



Consultant360

# Practical Updates in Primary Care

## VIRTUAL SERIES

### INNOVATION THEATER SAMPLE LAYOUT

Sample image for reference (subject to change)

The sample layout is divided into two main sections. The top section is a dark blue video player area containing a portrait of a woman on the left and a bar chart on the right. Below the portrait is a 'Virtual Event Logo' placeholder. The bottom section is white and contains the following elements:

- Title:** Innovation Theater Presentation  
Title Goes Here
- Sponsor:** SPONSORED BY  
Your Company Logo
- Text:** Soluptasi doloruntia volenda que mos dolorec totatem ut volorpore veles molum volorerum veligene mo et dolo vellenihil isse porum quaecerendit omnimod itatemque dolendigent aut verovidia cone estendae omnitat. Doluptas perchic atectiatur? Omnimin pliquis cus reri si sam harum in con perit fugit aut quam, sin cum enis si cumque preped minverf erroribusam reste
- Digital Ad Slots:**
  - 300x250 Digital Ad (Optional)
  - 728x90 Digital Ad (Optional)
- Buttons:** Custom Button Option 1 and Custom Button Option 2



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SERIES**

### INNOVATION THEATER LANDING PAGE SPECIFICATIONS

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**Any marketing materials including eblasts and ebag inserts must include the following disclaimer if promoting the Innovation Theater:**

This Innovation Theater non-CME presentation is taking place during the Practical Updates in Primary Care Virtual meeting. The opinions and recommendations expressed do not necessarily reflect the views of Practical Updates in Primary Care, Imedex, HMP Global or NACCME. This program is not intended or eligible for continuing education (CME/CE) credits and does not meet guidelines governing CME/CE. By participating in the Innovation Theater presentation, you opt-in to share/receive information with/from industry sponsors. If you wish to opt-out, email [tkeppler@hmpglobal.com](mailto:tkeppler@hmpglobal.com).

#### Company Logo (Required)

- For recognition on the Conference website and in the Virtual Conference Platform.
- 300 DPI
- Submit files in either a JPG, PNG, or GIF format
- 2 MB file limit.

#### Presentation Information

- Title of Presentation
- Agency/Medical Communication Company (if applicable)
- Indicate in the asset portal if the session will be presented live or pre-recorded.
- Speaker Information
  - Contact Information: Name, Email, Cell Phone (used in emergencies only the day of the presentation)
  - Headshot – Accepted file format: GIF, JPG, JPEG, PNG. Up to 500 MB.
  - Speaker Bio or Affiliations as they should appear on materials.
  - Submit the above information for each speaker by clicking “add another speaker” within the asset portal.

#### Question & Answer

- A live Question & Answer feature can be activated or deactivated for your Innovation Theater.
  - Sponsor-appointed moderator is required if opting in.
- Questions will be submitted through a chat feature. Audio capabilities for attendees is unavailable.
- Sponsor will opt-in or opt-out of this feature within the asset portal.

#### On-Demand Options

- Your presentation can be hosted for 60 days on our virtual platform after the Conference.
- Please confirm the use of this feature in your asset collection form provided via email.



### Scrolling or Static ISI

- Scrolling ISI
  - Must be submitted in a word document
- Static ISI
  - Option 1: limited to 250 characters including spaces, and must include “click here to read full ISI” and URL for full ISI
  - Option 2: hyperlink to downloadable file submitted as a PDF
- Please confirm the use of this feature in your asset collection form provided via email.

### Custom Buttons

- Can use up to four custom buttons.
- Provide text and active web links/URL for each button.
- 22-character text limit, including spaces
- If linking your button to a PDF, the file should be compressed to 300 MB or less
- **Please note: a button can link a PDF or a URL, but not both.**
- Please submit file(s) directly to the electronic asset collection site provided in your confirmation email.

### Banner Ads

- Leaderboard Ad: 728x90 / Block Ad: 300x250
- These ads can support video and audio upon click
  - 24 Frames per Second
- Animation is supported in a 15 second loop (one time)
- Please provide these files in a JPG, PNG, GIF, ZIP, HTML, or HTML5 format
- Maximum Initial Load: 200 KB; Maximum Full Load: 300 KB
- Ad can have active link/URL. Please provide web link/URL information for inclusion.
- **Recommendations:**
  - Use concise text or use bullet points when multiple lines cannot be avoided.
  - Provide a clear call-to-action on every frame of animation.
  - Avoid matching the Practical Updates in Primary Care color scheme.
  - Drive users to specific information, rather than your company’s home page.
- If uploading both a 728x90 and 300x250 banner ad, please upload them as a Zip file within the Innovation Theater asset form.
- Please submit file(s) directly to the electronic asset collection site provided in your confirmation email.

### Presentation Slides

- PowerPoint presentations must be created using a 16:9 aspect ratio.
- Movie files embedded in the presentation must be MP4, MPEG, MOV. (16:9 Ratio).
- Upload to Online Asset Portal using “Session Slides” form.



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### DEADLINES

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Meeting Dates & Time Zone	May 13-15, 2021 (Eastern)	July 15-17, 2021 (Central)	September 23-25, 2021 (Mountain)	November 11-13, 2021 (Pacific)
Landing Page Digital Assets Due	April 1, 2021	June 7, 2021	August 12, 2021	September 30, 2021
Presentation Slides Due	April 15, 2021	June 21, 2021	August 30, 2021	October 18, 2021
Approval Due	April 26, 2021	June 30, 2021	September 7, 2021	October 25, 2021

### SUBMISSION INSTRUCTIONS

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- Landing page digital assets must be uploaded to the **Innovation Theater** form in HMP's online collection portal.
- Presentation slides must be uploaded to the **Session Slides** form in HMP's online portal.
- Portal login credentials are custom and will be sent to you.

### CONTACT

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For questions, please contact Trish Keppler at [tkeppler@hmpglobal.com](mailto:tkeppler@hmpglobal.com).