

ACTIONS Theater

Advances

The Cardiometabolic Health Congress (CMHC) is the largest and most influential congress dedicated to informing clinicians about the latest practical strategies and advances to prevent, delay, and manage cardiometabolic risk.

Cardiometabolic

The CMHC is pleased to offer a new promotional opportunity for our industry partners – the **2012 CMHC ACTIONS** (Advances in Cardiometabolic Treatment, Innovation, Outcomes and Novel Strategies) Theater. Because *ACTIONS* Theaters are promotional, they cannot be accredited for CME or CE credits.

Treatment

The CMHC welcomes industry involvement at its annual congress and recognizes the opportunity offered by this large gathering of 1500+ U.S.-based health care providers. These clinicians choose to attend the CMHC at their own expense because they are actively seeking real-world solutions for their patients and they want the cutting-edge information that companies provide.

Innovation

Outcomes

You are invited to take advantage of this unique opportunity to discuss the appropriate uses of your products with this ideal target audience. This is an excellent forum for communicating new data and explaining how your product differentiates itself.

Novel

The program lends itself well to demonstrations and explanations of devices, services, and new technologies, as well as to nonbranded, non-CME education. Each *ACTIONS* Theater is 60 minutes long. Time slots will be assigned on a first-come, first-served basis. Companies that sponsor the congress at the Platinum or Gold level will be given prime time slots.

Strategies

Companies that are accepted for an *ACTIONS* Theater will receive the following support from the CMHC:

- Active, direct recruitment by the congress
- Listings in the CMHC brochure, on the CMHC website, and in the CMHC Congress-at-a-Glance
- Insert in each attendee tote bag; companies must provide those inserts to the CMHC
- AV, including an LCD projector, laptop, large screen to fit the room, amplification system, riser, lectern, and **ARS - at no extra charge**
- Preset ballroom in close proximity to the exhibit hall
- Signage outside the *ACTIONS* Theater

Please note that the *ACTIONS* Theater sponsor is solely responsible for content development and program logistics, including faculty logistics, honoraria, and expenses, as well as developing, producing, and distributing any meeting materials.

Please contact Brittany Henry directly at 732-758-0273 or at brittany@cardiometabolicehealth.org to discuss corporate sponsorship and ACTIONS Theaters.