

**17<sup>th</sup> Annual North American  
Young Rheumatology Investigator Forum  
NYRIF 2023  
Exhibitor Prospectus**

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**May 3, 2023**

**Destin, Florida**

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# NYRIF

**17<sup>th</sup> Annual North American Young Rheumatology Investigator Forum**  
**5200 Greystone Way, Birmingham, AL 35242**  
**T: (205) 991-6161 F: (205) 991-6161**  
**pmclain@ccrheumatology.com**

RE: Exhibit Opportunities at the NYRIF 2023

Dear Potential Exhibitor:

The North American Young Rheumatology Investigator Forum offers an excellent opportunity for your company:

- Increase your exposure by reaching a large group of rheumatology fellows-in-training. In 2021, there were 95 participants with 71 resident/fellows-in-training from 41 programs throughout the United States as well as one from the Philippines.
- Engage in one-on-one visits in a very relaxed environment with providers who will soon have full prescribing authority.
- Educate rheumatology fellows about available products, guidelines, and appropriate patient populations.
- Generate and develop network and post meeting contacts.
- Enhance your visibility as supporters of rheumatology training.

Thank you for considering NYRIF for your exhibit. We look forward to seeing you in Destin, Florida May 3, 2023 for another successful NYRIF meeting.

Sincerely,



David A. McLain, M.D., FACP, FACR  
North American Young Rheumatology Investigator Forum

# NYRIF

15<sup>th</sup> Annual North American Young Rheumatology Investigator Forum  
5200 Greystone Way, Birmingham, AL 35242  
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## NYRIF Sponsorship Opportunities

### Convention bags for NYRIF - \$3500

Your company's logo could be on the front of each registration bag. Your company's logo will be certain to gain a lot of visibility, as conference bags are extremely popular each year and are provided to each attendee at registration and carried throughout the entire meeting. They are always a favorite and provide a prominent, enduring branding opportunity that carries on long after the meeting adjourns. NYRIF bags will be carried throughout NYRIF and CCR, demonstrating your company's support for rheumatologists in training.

### Lanyards & Flash Drives for NYRIF - \$1250

Combine infinite visibility with your personal touch when you apply your logo to the lanyard/ flash drive that will be worn throughout the conference by every registrant. The flash drive opens to show a single sponsor's link, in addition to the meeting syllabus and evaluation form link. The flash drive is an excellent opportunity to gain exposure for your logo and company and provide a good and lasting impression.

### NYRIF T-Shirts - \$2500

Have your company's logo or name on each of the NYRIF member's T-shirts. These are quality T-shirts that are certainly going to be worn not only throughout NYRIF and CCR but also once at home to promote your company's interest in rheumatology.

### Electronic Signage (Video Available) - \$2000

Have your corporate logo or message displayed on 6 digital LCD signs, which will be placed exclusively in strategic, high-traffic areas. Display your company's support for Rheumatology training with either a static or video message. Make an unmistakable statement with this impactful and built-for-attention sponsorship and keep your company's message in the minds and on the lips of all attendees. Appropriate video content should be provided by the sponsoring company. However, if a sponsor does not have pre-produced content, Digital Motion's design staff can help create content based on your logo and desired message for an additional charge of \$120 per hour.

### **NYRIF Brochure Mailings - \$2000**

One special company can secure the opportunity to have their logo and/or website link appear on one mailing (approximately 850 recipients) of the Register Now/Call for Abstracts cards. For this sponsorship opportunity, your company's logo and specified URL will appear on either the front or back of the STD card, dependent upon card design. All mailing list recipients will be aware of your company's support of rheumatology. The sponsoring company's logo will be used, and/or a specific website provided by the company.

NYRIF Card Nov/Dec mailing: \$2000.00

NYRIF Card Jan/Feb mailing: \$2000.00

### **Prominent Sponsorship Spot on Website - \$2500**

An opportunity exists for companies to have their company name in a prominent featured location on the meeting website ensuring top visibility.

The cost to have a featured sponsorship placement for all months: \$2500

### **Fellows' Registration Packet Inserts- \$125 per page**

A single page of company specific information can be inserted into the fellows' registration packets. The insert may be about a specific product, service, booth location, or company function and represents an excellent opportunity to ensure visibility for yourself and your company. Inserts must not exceed 8.5" x 11", must be pre-approved, and be received on-site by Friday, April 28, 2023.. Please add \$125 for each additional page as well.

### **Prominent Sponsorship Spot on Email blasts - \$1500**

Have your company recognized for their support of rheumatology by prominently displaying your logo on email blasts sent out by the North American Young Rheumatology Investigator Forum. Email blasts will be sent out approximately once a month. To have your company logo and website on the email blasts is \$1500/blast.

### **NYRIF Video Content - \$2500**

Your company could provide the Rheumatology fellows with video coverage of the North American Young Rheumatology Investigator Forum. In many cases, this will also include the fellows' individual presentations as well as commentary from the international faculty. This provides the fellows with immeasurable expertise to assist them in their training. The video will contain the company's splash page and your company will be recognized on the Online Symposia website as sponsoring the video content and supporting Rheumatology training. In addition, a prominent announcement of your sponsorship will be placed in the program and in the registrants' bags. No video containing any pharmaceutical information or branding will be used for CME purposes. This video will be for non-CME purposes only.

## **NYRIF VIRTUAL Sponsorship Opportunities**

### **Digital Signage in Virtual Lobby – \$2000**

Have your corporate message displayed with electronic signage, which will be placed in the virtual lobby before and during CCR. Display your company's support for rheumatology training with either a static or video message. Videos will run continuously in the virtual lobby each day. Make an unmistakable statement with this impactful and built-for-attention sponsorship and keep your company in the minds and on the lips of all attendees. Video spots are included for Premier and Diamond sponsors as a part of their sponsorship package. Premier and Diamond sponsors receive one pre-recorded video or advertisement in the virtual lobby as a part of their sponsorship package. Cost is \$2000 for one ad spot, \$4,000 for two, \$5,000 for three and \$6,000 for four ad spots. The sponsoring company is responsible for providing the appropriate content. However, if a sponsor does not have pre-produced content, Digital Motion's design staff can help create content based on your logo and desired message for an additional charge of \$120 per hour.

### **Session Pre-Roll Video Prior to Morning CME Session – \$3000**

Sponsoring companies can provide a branded &/or unbranded video that will be played before the CME event starts on the live stream for virtual attendees. CCR will run a sponsor video in the morning before sessions begin each day. The video's length (long or short) will be determined by CCR's technology team. Premier sponsors will receive one pre-roll video as part of the sponsorship package. Contact [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com) to purchase a video spot.

### **Logo in Lobby – Cost Relevant to Logo Size**

A sponsor section will be placed in the lobby. Premier sponsors will have a large size logo, Diamond sponsors will receive a medium size logo, and Platinum sponsors will receive a small size logo. These logos will continuously loop in the header of the lobby page. Companies can purchase a logo space in the virtual lobby. Large logo is \$5000. Medium logo is \$3500. Small logo is \$2000.

### **Advanced Virtual Booth (formerly known as Virtual Lead Retrieval) – \$350**

Companies that purchase an Advanced Virtual Booth will have Virtual Lead Retrieval as a part of their sponsorship package. This option also includes a *Request More Information* and *Join Live* button in the virtual exhibitor booth. The Request Information button will allow the capture of attendee "lead" information that will be available to your company. The Join Live button allows your booth staff to host a 1:25 interactive video call with interested booth attendees. In addition, Lead Retrieval gives you the option of requiring attendees to provide their information in order to download documents that you have made available on your booth page. Companies participating in the Advanced Virtual Booth will have their onsite booth placed on the exhibit hall map. Advanced Virtual Booth is included in Premier, Diamond, Platinum, and Gold NYRIF sponsorship packages. Companies that do not purchase an Advanced Virtual Booth will see only the visitor's name (or their login name). Advanced Virtual Booth can be purchased by submitting an email to [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com).

### **Push Notification(s) – \$1500**

Push notifications are virtual platform notifications only. One push notification is included in Premier, Diamond, and Platinum sponsorship packages. Companies can add push notifications to promote your virtual product theater or to invite attendees to your virtual booth.

# APPLICATION & CONTRACT with A&R Educational Group, LLC

Please read this application carefully. Your signature on this contract indicates your acceptance of the terms. Our Company is providing sponsorship at the North American Young Rheumatology Investigator Forum and/or *Immunology for the Rheumatology Provider* as detailed below, taking place on May 3, 2023.

**If sponsoring both NYRIF and Immunology, the lower sponsorship level of the two meetings will be at a 50% reduced rate.**

## Section 1: Official Exhibit Representative Please type or print clearly

Company name (exactly as you wish it printed)

Name of Representative (Please type or print clearly)

Title

Address

City

State

Zip

Telephone

Ext.

Fax

Email

I have read and understand the conditions and regulations of this contract. By signing below, I am indicating my organization's agreement to be bound by any and all such conditions and regulations.

Signature

Date

### NYRIF 2023

#### Sponsorship Levels

#### Immunology for the Rheumatology Provider Sponsorship Levels

NYRIF Bronze -- \$2,750

Immunology Bronze -- \$2,750

NYRIF Silver -- \$5,250

Immunology Silver -- \$5,250

NYRIF Gold -- \$7,750

Immunology Gold -- \$7,750

NYRIF Platinum -- \$10,250

Immunology Platinum -- \$10,250

NYRIF Diamond -- \$15,000

Immunology Diamond -- \$15,000

NYRIF Premier -- \$20,000

Immunology Premier -- \$20,000

Section 3: Method of Payment (Tax ID: # 43-2043927). Date: \_\_\_\_\_

Check: Make payable to A&R Educational Group  Credit Card: Visa / MasterCard / Amex

Cardholder's Name: \_\_\_\_\_

Credit Card # \_\_\_\_\_ CCV \_\_\_\_\_ Exp.Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Please sign and return with payment to: A&R Educational Group, LLC, 5200 Greystone Way, Birmingham, AL 35242  
Telephone (205) 991-6161, Fax (205) 991- 6161 or Email to: [pmclain@ccrheumatology.com](mailto:pmclain@ccrheumatology.com).

# NYRIF SPONSORSHIP PACKAGE OVERVIEW



## North American Young Rheumatology Investigator Forum

Destin, Florida

May 3, 2023

	Premier \$20,000	Diamond \$15,000	Platinum \$10,250	Gold \$7,750	Silver \$5,250	Bronze \$2,750
<b>Pre-Event Marketing</b>						
Save the Date Card	1	0	0	0	0	0
Brochure Recognition	1	+	+	+	+	+
Logo Imprints in Email Updates	ALL	1	-	-	-	-
Logo Placement on Website <small>(Relative Size)</small>	6	5	4	3	2	1
<b>On-Site Marketing and Exhibitor Booth</b>	<b>Premier</b>	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
72x30" Table Space(s)	2	2	1	1	1	1
Booth Location Consultation*	Yes	Yes	Yes	Yes	Yes	Yes
Booth Location Tier	1	1	2	2	3	4
Logo on Sponsorship Poster	Yes	Yes	Yes	Yes	Yes	Yes
T-Shirt	+	+	+	+	+	+
Exhibitor Users* Included <i>An Exhibitor User is defined as an onsite lead scanner and/or a virtual booth staff member.</i> * Virtual booth staff * Mobile app access * Lead retrieval (Onsite and Virtual) (purchased separately)	6	4	1	1	1	1
Additional Exhibitor Users	+	+	+	+	+	+
Onsite Lead Retrieval * QTY Based on Exhibitor Users	x	x	x	+	+	+
Conference Backpacks	+	+	+	+	+	+
Lanyards	+	+	+	+	-	-
Conference Registrations	3	2	2	1	1	0
Syllabus Recognition	Yes	Yes	Yes	Yes	Yes	Yes



Packet Insert (pages)	2	1	0	0	0	0
Digital Signage Ads	2	1	+	+	+	+
Snack / Meal Recognition	1	0	0	0	0	0
<b>Virtual Sponsorship Opportunities</b>	<b>Premier</b>	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Digital Signage in Virtual Lobby	X	X	+	+	+	+
Session Pre-Roll Video Prior to Morning CME Session	X	+	+	+	+	+
Logo in Lobby	X	X	X	+	+	+
Advanced Virtual Booth	X	X	X	X	+	+
Push Notification(s)	X	X	X	+	+	+

# = number included x = included with sponsorship + = can be added at additional cost - = not available at that sponsorship level

\* Booth Location Consultation will apply for the highest level of sponsorship that a company provides

Note: For any company providing sponsorship to both NVRIE and Immunology for Rheumatology Providers: A Disease Based Approach, the lower sponsorship level is discounted by 50%. Any sponsor providing dual sponsorship will have priority booth spaces in the closest proximity to both events.