



Budget Planning for 2018

In 2018 two highly regarded organizations (PBIRG & PMRG) join forces to build on over 100 years of combined experience in the healthcare marketing research industry, and we want you to plan your 2018 with us! The newly formed joint entity is dedicated to improving the lives of patients by being the advocate for the healthcare business analytics and insights community and your resource for professional development and insights solutions. Please review the following pages outlining our [membership, conference participation and sponsorship opportunities](#) so you can plan your time and budget accordingly for 2018.

Membership

We're pleased to continue to provide **convenient and flexible options to all community members for the 2018 calendar-year term**. Membership benefits are equal to all members, despite the type of membership or level purchased. To learn more about member benefits, [click here](#). Membership enrollment for 2018 will begin in November. For questions, please contact Andrea Bennett at andrea@pmrg.org or 407-366-0143.

Number of Member(s)	Level	Price
Individual	Student	\$50 / 1 st year is complimentary
Individual	Educator or In-Transition*	\$95
Individual	Professional	\$200
Up to 10 members same company	Tier 1	\$1,400
Up to 25 members same company	Tier 2	\$4,000
Up to 50 members same company	Tier 3	\$8,000
Unlimited members same company	Tier 4	\$16,000

*In-transition rate-significantly reduces the membership dues for an individual in need of support after involuntary unemployment.

Conference Registration Fees

We offer two conferences each year: The **Summit & Global Partner Expo**, May 6-8, 2018 in Philadelphia and **The Institute**, October 1-2, 2018 just outside Boston, MA. Locations and registration for our west coast lunch and learn and regional networking events are being considered and will be available soon.

Client / Manufacturer Package	Consultant/Service Provider Package	Member Individual Registration	Non-Member Individual Registration
Register 3 to 10 people for \$4,895*	Register up to 5 people for \$5,895	\$1,495 – early bird* \$1,895 – regular registration \$2,295 – late registration	\$2,195 – early bird \$2,595 – regular registration \$2,995 – late registration

* Any paid client member registration can be transferred to another company colleague for day two of the conference.

** First time client rate of \$500 applies for clients that have not attended a PMRG or PBIRG conference in last three years.

*** One day client rate is \$1,095.

Global Partner Expo at The Summit

The Global Partner Expo will be held The Summit, May 6-8, 2018 in Philadelphia. Single 8' x 10' booths cost \$995 and double 8' x 20' booths cost \$1,995. Global partner expo booths are added to the member or consultant package registration.

All booths include:

1. Company contacts / services listed the conference app & online Expo mShowcase
2. Opportunity to participate in demonstration zone's 5-minute presentations
3. Inclusion in expo concierge service that helps clients develop expo visit plan

Note: All exhibitors must be registered for the conference. Registration fees start at \$1,495 per person. Booth-only passes are not available. Contact Andrea Bennett at andrea@pmrg.org or 407-366-0143 for more information.



Conference Sponsorship Packages

We offer diverse sponsorship opportunities at our two conferences in addition to our west coast lunch and learn and regional networking events to give sponsors acknowledgment during their sponsored event and more visibility for their marketing materials. Contact Heidi Boyle at heidi@pmrg.org or 407-977-1111 for more information. If you would like to arrange for a sponsorship item not listed here, please email heidi@pmrg.org to create a custom sponsorship.



May (The Summit) – a la cart sponsorships for activities and services at conference

Sponsors receive:

- Logo with link to website on home page & event webpage (2,000 - 5,000 views / month)
 - Logo placed on event emails reaching over 6,200 healthcare marketing research professionals including over 3,600 client/manufacturers
 - Logo on digital display at hospitality desk & entrance unit
 - Sponsor distinction on name badge for all company attendees, and sponsor sign at booth
 - Recognition of sponsorship in event app
 - Recognition of sponsorship via social media (3,800+ followers)
 - Give aways and fliers provided by sponsor will be distributed at their event, sponsored by sign will be displayed.
- Sponsorships must be purchased 4 weeks prior to conference for print / production times.

Sponsorships available:

Time	Sponsorship Item	Cost	Branding / Distribution
Pre-conf outreach	Young Professional Grants – 4 available	\$1,500	Logo on YP Grant emails and posts, items on general session foyer tables
Pre-conf outreach	Client Travel Grants – 4 available	\$1,500	Logo on Grant emails and posts, items on general session foyer tables
Pre-conf outreach	Academia Sponsorships – 4 available	\$1,500	Logo on academia emails and posts, items on general session foyer tables
Sun-Tue	Charging Station – 1 available	\$3,500	Logo on unit, giveaways at unit
In app	App – 5 available	\$1,500	Logo in app rotator, items on general session foyer tables
Sun-Tue	Water Stations – 1 available	\$1,500	Logo on sign, can send branded cups or bottled spring water for stations in foyers and meals
Sun-Tue	Wifi – 1 available	\$3,500	Notification push through app, logo on desk login sign, items on general session foyer tables
Sun-Tue	Notebooks/pens – 1 available	\$1,500	Send branded pads & pens for distribution at registration desk
Sun-Tue	Photographer – 1 available	\$3,000	Send giveaway for distribution at location appropriate for item
Sun-Tue	Presentation Station – 1 available	\$1,500	Logo on sign, can send USBs for distribution at station for attendees to download presentation
Mon	Keynote – 4 available, can be co-sponsored	\$5,000	Logo on intro slide for speaker, items on general session seats or welcome table outside general session room where you can handout a giveaway

Time	Sponsorship Item	Cost	Branding / Distribution
Mon	Keynote books – 1 available, can be co-sponsored	\$5,000	Logo 1 st page in book, items on book distribution tables, can send in a logo book mark
Mon	Breakfast – 2 available	\$2,000	Logo buffet sign, items on tables, listed as sponsor on agenda
Mon & Tue	Round Table Leaders – 15 available	\$1,500	Leader name and company name on tables, listed as leader on agenda
Mon	Expo All Day Refreshments – 3 available	\$1,500	Logo buffet sign, items on buffet, listed as sponsor on agenda, can send in logo napkins
Mon	Lunch – 2 available	\$2,500	Logo buffet sign, items on tables, listed as sponsor on agenda
Mon	Group offsite event – 1 available	\$10,000	Branding & giveaways at event, listed as sponsor on agenda
Mon	Event Photo Booth – 1 available	\$3,000	Logo on sign near booth, on photos given away
Tue	Keynote – 4 available, can be co-sponsored	\$5,000	Logo on intro slide for speaker, items on general session seats or welcome table outside general session room where you can handout a giveaway
Tue	Keynote books – 1 available, can be co-sponsored	\$5,000	Logo 1 st page in book, items on book distribution tables, can send in a logoed book mark
Tue	Breakfast – 2 available	\$1,500	Logo buffet sign, items on tables, listed as sponsor on agenda
Tue	Expo All Day Refreshments – 3 available	\$1,500	Logo buffet sign, items on buffet, listed as sponsor on agenda, can send in logo napkins
Tue	Lunch – 2 available	\$2,500	Logo buffet sign, items on tables, listed as sponsor on agenda
Tue	Farewell Reception – 3 available	\$1,500	Logo on room sign, items on tables, listed as sponsor on agenda



October (Institute) - a la cart sponsorships for activities and services at conference

Sponsors receive:

- Logo with link to website on home page & event webpage (2,000 - 5,000 views / month)
- Logo placed on event emails reaching over 6,200 healthcare marketing research professionals including over 3,600 client/manufacturers
- Logo on digital display at hospitality desk & entrance unit
- Sponsor distinction on name badge for all company attendees and sign on poster or table top booth

- Recognition of sponsorship in event app
- Recognition of sponsorship via social media (3,800+ followers)
- Give aways and fliers provided by sponsor will be distributed at their event, sponsored by sign will be displayed.

Sponsorships must be purchased 4 weeks prior to conference for print / production times.

Sponsorships available:

Time	Sponsorship Item	Cost	Branding / Distribution
Pre-conf outreach	Young Professional Grants – 4 available	\$1,500	Logo on YP Grant emails and posts, items on general session foyer tables
Pre-conf outreach	Client Travel Grants – 4 available	\$1,500	Logo on Grant emails and posts, items on general session foyer tables
Pre-conf outreach	Academia Grants – 4 available	\$1,500	Logo on academia emails and posts, items on general session foyer tables
Mon-Tue	Charging Station – 1 available	\$3,500	Logo on unit, giveaways at unit
In app	App – 5 available	\$1,500	Logo in app rotator, items on general session foyer tables
Mon-Tue	Table Top Exhibits – 8 available	\$1,500	Located in the ballroom foyer, open during all breaks and meals, materials/giveaways handed out at your 6' table

Time	Sponsorship Item	Cost	Branding / Distribution
Mon-Tue	Wifi – 1 available	\$3,500	Notification push through app, logo on desk login sign, items on general session foyer tables
Mon-Tue	Water Stations – 1 available	\$1,500	Logo on sign, can send branded cups or bottled spring water for stations in foyers and meals
Mon-Tue	Notebooks/pens – 1 available	\$1,500	Send branded pads & pens for distribution at registration desk
Mon-Tue	Photographer – 1 available	\$3,000	Send giveaway for distribution at location appropriate for item
Mon-Tue	USBs – 1 available	\$1,500	Logo on sign, can send branded USBs for distribution at hospitality desk
Mon or Tue	Keynote – 2 available, can be co-sponsored	\$5,000	Logo on intro slide for speaker, items on general session seats or welcome table outside general session room where you can handout a giveaway
Mon or Tue	Keynote books – 1 available, can be co-sponsored	\$5,000	Logo 1 st page in book, items on book distribution tables, can send in a logo book mark
Mon	All Day Refreshments – 2 available	\$1,500	Logo buffet sign, items on buffet, listed as sponsor on agenda, can send in logo napkins
Mon	Lunch – 1 available	\$2,500	Logo buffet sign, items on tables, listed as sponsor on agenda
Mon	Welcome Reception – 1 available	\$5,000	Logo on room sign, items on tables, listed as sponsor on agenda
Mon	After Party / Games Night – 1 available	\$5,000	Branding & giveaways at event, listed as sponsor on agenda
Tue	Breakfast – 1 available	\$1,500	Logo buffet sign, items on tables, listed as sponsor on agenda
Tue	All Day Refreshments – 2 available	\$1,500	Logo buffet sign, items on buffet, listed as sponsor on agenda, can send in logo napkins
Tue	Lunch – 1 available	\$2,500	Logo buffet sign, items on tables, listed as sponsor on agenda
Tue	Group Off Site Event	\$10,000	Logo on sign, items at event, listed as sponsor on agenda

Date TBA (West Coast Event 2 hour lunch and learn) – (5) event sponsorships at \$1,000 each

Sponsors receive:

- Logo with link to website on home page & event webpage (2,000 - 5,000 views / month)
- Logo placed on event emails reaching over 6,200 healthcare marketing research professionals including over 3,600 client/manufacturers
- Logo on digital display at the event
- Sponsor distinction on name badge for all company attendees
- Recognition of sponsorship in event app
- Recognition of sponsorship via social media (3,800+ followers)
- Give aways and fliers provided by sponsors will be displayed on tables at entrance
- (2) attendee passes

Dates TBA (Regional Meet Ups in Chicago, RTP, Boston, LA, NJ/PA) – (3) meet up sponsorships for each location at \$250 each

Sponsors receive:

- Logo with link to website on meet up webpage (2,000 - 5,000 views / month)
- Logo placed on event emails reaching over 6,200 healthcare marketing research professionals including over 3,600 client/manufacturers
- Recognition of sponsorship via social media (3,800+ followers)