium Sponsorship:

- Your brand is featured on four newsstands placed in high-traffic areas of the convention center.
- Your message is prominent on the face of each newsstand (see sample in images).

*If the in-person portion of SHM Converge 2022 is canceled, the Daily News will be sent to all attendees, SHM members and additional hospitalists as a link to a PDF in each day's eDaily. This PDF will also be posted on Meeting News Central. For advertising linked to a booth or program, we encourage advertisers to prepare secondary materials as a precautionary measure.

INSERTION ORDER/SPECS

Newsstand Premium Deadlines

Space reservation deadline: Feb. 5, 2022
Materials due: Feb. 12, 2022

Daily News Deadlines

Space reservation deadline: Feb. 18, 2022
Materials due: Feb. 25, 2022

Standard Rates	
Full Page	\$15,000
Full Page PI (B/W)	\$12,000
Junior Page	\$13,000
Half Page	\$10,900
Quarter Page	\$8,900

Premium Rates	
Newsstand with Full Page Ad	\$24,075
Newsstand Only	\$15,995
Cover Flap* with Full Page Ad	\$22,750
Cover Flap* (per day)	\$14,700
Inside Front Cover	\$22,500
Back Cover	\$22,500
Inside Back Cover	\$17,025
Front Page Banner with Full Page Ad	\$21,205
Front Page Banner Only	\$13,125
Exhibit Hall Map Premium	\$20,350



Meeting News Central



Run-of-Site Banners include all display ads on the front page, channel pages and all articles pages!

A 24/7 central location for ePreviews, eDailies and eHighlights, as well as sponsored content and resources. As the push publications are read, each click on an article brings the reader to Meeting News Central. Articles from each day's Daily Newspaper are also posted on Meeting News Central.

Ads rotate in all display ad positions throughout Meeting News Central during the entire event cycle.*

Includes the following banner ads on the front page and all channel pages:**

- Leaderboard (970 x 90)
- Mobile Leaderboard (300 x 50)
- Vertical (300 x 600)
- Rectangle (300 x 250)

Also includes the only paid ad on all article pages:

- Rectangle (300 x 250)

All advertisers receive 25% CPM

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: March 2, 2022
Materials due: March 9, 2022

Deadlines are ongoing. Dates above are noted for maximum exposure.

ROS Display Advertising	
ROS Banners (all available display ads on front page, channel pages and article pages)	\$25,000 (four available)

Industry Content	
Advertorial/Native Ad	\$8,000
Front Page Video	\$5,000
Industry Resources	\$6,500



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INDUSTRY PROGRAMS

Industry Programs \$10,000

Reach: Meeting attendees plus 30,000+ SHM members and other hospitalists via links in ePreviews, eDailies and eHighlights.

Content: Full articles from ePreviews, eDailies, eHighlights and each day's Daily Newspaper, to include:

- Scientific breakthroughs and the late-breaking science presented at the conference.
- Information on Industry Programs.
- Hot-button topics, can't-miss sessions and interactive activities.

Bonus! An Industry Highlights channel will be published on Meeting News Central, which will include a schedule of Industry Programs. All Individual Hotel Room Drop supporters will have an "article" related to their insert within this channel labeled "paid advertising content." A link to the Industry Highlights page will be included in each day's eDaily.

*Length of advertiser exposure dependent on date of purchase.

**Excludes Podcast Channel (if produced (see below)).

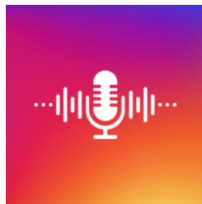
Industry Content

Months of exposure!

Meeting News Central will launch in March 2022. You can link your advertorials, programs and resources on this official SHM branded site in your own promotions long after the event is over!

(Ads and content will remain on the site until the first 2023 ePreview is produced. Length of advertiser exposure is dependent on date of purchase. Ads and content can be removed if requested.)

If the in-person portion of SHM Converge 2022 is canceled, Meeting News Central will be used for the virtual event. For advertising linked to a booth or program, we encourage advertisers to prepare secondary materials as a precautionary measure.



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Podcast Channel on Meeting News Central



Place your pre-recorded podcast onto the website attendees and non-attendees will use to access all meeting coverage!

Reach: Meeting attendees plus 30,000+ SHM members and other hospitalists via links in ePreviews, eDailies and eHighlights.

Content: We'll create a separate channel for industry podcasts. You provide a link to your corporate or branded podcast, and we'll post and promote it on a separate podcast channel.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: March 2, 2022

Materials due: March 9, 2022

Rate

\$5,000 each*

*Advertiser supplies podcast. A minimum of three podcasts must be sold into the channel for it to be produced.

Deadlines are ongoing. Dates above are noted for maximum exposure.

For advertising linked to a booth or program, we encourage advertisers to prepare secondary materials as a precautionary measure.

All rates are net. No agency discounts apply. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.