

PainWeek®

exhibit & SPONSORSHIPS



SEPTEMBER 3—7 2019

The Cosmopolitan of Las Vegas

www.painweek.org

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1st Providers Choice Pain Medicine EMR Software

18 Health Medical Supplies

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ABEO Footwear

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Innovida Pharmaceutique Corporation

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Ipsium Diagnostics

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Kashi Clinical Laboratories

K-Laser

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Pain Medicine News

Parkway Clinical Laboratories

Pernix Therapeutics

Practical Pain Management

Predictive Biotech

Promius Pharma

Provelt!

Quell by NeuroMetrix

Quest Diagnostics

Randex Toxicology

Recro Pharma

Regenesis Biomedical

RST Sanexas

Royal Bee

Salix Pharmaceutical

Scilex Pharmaceuticals/ZTlido

Southwest Labs

Success Concepts Medical Books

Taylor & Francis Groups

Teva

Thermo Fisher Scientific

UCP Biosciences

University of Maryland, Baltimore

US Army Medical Recruiting Brigade

US Pain Foundation

US WorldMeds

Wolters Kluwer

Versea Holdings/MedArbor

West Therapeutic Development

WHERE Las Vegas

ZC Lab Services

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PREMiER SPONSORSHIP



1

PainWeek has a pulse, and it is **palpable**.

In 2018, over 2000 attendees assembled to create the largest US pain conference.

2

PainWeek is more than a conference. It is an **experience**.

"PAINWeek is a conference that has a rare blend of so many different aspects of pain management and practitioners—primary care physicians, specialists, nurse practitioners, nonphysicians, you name it—associated with managing patient care. It is a tremendous, exciting, dynamic conference that emphasizes patient care and science simultaneously in a manner that's unique compared to other conferences."

—Charles E. Argoff MD, CPE

3

PainWeek delivers more than education. It provides **access**.

"If I were in an elevator and had the opportunity to tell someone about PAINWeek, I don't think it would be a very long sentence, but it would emphasize to them that there is no place else in the world that they could get access to as many experts and as much important cutting-edge information as we have here every year."

—Michael R. Clark MD, MPH, MBA

**YOUR
ROI
BEGINS
NOW!**

Your brand must have a presence among the most interested and enthusiastic group of healthcare providers who are on the frontlines of pain management!

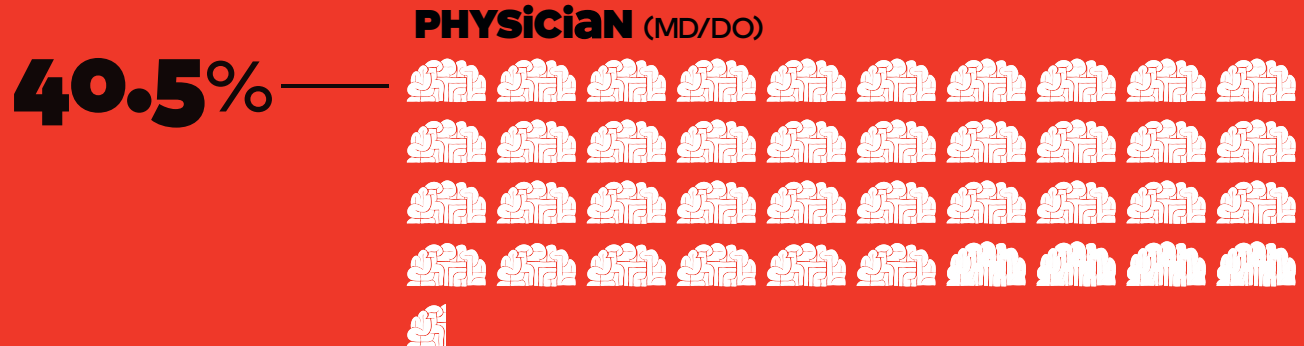
An Exhibit Hall booth is more than an aggregate of square footage and signage, it is a representation of your organization's interest in and commitment to pain management practitioners and their need for timely and relevant information. An exhibit booth is an investment as well as an engagement, and one that should begin reaping rewards the moment you submit your application.

PAINWeek takes the long view on relationship building, and we believe that everything begins with a dialogue. Ask a question, get an answer, ask another question, and learn something new that could uncover a simple solution to a complex problem.

Our attendees are diverse, yet they all share one vital attribute: the desire for knowledge about the most useful products and services for their pain patients.

SPEAK NOW—THEY ARE LISTENING ?

PainWeek. **18** **DEMOGRAPHICS**



over 2000 attendees

A black and white photograph of an exhibit hall with people and booths in the background.

EXHIBIT HALL SCHEDULE

Fees, Dates & Deadlines

BOOTH MOVE IN AND MOVE OUT SCHEDULE

The Exhibit Hall is open for booth installation and dismantling during the following times:

● INSTALL

Tuesday

September 3
9:00a – 5:00p

● INSTALL

Wednesday

September 4
9:00a – 5:00p

Welcome Reception
6:45p – 9:00p

Please note: All exhibits must be set up no later than 5:00p on Wednesday, September 4.

● DISMANTLE

Friday

September 6
5:00p – 10:00p

Closing Reception
3:30p – 4:30p

● DISMANTLE

Saturday

September 7
8:00a – 12:00p

Please note: All booth materials must be packed and removed no later than 12:00p on Saturday, September 7.

EXHIBIT HALL SHOW HOURS

The Exhibit Hall is open to registered attendees wearing name badges during the following times:

Wednesday

September 4
6:45p – 9:00p

Welcome Reception
6:45p – 9:00p

Thursday

September 5
10:00a – 12:30p
2:30p – 5:00p

Friday

September 6
10:00a – 12:30p
2:30p – 4:30p

Closing Reception
3:30p – 4:30p

The Exhibit Hall will be closed to attendees from 12:30p – 2:30p Thursday and Friday. Confirmed exhibitors with exhibit-only badges may still enter the hall.

PAINWeek has hired overnight security services; however, we advise not leaving valuables or small electronic devices such as phones, tablets, and laptops unsecured or unattended in the hall overnight.

Morning course breaks

10:30a – 11:00a

Lunch programs

12:30p – 1:30p

Afternoon course breaks

3:40p – 4:30p

Please note: There are concurrent educational sessions taking place during Exhibit Hall open hours. All times listed are subject to change based on final conference agenda.

FEES

Size	Fees	Exhibit Hall Badges
10' x 10' Table (100 sq/ft)	\$4,500	4
10' x 20' Table (200 sq/ft)	\$8,000	8
10' x 30' Table (300 sq/ft)	\$12,000	8
20' x 20' Island (400 sq/ft)	\$25,000	8
20' x 30' Island (600 sq/ft)	\$37,500	8
20' x 40' Island (800 sq/ft)	\$50,000	10
30' x 30' Island (900 sq/ft)	\$56,250	10
40' x 40' Island (1600 sq/ft)	\$100,000	10

Included with Paid Exhibits:

- One-time-use preregistrant list available August 2, 2019 (may only be used for a mailing to promote booth). Please request from exhibits@painweek.org with an electronic sample of intended mailer
- Listing in the onsite program book
- Listing on our website
- Listing on our mobile site
- 24-hour general security
- 7" x 44" printed booth sign
- 6'-draped table with 2 side chairs and wastebasket
- 8'-high back drape; 3'-high side drape
- General aisle maintenance

DATES & DEADLINES

1 APRIL	Exhibitor housing reservations open
1 MAY	PDM application deadline
13 MAY	Exhibitor Services Kit available Lead retrieval services order form available
9 JULY	Preliminary booth assignments provided
12 JULY	Last day to submit Exhibit Hall booth descriptions
30 JULY	Deadline to submit request for booth location change
2 AUG	Electronic preregistration mailing list available to all exhibitors & sponsors. A mockup of proposed mailer must be preapproved prior to receiving list. PAINWeek does not provide attendee email addresses
5 AUG	Advanced freight receiving start (tentative date; check Exhibitor Services Kit)
12 AUG	Deadline for exhibit decorator discount price (tentative date; check Exhibitor Services Kit)
16 AUG	Registration for booth staff due Deadline for housing reservations (subject to availability)
20 AUG	Early bird pricing deadline for lead retrieval packages
23 AUG	Advanced freight deadline (tentative date; check Exhibitor Services Kit) Deadline for review of all proposed room drop and tote bag artwork to be approved by PAINWeek Room drop and tote bag materials may be received. Do not send materials earlier than this date.
29 AUG	Deadline for room drop and tote bag materials to be received in Las Vegas. All materials must be preapproved prior to receiving mailing instructions.
3 SEPT	Installation of exhibits: 9:00a – 5:00p
4 SEPT	Installation of exhibits: 9:00a – 5:00p. All exhibits must be set up no later than 5:00p Exhibit Hall/Welcome Reception: 6:45p – 9:00p
5 SEPT	Scientific Poster Reception: 6:30p – 8:30p
5–6 SEPT	Exhibits continue: Thursday 10:00a – 12:30p; 2:30p – 5:00p Friday 10:00a – 12:30p; 2:30p – 4:30p
6 SEPT	Exhibit Hall/Closing Reception: 3:30p – 4:30p Dismantling of exhibits: 5:00p – 10:00p
7 SEPT	Dismantling of exhibits: 8:00a – 12:00p. All booth material must be packed and removed no later than noon. Please note: There are concurrent educational sessions taking place during Exhibit Hall open hours. All times listed are subject to change based on final conference agenda.

EXHIBITOR PRIORITY POINT OPPORTUNITIES

PainWeek has implemented a priority point system that rewards our valued exhibitors and will be used to determine the order of booth space assignment, with new exhibitors assigned (or wait-listed) on a first-come, first-served basis.

Please note: A completed Booth Space Application (paid in full) must be submitted prior to or at the time of booth assignment.

Support for Exhibit Hall	Points
Companies/organizations who have exhibited since 2007	10 points for every year exhibited, plus a bonus of 50 points
Companies/organizations who submit their contract and deposit by the contract deadline	2 points
Companies/organizations exhibiting in a consecutive year	5 points
Companies/organizations submitting description by 7.12.19 deadline	2 points
Support in Addition to Exhibit Hall	
Up to \$6,000	1 point
\$6,001–\$15,000	2 points
\$15,001–\$30,000	3 points
\$30,001–\$60,000	4 points
\$60,001–\$90,000	5 points
\$90,001–\$150,000	10 points
\$150,001–\$250,000	12 points
\$250,001–\$350,000	15 points
\$350,001–\$450,000	20 points
\$450,001–\$550,000	25 points
\$550,001+	30 points

Booth location preferences and requests for proximity to other companies will be considered and honored whenever possible. Exhibitor Priority Points are earned for spending on booth space, sponsorship, and advertising. Points are based on the calendar year prior to the conference, with bonus points earned for participating as an exhibitor during the 3 calendar years prior to the show.

Exhibitor Priority Points are cumulative and carry from one participating year to the next. Failure to exhibit at the national conference in a given year resets Exhibitor Priority Points total to zero. Wait-listed exhibitors do not lose points if unable to clear wait-list. Conference management reserves the right to remove points for not following conference rules and regulations. Exhibitor Priority Points are assigned to the member company that earned them. Points are only transferable from one member to a subsidiary or parent company, and at the discretion of PAINWeek. Transfer requests must be accompanied by written documentation of the corporate relationship.

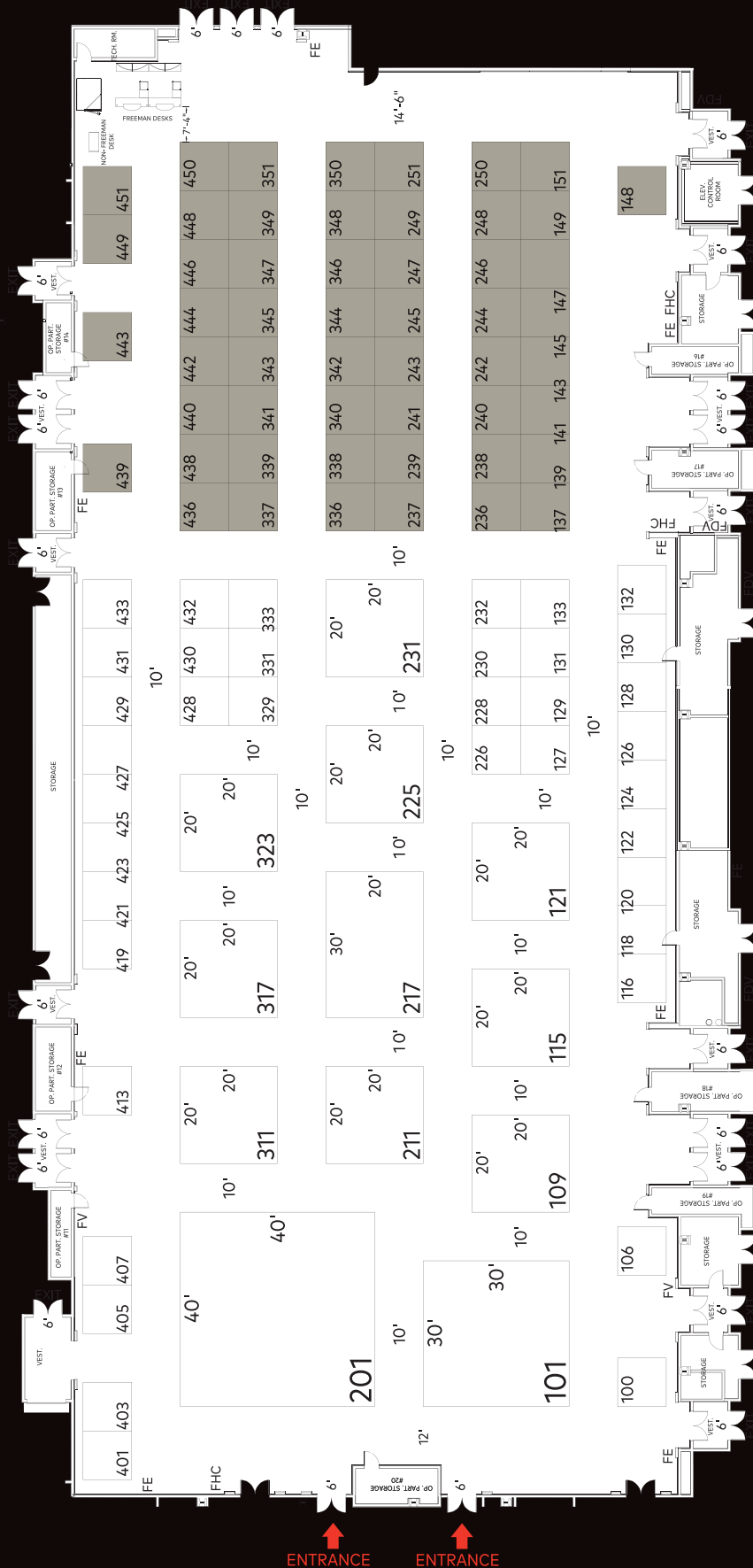


EXHIBIT HALL PRELIMINARY FLOORPLAN

Shaded booth numbers indicate booths that may be reserved immediately. 10x10s may be combined to form larger booths such as 10x20s. Exhibitors may also indicate preferences outside of shaded areas; however, those nonshaded booths will be released in July. Exhibit space in non-shaded areas is an approximation based on 2018 configuration and subject to change.



EXPERT OPINION LIVE



EXTEND VISIBILITY & ENGAGEMENT OPPORTUNITIES...

EOI is a 20-minute discussion on a single-topic, followed by a 10-minute Q&A. The EOI "theatre" is placed in the **center** of the Exhibit Hall for maximum exposure with seating for 25–30 conference attendees.

Thursday

September 5

10:30a – 11:00a

3:30p – 4:00p

4:00p – 4:30p

Friday

September 6

10:30a – 11:00a

3:30p – 4:00p

4:00p – 4:30p

FEES

\$18,000 per 30-minute slot, which will include push notifications via the conference mobile app, 2 Tweets (the day before and day of), and signage in EOI designated area.

Note: Slot fee does not include physician honoraria.





PROMOTE YOUR INVESTMENT & INCREASE VISIBILITY

PainWeek is a full communications platform, comprised of live, digital, and print activities. To make the most of your Exhibit Hall investment, consider utilizing the following tactics preconference, during the conference, and postconference.

DIGITAL, DIRECT MAIL & PRINT

Digital	Description
PAINWeek.org ROS Banner Ads \$75/CPM	Total cost will vary in relation to requested impressions
PAINWeek Sponsored Emails 1x/month—\$3,000 2x/month—\$5,500 4x/month—\$10,000	Each of the following featured content are deployed 1x/month (on a rotating basis) except for the Daily Dose. Daily Dose —Features a singular news article that is timely and relevant to frontline practitioners, and is deployed 5x/week (Monday-Friday). Expert Opinion —Video interviews with PW faculty on key topics like risk assessment, rational polypharmacy, differential diagnosis of migraine headache, and more! Key Topics —Expert perspectives on clinical, regulatory, and practice management issues in the news. One-Minute Clinician —"Brainfood" that you can put to use right away, every day. PWJ Feature Article —Links to articles from our quarterly pain management publication. Pundit Profile —What makes our faculty tick, who inspired them, their greatest achievements, and the legacies they hope to leave behind. Find out in these insightful interviews with PAINWeek faculty.
PAINWeek Custom Email	Client supplied content; @ \$0.59/name for deployment to the first 25M frontline practitioners. Discounted rates apply for > 25M. Note: A maximum of 2 emails per month deployed.
PAINWeek Recruitment Email \$3,500	For approved satellite events during the live national conference List matching and geotargeting available
Direct Mail	
PAINWeek UpFRONT™ Direct Mailer \$25,000	9" x 12" envelope (up to 5 ounces in weight); 8.5" x 11" printed matter (ad/announcement) insert and back of envelope

Note: Sponsored eNewsletters, custom emails, and direct mail activities may be deployed to PAINWeek proprietary list of 80m frontline practitioners. Cost will vary for client-requested list matches or additions to PAINWeek list.

THE CLOCK IS TICKING...



1–12 months
before
PainWeek

- PAiNWeek Journal Ad
- Banner Advertising
- UpFront Mailer



1–2 weeks
before
PainWeek

- Custom Email Blast



1–2 days
before your
event and
exhibit at
PainWeek

- Hotel Room Drop
- Convention Tote Bag Insert
- Digital Ads on Video Screen



1–2 weeks
following your
program at
PainWeek

- Banner Advertising
- Custom Email Blast



15–30 min*
before your
event and
exhibit at
PainWeek

- Mobile App Push
- Handouts to Attendees
- Sponsored Social Media Post

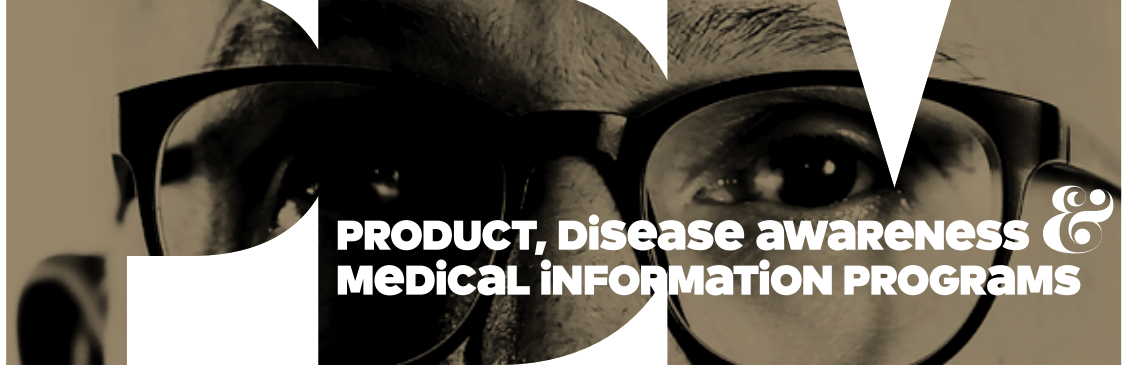


PainWeek®

*Approximately

SEPTEMBER 3–7 2019

The Cosmopolitan of Las Vegas



4 DAILY TIME SLOTS: BREAKFAST, LUNCH, SPONSORED BREAK, DINNER

PDM programs provide a forum to deliver your information to hundreds of relevant practitioners. In this format, corporate supporters may provide a learning session, showcase, or demonstration of timely and relevant material, including new therapies, devices, and clinical tools. These programs are available only during meal slots and require meals to be provided, the costs of which have been outlined for your convenience.

Seating Set-up	Time Slots/Program Costs	Program Length	AV Included
Set banquet style (full rounds). Due to room size restrictions, crescent rounds are not available.	Breakfast (8:20a – 9:20a) \$65,000 program fee*	Maximum Program Lengths <i>Breakfast:</i> 60 minutes <i>Lunch:</i> 60 minutes <i>Dinner:</i> 90 minutes	Pipe and drape Stage riser and stairs Front screen projection 9' x 12' LCD projector and stand podium with handheld microphone and stand
Dual screen projectors on either side of the stage and podium	Lunch (12:30p – 1:30p) \$65,000 program fee*	Set-up Planners will be permitted in the room for set-up 90 minutes prior to the official start time.	2 Wireless lavalier microphones Sound kit with 6–8 channel mixer
	Break (3:40p – 4:30p) \$45,000 program fee* \$32,500 program fee* (if an encore of a prior breakfast or lunch program)	Onsite Registration Registration may begin no earlier than 30 minutes prior to official start time.	1 Slide advancer 1 Laser pointer 1 Slide show laptop
	Dinner (7:00p – 8:30p) \$65,000 program fee*	Teardown Planners must vacate the room 30 minutes after the official end time.	1 AV tech
	Please note: Seating can accommodate 300 to 400 attendees on a first come, first served basis for breakfast, lunch, and dinner programs. Dinner time slots are only available Thursday, September 5 and Friday, September 6.	Onsite Office If your team requires an office, the daily rental rate is \$2,000 and does not include AV, food, or beverage.	Please note: The AV technician is provided for 60 minutes before the program and throughout the entire program to work with included AV. Should you need additional AV you will be required to provide an additional tech.
	*Sponsors will purchase and coordinate food and beverage services directly with the hotel.		

OPTIONAL PROGRAM MANAGEMENT

Unlike other national conferences, **PainWeek** offers optional program management for your satellite events. Given the scope, size, and number of sponsored programs, this service provides extra attention to your special event.

Fee \$12,500

BONUS?

PDM INFORMATION EXCHANGE (Saturday PDM programs only)

PainWeek continues to provide an enhancement to sponsors of Saturday PDM programs. As the Exhibit Hall closes on Friday, September 6, we will provide a complimentary "Information Exchange" area within the conference center for sponsors and program attendees to connect following the Saturday breakfast and lunch PDM programs.

"When you attend PAINWeek, you learn from and sit along side the best!"

—Tanya J. Uritsky PHARM D, BCPS

● **awareness = attendance**

Make sure PAINWeek attendees know about your program. For an additional **\$10,000**, PDM programs will receive all 4 offerings below:

- 1** Full-page color ad in the onsite Program Guide
(may only be used to promote PDM program)
- 2** Room drop (with choice of day)
- 3** Tote bag insert
- 4** HTML email to preregistrants

Please note: The sponsor is responsible for production and shipment of all promotional items.

● **PDM ENCORE PRESENTATIONS AT PAINWeek**

PAINWeek is expected to welcome over 2000 attendees. Reach other clinicians who may not have been able to attend your PDM by offering an encore presentation during the conference. Provided it is the same content/presentation and topic already approved, there is only a \$32,500 program/association fee (does not include food and beverage minimums).

Please note: Will be presented 3:40p – 4:30p as a sponsored break program.

Application Process

Please go to www.painweek.org/pdm to download the application. The application deadline is May 1, 2019.

Once your application has been approved, you will be notified via email with a date and time slot based on your indicated preferences. You may accept and confirm that date/time slot by sending full payment within 10 business days. Or, you may hold your date/time slot for 30 business days, but not past June 28, 2019, by sending a nonrefundable deposit of \$10,000. If payment of program is not received as per this schedule, PAINWeek reserves the right to release your time slot and reassign you to a slot based on availability. Sponsors are still liable for all outstanding program/association fees.

Notification

Please allow up to 2 weeks from submission of application for notification of acceptance. If an application is incomplete, we may ask for additional information, which may delay the process.

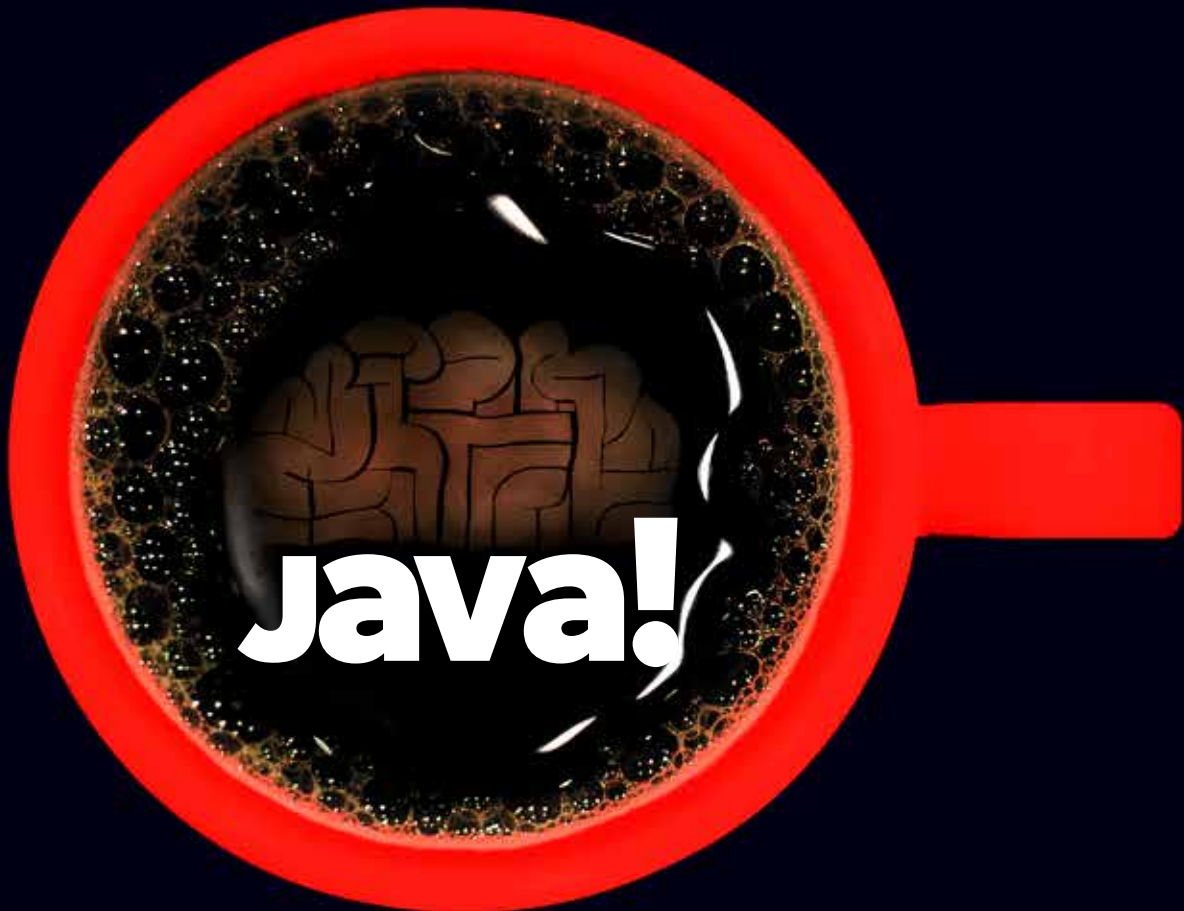
● **EXTEND YOUR REACH: PRESENT AT PAINWeekEND**

Extend the life of your program and reach other practitioners who may not attend the PAINWeek National Conference.

Repeat your program at one or multiple PAINWeekEnd™ Regional Conferences and receive a 15% discount off the PAINWeekEnd event fee. PAINWeekEnd Regional Conferences are expected to reach over 125–150 healthcare professionals at each meeting.

Redza Dempster ● rd@painweek.org ● phone (973) 415-5110

SPONSORSHIP OPPS



BRAINBUZZ café

What makes **PainWeek** attendees even happier than 120+ hours of continuing medical education? **Coffee!**

Showcase your company and/or brand by sponsoring a **PainWeek BrainBuzz Café** and receive 2 days of unprecedented exposure to 2000+ conference attendees.

Fees are \$10,000 per 1 hour time slot per day, and provide a maximum of 70 gallons of coffee. Please note that Exhibit Hall café stations are available only Thursday and Friday. Prominent signage, cups, and napkins with your company/brand logo are included.

"PainWeek continues to be the most important pain education resource for frontline practitioners!"

—Kevin L. Zacharoff MD, FACIP, FACPE, FAAP

EXPOSURE...

● ACTIVITIES

Advanced Practice Provider Day	\$60,000
Welcome Reception (held in Exhibit Hall)	\$40,000
Poster Session Reception	\$30,000

● SINGLE SPONSOR AMENITIES

Program Guide	\$40,000
Tote Bags	\$15,000
Name Badge Lanyards	\$17,000
Photo Booth	\$3,200

● EXTEND YOUR EXPOSURE

Hotel Room Drop	\$4,000
Tote Bag Insert	\$3,000
Premier Exhibit Hall Passport Listing	\$1,500
Mobile Site Sponsorship	\$20,000
Premier Mobile Site Listing	\$1,500
Social Media Post (Twitter, Instagram, or Facebook)	\$1,500

EXTRA EXPOSURE...

For additional promotional exposure, we have created a **PAINWeek Extra Exposure!** catalog that lists photos, pricing, and specs for items such as charging stations, floor clings, column wraps, and digital signage.

Please go to www.painweek.org/2019catalog

For additional information on sponsorships, please contact:

Sean Fetcho ● sf@painweek.org ● phone (410) 982-1193

CHALLENGE THE 80/20 RULE?

80% of PAINWeek attendees receive ongoing communications from only 20% of our sponsors!

These practitioners are leading the effort to provide better pain care to patients and to serve as “go to” resources for expertise in their practices. They return every year, and in greater numbers, to expand their skills and exchange ideas, making PAINWeek the largest US conference on pain for frontline practitioners.

Why not start the conversation before September with a host of preconference communications?

Put your organization at the forefront as a PAINWeek premier sponsor. Opportunities for specific sponsorship are limited and provide you with exclusive promotion to our highly relevant audience, as well as visibility in the daily, pre-, and postconference publications.

TURN UP THE VOLUME?

PAINWeek has revamped its Diamond, Platinum, and Gold sponsorship packages. Exposure reinforces your vision and commitment to frontline practitioners involved in pain management—so choose the package that best fits your company's communication goals.

○ **DIAMOND SPONSORSHIP PACKAGE**—\$85,000

There can be only **1 Diamond sponsor**—is that you? Is your company's support of the pain management community understood and appreciated?

The Diamond sponsor receives enormous visibility preconference with banner ads 4x/month and 2 custom email deployments across PAINWeek digital communications for 3 months prior to the national conference. During the conference your company's name and logo are showcased at the opening night Step and Repeat, and following the conference with hosting of your sponsored PDM program on www.painweek.org for 1 year.

■ *The Diamond sponsor also receives the Premier Promotional Package, a value of **\$21,290**.*

● **PLATINUM SPONSORSHIP PACKAGE**—\$50,000

The **Platinum sponsor** (limited to 2 organizations) also receives a large amount of prominence preconference and beyond with banner ads 2x/month for 3 months across PAINWeek digital communications prior to the national conference. During the conference your company's name and logo are showcased at the opening night Step and Repeat, and following the conference with hosting of your sponsored PDM program on www.painweek.org for 1 year. Moreover, this sponsorship speaks to the collegial spirit of the pain community and exhibits a concerted effort of support for frontline practitioners.

■ *The Platinum sponsor also receives the Premier Promotional Package, a value of **\$16,395**.*

● **GOLD SPONSORSHIP PACKAGE**—\$25,000

The **Gold sponsors** receive a banner ad 1×/month for 3 months across PAINWeek digital communications prior to the national conference. Additionally the Gold sponsor receives hosting of a KOL interview on www.painweek.org for 1 year.

■ *The Gold sponsor also receives the Premier Promotional Package, a value of **\$13,458**.*

The table below outlines a complete listing of features and tactics that accompany Diamond, Platinum, and Gold-level sponsorship.

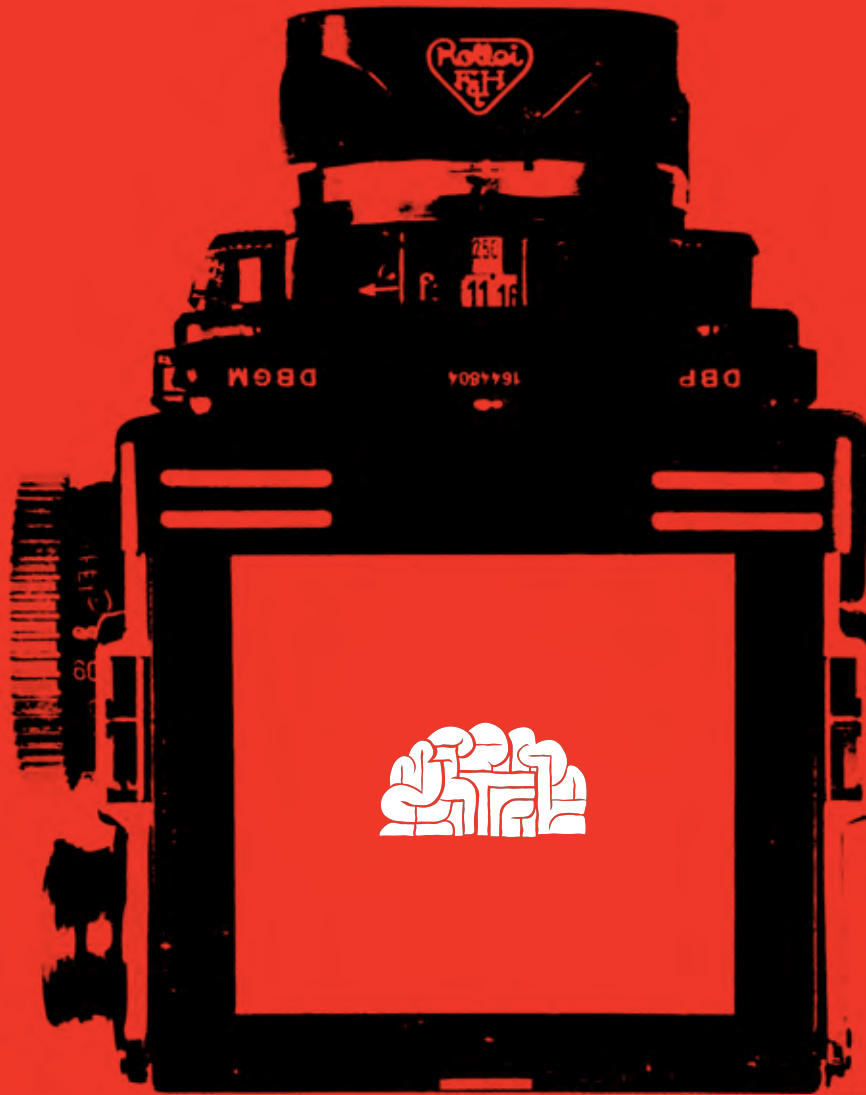


Sponsorship Level	Value	Diamond	Platinum	Gold
		\$85,000	\$50,000	\$25,000
Welcome Reception	\$38,000	●		
Premier Signage in Exhibit Hall Entrance	\$5,000	●	●	
PDM PM Break Encore (applied 25% discount)	\$8,125	●	●	
PW365 Value-Added Visibility Package				
Banner ads 4×/month on eNewsletters for 3 months prior to PW	\$20,000	●		
Banner ads 2×/month on eNewsletters for 3 months prior to PW	\$11,000		●	
Banner ad 1×/month on eNewsletters for 3 months prior to PW	\$3,000			●
2 Custom emails to conference pre-reg list (1 pre-PW; 1 post-PW)	\$7,000	●		
Step and Repeat (with company logo)	\$3,200	●	●	
Hosting of PDM program on PW website (does not include recording of event)	\$10,000	●	●	●
Hosting of KOL program on PW website (does not include recording of event)	\$5,000			●
Premier Promotional Package				
Mobile Site Listing	\$1,500	●	●	●
Exhibit Hall Passport Listing	\$1,500	●	●	●
Hotel Room Drop*	\$4,000	●	●	●
Tote Bag Insert*	\$3,000	●	●	●
Sponsored Media Post	\$1,500	●	●	●
Full Conference Access Badges		10 (\$9,790)	5 (\$4,895)	2 (\$1,958)
Early Access to Hotel Room Block		●	●	●

*Materials used for Hotel Room Drops and Tote Bag Inserts are for corporate/branded materials only and are not permitted to advertise or promote any satellite event.

For more information on how we can maximize your leadership experience at PAINWeek contact:

Sean Fetcho ● sf@painweek.org ● phone (410) 982-1193



www.painweek.org