

NORTH CAROLINA MEDICAL SOCIETY BUSINESS ALLIANCE



Connecting business and medicine

North Carolina



Medical Society

Leadership in Medicine

Customized Participation

Business Alliance membership levels are based on your financial investment.

Diamond - \$50,000

Platinum - \$25,000

Gold - \$15,000

Silver - \$7,500

Bronze - \$3,000

Design a program that meets your goals and budget by choosing from three avenues:

1

Exhibitor

2

Engagement

3

Sponsorship

Complimentary to all NCMS Business Alliance members:

Website Promotion

- » Logo with hyperlink to your company on the NCMS website and event registration pages when applicable.

Signage

- » All Business Alliance members will be listed on signage at the NCMS LEAD Conference, our annual conference for members.

Subscriptions

- » *NCMS Morning Rounds* – our daily e-newsletter.
- » *The Bulletin* – our annual online magazine and year-end summary.
- » *Political Pulse* – our video blog of the latest news of interest to our members from the NC General Assembly.
- » *Public Rounds* – our monthly video blog featuring special guests that highlight NCMS members, government officials, and people who are working to make North Carolina healthier.

1 Exhibitor

Exhibit Booth at NCMS LEAD Conference - \$3,000

Includes:

- » One complimentary 8ft x 8ft exhibit booth in Exhibit Hall. Enhanced traffic flow with LEAD Welcome Reception and breaks held in the Exhibit Hall, plus exhibitor passport game that attendees play to win prizes by visiting your booth.
- » One virtual exhibit booth, allowing communication with attendees post-event that includes:
 - Logo with hyperlink to your website
 - 150-word maximum company description
 - Company representative's contact information: address, email address, phone numbers
 - Links to your Company Social Media Accounts
 - Up to (2) Product information files in PDF format
- » Up to two booth representatives.
- » Company logo and sponsor level displayed in Exhibit Hall and Primary Lecture Hall.
- » Sponsor acknowledgement on final LEAD program/schedule of events.
- » Pre-event registration list and post-event attendee list (first name, last name, designation, city, & state only).

Booth location determined by recognition level with higher levels in preferred locations.

Enhanced Exhibitor Passport - \$500

- » Drive traffic to your exhibit booth by becoming a required stop with the popular exhibitor passport game. Attendees will receive an exhibitor passport at registration with a list of all participating exhibitors for a chance to win prizes. As a required stop, your organization has an even greater opportunity to engage attendees.

Additional Exhibit Booth Representative - \$500 per person

- » Bring more staff to represent your brand by adding booth representatives to your sponsorship investment. Representatives will have access to LEAD Conference activities including receptions and meals that are not by invitation only or require a separate registration.

2 Engagement

Diamond Engagement - \$50,000

- » Complimentary LEAD Conference Exhibit with Enhanced Exhibitor Passport.
- » 10 complimentary registrations to the LEAD Conference.
- » Complimentary Golden Stethoscope Awards Gala Dinner & VIP Reception Sponsorship.
- » 1 meeting per year with the NCMS CEO and NCMS President.
- » Opportunity for 4 people to join the NCMS Board of Directors at 1 pre-board meeting dinner.
- » Opportunity to partner on common interest issues (i.e. surveys, podcasts, on-demand webinars, and other special projects).
- » Opportunity to design custom marketing and member engagement opportunities.
- » Priority access to non-CEO C-suite executives and NCMS VPs.
- » First right of refusal for additional sponsorship opportunities (listed below and for 2024).
- » Opportunity to be featured in our *Public Rounds* podcast.
- » Logo with hyperlink featured in NCMS *Morning Rounds* for three months.

Platinum Engagement - \$25,000

- » Complimentary LEAD Conference Exhibit with Enhanced Exhibitor Passport.
- » 8 complimentary registrations to the LEAD Conference.
- » Complimentary Golden Stethoscope Awards Gala Dinner & VIP Reception Sponsorship.
- » Opportunity for 2 people to join the NCMS Board of Directors at 1 pre-board meeting dinner.
- » Opportunity to partner on common interest issues (i.e. surveys, podcasts, on-demand webinars, and other special projects).
- » Priority access to non-CEO C-suite executives and NCMS VPs.
- » First right of refusal for additional sponsorship opportunities (listed on pages 6-7 and for 2024).
- » Opportunity to be featured in our *Public Rounds* podcast.
- » Logo with hyperlink featured in NCMS *Morning Rounds* for one month.

Educational Webinar for NCMS members - \$5,000

Provide content expertise and educate NCMS members via webinar. You provide webinar content and NCMS will provide the marketing. Please remember webinars are to educate. Issues specific to product promotion are neither allowed nor encouraged during webinars. NCMS retains the right pre-approve webinar topic/content and to edit for length and clarity.

Advanced Advocacy Engagement - \$10,000

- » Priority access to NCMS External Affairs staff.
- » Opportunity for 2 people to join the NCMS Board of Directors at 1 directors-only dinner.
- » 2 complimentary registrations to the LEAD Conference.
- » 2 complimentary registrations to the Golden Stethoscope Awards Gala and VIP reception.
- » 2 complimentary registrations to the NCMS PAC breakfast at the NCMS LEAD Conference.

Advocacy Engagement - \$5,000

- » 2 Complimentary registrations to the NCMS Advocacy Conference.
- » 2 meetings per year with NCMS External Affairs staff.
- » 1 complimentary registration to the LEAD Conference.
- » 1 complimentary registration to the Golden Stethoscope Awards Gala.
- » 1 complimentary registration to the NCMS PAC breakfast at the NCMS LEAD Conference.

Custom E-mail blast - \$4,000

- » Provide content/HTML for one custom email to be distributed to NCMS members.
NCMS retains the right to edit for length and clarity.

Brand Engagement in *Morning Rounds*, our daily e-newsletter - \$2,000

- » Week-long promotion in *Morning Rounds* with link to 250-word feature story.
NCMS retains the right to edit for length and clarity.



3 Sponsorship

LEAD Conference WiFi Sponsor - \$10,000 (1 available)

- » Company name listed as the Network Name/Password for conference WiFi connectivity.
- » 4 complimentary registrations to the LEAD Conference.
- » 2 complimentary registrations to the Golden Stethoscope Awards Gala with option to purchase additional seats.
- » Signage in exhibit, primary lecture hall and all other meeting rooms with company logo, WiFi log-in credentials, and sponsorship mention.
- » Company logo and sponsor level displayed in Exhibit Hall and Primary Lecture Hall.
- » Sponsor acknowledgement on final program/schedule of events.
- » Pre-event registration list and post-event attendee list (first name, last name, designation, city, & state only).

LEAD Conference Tabletop Charging Stations Sponsor - \$5,000 (2 available)

- » 2 complimentary registrations to the LEAD Conference.
- » Charging Stations in premium locations with signage with company logo and sponsorship mention.
- » Company name and sponsor level displayed in Exhibit Hall and Primary Lecture Hall.
- » Sponsor acknowledgement on final program/schedule of events.
- » Pre-event registration list and post-event attendee list (first name, last name, designation, city, & state only).

LEAD Welcome Reception Sponsor - \$5,000

- » 2 complimentary registrations to the LEAD Conference.
- » Sponsorship recognition from the podium during reception.
- » Company name and sponsor level displayed in Exhibit Hall and Primary Lecture Hall.
- » Sponsor acknowledgement on final program/schedule of events.
- » Pre-event registration list and post-event attendee list (first name, last name, designation, city, & state only)

LEAD Conference Lunch Sponsor - \$5,000 each

- » 2 complimentary registrations to the LEAD Conference.
- » Sponsorship recognition from the podium during lunch.
- » Company name and sponsor level displayed in Exhibit Hall and Primary Lecture Hall.
- » Sponsor acknowledgement on final program/schedule of events.
- » Pre-event registration list and post-event attendee list (first name, last name, designation, city, & state only)

LEAD Conference Break Sponsor - \$2,000 each (2 available)

- » 2 complimentary registrations to the LEAD Conference.
- » Easel signage near break stations acknowledging sponsorship.
- » Company name and sponsor level displayed in Exhibit Hall and Primary Lecture Hall.
- » Sponsor acknowledgement on printed program/schedule of events.
- » Pre-event registration list and post-event attendee list (first name, last name, designation, city, & state only)

LEAD Conference Scientific Poster Session Sponsor - \$3,000 (2 available)

- » 2 complimentary registrations to the LEAD Conference.
- » Signage with company name near Poster Session Display acknowledging sponsorship.
- » Company name and sponsor level displayed in Exhibit Hall and Primary Lecture Hall.
- » Sponsor acknowledgement on final program/schedule of events.
- » Pre-event registration list and post-event attendee list (first name, last name, designation, city, & state only)

Golden Stethoscope Awards (GSA) Gala Dinner & VIP Reception Sponsor - \$15,000 (2 available)

- » 10 complimentary invitations to the NCMS Golden Stethoscope Awards Gala, including a VIP reception with NCMS leaders.
- » 1 VIP Gala Table with preferred placement with chilled champagne for the table.
- » On stage recognition from the emcee during the gala.
- » Sponsor acknowledgement in final gala program.
- » Logo in Lights showcased in the gala ballroom.
- » Premier placement of logo with hyperlink on Gala website and registration page.
- » Pre-event registration list and post-event attendee list (first name, last name, designation, city, & state only).

GSA Gala Dessert & Coffee Bar Sponsor - \$5,000 (1 available)

- » 2 complimentary invitations to the Golden Stethoscope Awards Gala.
- » Easel signage near the coffee and dessert bar acknowledging sponsorship.
- » Company name and sponsor level displayed in the Lead Conference Exhibit Hall and Primary Lecture Hall.
- » Sponsor acknowledgement on the gala program.
- » Pre-event registration list and post-event attendee list (first name, last name, designation, city, & state only)

NCMS Advocacy Conference Sponsor- \$3,000

- » 2 complimentary registrations to the NCMS Advocacy Conference.
- » Sponsorship recognition from the podium during the Conference.
- » Company name and sponsor level displayed at the event.
- » Sponsor acknowledgement on program/schedule of events.
- » Pre-event registration list and post-event attendee list (first name, last name, designation, city, & state only)

NCMS Business Alliance

The Business Alliance allows the North Carolina Medical Society to expand our offerings to our membership through your financial support, your knowledge and expertise, and the products and services your company provides. Your membership affords your representatives opportunities to engage with the members of the NCMS by sharing their knowledge and participating in educational sessions alongside them. Our members look to Business Alliance members for information impacting healthcare from a state, national, and global perspective.

At each level, your membership allows NCMS to:

- » Provide valuable educational offerings to our members and their practice staff;
- » Engage in advocacy on behalf of the profession and the patients our members serve; and
- » Offer awareness, knowledge, and access to the latest industry products and services that support clinicians' professional lives and their personal well-being.

Please contact Pam Highsmith, MEd, CFRE, at phighsmith@ncmedsoc.org or (919) 833-3836 ext. 5246 to become a Business Alliance member or for more information.

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