



ANNUAL MEETING 26

SAN DIEGO, CA | NOV. 18-20

INDUSTRY PARTNER PROSPECTUS

JOIN CMSS

for the premier annual convening of staff and leaders serving medical specialty societies and their members.



2026 INDUSTRY PARTNER PACKAGES

LEVEL	DIAMOND \$45,000	PLATINUM \$27,500	GOLD \$16,500	EXHIBIT ONLY \$6,000
TABLETOP DISPLAY at the 2026 Annual Meeting (Structured backdrops are not allowed, due to space constraints. Exhibitors may bring pop up banner displays)	8' of space <small>*May include up to 8' of additional space depending on availability</small>	8' of space	8' of space	8' of space
COMPLIMENTARY REGISTRATIONS	6	4	3	2
PRESENTATION OPPORTUNITIES	One (1) Industry Satellite Symposium (45-minute session) OR Two (2) Industry Partner Showcase slots (20 minute presentation)	One (1) Industry Partner Showcase slot (10-minute presentation) <small>*Limited availability</small>	—	—
CMSS MARKETED WEBINAR	1	1	1	—
CMSS E-BLASTs to Membership	2	1	—	—
PROMOTIONAL PPT SLIDES for display during breaks, may include QR code	2	1	1	1
PRE ATTENDEE LIST (one-time use, emails for attendees who opt-in)	✓	✓	✓	✓
POST ATTENDEE LIST (one-time use, emails for attendees who opt-in)	✓	✓	—	—
ELIGIBLE FOR ALL PREMIER-LEVEL SPONSORSHIP OPPORTUNITIES	✓	✓	—	—
ELIGIBLE TO SUBMIT A SESSION PROPOSAL WITH A CMSS MEMBER SOCIETY <small>(Note that sessions are not guaranteed)</small>	✓	✓	✓	✓
INVITATION TO THE INDUSTRY PARTNER MEET & GREET with CMSS Leadership during CMSS Annual Meeting	✓	✓	✓	✓
COMPANY LOGO WITH LINK on CMSS website, printed Annual Meeting program, and Inclusion in the CMSS Industry Resource eBook	✓	✓	✓	✓
NEW: DISCOUNT on additional sponsorships	15%	10%	5%	—
NEW: EMPLOYEES INVITED to attend the Healthcare Innovation Roundtable on April 7th, 2026 (If package is purchased after Roundtable, company will be invited to the next scheduled Roundtable - anticipated for April 2027).	2	1	1	—

Note that webinars and eblasts are to be used within 1 year of application submission

SPONSORSHIP OPPORTUNITIES

REGISTRATION SPONSORSHIP	\$10,000	Exclusive to One Sponsor	Your logo will appear on the registration website and in the registration confirmation emails sent to every attendee when they complete their registration application
LANYARDS	\$7,000	Exclusive to One Sponsor	Put your brand front and center with the exclusive Lanyard Sponsorship. Every attendee receives an official Annual Meeting lanyard at registration, worn throughout the event. This opportunity allows your brand to gain constant, highly visible exposure from the moment attendees arrive until the event concludes.
BUNDLE OPTION: REGISTRATION SPONSORSHIP & LANYARDS	\$15,000		
WATER BOTTLES	\$7,500	Exclusive to One Sponsor	As the exclusive water bottle sponsor, your branding will be prominently display on the water bottles handed out to attendees at registration. Conference water bottles are often kept and reused, extending your reach far beyond the Annual Meeting itself.
WELLNESS EXPERIENCE SPONSORSHIP	\$5,000		This sponsorship highlights your company as the champion of wellness by providing attendees with a yoga session designed to reduce stress, boost energy, and enhance focus during the Annual Meeting. Sponsor will be recognized on sponsor thank you signage during conference wellness event on Friday Morning.
BUNDLE OPTION: WATER BOTTLES & WELLNESS EXPERIENCE	\$11,000		
WELCOME RECEPTION	\$7,000	Limited to 2 sponsors	Gain additional exposure with an exclusive group of 50-60 CMSS member society CEOs and elected volunteer leaders, including society Presidents and other Board Members. The reception takes place on Wednesday evening. Sponsorship includes recognition during meeting, on printed program and sponsor thank you sign, as well as 1-2 minute welcome remarks by company and attendance at the event. <i>*Premier Sponsorship: Sponsors must be Diamond or Platinum level Industry Partners</i>



Sponsorship Opportunities continued on next page...



If you are interested in partnering with CMSS or have any questions, please reach out to Mary Sanders msanders@cmss.org | 847.375.4886

SPONSORSHIP OPPORTUNITIES

RECEPTION WITH INDUSTRY PARTNERS

\$7,000

Option to add sponsored drink and/or branded napkins for additional cost

Limited to 2 sponsors

Sponsor this lively, welcoming gathering that brings together attendees, Industry Partners, speakers, and key decision-makers for an evening of conversation, connection, and community. The event takes place on Thursday evening. Sponsorship includes recognition during the meeting and on printed program schedule, and 1-2 minute welcome remarks by sponsoring company.

PROGRAM GUIDE SPONSORSHIP

\$7,000

Exclusive to One Sponsor

Secure premium brand visibility, featuring your logo prominently displayed on the back cover of the printed program guide. With every attendee receiving a copy, your company benefits from guaranteed visibility and association with the event's official content.

COFFEE BREAK SPONSORSHIP

\$5,000

option to add branded napkins and/or coffee sleeves for additional cost

Fuel the energy of the event and keep your brand top of mind by sponsoring one of our highly attended Coffee Breaks. Sponsorship includes signage recognition (3 coffee breaks total)

CHARGING STATION

**Inquire
for pricing.**

As attendees recharge their devices, they'll connect directly with your brand. Strategically placed in high-traffic areas, the charging station with your logo placement included becomes a natural gathering point, offering your company repeated impressions and meaningful brand association.



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THOUGHT LEADERSHIP AND ENGAGEMENT OPPORTUNITIES

SPONSORED SESSION	\$25,000 Plenary Session \$10,000 Concurrent Session		Sponsor a plenary or concurrent session (no influence on content). Sponsors have the opportunity to give a brief welcome with (1) slide (maximum 1-2 minutes with guidelines). Sponsorship also includes registration for attendees at the Annual Meeting (2 attendees for Plenary Sponsorship, 1 attendee for Concurrent Sponsorship).
INDUSTRY SATELLITE SYMPOSIUM	\$15,000	Limited to (4) companies	A premier opportunity to deliver deep, high-value content demonstrating thought leadership and your impact on medical specialty societies with our audience. Sessions occur during breakfast, lunch, or after sessions. Each session is 45-minutes. <i>*Premier Sponsorship: Sponsors must be Diamond or Platinum level Industry Partners</i>
INDUSTRY PARTNER SHOWCASE	\$7,500	Limited Availability	Highlight your organization's expertise and connect directly with engaged attendees through the Industry Partner Showcase. This showcase provides Industry Partners with a 10-minute opportunity to present their products, services, and thought leadership. Limited availability. <i>*Must be Industry Partner or Exhibitor</i>
INDUSTRY PARTNER PROJECTS	Cost per project to be determined after scope is defined (costs are in addition to Industry Partner Packages)		Partner with CMSS and our members on surveys, focus groups, etc. Industry Partner Projects are your opportunity to provide thought leadership, contribute to advances in the field, and enhance your connection and visibility with key audiences. <i>*Must be Diamond or Platinum level partner</i> <i>*Projects subject to CMSS approval</i>



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ADVERTISING OPPORTUNITIES

METER BOARD ADVERTISEMENT	\$2,000	One of the most effective signage options for grabbing attention at the Annual Meeting. These free-standing, double-sided boards are placed in prominent, high traffic locations.
KEY CARDS	\$5,000	Your company's message is placed directly into the hands of every participant staying within the official Annual Meeting hotel block. As the exclusive sponsor, your branding will appear on hotel room key cards, ensuring repeated exposure each time attendees access their room throughout the event.
DOOR DROPS	\$2,500	This high-impact opportunity allows you to deliver a custom branded item, or promotional piece right to the hotel room doors of the Annual Meeting attendees staying within the official room block.
FLOOR STICKERS	\$750 Package of 2 \$1,350 Package of 4	Guide attendees to your exhibit space with eye-catching floor stickers. A creative way to transform walkways into compelling brand touchpoints.
PRE-MEETING CMSS EMAIL AD	\$500 Per Ad	Place your ad in the emails sent by CMSS to all attendees leading up to the meeting. Your ad will be visible to all of CMSS' email database within any non-educational email. These emails include the Save the Date, registration and hotel reminders, and a Know Before You Go email. This is a high traffic, high visibility space. Your company ad can be linked to an external website with analytics being provided after the Ad expires. Limited to (2) pre-meeting emails per company.

YEAR ROUND OPPORTUNITIES



1 CMSS MARKETED WEBINAR

\$10,000

Topics and timing are subject to CMSS approval.

BANNER AD ON CMSS WEBSITE

\$500 per ad

Place your brand directly in front of industry professionals year-round. The CMSS website serves as a central hub for event information, resources, updates, and member engagement – making it one of the most visited digital touchpoints throughout the year. The ad can run on the Industry Partner webpage or the 2026 Annual Meeting webpage, and it will run for 30 consecutive days.



CMSS CONNECTION ENEWSLETTER AD

\$500 per ad

Place your ad in the monthly eNewsletter emails sent by CMSS in the month of your choosing (subject to CMSS approval). Reach over 2,000 staff and leaders at societies through the CMSS Connection eNewsletter!



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NEW

CMSS HEALTHCARE INNOVATION ROUNDTABLE

*Join
Us*

for this exclusive, in-person opportunity to connect directly with members of the CMSS Board of Directors, member society CEOs, CMSS executive staff, and fellow industry leaders to expand dialogue on the most pressing topics facing specialty societies in their missions to advance high-quality patient care.

This event is designed to enable strategic collaboration, knowledge-sharing, and innovation to address some of healthcare's most complex challenges. Participation in the Healthcare Innovation Roundtable allows your organization direct access to our community of specialty society executives and an exclusive opportunity to contribute thought leadership and innovative ideas and approaches to our community conversations.

Lend your perspectives and engage with the CMSS community to shape the future of healthcare together. Don't miss your chance to reserve your company's seats today!

The event
will be held on
**TUESDAY,
APRIL 7TH, 2026**
in **Alexandria,
Virginia**





CMSS HEALTHCARE INNOVATION ROUNDTABLE

PARTICIPATION OPTIONS:



OPTION 1

Included in your CMSS Industry Partner Package

- Diamond Partners: Two (2) seats included
- Platinum Partners: One (1) seat included
- Gold Partners: One (1) seat included

Maximize your engagement with CMSS and our Member Societies as an Industry Partner. Packages include seats at the Roundtable, exhibit and session opportunities at the Annual Meeting in November 2026, and additional opportunities throughout the year. Please see page 2 of the prospectus for additional details.

OPTION 2

A la Carte participation in the Roundtable only

- One (1) seat for \$5,000
(limit two (2) seats per company)

OPTION 3

Webinar & Roundtable Bundle:

- Bundle includes one (1) seat at the roundtable and one (1) company sponsored webinar for \$13,500 (a \$15,000 value)

Connect with our community in person at the roundtable and share more information with a wider audience through a sponsored webinar. Webinar must take place by Dec. 2026.

ADDITIONAL DETAILS:

All participation options include company listing (with logo) as an Industry Partner member of the CMSS Healthcare innovation Roundtable on the CMSS website and social media channels.

Companies are responsible for all travel costs, and in-person participation is required (no virtual option).



If you are interested in participating at the Healthcare Innovation Roundtable or have any questions, please reach out to Mary Sanders
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