



**Colorado Medical Society (CMS)
2012 Annual Meeting
Event Description and
Exhibiting/Sponsorship Opportunities**

DATES: September 7-8, 2012

LOCATION: Keystone Resort & Conference Center, Keystone, CO
<http://www.keystoneresort.com>
Phone: 970-496-4307

EXPECTED NUMBER OF ATTENDEES: 200 - 250

Attendee Profile: The *2012 Annual Meeting* is being marketed to physician-members of CMS. Physician attendees are expected to be from single-specialty and multi-specialty practices in Colorado.

Exhibitor Profile: Organizations from industries such as medical products/services, financial services, nonprofits and others are expected to exhibit at the *2012 Annual Meeting*. Exhibitors will not be grouped into categories. Rather, exhibit space will be assigned on a first-come, first-serve basis.



GOLD SPONSOR

\$3,250

Gold Sponsors of the *2012 Annual Meeting* will receive numerous benefits of sponsorship including prominent recognition at the AMA luncheon as well as the following:

Site Benefits

- **Recognition as a sponsor of the “Annual Meeting Opening Reception,”** with signage identifying your firm as a Gold Sponsor. This event will be held for attendees on September 6th at approximately 7 p.m.
- If you provide a company banner, it will be hung in the common area for the “Welcoming Reception,” the “Exhibitor Reception” or in an area that is agreed upon by the parties.
- Opportunity for your representatives to attend the Opening Reception.
- Gold Sponsors will have **one (1) table-top space** on the exhibition floor with signage identifying them as a Gold Sponsor.
- CMS President or President-Elect will make a verbal introduction of representatives of Gold Sponsors at the AMA Luncheon. Gold Sponsors will also receive a plaque and recognition by the CMS leadership.
- Signage next to the breakfast buffet tables.
- Gold Sponsor representatives will receive VIP name badges and complimentary lunch for 2 representatives of the Gold Sponsor, which is tentatively scheduled on 9.7.12.

Advertising Benefits

- Recognition in an advertisement announcing the 2012 Annual Meeting and thanking the Gold Sponsor will run in the July/August edition of *Colorado Medicine*, if registered by 7.15.12. The magazine has a circulation of approximately 7,000.
- Recognition as a 2012 Annual Meeting Gold Level sponsor on CMS’ Corporate Supporter Web page for one year. <http://www.cms.org/corporate-supporters/>

Direct Marketing Benefits

- Gold Sponsors will also have the opportunity to receive post event mailing lists of attendees.

FOR FURTHER INFORMATION CONTACT: Mike Campo, Director of Business Development and Member Benefits 720-858-6310 or e-mail mike_campo@cms.org



SILVER SPONSOR

\$2,500

Silver Sponsors of the *2012 Annual Meeting* will receive numerous benefits, including:

Site Benefits

- Silver Sponsors will have **one (1) table-top space** on the exhibition floor with signage identifying them as a Silver Sponsor.
- Opportunity for your representatives to attend the “Annual Meeting Opening Reception,” which will be held on September 6th at approximately 7 p.m.
- CMS President and/or President Elect will make a verbal introduction of representatives of Silver Sponsors at the luncheon and keynote speaker presentation. Silver Sponsors will receive a plaque and recognition by the CMS leadership.
- Signage next to the breakfast buffet tables.
- Silver Sponsor representatives will receive VIP name badges.
- Complimentary lunch for 2 representatives of the Silver Sponsor, which is tentatively scheduled on 9.7.12.

Advertising Benefits

- Recognition in an advertisement announcing the 2012 Annual Meeting and thanking the Silver Sponsor will run in the July/August edition of *Colorado Medicine*, if registered by 7.15.12. The magazine has a circulation of approximately 7,000.

Direct Marketing Benefits

- Silver Sponsors will have the opportunity to receive a mailing list of all registered attendees for post event marketing.



EXHIBITOR

\$1,595

Exhibitors at the *2012 Annual Meeting* will receive numerous benefits for their participation. The following are benefits that exhibitors will enjoy:

Site Benefits

- Exhibitor will have a six (6) foot table-top in the exhibition area with signage identifying them. Each table-top will be skirted. High-speed Internet, 20 amp power and phone lines are available at an additional cost.

Advertising Benefits

- Recognition in an advertisement announcing the 2012 Annual Meeting and thanking the Exhibitor will run in the July/August edition of *Colorado Medicine*, if registered by 7.15.12. The magazine has a circulation of approximately 7,000.
- Print recognition in the event program brochure given to all attendees, if registered by 8.1.12.

Direct Marketing Opportunities:

- a) Exhibitors will have the opportunity to receive the post conference mailing list of all registered attendees.

Register now! Exhibit space is limited. Please complete the Exhibitor/Sponsor Application and Contract in order to reserve your space. If you have additional questions, call Mike Campo at 720.858.6310 or e-mail mike_campo@cms.org.