

Satellite Symposia at the MAD-ID Annual Meeting

General Information

Why conduct a satellite symposium at the MAD-ID Annual Meeting?

An advantage of holding a satellite symposium at MAD (to keep in mind as you write your grant applications) is that our audience is solely composed of healthcare practitioners who are either interested in or already involved in antimicrobial stewardship and infectious diseases, which is exactly the audience that the pharmaceutical and diagnostic companies want to reach. Audiences at other meetings are much more diverse in their focus and interests.

Who manages satellites at the MAD-ID Annual Meeting?

Satellite symposia can be arranged and managed directly by MAD-ID and our contracted meeting organizer. Alternatively, 3rd party medical education companies who have secured funding to stage a satellite symposium, can tender a fee (see below) to secure a time slot and meeting room and manage a satellite independently.

What symposium opportunities are available and what is the anticipated/likely attendance?

MAD-ID reserves a number of "official" slots which are integrated into our meeting template. They are 1.5 hour sessions associated with meals: breakfast symposia on Thursday, Friday and Saturday. Luncheon symposia are Thursday and Friday and a dinner symposium on Friday evening. We also have accommodations for a pre-meeting symposium early in the afternoon on the first day of the meeting (Wednesday) which may or may not involve a meal function. As we don't generally schedule any concomitant events, attendance is usually very good. We had over 500 attendees at the 2017 meeting and are expecting upwards of 600 in 2018. Most MAD attendees participate in the luncheon symposia and breakfast and dinner events attract 1/2 to 2/3 of attendees. Of course, an event organizer can limit attendance if desired. Event space to accommodate audiences of these sizes, seated in rounds, has already been reserved by MAD-ID. This is a separate room from our main meeting sessions.

General guidance for potential satellite organizers:

Continuing Education Credit (CE)

We do not require satellites to provide CE (pharmacy or medical). Attendees are already earning upwards of 18 hours simply by attending official meeting programming and additional CE doesn't seem to be a deciding factor in determining attendance.

Fees and service provided:

Our fees to release these slots (and the meeting room) are \$18,000 for breakfast slots, \$25,000 for luncheon slots, and \$20,000 for the dinner slot. This fee includes assistance with advertising (on our website and distribution of company-supplied physical flyers in our meeting bags), online pre-registration, and provision of our attendee mailing list if desired. The fees **do not include** AV rental, room set up, at-event check-in or food and beverage). Event organizers should consider using the same AV company as MAD-ID which may well be available to you and could represent potential cost-savings. Fees are paid in advance of the meeting.

Who do I contact and when?

Satellite slots can be contracted at any time, well in advance of the Annual Meeting. As these are committed on a first-come-first-served basis and interest is high, the sooner the better. Slots generally start selling in late summer or early fall.

Please contact John Bosso, PharmD, (bossoja@mad-id.org; 843-442-9664) for more information and/or for contracting services.