



## Industry Insights Brief and Application

The Society of Critical Care Medicine (SCCM) offers sponsored educational sessions as part of its Industry Insights program at the 2024 Critical Care Congress.

Industry Insights sessions are nonaccredited programs, independently developed and directly sponsored by industry or the sponsor's assigned third-party partner. They are presented in an educational format that provides insight into new or controversial developments affecting most critical care practitioners.

Please contact Desiree Ng at [dng@sccm.org](mailto:dng@sccm.org) or +1 847 827-7188 to discuss available opportunities.

### Application

Applications must include a complete program description for SCCM's review and approval. Applications will be reviewed for acceptance on a first-come, first-served basis. Applicants will be notified within five business days regarding acceptance and the date and time slot assigned.

[Start the Application](#)

**Application Deadline: Monday, October 30, 2023**

### Packages and Pricing

Industry Insights sessions are offered in a basic or new all-inclusive package.

	Basic package	All-inclusive package	Popular add-ons (additional fee)
Meeting room space	x	x	
Congress registrant mailing list provided before the event	x	x	
SCCM promotional services (see SCCM promotional package for details)	x	x	
Listing in the SCCM Congress App	x	x	
Inclusion in Congress Digital (see Enduring Material for details)	x	x	
Inclusion in Industry Partner Resource YouTube playlist (see Enduring Material for details)	x	x	
Faculty management and content development services		x	
Audiovisual logistic services		x	
Food and beverage logistic services		x	
Post-event outcomes reporting		x	
Hotel door drops			x
Additional advertising opportunities			x

## Pricing

Date	Non-Exhibitor	10' × 10' exhibit	Exhibit between 10' × 20' and 20' × 20'	Exhibit larger than 20' × 20'
Saturday, January 20	\$39,000	\$35,000	\$33,500	\$26,000
Sunday, January 21	\$55,000	\$49,500	\$44,000	\$38,500
Monday, January 22	\$44,000	\$40,000	\$38,500	\$33,000

The sponsor or sponsor's designated vendor is responsible for content development, advertising, on-site logistics, food/beverage, audiovisual equipment, and signage with the basic package.

**Contact SCCM for all-inclusive package pricing.** All-inclusive packages include services for all logistics, including content development and faculty management, food/beverage, and audiovisual services and equipment.

## Available Dates and Times

Sessions are 90 minutes each. Sessions are assigned on a first-come, first-served basis. Times and availability are subject to change.

Date	Hours	Slots available
Saturday, January 20	5:30 p.m. – 7:00 p.m. Mountain Time	2
Sunday, January 21	6:00 p.m. – 7:30 p.m. Mountain Time	2
Monday, January 22	5:00 p.m. – 6:30 p.m. Mountain Time	2

## Venue

### Sheraton Phoenix Downtown Hotel

340 N. 3rd Street

Phoenix, Arizona, USA

A short, [3-minute walk](#) from the Phoenix Convention Center.

## Additional Guidance

### Important Dates

- Application deadline: Monday, October 30, 2023
- Promotional material review deadline: Monday, November 27, 2023

### Accredited Continuing Education/Continuing Education Credit

SCCM does not provide or allow any accredited continuing education/continuing education credit for industry- or foundation-sponsored sessions.

## Faculty

Congress faculty may participate as speakers only if they are not members of the Congress Planning Committee.



### Program Materials

Program materials, such as handouts, syllabi, and promotional materials related to Industry Insights sessions may in no way indicate that the program is connected with SCCM or the Critical Care Congress. Program materials associated with Industry Insights sessions may not use SCCM's name or logo. Phrases such as "presented during," "presented in conjunction with," "presented preceding," or "presented prior to" are prohibited.

Use the Industry Insights session template provided by SCCM or the Industry Insights logo in presentation materials. These materials are provided to ensure a clear separation between SCCM's programming content and the industry partner's non-accredited content.

The proper way to refer to the Society of Critical Care Medicine and Critical Care Congress from the Society of Critical Care Medicine (SCCM) is:

- the Society of Critical Care Medicine®
- 2024 Critical Care Congress®
- the 2024 Critical Care Congress® from the Society of Critical Care Medicine®

### Required Information for Promotional Materials

When submitting promotional materials to SCCM for approval, please be sure to include the following components:

- Industry Insights session template
- Name of Industry Insights session sponsor (must be on front cover)
- Title of Industry Insights session (must be on front cover)

### Invitation/Promotion Content

All promotional materials for a session must be reviewed and approved by SCCM no later than **Monday, November 27, 2023**, including:

- |                  |                                       |                 |
|------------------|---------------------------------------|-----------------|
| • Advertisements | • Flyers                              | • Signage       |
| • Announcements  | • Invitations                         | • Solicitations |
| • Brochures      | • Press releases/media communications | • Website copy  |
| • Envelopes      |                                       |                 |

Please allow five business days for approval after SCCM's receipt of materials for review. Once approved, any proposed revisions must be submitted for approval as well. SCCM suggests that session sponsors factor this requirement into their production timelines for promotional materials. In addition, SCCM recommends that sponsors refrain from printing materials or going live with websites before receiving SCCM approval. SCCM is not liable for any expenses incurred if changes must be made to pieces or websites that have already been produced.

### Session Content Revisions

Once approved, all revisions to a session's content, faculty, or format must be communicated to SCCM in writing. SCCM reserves the right to accept, reject, or accept conditionally, based on SCCM's sole discretion, for any reason, which need not be disclosed to the applicant. All outstanding obligations to

SCCM or to SCCM Exhibit Management by the potential sponsor, including payment of debts, must be fulfilled before the session.

### **Catering and Hotel Logistics**

For the basic package option, all logistics are the responsibility of the sponsor. Arrangements must be made directly with the Sheraton Phoenix Downtown Hotel. SCCM will provide the hotel contact information in the session acceptance letter. SCCM assumes no responsibility for the loss or reduction of meeting space after assignments have been confirmed with the sponsor and hotel or for any and all charges associated with the planned session, including but not limited to setup, additional room for slide review, audiovisual equipment, food and beverage, hotel reservations, speaker arrangements, and electricity. SCCM reserves the right to switch a sponsor's assigned room due to lower-than-expected attendance figures. If this occurs, neither SCCM nor the hotel will provide compensation.

The Industry Insights session space reserved by SCCM will accommodate at least 200 people (unless a larger space is requested). All space assignments are final. Sponsors who contact hotels on their own or otherwise attempt to circumvent SCCM's assignment process are subject to denial or retraction of their application.

Arrangements for room setup, food and beverage selections, and billing must be made directly with representatives of the venue, which can provide menus and floor plans on request. Sponsors are responsible for all expenses related to the program. SCCM bears no financial obligation for expenses incurred for Industry Insights sessions. Once the program has been accepted and the event venue has been determined, the sponsor will receive a description of services available at an additional cost.

### **Equipment**

For the basic package option, the application and administrative fee do not include audiovisual equipment rental or labor costs except for the audio with synced slide recording for the enduring recording, which SCCM will arrange. Arrangements for all other services must be made directly with the venue. When designing the event staging and production, please remember that, in most cases, setup time will be limited to the assigned day.

### **Registration**

All registration will be handled by the sponsoring organization. Industry Insights sessions are held off site from the main Congress venue and are not associated with SCCM. Please provide specific details and contact information on how attendees should register for the session. Please note that attendees of an Industry Insights session are not required to be registered Congress attendees.

### **SCCM Promotion Services**

The basic and all-inclusive Industry Insights session packages both include SCCM's promotional services package. The package includes the following opportunities:

**January email:** SCCM will disseminate a one-time email with an overview of all industry-sponsored education and events, which includes registration information and an overview of your event. Estimated release is January 14 and 18, 2024. Distribution will include all Congress registrants plus a selected group of nonregistrants.



**Digital newsletters:** *SCCM News* or *SCCM News*, Select member editions: Ads containing text and a URL are accepted under the Industry-Sponsored Resources section in every issue. The issue dates leading up to the 2024 Congress are: November 2, 16, and 29; December 7, 21, and 28; and January 4, 18, and 25.

***SCCM News, Congress Edition:*** Circulation is comparable to the News edition. Issues will be released November 9, 2023; December 12, 2023; and January 11 (final email reminder for Congress registration). *SCCM News* includes information related to pre- and post-Congress educational sessions, along with late-breaking news and session highlights.

**Congress Daily Update:** Congress registrants will receive daily updates every day during Congress: January 20-23, 2024. In addition, two bonus issues are sent to nonattendees at the beginning (January 20) and end (January 24) of Congress, recapping activities and resources. Regular circulation: 5,000 total. Bonus circulation: 85,000 total. Open rate: 30%

**Industry-Sponsored Education and Events Web Page:** SCCM will list your industry Insights session on the SCCM Congress industry-sponsored events page. This page will list other Industry Insights sessions, industry education workshops, in-booth educational listings, and invitations for focus groups and advisory panels.

**Complimentary address list:** SCCM will provide a preregistrant address list (not including email addresses) by Wednesday, December 20, 2023. This list is approved for ***one-time-use only and may not be published or duplicated in any way.*** Orders will not be processed until the signed agreement has been completed and the mail piece has been approved by SCCM. For subsequent mailings, additional copies of the preregistrant mailing labels will be available for purchase. The request form will be available in October.

#### **Add-On Services**

These additional opportunities are popular add-ons for Industry Insights session promotion.

**Hotel Door Drops:** SCCM will distribute your session invitation, product literature, sales brochures, or other promotional materials to attendees' hotel rooms on Friday night/Saturday morning so that your materials are at their doors when they awaken in the morning. Quantity: 2000 per piece. Materials must be approved by SCCM. The door drop application can be downloaded from the [exhibitor service manual](#).

**Exhibition:** Consider exhibiting at the Critical Care Congress. Exhibitors may distribute printed materials, including audio and video recordings and books; however, such distribution is limited to the exhibit space rented by the exhibiting company. Exhibitors are not permitted to distribute anywhere else, including but not limited to hallways of the convention center or empty tables outside Connections Central. Additionally, Exhibitors shall not canvass outside the assigned exhibit space rented. All activities of the Exhibitor must take place in the confines of the assigned exhibit space. Solicitation of business, except by Exhibitors, is prohibited. Any Exhibitor found in violation will be subject to the penalties outlined in these guidelines.

**Hotel Signage:** A total of three (3) promotional signs are permitted in the hotel. Two (2) signs may be placed in public spaces of the hotel, and one (1) sign may be placed at the door of the session room. No

other signs are permitted. Sign dimensions may not exceed 24" x 36". Signs may not be posted more than 16 hours before the start of the event and must be removed no later than two hours after the event.

### **Enduring Materials**

**Congress Digital:** A recording of the session will be available in Congress Digital, a collection of online sessions from the event, available 30 days after the event.

- All in-person Congress registrants receive complimentary access to Congress Digital.
- Congress Digital is also available for purchase for those not attending the in-person event.
- All SCCM Select Members, regardless of whether they attend Congress, will receive complimentary access to Congress Digital.

**Industry Partner Resources YouTube playlist:** A recording of the session will be added to the Industry Partner Resources playlist on SCCM's YouTube channel. The SCCM YouTube channel boasts more than 12,500 subscribers. Industry resource videos average 1,900 views per year. Videos on the Industry Partner Resources playlist are promoted quarterly to SCCM's audience.

[Download Now](#)

Additional marketing and sponsorship opportunities  
can be found in the Exhibitor Prospectus.

Access the [Ad Agreement](#) for additional services beyond the basic package.