


**GRANDOVER**  
**RESORT AND SPA**  
**GREENSBORO, NC**

**114TH**  
**SOUTHERN**  
**MEDICAL**  
**ASSEMBLY**

**PROACTIVE MEDICINE**  
**IN A REACTIVE WORLD**

**EXHIBITOR**  
**PROSPECTUS**

**October**  
**25-28, 2023**

# PROACTIVE MEDICINE IN A REACTIVE WORLD

Actively engaged Physicians committed to improving the quality of care for patients through practical, wellness-based measures based on proactively preventing, rather than reactively eliminating, disease.

## WHY SMA?

For 116 years, the Physician-led Southern Medical Association has led the way in providing relevant research-based education to the family of medicine in order to improve the quality of patient care.

When you partner with SMA, you can be assured that you are Associating your business with current and future physicians devoted to influencing their field of medicine and their communities with integrity.

## CONFERENCE ATTENDEE PROFILE

Actively engaged Physicians committed to improving the quality of care for patients through practical, wellness-based measures aimed at proactively preventing rather than reactively eliminating disease.

## THE VALUE TO YOUR BUSINESS

Exhibiting to all Attendees

SMA News Email Blasts

Limited Event Sponsorship

Maximized Exposure beginning at contract

# 114TH SOUTHERN MEDICAL ASSEMBLY

EXHIBITOR  
PROSPECTUS



Program Advertisement

Banner Placement

Product/Service Presentation

Full Social Event Access

Event-specific Merchandise  
Inclusion

# PROACTIVE MEDICINE IN A REACTIVE WORLD

114TH  
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## EXHIBITOR SPONSORSHIP

**\$6000** *limited to 8*  
a total value of over \$13,000

- Shared-Sponsorship w Logo on **PIT SMArtBowl** GameBoard and Host mention and taglines during 4 game breaks (\$1000)
- One **Breakfast or Lunch + Break** Sponsorship w signage and Projected "Provided by..." (\$1500)
- 20-minute **presentation of your product** during sponsored meal (\$1000)
- Shared-Sponsorship w Logo on Main Room Screen during **Closing Awards Ceremony** w/speaker mention and taglines at beginning and end (\$1000)
- Promotion begins as soon as you sign contract.
- Full-width Banner ad in all MONTHLY issues of the **SMA News** newsletter from contract until event. (\$1200)
- Shared-sponsor logo on select event-related **merchandise**. (\$1000)
- **Homepage Sponsorship** banner at SMA.org AND Cvent Official Conference Page. (\$1500)
- Monthly shared-inclusion on **bulletin email** to SMA subscribers with banner ad & tagline of all event sponsors (\$1200)
- Exhibit Booth Space (\$2000)
- Booth Gatorboard 24x36 Banner w/Stand
- Custom-wrapped 6-foot table w/two side chairs
- Full-Access to all social events
- Full Page Ad in On-Site **Printed Program** (\$750)
- Welcome Reception Shared Sponsorship on Projected Screen. (\$300)

\*For every \$2000 you add to your sponsorship contribution, SMA will award a \$1000 Scholarship "in your company's name" to a 4th-year medical student at the 2023 Assembly. The other \$1000 will be placed in the SMA Research and Education Endowment Fund, which funds future scholarships and educational programs of the Southern Medical Association.

\*SMA is a 501(c)(3) Charity. Your donation is 100% tax-deductible.

**EXHIBITOR  
PROSPECTUS**

