



# Radiology & Imaging fallconference

September 28-October 22, 2020

additional & upgraded **marketing**opportunities





September 28-October 22, 2020

what you can expect from the

## virtualconference

- Six days of connecting with key hospital & healthcare decision makers in our custom built **VIRTUAL reverse**expo format
- Opportunity to connect with over 175 Radiology & Imaging leaders
- Guaranteed one-on-one meetings
- HCP schedules & facilitates all of the **VIRTUAL reverse**expo Meetings
- Industry-leading Educational Sessions
- Contact information for the Providers that you meet with during the **VIRTUAL reverse**expo
- Visibility, branding, and additional marketing opportunities
- Our Inaugural Spring Radiology & Imaging VIRTUAL reverse expo hosted over 3,100 Meetings
- The closest thing to a 'live' connection





\$1,895

#### Registration, per person

We are excited to find new ways to foster the connections between Providers and Suppliers and look forward to hosting you during this online event experience.



## selectconnect and primeconnect packages

We realize the importance of how valuable time can be in front of your current customers and prospects. Health Connect Partners has designed an enhanced meeting package that will allow you to engage with your selected Providers of choice with a little time added to the clock. In addition to this extra time, Suppliers will have the ability to screen share and have up to three team members take part. Suppliers will be able to assign each selectconnect or primeconnect meeting to a specific leader from their organization to conduct the meeting.



\$15,000 The selectconnect package (15 meetings for 10 minutes) allows Supplier organizations to target key accounts/contacts for a 10 minute meeting with the Hospital Provider. Suppliers will be given the list of Hospital Providers and will have the ability to select 30 of the most desirable Hospital Providers they would like to meet with. Of those 30 selections, Health Connect Partners will coordinate and match the Suppliers with 15 Providers for enhanced 10 minute meetings.



\$20,000 The primeconnect package (15 meetings for 15 minutes) allows Supplier organizations to target key accounts/contacts for a 15 minute meeting with the Hospital Provider. Suppliers will be given the list of Hospital Providers and will have the ability to select 30 of the most desirable Hospital Providers they would like to meet with. Of those 30 selections, Health Connect Partners will coordinate and match the Suppliers with 15 Providers for enhanced 15 minute meetings.

> The select connect and prime connect packaged programs are NOT part of the virtual reverse expo draft process and will be prioritized as guaranteed meetings with the participating providers. Participation in these packages does not qualify as a VIRTUALTEVERSEEXPO Registration and does not allow access to the **VIRTUAL TEVERSE** meetings sessions.



## Radiology & Imaging Virtual round table

- Opportunity to host a private one-hour virtual roundtable with Radiology & Imaging Executives
- Opportunity to collaborate with Health Connect Partners to customize your audience
- Verbal recognition of your organization during the roundtable introduction
- Invitation emails, featuring your logo and link to your organization's website, sent to the Radiology & Imaging Executives
- Option for Health Connect Partners to digitally distribute your materials, either in advance of or after the roundtable, to the Radiology & Imaging Executive participants
- Contact list of the Radiology & Imaging Executive participants provided after the roundtable

#### **Pricing**

**10** Radiology & Imaging Executive Participants **\$15,000** 

(opportunity to customize number of participants upon request)

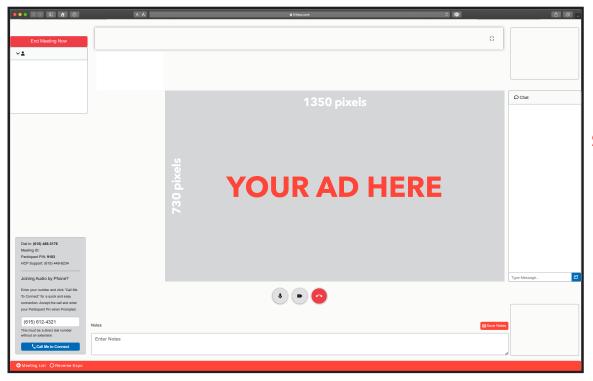


## Virtual Reverse Expo Spot Ads\*



Whether you are looking to share a strategic 30 second video message or showcase your logo or product using a static image, high visibility Virtual Reverse Expo advertising keeps your company brand in front of hundreds of hospital decision makers. Advertisements will

be shown in rotation between each Virtual Reverse Expo meeting for all provider participants, and with more than 4,000 meetings facilitated during the 2020 Spring Virtual Conferences, this high frequency marketing exposure will give you the power to get your message out there.



\$3,000

30 second advertisement

\*Limited to 20 organization advertisements per market

#### Supported file types

#### For video ads

- File Type: MP4 (required)
- Codec: h.264/AVC (required)
- Resolution: between 640px and 3840px wide
- Bitrate: 5,000–8,000 kbps (recommended)
- Framerate: constant, 15–60 frames per second
  Aspect Ratio: We accept videos of any aspect ratio,
- but wider = higher quality
- Codec: AAC (Advanced Audio Codec)
- Sample Rate: 44.1 kHz
- Channels: 2-channel Stereo (not surround)

#### For static ads

- JPG or PNG
- 1350 x 730 pixels

Email artwork to **diana.maxham@hlthcp.com** or mail on a disc or flash drive (non-returnable) to:

Health Connect Partners
ATTN: Diana Maxham

65 Business Park Drive, Lebanon, TN 37090

## **Conference Book Ads**



Please submit ads as print-ready, 300dpi PDFs, with fonts and graphics embedded

Email artwork to diana.maxham@hlthcp.com

Or mail on a disc or flash drive (non-returnable) to:

Health Connect Partners ATTN: Diana Maxham 65 Business Park Drive Lebanon, TN 37090

#### **HALF PAGE AD**

(LANDSCAPE)

**7.5" x 4.95"** No bleed

\$850

#### **FULL PAGE AD**

(PORTRAIT)

**7.5" x 10"**No bleed

\$1,500

#### HALF PAGE AD

(PORTRAIT)

**3.65" x 10"**No bleed

\$850

## QUARTER PAGE AD

(PORTRAIT)

**3.65" x 5"**No bleed

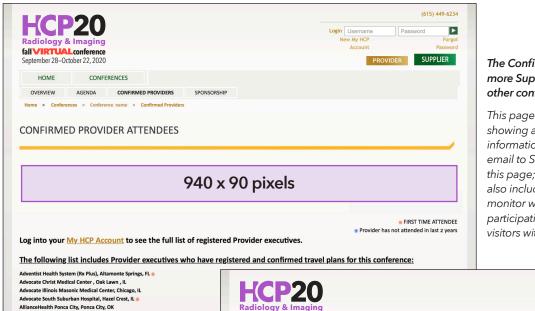
\$375

### Website **Banner Ads**



#### \$1,500 each

- One (1) static 940 x 90 pixel banner at the top of either the CONFERENCE AGENDA PAGE or the CONFIRMED PROVIDER PAGE until the conclusion of the conference
- Link to your company website



The Confirmed Provider listing averages more Supplier visits per month than any other conference webpage

This page is updated automatically, showing accurate Provider registration information in real-time. Each marketing email to Suppliers includes a link to this page; Provider executive emails also include links, enabling them to monitor which of their colleagues will be participating. This page is visible to all visitors with no login restriction.

(615) 449-6234

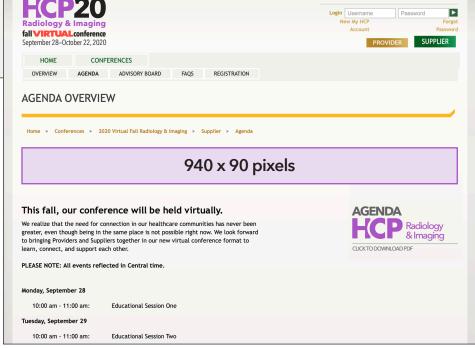
Please submit artwork as JPG or PNG, with a maximum file size of 30kb (static, no animation)

Arkansas Methodist Medical Center, Paragould, AR Arrowhead Regional Medical Center, Colton, CA

Auburn Community Hospital, Auburn, NY Augusta University Medical Center, Augusta, GA Aventura Hospital & Medical Center, Aventura, FL

Avera Health, Sioux Falls, SD

Fmail artwork and destination URI to diana.maxham@hlthcp.com



#### The Agenda is one of the most-viewed pages of each conference

The Agenda page is visited by Provider and Supplier attendees as well as registered and unregistered individuals. All emails sent to registered attendees include a link to the Agenda page; all attendees check back regularly for updates on the schedule. This page is visible to all visitors with no login restriction.