

# STRATEGIC CORPORATE PARTNER PROGRAM



Society for Clinical Data Management  
DATA DRIVEN

## ABOUT

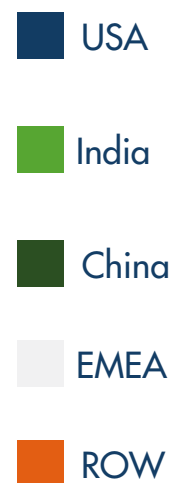
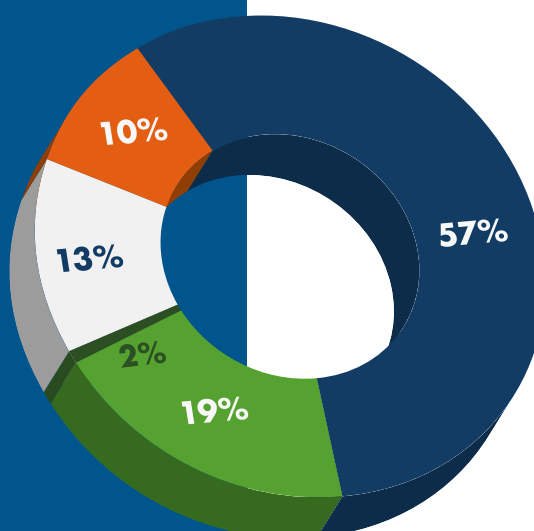
The Society for Clinical Data Management (SCDM) is a non-profit, international organization of **over 2,400** members founded to advance the discipline of clinical data management. SCDM members are charged with promoting quality and excellence in data management and are dedicated to the development, 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 stood at the end of 2019 at more than **2,400**. It represents mainly members in the United States (57%), India (19%), China (2%), United Kingdom (3%), Canada (3%).

### SCDM Global Membership





## 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 meant to reward companies operating across the SCMD markets with discounted advantages in terms of membership, visibility (events and website), education (webinars and on demand education programs) and sponsorship opportunities.

### BASELINE BENEFITS

- SCDM Membership for employees
- Passes for annual conferences and Events
- CCDM (Certified Clinical Data Management) Exams
- Marketing packages
- Webinars – discounts for webinars
- Talent Acquisition Support

### PARTNERSHIP CATEGORIES

- Patron Partner Level – **\$19,900**
- Leadership Partner Level– **\$30,000**
- 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, PRA

# BENEFITS FOR PARTNERSHIP CATEGORIES

	Visionary Partner	Leadership Partner	Patron Partner
<b>EDUCATION</b>	<b>\$50,000</b>	<b>\$30,000</b>	<b>\$19,900</b>
One (1) Organizational Membership -Sponsor Level (60USD/ member for the first 50 members)	✓	✓	✓
Access to SCDM certification exams for up to 5 members employees	✓	✓	✓
Ability to send dedicated email to SCDM members (once per year)	✓		
Recognition via SCDM's social media outlets	✓	✓	✓
Announcement of partnership in Data Connections e-newsletter	✓	✓	✓
Ability to submit up to two (2) approved surveys to SCDM members (must be technical in nature)	✓		
(1year) Network Postings: 60 Day Job Posting + Science Job Board Network	✓		
5-pack of 30 Day Job Postings		✓	✓
30-Days Unlimited Resume Access (For 30-Days receive unlimited access to the SCDM Resumes)	✓	✓	✓
30 Day Inner Banner Advertising in the job postings platform	✓	✓	
90 Day Inner Banner Advertising in the job postings platform	✓	✓	
6 Month Inner Banner Advertising in the job postings platform			✓
1 Group registration (11 Individuals) to attend SCDM webinars (960USD per group webinar)	✓		
Two (2) registrations to attend on-demand online courses	✓		
Writing opportunity in Data Basics or Data Connections	✓	✓	✓
Opportunity to submit one (1) educational Podcast on SCDM Website	✓		
<b>VISIBILITY &amp; MARKETING</b>			
Use of SCDM Partner Logo in advertising and promotions (SCDM home and event pages)	✓	✓	✓
Recognition as Strategic Corporate Partner on the SCDM website	✓	✓	✓
Recognition on SCDM partner page	✓	✓	✓
Logo recognition on Corporate Partner Signage, prominently displayed at the Annual Conference	✓	✓	✓
Opportunity to submit one (1) Leaderboard Banner ad for a 12 month run on SCDM website (not home page)	✓		
Opportunity to submit one (1) Square Banner ad for a 12 month run on SCDM website		✓	
Opportunity to submit one (1) Square Banner ad for 6 month run on SCDM website			✓
Opportunity to submit banner ad in two to six (6) issues of Data Connections	✓	✓	✓
Opportunity to submit Full page ad in four (4) issues of Data Basics	✓		
Opportunity to submit half page ad in four (4) issues of Data Basics		✓	
Opportunity to submit quarter page ad in four (4) issues of Data Basics			✓
Logo recognition in SCDM printed programme	✓	✓	✓
<b>SPONSORSHIP</b>			
Four (4) full registrations to attend the Annual Conference	✓		
Two (2) full registrations to attend the Annual Conference		✓	
One (1) full registration to attend the Annual Conference			✓
Two (2) registrations for senior level representatives to attend the Leadership Forum at the AC	✓		
One (1) registration for a senior level representative to attend the Leadership Forum at the AC		✓	
One (1) Complimentary Silver Sponsorship during the SCDM Annual Conference	✓	✓	
One (1) Complimentary 10x10 Booth during the SCDM Annual Conference		✓	✓
One (1) sponsorship during the SCDM China Conference (Upgrade option open)			
One (1) Gold sponsorship during the SCDM EMEA event Conference (Upgrade option open)	✓	✓	✓
One (1) Gold sponsorship during the SCDM China Conference (Upgrade option open)	✓	✓	✓

# SELECT FROM THESE OPPORTUNITIES

FOR GREATER VISIBILITY & IMPACT

## SPONSORSHIP:

### Discount on multiple SCDM Events

Exclusive ONLY to SCDM Corporate Partners

Increase your presence at SCDM's premiere events in the US, Europe, India and China with sponsorship or an exhibit booth. Detailed exhibit and sponsorship opportunities can be found in the Conference Sponsorship Prospectus on the SCDM Website.

## 2019 FACTS & FIGURES: ANNUAL CONFERENCE



**71**

Exhibitors



**21**

Sponsors



**12**

Product Showcases



**14**

10x10 booths



**7**

10x20 booths



**1<sup>ST</sup>**

year using the lead retrieval technology

## EDUCATION:

### Webinar branding and 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.

## 2019 EDUCATION IN NUMBERS



**10**

Instructor-led Online Courses



**12**

Live Webinars



**597**

Participants



**353**

CEUs awarded



**58**

Renewals of CCDM



**129**

Delegates took the CCDM exam

## VISIBILITY:

### Advertising Opportunities

SCDM offers access to a unique audience of more than 2400 clinical data professionals of all levels and industries through its two member publications, Data Basics and Data Connections

#### > Data Basics Advertising Options

	1x	2x	3x	4x
Full Page	Visionary Partner			
Half Page	Leadership Partner			
Quarter Page	Patron Partner			

#### > Data Connections Advertising Options

	2x	4x	6x
Banner Ad	All Partners		

## Social Media



7628 likes & 7701 followers



6185 followers



2117 followers

# SELECT FROM THESE OPPORTUNITIES

FOR GREATER VISIBILITY & IMPACT

## VISIBILITY

### 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 **4,945** unique visitors each month, the SCDM website is the perfect place for your organization to reach our membership of more than **2,400** professionals. Space can be purchased in six or 12 month increments.

	Six months	Twelve months
Square Ad	Patron Partner	Leadership Partner
Leaderboard Ad	Visionary Partner	

### 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. purchased in six or 12 month increments.

	One month	Three months	Six months
Banner AD in Job Posting	Patron Partner	Leadership Partner	Visionary Partner
Single Job Postings	All Partners		
30 Days Unlimited Resume Access (single resume \$35)			
5 Packs of 30 Day Job Postings			

### 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.

### 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.

## Be Our Partner!

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

« THE REASON WE COME BACK TO SCDM AS A CORPORATE PARTNER IS NOT ONLY FOR THE KNOWLEDGE THAT WE GAIN IN TERM OF THE INNOVATION FROM OUR INDUSTRY PEERS, BUT ALSO FOR THE EXPERIENCE THAT WE CAN SHARE »

*Cinda Hensdale, Director, Data Management, Parexel*



Society for Clinical Data Management  
DATA DRIVEN

## 2019 CORPORATE PARTNERSHIP RESPONSE FORM

Please complete and return to Society for Clinical Data Management via email [fcartoux@scdm.org](mailto:fcartoux@scdm.org)



**YES!**

I would like to discuss the following partnership opportunity:

- Patron Partner Level – \$19,900
- Leadership Partner Level– \$30,000
- Visionary Partner Level – \$50,000

### BENEFITS FOR PARTNERSHIP CATEGORIES

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 Florian Cartoux, Sales Manager at [fcartoux@scdm.org](mailto:fcartoux@scdm.org) or +32 479.90.02.14