

Opportunities

PRINT THIS PAGE

Attendee Welcome Guide

eDaily

eHighlights

ePreview

Exclusive Exhibitor Email

Meeting News Central



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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.
- Included as a link in the ePreview in late March and eDaily in April, sent to 15,000 SHM members and other hospitalists.
- Also available on the front page of the Meeting News Central.

Content: Information and key details attendees need to get their meeting experience 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 2024 must be canceled, the Attendee Welcome Guide will be sent to attendees digitally. For advertising linked to a booth or program, we encourage advertisers to prepare secondary materials as a precautionary measure.*

INSERTION ORDER/SPECS

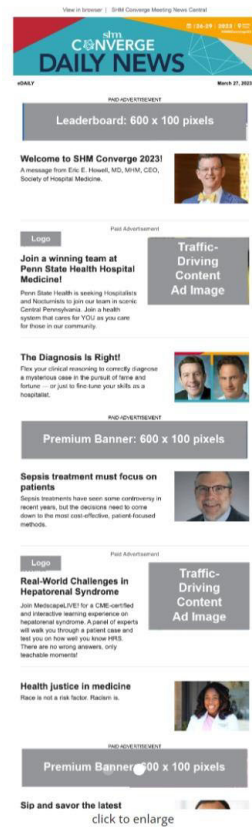
Deadlines

Space reservation: Feb. 23, 2024
Materials due: March 1, 2024

Rate

\$12,750

Exclusive Opportunity



eDaily

Encourage attendees to visit your booth or program as they read about the latest conference news!

Reach: Up to 15,000 SHM members, other hospitalists and Converge 2024 attendees.

Content: Live event coverage and session recaps.

Distribution: eDailies are sent on April 13, 14 and 15.

Link your corporate or product video to your banner ad!

Traffic-Driving Content Ads: Promote your Program or booth demo the day it happens!

- 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 on Meeting News Central.
- 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."
- eDaily teaser links to the article page, which can include a URL link. (Advertiser supplies article, image, headline and teaser copy.)

Average unique open rate in 2023 was 32.6%, compared to the healthcare industry average of 21.72%.*

**According to MailChimp's email benchmark report, 2022.*

INSERTION ORDER/SPECS

Deadlines

Space reservation: March 8, 2024
Materials due: March 15, 2024

Rates

Leaderboard (all issues)	\$7,480
Premium Banner (all issues)	\$5,625 each
Traffic-Driving Content Ads (per issue)	\$2,970 each
Traffic-Driving Content Ads (all issues)	\$5,625 <i>Introductory rate for 2024</i>

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



eHighlights

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

Reach: Up to 15,000 SHM members, other hospitalists and Converge 2024

INSERTION ORDER/SPECS

Deadlines

Space reservation: March 15, 2024
Materials due: March 22, 2024

Leaderboard: 600 x 100 pixels

Welcome to SHM Converge 2023! A message from Dr. E. Howell, MD, MPH, CEO, Society of Hospital Medicine.

Logo

Join a winning team at Penn State Health Hospital Medicine!

Traffic-Driving Content Ad Image

The Diagnosis is Right!

Premium Banner: 600 x 100 pixels

Sepsis treatment must focus on patients

Logo

Real-World Challenges in Hepatorenal Syndrome

Traffic-Driving Content Ad Image

Health justice in medicine

Premium Banner: 600 x 100 pixels

Sip and savor the latest

click to enlarge

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 late April.

Link your corporate or product video to your banner ad!

Traffic-Driving Content Ads: Drive attendees to your post-meeting content!

- Advertiser supplies an article up to 1,000 words for publication on Meeting News Central.
- 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."
- eHighlights teaser links to the article page, which can include a URL link. *(Advertiser supplies article, image, headline and teaser copy.)*

Average unique open rate in 2023 was 24.6%, compared to the healthcare industry average of 21.72%.*

*According to MailChimp's email benchmark report, 2022.

Rates	
Leaderboard (all issues)	\$3,150
Premium Banner (all issues)	\$2,625 each
Traffic-Driving Content Ads (per issue)	\$3,750 each

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

New to Converge | SHM Converge Meeting News Central

SHM CONVERGE DAILY NEWS

March 27, 2024

Logo

Join a winning team at Penn State Health Hospital Medicine!

Traffic-Driving Content Ad Image

The Diagnosis is Right!

Premium Banner: 600 x 100 pixels

Sepsis treatment must focus on patients

Logo

Real-World Challenges in Hepatorenal Syndrome

Traffic-Driving Content Ad Image

Health justice in medicine

Premium Banner: 600 x 100 pixels

Sip and savor the latest

click to enlarge

ePreview

Your message receives broad exposure with up to 15,000 SHM members, attendees and other hospitalists!

Reach: Up to 15,000 SHM members, other hospitalists and Converge 2024 attendees.

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

Link your corporate or product video to your banner ad!

Traffic-Driving Content Ads: Grow your program or booth attendance!

- Invite attendees early so they make a plan to see you onsite.
- Advertiser supplies an article up to 1,000 words for publication on Meeting News Central.
- 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."
- ePreview teaser links to the article page, which can include a URL link. *(Advertiser supplies article, image, headline and teaser copy.)*

New for 2024:
High-Performance Ad/ePreview Bundles!
(Click for information)

INSERTION ORDER/SPECS

Deadlines

Space reservation: Feb. 16, 2024
Materials due: Feb. 23, 2024

Rates	
Leaderboard (all issues)	\$3,150
Premium Banner (all issues)	\$2,625 each
Traffic-Driving Content Ads (per issue)	\$3,750 each

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

SHM CONVERGE DAILY NEWS

Your message here

Exclusive Exhibitor Email

EXCLUSIVE AND LIMITED

Increase the attendance at your program and traffic at your booth with an exclusive email to meeting attendees!

Reach: Your email message is sent to Converge registered attendees. This is not a banner ad – the entire email is yours!

Content: Advertiser-supplied materials, subject to SHM approval. Content must be a booth driver or a meeting-related event invitation (such as an industry program). Post-event content can include follow up meeting announcements or tease

INSERTION ORDER/SPECS

- Limit two the week prior to the meeting, one each day of the meeting and two the week after the meeting.
- Work with your account manager to select a date.

Deadlines

Space reservation: Feb. 23, 2024
Materials due: March 1, 2024



click to enlarge

upcoming news.

Get your program or event on attendee schedules by including a calendar link!

Rate
\$15,000



click to enlarge

Meeting News Central

[VIEW THE MEETING NEWS CENTRAL SITE](#)

Huge exposure for your message on the 24/7 conference news hub!

Meeting News Central is the central location for the SHM Converge ePreview, eDailies and eHighlights, as well as sponsored content. As push publications are read, each click on an article brings the reader to Meeting News Central.

Site metrics (2023)*

- 15,440 pageviews
- 5,140 users

Reach

Meeting attendees plus up to 15,000 SHM members and other hospitalists via links in the ePreview, eDailies and eHighlights.

Content

- Full articles from the ePreview, eDailies, and eHighlights 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.

Run-of-Site Ads

NEW! High-Performance Ad/ePreview Bundle

Months of exposure!

Meeting News Central will launch mid-March 2024. 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 2025 ePreview is produced. Length of advertiser exposure is dependent on date of purchase. Ads and content can be removed if requested.)

*Data collected March 1-June 23, 2023.

If the in-person portion of SHM Converge 2024 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.

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.

If the in-person portion of SHM Converge 2024 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 herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.

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 March 1, 2024.

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 All Positions (two available)	\$12,750
ROS Leaderboard (two available)	\$7,500
ROS Rectangle Ad (two available)	\$5,775
ROS Vertical Ad (two available)	\$3,000
High-Performance Ad/ePreview Bundle	\$5,000

Promote your booth activity or industry program with a High-Performance Ad/ePreview Bundle!