

MSDC

MEDICAL SOCIETY OF THE
DISTRICT OF COLUMBIA

2021 Annual Meeting and Gala

Designing a Better Future

October 29, 2021, 6:00 – 9:00 PM

American Institute of Architects Courtyard
1735 New York Ave NW, Washington, DC 20006



Contents

Event Information	3	Sponsor an Exclusive VIP Experience	5
2021 Venue Details	3	Sponsorship Packages	6
Benefits to Sponsors	4	Application	8



Join us as we celebrate the District's resiliency and look ahead to designing a better healthcare future.

The Medical Society of the District of Columbia's physician community numbers over 3,000 members from all medical specialties who practice in independent practice, group practice or at the area's major health systems. The annual meeting is a premiere evening event that attracts healthcare leaders and physicians from across the greater metropolitan Washington area.

Do You Want to Stand Out From the Rest?

MSDC and our members are designing a better healthcare future for our patients, just as we have since 1817. Support DC's healthcare heroes at this special event, our first in-person annual meeting since 2019. Join us as we celebrate our 205th year, inaugurate our new leadership, and build on the resilience of physicians as we look ahead to the future – one you can be a part of.



Top 5 Reasons to Sponsor MSDC's 2021 Annual Meeting

- 1** Boost brand awareness among DC physicians and healthcare thought leaders.
- 2** Support DC's healthcare heroes
- 3** Support MSDC's charitable work through supporting our VIP experiences
- 4** Face-to-face time with physicians from across the metropolitan Washington region.
- 5** Range of opportunities that fit any budget.

Event Information

Event Schedule

6:00 - 7:15 PM

Opening Reception
VIP Experiences

7:15 - 7:45 PM

President's Speech by
Dr. EW Emanuel
Introduction of Board Members
Inauguration of Dr. Kirstiaan Nevin
as MSDC President

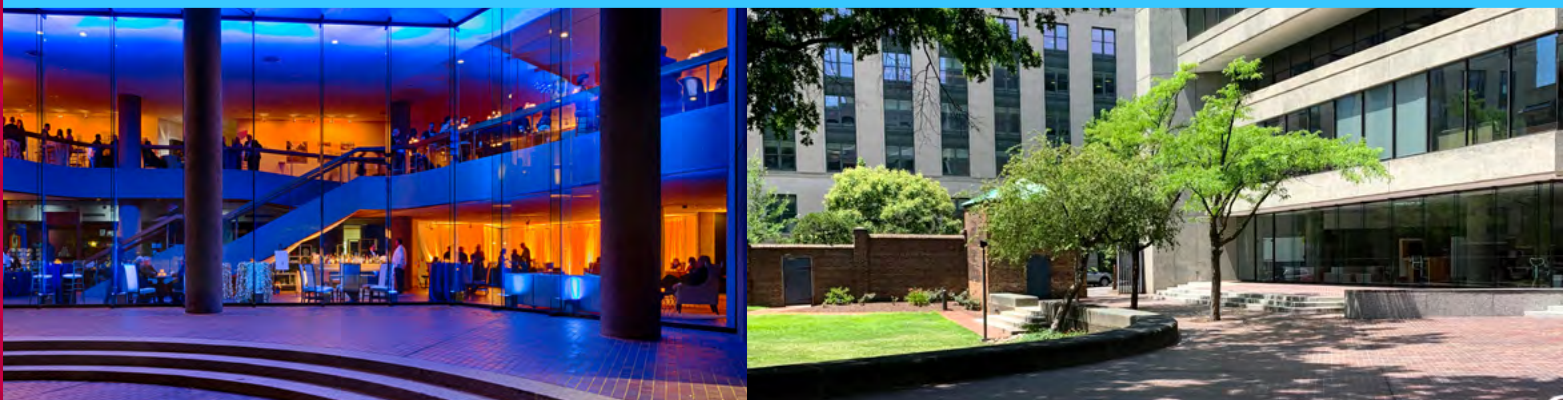
7:45 - 9:00 PM

Closing Reception with Music
VIP Experience

Represented Specialties

- Anesthesiology
 - Cardiology
 - Dermatology
 - Emergency Medicine
 - Endocrinology
 - Gastroenterology
 - Internal Medicine
 - Neurology
 - Obstetrics/ Gynecology
 - Oncology
 - Orthopaedics
 - Pediatrics
 - Psychiatry
 - Pulmonology
 - Radiology
 - Rheumatology
 - Surgery
- ... and more!**

2021 Venue Details



American Institute of Architects Courtyard

With distinctive architecture, two-story glass windows, a grand staircase, and a private courtyard oasis, AIA's urban location near the White House is a perfect gathering place for our annual meeting and gala. Overlooking the event is The Octagon, designed by MSDC member Dr. William Thornton and temporary residence for President and Dolly Madison in 1814 after the burning of the White House.

Address: 1735 New York Ave NW, Washington, DC 20006

Benefits to Sponsors

This annual evening event attracts physicians from across the greater metropolitan Washington area. Through sponsorship or advertising, you can increase visibility and exposure, build relationships with physicians of various specialties, promote your valuable services or products, or recognize one of this year's distinguished honorees. Benefits include:

- Face-to-face time with physicians from across the metropolitan Washington region
- Exposure to MSDC's over 3,000 members via the MSDC website and promotional mailings
- The ability to directly support MSDC's charitable work in medical education and physician wellbeing
- Opportunity to sponsor smaller, more intimate VIP experience gatherings during the meeting



MSDC staff will work with you to identify which opportunity is best suited to your organizational goals and set you apart from your competition. The 2021 Annual Meeting offers businesses all kinds of opportunities, ranging from display tables, recognition in mailings and promotion, advertising in the Program Book to a customized package of benefits. MSDC Corporate Partners and previous sponsors receive additional marketing benefits.

**For further information,
contact:**

Sean Handerhan
Director of Corporate Support
Medical Society of the
District of Columbia
Phone: (703) 731-1907
Email: partnership@msdc.org

Sponsor an Exclusive VIP Experience

New this year! MSDC is offering attendees an opportunity to participate in **special experiences** that are designed for fun in a less crowded environment. These VIP Experiences are **offered on a limited basis** and pair attendees with a special event designed to increase their knowledge. Each VIP experience ticket purchased by attendees **supports an MSDC charitable endeavor, including medical education and physician health**. Platinum Level sponsors have the opportunity to exclusively sponsor a VIP experience, giving you access to a dedicated group of healthcare leaders and allowing you to show support for a good cause.



VIP Experience Opportunities

- Blind wine tasting with wine expert
- Ghost Tour of The Octagon, one of DC's most haunted venues
- Spirits tasting with expert (closing reception)

Sponsorship Packages

Platinum Level: \$15,000

Meeting benefits

- Exclusive sponsorship of one of 3 VIP experiences during the meeting
- Thank you remarks (3 min limit) during business meeting
- 10 complimentary registrations
- Option to provide all attendees with one branded gift item
- Ability to place one sign near entrance to event
- Free double spread (4-page) ad/editorial in the print and electronically distributed MSDC Meeting Program
- Table at the event for your materials
- List of registered attendees (provided 3 weeks out from event)
- Platinum Level name and logo on meeting advertisements with logo linked to site of your choice
- Option to be sole sponsor of valet parking at the event (one spot only)

Year-round benefits

- Exclusive hosting of one MSDC Board meeting
- Ability to host a future in-person MSDC event
- Ability to host a future virtual MSDC Washington Healthcare on Wednesday (WHOW) virtual event
- Ability to promote a future company event to MSDC members via MSDC's marketing channels
- Invitation to Industry Council meetings

Gold Level: \$10,000

Meeting benefits

- Exclusive sponsorship of one of the following: opening reception, closing reception, or entertainment during closing reception
- Special thank you from MSDC president during business meeting
- 7 complimentary registrations
- Ability to place a handout at the registration table for attendees
- Free spread (2-page) ad/editorial in the print and electronically distributed MSDC Meeting Program
- Table at the event for your materials
- List of registered attendees (provided 3 weeks out from event)
- Gold Level name and logo on meeting advertisements with logo linked to site of your choice

Year-round benefits

- Co-hosting of one MSDC Board meeting
- Ability to host a future virtual MSDC Washington Healthcare on Wednesday (WHOW) virtual event
- Ability to promote a future company event to MSDC members via MSDC's marketing channels
- Invitation to Industry Council meetings

Silver Level: \$7,500

Meeting benefits

- 5 complimentary registrations
- Ability to place a handout at the registration table for attendees
- Free full-page ad/editorial in meeting program
- Table at the event for your materials
- List of registered attendees (provided 3 weeks out from event)
- Silver Level name and logo on meeting advertisements

Year-round benefits

- Ability to host a future virtual MSDC Washington Healthcare on Wednesday (WHOW) virtual event

Bronze Level: \$5,000

Meeting benefits

- 3 complimentary registrations
- Ability to place a handout at the registration table for attendees
- Free half page ad/editorial in meeting program
- Table at the event for your materials
- Bronze Level logo on meeting advertisements

Other Support Options

Exhibitor (\$3,500)

- Table at the event for your materials
- 1 complimentary registration

Advertisement in Meeting Program

- Full page - \$1,250
- Half page - \$1,000



Application

Deadline

Payment and application are due in full by **September 30, 2021**

Payment Details

Make checks payable to: **Medical Society of DC** or authorize credit card payment below.

Return Form

By mail: Medical Society of DC
1455 Pennsylvania Ave NW,
Suite 400
Washington, DC 20004
By email: partnership@msdc.org

Company Name _____

Contact Name _____

Title _____

Contact Email _____

Phone _____

Mailing Address _____

Select the sponsorship/marketing opportunity:

Sponsorship

Platinum Level: \$15,000

Gold Level: \$10,000

Silver Level: \$7,500

Bronze Level: \$5,000

Other support options

Exhibitor: \$3,500

Full Page Ad: \$1,250

1/2 Page Ad: \$1,000

Total Due _____

Credit Card Authorization (if applicable)

Total Amount to be Charged _____

Name on Card _____

Credit Card Number _____

Expiration (MM/YY) _____

Security Code _____

Card Type

Visa

Mastercard

Amex

Discover

Signature _____

The Fine Print

Benefits are based on availability and are not final until MSDC receives and approves application and payment.