



CMSA[®]

CASE MANAGEMENT SOCIETY OF AMERICA

Partnership Program



ABOUT **CMSA**[®]

CASE MANAGEMENT SOCIETY OF AMERICA

Founded in 1990, the Case Management Society of America (CMSA) has grown to become the leading association supporting case managers across the entire healthcare continuum. It is based in Brentwood, TN and serves more than 9,000 members, 30,000 member subscribers, and 85 chapters through educational forums, networking opportunities, legislative advocacy and establishing standards to advance the profession.

It's leadership programs, educational forums, and breadth of tools and resources enable case management professionals to ensure more positive outcomes for individual patient's healthcare needs.

Case management professionals expedite patients' return to health and help curtail the exorbitant costs that too often afflict the nation's health care system. To further the professional knowledge and career opportunities of its members, CMSA also offers a number of educational programs.

CMSA's annual conference enables local, national, and international leaders to learn and contribute their collective experiences toward advancing case management. We proudly recognize the contributions our Exhibitors, CMSA Partners, and Sponsors make to the conference. Collectively, you provide the essential tools and resources our case managers need to achieve their goals.

On behalf of our 7,800 Members, we invite you to join us as an Exhibitor, CMSA Partner and/or Sponsor at CMSA's 31st Annual Conference & Expo in Orlando.

CONNECTING WITH CASE MANAGERS

CMSA represents over 30,000 members and participants in a number of different practice settings and care delivery models. Case Managers play a critical part in providing information, recommendations, and options to patients and the entire care delivery team.

CMSA Partners seek to advance the entire profession of case management and are a critical component of CMSA's mission to provide resources to case managers and increase their visibility in the health care community.

CMSA Partners hold an official membership within CMSA and receive a variety of benefits including discounts for other CMSA products and visibility to the CMSA community.

Become a CMSA Partner

Companies that join the CMSA Partner program recognize the importance of case managers in today's health care environment and realize the influence case managers have in helping to provide services to their patients. By joining CMSA as a Partner, your company will have unique opportunities to connect with CMSA's membership, web visitors and event attendees.

For more information on how your company can receive the recognition and prestige of a CMSA Partnership, view the list of benefits on the next page and submit your application today!

CMSA Today™

This quarterly publication delivers important news and information direct from the Case Management Society of America (CMSA) – the largest and oldest non-profit, multi-disciplinary care management professional association in the United States.

CMSA Today™ is the cornerstone of CMSA's member communications – incorporating print and digital publications, as well as e-newsletters and a complementary news website – all designed to deliver the latest news and information from CMSA and the care management industry.

CMSA Partners receive a 10% discount on advertising space in CMSA Today®

CMSA PARTNER LEVELS

CMSA PARTNER FEATURES	DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
<p>1. CMSA Membership Mailing List Contact information for approximately 9K case manager members of CMSA to be used for your own promotional activities. <i>Phone, fax, and e-mail information not included.</i></p>	Unlimited Use (\$16,500 value)	Unlimited Use (\$16,500 value)	Three-Time Use (\$9,900 value)	Two-Time Use (\$6,600 value)	One-Time Use (\$3,300 value)
<p>2. Individual Memberships - Includes one National Membership and one Local Chapter Membership, allowing networking at local CMSA Chapter events. <i>Charges for attending local Chapter events may apply.</i></p>	10 individual memberships (\$1,700 value)	6 individual memberships (\$1,020 value)	4 individual memberships (\$680 value)	2 individual memberships (\$340 value)	2 individual memberships (\$340 value)
<p>3. National Recognition on www.cmsa.org Inclusion of your company name, logo, and link on the Partner section of CMSAs website visible to all members and web visitors.</p>	X	X	X	X	X
<p>4. Market Analysis Data - Complimentary access to the most current data which will help with your marketing efforts to case managers. Help case/care managers perform their jobs more efficiently by knowing the challenges facing them each day.</p>	X	X	X	X	X
<p>5. Social Network Updates - Extend your reach to the broader case management community with a post on Twitter, Facebook, and LinkedIn.</p>	X	X	-	-	-
<p>6. Exhibit Space Discount - Opportunity to receive exhibit space discounts for CMSAs Annual Conference which provides an opportunity to reach approx. 2K conference attendees.</p>	Free 10X10	\$2,500 Discount	\$2,000 Discount	\$1,200 Discount	\$400 Discount

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7. Conference Registrations - Individual registrations to CMSAs Annual Conference, which can be used by employees or clients to reach approx. 2K influential case managers and care management industry participants.	6 Conference Registrations (\$5,300 value)	5 Conference Registrations (\$4,395 value)	4 Conference Registrations (\$3,516 value)	3 Conference Registrations (\$1,750 value)	2 Conference Registrations (\$879 value)
8. Early Booth Selection - Receive exclusive view of next year's floor plan and reserve premium booth space.	X	X	X	X	-
9. Annual Conference Recognition Corporate Partners who exhibit at the Annual Conference will receive recognition on Expo Hall entrance unit and booth signage as well as the conference program book.	X	X	X	X	X
10. Webinar Discounts - Present your educational material to the CMSA Audience. CMSA will promote the webinar to the entire CMSA membership as well as information subscribers. Discounts available from a \$5K base fee. <i>CMSA to approve content.</i>	One FREE Webinar	30% Discount	20% Discount	15% Discount	10% Discount
11. Post-Conference Attendee List Exclusive access to the post-conference attendee mailing list. <i>Phone, fax and email information excluded.</i>	X	X	X	X	X
12. Exclusive use of the CMSA Logo - Receive a conference logo to use in promotional activities. <i>CMSA must approve prior to use.</i>	X	X	X	X	X
13. Recognition in each issue of CMSA Today™ - Sent to approx. 9K CMSA members and 20K information subscribers.	X	X	X	X	X
14. Advertising Discounts - Discount applies to <i>CMSA Today™</i> and the Professional Case Management Journal.	10% Discount				

VIRTUAL ADVERTISEMENTS

ITEM	PRICE	DESCRIPTION
EMAIL BLAST	\$2500	<ul style="list-style-type: none">• Sponsor message will be delivered straight into the attendee e-mail inbox.• Message can be sent to the entire group or specific work settings.
APP SPONSOR	\$5000	Be the sole sponsor of the conference app. Your company's splash page will be the first thing every attendee sees each time they open the app. Additionally, we will load a 1-page ad into the app.
WEBSITE BANNER	\$3000	Company banner rotating on the bottom of the CMSA conference page for a 3-month period.
REGISTRATION PROMOTION EMAIL	\$3000	Your company's ad on the bottom of a CMSA conference promotional email sent to the entire CMSA database of 19K+ people.
DAILY KNOW BEFORE YOU GO EMAIL	\$2000	Banner ad included in daily "onsite" or Know Before You Go email to all conference attendees.
SOCIAL MEDIA PROMOTION	\$2000	CMSA will share an advertisement of your choice on CMSA's social media platforms. Advertisement must be approved by the CMSA Executive Office.
SLIDING LOGO	\$500	Company logo to be put into a slideshow on the CMSA Conference page for a 1-month period.
ONLINE CONFERENCE GOODIE BAG	\$500	Item located on the Virtual Conference Goodie bag feature on the CMSA conference website.

**For more information about becoming
a CMSA partner
Call (615) 324-2365 or
Email cmsa@cmsa.org**

