



Society for Healthcare Strategy & Marketing Development (SHSMD) 2019 SHSMD U Sponsorship

Sponsoring a [SHSMD U](#) Webcast is an effective way to catch the attention of [SHSMD's 4,000 members, who consist of healthcare professionals working](#) in the areas of marketing, strategic planning, physician relations, business development, communications, and public relations.

SHSMD webcast attendance typically ranges between 100 – 200 registered attendees, depending on the popularity of the topic. In addition to the webcast attendees, your webcast recording will be posted under SHSMD's webcast archives and be available to all SHSMD members.

Sponsorship packages:

Option 1	Sponsor provides speaker(s) and content, approved by SHSMD for one webcast Price: \$5,500
Option 2	Sponsor provides speaker(s) and content approved by SHSMD for two webcasts on a broad topic Package price: \$10,000
White Paper Resource	Sponsor provides one white paper related to sponsored webcast (pdf format, no greater than 500kb). White paper will be distributed to webcast attendees and posted to the SHSMD U web page. Price: Additional \$1,500

*Visit www.shsmd.org/education to learn about upcoming webcasts and courses. Offerings will continuously be updated.

Webcast Sponsor Benefits:

PRE-WEBCAST

- Recognition with logo and link to sponsor's website on all SHSMD marketing materials that are sent to members (approx. 4,000); marketing includes a minimum of one-focused e-blast highlighting your webcast ([plus inclusion in all additional SHSMD U weekly e-blasts starting 6-weeks in advance of your webcast](#)) to the membership, inclusion on the [Inside SHSMD](#) newsletter calendar, and possible promotion on SHSMD social media networks such as LinkedIn.
- Recognition of sponsor with logo and link to sponsor's website on the webcast webpage on the [SHSMD website](#).
- [Opportunity to provide up to five questions in pre-assessment survey that goes out to all registrants; results are provided to speakers to assist them in developing their webcast content.](#)

DURING THE WEBCAST

- Verbal recognition of sponsor during the introduction and closing of the webcast
- Sponsor contact information on last slide of the presentation.
- Sponsor logo on the first and last slides of the presentation.



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POST-WEBCAST

- Logo with link to sponsor's website on the [webcast archive webpage](#) (recording provided to membership to download on this page).
- Participant mailing list for ONE-TIME use (**email addresses not included**).
- Opportunity to provide up to five questions in post-webcast feedback survey and receive survey results.

Additional Sponsorship Details:

- SHSMD will coordinate all marketing, registration, and webcast logistics. Please note that the webcast(s) will be labeled as "sponsored" when being marketed to all attendees.
- Webcast will be offered free to SHSMD members and non-members, unless otherwise noted.
- Sponsor has option to offer webcast live or pre-recorded. If pre-recorded, webcast recording will be distributed to registrants on a specific date/time, typically on a Wednesday at 12pm CT. SHSMD will work with sponsor to determine live or pre-record date.
- The webcast recording may be used in a SHSMD U online toolkit if approved by SHSMD.
- Where eligible, SHSMD is authorized to award pre-approved American College of Healthcare Executives (ACHE) qualified education credit toward advancement or recertification.

Sponsor Commitment to SHSMD:

- All presentation information for webcast/courses must be provided two months in advance of the scheduled webcast for suitable marketing time and other logistics. **If deadlines are not met by sponsor, SHSMD reserves the right to reduce the amount of ebcasts/other marketing of the webcast.**
- Slides are due two weeks in advance of the recording. Sponsor agrees to make edits/alterations required by SHSMD, if presentation does not meet SHSMD guidelines or standards
- Webcasts will be 60 minutes in length.
- Content must be educationally focused and **a noncommercial presentation** delivering best practices, case studies, resources, or new information relevant to the members served by SHSMD.
- Payment is required prior to the promotion of the webcast (8 weeks in advance).

Provisions:

- **As SHSMD webcasts are noncommercial forums, the direct promotion of products and services is prohibited.** All presentations that are commercial in nature and/or attempt to sell specific vendor products and/or services will not be accepted. **If the live presentation is overly promotional in nature, SHSMD reserves to the right to edit the webcast recording or not post/distribute the recording and cancel any additional sponsorships.**
- SHSMD has final determination of the content, length, presenter(s), and date of webcast.
- **Cancellation policy:** SHSMD has the right to reschedule or cancel any webcasts due to lack of interest or participation. If a webcast is cancelled by SHSMD, the sponsor will receive a full refund. If sponsor cancels a webcast ten weeks or less from the event, no refund will be provided. Any cancellation ten weeks or more, sponsor will receive 50% refund.
- Presenter(s) will disclose their relationship with SHSMD and the sponsor and will be made known to the participants.
- Sponsor grants SHSMD and its affiliates a perpetual, worldwide, irrevocable, non-exclusive license to display, distribute and republish the sponsored content to the SHSMD membership.



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- Sponsor shall own all copyrights and other intellectual property rights to the content. If either party becomes aware of any infringing or unauthorized use of the content, that party shall promptly notify the other and cooperate in any investigation of the infringing or unauthorized use.
- Any content provided by presenter is the original and accurate work of the presenter and does not slander anyone or infringe upon any copyright or any other right whatsoever of any other person or entity, including an employer.
- The publication of content is at SHSMD's discretion and it is possible that the SHSMD may not publish the sponsor's content.
- The presenter will refrain from overt statements, harsh language, or pointed humor that disparages the rightful dignity and social equity of any individual group.
- **The presenter is responsible for adhering to the timeline provided by SHSMD regarding key due dates as well as the guidelines outlined in this document.**

PRESENTATION DETAILS:

Check the option(s) you are selecting:

Option 1: Sponsor provides speaker and content for a single webcast

Option 2: Sponsor provides speaker and content for two webcasts

White Paper addition: Sponsor provides white paper (pdf format, no greater than 500kb) related to sponsored webcast. SHSMD will review all white papers in advance of acceptance and may require edits to the resource.

White paper requirements include:

- 1) Content must be relevant to SHSMD audience and related to webcast
- 2) Professionally written/well-presented and publication ready
- 3) Must pose a problem and offer a solution
- 4) Cannot be overly promotional
- 5) Final draft must be submitted two weeks prior to live webcast date.

For options 1 and 2, please complete the following sections. This information will be used in promoting your session.

Webcast title:

Webcast description (250 words):

Learning objectives:

- 1.
- 2.
- 3.



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Presenter names, titles, organizations:

Preferred date or month of webcast *(subject to availability):* _____
(Webcast promotion typically begins six weeks in advance of the webcast date)

By signing this document, I agree to the terms and conditions outlined in this agreement form:

Signature & Date

Sponsoring Organization

Primary Contact Name and Title

Address

City State Zip

Phone, Fax, and E-mail

E-mail or fax completed form to:

Sharon Warren
E-mail: swarren@aha.org
Fax: 312.278.0883
Phone: 312.422.3887

Next Steps: All SHSMD U sponsorship proposals are subject to approval by SHSMD. **Payment is required prior to the promotion of the webcast.**