



INTERNATIONAL CONFERENCE ON

# OPIOIDS<sup>TM</sup>

*VIRTUAL*

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

*"Be seen as a leader for the proper use of opioids."*

***Conference Sponsorship  
and Exhibitor Opportunities***

***Prospectus 2020***

On behalf of the ***Journal of Opioid Management*** we invite you to participate in the **International Conference On Opioids VIRTUAL**.

The intensive program being presented virtually and led by renowned specialists, draws primary care physicians, pain specialists, pharmacists and other opioid prescribers together to be informed in the uses, abuses, and legal ramifications of opioids. We anticipate a participation of opioid prescribers across all disciplines.



This prospectus provides an overview of the opportunities available at **ICOO VIRTUAL** to support important professional education for primary care physicians, pain specialists, and others who have a great interest in pain management and in the proper use of opioids. We have several tools available to assist you in presenting substantive and detailed information about your products and services to every one of the medical professionals participating. The levels support are detailed in the accompanying material, or you may inquire about a package designed specifically to meet your marketing goals.

If you have any questions, or need additional information, we are happy to assist.

Please contact us at 781-899-2702 ext. 107 or ext. 108.

Richard A. DeVito, Jr.

Publisher

***Journal of Opioid Management***

Michael J. Glynn

Conference Director

**International Conference On Opioids**

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*The **Journal of Opioid Management** is the only peer-reviewed professional journal dedicated to all aspects of the proper and adequate use of opioids. It provides education and guidance to physicians and healthcare professionals on how to safely prescribe and responsibly manage these powerful drugs.*

#### **MISSION STATEMENT**

***International Conference On Opioids VIRTUAL*** addresses all aspects of the proper use and safe management of opioids by providing education and guidance to physicians and healthcare professionals on how to safely prescribe and responsibly manage opioids, as well as the legal and ethical ramifications each medical professional must face.

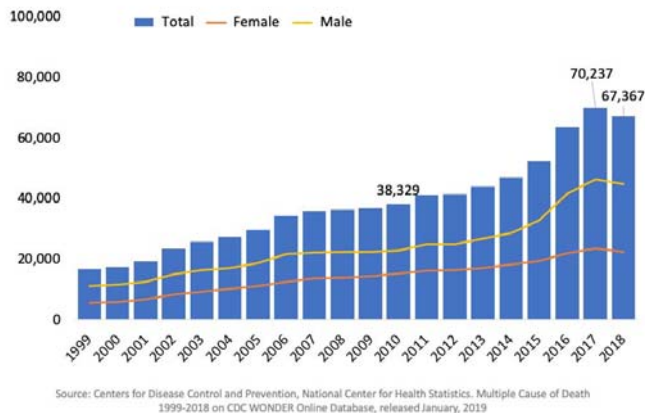
## Health experts worry coronavirus will set back opioid fight

*Leading health agencies have already postponed opioid efforts, and addiction treatment services have taken a hit.*

Federal efforts to combat the longstanding opioid epidemic have already been sidelined by the government-wide scramble on coronavirus. And in states hit hardest by the opioid crisis, there is growing trepidation that coronavirus will create a perfect storm that overwhelms already-stretched prevention and recovery offices and undermines years of progress.

"I think we're going to see deaths climb again," Nora Volkow, the long-serving director of the National Institute on Drug Abuse, told POLITICO. "We can't afford to focus solely on COVID. We need to multitask."

**Figure 1. National Drug Overdose Deaths—Number Among All Ages, by Gender, 1999-2018**



**Figure 1. National Drug Overdose Deaths—Number Among All Ages, by Gender, 1999-2018.** More than 67,300 Americans died from drug-involved overdose in 2018, including illicit drugs and prescription opioids. The figure above is a bar and line graph showing the total number of U.S. drug overdose deaths involving any illicit or prescription opioid drug from 1999 to 2018. Drug overdose deaths rose from 38,329 in 2010 to 70,237 in 2017; followed by a significant decrease in 2018 to 67,367 deaths. The bars are overlaid by lines showing the number of deaths by gender from 1999 to 2018 (Source: CDC WONDER).

*The National Institutes of Health says that people in recovery are facing new challenges while in isolation.*

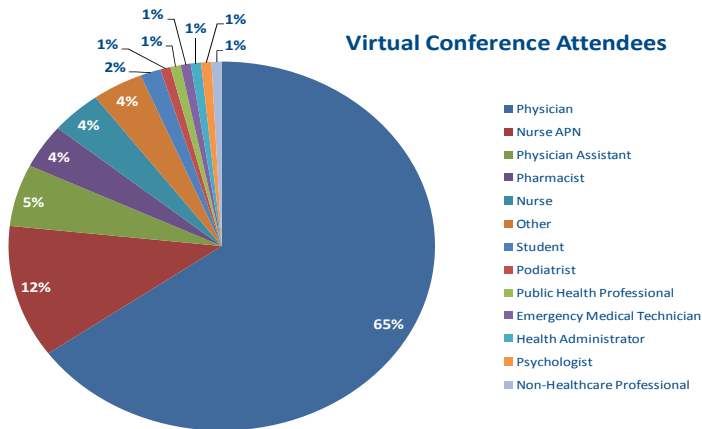
With millions of Americans forced into weeks of extended isolation, several communities have reported a spike in drug overdose deaths, prompting health officials to raise concerns about the safety of those suffering from substance use disorders amid the COVID-19 pandemic. (ABCNews\_ April 15, 2020)

**During this critical time in opioid management and amid the COVID-19 pandemic we must continue** to educate medical professionals on the proper management of opioid analgesics, and be sensitive to the challenges of those in pain, battling addiction or with limited access to their medications to manage their condition.

**ICOO VIRTUAL** is designed for primary care physicians, pain management doctors, oncologists, anesthesiologists, pain and palliative medicine doctors, hospice medical directors, family practice physicians, and others including interdisciplinary teams, physician assistants, nurse practitioners, nurses and other healthcare providers who actively prescribe opioids in their practice, have a steadfast interest in applied opioid pharmacology, and have demonstrated a commitment to the proper and appropriate use of these powerful analgesics.



## Audience



13%

of attendees are Physicians

13%

of attendees are in primary care

32%

of attendees are in pain management

45%

of all opioid prescriptions in the US are written by primary care clinicians

### **BENEFITS** of sponsorship and exhibiting

- As a sponsor/exhibitor, you will gain visibility and multiple opportunities to promote your company's brand, products and services to the readers, leaders, and innovators attending this premier industry event.
- Sponsorship gives companies a unique opportunity to showcase the latest developments and products that may be the cutting edge solution for a patient's care.
- Increase your visibility with key decision makers looking for the latest information on your products and services.

As a sponsor or exhibitor:

- You can reach a diverse, multi-disciplinary audience committed to the proper use of opioid analgesics.
- You're bound to make new connections and maximize your marketing dollars.
- Your organization is poised to reap many benefits from contact with those most prone to use your products and services.

## **CHAMPION SPONSOR LEVEL \$15,000**

### *Prominent branding and visibility*

The Lead Sponsorship is the highest level of sponsorship and is limited to one organization. The sponsorship includes exclusive recognition as the Lead Sponsor at the keynote and closing panel in addition to lead generation opportunities. Become a champion of education. Your sponsorship will extend opioid education around the globe!

- In the “Our Partners” section of the event landing page, your logo will be the most visible and prominently placed of all the partners, along with a description of what you offer and a link to your website.
  - Your sponsorship will provide free participation for 100 medical professionals. A special registration confirmation form will include your logo and thank you for the sponsorship. We will send one follow up email to your sponsored attendees on your behalf.
  - Full Ad in the virtual conference Show Guide - (Multiple page product ad)
  - Prominent listing in the virtual conference Show Guide
  - One banner ad on the ICOO VIRTUAL website. (Preferred position)
  - Banner ad in one email blast for the conference AND one email blast for the journal to approx. 10,000 contacts
  - Logo visibility on the ICOO VIRTUAL website throughout the event
  - Video commercial (up to 2 minutes delivered fully produced by sponsor)
  - NOTE: Lead generation - At the end of your video commercial, a pop-up call-to-action will come on screen to attendees, giving the option to connect with you. The attendees who opt-in will be sent to you as leads for you to pursue.
  - Lead reports of visitors to your video commercial and virtual conference attendees
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## **MAIN EVENT SPONSOR LEVEL \$8,500**

The Sponsorship includes a unique combination of brand awareness, numerous lead generating and branding opportunities for your organization through pre- and post-show communication, and to drive sales for your organization.

- Image Ad in the virtual conference Show Guide - This is a single page ad that promotes name recognition only and no products
  - Listing in the virtual conference Show Guide
  - On the virtual conference platform in a tab called “Our Partners”, your logo and description of what you offer and a link to your website.
  - One banner ad on the ICOO VIRTUAL website. (Prominent position)
  - Banner ad in one email blast for the conference AND one email blast for the journal to approx. 10,000 contacts
  - Logo visibility on the ICOO VIRTUAL website throughout the event
  - Lead reports of virtual conference attendees
- 

## **DELUXE EXHIBITOR LEVEL \$2,500**

The Deluxe Exhibitor Package provides substantial content downloads and brand recognition for your organization, in turn providing new sales opportunities.

- Ad in the virtual conference Show Guide
- Listing in the virtual conference Show Guide
- On the virtual conference platform in a tab called “Our Partners”, your logo and a link to your website amongst a network of supporters.
- Lead reports of virtual conference attendees

## **SATELLITE SYMPOSIA** \$20,000

### *Prominent branding and visibility*

The International Conference On Opioids program committee invites medical educators to submit proposals for symposia to be presented in conjunction with the conference. The satellite symposia sessions are the exclusive opportunity for educational programs supported by grants from industry in dedicated time slots during the ICOO2020 VIRTUAL conference. The Conference Committee will review all proposals based on the quality of the proposed program and relevance to the management of opioid prescribing. The committee is seeking programs that are fresh and original.

- In the "Our Partners" section of the event landing page, your logo will be visible and prominently placed along with a description of what you offer and a link to your website.
- Your sponsorship will provide free participation for 100 medical professionals of your choice. A special registration confirmation form will include your logo and "thank you" for the sponsorship. We will send one follow up email to your sponsored attendees on your behalf.
- Full Ad in the virtual conference Show Guide - (Multiple page product ad)
- Listing in the virtual conference Show Guide
- One banner ad on the ICOO VIRTUAL website.
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- Lead reports of visitors to your video commercial and virtual conference attendees

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## **CONFERENCE PROGRAM GUIDE AD**

The ICOO VIRTUAL Conference program guide is the go-to reference for this unique event. The guide includes the conference agenda and a complete list of educational sessions and descriptions, presenters' bios, poster presentations, exhibitors and links to presentation files. This digital guide will be available online to HCPs and others interested in opioids who can repeatedly return to view presentations, posters, and new content over the extended period of the event. An ad in the program guide is the next best thing to meeting your customers face-to-face. This guide is used as an ongoing reference tool giving your company repeat exposure over an extended period.

Finished Trim Size: Full page 8.5" x 11" ALL ads in color. \$1,250

: Half-page 8.5" x 5.5" or 4.25" x 11" \$ 750

HALFTONE SCREEN: 133 line screen

### PRODUCTION REQUIREMENTS

Electronic Files: All materials must have register marks, center marks, and trim marks clearly indicated and must be PDF/X-1A (SWOP) compliant and must include high-res tiff or pdf. Maximum print density 4/c is 270%.

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## **BANNER ADS - e-mail blast**

<u>Email Position</u>	<u>Rate</u>	<u>Dimensions</u>
Left Side Top	\$1,500	728h x 90w px
Left Side Vertical	\$1,500	160h x 600w px
Large Rectangle	\$1,500	300h x 250w px



**COMPLETE AND RETURN THIS FORM TO:**

email: michael\_glynn@pnpc.com, or

mail to: International Conference On Opioids  
470 Boston Post Rd, Suite 301  
Weston, MA 02493  
781-899-2702, ext. 103e 1

**MARKETING & EXHIBITOR FORM**

( ) Yes, I will take advantage of the following marketing opportunity available at the **International Conference On Opioids - VIRTUAL**.

MARKETING/EXHIBITOR LEVELS:

- CHAMPION SPONSOR LEVEL \$ \_\_\_\_\_
  - MAIN EVENT SPONSOR LEVEL \$ \_\_\_\_\_
  - DELUXE EXHIBITOR LEVEL \$ \_\_\_\_\_
  - SATELLITE SYMPOSIA \$ \_\_\_\_\_
  - WEBSITE BANNER AD \$ \_\_\_\_\_
- TOTAL INVESTMENT \$ \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_

Signature of authorizing person \_\_\_\_\_

Printed name of person authorizing \_\_\_\_\_

Title \_\_\_\_\_

PO # \_\_\_\_\_ E-mail \_\_\_\_\_

PAYMENT:

Make checks payable to: INTERNATIONAL CONFERENCE ON OPIOIDS, 470 Boston Post Rd, Suite 301, Weston, MA 02493, USA

Credit Card: Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CCV \_\_\_\_\_

Advertising Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Exhibit Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Bill to (if different from above): \_\_\_\_\_

Name of Institution \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email: \_\_\_\_\_

Terms: All marketing and exhibitor support must be prepaid. Exhibitors and marketing will be issued an invoice after signing this contract. Payment is due upon receipt of invoice and no later than 30 days prior to the conference date. All other ICOO Terms & Conditions apply. International Conference On Opioids is a trademark of Weston Medical Publishing LLC. Journal of Opioid Management is a registered trademark of Weston Medical Publishing, LLC.