



**Skin, Bones,  
Hearts &  
Private Parts**

## **CME CONFERENCES FOR NPs, PAs & MDs**



**9 NATIONAL LOCATIONS**

TO EXHIBIT, SPONSOR, OR HOST A PRODUCT THEATER

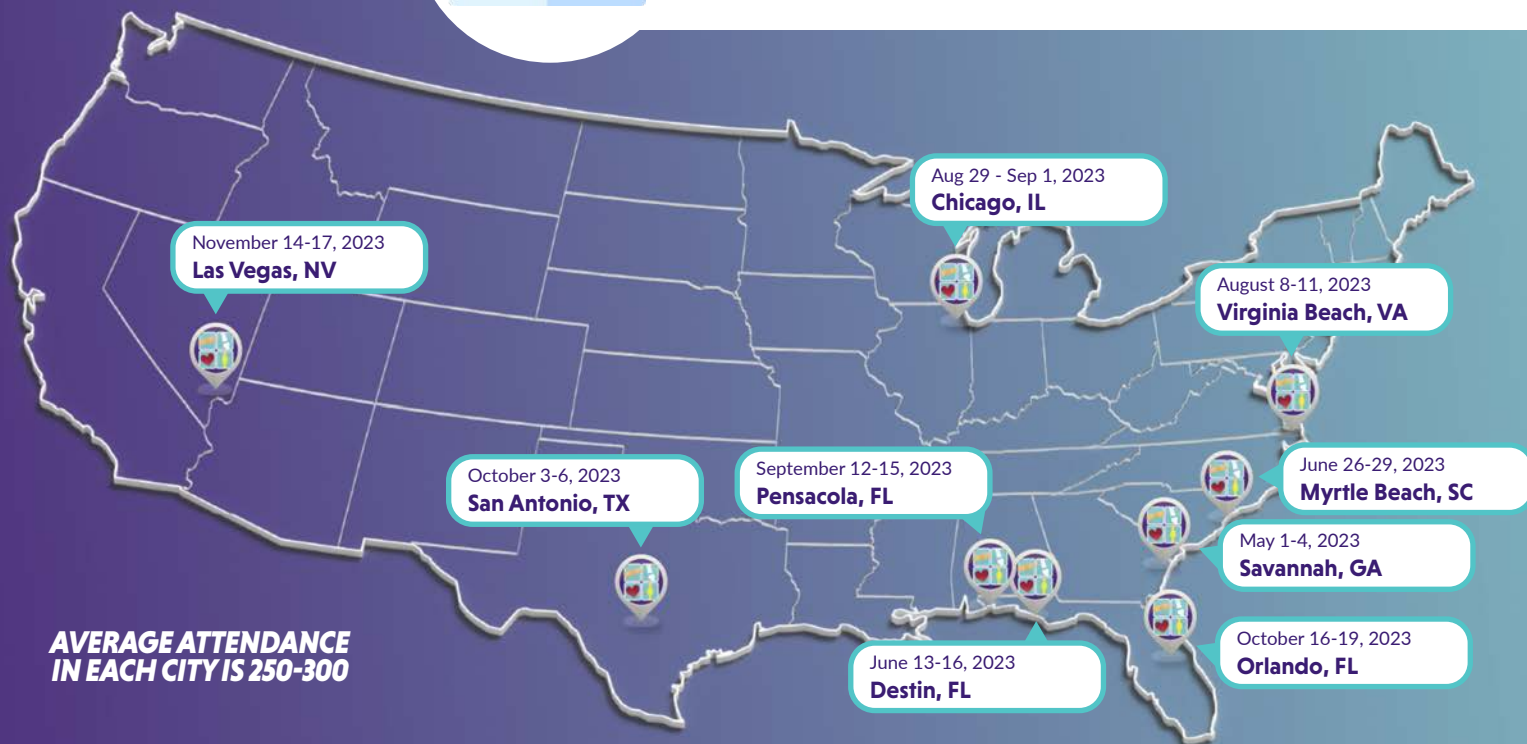
**20  
23**

**INDUSTRY  
PROSPECTUS**

# ONE OF THE MOST POPULAR & FASTEST GROWING EVENTS FOR NPs, PAs & MDs IN THE COUNTRY



## CHOOSE FROM 9 AMAZING 2023 CME LOCATIONS



## 2022 GROWTH REPRESENTED UNIQUE ATTENDANCE IN EACH CITY

Savannah, GA | May 1 - 4  
Destin, FL | June 13 - 16  
Myrtle Beach, SC | June 26 - 29  
Virginia Beach, VA | Aug. 8 - 11  
Chicago, IL | Aug. 29 - Sept. 1

Pensacola Beach, FL | Sept. 12 - 15  
San Antonio, TX | Oct. 3 - 6  
Orlando, FL | Oct. 16 - 19  
Las Vegas, NV | Nov. 14 - 17

**TOTAL REACH with all 9 programs:  
2,000+ Clinicians!**



# Skin, Bones, Hearts & Private Parts

A leading provider of high-quality, affordable Continuing Medical Education for Nurse Practitioners, Physician Assistants, and Medical Doctors.



Whether your targets are **NPs, PAs or MDs** in primary or specialty care, the 2023 **Skin, Bones, Hearts & Private Parts** conferences are for **YOU!**

## WHO WE ARE

Skin, Bones, Hearts & Private Parts is one of the fastest growing series of national Continuing Medical Education conferences in the country. Our primary audience is Nurse Practitioners, Physician Assistants, and Medical Doctors with an average of 250 – 300 unique attendees per event. The four-day educational program has four main tracks: Dermatology, Orthopedics, Cardiology & Emergency Medicine, and Women's Health. Supplemental tracks are offered in Diabetes, Gastroenterology, Infectious Diseases, Pediatrics, Respiratory, Pain & Pharmacology.

## TOPICS WE FOCUS ON

Our 2023 CME conference topics for Nurse Practitioners, Physician Assistants, and Medical Doctors explore best practices & new research in:



Dermatology



Orthopedics



Cardiology &  
Emergency Medicine



Women's Health

PLUS ADDITIONAL TRACKS IN ...



Mental Health



Pain Management  
& Pharmacology



Diabetes

**& MORE!**



## Skin, Bones, Hearts & Private Parts

### CONFERENCE EXHIBITOR

INVESTMENT: \$1050/EVENT

Exhibitors whose focus is TENS Units, LED Skincare (Facial and Body), Cosmetic Products, handheld massagers and any others with aggressive sales tactics are not allowed under any circumstance. Should an exhibitor representing any of these categories be found on the exhibit floor, they will be removed immediately with no refund of fees paid.

### EXHIBIT SPACE INCLUDES:

- Exhibit space includes one 6' skirted table and two chairs in carpeted exhibit area outside ballroom
- All exhibitors will receive an attendee list post-conference
- Admittance of 2 company representatives
- Access to educational seminars & refreshment breaks

### EXHIBIT SPACE ALLOCATION

To register for exhibit space, complete the online application and submit payment for approval. Exhibit booths are assigned on a first come, first paid basis. Payment in full must be received prior to booth setup. Upon approval, SBHPP agrees to hold space for the company signing this application. The authorized signature makes this contract firm and binding and you understand and agree to abide by all rules, regulations, and conditions of this contract.

For Complete Rules & Regulations, [please click here.](#)

[CLICK HERE TO REGISTER ONLINE](#)



### EXHIBIT SCHEDULE

All conferences offer the same exhibit schedule, unless otherwise noted.

#### TUESDAY\*

Install: 7:30 a.m. - 9:30 a.m.

Exhibit Hours: 9:00 a.m. - 3:30 p.m.

Exhibits & Network/Refreshment Break: 9:30 a.m. - 9:45 a.m.

Attendee Lunch on Own/Exhibits: 11:15 a.m. - 12:30 p.m.

Exhibits & Network/Refreshment Break: 2:00 p.m. - 2:15 p.m.

#### WEDNESDAY\*

Exhibit Hours: 9:00 a.m. - 3:30 p.m.

Exhibits & Network/Refreshment Break: 9:30 a.m. - 9:45 a.m.

Attendee Lunch on Own/Exhibits: 11:15 a.m. - 12:30 p.m.

Exhibits & Network/Refreshment Break: 2:00 p.m. - 2:15 p.m.

Dismantle: 3:30 p.m.

\*Exhibit days for Savannah, Myrtle Beach & Orlando are Monday & Tuesday.

EARLY BIRD DISCOUNT!

SAVE 10% IF FULL PAYMENT IS RECEIVED 60 DAYS PRIOR TO EVENT!



# SPONSORSHIP OPPORTUNITIES

## EXPAND YOUR BRAND WITH RELEVANT ENGAGEMENT SOLUTIONS

The following opportunities allow you to create a support package that meets your marketing goals, while staying within a more limited budget. Rates are per conference. Sponsorship opportunities are also available to non-exhibitors. A 25% surcharge will be applied.

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### LANYARDS: \$750

Get your company name seen by displaying it on the neck strap of the name badge lanyard that will be worn by each attendee during the conference. These lanyards are often also used post-conference by attendees in their home practices and clinics, extending your company recognition beyond the conference.

### REGISTRATION BAGS: \$1,750

Distributed to all attendees at conference registration/check-in. Corporate or brand logo displayed on one side of the official conference bags.

### REGISTRATION BAG INSERT: \$550

Sponsor may provide one literature or promotional piece to be inserted into the registration bag, which is given to each attendee at on-site conference registration/check-in. PLEASE NOTE: All materials must be reviewed and approved by SBHPP management. Magazines, newspapers and other bulky publications are subject to approval and pricing must be confirmed by contacting SBHPP Sponsorship Management.

### CONFERENCE GUIDE ADVERTISING

Place an advertisement in our printed conference program guide! Your organization's ad will be in the hands of every attendee throughout the entire conference. You will supply the artwork and we will do the rest. PLEASE NOTE: All advertisements must be conference relevant and are subject to review and approval by SBHPP management.

**FULL PAGE: \$1,000**

**HALF PAGE: \$500**

### STANDING SIGNS

Premier banner locations are available throughout the conference area. This is a great way to maximize your presence onsite. Sponsor provides the banner stand with banner. All signage must be approved by SBHPP management.

**SINGLE SIDED: \$825**

**DOUBLE-SIDED: \$1,100**

### CONFERENCE NOTEPADS: \$1,050

The conference notepads provide an easy and effective way to get your message in the hands of all the conference registrants. This notepad is a valuable tool used by attendees during the conference sessions. Your company will design the cover.

### COFFEE BREAK SPONSOR: \$750 PER BREAK

Coffee breaks are always in demand and are an ideal way to show your support to conference attendees. Sponsors will be provided with signage and can offer branded cups, coffee sleeves and/or napkins.

### PRODUCT THEATER HOST ADVERTISING

Drive interest in your on-demand Product Theater by posting a recording of your PT on the SBHPP website and have the opportunity to send 2 promotional email blasts to 30,000+ SBHPP viewers for only **\$7,700**.

If your Product Theater will not be available for on-demand access, use the 2 email blasts to boost attendance at your in-person Product Theater presentation or advertise your product.

If you have any questions, or if a desired item or opportunity is not listed, please contact our sponsorship team at:

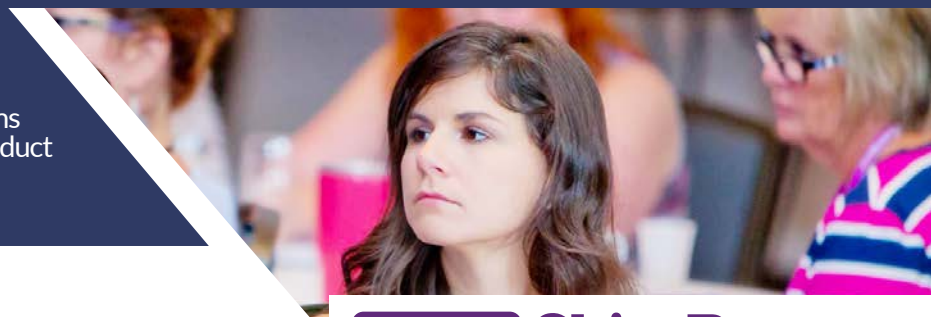


[skinbones@mma-inc.com](mailto:skinbones@mma-inc.com)



607-674-4752

**SBHPP Conferences** are high-energy, intimate events with less distractions than larger conferences. This means the majority of attendees typically participate in the Product Theater events!



## PRODUCT THEATERS

Product Theaters are the best opportunity to deliver your product information and education. Our flexible speaker options allow you to participate in the way that works best for you. Offered over breakfast or lunch, 55 minutes are allotted for the presentation inclusive of questions/answers. Product Theaters are exclusive, unopposed presentations with an average attendance of 250 - 300. Product Theaters are promotional and may concentrate on a specific product, medication, or disease state (does not provide CME credit). Significant discounts are available when booking PT's in multiple locations, contact [skinbones@mma-inc.com](mailto:skinbones@mma-inc.com) or 607-674-4752, for individualized service.



## Skin, Bones, Hearts & Private Parts

### SINGLE PROGRAM

Breakfast.....\$30,250  
Lunch.....\$32,450

### 3+ PROGRAMS

Breakfast.....\$29,000  
Lunch.....\$31,200

### 6+ PROGRAMS

Breakfast.....\$27,750  
Lunch.....\$29,950

Food and beverage is included in the fixed pricing (based on an average attendance of 250 - 300 participants)

## PRODUCT THEATER BENEFITS

- Meals
- Ballroom
- Audio Visual Technicians & Equipment (screen, LCD projector, microphone)
- All time periods are exclusive
- Electronic attendee file including full name, credentials, address, e-mail, and NPI #
- Promoted on website, on-site at event, and inclusion in several e-mails

## SPONSOR RESPONSIBILITIES

- Identify speaker and pay related expenses
- Design and print Product Theater invitations, flyers, signs, etc. (if applicable)
- Introduce speaker, distribute and collect program materials, sign in sheets, etc.
- Speaker slide deck to be submitted to SBHPP prior to the event for testing

## EARLY RESERVATION PACKAGES

### SINGLE EARLY BIRD PRODUCT THEATER

Reserve one (1) Product Theater at any location by **March 15, 2023** and receive one (1) complimentary email blast to our registered attendee list. A value of \$2,500!

### MULTIPLE EARLY BIRD PRODUCT THEATER PACKAGE

Reserve more than one Product Theater in any combination of locations by **March 15, 2023** and receive two (2) complimentary email blasts per event sponsored to our registered attendee list. A value of \$5,000+!

**FLEXIBLE  
SPEAKER  
OPTIONS**

### YOU CHOOSE THE BEST WAY TO CONNECT!

SBHPP offers flexible options for you to present. Choose from In-Person, Live-Streaming or Pre-Recorded speaker options.

[CLICK HERE TO REGISTER ONLINE](#)

## NO COMPETING PRODUCT THEATER PROGRAMS!

Our Product Theaters are all unopposed - you have the prescribers' undivided attention.



## THE SBHPP DIFFERENCE

See how the value of our Product Theaters matches up against other national organizations

Question	National Associations	The SBHPP Difference
<p><b>Are there other Product Theaters at the same time as mine?</b></p>	<p>There are 3 or more Product Theaters running concurrently; Many national associations publish the policy of “Attendees are served on a 1st come, 1st served basis.” Attendees are oftentimes confused about which program to attend, and although many may want to learn about your product, they are often turned away because space fills up.</p>	<p><b>THERE ARE NO COMPETING PROGRAMS!</b> You have all the prescriber’s undivided attention. Our management team is committed to hosting the most professional program for you; everyone can expect to be accommodated.</p>
<p><b>How many participants will attend my Product Theater?</b></p>	<p>Attendance is not guaranteed as there are usually multiple programs running at the same time.</p>	<p>Virtually all our conference attendees participate in the Product Theaters. We promote your programs multiple times via advance e-blasts. This way, attendees commit to attending the program and therefore increases overall Product Theater participation. Additionally, we promote your Product Theater on-site with registration staff and placement of materials, signage, etc.</p>
<p><b>How many times per year can you host a product theater for me?</b></p>	<p>Just one time per year - during the annual meeting.</p>	<p>With a unique audience in every city, SBHPP offers you nine events to feature your message, at convenient locations throughout the country.</p>
<p><b>What is the investment?</b></p>	<p>Fees are as high as \$75,000 - \$100,000 for each Product Theater; Association has only 1 chance per year to fill coffers.</p>	<p>We know ROI is important to you, and because we don’t have expensive overhead like many national organizations, the investment is much more affordable. You could host multiple nationally attended Product Theaters with us for what you may spend at just 1 event with some other organizations. <b>GREAT VALUE!</b></p>

### PAST SPONSORS:



*“SBHPP is a much better value for our target audience – we can host multiple Product Theaters with SBHPP for what we’ve spent for just one at other national conventions. Our budgets are limited and SBHPP absolutely provides the best return on investment.”*  
- Janssen

# SBHPP PRODUCT THEATER FAQ'S

Once your Product Theater agreement has been signed, you will be assigned a logistics contact who will be in regular communication with you to ensure your program is executed flawlessly.

## **Q: Is there a sign-in procedure?**

**A:** We scan the QR code on attendee badges as they enter the room, and we provide you an electronic attendee file including full name, credentials, address, e-mail, and NPI #.

## **Q: Do I need to send representatives from my company?**

**A:** No, Product Theater sponsors are not required to send personnel to our events, but they are certainly welcome to do so. If there are flyers/packets to be distributed to attendees, our staff can handle that.

## **Q: What audio visual equipment is provided?**

**A:** The room will be set with a dedicated technician, screen, LCD projector, and lavalier microphone. Speakers are encouraged to bring their own laptop, but they can use ours if needed.

## **Q: Where does my speaker go when they arrive on-site?**

**A:** They should come to our registration desk – we will introduce the speaker to our audio visual team who can help with a slide review if needed. About 10 minutes before the session, our A/V team will provide the speaker with a lavalier microphone.

## **Q: How is the recruitment handled?**

**A:** All attendees are encouraged to attend the program multiple times. The title of the session will be posted to our web site, and attendees will receive multiple e-mails from us with general information about what to expect at the event.

## **Q: Are there opportunities available to promote the session via e-mail?**

**A:** Yes, for \$7,700 per event you will have the opportunity to send 2 promotional email blasts to 30,000+ SBHPP viewers and post a recording of your Product Theater on the SBHPP website.

## **Q: What materials do sponsors usually send?**

**A:** Sponsors frequently send literature and posters that we can place in our registration area.

## **Q: How does the food and beverage work?**

**A:** Our staff selects the menus and works with the venues for efficient service.

## **Q: What if we need hotel rooms?**

**A:** Your team, speaker, etc are certainly encouraged to stay at our host property. Information and special discounts are listed on our web site.

## **Q: When will I receive the address of the properties if I need to ship anything?**

**A:** Once your Product Theater agreement has been executed, we will provide the property addresses/instructions.





## Skin, Bones, Hearts & Private Parts

### SATELLITE SYMPOSIA

Skin, Bones, Hearts & Private Parts is pleased to offer satellite symposia (CME or non-CME) as a forum for the presentation of continuing education programs developed by other providers.

Acceptable educational formats for satellite symposia include presentations by speakers, panel discussions, films, and video presentations. Satellite symposia opportunities are **exclusive**, and are offered in the main general session ballroom as part of the main conference agenda. Average attendance is 250 - 300 Nurse Practitioners, Physician Assistants and Medical Doctors.

#### BREAKFAST OR LUNCH

Single Program.....	\$32,450
Multiple Locations.....	\$30,250

### SYMPOSIA BENEFITS

- One-hour CME activity, integrated into main conference agenda
- No incremental audience development fees
- Audio Visual Technicians & Equipment (screen, LCD projector, microphone)
- All time periods are exclusive
- Electronic attendee file including full name, credentials, address, e-mail and NPI#
- Promotion on website and on-site at the convention

*Note: Enduring materials/ARS available for additional fees.*

### EDUCATION PROVIDER RESPONSIBILITIES

- Development and accreditation of the program
- Faculty - Arrange and pay for all travel, lodging, food and honoraria for faculty
- Two signs are permitted in convention public space

### FEE SCHEDULE

A \$500 non-refundable application deposit is due within 30 days of program approval by the education committee. Balance paid within 30 days after deposit. Failure to provide required payment will result in cancellation of the application and forfeiture of the \$500 application fee.



Skin, Bones, Hearts & Private Parts will be certified for CME/CE credit in 2023 by Postgraduate Institute for Medicine



Postgraduate Institute for Medicine

**TOTAL REACH with all 9 programs: 2,000+ Clinicians!**



## WHAT ATTENDEES ARE SAYING

*"All of the topics and speakers were exceptional! Worth every dime!"*

*"Excellent conference with relatable topics. The presenters were all very knowledgeable and well-spoken. Time flew by, unlike many other seminars I've been to. Will definitely be attending another session!"*

*"Very informative. Can't wait to attend this again."*

*"Best conference that I have attended in a very long time! All topics were relevant to all aspects of practice! Such knowledgeable speakers. I learned so much during this conference!"*

*"This conference is one of the best I have been to. I have attended both in person & virtual. The speakers are excellent and very knowledgeable. The information presented is well rounded and a thorough review of board material. I highly recommend this organization for CME"*

*"Speakers were all very knowledgeable! Highly recommend!"*



**Skin, Bones,  
Hearts &  
Private Parts**

[CLICK HERE TO REGISTER ONLINE](#)

## EXHIBIT RULES & REGULATIONS

### RESERVING EXHIBIT SPACE

To register for exhibit space, complete the online application and submit payment for approval. Exhibit booths are assigned on a first come, first paid basis. Payment in full must be received prior to booth setup. Upon approval, SBHPP agrees to hold space for the company signing this application. The authorized signature makes this contract firm and binding and you understand and agree to abide by all rules, regulations, and conditions of this contract.

### CONTRACT FOR SPACE

By completing the application for the 2023 SBHPP Conference, the company, organization, association and management company (collectively referred to as "exhibitor" or "exhibit"), acknowledge they have fully read and agree to comply with all information provided in the full rules & regulations (available online), as well as related procedures, forms and communications. Completion of the application process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations and condition of SBHPP and the conference venue. Failure to abide by such rules and regulations result in forfeiture of all monies paid or due to SBHPP under terms of this agreement. SBHPP Management reserves the right to accept or reject any and all applications.

### CANCELLATIONS AND REDUCTIONS

Cancellations must be made in writing and sent to SBHPP Event Management at Meeting Management Associates, 16 W State St, PO Box 723, Sherburne, NY 13460 or via email to [skinbones@mma-inc.com](mailto:skinbones@mma-inc.com). Any exhibitor or sponsor who wishes to cancel or reduce space 30 days prior to the conference start date will be charged 30% of the fee for the cancelled booth or sponsorship. Requests for cancellation or reduction of space received less than 30 days prior to the conference start date will result in no refund. In order for cancellation to be complete, exhibitors canceling exhibit space must also cancel conference hotel block reservations.

**For Complete Rules & Regulations, [please click here.](#)**

## EXHIBIT MANAGEMENT CONTACT

### SALES & SPONSORSHIPS

For further information or to reserve an opportunity please contact:

### SBHPP SPONSORSHIP TEAM

Phone: 607-674-4752

Fax: 607-674-6132

Email: [skinbones@mma-inc.com](mailto:skinbones@mma-inc.com)

**Questions?** please contact our management team at:

 [skinbones@mma-inc.com](mailto:skinbones@mma-inc.com)

 **607-674-4752**