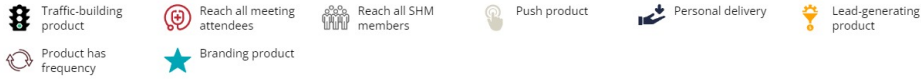


Meeting News and Navigation

PRINT THIS PAGE

Be a presence in the tools attendees use the most on-site!

Icon Key



click to enlarge

Attendee Welcome Guide



Your message greets attendees first as they arrive at 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 March 27, which reaches up to 14,000 SHM members and other hospitalists.

Content: Information and key details attendees need to get their experience at SHM Converge 2023 off to a great start.

Advertiser receives front cover banner logo recognition and the back cover ad of the printed guide, as well as front page branded exposure on Meeting News Central.

**If the in-person portion of SHM Converge 2023 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.*

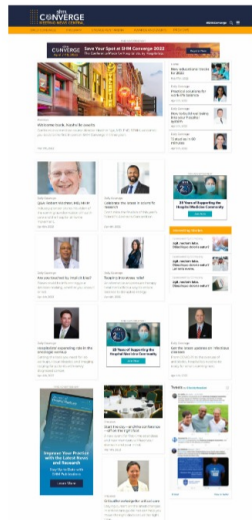
INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 14, 2023
Materials due: Feb. 21, 2023

Rate

\$20,000
Exclusive Opportunity



click to enlarge

Meeting News Central



Huge exposure for your booth on the 24/7 central location for conference coverage before, during and after the meeting!

Meeting News Central is the hub for SHM Converge 2023 ePreview, eDailies and eHighlights, as well as sponsored content. 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.

View the Meeting News Central site

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

Includes the following display ads on the home page and all channel pages:

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

Leaderboard and rectangle ads also appear on all article pages.

Four advertisers receive at least 25% SOV.

Interesting Stories

- Six native ad spots are available in a prominent position on the home page, titled "Interesting Stories" (see mock-up).
- Advertiser content can be (or include) white papers, videos or any other content you wish to share with readers.
- The Interesting Stories block will feature each advertiser's company name, image and headline.
- Each Interesting Story will rotate up and down the block, but also into a prominent standalone position on the home page, which will add a larger image and a story "teaser" to the above.
- Your Interesting Story links to your content of up to 1,000 words with a large hero image.
- The Interesting Stories block also appears on nearly all article pages.

Reach: Meeting attendees plus up to 14,000 SHM members and other hospitalists via links in the ePreview, eDailies and eHighlights.

Content: Full articles from the ePreview, 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.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Space is limited and available until sold out.

Materials due: For exposure from first launch, we encourage materials be sent by Feb. 27, 2023.

Meeting News Central is regularly updated which allows for a confirmation of your plans at any time until the limited ad positions are sold out.

Rates

ROS Banners (all available display ads on the home page and channel pages)	\$20,000 (four available)
Interesting Stories	\$8,000

Promote your industry program or booth with Interesting Stories for huge visibility!

- Hot-button topics, can't-miss sessions and interactive activities.

*Length of advertiser exposure dependent on date of purchase.
 **Vertical ad will not appear in the Awards Channel.

Months of exposure!

Meeting News Central will launch in March 2023. 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 2024 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 2023 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.

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

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 and room blocks.*