



# Houston Society of Clinical Pathologists Advertising & Marketing Overview

## Overview

The Houston Society of Clinical Pathologists (HSCP) was established to stimulate scientific investigation and the application of the science of pathology for the betterment of the health and welfare of the Greater Houston Area population. Its membership is comprised of practicing pathologists, residents and fellows of the local pathology training programs at the Texas Medical Center.

HSCP averages 60 physician attendees at the seven scientific meetings, traditionally held on the third Wednesday of the month. The Society meets during the following months – February, March, May, June, September, October and November. The society also hosts a symposium each April.

## Exhibitor/Sponsor Benefits

- Quality and organized connection with practicing pathologists throughout Harris County and the surrounding area
- Network opportunities during the reception period of the regularly scheduled scientific programs
- Utilize the benefits of exhibiting/sponsorship by taking advantage of the HSCP'S promotional materials that reach out to members and prospective members of the Society

## Exhibitor/Sponsor Opportunities

### 1. \_\_\_\_\_ Monthly Meeting Exhibit - \$800

- Exhibitors are acknowledged on the invitation that is mailed and mass emailed to membership.
- Listing on Society's website.
- A 6ft table provided during the reception time to display marketing materials.
- Face time with membership during reception, two representatives permitted to attend.
- Opportunity to give a brief, 2 minute presentation before the educational program
- Electronic list of meeting's attendance roster with office address and office phone.

### 2. \_\_\_\_\_ Annual Spring Symposium Exhibit -\$1,500

- Recognition on HSCP website
- Listing in on-site program
- A 6ft table top booth in conference exhibit hall
- Acknowledgement during conference – company logo included on conference power point
- Following conference, electronic attendance roster with office address and office phone.

### 3. \_\_\_\_\_ \*\*NEW\*\* - Circle of Friends Enrollment - \$4,000

This corporate membership program allows companies to maximize their visibility among HSCP members. Benefits include exhibit opportunities at multiple HSCP events including the annual symposium, website marketing, print material and a list of other avenues for exposure. Contact the HSCP Administrative office for more information – 713-524-4267 ext. 224.

## Website Advertisement

All advertisements are subject to Executive Committee approval before publishing. Payment is due prior to publishing.

3 month listing	\$350
6 month listing	\$600
1 year listing	\$1,050

## Meeting Announcement Advertisement - \$200

Want visibility but cannot exhibit at a meeting? Consider having your company link along with a tagline, added to all HSCP meeting announcements. All announcements must be reviewed and approved by the Executive Committee.

For more information, please contact the HSCP administration office at (713) 524-4267, ext. 224 or email [LaCoya\\_Boone@hcms.org](mailto:LaCoya_Boone@hcms.org).