



# CMSS

Council of Medical  
Specialty Societies

# 2020 Industry Partner & Exhibitor Prospectus

**Covid-19 and Beyond:  
Digital Transformation of Healthcare, Education and Research  
October 28-30, 2020**

# FROM THE CEO

Dear Industry Partners,

On behalf of the Council of Medical Specialty Societies (CMSS), I would like to invite you to join us at the CMSS 2020 Virtual Annual Meeting on October 28-30, 2020.

The Council of Medical Specialty Societies (CMSS), a coalition of 45 specialty societies representing more than 800,000 physicians across healthcare. Representing every specialty, from primary care to surgery, CMSS catalyzes improvement across specialties through convening, collaborating, speaking with one voice, and acting together. As the leading organization that represents medical specialty societies, CMSS meetings and summit address emerging and critical issues across specialty societies that influence the future of healthcare and the patients we serve.

CMSS and its member societies previously prioritized digital transformation as a top priority. However, the Covid-19 pandemic has exposed vulnerabilities and opportunities for rapid adoption of digital technology in healthcare, clinical research, and medical education.

- Telemedicine has provided a safer alternative for Covid-19 screening, testing and treatment, as well as ongoing care for our most vulnerable patients
- Clinical registries have rapidly pivoted to provide timely evidence-based information about the diagnosis and treatment of Covid-19
- Specialty societies cancelled their scientific meetings and rapidly converted timely content into remote meetings.

Given these unprecedented changes in the digital ecosystem, we are pleased to announce the theme for the CMSS Annual Meeting on October 28-30, 2020: ***Covid-19 and Beyond: Digital Transformation of Healthcare, Education and Research.*** This virtual meeting will provide a critical and timely opportunity for shared learning and growth among CMSS's 45 specialty society members. The meeting will also serve as the launch for the CMSS Digital Transformation Initiative.

On Wednesday, October 28, the Professional Peer Groups (PPGs) and CEO Council will meet. Only members can participate in this portion of the meeting. On Thursday, October 29, and Friday, October 30, the CMSS meeting will be open to all.

In addition to 4 plenary sessions, programming will be divided into three transformation tracks that will focus on the following issues:

1. **Healthcare Transformation:** implementation, adoption and payment of telehealth, remote patient monitoring; electronic tools to support practice transformation
2. **Research Transformation:** clinical registries, interoperability, cloud-based computing, digital research tools, patient privacy, research dissemination and implementation
3. **Education Transformation:** virtual learning platforms, procedural-based education, innovative uses of technology (VR, simulation), online networking, faculty training, role of social media

We recognize that many of our Industry Partners bring deep expertise in digital transformation and we look forward to learning with you. In the attached prospectus, we have laid out opportunities for engagement in a virtual environment. Since the programmatic portion of the CMSS meeting will be open for two days, we anticipate many opportunities for Industry Partners to connect and collaborate with CMSS, its member societies, and other organizations interested in digital transformation. With the acquisition of the National Quality Registry Network (NQRN), CMSS is especially pleased to invite this broader group of organizations to join us for these important discussions.



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 meetings. We are deeply grateful for your support.

Sincerely yours,

A stylized, handwritten signature in black ink, likely belonging to Helen Burstin.

Helen Burstin, MD, MPH, MACP  
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.*



Council of Medical  
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## VITAL STATISTICS

# 45

Medical Society Members  
representing

# 800K

U.S. Physicians

## 2020 Demographics

2020 Virtual Meeting

April 30, 2020

Total Attendees: 520

All Societies in attendance

## 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

## Engage with Medical Specialty Society 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. CMSS provides networking with our corporate supporters via exhibiting and sponsorship opportunities.

### CMSS 2019 INDUSTRY PARTNERS

#### DIAMOND PARTNER



#### PLATINUM PARTNER



#### GOLD PARTNERS



#### EXHIBITORS



#### ADDITIONAL SUPPORT PROVIDED BY





# 2020 Annual Meeting Agenda

(tentative)

**EASTERN TIME – All Events are scheduled in Eastern Time (ET)**

<b>Wednesday, October 28</b>	<b>Event</b>
9:00 - 9:30 am	Business Meeting <b>(Members Only)</b>
10:00 am - 12:00 pm	Professional Peer Groups (PPGs), CEO Council <b>(Members Only)</b>
2:00 - 4:00 pm	PPGs, CEO Council (continued) <b>(Members Only)</b>
7:00 - 9:00 pm	Anti-Racism in Healthcare Special Session <b>(Invitation Only)</b>
<b>Thursday, October 29</b>	<b>Event</b>
8:45 - 9:45 am	Industry Symposia (TBD)
10:00 - 11:00 am	Opening Plenary: Patient Voice on Digital Transformation
11:15 am - 12:15 pm	Concurrent Session 1-1
11:15 am - 12:15 pm	Concurrent Session 1-2
11:15 am - 12:15 pm	Concurrent Session 1-3
Break	
<i>12:15 - 1:15 pm</i>	<i><b>Virtual Exhibit Hour</b></i>
2:15 - 3:15 pm	Concurrent Session 2-1
2:15 - 3:15 pm	Concurrent Session 2-2
2:15 - 3:15 pm	Concurrent Session 2-3
3:30 - 4:30 pm	Plenary fireside chat: CMS perspectives
5:00 - 6:00 pm	Industry Symposia (TBD)
6:00 - 7:00 pm	CMSS Cocktails & Conversation
<b>Friday, October 30</b>	<b>Event</b>
8:45 - 9:45 am	Industry Symposia (TBD)
10:00 - 11:00 am	Plenary panel: Virtual education
11:15 am - 12:15 pm	Concurrent Session 3-1
11:15 am - 12:15 pm	Concurrent Session 3-2
11:15 am - 12:15 pm	Concurrent Session 3-3
Break	
<i>12:15 - 1:15 pm</i>	<i><b>Virtual Exhibit Hour</b></i>
2:15 - 3:15 pm	Concurrent Session 4-1
2:15 - 3:15 pm	Concurrent Session 4-2
2:15 - 3:15 pm	Concurrent Session 4-3
3:30 - 4:30 pm	Closing Plenary: Digital Transformation: Covid-19 and Beyond
<i>Meeting adjourns</i>	

## CMSS PRIORITIES

<b>Education</b>	<b>Quality</b>	<b>Professional Identity</b>
<ul style="list-style-type: none"> <li>• Specialty society education</li> <li>• Physician competency and accountability</li> <li>• New learning models</li> </ul>	<ul style="list-style-type: none"> <li>• Quality standards and value assessment</li> <li>• Innovative care delivery models</li> <li>• Equity and disparities</li> </ul>	<ul style="list-style-type: none"> <li>• Professionalism</li> <li>• Autonomy</li> <li>• Teamwork and workforce</li> <li>• Leadership development</li> </ul>



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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.

## Become an Industry Partner



<b>CMSS 2020 Industry Partners Package</b>	<b>Diamond \$25,000</b>	<b>Platinum \$12,500</b>	<b>Gold \$6,250</b>	<b>Exhibitor \$2,500</b>
<b>Virtual Meeting Opportunities</b>				
Virtual Booth includes logo, profile, URL, social media links	Yes	Yes	Yes	Yes
Virtual Meeting Registration	Unlimited	Unlimited	4	2
Industry Symposia presentation	Yes	Yes	None	None
Banner ads (rotating) on virtual website	All locations	All locations	All locations	None
Upload product demo videos on profile	4	3	2	1
Upload documents on profile	4	4	3	2
Review reports on who visited virtual booth, clicked documents	Yes	Yes	Yes	Yes
Chat and video chats	Yes	Yes	Yes	Yes
Upload links on profile	Yes	Yes	Yes	Yes
Supporters acknowledged during virtual meeting	Yes	Yes	Yes	Yes
Supporters acknowledged on PowerPoint slides	Yes	Yes	Yes	Yes
Participate in Virtual meeting with CMSS Leadership	Yes	Yes	Yes	Yes
Company logo with hyperlink on CMSS website	Yes	Yes	Yes	Yes
Vendor Resources ebook on CMSS website (all year)	Yes	Yes	Yes	Yes
<b>Marketing Opportunities</b>				
CMSS marketed webinar 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
Strategy and feedback calls with CMSS leadership	Yes	Yes	Yes	None
Opportunity to submit abstract proposal for speaking	Yes	Yes	Yes	Yes

Each virtual booth includes the following features. Exhibitors will have access to design and upload materials for their virtual booth including access to Virtual Booth design templates. Details on how to create your 'virtual' booth will be sent via email.

### **Virtual Booth Benefits**

- Virtual Booth Templates
- Virtual Booth
- Logo
- Company Profile
- Contact Information
- Documents
- Videos
- Links
- Chat/Video Chat
- Reports

### **Description**

Custom options and templates or build your own  
Customize virtual booth with images, downloaded or linked content  
Upload your company logo or product logo  
Enter company description  
Enter contact name, photo (optional), phone, email, social media links  
Upload documents to company profile  
Upload product demo videos  
Enter your link to product website  
Chat/video chat with booth visitors  
Access reports on booth visits, products viewed

### **How to get started?**

- Complete application and submit to Judy Hambrick at [jhambrick@cmss.org](mailto:jhambrick@cmss.org).
- An email will be sent to contact person with **platform link and password**. This email will also include instructions on how to create virtual booth and other details.
- Webinars on "How to" create virtual booth and its features will be available.





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## Advertisement & Sponsorship Opportunities

**Deadline: All ads must be received by October 16, 2020**

### Advertisement Opportunities

**Banner Ads** – Banner ads will be displayed on the virtual platform and on CMSS website. Banner ads include hyperlink. Cost: \$500 per ad (if purchased outside of sponsor package)

**Partner Resource eBook** – The Partner Resource eBook will be available to all CMSS members on the CMSS Website. The eBook includes all exhibitor details (pulled from virtual booth) and advertisements.

Cost:	Full page (7.5" x 10")	\$500
	Half page (7.5" x 4.875")	\$250

### Sponsorship Opportunities

**Coffee Break Sponsor:**

*\$1,500 per day / \$2,500 all days*

- Verbal recognition at opening session
- **3-5 minutes video shown during break**
- Company logo with hyperlink on CMSS website
- Included on Sponsor thank you banner
- **Thursday, October 29 (afternoon)**
- **Friday, October 30 (afternoon)**

**Plenary Panel Sponsor:**

*\$3,000 per plenary panel*

- Opportunity to introduce Plenary Panel Speaker (**Speaker selected by CMSS**)
- Verbal recognition at Plenary Panel
- Logo in electronic program
- Included on Sponsor thank you banner
- Company logo with hyperlink on CMSS website
- **Thursday, October 29 (afternoon)**
- **Friday, October 30 (morning)**

**Industry Symposia:**

*\$3,000 (limited availability)*

- One-hour session to showcase your products
- Verbal recognition at opening session
- Logo in electronic program
- Company logo with hyperlink on CMSS website
- Included on Sponsor thank banner
- Call for availability

Contact Judy Hambrick, CMSS Exhibit Coordinator at [jhambrick@cmss.org](mailto:jhambrick@cmss.org) or 312.202.5034

## Partner & Virtual Booth Application

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

### INDUSTRY PARTNER LEVELS *(Check level)*

Diamond Partner	<input type="checkbox"/>	\$25,000
Platinum Partner	<input type="checkbox"/>	\$12,500
Gold Partner	<input type="checkbox"/>	\$6,000
Exhibitor	<input type="checkbox"/>	\$2,500

### ADVERTISING OPPORTUNITIES

Virtual Platform Ad - Banner Ad	<input type="checkbox"/>	\$500
CMSS Website - Banner Ad	<input type="checkbox"/>	\$500
Partner Resource eBook - Full Page (7.5" x 10")	<input type="checkbox"/>	\$500
Partner Resource eBook - Half Page Horizontal (7.5" x 4.875")	<input type="checkbox"/>	\$250

### MARKETING OPPORTUNITIES

Coffee Break Sponsor (afternoon)	<input type="checkbox"/>	\$1,500 - Thursday, October 29
Coffee Break Sponsor (afternoon)	<input type="checkbox"/>	\$1,500 - Friday, October 30
Plenary Panel Sponsor	<input type="checkbox"/>	\$3,000 - Thursday, October 29
Plenary Panel Sponsor	<input type="checkbox"/>	\$3,000 - Friday, October 30
Industry Symposia	<input type="checkbox"/>	\$4,000 <i>(Check for availability)</i>

**Total Due**

\_\_\_\_\_

☐ 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 2200, 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](mailto:jhambrick@cmss.org).**





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**Industry Partner &  
Exhibitor  
Prospectus 2020**

**Council of Medical Specialty Societies**

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