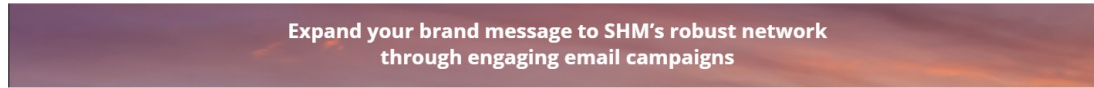


# Email Marketing

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### Icon Key

- Traffic-building product
- Reach all meeting attendees
- Reach all SHM members
- Push product
- Personal delivery
- Lead-generating product
- Product has frequency
- Branding product



## ePreview



### Build early buzz around your booth or program!

Your message receives broad exposure with up to 14,000 SHM members, attendees and other hospitalists.

**Reach:** Up to 14,000 SHM members, other hospitalists and Converge 2023 attendees.

**Content:** Key planning information, session previews, registration drivers and industry programming.

#### Traffic-Driving Content Ads

- Grow your program or booth attendance with Traffic-Driving Content Ads!
- Invite attendees early so they make a plan to see you onsite.
- Advertiser supplies an article up to 1,000 words for publication in the ePreview.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the ePreview, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. *(Advertiser supplies article, image, headline and teaser copy.)*

Link your corporate or product video to your banner ad!

45.9% open rate in 2022, compared to the healthcare industry average of 21%.\*

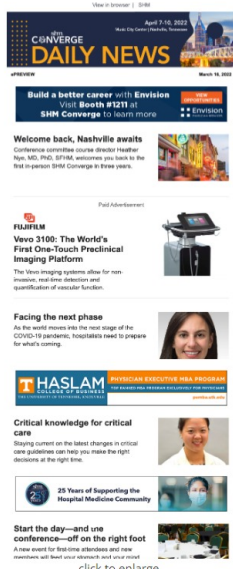
\*According to HubSpot's email benchmark report, 2021.

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: Feb. 6, 2023  
Materials due: Feb. 13, 2023

| Rates                       |              |
|-----------------------------|--------------|
| Leaderboard                 | \$3,150      |
| Premium Banner              | \$2,625 each |
| Traffic-Driving Content Ads | \$3,750      |



## eDaily



### Get 3x frequency when you connect your brand with attendees every day of the meeting!

Remind attendees to visit your booth or program as they read about the latest conference news.

**Reach:** Up to 14,000 SHM members, other hospitalists and Converge 2023 attendees.

**Content:** Live event coverage and session recaps.

**Distribution:** eDailies are sent on March 27, 28 and 29.

#### Traffic-Driving Content Ads

- Grow your program or booth attendance with Traffic-Driving Content Ads!
- Your invitation reaches attendees the day of your program or booth activity.
- Advertiser supplies an article up to 1,000 words for publication in the eDaily.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the eDaily, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. *(Advertiser supplies article, image, headline and teaser copy.)*

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: March 2, 2023  
Materials due: March 9, 2023

| Rates                                   |              |
|-----------------------------------------|--------------|
| Leaderboard (all issues)                | \$7,480      |
| Premium Banner (all issues)             | \$5,625 each |
| Traffic-Driving Content Ads (per issue) | \$2,970      |

A minimum number of ads must be placed for the eDaily to be published.

Promote your program or booth demo the day it happens with Traffic-Driving Content Ads!



## eHighlights

**Stay top-of-mind with attendees as they make post-conference decisions!**

Remind SHM members and meeting attendees to engage with you after the conference.

**Reach:** Up to 14,000 SHM members, other hospitalists and Converge 2023 attendees.

**Content:** Coverage from the final day of the conference, meeting highlights, innovations from the exhibit hall and industry programming.

**Distribution:** eHighlights will be sent mid-April.

### Traffic-Driving Content Ads

- Drive attendees to your post-meeting content!
- Advertiser supplies an article up to 1,000 words for publication in the eHighlights.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the eHighlights, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. *(Advertiser supplies article, image, headline and teaser copy.)*

Link your corporate or product video to your banner ad!

## INSERTION ORDER/SPECS

### Deadlines

Space reservation deadline: March 2, 2023  
Materials due: March 9, 2023

### Rates

|                             |              |
|-----------------------------|--------------|
| Leaderboard                 | \$3,150      |
| Premium Banner              | \$2,625 each |
| Traffic-Driving Content Ads | \$3,750      |

*A minimum number of ads must be placed for the eHighlights to be published.*

### Icon Key

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*If the in-person portion of SHM Converge 2023 must be canceled, all email products will deliver for the virtual event. For advertising linked to a booth or program, we encourage advertisers to prepare secondary general branding materials in case the meeting converts to virtual only.*

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