

## Case Spotlight Interview Series

**\$9,000 for one | \$17,000 for two**

- Consists of interviews with up to two (2) physicians (chosen by sponsor) to highlight products/therapies and cases demonstrating successful outcomes and use, per interview. Up to two (2) physicians per interview, delivered in sponsored article style as a dedicated email and blog post from SIO.
- SIO to manage scheduling of interview (30 minutes) and faculty interview invitation.
- SIO to manage scheduling according to physician availability; expect 30-day development cycle per interview. Schedule of delivery would be discussed with sponsor in order to position as a “Case Spotlight Series”. SIO to approve delivery date of completed product.
- Fee is inclusive of scheduling, the interview, transcription, writing, routing/review, editing, and finalization/distribution of the piece. Includes video of interview along with interview summary and interview highlights. Interview completed on Zoom.
- Sponsor to suggest physicians for interview and general interview topic focus. Sponsor to suggest case interview questions for both physicians, or for one (if one physician interviews the other).
- Marketing package to include per Case Spotlight:
  - o One (1) Dedicated standalone email blast to SIO database with supporter logo recognition, video, and completed article summarizing video content and interview highlights.
  - o Two (2) dedicated social media posts for event on all SIO social channels per interview/case study.
  - o One (1) dedicated spotlight in **IO Insights** (SIO weekly newsletter) featuring the interview.
- Video copy of interview available to sponsor for use.
- \*Honorarium included for \$500 per physician (assume two (2) per interview). Sponsor is required to provide additional honorarium if more than two (2) speakers per offering.
- Made available on public SIO webpage for 90 days.
  - o Report of email open rate and click through data provided.

### Contact Us

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