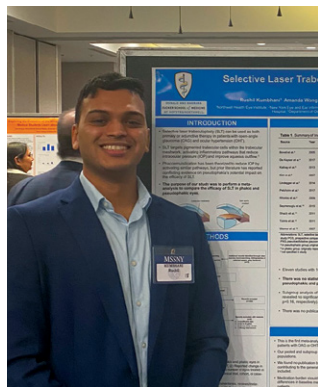
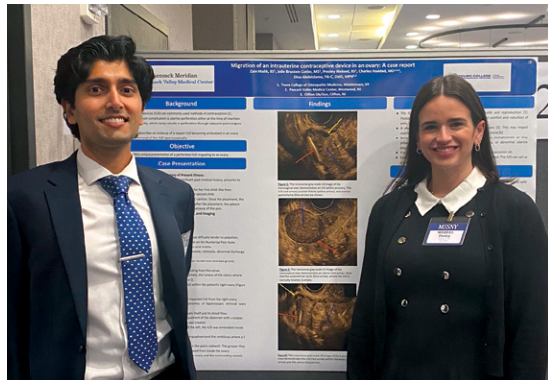


**MSSNY** MEDICAL SOCIETY OF THE STATE OF NEW YORK

# House of Delegates 2025

April 4-6, 2025

Westchester Marriott, Tarrytown, NY



**SPONSORSHIP OPPORTUNITIES**

# WHY BE A SPONSOR?



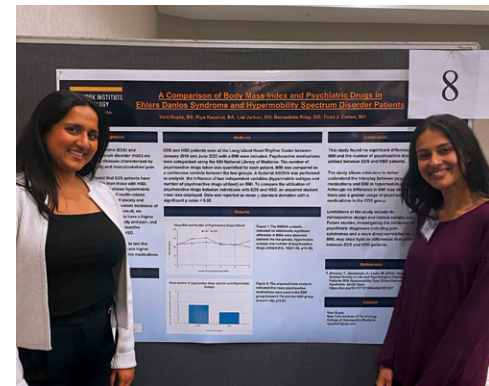
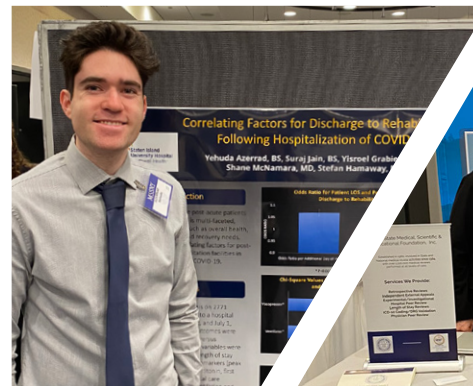
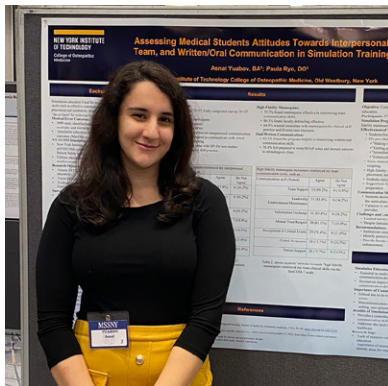
## MSSNY HOUSE OF DELEGATES 2025 APRIL 4-6, 2025 | WESTCHESTER MARRIOTT, TARRYTOWN, NY

The 2025 MSSNY House of Delegates offers an unparalleled opportunity to promote your organization and connect with New York State's physician leaders and decision makers.

MSSNY House of Delegates attendees are New York State physician leaders from all medical specialties and sub-specialties who attend the meeting to debate legislative policy, attend CME and poster symposium, network, and spend time with exhibitors.

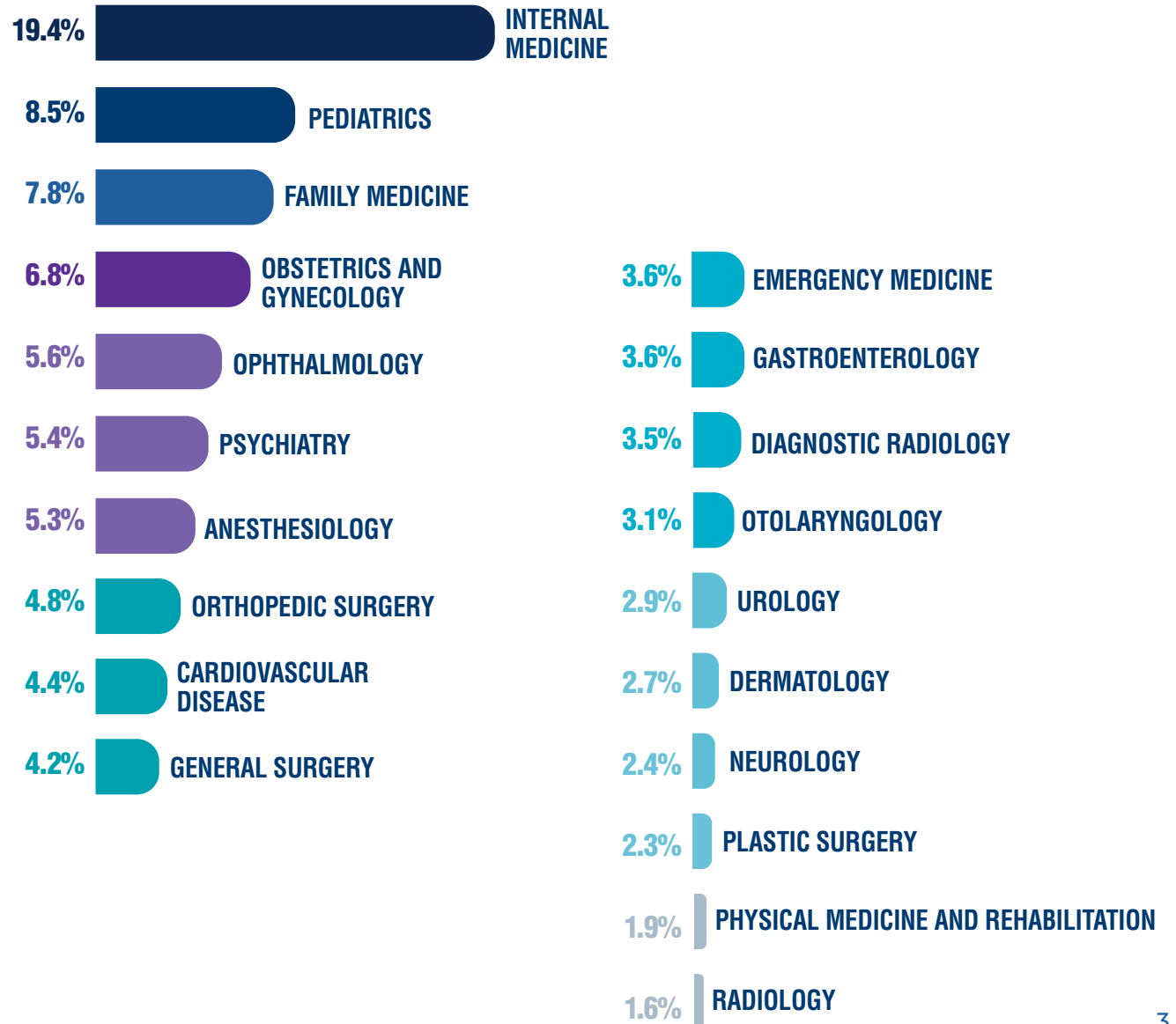
Members of the House of Delegates are attuned to the specific interests of independent physician practices, group medical staffs, young physicians, resident physicians, and medical students.

**MSSNY MEMBERS ARE:**  
**Physician Leaders**  
**Decision Makers**  
**Engaged Consumers**  
**Business Owners**



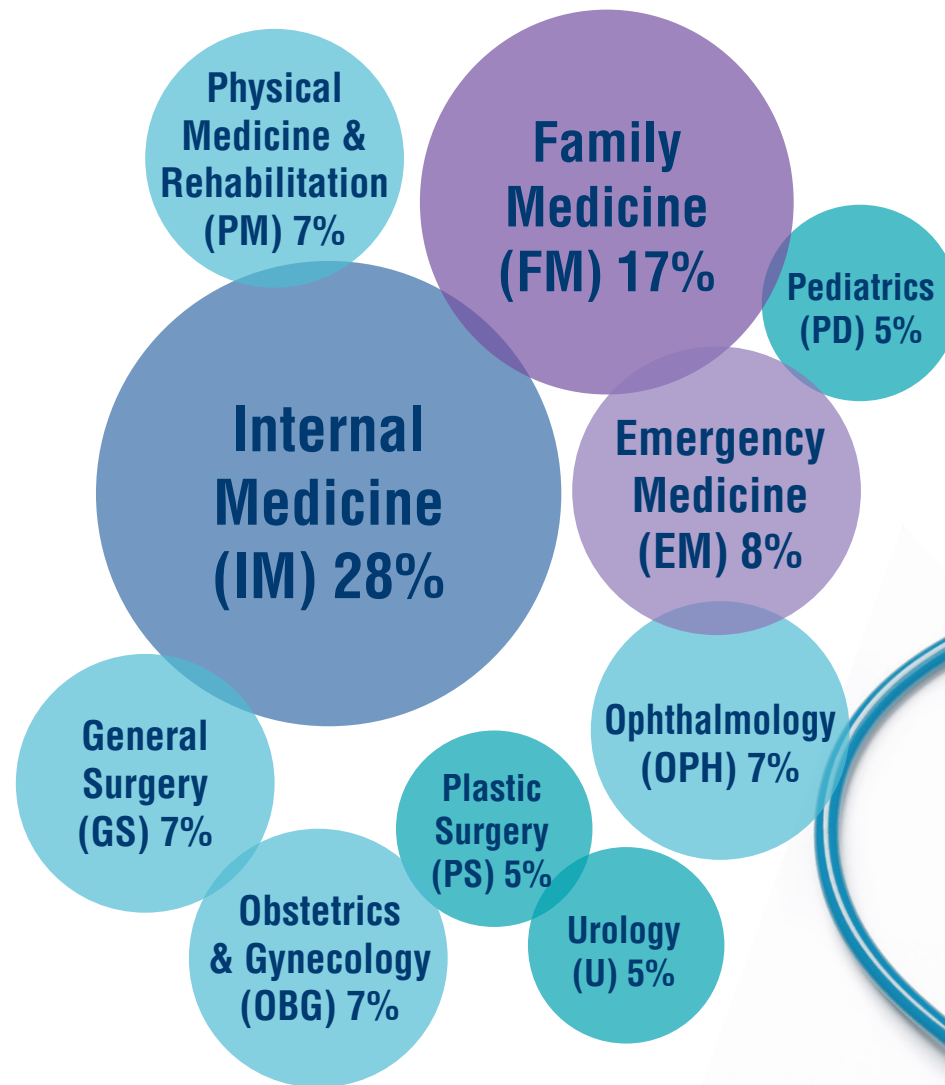
# WHO ATTENDS

## MSSNY MEMBERSHIP TOP SPECIALTIES



# WHO ATTENDS

## HOUSE OF DELEGATES ATTENDEES TOP SPECIALTIES



# SPONSORSHIP OPPORTUNITIES



## DIAMOND LEVEL — \$20,000

- Booth space with first choice of location
- 3 custom messages on MSSNY social media
- 2 dedicated email blasts to membership
- 3 banner ads in MSSNY Pulse
- 30 second video clip played at the house during break
- Recognition from podium
- Logo on meeting bag
- Full page color back cover journal ad (1 available)
- Table for 10 at Presidents' Gala with corporate designation
- Lounge & Refreshment Area

# SPONSORSHIP OPPORTUNITIES



## PLATINUM LEVEL — \$15,000

- Booth space with priority choice of location
- 3 custom messages on MSSNY social media
- 1 dedicated email blast to membership
- 2 banner ads in MSSNY Pulse
- Recognition from the podium
- Time Saver Slide played at the house during break
- Logo on meeting bag
- Full page color inside front cover journal ad (1 available)
- Table for 10 at Presidents' Gala
- Lounge & Refreshment Area

## GOLD LEVEL — \$10,000

- Booth space with priority choice of location
- 3 custom messages on MSSNY social media
- 1 banner ad in MSSNY Pulse
- Time Saver Slide played at the house during break
- Logo on meeting bag
- Full page color inside back cover journal ad (1 available)
- 6 tickets to Presidents' Gala
- Lounge & Refreshment Area

## SILVER LEVEL — \$5,000

- Booth space
- 3 custom messages on MSSNY social media
- Half page color journal ad
- 2 tickets to Presidents' Gala
- Lounge & Refreshment Area

# SPONSORSHIP OPPORTUNITIES

## POWER PLAY EXCLUSIVE

— \$40,000

- 3 MSSNY Exclusive Podcasts or Webinars
- 1 in-person meeting

(\*Podcasts/Webinars/Meetings are sponsor produced/MSSNY promoted. Content subject to MSSNY approval)

**\*\*\$20,000 DISCOUNTED RATE** on Power Play with Purchase of Diamond, Platinum, Gold, or Silver Sponsorship Package

## DISCOUNTS AVAILABLE:

- **Institutional Member Discount:** 10% off sponsorship packages Silver and above
- **Early Bird Discount** – 5% off sponsorship packages Silver and above if reserved and paid by December 31, 2024

*Early Bird Discount cannot be combined with Institutional Discount*

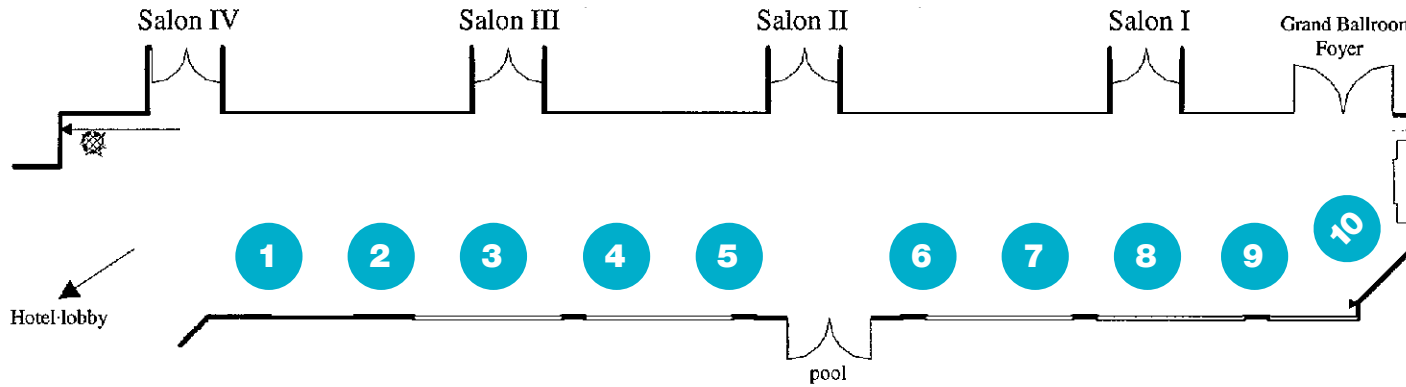
## MSSNY GEMS

- **\$5,000**  
Coffee Break or Sponsor Lounge sponsorship
- **\$3,000**  
Booth space (includes Lounge & Refreshment area access)
- **\$2,500**  
Choice of one of the following: co-sponsorship of Step & Repeat backdrop, WiFi or MSSNY Poster Symposium
- **\$2,000**  
Bottled water with label logo

*Booth selection is on a first-come, first-served basis, subject to availability.*

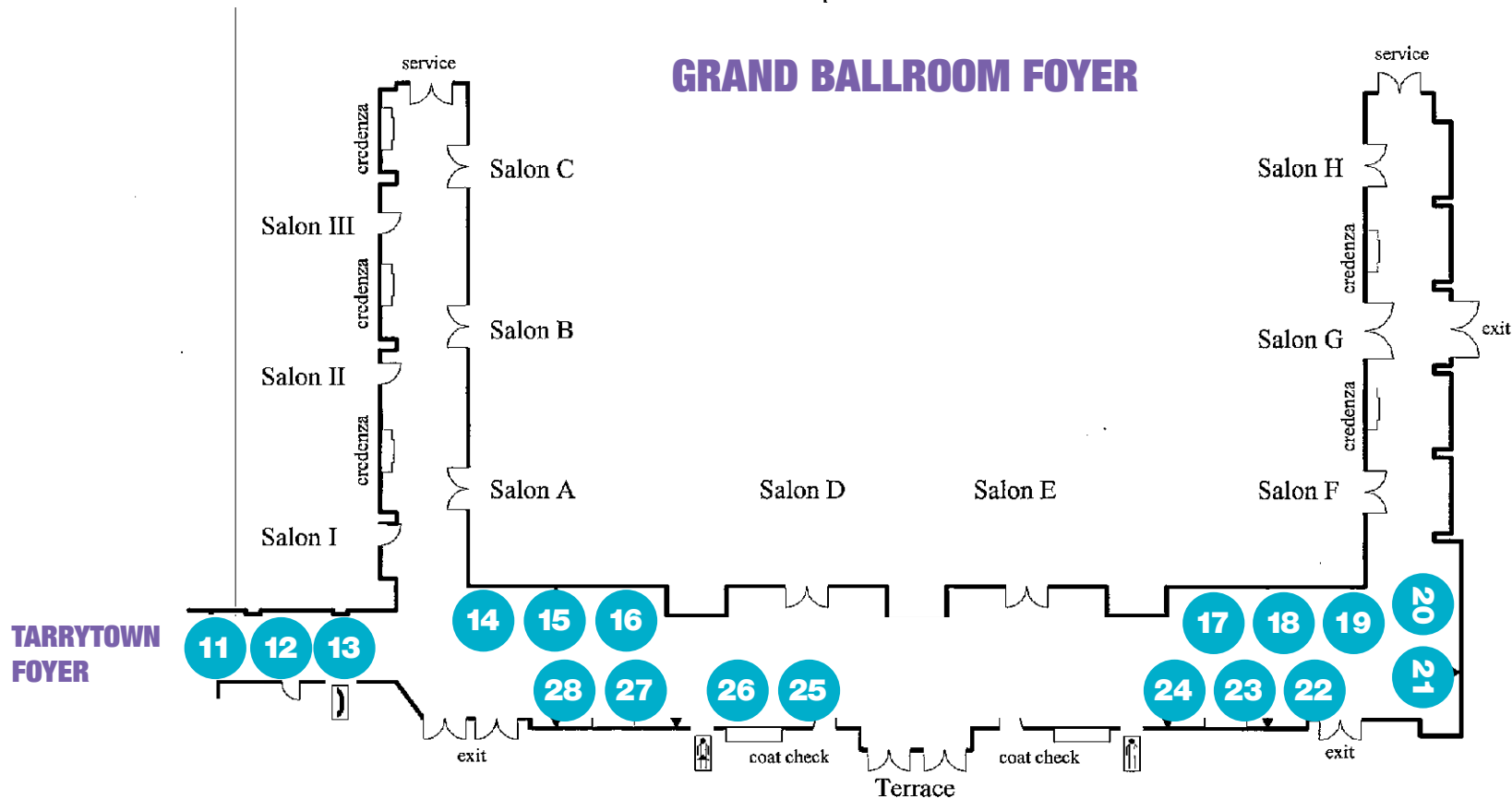
# FLOORPLAN

## TARRYTOWN BALLROOM FOYER



- Booth spaces are 8 ft wide with a 6 ft table
- Grand Ballroom Foyer booth ceiling height 12 ft
- Tarrytown Foyer booth ceiling height 7ft

## GRAND BALLROOM FOYER





# REGISTRATION FORM

Please download this form, fill out, and return to [rriaia@mssny.org](mailto:rriaia@mssny.org) (Roseann Raia)

- \_\_\_ DIAMOND \$20,000
- \_\_\_ PLATINUM \$15,000
- \_\_\_ GOLD \$10,000
- \_\_\_ SILVER \$5,000
- \_\_\_ POWER PLAY EXCLUSIVE \$40,000
- \_\_\_ POWER PLAY WITH SPONSORSHIP SILVER AND ABOVE \$20,000

## GEMS

- \_\_\_ COFFEE BREAK \$5,000
- \_\_\_ BOOTH \$3,000
- \_\_\_ WIFI \$2,500
- \_\_\_ STEP & REPEAT \$2,500
- \_\_\_ POSTER SYMPOSIUM \$2,500
- \_\_\_ BOTTLED WATER \$2,000

## JOURNAL ADS

- \_\_\_ ½ PAGE Color: \$500
- \_\_\_ FULL PAGE Color \$1,000

\_\_\_ **EARLY BIRD 5% DISCOUNT**

NAME

COMPANY NAME

PHONE

EMAIL

ADDRESS

CITY

STATE

ZIP

Make Checks Payable to: Medical Society of the State of New York,  
Attn: Roseann Raia, 865 Merrick Avenue, Suite 100S Westbury, NY, 11590

CREDIT CARD PAYMENT:  VISA  AMEX  MASTERCARD

CARD #

EXPIRATION DATE

SECURITY CODE

IF NAME ON CARD IS DIFFERENT FROM ABOVE, PLEASE LIST:

- 12/31/24** Early bird rate, both reservation and payment must be completed by the 12/31/24 early deadline
- 2/7/25** Journal Ad booking deadline 2/7/25
- 2/14/25** MSSNY can design your ad. Artwork, logos, and copy must be received by the 2/14/25 deadline if design is needed.
- 2/21/25** Journal ad art deadline 2/21/25. View ad specs on the next page.
- 2/21/25** Sponsorship booking 2/21/25 deadline
- 2/21/25** HOD Time Saver and video clip 2/21/25 deadline

# MECHANICAL REQUIREMENTS

## MSSNY HOD JOURNAL

|                      | FINAL TRIM                            | LIVE AREA & AD SIZE<br>NONBLEED | AD SIZE<br>WITH BLEED |
|----------------------|---------------------------------------|---------------------------------|-----------------------|
| Full Page            | 5.375" x 8.5"                         | 4.625" x 7.75"                  | 5.625" x 8.75"        |
| Full Page Spread     | 10.75" x 8.5"<br>(Gutter safety .25") | 10.25" x 7.75"                  | 11.00" x 8.75"        |
| Half Page Horizontal | 4.625" x 3.75"                        |                                 |                       |

- *BLEED ON FULL SIZE PAGES ONLY: Add .125", extended past final trim marks, indicated above*
- *Copy Safety: .375" from trim on all edges*
- *All crop/bleed marks and color bars should be offset from the live/bleed area of the file*

**DIGITAL FILES DELIVER VIA:** Email to [rria@mssny.org](mailto:rria@mssny.org)

**PDF:** Hi-Res, press ready files. Composite CMYK or Grayscale. PDF/X-1A compliant.

**TIFF:** Must be flattened and final. No layers. Hi-res binary data. No compression.

**JPEG:** CMYK or Grayscale. High Quality Baseline Standard.

**PRODUCTION CONTACT:** Roseann Raia ([rria@mssny.org](mailto:rria@mssny.org)) 516-488-6100 x 302

## MSSNY HOD TIME SAVER & VIDEO CLIP INFO

Times Saver Slide requires MSSNY issued template that will be sent to sponsor to use when creating their slide.

If using a 30 second video clip, no template is needed.  
Only a link to the clip is necessary.

Send slides/video clips to [rria@mssny.org](mailto:rria@mssny.org).



## MEDICAL SOCIETY OF THE STATE OF NEW YORK (MSSNY)

### Westbury Headquarters

865 Merrick Avenue  
Westbury, NY 11590  
phone: 516.488.6100  
fax: 212.282.7099

### Albany Office

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Albany, NY 12210  
phone: 518.465.8085  
fax: 518.465.0976



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