

Hospital Medicine
HM20

SHM's Annual
Conference

Satellite Symposium Application & Guidelines





Empowering hospitalists.
Transforming patient care.

Join us.

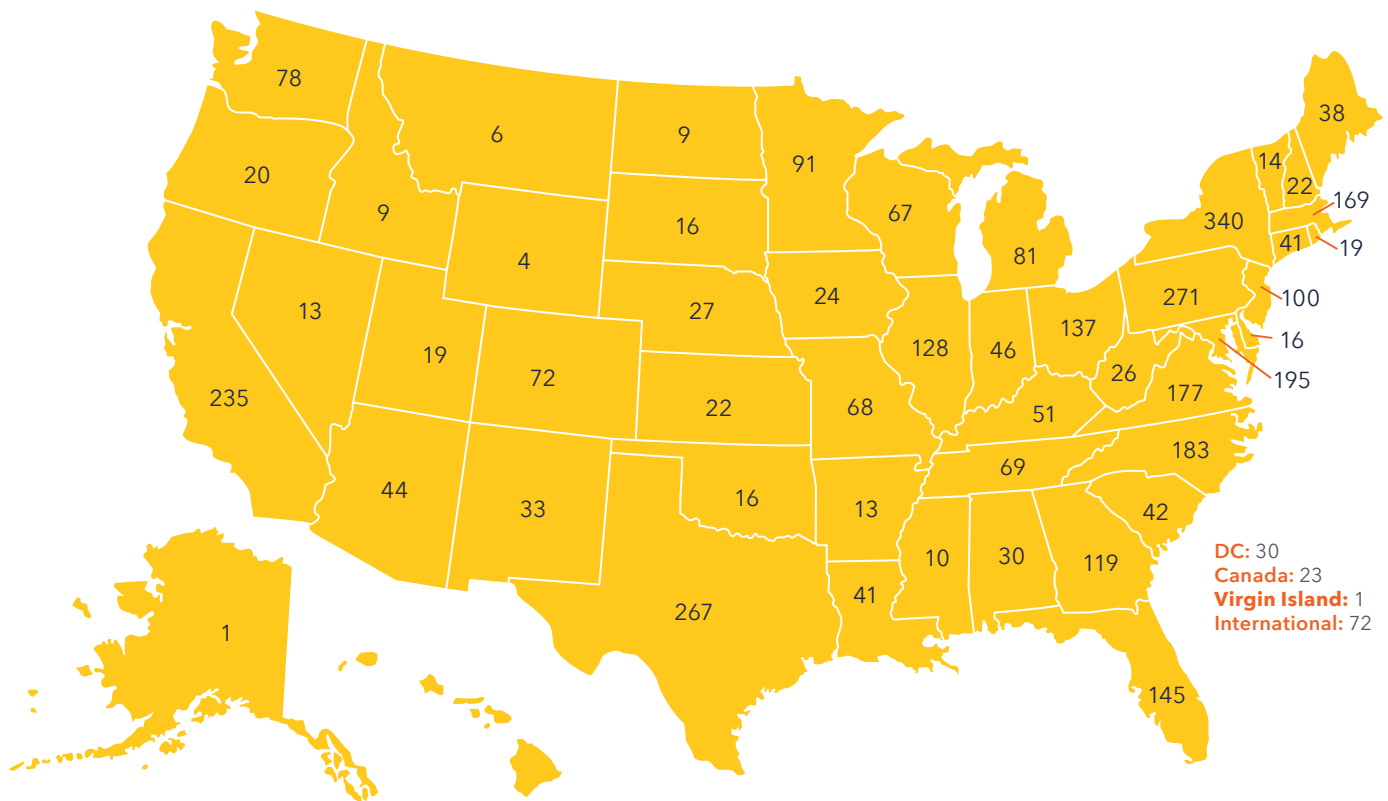
The Society of Hospital Medicine (SHM) is pleased to offer the opportunity to hold Satellite Symposia during Hospital Medicine 2020 (HM20) - SHM's annual conference which will be held from April 15 - 18, 2020 at the San Diego Convention Center in San Diego, CA.

SHM's annual conference is the premier event for healthcare professionals who specialize in hospital medicine. The target audience includes hospitalists, general internists, pediatricians, subspecialists and family practitioners caring for hospitalized patients, whether in a community hospital or an academic medical center. SHM has a maximum of four dinner slots available for programming. Although SHM cannot guarantee the total attendee number, past years' programs often reached, or exceeded, capacity of 200 attendees each.

Enduring CME Content package is also available.

HM19 Attendee Demographics

SHM provides an unique venue for exhibitors to meet hospital medicine professionals of varying levels of influence and from across the country.



Subspecialty breakdown

8.2%
Family Practice

3.1%
Med/Peds

7.5%
Other, Various

78.4%
Internal Medicine

1.3%
Administration,

1.5%
Pediatrics

Criteria for Application

If you would like to be considered for a Satellite Symposium program, you will need to complete the enclosed "Request for Satellite Symposium" application and attach a complete description of the Symposium including:

- Program Title
- Program Description
- Target Audience
- Learning Objectives
- Proposed Program/Agenda
- Names, affiliations and contact information of proposed faculty (We request that at least one hospitalist be included on the faculty. SHM Board members and HM20 faculty are not eligible to serve as symposium faculty. Please reach out to SHM staff to make sure your speakers are not currently faculty for HM20. Current SHM Board members are [listed here](#).)
- Name of sponsoring organization/company providing the educational grant. Funding must be approved before submission.

Application Fee

Funding must be obtained before submission of your application. A \$2,000 non-refundable application fee must be submitted at the time of your application submission. Please note that if your application is not accepted, you will receive a refund of your application fee. If your application is accepted, your application fee will be applied toward your Symposia fee (See fee schedule).

Applications are preferred by February 14, 2020.

SHM requires that all Satellite Symposia be CME-certified or non-CME and presented in an objective, scientifically rigorous and balanced manner. The Symposium cannot promote a specific drug product or any devices. In addition, the proposed objectives should clearly meet the educational needs of SHM members and target audience.

Space for Satellite Symposia is limited. SHM will only consider complete applications.

Review Process

Satellite Symposia requests will be reviewed by representatives of SHM's Education and Annual Conference Committees. Acceptance will be based on topic and scientific content and notification will be provided in writing by within 7 days of receiving complete application.

If accepted, every effort will be made to honor the applicant's first choice of time slots (See Symposia and Fee Schedule). If the assigned time slot is not acceptable, the applicant has the option of withdrawing the application within one week of the notification. In that event, the \$2,000 application fee will be refunded.

Live Symposia and Fee Schedule

The following time slots are available for Satellite Symposia at HM20:

Wednesday, April 15, 2020

Location: San Diego Convention Center, Room TBD

6:00 – 8:00 p.m. / 160 in rounds

\$40,000*

Wednesday, April 15, 2020

Location: San Diego Convention Center, Room TBD

6:00 – 8:00 p.m. / 160 in rounds

\$40,000*

Thursday, April 16, 2020

Location: San Diego Convention Center, Room TBD

Noon – 1:00 p.m. / 110 in rounds

\$27,000*

Thursday, April 16, 2020

Location: San Diego Convention Center, Room TBD

7:30 – 9:30 p.m. / 160 in rounds

\$40,000*

Thursday, April 16, 2020

Location: Marriott Marquis San Diego Marina (HM20 Host Hotel), Room TBD

7:30 – 9:30 p.m. / 160 in rounds

\$40,000*

A dinner buffet is provided by SHM to all Satellite Symposia attendees in a common area prior to start time. If you prefer to provide your own food and beverage, SHM will provide the catering contact for the facility. The Symposium fee is the same.

**If you require additional attendees, the fee will increase by \$100pp.*

Please Note: A Satellite Symposium program may not be held during an SHM Annual Meeting event. In addition, any faculty member participating in Hospital Medicine 2020 may not participate in a Satellite Symposium as faculty.

Optional Symposium Enduring CME Package / \$30,000

Reach a wider targeted audience online through the Society's webcast package. This opportunity includes onsite audio recording and synced slides, production, and HTML web design. The webcast will be hosted on the SHM's Learning Portal for one year and will be included in email promotions to the Society's database reaching more than 30,000 hospital medicine professionals including top hospital leaders, physicians, NPs, and PAs. Metrics will be provided after one year.

SHM requires that all Satellite Symposia webcasts be CME-certified and presented in an objective, scientifically-rigorous and balanced manner. The Symposium cannot promote a specific drug product, or any devices. In addition, the proposed objectives should clearly meet the educational needs of SHM members and target audience. As with Satellite Symposia, all content is subject to SHM Annual Meeting Committee approval.

Benefits of Hosting a Satellite Symposia

- Opportunity to address the hospital medicine community, the fastest-growing segment of healthcare providers.
- Reservation of function space at the San Diego Convention Center or the Marriott Marquis San Diego Marina. Please note: Attendee registration, audio-visual and additional food and beverage arrangements are the responsibility of the organizer.
- Inclusion of organizer's invitation in tote bag. Bags will be distributed to all attendees at registration (Print deadlines apply).
All invitations/brochures are the responsibility of the organizer and must be approved by SHM prior to distribution. Shipping information will be provided once the application is accepted.
- Inclusion of program title, speaker, date, time and location in the HM20 Dailies, website, mobile app and onsite signage (Print deadlines apply).
- Two (2) signs promoting the event will be allowed onsite. One (1) outside the Satellite Symposium meeting room and one (1) to be used for directional.
Signage, including its creation and distribution, is the responsibility of the organizer.
- One (1) complimentary pre-registration mailing list (in an Excel spreadsheet format) six weeks prior to the meeting.
- Knowledgeable SHM staff at registration to provide registrants with basic information regarding Satellite Symposium details (time, date, location).

Additional Promotional Opportunities:

- Additional print ads are available in the HM20 Dailies handed out to attendees. the Hospitalist or Journal of Hospital Medicine - Contact Mark Branca with Frontline Medical Communications at mbranca@mdedge.com
- For all inquiries relating to enduring content/activities for sponsored Satellite Symposia into webinars or supplements with The Hospitalist or the Journal of Hospital Medicine contact Theresa Jones - tjones@hospitalmedicine.org.
- Exhibitor opportunities are available. Booth representatives may distribute invitations/ brochures in the exhibit space assigned to the sponsor.

All pieces must be approved by SHM.

Use of the SHM Name, Insignia, Logo or Acronym:

The Society of Hospital Medicine name, insignia, logo and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature related to Satellite Symposia. Unless provided with prior written approval from SHM, this rule must be applied before, during and after the meeting.

All promotional materials must include: "Held in conjunction with Hospital Medicine 2020, SHM's Annual Conference".

All contacts for onsite program and promotions will be provided once the Symposium is approved and the agreements are signed.

Please send Symposium requests or direct questions to:

Theresa Jones

📞 267-702-2653

✉️ tjones@hospitalmedicine.org

Request for Satellite Symposium

Please Print or Type

Title
CME or non-CME?
Presenter(s)
CME Provider

CME Provider:

Contact:	Title:
Address / City / State / Zip	
Telephone / Fax	
Email	

Third Party Organizer (if applicable):

Contact:	Title:
Address / City / State / Zip	
Telephone / Fax	
Email	

Commercial Supporter:

Contact:	Title:
Address / City / State / Zip	
Telephone / Fax	
Email	

Please indicate your preference for date and time:

First Choice	Second Choice	Third Choice
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Do you prefer to provide your own food and beverage? Yes No

Do you plan to purchase Enduring CME Content Package for an additional \$30,000? Yes No

Please note: To be considered for approval of a Satellite Symposium, please complete and return this form along with your *\$2,000 application fee and all required information **by February 14, 2020**. Incomplete applications will not be processed. Your application will be considered incomplete if we do not receive your \$2,000 application fee at the time of submission.

Email completed form and all required documentation to:

 **Theresa Jones**
 tjones@hospitalmedicine.org