



# **MMM** **Awards** **2010**

## **Sponsorship Kit**

[mmm-online.com/awards](http://mmm-online.com/awards)



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## Magazine Profile

### ARMING DECISION-MAKERS WITH THE INFORMATION THEY NEED

*Medical Marketing & Media* (a division of Haymarket Media, Inc.) offers a comprehensive resource of balanced and relevant editorial to leaders, thinkers, marketers and creative executives involved in the commercialization of prescription drugs and other medical products and services in North America.



Through a combination of news, analysis, opinion, feature stories and reports, *MM&M* arms its readers with the tools they need to make crucial decisions in this dynamic and highly complex market.

At the heart of the brand is the quality monthly print title, *MM&M*, first published in 1966. Editorial topics run the full gamut of medical marketing, including advertising, public relations, direct marketing, government regulation, marketing research and media. Content is accurate, balanced, relevant and digestible, and packaged with a high design value. Throughout the year, annual surveys, special reports and themed issues deliver important analysis and fresh insight, providing decision-makers with invaluable reference tools.

Complementing the print edition is the online property, [mmm-online.com](http://mmm-online.com), featuring daily news stories and archived articles; the semi-weekly electronic newsletter, Consumer Brief, *MM&M* News Brief, which is e-mailed to subscribers; and the industry's definitive annual awards program, The *MM&M* Awards.

*MM&M* is produced with independence and authority, and with the highest regard to editorial standards and innovative design. An advisory board of seasoned experts, representing all areas of the medical marketing space, helps identify key trends and issues, ensuring that the *MM&M* finger is firmly on the pulse of the industry.

### THE MOST QUALIFIED AUDIENCE

Medical Marketing & Media has the most current circulation of healthcare manufacturers and agency executives in the industry. Our audience is composed of key industry decision makers. *MM&M* delivers a 1 year qualified audience of 14,750\* by BPA standards. 100% of *MM&M*'s total circulation is qualified within the first year, a claim no other title serving the industry can make. As a result, through the *MM&M* channel, advertisers reach influential healthcare marketing managers on both the brand and agency side, delivering maximum penetration on advertising dollars.

\*Source: BPA Statement, June 2009



## Haymarket

### **THE PUBLISHER WITH THE RIGHT CREDENTIALS**

Haymarket is a specialist publishing company operating in many of the world's major markets.

Haymarket is the largest private magazine publisher in the United Kingdom, with titles published in 23 languages across almost 100 nations. Haymarket's global expansion has come from wholly owned subsidiaries from joint ventures, from extensive licensing of key magazines to other publishers and through enterprises managed from the United Kingdom.

Subsidiaries and joint ventures are based in strategic world business centers in Germany, the US, China, Australia and Malaysia. Licensed editions are produced and distributed throughout Latin America, Europe, India, Asia, Australia and Africa, putting Haymarket titles on sale from the Arctic Circle to the tip of South America.

Haymarket's US publishing group, Haymarket Media, Inc., is one of the nation's fastest growing publishing companies. It publishes market-leading specialist magazines for the marketing, media and medical professions, computer security experts and motor sports fans. This program is backed by the worldwide expertise of the Haymarket Publishing Group, Britain's leading independent publisher, with magazines in almost 100 companies.

Founded in the 1950's, Haymarket group employs 1,700 staff across five continents. This growth has been achieved by pursuing two basic strategies: to launch and develop new publications, and to purchase and revitalize existing ones. In both cases, the goal has been to establish market leadership as rapidly as possible.

Haymarket Media first established operations in New York in 1985 with the essential prescribing bible for family physicians, Monthly Prescribing Reference. Now in 2010, Haymarket Media publishes an array of successful business, consumer and medical publications and has divisional offices in New York, California, Illinois, Florida and Massachusetts.



## A Night to Remember...



In 2009, *MM&M* held its sixth annual Awards program to recognize the healthcare marketing sector for its accomplishments throughout the year. The MM&M Awards stands out for both its independence and its authority. The Awards have quickly won industry recognition as the only program of its kind. In 2009 we recruited an unrivaled panel of 41 judges to review entries across a range of marketing disciplines. The Awards event itself was held last October in New York. It was deemed a resounding success.

The MM&M Awards 2009 honored winners in fields ranging from Media to Publishing, to Public Relations and Advertising. It collectively acknowledged all facets of the pharmaceutical marketing industry. Exclusive, category sponsorships provided advertisers with marketing opportunities before, during and after the Awards, providing both a credible platform and a captivated audience.

The MM&M Awards 2010 are shaping up to be a smashing success on the heels of the previous years. Once again, a panel of independent judges, representing a cross section of the industry, will choose winners after evaluating hundreds of entries submitted against 23 categories. As the only independent awards ceremony serving the medical marketing domain, sponsorship of the MM&M Awards offers an ideal compliment to any integrated marketing plan.

The MM&M Awards were designed and executed to communicate a great appreciation for exceptional work in marketing. Its objectivity and vitality is synergistic with the same fundamental values embraced by *MM&M* the magazine. Attendance of the Awards by hundreds of the industry's leaders in each of the past six years is a strong testament to the impact delivered by the event. In an industry where awards programs are abundant, it is our challenge to deliver one that imparts both impact and credibility. We're glad to say we have executed on both fronts, and we have high expectations for continued success and growth of the MM&M Awards.

# MM&M Awards 2010

## The MM&M Awards 2009

Highlights of the MM&M Awards 2009 held on October 29th in New York.

1. Digitas Health's Graham Mills and Vox's Ross Thomson



2. MM&M Awards guests revel in the "after glow"



3. A gaggle of HealthiNation folks enjoy the party



4. Pfizer's Joe Shields shares the love with gold winners McCann Erickson HumanCare's Jeannine Scalcione and Andrew Schirmer, flanked by host Ralph Harris



5. Host Ralph Harris kept everyone entertained



6. Ogilvy's Donna Tutts (left) accepts the award for Best Professional Sales Aid



7. Cadient's Steve Scally, Danielle Malloy and Bob Halloway, AstraZeneca's Alison Papandrea, Cadient's Karen Pettinelli and AstraZeneca's Ari Valdecanas



8. Bayer's Amaris Fernandez, Concentric's Ken Begasse, Jr., and Bayer's Ellen Rudel



# MM&M Awards 2010

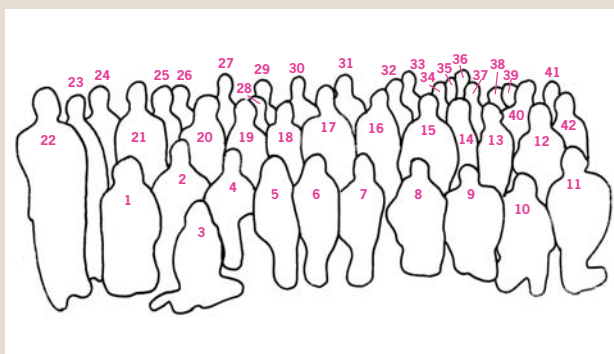
## Promotion & Publicity 2009

Below are some excerpts from feature articles and collateral materials illustrating the awards over the course of the year, and recognizing its sponsors.



# MM&M Awards 2010

## The 2009 Judges



### MM&M AWARDS JUDGES 2009

1. **Deborah Dick-Rath**, SVP, healthcare practice leader, FactorTG
2. **Jay Bolling**, president, Roska Healthcare Advertising
3. **Lynn Macrone**, partner, JUICE Pharma Advertising
4. **Debra Sangiuliano**, director of media, Pfizer
5. **Mary Pietrowski**, director of consumer and eMarketing, Hologic
6. **Kathy Love-Weitz**, product manager, UCB
7. **Jennifer Rinaldo**, director, Forest Laboratories
8. **Joe Tocci**, VP, associate creative director, ghg
9. **Steve Frederick**, EVP/creative director, Flashpoint Medica
10. **Chet Moss**, EVP, chief creative officer, ICC
11. **Keith Yocum**, director of online advertising, New England Journal of Medicine
12. **Stacy Miller**, consumer marketing manager, Eli Lilly and Co.
13. **Meryl Weinreb**, global brand manager, AstraZeneca
14. **Sumana Rajagopal**, global media and advertising, Merck

15. **Peter Justason**, director, global marketing group, Johnson & Johnson
16. **Barry Schmader**, executive vice president/creative director, Dudnyk
17. **Ray Kerins**, vice president, worldwide communications, Pfizer
18. **Melissa Clark**, director consumer marketing, Novartis Pharmaceutical
19. **Ahnal Purohit**, president/CEO, Purohit Navigation
20. **Joan Mikardos**, senior director, media, sanofi-aventis US
21. **Ross Thomson**, executive vice president, chief ideation officer, Vox
22. **Mark Goldstone**, president, DDB Health Worldwide
23. **Peter Pitts**, partner/director global healthcare, Porter Novelli
24. **Jonathan Isaacs**, chief creative officer, Ogilvy Healthworld
25. **Patricia Malone**, principal/creative director, Stratagem
26. **Robert Griffith**, managing director, Beacon Healthcare Communications
27. **Scott Watson**, EVP, group chief creative officer, CommonHealth
28. **Becky Butler**, interactive marketing manager, Roche
29. **Benjamin Lei**, group manager, eMarketing, Genentech
30. **Jack Barrette**, CEO, WEGO Health
31. **James Chase**, editor in chief, MM&M magazine (not a judge)
32. **Joe Shields**, product director, Wyeth
33. **Mike Myers**, president, Palio
34. **Jim Maffezzoli**, senior director/group leader, Pfizer
35. **Dale Taylor**, CEO, AbelsonTaylor
36. **Michael Boken**, senior product director, ADHD, Shire
37. **Graham Mills**, executive creative director, Digitas Health
38. **Whit Rawlinson**, associate director, Boehringer Ingelheim
39. **Jim Pantaleo**, VP, publisher, MPR
40. **Samuel Trujillo**, director, consumer marketing, Bayer HealthCare
41. **Thom Graves**, studio director, healthcare, IOMEDIA
42. **Jill Balderson**, senior vice president, HealthEd Group



## 2010 Sponsorship Opportunity

**COST OF SPONSORSHIP: \$13,825**

**CATEGORY SPONSORSHIP:**

- Sole and exclusive sponsorship of your selected category(ies)

**BEFORE THE EVENT**

- Sponsors are highlighted within the MM&M Awards Entry Kit
- Inclusion in “Awards Sponsor of the Week” which will rotate sponsors every week
- Sponsors logo and company description in sponsors section of the Awards website
- Sponsors logo will be included in the Judging “Binders” sent to our panel of approximately 45 judges in pharma and healthcare marketing
- One senior level executive will be invited to attend the Judging Day breakfast along with the judging panel in NYC.
- Sponsors logo and company description to appear in the finalists announcement in the September issue of MM&M
- Sponsors logo and company description to appear in the finalist’s announcement online.

**DURING THE EVENT**

- A table of 10 guests (front of the room positioning) at Awards event
- Sponsors will have a designated, fully branded reception area in which to greet their guests
- Copies of the Book of the Night with your company’s info and a full page ad will be distributed at the event
- A company executive will appear on stage to present the winner of your company’s sponsored category
- Your company logo and/or company name will be included in the script, shown on screen during the event, printed on certificates and engraved on the winner’s trophy

**AFTER THE EVENT**

- Advertisement in Awards Book of the Night with logo, company description next to sponsored category. The Awards Book of the Night will be sent out with the November issue of MM&M
- “Thanks to our Sponsors” prestitial will lead to the sponsors page of the MM&M website where sponsors logo and company description will be displayed
- Framed photo of your company executive presenting the Award at the event
- Sponsors logo and company description in sponsors section of the Awards website



## Sponsorship Timeline

### FEBRUARY

Awards Entry Kit Goes Live—Online

- All sponsors are highlighted within the MM&M Awards Entry Kit (sponsors must confirm sponsorship category and submit materials by Jan 15th).
- Sponsors logo and company description in sponsors section of the Awards website
- Inclusion in 'Awards Sponsor of the Week' which will rotate sponsors every week

### MARCH

Awards Entry Ad in MM&M (March issue)

- Sponsors logo and company description in sponsors section of the Awards website
- Inclusion in 'Awards Sponsor of the Week' which will rotate sponsors every week

### APRIL

Awards Judging Invites

Awards Entry Ad in MM&M (April issue)

- Sponsors logo and company description in sponsors section of the Awards website
- Inclusion in 'Awards Sponsor of the Week' which will rotate sponsors every week

### MAY

Awards Entry Ad in MM&M (May issue)

- Sponsors logo and company description in sponsors section of the Awards website
- Inclusion in 'Awards Sponsor of the Week' which will rotate sponsors every week

### JUNE

Awards Judging Day Information

- Sponsors logo will be included in the Judging 'binders' sent to our panel of approximately 45 judges in pharma and healthcare marketing.
- Inclusion in 'Awards Sponsor of the Week' which will rotate sponsors every week
- Sponsors logo and company description in sponsors section of the Awards website

### JULY

Awards Judging Day

- Sponsors logo will be included in the 'Thank You and Save the Date' cards given to judges (email also sent to judges which will include sponsors logo).
- One senior level executive will be invited to attend the Judging Day breakfast along with the Judging panel in NYC.
- Inclusion in 'Awards Sponsor of the Week' which will rotate sponsors every week
- Sponsors logo and company description in sponsors section of the Awards website

### SEPTEMBER

Awards Finalist Announced in MM&M print and online

- Sponsors logo and company description to appear in the finalists announcement in the September issue of MM&M – 'Thanks to our MM&M Award Sponsors'
- Sponsors logo and company description to appear in the finalists announcement online
- Inclusion in 'Awards Sponsor of the Week' which will rotate sponsors every week
- Sponsors logo and company description in sponsors section of the Awards website



## Sponsorship Timeline

### OCTOBER

#### Awards Night

- Sponsors logo displayed in branded reception area at Awards dinner
- Advertisement in Awards Book of the Night with logo and company description next to sponsored category. The Awards Book of the Night will be distributed at the Awards dinner.
- A company representative will appear on stage to present the winner of your sponsored category
- Sponsors logo will appear in the slideshow presentation for the sponsored category
- Sponsors logo will be included in the script for the Awards presentation
- Company name to be engraved in the trophy for the sponsored category
- Company name will be printed on the certificate for the sponsored category
- Text acknowledgement of sponsor company will be included in the program and guest directory for the evening
- Inclusion in 'Awards Sponsor of the Week' which will rotate sponsors every week
- Sponsors logo and company description in sponsors section of the Awards website

### NOVEMBER

#### MM&M November Issue

- Advertisement in Awards Book of the Night with logo, company description next to sponsored category. The Awards Book of the Night will be sent out with the November issue of MM&M
- Framed photo of your company executive presenting the Award at the event
- 'Thanks to our Sponsors' prestitial will lead to the sponsors page on MM&M online where sponsors logo and company description will be displayed.
- Sponsors logo and company description in sponsors section of the Awards website

### KEY CONTACT LIST

#### MM&M Awards Table Reservations:

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