



Society for Health Care  
Strategy & Market  
Development<sup>SM</sup>

Society for Health Care Strategy & Marketing Development (SHSMD)  
2021 Webinar & Podcast Sponsorship

Sponsoring a SHSMD Education Webinar\* is an effective way to catch the attention of SHSMD's 4,000 member who consist of health care professionals working in the areas of marketing, strategic planning, physician relations, business development, communications and public relations.

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

[SHSMD's Rapid Insights Podcast](#) launched in March 2019, and releases bi-weekly podcasts. As of February, 2020, there have been over 12,000 podcast views, averaging approximately 500 views per episode.

**Sponsorship packages:**

<p><b>Option 1</b> <b>1 SHSMD Webinar</b></p>	<p>Sponsor provides speaker(s) and content, approved by SHSMD for <b>one</b> webinar. <b>Price: \$6,000</b></p> <p><b>New! Now includes opportunity to share one resource.</b></p>
<p><b>Option 2</b> <b>2 Webinar Package</b></p>	<p>Sponsor provides speaker(s) and content approved by SHSMD for <b>two</b> webinars. <b>Package price: \$11,000</b></p> <p><b>New! Now includes opportunity to share one resource per webinar.</b></p>
<p><b>Option 3</b> <b>New! 20-Minute "Rapid Insight" Podcast</b></p>	<p>Recording and editing managed by SHSMD's podcast partner, DoctorPodcasting. Podcast is housed in SHSMD's podcast library (<a href="http://www.shsmd.org/podcasts">www.shsmd.org/podcasts</a>) as well as distributed through the following channels: Apple Podcasts, iHeart Radio, GooglePlay, Spotify, Stitcher, Tunein.</p> <p><b>Price: \$2500</b></p>
<p><b>Option 4</b> <b>Podcast and Webinar Package</b></p>	<p>Sponsor provides speaker(s) and content, approved by SHSMD for <b>one</b> webinar and <b>one</b> podcast.</p> <p>Podcast recording and editing managed by SHSMD's podcast partner, DoctorPodcasting. Podcast is housed in SHSMD's podcast library (<a href="http://www.shsmd.org/podcasts">www.shsmd.org/podcasts</a>) as well as distributed through the following channels: Apple Podcasts, iHeart Radio, GooglePlay, Spotify, Stitcher, Tunein.</p> <p><b>Package price: \$7,500</b></p>
<p><b>Add-ons: Customized E-blast</b></p>	<p><b>Draft your own content for post webinar e-blast</b></p> <p>Sponsor to draft <b>one</b> follow up e-blast that will be sent to all registered attendees after the event with the recording, slides and evaluation.</p> <p><b>E- blast will be sent directly from SHSMD.</b> Email addresses are not provided to sponsor. All e-blasts are subject to SHSMD approval.</p> <ul style="list-style-type: none"> <li>• E-blasts reach all registered attendees plus over 4000 SHSMD members**</li> </ul> <p><b>Add-on Price \$500</b></p>



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\*Visit [www.shsmd.org/education](http://www.shsmd.org/education) to learn about upcoming webinars and courses. Offerings will continuously be updated.

\*\* Subject to email consent and opt-in rules

### **Webinar Sponsor Benefits:**

#### **PRE-WEBINAR**

- Recognition with logo and link to sponsor's website on all SHSMD marketing materials that are sent to members (approx. 4,500); marketing includes a minimum of one-focused e-blast highlighting your webinar (plus inclusion in all additional SHSMD Education weekly e-blasts starting 6-weeks in advance of your webinar) 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 webinar 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 webinar content.

#### **DURING THE WEBINAR**

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

#### **POST-WEBINAR**

- New! Sponsor provides one resource related to sponsored webinar (pdf format, no greater than 500kb). Resource will be distributed to webinar attendees and posted to the SHSMD Education web page.
- Logo with link to sponsor's website on the [webinar archive webpage](#) (recording provided to membership to download on this page).
- Opportunity to provide up to five questions in post-webinar feedback survey and receive survey results.

### **Podcast Sponsor Benefits:**

- Sponsor shares their own content, educational in nature (cannot be promotional).
- Podcast is limited to 20 minutes in length.
- SHSMD's podcast partner, DoctorPodcasting, will produce the episode, including editing of the recording and distribution among the various streaming platforms.
- Sponsor can provide no more than two interviewees. We recommend at least one representative is a provider (but not required).
- SHSMD podcast will be promoted in SHSMD Education e-blast upon release and sponsor will be provided with link to share with their network.
- Analytics around number of plays for the session will be provided one month after launch, unless requested sooner.

### **Additional Sponsorship Details:**

- SHSMD will coordinate all marketing, registration, and webinar logistics. Please note that the webinar(s) will be labeled as "sponsored" when being marketed to all attendees.
- Webinar will be offered free to SHSMD members and non-members, unless otherwise noted.
- Sponsor has option to offer webinar live or pre-recorded. If pre-recorded, webinar recording will be distributed to registrants on a specific date/time, typically on a Wednesday at 12pm CT. SHSMD will work with sponsor to



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determine live or pre-record date.

- The webinar 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 webinar must be provided two months in advance of the scheduled webinar for suitable marketing time and other logistics. **If deadlines are not met by sponsor, SHSMD reserves the right to reduce the amount of e-blasts/other marketing of the webinar.**
- 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
- Webinars will be 60 minutes in length and podcast will be no longer than 20 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 webinar (6 weeks in advance) and podcast (prior to the recording).

### Provisions (Webinars and Podcasts):

- **As SHSMD webinars and podcasts 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 webinar or podcast 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 webinar.
- **Cancellation policy:** SHSMD has the right to reschedule or cancel any webinars due to lack of interest or participation. If a webinar is cancelled by SHSMD, the sponsor will receive a full refund. If sponsor cancels a webinar 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.
- 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.**



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**PRESENTATION DETAILS:**

**Check the option(s) you are selecting:**

- \*Option 1:** Sponsor provides speaker and content for **one** webinar
- \*Option 2:** Sponsor provides speaker and content for **two** webinars
- Option 3 (Podcast):** Sponsor provides up to two (2) interviewees for **one** podcast on sponsor's desired topic.
- Option 4: Podcast + Webinar:** Sponsor provides speaker and content for **one** webinar and up to two (2) interviewees for **one** podcast on sponsor's desired topic.
- E-blast add-on:** Sponsor to draft **one** follow up e-blast that will be sent to all registered attendees after the event with the recording, slides and evaluation.

**\*Resource provided in option 1 and 2 should follow these guidelines:**

- 1) Content must be relevant to SHSMD audience and related to webinar
- 2) Professionally written/well-presented
- 3) Cannot be overly promotional
- 4) Final draft must be submitted one week prior to live webinar date.

**For options 1, 2, & 3 please complete the following sections in this form, or send via email with this agreement attached. This information will be used in promoting your session.**

**Webinar/Podcast title:**

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**Webinar/Podcast description (250 words):**

**Learning objectives:**

- 1.
- 2.
- 3.

**Presenter names, titles, organizations, email addresses:**

**Presenter biographies (150 words or less):**



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**Preferred date or month of webinar/podcast** *(subject to availability):* \_\_\_\_\_  
*(Webinar promotion typically begins six weeks in advance of the webinar 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:**

Stephanie Burke  
E-mail: [sburke@aha.org](mailto:sburke@aha.org)  
Phone: 312.422.3745

**Next Steps:** All SHSMD Education sponsorship proposals are subject to approval by SHSMD. **Payment is required prior to the promotion of the webinar and recording of the podcast.**