



Are you looking for ways to promote your organization's products or services to physicians and their medical practices?

Most importantly, are you looking for ways to reach your target audience to increase your sales?

Montgomery County Medical Society can help you accomplish these goals and more with our new

M³ Campaign
Medical Marketing & Media

Exposure to physicians, medical practice managers and their practices via

**Print Advertising
Web Site Advertising
Trade Show & Event Marketing
Targeted Physician Segment Promotion
Corporate Partnerships**

What are you interested in doing to market your services to physicians?

Use the attached form and fax to MCMS or email Susan Raskin at sraskin@montgomerymedicine.org or call her at 301.921.4300.



M³ Campaign

Upcoming Opportunities

Medical Marketing & Media

Please send me information about the M³ Components I checked!

Print Advertising

Rounds goes to more than 1,500 physicians and their practices in the Montgomery, Prince Georges, & Frederick counties, and D.C. Advertising deadline August 1, 2008 for next issue.

Web Site and Blast Email Advertising

Just launched in January, www.montgomerymedicine.org is available for your 24/7 exposure to physicians and their practices. Advertising opportunities exist for maximum exposure to your target market on the front page and on section pages. Also, individual banner ad space is available on broadcast emails to all MCMS members!

Event Marketing

Upcoming Event Marketing Opportunities:

- * **September 17** General Membership Meeting: More than 150 doctors will attend. To be held at Woodmont Country Club starting with a reception and exhibits at 6pm.
- January 21, 2009** General Membership Meeting
- April, 2009** General Membership Meeting
- * **Practice Management Retreat**
 - November 5-7** at the Annapolis Marriott on the bay. Market your services and products to practice administrative staff and decisionmakers. The ONLY multi-day practice management conference in Maryland! Exhibit spaces and partnerships are going fast!!! Limited number of exhibitors accepted. Sign up early!
- * **Annual Trade Show: The Greatest Show on Earth!**
 - The largest medical practice trade show in the area. Tuesday, February 24, 2009 at the Univ. of Maryland Shady Grove. 6-8 p.m. More than 250 physicians and staff attend.

Physician Segment Marketing

If your company is most interested in marketing your products and services to a particular segment of the physician community, e.g. young physicians, women physicians, certain specialties, then we can match you with an upcoming event that will help you reach your target market. An example: Young Physicians are planning a referral development wine-tasting, and an event with D.C. Young Physicians!

Corporate Partnerships

If you and your company want us to work with you to develop an integrated marketing campaign, you should consider becoming a Corporate Partner. The Corporate Partnership requires an annual fee and includes all of the opportunities listed above and more - customized to your needs!

Name: _____

Company: _____

Email Address: _____ **Phone:** _____

Fax #: _____

Type of Product or Service: _____

Tell us about you!
Fax back to
301.921.4368