Congress Advertising and Sponsorship Frequently Asked Questions

Please refer to the [Exhibit, Support, and Advertising Opportunities Guide](#) for full details.

ADVERTISING

How should advertisers refer to SCCM in advertising?
The Society of Critical Care Medicine and Critical Care Congress may be referred to in any of the following ways:

- Society of Critical Care Medicine®
- Society of Critical Care Medicine® (SCCM®)
- 2024 Critical Care Congress®
- 2024 Critical Care Congress® from the Society of Critical Care Medicine®

Use of the SCCM logo is prohibited.

Approved sample:
Visit us at the 2024 Critical Care Congress® at booth #XXX.

When is the best time to request the Congress registrant list?
The window for ordering is December 14-20, 2023. December 13, 2023, is the advance registration rate deadline.

How do I obtain the registrant list?
Your final PDF must be submitted and approved by SCCM before the mailing list is released. You may use it for a postal mailing or for viewing purposes only. The list contains names, titles, institutions, cities, and states (if provided by registrant).

How many pieces should I print?
SCCM suggests printing 2700 pieces if you order after the advance registration deadline.

What is a hotel door drop?
SCCM collates materials into bags that are distributed to 1750 hotel rooms.

Email the final PDF for SCCM approval before printing and shipping to dng@sccm.org.
Ship materials to SCCM headquarters to arrive no later than January 3, 2024.
Society of Critical Care Medicine
c/o Desiree Ng/Congress 2024 Hotel door drop
500 Midway Drive
Mount Prospect, IL 60056 USA
+1 847 827-6869

Where can I find the registrant list and hotel door drop forms?
Download the registrant list and hotel door drop application from the [exhibitor service manual](#).

What are the specifications for an event app notification?
Attendees who have downloaded the SCCM event app will receive a text-only notification reminding them to visit your virtual exhibit or activity during Congress. The text is limited to 230 characters, including the heading. Images, links, and HTML are not supported. The notification will be sent in the early morning or during a break in the schedule. The message cannot conflict with SCCM notifications or accredited continuing education (ACE) sessions. Please schedule the notification at your earliest convenience, and submit the text no later than January 7, 2024.

SCCM must approve notifications and scheduling. There is a maximum of two notifications per industry partner per day. There is a maximum of four total notifications per industry partner. There is a maximum of six industry-related notifications per day.

Available timeslots		
Saturday, January 20, 2024	Evening	After 6:00 p.m.
Sunday, January 21, 2024	Early morning	Before 8:00 a.m.
	Morning	9:30 a.m. – 10:30 a.m.
	Late morning	11:30 a.m. – 11:45 a.m.
	Afternoon	12:45 p.m. – 1:30 p.m.
	Late afternoon break	2:15 p.m. – 3:15 p.m.
	Transit break	4:15 p.m. – 4:30 p.m.
	Evening	After 5:30 p.m.
Monday, January 22, 2024	Early morning	Before 8:00 a.m.*
	Morning	8:45 a.m. – 9:45 a.m.
	Late morning	10:45 a.m. – 11:00 a.m.
	Afternoon	12:00 p.m. – 1:30 p.m.*
	Late afternoon	2:15 p.m. – 3:15 p.m.
	Evening	After 4:15 p.m.
Tuesday, January 23, 2024	Early morning	Before 8:00 a.m.*
	Morning	8:45 a.m. – 9:45 a.m.
	Late morning	10:45 a.m. – 11:00 a.m.
	Afternoon	12:00 p.m. –1:30 p.m.*
	Late afternoon transit break	2:15 p.m. – 2:30 p.m.
	Evening	After 4:45 p.m.**

*Subject to change if an ACE symposium is scheduled.
**Congress ends at 4:45 p.m.

What are the specifications for a sponsored social media post?
Sponsored posts are shared on SCCM's social media account(s) on behalf of the sponsor. The sponsor is responsible for creating the content for the post.

Image sizes:
- Twitter: 1200 × 675 pixels
- LinkedIn: 1200 × 630 pixels
- Facebook: 1200 × 630 pixels

Sponsored post requirements:
- SCCM will try to accommodate the sponsor's requested post date. One month's notice is required for scheduling.
- Sponsored posts are limited to 280 characters and can include one image, preferably in PNG format. The copy and image are due two weeks before the requested release date. Clear language and imagery must be used to indicate that the post is from the sponsor and not from SCCM. Posts must not include language that implies SCCM's ownership of the post, such as "we" or "us." Posts must not imply any type of endorsement or exclusivity agreement with or on behalf of SCCM.
- Sponsored posts must include a disclosure of #Sponsored or #Advertisement at the beginning of the post. The disclosure is included in the character count.

All content will be reviewed by SCCM's marketing department before posting to ensure compliance with these requirements. SCCM reserves the right to request modifications to the copy and image or to reject sponsored posts.

CONGRESS MARKETING TIMELINE

Date	Description
November 30, 2023	All content is due for the Congress Special Events and Sessions Brochure.
December 27, 2023	Congress Special Events and Sessions Brochure is released on Congress event website.

January 3, 2024	Congress Special Events and Sessions Brochure is released in Congress registrant email. Hotel door drop pieces are due at SCCM.
January 11, 2024	Email of all industry sponsored events.
January 20 – 23, 2024	Congress eDaily News marketing all industry-sponsored events. Note that the January 20th and 23rd issues will be sent to both attendees and non-attendees.

SPONSORSHIPS

What promotional services and opportunities are included in the price of the enduring Industry Education Workshop (IEW)?

This price includes a listing on the Congress event website, app, and Congress-related digital marketing materials as Congress gets closer. On-site signage will be provided by SCCM. In-booth sign includes details about your session to post in your exhibit. Another sign will be placed outside of the IEW theater. The overall IEW listing will be located throughout Connections Central (Exhibit Hall). It also includes audio and synced slides recorded on site to be included in Congress Digital and on SCCM's YouTube channel for Industry Partner Resources. SCCM will provide quarterly reminders via digital marketing to broaden the reach of these sponsored sessions. Attendees and nonattendees can access Industry Partners Playlist on SCCM's YouTube channel any time and from anywhere.

Signage Examples

In-booth sign   Adjacent to IEW theater   Overall IEW signs

Additional promotion (e.g., preconference mailer, hotel door drop, food availability) of the IEW is strongly recommended and is the sole responsibility of the sponsor. *Content requires advanced approval by SCCM for each session. These sessions do not provide ACE credit. Workshop content must be interactive and scientifically current.*

When are the program details due to SCCM?

Monday, November 6, 2023

Program details are due by November 15 to ensure inclusion in the *Congress Special Events and Sessions Brochure*. View the [2023 Congress brochure](#). The Special Events and Sessions brochure will be posted online at the end of December.

Is the preregistrant address list included in the price of the IEW?
Yes.

Do the speakers need badges to enter the IEW theater?
Yes, speakers must purchase exhibitor badges unless they are already registered as Congress faculty.

Where can we order refreshments or lunch?
The catering form is in the [exhibitor service manual](#).

Where can we order badge scanners?
Badge scanner options and fees are in the [exhibitor service manual](#).

Are any section receptions still available for sponsorship?
Yes, these section receptions are still available:

Reception Type	Member Total*
Research Section	2400
Neuroscience Section	2100
In-Training Section	1200
Physician Assistant Section	700

*Only a portion of these members register for Congress.

What benefits are included for section reception sponsorship?
- 15-minute address for designated sponsor representative (no slides allowed)
- Company color logo printed on the room entrance sign
- Sponsorship listing in the ancillary meeting section of the Congress event app
- Table in room for sponsor material (if requested)
- Reception admission for up to 10 sponsor representatives
- Announcement on Twitter and SCCM Connect (SCCM's online member forum) to section members to optimize attendance

Sponsor provides:
- EPS or AI image files of company logo for signage
- Company/product banner signage placed in reception room