



Society for Clinical Data Management
DATA DRIVEN

NEW in 2016 - STRATEGIC CORPORATE PARTNER PROGRAM

ABOUT

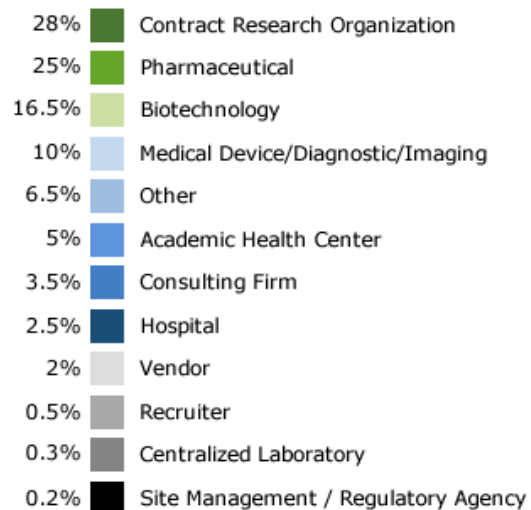
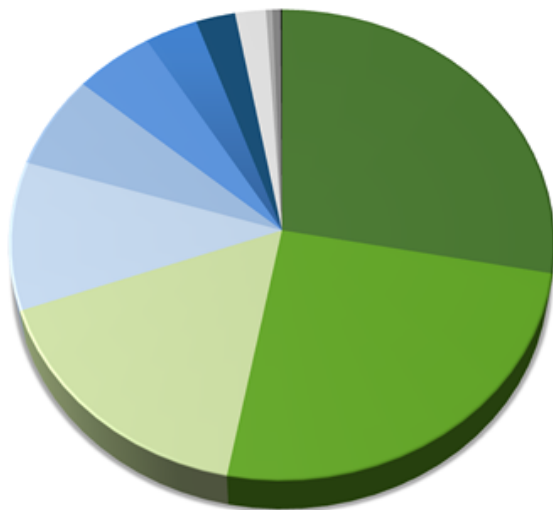
The Society for Clinical Data Management (SCDM) is a non-profit, international organization of 2,200+ members founded to advance the discipline of clinical data management. SCDM members are charged with promoting quality and excellence in data management and are dedicated to the development, support and advancement of clinical data management professionals.

SCDM is organized exclusively for educational purposes, and seeks to engage with companies and organizations that can assist in furthering its mission. Through collaborations and partnerships with other professional organizations, SCDM creates a network of professionals driving the industry forward on multiple fronts: technological, regulatory, procedural and personnel. Educational offerings, available both in-person and on-line, seek to provide the fundamental training for clinical data management skills.

MEMBERSHIP DEMOGRAPHICS

SCDM membership has grown at an average rate of **15 percent** per year since 2003, and stands currently at more than **2,200**. It represents mainly members in the United States (80%), India (4%), Canada (4%), Japan (1%) and China (1%).

The Society draws members from a variety of industries.





Be Our Partner!

WHY? Year-Round Exclusive Access | Prominent Positioning | Distinguish Your Company

SCDM has developed a corporate engagement program that provides your company year-round visibility with members and stakeholders. The Strategic Corporate Partnership program is a customized multi-platform annual agreement, in concert with SCDM, to meet mutually beneficial and strategic business goals.

- SCDM provides your company access to a *qualified* market for your products and services.
- Corporate partnership allows your company the ability to interact with SCDM leadership and core supporters.
- It provides your employees to become active participants and advocates for the SCDM mission.

STRATEGIC CORPORATE PARTNER

Baseline BENEFITS for all levels (\$12,500 fee)

- Recognition as **Strategic Corporate Partner** on the SCDM high calibre website and at national events;
- Seat on SCDM's **Corporate Partner Council** for a senior corporate executive;
- One (1) SCDM Organizational Membership;
- One (1) use of the SCDM member list (message to be pre-approved by SCDM);
- Two (2) registrations to attend a webinar;
- Two (2) **full** registrations to attend the **Annual Conference**;
- Announcement of partnership in *Data Connections e-newsletter*; and
- Recognition via SCDM's **social media** outlets – LinkedIn, Twitter and Facebook

The SCDM Sales Manager will assist in creating a customized marketing package beyond the basics, which may include increased presence at the Annual Conference via a sponsorship; webinar sponsorship(s); advertising; providing educational content; and the opportunity to send targeted emails to the membership. The total partnership fee is based on the complete level of involvement a company chooses to have with SCDM and our members.

PARTNERSHIP CATEGORIES

- Patron Partner Level – \$12,500 – \$24,999
- Leadership Partner Level– \$25,000 – \$49,999
- Visionary Partner Level – \$50,000+

"SCDM continues to be one of the best industry conferences in the Clinical Data Space. Professionals on all levels and from different industry sectors do benefit by discussing industry trends and best practices."

*- Michael Goedde, Vice President,
PAREXEL*

SELECT FROM THESE OPPORTUNITIES *for greater visibility & impact*

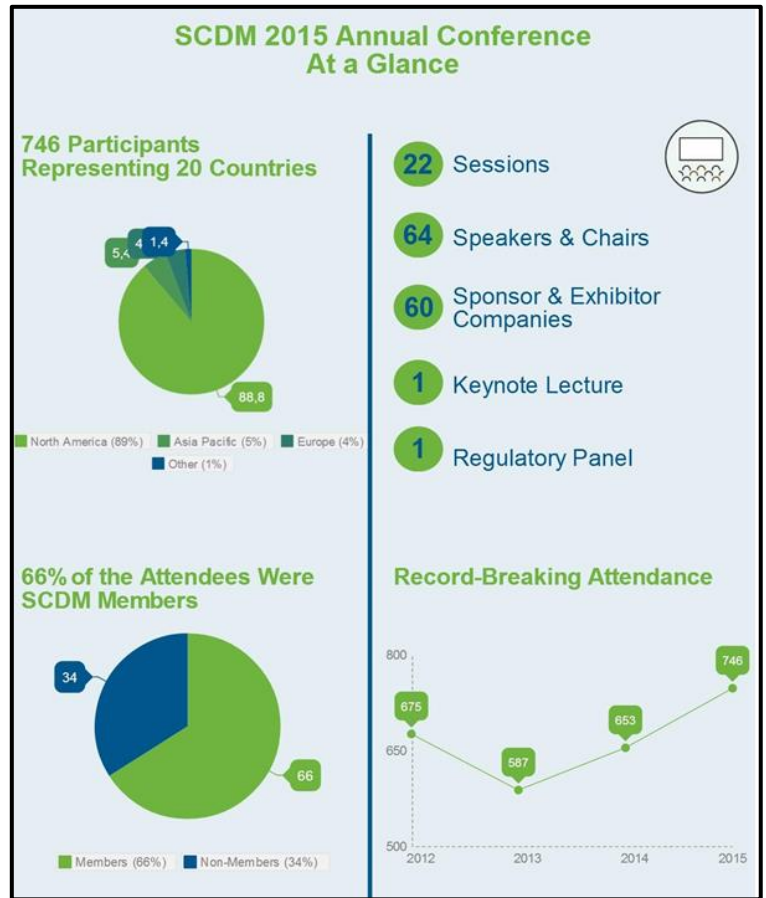
Conference Participation

Increase your presence at SCDM's premiere event with sponsorship or an exhibit booth. Detailed exhibit and sponsorship opportunities can be found in the Conference Sponsorship Prospectus.

Investment range: \$3,000 and up

Webinar Sponsorship – *Exclusive ONLY to SCDM Corporate Partners*

SCDM webinars are a leading source of professional development and continuing education for clinical data managers and related professionals. At each webinar, our expert presenters address industry trends and share best practices. Each webinar also consists of a question-and-answer session, ensuring that you leave with the information you need. **Webinar Branding Sponsorship: \$2,500; Webinar Hosting Sponsorship: \$5,750**



Advertising Opportunities

SCDM offers access to a unique audience of more than 2,200 clinical data professionals of all levels and industries through its two member publications, *Data Basics* and *Data Connections*.

Data Basics Advertising Rates

	1x	2x	3x	4x
Full Page	\$1,064	\$1,008	\$960	\$906
Half Page	\$740	\$700	\$670	\$630
Quarter Page	\$450	\$425	\$402	\$378

Data Connections Advertising Rates

	1x	3x	6x
Banner Ad	\$350	\$330	\$315

Social Media



1,734 Likes



834 Followers



7,222 Members

Publications

Data Basics: Distributed **quarterly** to an average of **2,000** people
Data Connections: Distributed **bi-monthly** to an average of **9,400** people

Website Advertising

Increase traffic activity on your company's website by placing a *banner advertisement* on our home page or an internal page of the SCDM website. With an *average of 3,500 unique visitors* each month, the SCDM website is the perfect place for your organization to reach our membership of **more than 2,200** professionals. Space can be purchased in six or 12 month increments. ***New website launching in Q1 of 2016***

	Six months	12 Months
Square Ad	\$1,000	\$1,850
Leaderboard Ad	\$1,500	\$2,750

Career Center

Partnering with SCDM to fulfill your recruitment needs simply makes sense. Why? Because we offer you access to an unparalleled pool of talent within the clinical data management community. We supply you with not only the talent, but also the tools to reach out and make quality connections, allowing you to meet your hiring objectives.

	One month	Two months	Six Months
Job Posting	\$250	\$350	\$650
Job Posting + Science Job Board Network	\$600	\$700	\$1,000
Unlimited Resume Access (single resume \$35)	\$300	\$400	\$700
Banner Ad Career Center Page	\$595	\$1,400	\$2,500

Writing Opportunities – Exclusive ONLY to SCDM Corporate Partners

Position your company as a thought-leader in the industry by providing content for one of SCDM's electronic publications. *Data Basics* is SCDM's quarterly digital journal, featuring peer-reviewed articles on industry news and issues. *Data Connections* is SCDM's bi-monthly e-newsletter featuring important updates for SCDM members. **Investment range: \$2,000 and up**

Market Surveys – Exclusive ONLY to SCDM Corporate Partners

Use your research capabilities and SCDM to distribute your approved surveys to assess competitive factors, customer perceptions of your product or service performance, and determine drivers of buying intentions of this unique market. **Investment range: \$3,000 and up**

Be Our Partner!

Year – Round Exclusive Access | Prominent Positioning | Distinguish Your Company

"This SCDM conference was my first for Data Management. I couldn't have been more impressed and the speakers were interesting and knowledgeable in their respective fields. The learning opportunity was incredible! I took well over 20 pages of notes and was able to prepare a presentation to our corporate leadership that helped define both our short-term and long-term strategies. I can't wait until next year and we are planning on setting up a booth to demonstrate our new services as well. THANK YOU SCDM for all of your hard work and dedication to this evolving industry." Jim Carter, Data Specialist II, LabConnect LLC.



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2016 CORPORATE PARTNERSHIP RESPONSE FORM

Please complete and return to Society for Clinical Data Management via fax (703) 506-3266 or email jleach@scdm.org Attn: Sales Department, 7918 Jones Branch Drive, Suite 300, McLean, VA 22102

YES! I would like to discuss the following partnership opportunity:

- Patron: Annual Base fee – \$12,500 – \$24,999
- Leadership Partner Level – \$25,000 – \$49,999
- Visionary Partner Level – \$50,000+

PRIMARY CONTACT INFORMATION

Name: _____ Email: _____
(Name of person filling out form and who will receive email communications from SCDM)

Company Name: _____

Address: _____

City: _____ State: _____

Zip: _____ Country: _____

Phone: _____ Fax: _____

Website Address: _____

Brief description about product/service you would like to highlight with SCDM members:

For more information about SCDM's **Corporate Partnership** program please contact Jeff Leach, Vice President, Partnerships at jleach@scdm.org or 703-651-8188.