

the 17th annual national conference

# PAINWEEK

september 5-8

2023

the cosmopolitan of las vegas

**exhibit/sponsorship prospectus**



**education is the best analgesic.**

[www.painweek.org](http://www.painweek.org)

## Who Should Attend?

For 16 years, PAINWeek has demonstrated that “education is the best analgesic” by presenting over 15,000 hours of content across our national and regional conferences. PAINWeek provides the best platform for meaningful engagement with your target practitioners.

### Target Audience

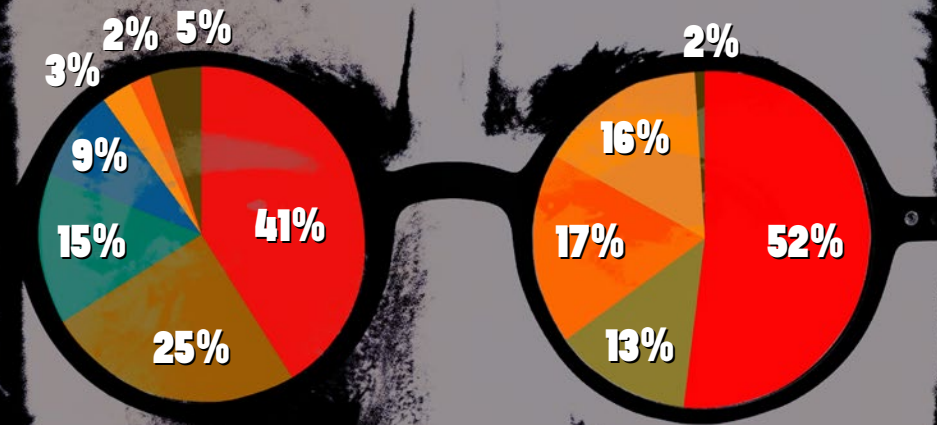
- Anesthesiologists
- Internists
- Physical Medicine and Rehabilitation
- Advanced Practice Providers
- Primary Care Physicians

**“PAINWeek goes beyond medicine and explores the humanity of chronic pain by recognizing its role in art, culture, and education. It is the highlight event of the year.”**

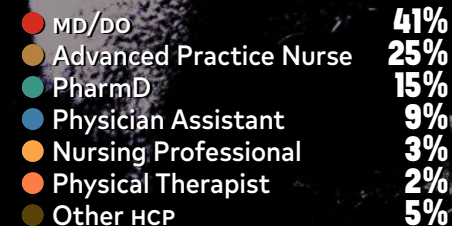
— Sean Li MD

# PW22 DEMOGRAPHICS

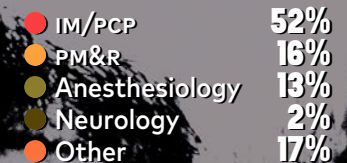
PAINWeek 2022 hosted over 1,400 registered participants



### Registration Types



### Specialty



# Exhibit, Experience, and Engage

Visibility and credibility go hand in hand. PAINWeek provides you with the opportunity to engage with your targets and allow them to interact with your brand. Either during regular exhibit hours, or on Thursday afternoon, when the Experience Zone is available for more in-depth discussion about your product.

## Who Should Exhibit

- Pharmaceuticals
- Medical Devices
- Consumer/OTC Products
- Alternative Therapies
- Diagnostic Services
- Compounding Pharmacies
- Practice Management
- Telehealth
- EMR Providers
- Insurance/Finance
- Digital Health and Therapeutics

## 2023 Exhibit Dates & Hours

**Setup:** Tues/Wed

8:00a – 4:00p

**Exhibit Hall Opening and**

**Welcome Reception:** Wed

6:00p – 8:00p

**Exhibit:** Thur

10:30a – 6:30p

**Exhibit:** Fri

10:30a – 2:00p

**Breakdown:** Sat

9:00a – 12:00p

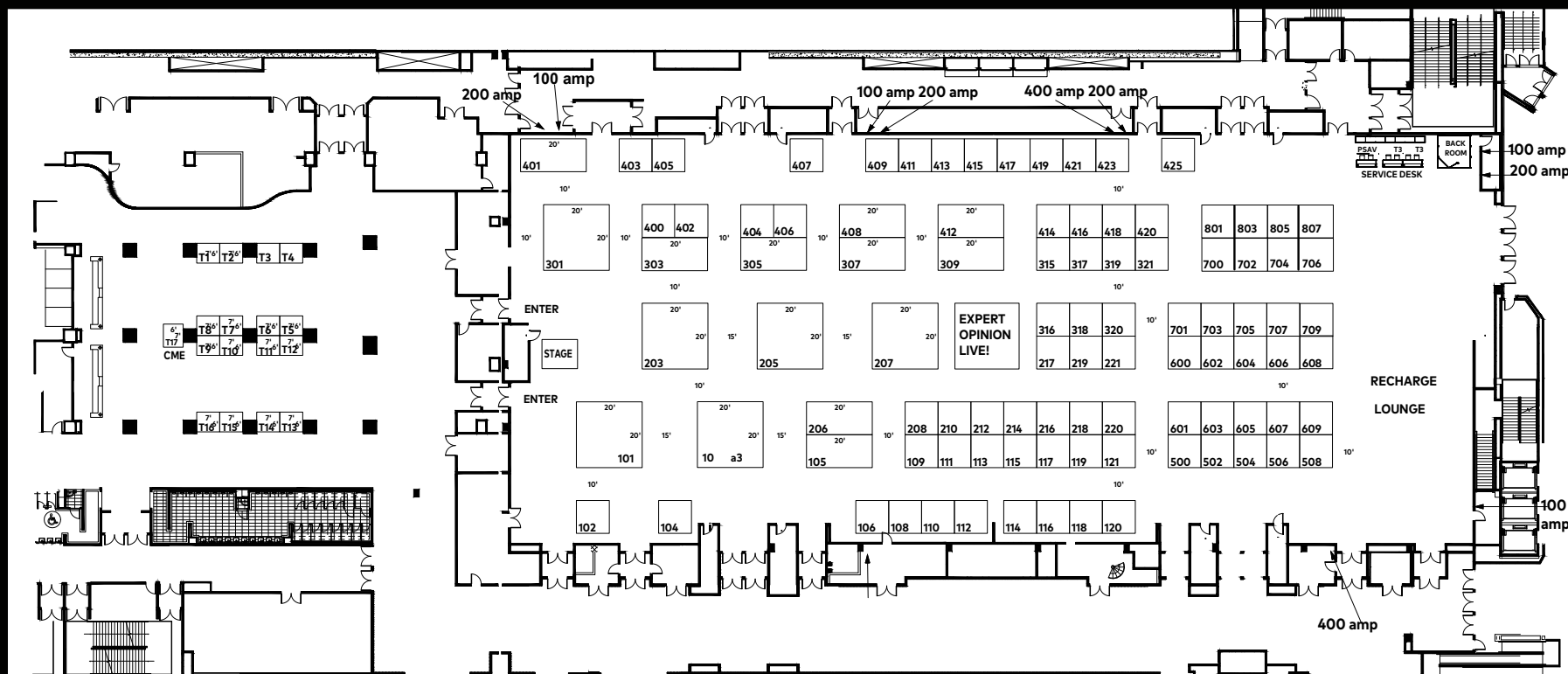
## Top 6 Reasons to Sponsor and Exhibit

- 1 **Support** the demand for exemplary continuing pain education
- 2 **Showcase** your product and services
- 3 **Reach** target customers face to face
- 4 **Generate** and acquire qualified new sales leads
- 5 **Gain** the competitive edge
- 6 **Build** brand awareness



# Exhibit Hall Floor Plan


To reserve a booth: **Phone:** (973) 233-5572 **Email:** [cat@tarsuscns.com](mailto:cat@tarsuscns.com)



Please note that BRAINWeek 2023 will be convened during the national PAINWeek conference. While they will both have a presence at the Level 4 Exhibit Hall, they will remain two separate conferences, with different courses, faculty, attendees, and sponsored programs.

# Exhibit Fees



	10'x10'		10'x10' Corner		10'x20'		20'x20'		20'x30'	
	Standard	Premiere	Standard	Premiere	Standard	Premiere	Standard	Premiere	Standard	Premiere
	\$4,950	\$10,450	\$5,775	\$11,275	\$8,800	\$13,750	\$27,500	\$33,000	\$38,500	\$44,000
Carpet	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
1 Draped Table	✓	✓	✓	✓						
2 Draped Tables					✓	✓				
2 Chairs	✓	✓	✓	✓						
4 Chairs					✓	✓				
Listing on Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Listing in Program Book	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
24-Hour General Security	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Exhibit Badges	4	4	4	4	8	8	8	10	12	14
Lead Retrieval		✓		✓		✓		✓		✓
Preconference Registration List		✓		✓		✓		✓		✓
Conference Tote Bag Insert		✓		✓		✓		✓		✓
Premiere Exhibit Listing on Passport		✓		✓		✓		✓		✓





# PDMs

Product, Disease Awareness, and  
Medical Information Programs

## Seating Set-up

Set banquet-style in full rounds.  
Due to room size, crescent rounds  
are not available. .

## Time Slots

### Breakfast

8:30a – 9:30a

### Lunch

12:30p – 1:30p

## Fees

**\$65,000** (Breakfast or lunch slot)

Does not include food and beverage (F&B).  
Sponsors will purchase and coordinate  
F&B services directly with the hotel.

## What's included

- 1 preconference email to promote your product theatre
- 1 full-page ad in the onsite program book
- Lead retrieval for your program
- AV package (see below)
- First right of refusal for encore PDM programs at PAINWeek National and PAINWeekEnd Regional Conferences

## AV includes

- Dual-screen projection on left and right side of the stage
- Pipe and drape
- Stage riser and stairs
- Front screen projection
- 9' x 12' LCD projector, podium, handheld microphone
- Sound kit with 6–8 channel mixer
- 1 slide advancer
- 1 laser pointer
- 1 slide show laptop
- 1 AV tech

**Please note:** The AV tech is provided for 60 minutes before and throughout the entire program to work with included AV. You will need an additional AV tech if you need additional equipment.

## All-Inclusive Sponsorship Packages

Unlike other national conferences, PAINWeek offers optional program management for satellite events.

## Contact

Rob McCarry at [rm@tarsuscns.com](mailto:rm@tarsuscns.com)  
for additional information on all-inclusive packages,  
smaller speaking opportunities, advisory boards,  
receptions, and meeting space.

# Marquee Sponsorships

## Topic Themed Conference Day

**\$55,000**

Consolidate all topical CME sessions and related events to maximize exposure and focus from conference attendees, *Migraine Day* or *APP Day*, etc.

## Conference Tote Bags

**\$22,000**

Includes full color brand or company logo. Provided to all attendees at conference registration.

## Conference Lanyards

**\$19,250**

Great brand visibility. Provided to all attendees, faculty, and exhibitors.

## PAINWeek Mobile App

**\$22,000**

99% usage rate among conference attendees, this sponsorship guarantees exposure and impressions for your company or brand. Sponsorship includes 100% sov for advertising within the app.

## PAINWeek Program Guide

**\$33,000**

The go-to onsite resource for attendees and where all onsite artwork is memorialized. Sponsorship includes brand or company logo on the cover, and ad placements on all covers plus an ROB placement.

## BrainBuzz Café Coffee Breaks

*Pricing available upon request*

Be a hero to every attendee by offering unopposed, branded coffee breaks each morning. Sponsorship includes prominent signage, push notification, and branded coffee cups. Sponsors are encouraged to scan badges and engage while serving attendees.

## WiFi Sponsor

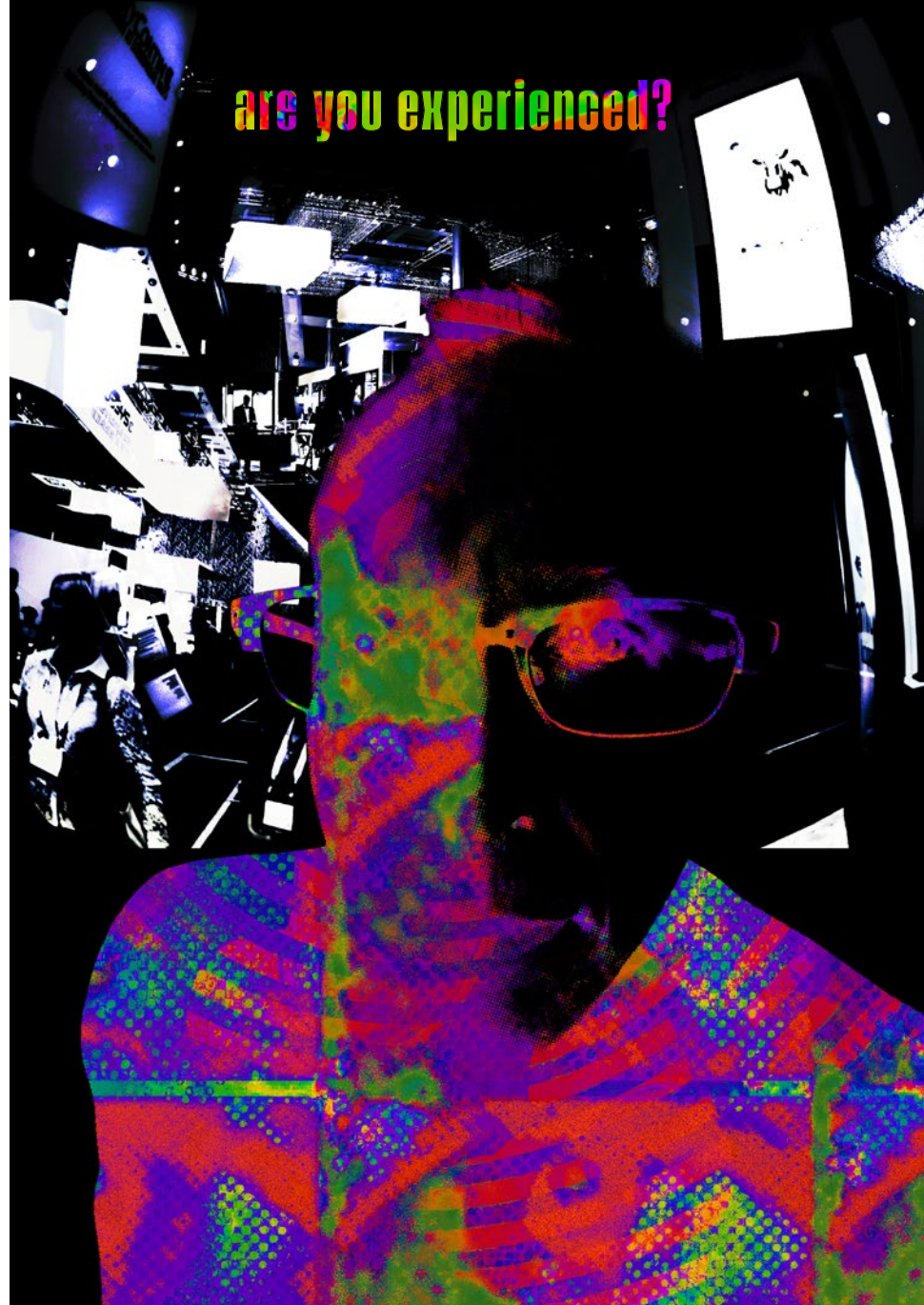
**\$16,500**

Exclusive sponsorship provides complimentary Wi-Fi access to all attendees. Sponsorship includes prominent signage and recognition, a custom Wi-Fi password that can include brand or company name, and reminder cards to all attendees.

## Welcome Reception

**\$40,000**

Showcase your standing in the pain management landscape by sponsoring the Exhibit Hall opening Welcome Reception. This is THE marquee sponsorship that emphasizes your vision and commitment to frontline practitioners!



# Sponsorship Packages

The most efficient approach for enhancing brand recognition and retention are sponsorship packages. These tactics deliver information to your targets 365 days/year.

See sample package below.

## Gold Package

<b>20' x 20' Exhibit Booth</b>	<b>\$27,500</b>
<b>A 15-minute sponsored Expert Opinion video interview</b> deployed on e-newsletter and on painweek.org	<b>\$8,250</b>
<b>1 Conference Days e-blast</b>	<b>\$3,300</b>
<b>1 Pre-Event Sponsored Email</b>	<b>\$3,850</b>
<b>1 Tote Bag Insert</b>	<b>\$2,750</b>
<b>1 Preconference Survey</b>	<b>\$3,850</b>
<b>1 Postconference Survey</b>	<b>\$3,850</b>
<b>Banner advertising on Daily Dose e-newsletter</b> (4x/month for 3 months)	<b>\$9,075</b>
<b>Lanyards (n=2M)</b>	<b>\$19,250</b>
<b>1 Lunch or Breakfast Product Theatre (PDM)</b> Sponsor receives recognition on painweek.org, Eventscribe site, selected column wraps, onsite program guide, Exhibit Hall entrance area, premiere mobile site listing (logo on the floorplan)	<b>\$71,500</b>
<b>Subtotal</b>	<b>\$153,175</b>
<b>25% Discount</b>	<b>\$38,294</b>
<b>Total</b>	<b>\$114,881</b>

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# PACKAGES=SAVINGS



## À La Carte Sponsorship Opportunities

### Onsite Photo Booth/ Social Media Cutouts

**\$5,500**

Always popular, our onsite photo booth can feature your company or brand logo or incorporate your campaign imagery.

### VIP Networking Lounge or Hospitality Suite

Starting at **\$2,750**

A more intimate option for your company to host attendees and faculty. Highly customizable based on function and need.

### General Session Highlights

*Contact us for pricing*

Promote your exhibit or PDM program within our housekeeping slides displayed in all session rooms between CME courses.

### PAINWeek Video Wall Promotion

**\$5,500** per spot

Run a 60–90 second video or animation on our 20' Wide Emotion video screen. Placed in our main common area, this is a perfect vehicle to leverage existing video assets.

### eNewsletter Sponsorship

**\$1,650** per send

Run display ads in all email communications before, during, and after the conference

### Premium Onsite Signage

*Contact us for options and pricing*

#### Prime signage placement includes:

- Mural walls
- Branded cubes
- Escalator signage
- Elevator bank signage
- Registration area signage
- Column wraps
- Exhibit entrance signage
- Keynote room signage

### Additional Advertising Opportunities

Preconference eBlast	<b>\$2,750</b>
Conference Days eBlast	<b>\$3,300</b>
Tote Bag Insert	<b>\$2,750</b>
Premiere Exhibit Passport Listing	<b>\$1,100</b>
Premiere Mobile App Listing	<b>\$1,100</b>
Mobile App Push Notification	<b>\$1,650</b>
Full Page Program Book Ad	<b>\$2,200</b>
Digital Display on PW website (cost per 1,000)	<b>\$75</b>
Display Retargeting	<b>Custom</b>
Custom HTML emails	<b>Custom</b>
UpFRONT Direct Mailers	<b>\$30,000</b>



## Expert Opinion Live

### Extend Visibility & Engagement Opportunities

EOL is a 20-minute discussion on a single topic followed by a 10-minute Q&A. The EOL "theatre" is placed in the center of the Exhibit Hall for maximum exposure with seating for 25-30 conference attendees.

#### Thursday

10:30a – 11:00a

3:30p – 4:00p

4:00p – 4:30p

#### Friday

10:30a – 11:00a

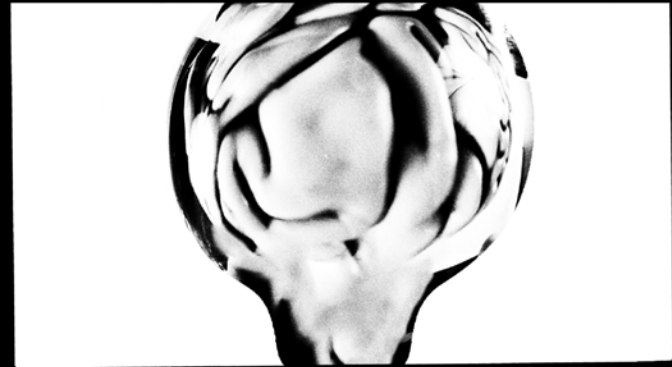
#### Fees

**\$15,000** per each 20-minute slot (less if part of a package).

Includes push notifications via conference mobile app, 2 Tweets, and signage in EOL designated section of the Exhibit Hall.

**Note:** slot fee does not include speaker honoraria

# education is...



# the best analgesic.

# PW365 Calendar

1–2 weeks following your sponsored program, begin curating your brand message to frontline practitioner targets with a custom email that underscores your commitment to “education is the best analgesic!”

## 9–12 months before PW

- Banner ads on Weekend Dose email
- Expert Spotlight
- Sponsor monthly crossword puzzle

## 6–8 months before PW

- Banner ads on Weekend Dose email
- Sponsorship of topic specific Digital Hub (migraine, DPN, osteoarthritis, etc)

## 1–6 months before PW

- Banner ads on Daily Dose email
- Sponsor quarterly Pain By Numbers infographic

## 1–2 days before your Event & Exhibit

- Sponsor onsite scavenger hunt
- Tote bag insert
- Digital ads on video screen

## 15–30 minutes before your Event & Exhibit

- Sponsored Tweet
- Sponsored Mobile App Push
- Sponsored Barista Bar

# PW

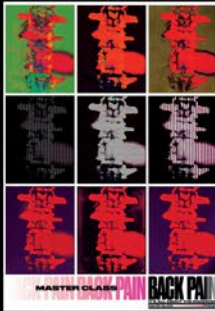
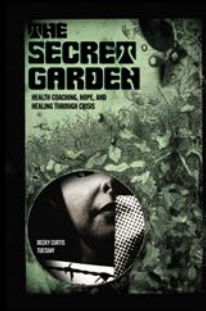
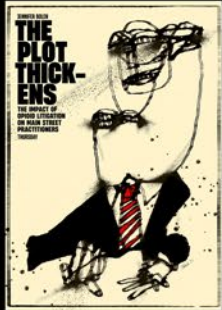
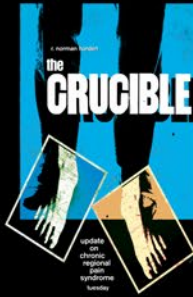
monday  
tuesday  
wednesday  
thursday  
friday  
saturday  
sunday

# threesixtyfive

january february



# PW22 Poster Gallery





# Contacts

## EXHIBITS

**Cat Rogers**  
**Manager**  
**Exhibits & Sponsorships**  
**(973) 233-5572**  
**cat@tarsuscns.com**

## PRODUCT THEATRES & TRAINING WORKSHOPS

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**VP of International Business Development**  
**& Partnerships**  
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**drew@tarsuscns.com**

**Robert McCarry**  
**Business Development Manager**  
**(617) 921-4926**  
**rm@tarsuscns.com**

## CLIENT SERVICES

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**exhibits@tarsuscns.com**

education is the best analgesic.

