



**MARCH 27, 2012**  
MM&M VIRTUAL SUMMIT  
SPONSORSHIP OPTIONS

## THE MM&M VIRTUAL SUMMIT

**When:** March 27, 2012

**Where:** You decide

### What is it?

The MM&M Virtual Summit is an online event where some of the finest leaders and thinkers in healthcare marketing will discuss and share strategies, observations and insights on key issues facing the industry. It's also a forum to foster live, interactive dialogue between delegates, speakers and sponsors.

### Why virtual?

Our purpose-built digital environment is designed to emulate the most valuable experiences of a physical conference, but also allows speakers, delegates and sponsors to participate remotely, at their convenience – and it's FREE to attend. Presentations can also be streamed at a later date. The online space also features an exhibit hall of virtual booths, where delegates can interact with exhibitors, download information and watch sponsor presentations.

### Who's attending?

Delegates will be marketing executives from pharmaceutical, biotech, device and diagnostics companies, plus advertising and marketing agency executives, vendors, industry consultants and other prominent figures in healthcare marketing. Last year's inaugural MM&M Virtual Summit drew almost 1,000 registrants, with 500 of those attending live on the day. This year's attendance is expected to surpass that.

### What's on the agenda?

The full agenda and faculty will be announced soon. Topics will cover mobile, social media, patient education and communication, HCP marketing, sales forces and other key issues facing this transitioning industry. Register at [mmm-online.com](http://mmm-online.com) for updates.

### Can I become a sponsor?

Yes! You can choose to develop and present your own session – a "Sponsored Deep Dive" – or you can sponsor an existing editorial session. You can also reserve a booth in the exhibit area, from which you can interact with delegates, showcase your capabilities, and offer content and tools for visitors to download.

## PROPOSED AGENDA

### State of the Industry Address

Facing a perfect storm of patent expirations, dwindling pipelines, regulatory roadblocks, empowered patients and healthcare reform, is there any hope for pharma? You bet there is.

### The Mobile Phenomenon

How SMS, apps and location-based mobile will further impact wellness, disease awareness, treatment adherence, behavioral change, marketing efforts—and health outcomes.

### Regulatory Outlook

Are you ready for the Sunshine Act? Do you know what you can do online yet? What else is coming? Be better prepared with our crash-course in navigating the regulatory landscape.

### Are We Putting Patients First Yet?

The quest for open dialogue between drug makers and drug takers is not so much a pipedream these days, as a necessity. Marketers and health activists chart the progress and the pain.

### Between a Rep and a Hard Place

With the rep arms race a distant memory, pharma's sales operations must foster more valuable, insightful and technologically savvy exchanges with physicians. How do you do that, exactly?

### EHRs and e-Scripts: What's in it for Pharma?

How can pharma tap into the potential of electronic health records and e-prescriptions as significant new channels for communicating with physicians and patients?

**THE MM&M VIRTUAL SUMMIT**  
A VIRTUAL EVENT WITH REAL RESULTS.

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## PLATINUM SPONSORSHIP

### VENDOR WEBCAST & BOOTH

#### Prior to the Event

- Featured placement of sponsor logo in all marketing materials: invites, event microsite and reminder/announcement/post-show emails.
- Full MM&M Virtual Summit team technical support leading up to, during and after the event.
- Full MM&M Virtual Summit team support leading up to, during and after the event for your booth reps.

#### During the Event

- The sponsor will create and present the content of the session, either alone or with colleagues and clients, in the form of an audio webcast with accompanying slides.
- The presentation should last 20-30 minutes, followed by 10 minutes of live Q&A.
- The sponsor has complete control over the content, however, in order to attract maximum delegate numbers and retention, it is recommended that this presentation is positioned as a thought leadership session, focusing on topics or issues that are highly relevant to the audience, and not solely a commercial showcase of the sponsor's capabilities or offerings.
- Branding within webcast engine and/or slides.
- Featured booth placement in exhibition area.
- Automatic "push" of webcast audience to the sponsor's booth following session conclusion.
- Prominent logo throughout event environment: scrolling with level of sponsorship denoted.
- Network with participants and prospects at your booth and in the Networking Lounge in both open and private forums.

#### Booth Details

The booth will include the following functionality. You do not need to include all elements.

- Booth Greeting: Video/animated greeting that opens automatically the first time someone visits the booth and on demand thereafter.
- Live Chats & Instant Messaging: Communicate directly with individuals one-on-one or with all attendees to your booth, at any given time (conversations can be public or private).
- Prize Giveaway: Area to describe your prize giveaway and a button to click for attendees to enter to win.



- Unlimited literature and thought-leadership items in the booth, one item placed in attendee pack and up to two items in the Resource Center.
- Newsletter Sign-up: Area to describe your newsletter and button to click for attendees to subscribe to it.
- Scrolling Message Board: You can enter multiple messages at 40 characters each.
- Information Kiosk:
  - About us: Company description.
  - Products/Services: Title, Free text description, image & URL (10).
  - Files/Resources/Literature: Provide documents for attendees to download such as whitepapers, case studies, other marketing collateral (10).
  - Partners: Showcase your client roster (5).
  - Videos: Area to upload or link videos (10 - max size per video 25MB)
- Booth Templates Available. Four design choices: (<http://events.unisfair.com/catalog/gallery.html>).

#### Following the Event

- One HTML email to all leads from the Virtual Summit (all registrants).
- Booth Reporting: Delegate tracking within the sponsors' booth and throughout the virtual summit exhibition area.
- Event sessions are archived on-demand for one year.

**TOTAL COST: \$14,950 NET**



# MARCH 27, 2012

## MM&M VIRTUAL SUMMIT SPONSORSHIP OPTIONS

### GOLD SPONSORSHIP MM&M SESSION & BOOTH

#### Prior to the Event

- Featured placement of sponsor logo in all marketing materials: invites, event microsite and reminder/announcement/post-show emails.
- Full MM&M Virtual Summit team technical support leading up to, during and after the event.
- Full MM&M Virtual Summit team support leading up to, during and after the event for your booth reps.

#### During the Event

- Sponsorship of one 30-45 minute session (webcast) during live event broadcast.
- Branding within webcast engine.
- Sponsor introduction at the beginning of the webcast.
- Participation in the live Q&A following the main topic.
- Featured booth placement in exhibition area.
- Automatic "push" of sponsored session audience to the sponsor's booth following session conclusion.
- Prominent logo throughout event environment: Scrolling with level of sponsorship denoted.
- Network with participants and prospects at your booth and in the Networking Lounge in both open and private forums.

#### Booth Details

The booth will include the following functionality. You do not need to include all elements.

- Booth Greeting: Video/animated greeting that opens automatically the first time someone visits the booth and on demand thereafter.
- Live Chats & Instant Messaging: Communicate directly with individuals one-on-one, or with all attendees to your booth, at any given time (conversations can be public or private).
- Prize Giveaway: Area to describe your prize giveaway and a button to click for attendees to enter to win.
- Unlimited literature and thought-leadership items in the booth, one item placed in attendee pack and up to two items in the Resource Center.
- Newsletter Sign-up: Area to describe your newsletter and button to click for attendees to subscribe to it.
- Scrolling Message Board: You can enter multiple messages at 40 characters each.



#### Information Kiosk:

- About us: Company description.
- Products/Services: Title, Free text description, image & URL (10).
- Files/Resources/Literature: Provide documents for attendees to download such as whitepapers, case studies, other marketing collateral (10).
- Partners: Showcase your client roster (5).
- Videos: Area to upload or link videos (10 - max size per video 25MB)

- Booth Templates Available. Four design choices: (<http://events.unisfair.com/catalog/gallery.html>).

#### Following the Event

- One HTML email to all leads from the Virtual Summit (all registrants).
- Booth Reporting: Delegate tracking within the sponsors' booth and throughout the virtual summit exhibition area.
- Event sessions are archived on-demand for one year.

**TOTAL COST: \$13,750 NET**

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## BOOTH SPONSORSHIP

### Prior to Event

- Featured placement of sponsor logo in all marketing materials: invites, event microsite and reminder/announcement/post-show emails.
- Full MM&M Virtual Summit team technical support leading up to, during and after the event.
- Full MM&M Virtual Summit team support leading up to, during and after the event for your booth reps.

### During the Event

- Prominent logo throughout event environment: Scrolling with level of sponsorship denoted.
- Preferred booth placement in exhibition area.
- Network with participants and prospects at your booth and in the Networking Lounge in both open and private forums.

### Booth Details

The booth will include the following functionality. You do not need to include all elements.

- Booth Greeting: Video/animated greeting that opens automatically the first time someone visits the booth, and on demand thereafter.
- Live Chats & Instant Messaging: Communicate directly with individuals one-on-one, or with all attendees to your booth at any given time (conversations can be public or private).
- Prize Giveaway: Area to describe your prize giveaway and a button to click for attendees to enter to win.
- Unlimited literature and thought-leadership items in the booth, one item placed in attendee pack and up to two items in the Resource Center.
- Newsletter Sign-up: Area to describe your newsletter and button to click for attendees to subscribe to it.
- Scrolling Message Board: You can enter multiple messages at 40 characters each.



- Information Kiosk
  - About us: Company description.
  - Products/Services: Title, Free text description, image & URL (7).
  - Files/Resources/Literature: Provide documents for attendees to download such as whitepapers, case studies, other marketing collateral (7).
  - Partners: Showcase your client roster (5).
  - Videos: Area to upload or link videos (7 - max size per video 25MB).
- Booth Templates Available. Four design choices: (<http://events.unisfair.com/catalog/gallery.html>).

### Following the Event

- Booth Reporting: Delegate tracking within the sponsors' booth and throughout the virtual summit exhibition area

**TOTAL COST: \$3,950 NET**