



TEXAS MEDICAL ASSOCIATION **EVENT PROSPECTUS**

texmed.org/Marketing



Physicians Caring for Texans

EVENT PROSPECTUS TABLE OF CONTENTS



TMA's medical education programs and conferences are a go-to source for Texas physicians and are free for members.

Cut through the general marketing clutter to meet physicians in the moment. Sponsor or exhibit at TMA events to connect with physicians and other medical community members on a personal level.



- **EVENTS AND PUBLICATIONS CALENDAR**



- **TMA MEMBERSHIP BY THE NUMBERS**



- **TEXMED**

- **BUSINESS OF MEDICINE AND LEADERSHIP SUMMIT**

EVENTS AND PUBLICATIONS CALENDAR

CONFERENCES AND EVENTS

Leadership Summit

Jan. 25-27, Austin

TexMed 2024

May 2-4, Dallas

Business of Medicine Conference

Oct. 10-12, San Antonio

PRINT AND DIGITAL	INSERTION DATE <i>(preceding date of publication)</i>	MATERIALS DUE <i>(preceding date of publication)</i>
<i>Texas Medicine</i>	1st of the month	4th of the month
<i>Texas Medicine Today</i>	15th of the month	1 week
<i>TMA Medical News Round-up</i>	15th of the month	1 week
<i>Practice Pointers</i>	15th of the month	1st of the month
TMA website banner ads	Any day of the month	1 day

MEMBERSHIP BY THE NUMBERS



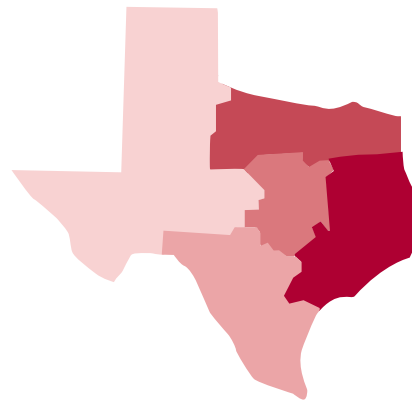
57,000+

TMA Members



PRACTICE SPECIALTY

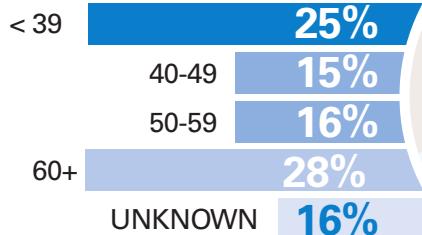
Internal medicine, family medicine, pediatrics	31%
Surgery	12%
Anesthesiology	7%
Obstetrics, gynecology	6%
Radiology	5%
Emergency	4%
All other specialties	35%



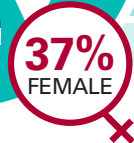
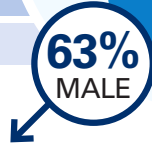
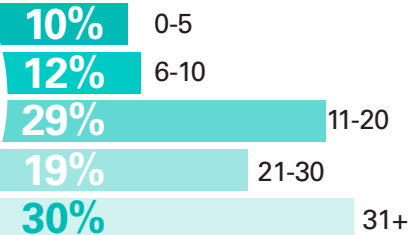
PRACTICE LOCATIONS

33%	East
30%	North
15%	Central
15%	South
7%	West

MEMBER AGES



YEARS IN PRACTICE



PRACTICE SIZE AND MEMBER TYPE

57%

Serve in a practice with 1-5 physicians

43%

Serve in a practice with 6 or more physicians



69% Physicians

17% Residents

14% Students

TEXMED

ADVOCATE • EDUCATE • INNOVATE

24

TexMed is the Texas Medical Association's largest conference; go-to destination for live, topical continuing medical education (CME); and premier Expo. TexMed is always free for members and plays host to leadership meetings including those of the House of Delegates, councils, and committees. **TexMed 2024 will be at the Omni Hotel Dallas.**

The Expo Hall is the hub of activity at TexMed for socializing and for business. The Expo Hall will continue to be the place for quality networking and more opportunities for attendees to connect between meetings.

TexMed is FREE for all 57,000+ TMA members

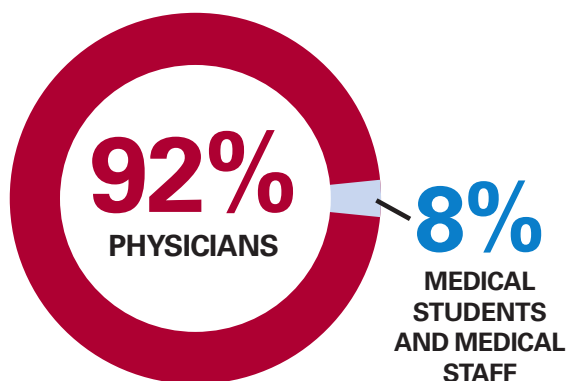
WINS FOR PHYSICIANS

- Free registration for TMA members and their practice staff
- Ample hours of topical CME sessions; two keynote speakers
- Networking and leadership events
- The latest in medical news and proven industry trends
- Award ceremonies and prize drawings

WINS FOR EXHIBITORS/SPONSORS

- Traffic-driving games and prize drawings
- Networking with thousands of engaged physicians, medical students, and practice staff
- Amenities such as lounges and break stations around the Expo Hall to build traffic
- Brand alignment with TMA to better reach Texas physicians one-on-one
- Visibility as a supporter of physicians in their ongoing mission to care for patients
- Discounted marketing packages to maximize your traffic

TEXMED CONFERENCE ATTENDANCE



95% serve as decision-makers or influencers in their practice



73% plan to make a medical purchase in the next month

Visit [texmed.org/Exhibit](https://www.texmed.org/Exhibit) for Sponsor and Exhibit applications

Leadership Summit and Business of Medicine Conferences

Events: **FREE** for all 57,000+ TMA Members

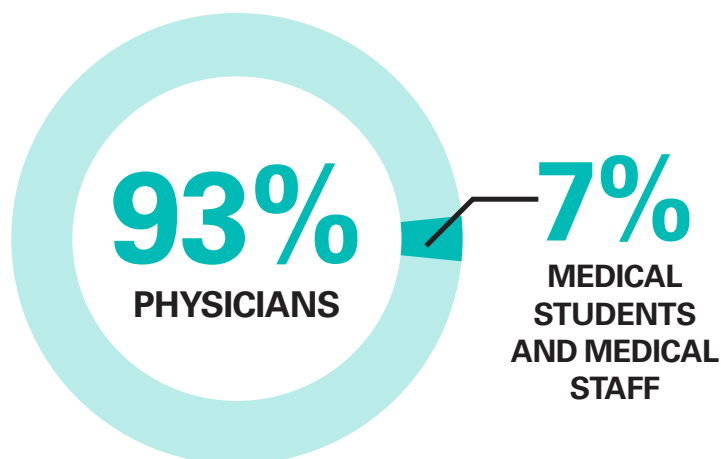
Leadership Summit is hosted each year in the winter and is a unique opportunity for emerging and established physician leaders to come together and focus on the skills that will help them grow as trusted figures in their practice, organization and community.

Business of Medicine Conference is hosted each year in the fall. Through interactive sessions and lectures, attendees will explore complexities of the modern health care system, including how to maximize profitability and remain competitive in a rapidly changing environment as well as best practices for maintaining professional autonomy.

WHY SPONSOR LEADERSHIP AND BUSINESS OF MEDICINE CONFERENCES?

- Both conferences enjoy a high ratio of leaders to members in attendance. In addition to providing educational programming, the events serve as a primary platform for TMA leadership to conduct association business and network.
- Sponsorships are limited and offer quality connections with top-tier influencers at TMA.
- Attendees include physicians of all specialties, TMA leaders – from medical students to legacy leaders – policymakers, legislators, and academicians.
- CME addresses emerging issues in health care and features ethics programming.

CONFERENCE ATTENDANCE



400+

physicians and medical students attend each conference

56%

attend TMA business and leadership meetings



Physicians Caring for Texans

[texmed.org/Marketing](https://www.texmed.org/Marketing)

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 @wearetma