

DUE TO COVID-19

PAINWEEK is going

VIRTUAL!

SEPT. 11-13 2020



EXHIBITS & SPONSORSHIP PROSPECTUS

PAINWEEK LIVE VIRTUAL CONFERENCE

www.painweek.org



Live Virtual 3-Day Conference

September 11–13, 2020



Virtual Exhibit Hall

Exclusive exhibitor pages with logos, company descriptions, website links, and live chat.



Content Available 365 Days

All CE/CME, sponsored programs, and the exhibit hall will be available for one year.



Enhanced Sponsorships

Email blasts, push notifications, retargeting, and product showcases.

VIRTUAL EXHIBIT HALL

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Exhibitor Profiles and Contact Info

Using the exhibitor portal, sponsors and exhibitors can upload their logos, company descriptions, and contact info, so that their information is easily accessible and on the event app and website.

Interactive Floor Plan

Attendees can explore booths virtually with the digital floor plan. They can click individual booths for more information and to retrieve exhibitor materials.

Brochures and PDFs

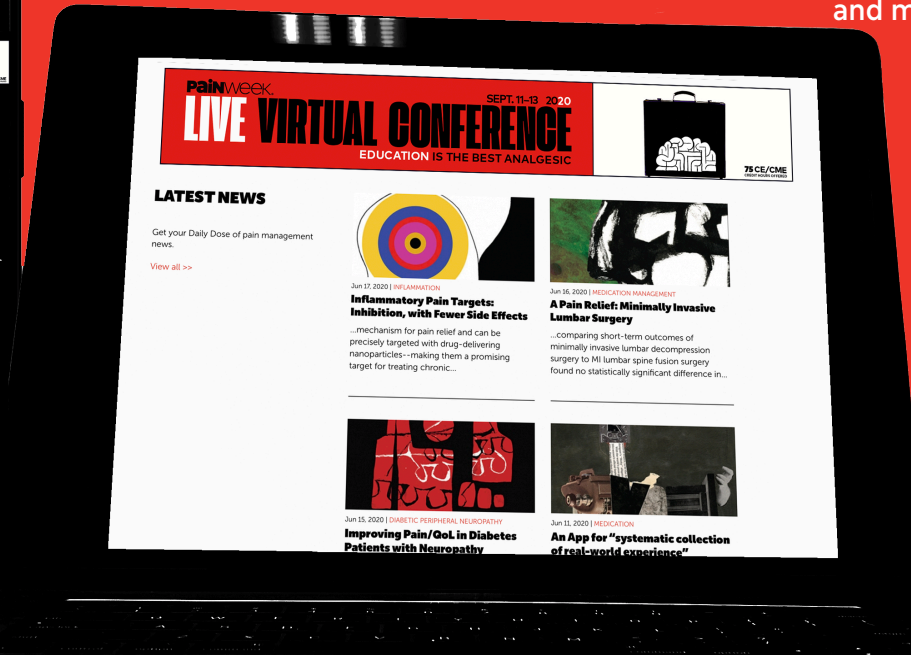
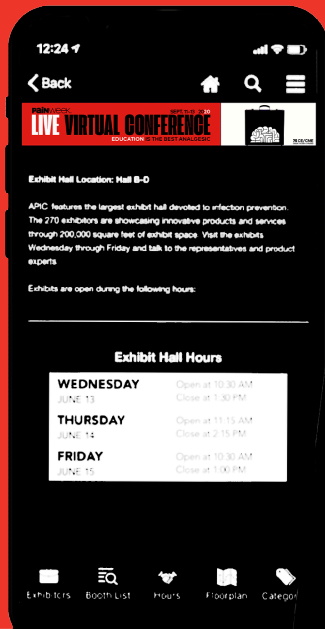
Exhibitors can upload PDFs of any promotional materials, white papers, and other content to share their timely and relevant product, device, or service.

Live Chat

PAINWeek will provide complimentary live chat for exhibitors during break times. **Note:** there will be an option to upgrade to live video.

Advertisements

Digital advertising opportunities to showcase your product, device, or service throughout the virtual event include banner ads, push notifications, and more!



PDMs

Product, Disease Awareness, and
Medical Information Programs

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PDM programs will be presented in the late morning and mid-afternoon and available every day of the live virtual conference. These sessions will run unopposed to maximize engagement. Sponsorship includes audience generation tactics.

Note: that all PDMs may be made available as enduring sessions for a 12-month period.

PW365

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PW365

The PAINWeek 2020 Live Virtual Conference will be available for sharing audio recordings, presentation slides, and selected satellite events on the event page and app for education 365 days/year.

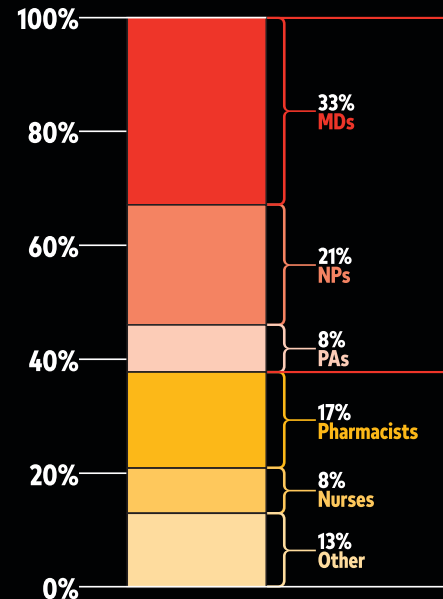
Demographics

Why exhibit? Your brand will benefit from virtual engagement among the most interested and committed group of practitioners on the frontlines of pain management!

PAINWEEK DEMOGRAPHICS 2019

2000+ Learners

Overall



Learner Specialties

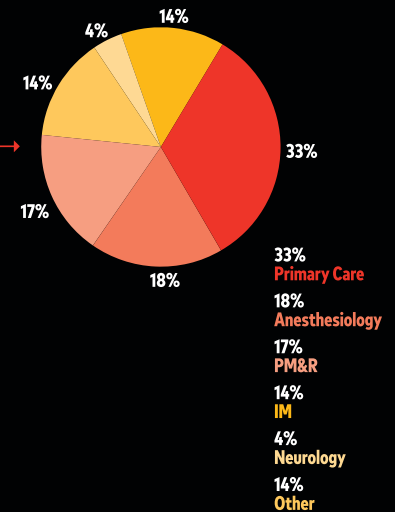


EXHIBIT PRICING

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Exhibit Opportunities

The virtual PAINWeek exhibit hall provides flexibility and functionality for exhibitors across industries with a wide range of needs and budgets. Whether you're interested in raising awareness for your product/service, or interested in generating leads for new business, booth spaces can be tailored to tightly align with your goals and objectives.

Standard booth space starts at \$2,000 and includes the exhibit listing in all promotional materials and, within the platform, your company logo and a description of your company and product/service.

These booth spaces can be upgraded using credits within the conference platform.

Additional upgrade credits are \$200 each.

Examples of upgrade opportunities include:

- Lead retrieval: 5 credits
- Video chat functionality: 5 credits
- Downloadable PDFs: 2 credits
- Web links: 2 credits
- Booth intro video: 2 credits

Upgrade with the Exhibit-Plus Package!

ExhibitPlus packages include:

- 1 pre-event email to all registered attendees to promote your presence
- Automatic inclusion in the exhibitor scavenger hunt
- Premier listing on the virtual exhibit hall floor plan
- Premier listing in the PAINWeek event mobile app
- 1 post-conference email to all registered attendees

- **Standard Exhibit Fee:**
\$2,000
- **Exhibit Upgrade Credits:**
\$200 each
- **Product Showcase:**
\$1,500
- **ExhibitPlus Fee:**
\$4,000



PDM PRICING

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Product, Disease Awareness, and Medical Information Programs (PDMs)

PDM programs offer the opportunity to engage with PAINWeek's highly relevant HCP audience and present your company's content during an unopposed, 45-minute session during the PAINWeek Live Virtual Event. Each session will be recorded, and enduring versions of these programs can be hosted on the PAINWeek Live Virtual Event platform for 12 months. These programs can be pre-recorded, feature live Q&A, or be presented live on the date/time that is selected.

PDM Time Slots:

- 11:00a – 11:45a Friday, Saturday, and Sunday
- 3:00p – 3:45p Friday, Saturday, and Sunday

Fees:

- \$40,000 for 45-minute unopposed session during the PAINWeek Live Virtual Event AND program hosting with promotion for 12 months.

What's Included:

- 1 pre-event recruitment email to all registered attendees
- 1 post-session pull-through email to all session attendees
- Access to the PAINWeek Live Virtual registration list
- Attendee engagement metrics, including HCP level data

For Enduring Programs, All of the Above, Plus:

- Hosting and reporting on the PAINWeek Live Virtual Event platform for 1 year
- Monthly promotional email to remind attendees to view the content

- Monthly push notification through the PAINWeek mobile app to promote the session
- First right of refusal to present at PAINWeek Premier and PAINWeek UpFRONT webinars

Expected Audience:

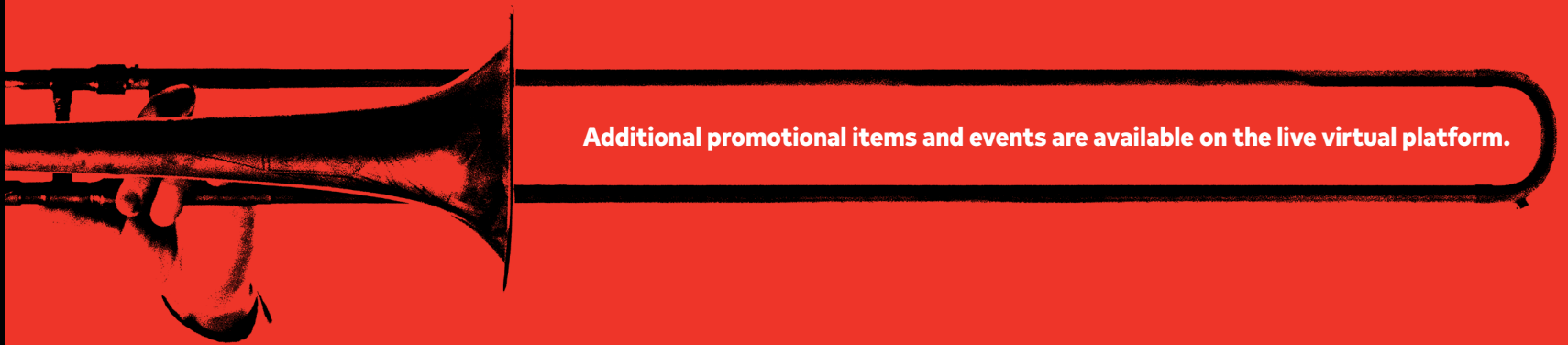
- A minimum of 300 attendees is expected at each live PDM program—sponsorship credit will be issued for programs not drawing at least 300 attendees
- Estimate of 100 engagements per month for the hosted, enduring sessions

EXTENDED EXPOSURE OPPORTUNITIES

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Extended Exposure

- Pre- or post-event eBlast to all registered attendees: **\$1,500**
- Event day eBlast to all registered attendees:..... **\$1,500**
- Sponsored social post on PAINWeek handles
(LinkedIn or Twitter):..... **\$1,500**
- Premier exhibit hall passport listing: **\$1,500**
- Premier mobile app listing: **\$1,500**
- Custom emails: **\$1,500** (+ \$0.59 per name)



Additional promotional items and events are available on the live virtual platform.

SPONSORSHIP PACKAGES

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	Diamond \$35,000	Platinum \$20,000	Gold \$12,500	Silver \$5,000
Recognition on Virtual Event Home Page	●	●	●	●
Recognition in the PAINWeek Mobile App	●	●	●	●
Full Access Conference Registrations	10	8	6	4
Complimentary Exhibit Upgrade Credits	MAX #	30	20	10
Conference Registration List	●	●	●	—
Premier Exhibit Listings	●	●	●	●
Recognition on painweek.org	●	●	●	●
Recognition in Q3 PAINWeek Journal	●	●	●	●
Priority consideration for PAINWeek '21 sponsorships/PDM programs	●	—	—	—

Inquire for more information on these opportunities:

- Digital or print non-personal promotion
- PAINWeek Webinars
- The PAINWeek Journal
- Surveys and Market Research

Or, if you're looking for an integrated approach leveraging PAINWeek properties 365 days per year, ask about our NEW PW365 Sponsor Packages.

Questions? Need additional information?

Please contact Mike Shaffer ● ms@painweek.com ● (973) 233-5572