

# 2021 Prospectus

## PARTNERS, SPONSORS & EXHIBITORS

**CMSA**<sup>®</sup>

CASE MANAGEMENT SOCIETY OF AMERICA



# CMSA PARTNERS

# 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
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>	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)
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>	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)
3, National Recognition on <a href="http://www.cmsa.org">www.cmsa.org</a> Inclusion of your company name, logo, and link on the Partner section of CMSAs website visible to all members and web visitors.	X	X	X	X	X
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.	X	X	X	X	X
5. Social Network Updates - Extend your reach to the broader case management community with a post on Twitter, Facebook, and LinkedIn.	X	X	-	-	-
6. Exhibit Space Discount - Opportunity to receive exhibit space discounts for CMSAs Annual Conference which provides an opportunity to reach approx. 1K conference attendees.	Silver Virtual Exhibit Tier <i>Complimentary</i>	Bronze Virtual Exhibit Tier <i>Complimentary</i>	\$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. 1K 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 <i>CMSA Today™</i> - Sent to approx. 6500 CMSA members and 30K 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				

# ABOUT

# CMSA<sup>®</sup>

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 6,500 members, 30,000 member subscribers, and 70 chapters through educational forums, networking opportunities, legislative advocacy and establishing standards to advance the profession.

Its 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 help patients get healthier faster; 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 Members, we invite you to join us as an Exhibitor, CMSA Partner and/or Sponsor at the 2021 Annual Conference & Expo.

## WHY EXHIBIT AT CMSA

### NETWORK

Connect with the top professionals in case management.

### PROMOTE

Raise awareness of your brand and services to over 1,000+ attendees.

### ACCESS

Gain access to a unique market that cannot be found anywhere else!

- ❖ 30+ Years of Success
- ❖ 1,000+ Attendees
- ❖ 200+ Exhibitors
- ❖ 6500+ Members

- ❖ 3 Days of Networking
- ❖ 30K Member Subscribers
- ❖ 70 Chapters Nationwide
- ❖ 15M+ Marketing Impressions

# ACCESS THE AUDIENCE

Now is the time to make the Case Manager's short list of providers, influence the influencers as they make recommendations and get face-to-face virtually with the most important, decision-making roles in case management.

Your ability to be and stay top-of mind at the moment of need and to secure a position as a recommended solution is central to the success of every sales, marketing and branding effort. By partnering with the premier association serving case managers for over 30 years, those objectives can easily be met in one place, at one time.

## FAST TRACK YOUR SALES & MARKETING

CMSA is the fastest path to accomplish your objectives by giving your brand, services and sales team the ability to get face-to-face with the most case management roles possible over three days to shorten sales cycles, build brand and product awareness and ensure that you have a seat at the table of opportunities.

As an exhibitor, you'll tap into an exclusive and powerful audience of CMSA Members virtually! This focused environment is ideal for driving your sales and marketing initiatives forward – to reach and engage directly with the maximum number of high-quality case management roles possible – all at one place and time!

### Current Exhibitors Provide Solutions Such As:

- Air Transport
- Decision Support Software
- Disability Management
- Disease Management
- Durable Goods Manufacturers
- Health Care Providers
- Hospice and Home Care Solutions
- Hospitals & Health Care Facilities
- EMR Software & Web Services
- Medical Equipment Suppliers
- Long Term Care Solutions
- Pharmaceutical Companies
- Recruiters & Staffing Firms
- Rehab Facilities & Services
- Sub-acute Facilities
- Transportation and Mobility
- Universities & Colleges

# Attendee Settings Represented Include:

## AUTHORITY & INFLUENCE

CMSA attendees and members are hungry for resources and looking for the best solutions to improve patient outcomes, such as:

- Accountable Care Organizations (ACO)
- Behavioral/Mental Health Organization
- Community Based Agency/Organization
- Disease Management Companies
- Government/Military Entities
- Health Plans (HMO/PPO/IAP/Insurer)
- Home Care Agency/Organizations
- Hospice/Palliative Care Systems
- Hospital/Acute Care Organizations
- Independent/Private Practices
- Integrated Care Delivery Systems
- Long-Term Care/Assisted Living Facilities
- Managed Care Organizations
- Occupational Health
- Disability Management
- Workers Compensation Groups
- Patient-Centered Medical Homes
- Pharmaceutical Companies
- Physician/Medical Group Practices
- Rehabilitation Organizations

**81%** of trade show attendees have buying authority. Which means more than 4 out of 5 people walking the aisles are potential customers for exhibitors.



Case managers are the #1 influencers who collaborate through all aspects of care and transitions – not just one isolated area. Promoting quality and cost-efficient outcomes simply can't be done in a vacuum – which is why the CMSA's membership, attendees and exhibitors are a mirror of today's market.





**VIRTUAL CONFERENCE**

# Virtual Conference

CMSA will be running the conference live June 8-10, 2021. During the conference there will be built in virtual networking time. CMSA will have a conference hall that will be the main hub for all conference activities, including the exhibit hall. Attendees will enter the virtual exhibit hall and be able to access booths 24/7. During the scheduled virtual exhibit times, we ask that companies have their booths manned for face-to-face virtual networking.

## Virtual Expo Hall

**Tuesday, June 8**

- 11:30 AM – 1 PM Central

**Wednesday, June 9**

- 1 – 2 PM Central
- 3 – 4 PM Central

### Benefits of a Virtual Meeting:

- ❖ Extended exposure to attendees over several months through the virtual platform
- ❖ Elevated multi-faceted exposure to case managers from across the country
- ❖ Targeted marketing opportunities to virtual attendees to attend your virtual networking session
- ❖ Opportunities to schedule 1-1 meetings with case managers via chat and discussion forums
- ❖ Broadened marketing capabilities such as commercials, virtual goodie bags and exhibitor bingo

### HEIGHTEN YOUR VIRTUAL EXPOSURE THROUGH:

**SOCIAL MEDIA  
POSTS**

**EMAIL  
BLASTS**

**ONLINE  
GOODIE BAG**

**WEBSITE  
BANNER**

Interested in any of the above opportunities? Email [cmsa@cmsa.org](mailto:cmsa@cmsa.org) for further details!

# WAYS TO ENGAGE VIRTUAL MEETING ATTENDEES

## VIRTUAL EXHIBITION ROUND TABLE

Each conference exhibitor will be invited to participate in our virtual conference meet-up. Attendees and exhibitors will come together for the first 25 minutes for the CMSA team to introduce each exhibiting company. After introductions, attendees will go to the exhibiting companies of their choice for the remaining 35 minutes. CMSA will be giving away (1) conference registration to the 2022 Annual Meeting to encourage attendee participation.



CMSA will send out a targeted email blast for the event and include which companies are participating, as well as any giveaways that companies plan on hosting. You can verify participation on your commitment form. The CMSA Executive Office will re-confirm participation and incentives closer to the meeting.

## VIRTUAL BINGO

Attendees will be encouraged to participate in a virtual game of bingo that will last for the entirety of the Virtual Conference. The bingo will require participants to see and interact with certain aspects of the meeting, including the virtual exhibitors, to mark items off the board. Each exhibitor interested in participating will be given a word or phrase that they will share with individuals who attend their exhibit hall session. Every participating exhibitor will be given a square on the board that asks for the word or phrase. Participation is free and optional.

## VIRTUAL GOODIEBAG

Many conferences, pre-COVID-19, offered goodie bags to attendees that were full of swag and helpful tools- the Virtual Conference will continue this tradition! The virtual goodie bag webpage will be a place that stores content that is available before and throughout the virtual meeting, speaker handouts, user guides, FAQs, quick links and more. Should exhibitors wish to provide attendees with meeting swag, they will be able to advertise so in the goodie bag. At registration, attendees will be asked to update their mailing addresses so that exhibitors will be able to send swag to an available location. Participation is optional and available for a \$500.00 fee per goodie bag item.



# **VIRTUAL EXHIBIT HALL**

# 2021 VIRTUAL EXHIBIT BOOTH

The virtual booth will live in the online conference hall. Below is a screenshot of a silver package. On the home screen you will see your company logo, description and products. To the right is an icon that clicks into booth reps, marketing materials and the discussion forum.

## Parthenon Management Group

Parthenon Management Group believes that the optimal success of a professional scientific society results from member driven leadership and governance with management and facilitation being provided by professionally trained and experienced staff. Our goal in managing a scientific society is to do our job with the same level of excellence that our members do their work. We relieve the volunteer member leadership of administrative burdens and enable them to devote their time to strategic thinking and determining the goals and objectives of the society. We then...



Company  
Logo/Description

PRODUCTS  
Clickable to your products/website

Icons into booth  
reps, discussion  
forum and  
marketing  
materials

Sustainability Blog  
SUSTAINABILITY BLOG

PMG Cookbook  
PMG COOKBOOK

Diversity in Association Management  
DIVERSITY IN ASSOCIATION MANAGEMENT



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### Booth Attendants



Jessica Nickerson

Sr. Meetings Manager

Jessica has been with PMG for 4 years.

[Join Online Meeting](#)



Kelly Braniff

MNRS Executive Director

Kelly serves as the Executive Director of MNRS

[Join Online Meeting](#)

### Marketing Materials

[Speaker Information](#)  
This is a test

[CE Credits](#)  
This is a test

[Conference Info](#)  
This is a test.

	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
<b>Prior to May 1, 2021</b>	<b>\$11,970</b>	<b>\$5,985</b>	<b>\$2,790</b>
<b>On or After May 2, 2021</b>	<b>\$12,510</b>	<b>\$6,525</b>	<b>\$3,330</b>
<b>Booth Reps</b> Booth reps will have their name, profile picture and bio listed in the online booth. They can host individual networking rooms or host rooms together.	<b>4</b>	<b>3</b>	<b>2</b>
<b>Passport to Prizes</b> Your company will be included in the online passport to prizes and attendees will stop by your booth to be entered for giveaways.	<b>x</b>	<b>x</b>	<b>\$300 Add On</b>
<b>Virtual Goodie Bag Item</b> Resources for attendees to take away. This can link back to your site!	<b>2</b>	<b>1</b>	
<b>Virtual Platform Position</b> Our virtual platform will have pages to access booths. Priority will be given to CMSA partners and gold exhibitors.	<b>1</b>	<b>2</b>	<b>3</b>
<b>Exhibitor Listing in CMSA Today</b>	<b>x</b>	<b>x</b>	<b>x</b>
<b>Online Exhibitor Listing</b>	Company Name Contact Info Brief Description Logo Social Media Handles 1/2 page ad	Company Name Contact Info Brief Description Logo Social Media Handles	Company Name Contact Info Brief Description Logo Social Media Handles
<b>Online Program Book</b>	1 page ad	1/2 page ad	
<b>Website Listing</b>	Rotating Banner on main conference page + logo/name in full listing	Logo+Name Full listing	Typed name on full listing
<b>Exhibitor Video on Social Media</b>	<b>x</b>		
<b>Pre-show Attendee Mailing List Access</b>	<b>x</b>	<b>x</b>	<b>x</b>
<b>Special Thanks in President's Opening Remarks</b>	<b>x</b>		
<b>Discussion Forum</b> Your booth will include a discussion forum so attendees can leave questions/comments whenever they visit and start discussion amongst groups of individuals.	<b>x</b>	<b>x</b>	<b>x</b>
<b>Marketing Video to Play for Attendees on Demand</b>	<b>x</b>	<b>x</b>	
<b>Attachments/Brochures in Platform</b>	<b>5</b>	<b>3</b>	<b>2</b>
<b>Retargeting Ads (1 version) (audience = registrants)</b>	2 month/2 versions Included - a \$10,600 Value	1 month/1 version included - \$5,300 value	\$5,300 Add On (1 month/1 version)
<b>Email Marketing Ad</b> You decide when to send the marketing email. It will be included at the bottom of one of CMSAs emails.	Included - sent 2x	Included - sent 1x	



**SPONSORSHIP**

**NEW  
THIS YEAR!**

# 2021 CMSA AWARD CEREMONY SPONSOR – \$25,000

**This sponsorship will be the sole sponsor of the 2021 CMSA Award Ceremony.  
Your company will receive the following:**

- ❖ Complimentary Silver Booth
- ❖ Company's logo on the screen prior to ceremony
- ❖ Recognition in the daily email the day the award is given with the company's logo and a brief message
- ❖ Linked item in the daily email
- ❖ (2) Conference registrations to the 2021 Meeting
- ❖ Recognition on the conference walk-in slides
- ❖ Acknowledgement through company logo in the online program book.
- ❖ Company description in the exhibitor handout
- ❖ Company contact information distributed to attendees



Email [cmsa@cmsa.org](mailto:cmsa@cmsa.org) for further information, clarification or to create a unique package.



# \$3,500: SPONSOR AN EARLY CAREER PROFESSIONAL

**CMSA is proud of the participation we have with students and early career professionals. If you would like to sponsor an early career professional, you will receive:**

- ❖ (1) CMSA Membership for 2021 for an early career professional
- ❖ (1) CMSA conference registration for the recipient
- ❖ Company description in the exhibitor handout
- ❖ Company contact information distributed to attendees
- ❖ Recognition on the conference walk-in slides
- ❖ Acknowledgement through company logo in program book
- ❖ Company logo on the CMSA website



Email [cmsa@cmsa.org](mailto:cmsa@cmsa.org) for further information, clarification or to create a unique package.

# Audio-Visual Sponsor: \$60,000

Be the sole sponsor for the conference AV! Your company will receive:

- Podium signs in every session room featuring your company's logo along with CMSAs logo
- Email graphic on a daily email
- Recognition on (1) daily email as the sole sponsor of the conference AV
- Company's logo in conference walk-in slides and online program book
- Participation in the Virtual Exhibitor Time with the 2021 Virtual Attendees
- (2) Conference Badges with access to all conference events
- Booth carpeting in show colors
- Standard company identification sign with booth number
- Exhibitor listing in the official CMSA Mobile App
- Exhibitor listing in the official printed CMSA Program Book
- Exhibitor listing on CMSA website for event and online floorplan
- Pre-show attendee Mailing List Access for 1x Use sent by CMSA
- Personnel & conference badges based on level of involvement
- Exhibitor listing in the pre-conference issue of *CMSA Today*™

## MVD DAY SPONSOR: \$10,000

MONDAY, JUNE 7



- 2-3 Minute commercial prior to start
- Recognition in walk-in slides and program book
- Social media post on Facebook & Twitter
- Ad on the bottom of Monday's daily email
- Pre-conference attendee list
- (1) complimentary registration to MVD Day

# ADVERTISING



# VIRTUAL ADVERTISEMENTS

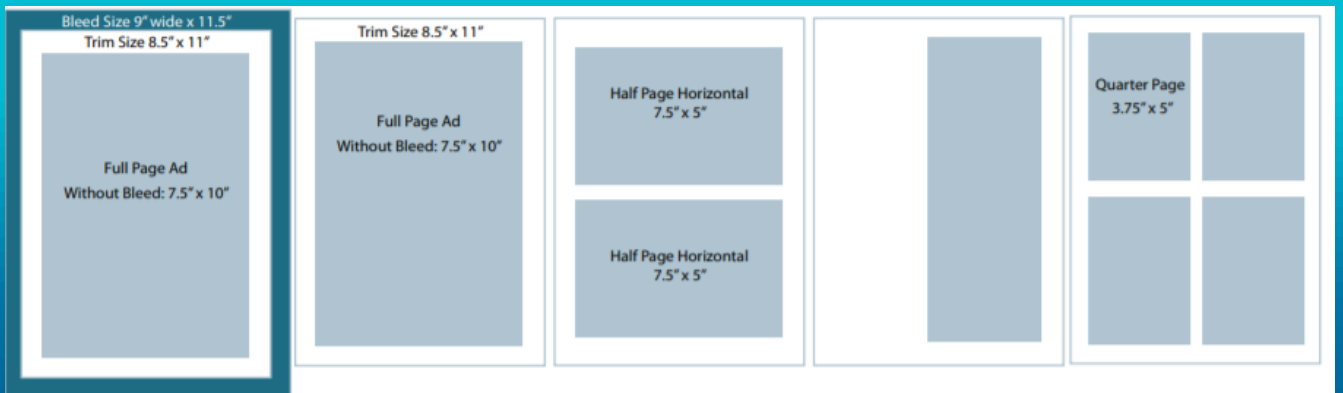
ITEM	PRICE	DESCRIPTION
Networking Lounge	\$10K	Sponsor the attendee networking lounge and have your company logo on the main conference hall as well as the conference schedule and daily emails.
Webinar Sponsor	\$5K	Web-based training and educational opportunity to reach CMSA Members and Conference Attendees. Promotional visibility to drive attendance, brand exposure and messaging. Post-event exposure through inclusion on CMSA ERL resources for members to access.
EMAIL BLAST	\$2500	<ul style="list-style-type: none"> <li>· Sponsor message will be delivered straight into the attendee E-mail Inbox (pre or post conference)</li> <li>· Message can be sent to the entire group, or specific work settings</li> </ul> <i>Great opportunity to highlight your virtual networking time and giveaways at the conference!</i>
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 promotion email sent to the entire CMSA database of 30K+ people.
DAILY/KNOW BEFORE YOU GO EMAIL	\$2000	Banner ad included in daily "onsite" or know before you attend email to all conference attendees.
SOCIAL MEDIA PROMOTION	\$2000	CMSA will share an advertisement of your choice on CMSAs 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.

# Advertising Options

**ONLINE PROGRAM BOOK**—Advertise in the CMSA Program Book and gain a competitive edge! For maximum exposure, the Program is available to all conference attendees digitally prior to the conference and will be linked in the conference hall and daily emails.



AD SIZES	WIDTH	DEPTH	EXHIBITOR	NON-EXHIBITOR
Inside Front or Back Cover	7.5"	10"	\$1850	\$3250
Full Page	7.5"	10"	\$1575 (first 5 pages) \$1350 (remainder)	\$1775
<i>Trim Size</i>	8.5"	11"		
<i>Bleed Size</i>	9"	11.5"		
Half Page ( <i>vertical</i> )	3.5"	10"	\$975	\$1525
Half Page ( <i>horizontal</i> )	7.5"	5"		
Two-page Spread	16"	10"	\$1500	\$2100



All ads must be at least 300 dpi, CMYK and saved as a PDF. Ads should be emailed as an attachment to [cmsa@cmsa.org](mailto:cmsa@cmsa.org). CMSA has the right to reject any ad we deem inappropriate.

# SYMPOSLIA



# KEYNOTE SPONSORSHIP: \$30,000

## Sponsorship Includes:

- (1) Social Media Post to: Twitter, Facebook & Instagram
- 2-Minute Video Played prior to the keynote. Content must be approved by CMSA.
- Sponsor recognition in the conference program book
- Logo on the conference website
- Recognition in the opening remarks
- Recognition of sponsorship in the daily email, the day of your event
- Complimentary Silver Booth

## 2021 KEYNOTES



### Bertalan Mesko

Dr. Bertalan Meskó, PhD is The Medical Futurist and the Director of The Medical Futurist Institute analyzing how science fiction technologies can become a reality in medicine and healthcare. As a geek physician with a PhD in genomics, he is also an Amazon Top 100 author. He is also a Private Professor at Semmelweis Medical School, Budapest, Hungary.



### Alton White

Alton Fitzgerald White captivates audiences whenever and wherever he performs. This triple talented singer, actor, and dancer has starred in six smash Broadway hits! He made his Broadway debut starring as John in Miss Saigon with his powerful heart rendering performance of the anthem “Bui Doi” bringing nightly ovations.



### Marvelless Mark

Perform like a rock star in your business and in life by learning the innovative success principles of your favorite rock stars along with some serious business content. Business wisdom is Rock N Roll’s untold story.

# SYMPOSIA SPEAKING SPONSORSHIP: \$30K



**Be one of 2-3 Sessions for Lunch or Breakfast! For 1.5 hours, you can present to an audience that splits all the conference attendees!**

- Lunch Time Symposia = 1.5 hours
- Breakfast Time Symposia = 1.5 hours

## **Sponsorship Includes:**

- Sponsor recognition in the conference program book
- Session title included in the conference schedule
- Logo on the conference website
- Virtual goodie bag item
- Recognition of sponsorship in the daily email, the day of your event
- Pre-conference attendee list
- Complimentary Silver Booth

*For more information email [cmsa@cmsa.org](mailto:cmsa@cmsa.org).*