



Skin, Bones, Hearts & Private Parts

CME CONFERENCES FOR NPs, PAs & MDs



2022 CME CONFERENCES

10 NATIONAL LOCATIONS

TO EXHIBIT, SPONSOR, OR HOST A PRODUCT THEATER

2022 INDUSTRY PROSPECTUS



OUR OVERALL GROWTH IN 2021 REPRESENTED UNIQUE ATTENDANCE IN EACH CITY



ONE OF THE MOST POPULAR & FASTEST GROWING EVENTS FOR NPs, PAs & MDs IN THE COUNTRY

- | | |
|--|---|
| <input type="checkbox"/> Savannah, GA: May 2-5 | <input type="checkbox"/> Pensacola Beach, FL: Sept. 13 - 16 |
| <input type="checkbox"/> Destin, FL: June 7 - 10 | <input type="checkbox"/> San Antonio, TX: Oct. 4 - 7 |
| <input type="checkbox"/> Myrtle Beach, SC: June 27 - 30 | <input type="checkbox"/> Atlanta, GA: Oct. 18 - 21 |
| <input type="checkbox"/> Virginia Beach, VA: Aug. 9 - 12 | <input type="checkbox"/> Orlando, FL: Oct. 24 - 27 |
| <input type="checkbox"/> Chicago, IL: Aug. 30 - Sept. 2 | <input type="checkbox"/> Las Vegas, NV: Nov. 15 - 18 |

NO COMPETING PRODUCT THEATER PROGRAMS!

Our Product Theaters are all unopposed - you have the prescribers' undivided attention.



Skin, Bones, Hearts & Private Parts

A leading provider of high-quality, affordable Continuing Medical Education for Nurse Practitioners, Physician Assistants, and MDs in a fun environment.

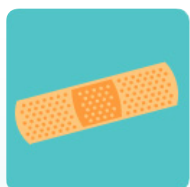
Whether your targets are **NPs, PAs or MDs** in primary or specialty care, the 2022 Skin, Bones, Hearts & Private Parts conferences are for **YOU!**

WHO WE ARE

Skin, Bones, Hearts & Private Parts is one of the fastest growing series of national Continuing Medical Education conferences in the country. Our primary audience is Nurse Practitioners, Physician Assistants, and MDs with an average of 200 – 250 unique attendees per event. The four-day educational program has four main tracks: Dermatology, Orthopedics, Cardiology & Emergency Medicine, and Women's Health. Supplemental tracks are offered in Diabetes, Gastroenterology, Infectious Diseases, Pediatrics, Respiratory, Pain management, and other relevant topics.

TOPICS WE FOCUS ON

Our 2022 CME conference topics for Nurse Practitioners, Physician Assistants, and Medical Doctors explore best practices & new research in:



Dermatology



Orthopedics



Cardiology &
Emergency Medicine



Women's Health

**PLUS NEW TRACKS IN EMERGENCY MEDICINE, MENTAL HEALTH,
PAIN MANAGEMENT, PHARMACOLOGY, & MORE!**



**Skin, Bones,
Hearts &
Private Parts**

PRODUCT THEATERS

Product Theaters are the best opportunity to deliver your product information and education. Our flexible speaker options allow you to participate in the way that works best for you. Offered over breakfast or lunch, 55 minutes are allotted for the presentation inclusive of questions/answers. Product Theaters are exclusive, unopposed presentations with an average attendance of 200 - 250. Product Theaters are promotional and may concentrate on a specific product, medication, or disease state (does not provide CME credit). Significant discounts are available when booking PT's in multiple locations, contact oria@mma-inc.com or 607-674-4752, for individualized service.

	Single Program	3+ Programs
Breakfast	\$27,500	\$25,000
Lunch	\$29,500	\$27,000

Food and beverage is included in the fixed pricing (based on an average attendance of 200 - 250 participants)

PRODUCT THEATER BENEFITS

- Meals
- Ballroom
- Audio Visual Technicians & Equipment (screen, LCD projector, microphone)
- All time periods are exclusive
- Electronic attendee file including full name, credentials, address, e-mail, and NPI #
- Promoted on website, on-site at event, and inclusion in several e-mails

SPONSOR RESPONSIBILITIES

- Identify speaker and pay related expenses
- Design and print Product Theater invitations, flyers, signs, etc. (if applicable)
- Introduce speaker, distribute and collect program materials, sign in sheets, etc.
- Speaker slide deck to be submitted to SBHPP prior to the event for testing

AUDIENCE

SBHPP Conferences are high-energy, intimate events with less distractions than larger conferences. This means the majority of attendees typically participate in the PT events!

EARLY RESERVATION PACKAGES

NEW IN 2022!

SINGLE EARLY BIRD PRODUCT THEATER

Reserve one (1) Product Theater at any location by **March 15, 2022** and receive one (1) complimentary email blast to our registered attendee list. A value of \$2,500!

MULTIPLE EARLY BIRD PRODUCT THEATER PACKAGE

Reserve more than one Product Theater in any combination of locations by **March 15, 2022** and receive two (2) complimentary email blasts per event sponsored to our registered attendee list. A value of \$5,000+!

**FLEXIBLE
SPEAKER
OPTIONS**

YOU CHOOSE THE BEST WAY TO CONNECT!

SBHPP offers flexible options for you to present. Choose from In-Person, Live-Streaming or Pre-Recorded speaker options.

[CLICK HERE TO REGISTER ONLINE](#)



Skin, Bones, Hearts & Private Parts

THE SBHPP DIFFERENCE

See how the value of our Product Theaters matches up against other national organizations

Question	National Associations	The SBHPP Difference
Are there other Product Theaters at the same time as mine?	There are 3 or more Product Theaters running concurrently; Many national associations publish the policy of "Attendees are served on a 1st come, 1st served basis." Attendees are oftentimes confused about which program to attend, and although many may want to learn about your product, they are often turned away because space fills up.	THERE ARE NO COMPETING PROGRAMS! You have all the prescriber's' undivided attention. Our management team is committed to hosting the most professional program for you; everyone can expect to be accommodated.
How many participants will attend my Product Theater?	Attendance is not guaranteed as there are usually multiple programs running at the same time.	Virtually all our conference attendees participate in the Product Theaters. We promote your programs multiple times via advance e-blasts. This way, attendees commit to attending the program and therefore increases overall Product Theater participation. Additionally, we promote your Product Theater on-site with registration staff and placement of materials, signage, etc.
How many times per year can you host a product theater for me?	Just one time per year - during the annual meeting.	With a unique audience in every city, SBHPP offers you ten events to feature your message, at convenient locations throughout the country.
What is the investment?	Fees are as high as \$75,000 - \$100,000 for each Product Theater; Association has only 1 chance per year to fill coffers.	We know ROI is important to you, and because we don't have expensive overhead like many national organizations, the investment is much more affordable. You could host multiple nationally attended Product Theaters with us for what you may spend at just 1 event with some other organizations. GREAT VALUE!

PAST SPONSORS:



"SBHPP is a much better value for our target audience – we can host multiple Product Theaters with SBHPP for what we've spent for just one at other national conventions. Our budgets are limited and SBHPP absolutely provides the best return on investment."
- Janssen

SBHPP PRODUCT THEATER FAQ'S

Once your Product Theater agreement has been signed, you will be assigned a logistics contact who will be in regular communication with you to ensure your program is executed flawlessly.

Q: Is there a sign-in procedure?

A: We scan the QR code on attendee badges as they enter the room, and we provide you an electronic attendee file including full name, credentials, address, e-mail, and NPI #.

Q: Do I need to send representatives from my company?

A: No, Product Theater sponsors are not required to send personnel to our events, but they are certainly welcome to do so. If there are flyers/packets to be distributed to attendees, our staff can handle that.

Q: What audio visual equipment is provided?

A: The room will be set with a dedicated technician, screen, LCD projector, and lavalier microphone. Speakers are encouraged to bring their own laptop, but they can use ours if needed.

Q: Where does my speaker go when they arrive on-site?

A: They should come to our registration desk – we will introduce the speaker to our audio visual team who can help with a slide review if needed. About 10 minutes before the session, our A/V team will provide the speaker with a lavalier microphone.

Q: How is the recruitment handled?

A: All attendees are encouraged to attend the program multiple times. The title of the session will be posted to our web site, and attendees will receive multiple e-mails from us with general information about what to expect at the event.

Q: Are there opportunities available to promote the session via e-mail?

A: Yes, for \$2,500 per event, there are “Pre & Post Event E-Blasts” available. Two pre-event e-mails to pre-registered attendees (to announce the program, build excitement, etc) and two post show e-mails to final attendee list (to reinforce key messaging, action items, links to provider and patient resources, questionnaire about program with contest to win prize, etc). E-mail content to be provided by sponsor via HTML.

Q: What materials do sponsors usually send?

A: Sponsors frequently send literature and posters that we can place in our registration area.

Q: How does the food and beverage work?

A: Our staff selects the menus and works with the venues for efficient service.

Q: What if we need hotel rooms?

A: Your team, speaker, etc are certainly encouraged to stay at our host property. Information and special discounts are listed on our web site.

Q: When will I receive the address of the properties if I need to ship anything?

A: Once your Product Theater agreement has been signed, we will provide the property addresses/instructions.



Skin, Bones, Hearts & Private Parts

SATELLITE SYMPOSIA

Skin, Bones, Hearts & Private Parts is pleased to offer satellite symposia (CME or non-CME) as a forum for the presentation of continuing education programs developed by other providers.

Acceptable educational formats for satellite symposia include presentations by speakers, panel discussions, films, and video presentations. Satellite symposia opportunities are **exclusive**, and are offered in the main general session ballroom at either lunch or breakfast, or as part of the main conference agenda. Average attendance is 200 - 300 Nurse Practitioners, Physician Assistants and MD's.

	Single Program	Multiple Locations
Breakfast or Lunch	\$29,500	\$27,500

SYMPOSIA BENEFITS

- One-hour CME activity, integrated into main conference agenda
- Meals included (breakfast or lunch), if chosen option
- No incremental audience development fees
- Audio Visual Technicians & Equipment (screen, LCD projector, microphone)
- All time periods are exclusive
- Electronic attendee file including full name, credentials, address, e-mail and NPI#
- Promotion on website and on-site at the convention

Note: Enduring materials/ARS available for additional fees.



EDUCATION PROVIDER RESPONSIBILITIES

- Development and accreditation of the program
- Faculty - Arrange and pay for all travel, lodging, food and honoraria for faculty
- Two signs are permitted in convention public space

FEE SCHEDULE

A \$500 non-refundable application deposit is due within 30 days of program approval by the education committee. Balance paid within 30 days after deposit. Failure to provide required payment will result in cancellation of the application and forfeiture of the \$500 application fee.

Skin, Bones, Hearts & Private Parts will be certified for CME/CE credit in 2022 by Postgraduate Institute for Medicine



Postgraduate Institute
for Medicine

TOTAL REACH with all 10 programs: 2,500 Clinicians!



**Skin, Bones,
Hearts &
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CONFERENCE EXHIBITOR

INVESTMENT: \$950/EVENT

Exhibitors whose focus is TENS Units, LED Skincare (Facial and Body), Cosmetic Products, handheld massagers and any others with aggressive sales tactics are not allowed under any circumstance. Should an exhibitor representing any of these categories be found on the exhibit floor, they will be removed immediately with no refund of fees paid.

EXHIBIT SPACE INCLUDES:

- Exhibit space includes one 6' skirted table and two chairs in carpeted exhibit area outside ballroom
- All exhibitors will receive an attendee list post-conference
- Admittance of 2 company representatives
- Access to educational seminars & refreshment breaks

EXHIBIT SPACE ALLOCATION

To register for exhibit space, complete the application and submit with payment for approval. Exhibit booths are assigned on a first come, first paid basis. Payment in full must be received prior to booth setup. Upon approval, SBHPP agrees to hold space for the company signing this application and returning it to the SBHPP office with full payment. The authorized signature makes this contract firm and binding and you understand and agree to abide by all rules, regulations, and conditions of this contract.

EXHIBIT SCHEDULE

All conferences offer the same exhibit schedule, unless otherwise noted. All hours are unopposed.

TUESDAY*

Install: 7:30 a.m. - 9:30 a.m.

Exhibit Hours: 9:00 a.m. - 3:30 p.m.

Exhibits & Network/Refreshment Break: 9:30 a.m. - 9:45 a.m.

Attendee Lunch on Own/Exhibits: 11:15 a.m. - 12:30 p.m.

Exhibits & Network/Refreshment Break: 2:00 p.m. - 2:15 p.m.

WEDNESDAY*

Exhibit Hours: 9:00 a.m. - 3:30 p.m.

Exhibits & Network/Refreshment Break: 9:30 a.m. - 9:45 a.m.

Attendee Lunch on Own/Exhibits: 11:15 a.m. - 12:30 p.m.

Exhibits & Network/Refreshment Break: 2:00 p.m. - 2:15 p.m.

Dismantle: 3:30 p.m.

*Exhibit days for Orlando & Myrtle Beach are Monday & Tuesday.



EARLY BIRD DISCOUNT!

SAVE 10% if full payment is received 60 days prior to event!

Total reach
with all
ten programs:
**2,500+
Clinicians!**

SPONSORSHIP OPPORTUNITIES

EXPAND YOUR BRAND WITH RELEVANT ENGAGEMENT SOLUTIONS

The following opportunities allow you to create a support package that meets your marketing goals, while staying within a more limited budget. Rates are per conference. Sponsorship opportunities are also available to non-exhibitors. A 25% surcharge will be applied.

PRE & POST EVENT E-BLASTS: \$2,500

- 2 Pre-event emails to pre-registered attendees (to announce the program, build excitement, etc)
- 2 Post show emails to final attendee list (to reinforce key messaging, action items, links to provider and patient resources, questionnaire about program with contest to win prize, etc)

EMAIL INVITATION: \$1,000

Make sure conference attendees stop by your exhibit by sending them a broadcast email invitation prior to the conference. Our professional system supports HTML and plain text email messages. Use this cost-efficient marketing effort to send professional emails, with opt-outs managed for you. Plus we will provide a real-time HTML tracking report. This opportunity is available only to companies who have secured exhibit space. Additional options are available for a national marketing email blast.

ON-GOING SBHPP PROMOTIONAL E-BLASTS

Pricing Provided upon request

We can include your logo/links in a series of national SBHPP e-blasts throughout the year reaching over 130,000 PAs/NPs per blast. (15 sends would total approx. 2 million exposures)

LANYARDS: \$750

Get your company name seen by displaying it on the neck strap of the name badge lanyard that will be worn by each attendee during the conference. These lanyards are often also used post-conference by attendees in their home practices and clinics, extending your company recognition beyond the conference.

COFFEE BREAK SPONSOR: \$500 PER BREAK

Coffee breaks are always in demand and are an ideal way to show your support to conference attendees. Sponsors will be provided with signage and can offer branded cups, coffee sleeves and/or napkins.

REGISTRATION BAGS: \$1,050

Distributed to all attendees at conference registration/check-in. Corporate or brand logo displayed on one side of the official conference bags.

REGISTRATION BAG INSERT: \$500

EARLY BIRD DISCOUNT – 10% off if payment is received 60 days prior to conference

Sponsor may provide one literature or promotional piece to be inserted into the registration bag, which is given to each attendee at on-site conference registration/check-in. PLEASE NOTE: All materials must be reviewed and approved by SBHPP. Magazines, newspapers and other bulky publications are subject to approval and pricing must be confirmed by contacting SBHPP Sponsorship Management.

STANDING SIGNS

Premier banner locations are available throughout the conference area. This is a great way to maximize your presence onsite. Sponsor provides the banner stand with banner. All signage must be approved by SBHPP.

SINGLE SIDED: \$750

DOUBLE-SIDED: \$1,000

PASSPORT TO PRIZES: \$500

Drive traffic to your booth by participating in the popular Exhibit Hall Passport activity. Attendees must visit 100% of the co-sponsors' booths, collect stickers supplied by SBHPP and then return the card to be entered into a special prize drawing.

CONFERENCE NOTEPADS: \$1,050

The conference notepads provide an easy and effective way to get your message in the hands of all the conference registrants. This notepad is a valuable tool used by attendees during the conference sessions. Your company will design the cover.



If you have any questions, or if a desired item or opportunity is not listed, please contact Oria Bays at oria@mma-inc.com, 607-674-4752



WHAT ATTENDEES ARE SAYING

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"Excellent conference. I will highly recommend to friends."

"Good conference that provided good topic information and evidenced-based recommendations."

"Staff and speakers for the conference were most wonderful!"

"The best conference I have been to by far. Speakers kept my attention the entire time. Speakers were fun and had personalities and liked to joke around. This is very important. Also, they were very informative. You can tell they like their jobs."

"I recommend this conference to many FNP. Information and content is always very beneficial."

CLICK HERE TO REGISTER ONLINE



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EXHIBIT RULES & REGULATIONS

RESERVING EXHIBIT SPACE

To register for exhibit space, complete the application and submit with payment for approval. Exhibit booths are assigned on a first come, first paid basis. Payment in full must be received prior to booth setup. Upon approval, SBHPP agrees to hold space for the company signing this application and returning it to the SBHPP office with full payment. The authorized signature makes this contract firm and binding and you understand and agree to abide by all rules, regulations, and conditions of this contract.

CONTRACT FOR SPACE

By completing the application for the 2022 SBHPP Conference, the company, organization, association and management company (collectively referred to as "exhibitor" or "exhibit"), acknowledge they have fully read and agree to comply with all information provided in the full rules & regulations (available online), as well as related procedures, forms and communications. Completion of the application process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations and condition of SBHPP and the conference venue. Failure to abide by such rules and regulations result in forfeiture of all monies paid or due to SBHPP under terms of this agreement. SBHPP Management reserves the right to accept or reject any and all applications.

CANCELLATIONS AND REDUCTIONS

Cancellations must be made in writing and sent to SBHPP Event Management at Meeting Management Associates, 16 W State St, PO Box 723, Sherburne, NY 13460 or via email to oria@mma-inc.com. Any exhibitor or sponsor who wishes to cancel or reduce space 30 days prior to the conference start date will be charged 30% of the fee for the cancelled booth or sponsorship. Requests for cancellation or reduction of space received less than 30 days prior to the conference start date will result in no refund. In order for cancellation to be complete, exhibitors canceling exhibit space must also cancel conference hotel block reservations.

For Complete Rules & Regulations, please visit skinbonescme.com

EXHIBIT MANAGEMENT CONTACT

SALES & SPONSORSHIPS

For further information or to reserve an opportunity please contact:

ORIA BAYS

Phone: 607-674-4752

Fax: 607-674-6132

Email: oria@mma-inc.com

QUESTIONS? Contact Oria Bays at oria@mma-inc.com, 607-674-4752