

The logo for the Council of Medical Specialty Societies (CMSS) features the letters 'CMSS' in a bold, sans-serif font. The 'C' and 'M' are dark blue, while the 'S's are a lighter blue. The background of the entire page is a blurred image of a doctor in a white coat with a stethoscope, holding a tablet. Overlaid on this are various medical icons (heart, syringe, pill, ambulance, microscope, etc.) connected by a network of hexagons and lines, suggesting a digital or interconnected medical theme.

CMSS

Council of Medical
Specialty Societies

Industry Partner & Exhibitor

PROSPECTUS

**2020 Digital
Transformation Summit**
Hilton Chicago
720 S. Michigan Ave.
Chicago, IL 60605
April 29 - 30, 2020

2020 Spring Meeting
Hilton Chicago
720 S. Michigan Ave.
Chicago, IL 60605
April 30 - May 1, 2020

2020 Annual Meeting
Hyatt Regency Washington on
Capitol Hill
400 New Jersey Ave., NW
Washington, DC 20001
October 28-30, 2020

FROM THE Executive Vice President & CEO

Dear Industry Partners,

On behalf of the Council of Medical Specialty Societies (CMSS), I would like to invite you to join us at our 2020 meetings, beginning with the **CMSS 2020 Summit on Digital Transformation: Driving Knowledge, Measurement and Improvement on April 29-30 at the Hilton Chicago. The CMSS Spring Membership Meeting will follow on May 1.**

CMSS now represents **46 member specialty societies** with a collective membership of more than 800,000 U.S. physician members. CMSS works to support and strengthen specialty societies and catalyze improvement through convening, collaboration, collective voice and action across specialties. CMSS meetings and summits address emerging and critical issues across specialty societies that influence the future of healthcare and the patients we serve. **CMSS and its member societies have recently identified digital transformation as one of our top priorities for the coming year.** With significant investment in data-driven initiatives and services, specialty societies are now ready to consider how an evolving data ecosystem can support clinical registries, guidelines, professional education and improvement using artificial intelligence (AI) and machine learning.

At the Digital Transformation Summit, we will consider how specialty societies can harness knowledge-driven digital services including AI and machine learning that

can support clinical practice, research, guidelines, registries, care pathways, professional education and quality improvement. Specialty societies will share their expertise on the validity and currency of digital data, as well as optimal clinical practices to support effective design and functionality of digital systems built to support learning health systems. Big data players such as Google, Apple and Amazon look to specialty societies as the source of clinical expertise and intellectual capital that can be transformative to their healthcare efforts. Specialty societies are a trusted partner invested in the protection of patient privacy and the ethical use of emerging digital tools and information.

Beyond our Spring Meetings, we anticipate many additional opportunities for Industry Partners to connect and collaborate with CMSS and its member societies. CMSS will hold an Annual Meeting during Fall 2020 in the Washington, DC, area (additional details forthcoming). At this Annual Meeting, we plan to convene members, nonmembers, industry partners and other key stakeholders on issues at the heart of specialty societies and CMSS' Mission: Education, Quality, and Professional Development. Industry Partners at various levels also have an opportunity to host webinars, participate in Specialty Roundtables, conduct strategy and calls with Leadership, and much more throughout the year.



For those of you who have supported CMSS in past years, we thank you for your support. We recognize that our success is linked to the technology, innovation, and expertise that you provide. For those of you who are new to CMSS, I look forward to your engagement with our extraordinary range of specialties across the house of medicine. Our members look forward to learning from you as a **full participant** in our meetings.

On behalf of our specialty society members, I hope you will become a CMSS Industry Partner and join us at our upcoming 2020 meetings. We are deeply grateful for your support.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'H. Burstin'.

Helen Burstin, MD, MPH, MACP
Executive Vice President & CEO, CMSS

Founded in 1965, CMSS was created to provide an independent forum for the discussion by medical specialists of issues of national interest and mutual concern.

CMSS PRIORITIES

Education

- Specialty society education
- Physician competency and accountability
- New learning models

Quality

- Quality standards and value assessment
- Innovative care delivery models
- Equity and disparities

Professional Identity

- Professionalism
- Autonomy
- Teamwork and workforce
- Leadership development

Medical Specialty Leaders

CMSS's conferences, member meetings and roundtables are the premier education and networking events for hundreds of medical specialty society executives and thought leaders. Attendees attend sessions with high-profile speakers with representatives from agencies including CMS and FDA, and leaders in healthcare technology, education, and innovation. Hosted receptions, meals, product theaters, and sponsored sessions provide an opportunity for networking with our corporate supporters.

VITAL STATISTICS

46

Medical Society Members
representing

800K

U.S. Physicians

2019 Demographics

2019 Annual Meeting & Specialty Forum
November 21-23, 2019
Arlington, VA
Total Attendees: 267
44 out of 45 Societies in attendance

2019 Registry Summit & Spring Meeting
May 9-10, 2019
Chicago, IL
Total Attendees: 330
41 out of 45 Societies in attendance

2018 Demographics

2018 Annual Meeting
November 15-16, 2018
Arlington, VA
Total Attendees: 399
42 out of 45 Societies in attendance

2018 Registry Summit & Spring Meeting
May 10-11, 2018
Chicago, IL
Total Attendees: 395
40 out of 45 Societies in attendance

CMSS 2019 INDUSTRY PARTNERS

DIAMOND PARTNER



PLATINUM PARTNER



GOLD PARTNERS



EXHIBITORS



ADDITIONAL SUPPORT PROVIDED BY



MEETING AGENDA



Digital Transformation Summit & Spring Meeting

April 29, 2020 – May 1, 2020
Hilton Chicago
720 S. Michigan Ave., Chicago, IL 60605

Focus: Registries and Professional Peer Groups

Meeting Outline (tentative)

Wednesday, April 29 (2:00pm - 7:30pm)

- Board Meeting
- Industry Partner Meet & Greet
- Welcome and Networking Reception

Thursday, April 30 (7:00am – 7:00pm)

- Product Theater
- Registry Summit
- CMSS Member Reception

Friday, May 1 (7:00am – 4:00pm)

- Product Theater
- Business Meeting
- PPG Meetings



CMSS Annual Meeting

October 28-30, 2020
Hyatt Regency Washington Capitol Hill
400 New Jersey Ave., NW
Washington, DC 20001

Focus: Education, Quality and Professional Development

Meeting Outline (tentative)

Wednesday, October 28

(8:00am – 7:00pm)

- PPG /TF Meetings
- Reception

Thursday, October 29 (7:00am – 7:00pm)

- Product Theater(s)
- AM Plenary
- Educational Concurrent Sessions
- Networking Lunch
- PM Plenary
- Reception

Friday, October 30 (7:00am – 2:00pm)

- Product Theater(s)
- Business Meeting
- AM Plenary
- Educational Concurrent Sessions
- Lunch Plenary
- Wrap Up (ends by 2:00pm)

Our partners provide year-long support for CMSS programs and events, and gain visibility, networking opportunities, and industry insights with CMSS medical specialty society members. Our levels are designed to deliver year-round benefits and engagement to organizations of all sizes.



CMSS 2020 Industry Partners Package	Diamond \$50,000	Platinum \$25,000	Gold \$12,500	Silver \$6,000
Exhibit: One 6' skirted table, 2 chairs, standard electrical service, wastebasket	All Events	Two (2) Events	Two (2) Events	One (1) Event
Complimentary registrations at meetings	4 per event	3 per event	2 per event	2 per event
Product Theater presentation	All Events	One (1) Event	None	None
10% discount on marketing opportunities	All Events	All Events	All Events	All Events
Podium recognition at all meetings	All Events	All Events	All Events	All Events
Welcome meeting with CMSS leadership at meetings	All Events	All Events	All Events	All Events
Meeting Space for one-on-one meetings at meetings (company must be exhibitor)	All Events	All Events	Upon request	Upon request
Banner Advertisement on CMSS mobile app	All Events	All Events	All Events	All Events
Advertisement in print and/or electronic program	All Events	All Events	All Events	All Events
Recognition on PowerPoint slides during event breaks	All Events	All Events	All Events	All Events
Company logo with hyperlink on CMSS website	All Events	All Events	All Events	All Events
Premium signage at all meetings	All Events	All Events	All Events	All Events
CMSS marketed web seminar using CMSS or sponsor platform	2 per year	1 per year	None	None
CMSS eblasts to membership	2 per year	1 per year	None	None
Opportunity to submit session proposal for Digital Transformation Summit or Annual Meeting	Yes	Yes	Yes	Yes
Strategy and feedback calls with CMSS leadership	Yes	Yes	Yes	No

EXHIBITS

Exhibit only opportunities are available at either of the following meetings - \$3,500 (Select one meeting)

☐ 2020 Digital Transformation Summit ☐ 2020 Spring Meeting ☐ 2020 Annual Meeting

MARKETING OPPORTUNITIES



Breakfast or Lunch Sponsor: \$10,000 per breakfast or lunch

- Verbal recognition at opening session
- Premium signage
- Logo in print and electronic program
- Advertisement in print and/or electronic program
- Company logo with hyperlink on CMSS website
- Sponsor thank you signage at event
- Sponsor may purchase napkins to be distributed at food stations

SPRING MEETING

Breakfast - Thursday, April 30 or Friday, May 1

Lunch - Thursday, April 30 or Friday, May 1

FALL MEETING

Breakfast - Thursday, October 29 or Friday, October 30

Lunch - Thursday, October 29 or Friday, October 30

Coffee Break Sponsor: \$5,000 per break

- Verbal recognition at opening session
- Premium signage
- Logo in print and electronic program
- Advertisement in print and/or electronic program
- Company logo with hyperlink on CMSS website
- Sponsor thank you signage at event
- Sponsor may purchase napkins to be distributed at food stations

SPRING MEETING

Morning or Afternoon Break

Thursday, April 30 or Friday, May 1

FALL MEETING

Morning or Afternoon Break

Thursday, October 29 or

Friday, October 30

Plenary Session Sponsor: \$3,000 per plenary (several available per meeting)

- Verbal recognition at opening session
- Premium signage
- Logo in print and electronic program
- Sponsor thank you signage at event
- Company logo with hyperlink on CMSS website

Registration Sponsor: \$3,000 (1 available per meeting)

- Sponsor conference lanyards with company logo
- Verbal recognition at opening session
- Premium signage
- Logo in print and electronic program
- Advertisement in print and/or electronic program
- Company logo with hyperlink on CMSS website
- Sponsor thank you signage at event
- CMSS responsible for purchase and distribution of lanyards

Reception Sponsor: \$10,000 (2 available per meeting)

- 5 minutes of opening remarks
- Verbal recognition at opening session
- Premium signage
- Logo in print and electronic program
- Advertisement in print and/or electronic program
- Company logo with hyperlink on CMSS website
- Sponsor thank you signage at event
- Sponsor may purchase napkins to be distributed at bars

SPRING MEETING

Thursday, April 30 or Friday, May 1

FALL MEETING

Wednesday, October 28 or Thursday, October 29

Product Theater: \$7,500 (availability limited – please inquire)

- One hour dedicated session to showcase your products and/or services
- Scheduled during breakfast sessions only
- AV and dedicated room setup included
- Verbal recognition at opening session
- Premium signage
- Logo in print and electronic program
- Advertisement in print and/or electronic program
- Company logo with hyperlink on CMSS website
- Sponsor thank you signage at event

Mobile App Sponsor: \$5,000 (1 available per meeting)

- Premier ad placement in event mobile app
- Verbal recognition at opening session
- Premium signage
- Logo in print and electronic program
- Advertisement in print and/or electronic program
- Company logo with hyperlink on CMSS website
- Sponsor thank you signage at event

Industry Partner & Exhibitor Application

Company Name _____

Contact _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Website _____

INDUSTRY PARTNER LEVELS *(Check each meeting you plan to exhibit based on your Industry Level)*

Diamond \$50,000 All Meetings <input checked="" type="checkbox"/> 2020 Digital Transformation Summit <input checked="" type="checkbox"/> 2020 Spring Meeting <input checked="" type="checkbox"/> 2020 Annual Meeting	Platinum \$25,000 Select 2 <input type="checkbox"/> 2020 Digital Transformation Summit <input type="checkbox"/> 2020 Spring Meeting <input type="checkbox"/> 2020 Annual Meeting	Gold \$12,500 _____ Select 2 <input type="checkbox"/> 2020 Digital Transformation Summit <input type="checkbox"/> 2020 Spring Meeting <input type="checkbox"/> 2020 Annual Meeting	Silver \$6,000 _____ Select 1 <input type="checkbox"/> 2020 Digital Transformation Summit <input type="checkbox"/> 2020 Spring Meeting <input type="checkbox"/> 2020 Annual Meeting
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Exhibit Only - \$3,500 (per meeting – check event you wish to participate)

☐ 2020 Digital Transformation Summit (Chicago)
 ☐ 2020 Spring Meeting (Chicago)
 ☐ 2020 Annual Meeting (DC)

MARKETING OPPORTUNITIES

Breakfast or Lunch Sponsorship: \$10,000	Breakfast	<input type="checkbox"/> Digital Transformation Summit	<input type="checkbox"/> Spring Meeting	<input type="checkbox"/> Annual Meeting
	Lunch	<input type="checkbox"/> Digital Transformation Summit	<input type="checkbox"/> Spring Meeting	<input type="checkbox"/> Annual Meeting
Coffee Break Sponsor: \$5,000	Morning Break	<input type="checkbox"/> Digital Transformation Summit	<input type="checkbox"/> Spring Meeting	<input type="checkbox"/> Annual Meeting
	Afternoon Break	<input type="checkbox"/> Digital Transformation Summit	<input type="checkbox"/> Spring Meeting	<input type="checkbox"/> Annual Meeting
Plenary Session Sponsor: \$3,000		<input type="checkbox"/> Digital Transformation Summit	<input type="checkbox"/> Spring Meeting	<input type="checkbox"/> Annual Meeting
Registration Sponsor: \$3,000 (1 per meeting)		<input type="checkbox"/> Digital Transformation Summit	<input type="checkbox"/> Spring Meeting	<input type="checkbox"/> Annual Meeting
Reception Sponsor: \$10,000		<input type="checkbox"/> Digital Transformation Summit	<input type="checkbox"/> Spring Meeting	<input type="checkbox"/> Annual Meeting
Product Theater: \$7,500		<input type="checkbox"/> Digital Transformation Summit	<input type="checkbox"/> Spring Meeting	<input type="checkbox"/> Annual Meeting
Mobile App Sponsorship: \$5,000 (1 per meeting)		<input type="checkbox"/> Digital Transformation Summit	<input type="checkbox"/> Spring Meeting	<input type="checkbox"/> Annual Meeting

PAYMENT

☐ Check: Make checks payable to **Council of Medical Specialty Societies**
 Send check to: CMSS, c/o American College of Surgeons, 633 N. St. Clair Street, Suite 2300, Chicago, IL 60611

☐ Credit Card Type: ☐ Visa ☐ Mastercard ☐ Amex

Cardholder Name: _____

Card Number: _____ Expiration: _____/_____/____ CSC: _____

Authorized Signature: _____

If you have any questions, please contact Judy Hambrick at (312) 202-5034, or jhambrick@cmss.org.



**Industry Partner &
Exhibitor Prospectus
2020**

**Council of
Medical Specialty Societies**

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