



**Colorado Medical Society (CMS)  
2010 Annual Meeting  
Event Description and  
Exhibiting/Sponsorship Opportunities**

**DATES:** September 10-11, 2010

**LOCATION:** Vail Cascade Resort & Spa  
1300 Westhaven Drive, Vail, CO 81657  
800.282.4183  
[www.vailcascade.com](http://www.vailcascade.com)

**EXPECTED NUMBER OF ATTENDEES:** 200 - 250

**Attendee Profile:** Attendance is expected to be between 200 to 250 physicians. The *2010 Annual Meeting* is being marketed to approximately 6,800 physician-members of CMS.

**Exhibitor Profile:** Organizations from industries such as medical products/services, financial services, nonprofits and others are expected to exhibit at the *2010 Annual Meeting*. Exhibitors will not be grouped into categories. Rather, exhibit space will be assigned on a first-come, first-serve basis.



# GOLD SPONSOR

## \$3,750

Gold Sponsors of the *2010 Annual Meeting* will receive numerous benefits of sponsorship including prominent recognition at the AMA luncheon as well as the following:

### Site Benefits

- **Recognition as a sponsor of the “Annual Meeting Opening Reception,”** with signage identifying your firm as a Gold Sponsor. This event will be held for attendees on September 9<sup>th</sup> at approximately 7 p.m.
- Opportunity for your representatives to attend the Opening Reception.
- Gold Sponsors will have **one (1) table-top space** on the exhibition floor with signage identifying them as a Gold Sponsor.
- If you provide company banners, they will be hung in the common area for the “Welcoming Reception,” the “Exhibitor Reception” or in an area that is agreed upon by the parties.
- CMS President or President-Elect will make a verbal introduction of representatives of Gold Sponsors at the AMA Luncheon. Gold Sponsors will also receive a plaque and recognition by the CMS leadership.
- Signage next to the breakfast buffet tables.
- Gold Sponsor representatives will receive VIP name badges and complimentary lunch for up to 4 representatives of the Gold Sponsor, which is tentatively scheduled on 9.10.10.

### Advertising Benefits

- Recognition in an advertisement announcing the 2010 Annual Meeting and thanking the Gold Sponsor will run in the July/August edition of *Colorado Medicine*, if registered by 7.15.10. The magazine has a circulation of approximately 7,000.

### Direct Marketing Benefits

- Gold Sponsors will also have the opportunity to receive post event mailing lists of attendees.

FOR FURTHER INFORMATION CONTACT: Mike Campo, Program Manager 720-858-6310 or e-mail [mike\\_campo@cms.org](mailto:mike_campo@cms.org)



# SILVER SPONSOR

## \$2,500

Silver Sponsors of the *2010 Annual Meeting* will receive numerous benefits, including:

### Site Benefits

- Silver Sponsors will have **one (1) table-top space** on the exhibition floor with signage identifying them as a Silver Sponsor.
- Opportunity for your representatives to attend the “Annual Meeting Opening Reception,” which will be held on September 9<sup>th</sup> at approximately 7 p.m.
- CMS President and/or President Elect, will make a verbal introduction of representatives of Silver Sponsors at the luncheon and keynote speaker presentation. Silver Sponsors will receive a plaque and recognition by the CMS leadership.
- If you provide a company banner, then it will be hung in an area at the event that is agreed upon by the parties.
- Signage next to the breakfast buffet tables.
- Silver Sponsor representatives will receive VIP name badges.
- Complimentary lunch for up to 3 representatives of the Silver Sponsor, which is tentatively scheduled on 9.10.10.

### Advertising Benefits

- Recognition in an advertisement announcing the 2010 Annual Meeting and thanking the Silver Sponsor will run in the July/August edition of *Colorado Medicine*, if registered by 7.15.10. The magazine has a circulation of approximately 7,000.

### Direct Marketing Benefits

- Silver Sponsors will have the opportunity to receive a mailing list of all registered attendees for post event marketing.



# EXHIBITOR

## \$1,595

Exhibitors at the *2010 Annual Meeting* will receive numerous benefits for their participation. The following are benefits that exhibitors will enjoy:

### Site Benefits

- Exhibitor will have a six (6) foot table-top in the exhibition area with signage identifying them. Each table-top will be skirted. High-speed Internet, 20 amp power and phone lines are available at an additional cost.

### Advertising Benefits

- Recognition in an advertisement announcing the 2010 Annual Meeting and thanking the Exhibitor will run in the July/August edition of *Colorado Medicine*, if registered by 7.15.10. The magazine has a circulation of approximately 7,000.
- Print recognition in the event program brochure given to all attendees, if registered by 8.1.10.

### Direct Marketing Opportunities:

- a) Exhibitors will have the opportunity to receive the post conference mailing list of all registered attendees.

***Register now! Exhibit space is limited. Please complete the Exhibitor/Sponsor Application and Contract in order to reserve your space. If you have additional questions, call Mike Campo at 720.858.6310 or e-mail [mike\\_campo@cms.org](mailto:mike_campo@cms.org).***