



CMHC SPRING 2021

APRIL 16-18, 2021 | SCOTTSDALE, AZ

THE WESTIN KIERLAND RESORT & SPA

PROFESSIONAL MEDICAL EDUCATION (PME)

aka Product Theater (all slots are *non-concurrent)

PME SLOTS <small>*non-concurrent - no sessions of any kind happening at the same time</small>	Friday, April 16 3 PME SLOTS	\$50,000	7:10am - 8:25am 12:15pm - 1:30pm
		\$60,000	5:25pm - 6:55pm Exclusive Cocktail Reception and PME Dinner Sponsorship.
	Saturday, April 17 2 PME SLOTS	\$50,000	7:10am - 8:25am 12:15pm - 1:30pm
			Times subject to change

EXPECTED ATTENDANCE: 150-200

Please note - all time slots above are subject to change slightly

Companies that are accepted for a CMHC Professional Medical Education (PME) will receive the following support from CMHC:

- Active, direct recruitment by CMHC
- Listings in the CMHC program brochure, CMHC website, Event App and in the CMHC Conference Guide
- Insert in each attendee bag; companies must provide inserts to CMHC
- Audiovisual equipment and set up - including an LCD projector, laptop, large screen to fit the room, amplification system, riser, and lectern - at no extra charge
- Preset ballroom in close proximity to congress events
- Signage outside/around the PME Area
- Push notification via the event mobile APP
- Two Lead Retrievals for the duration of the PME session

The PME sponsor is solely responsible for content development and program logistics, including food and beverage arrangements and payment, faculty logistics, honoraria, and expenses, as well as developing, producing, and distributing any meeting materials unless otherwise noted in contract. The PME sponsor is also responsible for onsite staffing and management of this event.