

# Opportunities

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Essential Guide to SHM Convergence

eDaily

eHighlights and Award Winners

ePreview

Exclusive Exhibitor Email

Meeting News Central



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## Essential Guide to SHM Convergence

**NEW for 2024! Own the meeting welcome and orientation experience for SHM attendees**

**Opportunity:** Exclusive advertiser receives front cover logo recognition and the back cover ad of the printed guide, as well as home page branded exposure on Meeting News Central, the official conference news site.

**Reach:** Up to 15,000 SHM members, other hospitalists and conference attendees.

**Distribution:**

- On-site at headquarter hotels front desks.
- Emailed as a link in the ePreview in late March and in the eDaily in April, sent to 15,000 conference attendees, SHM members and other hospitalists.
- Also available on the home page of Meeting News Central.

**Deadlines**

Space reservation: Feb. 28, 2025  
Materials due: March 7, 2025

**Rate**

\$12,750  
*Exclusive Opportunity*

Content



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## eDaily

**Opportunity:** Advertising in daily conference emails with live event coverage and session recaps.

**Reach:** Up to 15,000 SHM members, other hospitalists and conference attendees.

**Distribution dates:** April 23, 24 and 25, 2025.

**Metrics:**

- 39.8% average open rate, compared to the live conference industry standard of 21.2%.\*
- 6% average click-through rate, compared to the live conference industry standard of 1.24%.\*

Traffic-Driving Content Ads

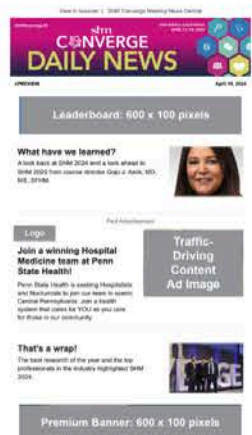
**Include a calendar link to get your program or event on attendee schedules**

**Deadlines**

Space reservation: March 25, 2025  
Materials due: April 1, 2025

Rates	
Leaderboard	\$7,480
Premium Banner	\$5,625
Traffic-Driving Content Ad	\$5,625
Traffic-Driving Content Ad (per issue)	\$2,970

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



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## eHighlights and Award Winners

**Opportunity:** Advertising in important post-conference science coverage emails.

**Reach:** Up to 15,000 SHM members, other hospitalists and conference attendees.

**Distribution date:** May 2025

**Metrics:**

- 44% open rate, compared to the live conference industry standard of 21.2%.\*
- 5.1% click-through rate, compared to the live conference industry standard of 1.24%.\*

**Deadlines**

Space reservation: April 8, 2025  
Materials due: April 15, 2025

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

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

Traffic-Driving Content Ads



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Content



Run-of-Site Ads



High-Performance Ad/ePreview Bundle



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

*\*According to the Omnedo Email Engagement Report, Q1 2024*

*SHM Converge 2025 is planned as an in-person conference in Las Vegas, NV. If the conference 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 conference converts to virtual only.*

*For advertising linked to a booth or program, we encourage advertisers to prepare secondary general branding materials in case the conference 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.*