

Build Your Online Presence  
NEW WAYS TO STAY CONNECTED

## THE SOCIETY FOR PEDIATRIC RADIOLOGY

Promotional Opportunities

Online Courses & Activities and Year Round Impact



Webinars, Virtual Focus Sessions,  
E-Marketing, and Much More!



For more information, contact [spr@acr.org](mailto:spr@acr.org)



# SPR Online Courses and Activities

## Promotional Opportunities

### **First Look Webinar and Follow-Up Focus Session (non-CME) - \$10,000**

Sponsors will have the opportunity to send a 1-hour virtual demonstration of their product(s)/service(s) for distribution to meeting registrants two weeks before the Course. A follow-up focus session will then be scheduled during the Course (either during a breakfast or lunch session) for the sponsor to engage with registrants about the video content. This two-prong approach provides a platform for you to share what your company has to offer and obtain feedback through discussion with the live online meeting participants. Follow-up focus sessions can include up to 20 SPR members, and scheduling is flexible based on need and preference. Your company will be responsible for all audiovisual needs and services.

### **Breakfast or Lunch Session (non-CME) - \$7,500**

This is an opportunity for your company to conduct a 45-minute virtual session, open to all meeting attendees. During this session, you will interact directly with the Course experts to hear their needs, concerns, and interests and demonstrate the latest equipment and/or services your company offers. The sponsoring company is responsible for providing the speaker(s) and presentation. The SPR will promote the session to all meeting attendees before the Course via e-mail(s). A slide marketing the session will be shown before the Course and during the breaks, as applicable. Your company will be responsible for all audiovisual needs and services.

### **Pre-Meeting E-mail Advertisement - \$4,000**

SPR will include your company's image-based ad and logo on a pre-meeting e-mail sent to the meeting registrants. Image specifications and further details will be distributed if selected.

### **Monthly Case Master Mondays (non-CME) - \$2,500**

Companies will provide sponsorship for a specific selection of a "Case Master Mondays" on-demand recorded lecture. These sessions are 15 - 30 minute bite-sized nuggets from subject matter experts and will cover a case each month. The SPR will select the subject matter, as well as approve the presenters for each lecture within the series. The SPR will schedule the topics to be discussed and disseminate marketing materials as appropriate.

### **Take a Break: Promotional Video or Live Presentation (non-CME) - \$2,500**

Companies will provide a 15 - 20 minute promotional video during a break available to all meeting registrants. The SPR will promote the break sponsorship to all meeting attendees before the Course through one pre-meeting e-mail. A slide marketing the session will be shown before the Course and during the breaks, as applicable. Your company will be responsible for all audiovisual needs and services.

### **Vendor Spotlight E-Newsletter - \$2,500**

Companies have the opportunity to be included in a 'Vendor Spotlight' e-newsletter dedicated to vendors and distributed to all SPR members and non-member attendees. Each company will be able to include its logo, a 50-100 word paragraph description, and a link to the company website. Further details and requirements will be distributed if selected. All requested information must be submitted 6 weeks before the start of the course..

### **E- Sponsorship – Social Media Posts - \$1,000**

Companies have the opportunity to have two Facebook and Twitter posts placed on the SPR Facebook and Twitter accounts. These posts are available to not only the SPR membership and activity attendees, but also to the general public. Currently the SPR has just over 2,400 followers on Twitter and over 3,700 followers on Facebook. Sponsors will be responsible for providing graphics and text in the appropriate format. Scheduling of the posts will be based on mutual agreement between the sponsoring company and the SPR. Further details and requirements will be distributed if selected.

## **SPR Year Round Promotional Opportunities**

### **Sponsor a Webinar (non-CME) - \$7,500**

Companies have the opportunity to present to a specific audience on their product(s) or service(s). The company is responsible for providing the speaker and presentation. SPR will promote the webinar to members, non-members, and the pediatric radiology community through e-mails and its website, noting the webinar as company-sponsored. Further details and requirements will be distributed if selected. Your company will be responsible for all audiovisual needs and services.

### **Lunch and Learn Focus Session (non-CME) - \$5,000**

This is an opportunity for your company to conduct a virtual focus session, comprised of up to twenty (20) SPR members. During this session, you will interact directly with experts in all aspects of Pediatric Radiology, to hear their needs, concerns, and interests, and to demonstrate the latest equipment and services your company offers. Timing is flexible based on need and preference. Companies will coordinate lunch delivery for attendees providing the "lunch and learn" format. Your company will be responsible for all audiovisual needs and services.

### **E-mail Advertisement - \$4,000**

SPR will include your company's image-based ad on an e-mail sent to the SPR membership. This is a non-shared opportunity; that's right, only your company's ad will be included. Image specifications and further details will be distributed if selected.

### **E- Sponsorship – Social Media Posts - \$1,000**

Companies have the opportunity to have two Facebook and Twitter posts placed on the SPR Facebook and Twitter accounts. These posts are available to not only the SPR membership and activity attendees, but also to the general public. Currently the SPR has just over 2,400 followers on Twitter and just under 3,700 followers on Facebook. Sponsors will be responsible for providing graphics and text in the appropriate format. Scheduling of the posts, further details and requirements will be distributed if selected.