



IMSH™

Society for Simulation in Healthcare

JANUARY 20 – 24, 2024 | SAN DIEGO, CA



SPONSORSHIP OPPORTUNITIES

MARKETING OPPORTUNITIES AT-A-GLANCE



360 TITLE SPONSORSHIPS (YEAR-ROUND)

- PRESIDENTIAL SPONSORSHIP \$50,000
- PLATINUM SPONSORSHIP \$25,000
- GOLD SPONSORSHIP \$10,000

ONSITE BRAND AWARENESS

- KEYNOTE PLENARY SESSIONS \$45,000 for all (Exclusive) or \$15,000 each (up to 4)
- IMSH Press Box..... \$25,000 (Exclusive)
- WIFI PACKAGE..... \$20,000 (Exclusive)
- **New This Year –**
- WHAT'S NEW IN SIM SHOWCASE..... \$20,000
- ATTENDEE BOOK BAGS..... \$15,000
- MOBILE APP \$15,000
- SSH SIMVENTORS: TECHNOLOGY EXPERIENTIAL AREA \$10,000 (Exclusive)
- COFFEE / BEVERAGE BREAKS..... \$5,000 each

NETWORKING OPPORTUNITIES

- DIAMOND BALL \$50,000 (Exclusive)
- SSH CENTRAL \$25,000 (Exclusive)
- CHARGING STATIONS\$75,000+ (Exclusive) or \$20,000+ each (limited quantity)
- INTERNATIONAL RECEPTION \$10,000 (Exclusive)/ \$5,000 (Supporter)

HEALTH & WELLNESS

Combine all 3 for \$30,000!

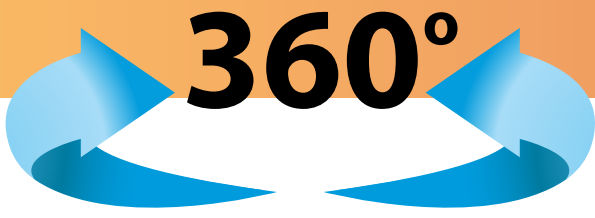
- 5K FUN RUN/WALK \$15,000
- WATER BOTTLES..... \$10,000
- HYDRATION STATIONS \$10,000

ADVERTISING

- COMMERCIALS\$15,000 (limited availability)
- IMSH SHOW DAILY MAGAZINE \$1,800+
- BOOK BAG INSERTS ...\$3,500 (limited quantity)
- IMSH WEBSITE BANNER ADS.....\$1,500
- MOBILE APP PUSH NOTIFICATIONS.....\$1,000 each

CONTACT:

Olivia Rosace Fleenor | Meetings & Exhibits Coordinator
Direct Office: (202) 718-8431 | SSH Main Office: (866) 730-6127
Email: orosace@ssih.org



INDUSTRY FOCUS

Sponsorship Levels

BENEFITS	PRESIDENTIAL	PLATINUM	GOLD
Priority logo placement on sponsorship signage at SimOps 2023	●	●	●
Priority logo placement on sponsorship signage at IMSH 2024	●	●	●
Logo rotating on screen during opening of (4) plenary sessions at IMSH 2024	●	●	●
Logo on opening slides during Best Practice Workshops	●	●	●
Logo acknowledging sponsorship on all event landing pages & microsite	●	●	●
Logo acknowledging sponsorship on all email communications related to SimOps 2023	●	●	●
Logo acknowledging sponsorship on all email communications related to IMSH 2024	●	●	●
First Right of Refusal for subsequent year	●	●	●
Logo in all 3 issues of Show Daily during IMSH 2024	●	●	
Reserved table for 10 at the IMSH 2024 Diamond Ball	●	●	
Opportunity to host a pre-recorded virtual learning lab included in the IMSH Delivers 2024 collection	●	●	
Complimentary podcast interview slot at IMSH 2024	●	●	
Complimentary ad in Simulation Spotlight	●	●	
Stage presence opportunity to introduce SSH President on opening plenary stage at IMSH 2024	●		
Stage presence opportunity to introduce Planning Committee on opening keynote stage at SimOps 2023	●		
First priority selection for IMSH 2025 booth location	●		
Complimentary table top exhibit space at SimOps 2023	2	1	
Complimentary premium 10x10 booth units at IMSH 2024	2	1	
Complimentary article in Simulation Spotlight	2	1	
Complimentary app push notification at IMSH 2024	2	1	
Advertisement in IMSH 2024 Show Daily	Complimentary	25% Discount	
Complimentary meeting space/show office at IMSH	20X30	20x20	
Advertisement in IMSH 2024 on-site program guide	Full Page	Full Page	Half Page
Drink tickets to the Grand Opening Reception in the Exhibit Hall at IMSH 2024	50	25	10
Additional Priority Points	50	20	10
Comped tickets to the IMSH 2024 Diamond Ball	10	10	5
Full conference registrations to SimOps 2023	10	8	5
Full conference registrations to IMSH 2024	10	8	5

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ON-SITE BRAND AWARENESS



\$50,000 **DIAMOND BALL - Exclusive**

The elegant, black tie event is IMSH's premier social event recognizing Fellows of the SSH Academy, SSH Accreditation and the ten-year anniversary celebration of the SSH Certification program.

- branding (signage, recognition in the program, etc.) of the reception
- stage presence opportunity for your designated company representative
- (2) reserved tables
- 20 ball tickets

The IMSH Diamond Ball consistently draws an average of 600+ guests from a variety of Simulation backgrounds

\$25,000 **SSH CENTRAL - Exclusive**

SSH Central is the highly visible "front door" entry for all IMSH attendees – a central gathering spot.

- Acknowledgement, company information and booth number on hard wall support column(s) and signage within Central
- Opportunity to offer lemonade and iced tea on first full day (Sunday) with up to 3 company representatives in Central welcoming attendees

\$25,000 **IMSH Press Box - Exclusive**

Premiered at IMSH 2022 with rave reviews from exhibitors and other industry thought leaders. Recorded and then distributed via SSH's official YouTube Channel, SSH social

media (LinkedIn, Facebook, Twitter, and Instagram), AND partner-host HealthySimulation.com's social channels, the IMSH Pressbox is the place for breaking news, potential product announcements, and industry trend analysis.

- Logo prominently displayed logo on the front of the broadcast stage (and all other signage) as attendees are drawn to the bright lights and excited sounds of live interviews and podcasts at IMSH!

\$20,000 **What's New in Sim Showcase**

NEW THIS YEAR! Get your name on IMSH's premier product showcase event.

\$20,000 **WIFI PACKAGE - Exclusive**

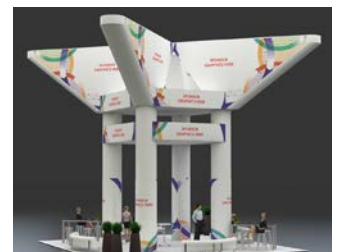
As the sponsor of the wireless attendee internet service in the Convention Center, your company will receive maximum exposure when attendees utilize WiFi during the meeting.

- Dedicated corporate "splash page" that displays each time attendees access WiFi service.

\$75,000+ EXCLUSIVE / **\$20,000+ EA** **(UP TO 4):** **CHARGING HUB**

Accessed by attendees during exhibit hall open hours – set up throughout the exhibit hall.

- Company branded attendee charging hub



**image for example only. Exact graphics and furniture shown NOT included in base price*

- Basic artwork included for (2) charging tables
- Basic charging furniture included
- Carpet included

\$15,000 each or \$45,000 for all 4: KEYNOTE PLENARY SESSIONS

This sponsorship is contingent upon approval from the keynote speakers

- Company logo will be displayed on the screen
- Company name and logo will be displayed on the opening and closing frames of the broadcast, which will be live streamed on the SSH website to simulation professionals around the world.
- Includes acknowledgement and recognition from the plenary stage at the beginning of the session
- The broadcast will be recorded and archived into the SSH Live Learning Center for later viewing.

\$15,000 ATTENDEE BOOK BAGS



- Company logo appears on the front outside of the book bag given to all IMSH 2024 attendees
 - Includes (1) book bag insert
- *artwork for inserts must be provided by sponsor*

\$15,000 MOBILE APP

The Mobile App is the go-to resource for IMSH attendees, featuring a personal agenda builder, program guide, ability to view the program schedule, speaker bios, and general information - all from their mobile device

- Company name and logo on the login pages each time the app is opened
- Logo on all pre-IMSH emails related to the mobile app

\$10,000 SSH SIMVENTORS: TECHNOLOGY EXPERIENTIAL AREA - *Exclusive*

The SSH SimVentors: Technology Experiential Area will provide an interactive arena in which IMSH attendees can try on, test drive, and simulate for themselves the many new and exciting technologies our industry partners have to offer.

- Sponsor's name, logo, and booth # on area banner
- Sponsor logo on all pre-IMSH communications related to this event
- Sponsor logo on landing pages on mobile app and microsite that pertains to this event

\$10,000 EXCLUSIVE / \$5,000 SUPPORTING: INTERNATIONAL RECEPTION

Attended by International members from around world, support the invitation-only SSH International Reception.

- (2) tickets to reception.
- Company name & logo on signage pertaining to this event
- Opportunity to welcome attendees to the reception

\$5,000 COFFEE / BEVERAGE BREAKS

Beverage breaks are served Sunday – Tuesday in high traffic areas in exhibit hall and additionally Monday – Wednesday near plenary sessions. Beverage breaks are highly valued by attendees.

- Signs strategically placed recognize your support
- Sponsor may provide cups and napkins with company name, logo, and booth number and for additional visibility.

**This is a great value for the exposure - sponsorship is for daily coffee in both exhibit hall and plenary sessions.*

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#SIMFIT24 HEALTH & WELLNESS PACKAGE



Consistently attracting more than 100 participants, the #SimFit24 5K Run/Walk supports the Beverlee Anderson Education Scholarship Fund. The Beverlee Anderson Education Scholarship Fund (BAESF) provides support to attend the annual International Meeting on Simulation in Healthcare (IMSH). This need-based scholarship was created for healthcare simulation professionals who would otherwise be unable to attend IMSH.

Option to combine sponsorship of all three events for \$30,000!



\$15,000: 5K Fun Run/Walk

- Logo on event t-shirt
- SSH provides the T-Shirts, medals, and covers all run expenses
- Results will be posted at sponsor's booth that afternoon during the Grand Opening
- During opening plenary housekeeping announcements, moderator will thank sponsor, report on number of participants, and encourage participants to visit booth # __ to see results of race.
- Opportunity to speak at the start and finish line of the race
- Logo on all pre-IMSH communications related to the Fun Run/Walk



\$10,000: Water bottles

- Logo on water bottles given to all IMSH 2024 attendees



\$10,000: Hydration Stations (Water Stations)

Located throughout the convention center meeting space and exhibit hall the entire conference.

- Up to 10 'Wrap' water jug with sponsor name, logo, message (artwork supplied by the sponsor)

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ADVERTISING



Show Daily Magazine

IMSH is the Premier Event for the Healthcare Simulation Channel
The official IMSH 2024 *Show Daily* offers a unique high-impact advertising opportunity to build your brand awareness with all the IMSH participants during the event.

3 LIVE ISSUES



IMSH 2024 *Show Daily* Advertising Rates

Rates include insertion in all three days, January 21, 22, 23, 2024

STANDARD POSITIONS

AD SIZE	
Full Page	\$4,500
Half Page (horizontal)	2,750
Half Page (vertical)	2,750
Quarter Page	1,800

PREMIUM POSITIONS

AD SIZE	
Cover II	\$4,950
Cover III	4,950
Cover IV	5,500
Cover Strip (1/4 horizontal)	4,750
1/2 Front Cover Tip (4/C one side)	7,500

ADVERTISING DEADLINES & SCHEDULE

JANUARY 2, 2024: Advertising Reservation Deadline
JANUARY 8, 2024: Ad Material Deadline
JANUARY 21, 22, 23, 2024: IMSH Show Daily Issue Dates

SHOW DAILY SPECIFICATIONS

Magazine trim size 8.375" x 10.875"

AD SIZES

Full Page	8.375" x 10.875"
Half Page (horizontal)	8.375" x 5.375"
Half Page (vertical)	4" x 10.875"
Quarter Page	4" x 5"
Cover Tip	8" x 5"
Cover Strip	8.375" x 2.5"

Bleed Ads: Add 1/8" on each side to dimensions shown for bleed ads. (bleeds only available on half page size or larger, cover wrap and cover strip positions).
Safety Margin: Keep all live, non-bleed images 1/4" from trim edges.

Ad Space Reservations

Contact Tom Reil now to reserve your space:
Tom Reil
 phone: 707-291-7304
 tom@tsmpartners.com

Digital Bonus

Buy an ad in the print show daily and your ad will be included in each digital version for FREE—reaching far past the event's walls.

FREE OFFER

Change your advertising materials each day at no additional charge.

Press Releases

Submit your releases, and product news to mark@tsmpartners.com for consideration in *Show Daily*.

IMSH SHOW DAILY

Show Daily is printed and distributed Sunday, Monday and Tuesday of IMSH. Attendees will see your advertising message as they read the timely content and editorial coverage of IMSH 2023.

- A daily roundup of the top news from each day of IMSH, making it a "must read" during the conference
- Distributed daily at the conference center, to rooms of choice hotels, and uploaded to the IMSH website

\$15,000 COMMERCIALS (Max = 10)

Highly visible exposure as most attendees begin their days at the opening plenary sessions

- Played on loop as attendees enter into the plenary hall on Sunday, Monday, Tuesday, and Wednesday
- Sponsor is responsible for content and production of commercial

\$3,500: BOOK BAG INSERTS (max = 5)

- Company/product information and booth number and location are allowed on the insert. Once insert is approved, sponsor will ship the appropriate quantity to the warehouse and IMSH staff will insert the material into the book bags.

\$1,500: IMSH WEBSITE BANNER ADS

Located on IMSH2024.org – the official website for IMSH 2023, banner ads linked to your company's website are available on the Exhibitor List landing page that attendees visit as they plan their exhibit visits.

\$1,000/each Mobile App Push Notifications

Quickest and simplest way to ensure your message gets in front of all IMSH attendees

- One-time app notification of your choice sent to all attendees

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