

Society for ACADEM^{IC} Continuing Medical Education

LEADERSHIP • SCHOLARSHIP • COLLABORATION

ANNUAL SPONSORSHIPS • ANNUAL MEETING EXHIBITS • YEAR-ROUND VISIBILITY



“SACME sparks imagination,
keeps us connected, and
has real purpose!”

- SACME Member

2027 SPONSORSHIP OPPORTUNITIES

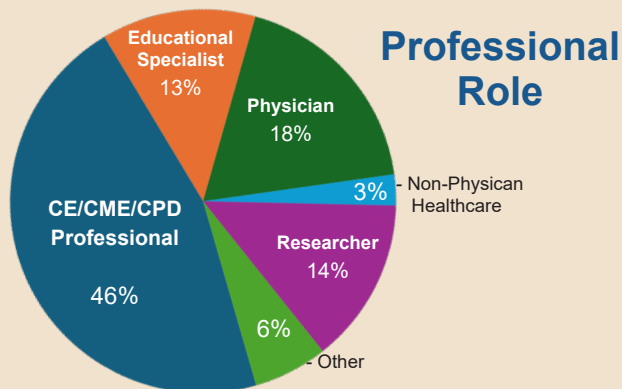
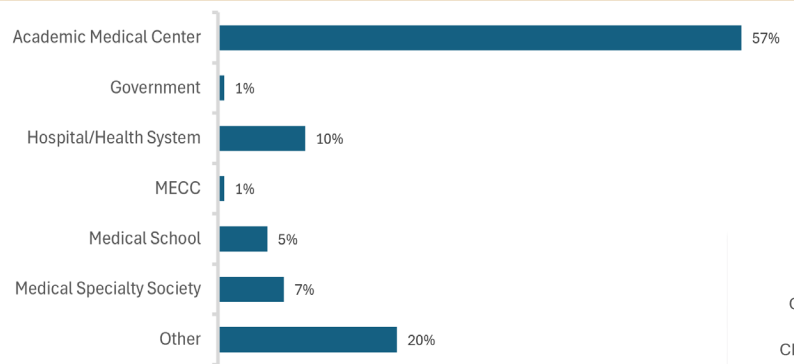
PARTNER WITH SACME IN 2027

As a 2027 sponsor, you will:

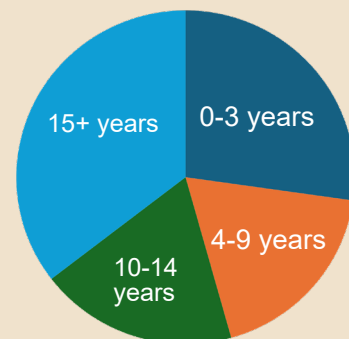
- **Reach a Focused Professional CPD/CE Audience**
Sponsorship places your organization in front of an audience with a shared interest in advancing learning, professional development, scholarship, and innovation.
- **Build Relationships, Not Simply Impressions**
From digital visibility throughout the year to face-to-face conversations at the Annual Meeting, sponsors can develop new relationships while strengthening connections with existing clients and partners.
- **Support a Community Committed to Better Learning**
Your sponsorship helps SACME continue its work while associating your organization with a professional community focused on leadership, scholarship, and collaboration—the themes already reflected in SACME’s mission.
- **Connect with the Canadian CPD Community**
The 2027 Annual Meeting in Montreal provides an additional opportunity to engage with professionals working within the Canadian continuing professional development community while participating in the broader SACME network.

SACME CONTACT PROFILE

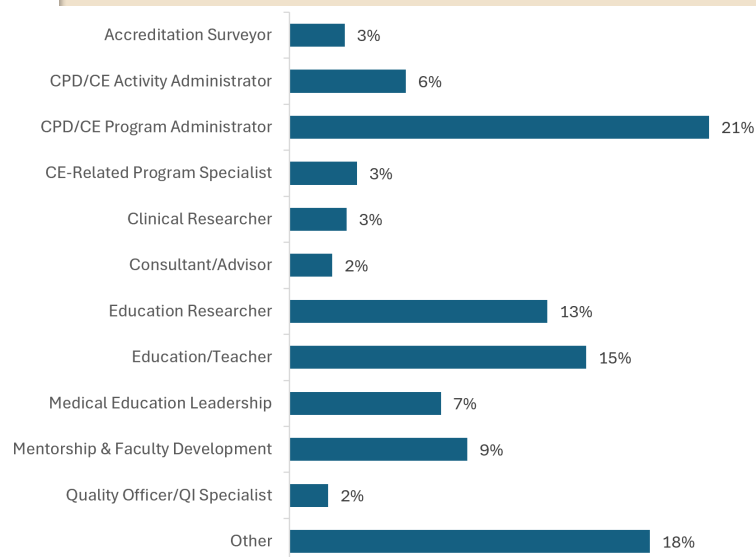
Institution Type



Years in Profession



Type of CPD/CE Work



ANNUAL SPONSORSHIP OPPORTUNITIES

Maintain a presence with SACME throughout 2027

Annual sponsorship combines year-round promotional visibility with participation in the 2027 SACME Annual Meeting. Four sponsorship levels allow organizations to select the degree of exposure and engagement that best matches their goals.

Availability of Annual Meeting benefits subject to CQDPCM's Code of Ethics for CPD (the Quebecois continuing education requirements). Registration form is on page 7 and exhibit rules on page 8.

\$2,500
USD

SILVER

Logo and link listed on SACME website

Logo listed on exhibitor/sponsor page of SACME.org.

Hyperlinked logo in SACME member newsletter *Pulse Points* (1 issue)

Member newsletter summarizing current and upcoming SACME activities; sent every 2 weeks to 200-350 active SACME members.

Dedicated social media feature post

A social post thanking sponsor with logo on SACME's social media.

2027 Annual Meeting Benefits:

Listing on Supporter Recognition Slides and Signage

Name listing (text only) in the meeting areas, with logos on signage in the exhibit area.

Exhibit Booth

Exhibit booth with one six-foot draped table and two chairs. Diamond Sponsors get preferred booth locations, followed by Platinum, then Gold level sponsors.

Complimentary Conference Registration

Registration for one exhibit booth representative (includes meals, conference materials, and program access; additional reps \$725 each).

\$3,500
USD

GOLD

Gold Sponsors receive all benefits of Silver Sponsors PLUS:

Logo in additional issue of SACME member newsletter *Pulse Points* (2 issues total)

Member newsletter summarizing current and upcoming SACME activities; sent every 2 weeks to 200-350 active SACME members.

Inclusion in SACME's new "Vendor Marketplace" online directory

Your information will be listed as a resource in SACME's online directory of vendors, featuring a full profile page with a description of your organization and contact information that is searchable and filterable by type of service.

2027 Annual Meeting Benefits:

Additional Complimentary Conference Registration

Registration for exhibit booth representative(s) (total of 2) (includes meals, conference materials, and program access; additional reps \$725 each).

ANNUAL SPONSORSHIP OPPORTUNITIES

Availability of Annual Meeting benefits subject to CQDPCM's Code of Ethics for CPD (the Quebecois continuing education requirements). Registration form is on page 7 and exhibit rules on page 8.

\$5,000
USD

PLATINUM

Platinum Sponsors receive all benefits of Gold and Silver Sponsors PLUS:

Logo in additional issue of SACME member newsletter *Pulse Points* (3 issues total)

Member newsletter summarizing current and upcoming SACME activities; sent every 2 weeks to 200-350 active SACME members.

Additional dedicated social media feature post (2 total)

A social post thanking sponsor with logo on SACME's social media.

Hyperlinked logo in SACME email to full contact list

Logo in an email of SACME's choosing, sent to 6,000+ contacts in the SACME database.

2027 Annual Meeting Benefits:

Additional Complimentary Conference Registration

Registration for exhibit booth representative(s) (total of 2) (includes meals, conference materials, and program access; additional reps \$725 each).

\$6,500
USD

DIAMOND

Diamond Sponsors receive all benefits of Silver, Gold, and Platinum Sponsors PLUS:

Supporting sponsor of one SACME webinar, with Q&A session

Your hyperlinked logo in marketing emails and recognition on a slide before a SACME-organized webinar, with a 5-minute optional Q&A session with the sponsor at the end of the webinar; SACME advertises its webinars to 6,000+ contacts in the SACME database.

Featured Listing in SACME's new "Vendor Marketplace" online directory

Your information will be listed as a top resource in SACME's online directory of vendors that is searchable and filterable by type of service. Your full profile page has the option to add your social media links, list a special offer for SACME Members, add promotional videos, and link Word or PDF resources for users to download.

Email distributed to SACME contacts on your behalf

You provide the HTML content, SACME distributes to contacts who have opted in to receive content from sponsors.

Banner advertisement in 4 issues of SACME member newsletter *Pulse Points*

Provide your banner ad graphic to appear in SACME's member newsletter summarizing current and upcoming SACME activities; sent every 2 weeks to 200-350 active members.

2027 Annual Meeting Benefits:

Additional Complimentary Conference Registration for exhibit booth representative(s) (total of 3) (includes meals, conference materials, and program access; additional reps \$725 each).

SPONSORSHIP OPPORTUNITIES

SACME Annual Support Levels

	Silver Sponsor \$2,500 USD	Gold Sponsor \$3,500 USD	Platinum Sponsor \$5,000 USD	Diamond Sponsor \$6,500 USD
Year-Round Visibility				
Supporting sponsor of one SACME webinar, with Q&A session				✓
Email distributed to SACME contacts on your behalf				✓
Hyperlinked logo in SACME email to full contact list			✓	✓
Inclusion in Vendor Marketplace on SACME website		✓	✓	featured ✓
Logo and link listed on SACME website	✓	✓	✓	✓
Hyperlinked logo in SACME member newsletter <i>Pulse Points</i>	1	2	3	4 banner ads
Recognition in dedicated social media feature post	1	1	2	2
2027 Annual Meeting Benefits				
Exhibit Booth at 2027 Annual Meeting in Montreal	✓	✓	✓	✓
Number of Exhibit Booth Staff Registrations	1	2	2	3

Looking for maximum engagement?

Diamond sponsorship includes SACME's broadest combination of year-round visibility, digital promotion, Annual Meeting participation, and the opportunity to support a SACME webinar that includes a Q&A session with your organization representative.



EXHIBIT BOOTHS

Meet the SACME community face-to-face!

The 2027 SACME Annual Meeting in Montreal gives exhibitors the opportunity to engage directly with meeting participants in a professional, collegial environment.

An exhibit presence can help your organization introduce products and services, hold substantive conversations with attendees, reconnect with current clients, identify potential leads, and gain first-hand insight into the interests and needs of the CE/CPD community.

Exhibitor Fees

\$2,000
USD

Non-Profit Exhibitor

\$900
USD



Your Exhibit Space

One (1) 6' exhibit table, 2 chairs, wastebasket plus access to the meeting wi-fi Sunday through Wednesday.

Attendee Engagement

One (1) complimentary registration to access all open sessions (\$725 for each additional registration), including opening reception and social events.

Visibility & Recognition

Company listing on the SACME event materials and on-site Exhibit Hall map*

Over 9 hours of exhibit time without competing programming!

*Brand recognition on attendee materials is subject to CQDPCM's Code of Ethics for CPD (the Quebecois continuing education requirements).

Let's Build Your 2027 SACME Support Package

Reserve your 2027 sponsorship or exhibit opportunity and join SACME in supporting a community dedicated to leadership, scholarship, collaboration, and the advancement of continuing professional development. Complete the supporter registration form attached or contact Lynne Valentic, SACME Conference Director at lvalentic@sacme.org with any questions.

2027 SPONSOR & EXHIBITOR REGISTRATION FORM

Contact Information

(To whom all sponsor correspondence should be sent)

Contact Person: _____

Organization: _____

Title: _____

Address: _____

City, State/Province, Postal Code: _____

Country: _____

Contact Person Email: _____

Contact Person Phone: _____

Organization Website: _____

(As it should be linked on the SACME website)

Annual Meeting Exhibit Only Options

☐ **Exhibit Booth Only** – \$2,000 USD

☐ **Non-Profit Exhibitor** – \$900 USD

Exhibit Booth includes One Booth Rep

☐ Additional Booth Rep – \$725 USD per rep

\$725 USD x _____ number of additional reps

\$_____ TOTAL for additional reps

☐ **Exhibitor Lead Retrieval** – \$250 USD

Year-Round Sponsorship Packages

☐ Silver Sponsor \$2,500 USD	☐ Gold Sponsor \$3,500 USD
☐ Platinum Sponsor \$5,000 USD	☐ Diamond Sponsor \$6,500 USD

☐ **I agree to the rules on page 8 of the 2027 SACME Prospectus.**

_____ (Authorized Signature)

Payment

SACME will email a PDF invoice to you after your form is received and provide electronic payment information as needed.

SACME will contact you with details about your selections after your form is received.

Questions? Contact Lynne Valentic at lvalentic@sacme.org or +1 434.284.4693.

Remittance must be in U.S. Dollars. A \$25 surcharge will be assessed to cover any collection fees.

(Do not email credit card information; email is not secure.)

You may email this form to info@sacme.org and phone +1 434.284.4693 with credit card details. or mail to:

SACME
820 East High St, Ste.A,
Charlottesville, VA 22902

EXHIBIT RULES

Certificate of Insurance

Exhibitors and their authorized decorators must have liability insurance. Each exhibitor must provide a one-page "Certificate of Insurance" in the name of the Society of Academic Continuing Medical Education from their insurance company showing coverage for the duration of the event, including move-in and move-out. The minimum requirement is liability and property damage insurance in no less than \$1,000,000 per occurrence.

Assignment of Space

Diamond Sponsors get preferred booth locations, followed by Platinum, then Gold level sponsors. Additional exhibit booth assignments will be made on a first-come, first-served basis upon receipt of payment and a completed Exhibitor Registration form. After registering, you will receive a confirmation letter with your assigned number and location.

Booth Restrictions

(a) Booth banners and display elements cannot exceed a height of 3 feet if placed on table. (b) 'Subleasing' of space is not permitted.

Ancillary Events

An ancillary event is any function held during the meeting a party other than SACME. All ancillary events must receive SACME authorization whether the organizer is requesting SACME meeting space or holding the event off-site. No events may be scheduled during SACME educational sessions. To obtain SACME meeting space, the organizer must be an exhibitor and/or conference supporter.

Liability/Hold Harmless

Exhibitor hereby agrees to and does indemnify, hold harmless, and defend SACME from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including attorney's fees), which may incur, pay or be required to pay, incidents, or indirect employee negligence, acts or omissions by Exhibitor/Attendees; and SACME and their respective agents or employees shall not be responsible for loss, damage or destruction of property.

Protection of Exhibit Space

Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the venue without the written permission of SACME or a representative of the venue, which must be provided to SACME staff.

Enforcement of Rules and Regulations

The rules and regulations of SACME exhibits are intended to bring order and fairness to the Conference. The exhibitor agrees that SACME shall have the right to make such rules and regulations or changes in floor plan arrangements of booths for said exhibition as it shall deem necessary. SACME shall have the final determination for enforcement of all rules, regulations and conditions. SACME reserves the right without recourse to control or prohibit any exhibit or part of any exhibit that is contrary to the SACME mission and values. This includes the conduct of persons and the content and placement of printed matter. SACME may dismiss an exhibitor from the conference for unethical conduct. It is agreed that no refund of fees shall be made upon dismissal.

Exhibitor Responsibility and Badges

Each exhibitor must name at least one person to be representative in connection with installation, operation, tear-down and removal of the exhibit. SACME reserves the right to have the exhibit installed or cleared at the expense of the exhibitor. Exhibitors are invited to attend the sessions, but must wear their badges at all conference functions. Additional representatives may register for an additional fee.

Cancellations and Refunds

Cancellations of exhibitor or sponsorship commitments must be made in writing to SACME by April 2, 2027 for a full refund minus a 25% administration fee. Refunds will not be issued for requests made after April 2, 2027. No refunds will be made to individuals who attend a portion of the meeting. No refunds will be made for cancellations due to inclement weather. SACME reserves the right to substitute faculty, or cancel or reschedule sessions (because of low enrollment or other circumstances). If SACME must cancel the conference in its entirety, SACME may refund the appropriate registration fees to all conference registrants; no refunds will be made for travel expenses related to the conference.

Compliance with Fire Regulations & Laws

No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the local fire department or insurance carriers, may be used in any booth or in the exhibit area. Exhibitors must comply with all laws, rules, regulations and ordinances.

For exhibit-related questions please contact
Lynne Valentic at lvalentic@sacme.org

Quebec Council for Continuing Professional Development of Physicians or CQDPCM

Below are relevant excerpts from [the CQDPCM Code of Ethics](#); this guidance applies to 2027 Annual Meeting activities.

Social Activities: Social activities may not be funded by funding organizations. These same funding organizations may not participate directly or indirectly in the planning, support, or funding of social events.

Meals: It should be noted that organizations that provide grants should not be labeled as "sponsors" of meals, breaks, or cocktails.

Draws, Prizes and Other Incentives: In the case of other incentives, a distinction must be made between incentives with a commercial purpose (such as a passport aimed at increasing traffic in the exhibitors' hall) and those aimed at facilitating the educational process (completing a survey to identify needs or evaluate the activity). The former are to be avoided. In the latter case, the incentive is considered not as a gift, but rather as compensation for the time spent completing the survey. Under the auspices of the organizer, the nature of this compensation, whether individual or collective (raffle), must be reasonable and educational in nature. It is at the discretion of the organizer.

Gifts: As part of a CPD activity, gifts may not be given to participants. A gift is defined as an object, money, or other personal benefit offered to someone without anything being required in return. Gifts do not include conference materials provided by the organizer (e.g., pens, notepads, etc.), as these materials are used by the organizers to facilitate the smooth running of the activity. Any material offered to participants other than that used by the Organizing Committee and resource persons to achieve the learning objectives of the CPD activity is considered a gift. Exhibitors may not distribute promotional items, prizes, gifts, electronic gift cards, food, candy, product samples, or branded items (pens, magnets, etc.).

OLA/Satellite Activity: An OLA (other learning activity) is a non-accredited activity originating from the pharmaceutical industry. These activities do not comply with the CQDPCM's Code of Ethics for CPD at various levels, the three main ones being: Scientific content with the appearance of commercial bias; Speaker and resource person fees paid directly by the sponsor or pharmaceutical company; Non-compliance with the methodical approach. Satellite symposia are non-accredited activities organized by commercial companies

(OLA) that take place in proximity (in space or time) to accredited programs. These activities are prohibited in conjunction with an accredited activity.

Exhibitor Area: Funding organizations may be offered exhibition space for rent. Exhibits must not influence planning or interfere with the presentation of the educational program. Representatives are not permitted to sell products or services. All commercial booths and displays must be in a dedicated room separate from educational activities. No non-accredited training activities may take place in the commercial area (OLA or satellite symposium).

Reception Area: The reception area must be separate from the exhibitors' area. No posters with sponsors' logos may be displayed at the reception area for a scientific activity.

Rental of a Kiosk Space: Renting a kiosk space as part of a CPD activity does not constitute an educational grant. This rental must be covered by a separate contract. Kiosks are grouped together in an area called the "exhibitor zone," which is the responsibility of the organizer and not of commercial companies.