

#aapmr24

SAN DIEGO, CA & VIRTUAL
NOVEMBER 6-10, 2024



STAND OUT
IN SAN DIEGO AT THE
WORLD'S LARGEST
GATHERING OF
PM&R PHYSICIANS!



PROSPECTUS 2024

ABOUT AAPM&R

AAPM&R – WHO WE ARE AND OUR FOCUS

The American Academy of Physical Medicine and Rehabilitation (AAPM&R) is the national medical specialty organization representing more than 9,000 physicians who are specialists in physical medicine and rehabilitation (PM&R), also known as physiatrists. As the leading medical association focused on advancing the practice of PM&R across all clinical areas and practice settings, AAPM&R provides resources for community building, ongoing education, advocacy and practice development. AAPM&R works to advance the physiatric approach to optimizing function, performance and rehabilitation outcomes with a clear focus on specialty advancement and the success of every member.

WHO ARE PM&R PHYSICIANS/PHYSIATRISTS*?

PM&R physicians are medical doctors who have completed training in the specialty of physical medicine and rehabilitation (PM&R), and may be subspecialty certified in Brain Injury Medicine, Hospice and Palliative Medicine, Neuromuscular Medicine, Pain Medicine, Pediatric Rehabilitation Medicine, Spinal Cord Injury Medicine, and/or Sports Medicine. PM&R physicians evaluate and treat injuries, illnesses and disability, and are experts in designing comprehensive, patient-centered treatment plans. Physiatrists utilize cutting-edge as well as time-tested treatments to maximize function and quality-of-life.

**Hint: They are not psychiatrists or podiatrists. We're happy to share more!*

AAPM&R ANNUAL ASSEMBLY – PHYSIATRY'S PREMIER EDUCATIONAL AND NETWORKING EVENT

Each year, AAPM&R brings the PM&R community together at its Annual Assembly to advance the specialty. As the premier physiatry-focused event, our members (and other attendees) connect, learn and expand their professional expertise. While AAPM&R is hosting a hybrid event to facilitate accessibility and more access, 80% of attendees are expected in-person.

#AAPMR24 will be jam-packed with the top-notch physiatric education, valuable networking opportunities and cutting-edge research that attendees have come to expect from the Academy. Assembly content will be accessible to learners for one year, with the ability to earn more than 100 AMA PRA Category 1 Credits™.

If you offer innovative products, services and solutions that meet the needs of PM&R physicians and their patients, then you belong at #AAPMR24!

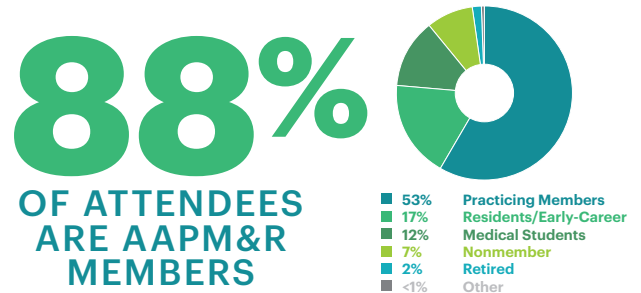
Read on to learn more about our advertising and sponsorship opportunities...



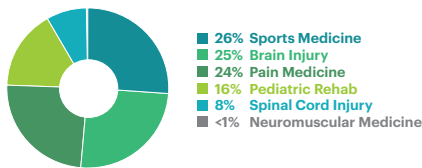
AAPM&R ANNUAL ASSEMBLY BY THE NUMBERS...

2,867 TOTAL ATTENDEES

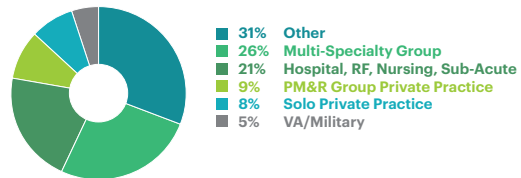
2,293 IN-PERSON ATTENDEES | **574** VIRTUAL ATTENDEES



26% HOLD A SUBSPECIALTY CERTIFICATION



PRIMARY PRACTICE SETTING



THE BEST IN EDUCATION



759 FIRST-TIME ATTENDEES

684 FIRST-TIME IN-PERSON ATTENDEES

75 FIRST-TIME VIRTUAL ATTENDEES

70+

EDUCATIONAL SESSIONS

36

LIVE-STREAMED SESSIONS

10

MEMBER COMMUNITY EDUCATIONAL SESSIONS

4

PLENARY SESSIONS

15+

CLINICAL AND PRACTICE THEMES

**All data taken from the 2023 Annual Assembly Demographics Report, Exhibitor Survey and Attendee Survey.*

EXHIBIT TO ENGAGE WITH PM&R PHYSICIANS

AAPM&R offers a variety of opportunities for engagement, education and brand awareness at #AAPMR24!

- ✔ Exhibit to showcase and educate PM&R physicians on the tools and services they can use to improve patient care.
- ✔ Sponsor education, events and more which are tailored to fit your organization's need.
- ✔ Take advantage of unique branding opportunities to showcase your message.

AAPM&R wants you to have a successful experience. Talk to us about your goals.



HIGHLIGHTS AT #AAPMR24

AAPM&R continues to invest in the Annual Assembly to improve the experience for all attendees and exhibitors, including:

COMMITMENT TO BRING ATTENDEES TO THE EXHIBIT HALL FLOOR:

- ✓ Exhibitor Booth Awards
- ✓ Enhanced “Member Meet-Ups” in the PM&R Pavilion
- ✓ Thursday exhibit hall hours from 11 am-3:45 pm (PT) and 5-6:30 pm (PT); Opening Reception from 5-6:30 pm (PT) *(Break for exhibitors and attendees to refresh before the popular Opening Reception.)*
- ✓ Opportunities for sponsored events
- ✓ Breaks with food on Friday and Saturday mornings to increase networking
- ✓ Engaging keynote speakers — exhibitors are welcome to attend these sessions
- ✓ Research Hub near exhibits

CHECK OUT WHAT’S NEW FOR 2024 IN THE PM&R PAVILION:

- ✓ Central Café/Lounge – a place for attendees to gather
- ✓ Multiple theaters that can be used interchangeably
- ✓ Headshot booth in the Career Corner
- ✓ Puppy Park in the PM&R Pavilion
- ✓ Floor layout to enhance traffic flow

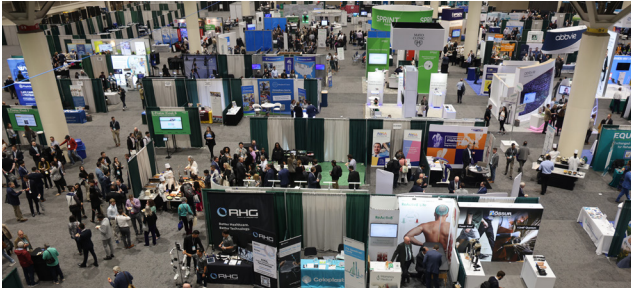
ADVANCED CLINICAL FOCUS DAYS – MORE ADVANCED EDUCATION FOR ATTENDEES

- 📅 Thursday: Pediatrics and Cancer Rehabilitation
- 📅 Friday: Inpatient Rehabilitation and Pain/Spine
- 📅 Saturday: Musculoskeletal and Neurorehabilitation



SECURE YOUR 2024 SPACE FOR PRIME PLACEMENT!

The PM&R Pavilion is the place to meet and connect with PM&R physicians who are looking to learn about your organization, products and services, with the shared goal of improving patient care. This central hub is where attendees network, find innovative solutions and learn about the latest advancements in the field. Showcase your organization in the interactive Learning Center and during presentations in Sponsored Education Theaters.



BOOTH TYPE	EARLY-BIRD BOOTH FEE (THROUGH 3/15/2024)	BOOTH FEE (AFTER 3/15/2024)
IN-LINE*	\$3,900	\$4,000
CORNER*	\$4,100	\$4,200
ISLAND*	\$4,400	\$4,500
10'X10' TURNKEY**	\$4,800	\$4,800

*per 100 sq. ft.

**Turnkey Booth options available

All booth fees include the Welcome Reception and boxed lunch on Thursday, Friday and Saturday.

DID YOU KNOW EXHIBITORS ALSO HAVE ACCESS TO?

- ✔ 80+ non-ticketed educational sessions
- ✔ Welcome Reception for all attendees in the PM&R Pavilion/Exhibit Hall
- ✔ Boxed lunches for exhibitors and attendees in the Exhibit Hall on Thursday, Friday and Saturday

PM&R PAVILION EXHIBIT HOURS*

- 📅 Thursday, November 7
11 am-3:45 pm and 5-6:30 pm (PT)
5-6:30 pm (PT) (Welcome Reception)
- 📅 Friday, November 8
8 am-2 pm (PT)
- 📅 Saturday, November 9
8 am-2 pm (PT)

*Hours subject to change

LOOKING TO ENTERTAIN/MEET WITH ATTENDEES OFF THE SHOW FLOOR?

Secure your space by filling out the function request form:

DOWNLOAD THE FORM HERE 
<https://fs30.formsite.com/CM2015/aapmr24/index>

Why is this requested? AAPMR invests a significant amount to attract attendees to the meeting. We want maximum engagement between exhibitors and attendees to increase the experience for all! We want to be able to service members and attendees appropriately and desire to understand what is happening at our meeting.



Please note: all organizations holding meetings, regardless of the need for space, must complete this form.

FIND THE RIGHT OPPORTUNITY FOR YOUR ORGANIZATION!

Seize a captive audience and connect with PM&R physicians at #AAPMR24! Choose from one or a combination of opportunities below to network, generate sales leads and increase brand awareness! Please talk to us about packages or opportunities not listed. We want to collaborate! Details of these sponsorships are listed on subsequent pages.

	OPPORTUNITY	AMOUNT
SPONSORED EDUCATION OPPORTUNITIES	CENTER STAGE	\$5,000-\$12,500
	LEARNING CENTER: HANDS-ON SESSION	\$12,500
	SPONSORED EDUCATION THEATER – RESIDENT	\$37,500
	SATELLITE SYMPOSIA (THIRD-PARTY CME EDUCATIONAL SESSIONS)	\$55,000
	SPONSORED EDUCATION THEATER	\$75,000
	HANDS-ON TISSUE LAB (1 DAY)	\$75,000
SPONSORSHIP OPPORTUNITIES	FOUNDATION 5K	\$8,500
	AAPM&R MEMBERSHIP COMMUNITIES	\$10,000
	REGISTRATION CONFIRMATION EMAIL	\$10,000
	NEW! PUPPY PARK	\$10,000
	NEW! PHOTOBOOTH	\$12,500
	NEW! CENTRAL CAFÉ	\$15,000
	RESIDENT BOOT CAMP	\$15,000
	PHiT FEST	\$15,000
	CAREER CORNER	\$15,000
	PM&R PARTY	\$15,000
	RESEARCH HUB	\$20,000
	MEMBER RESOURCE CENTER	\$22,500
	NEW! HEADSHOT LOUNGE	\$25,000
	WI-FI SPONSOR	\$25,000
	MOBILE APP SPONSOR	\$30,000
CITY BRANDING PACKAGE	Call for details	

FIND THE RIGHT OPPORTUNITY FOR YOUR ORGANIZATION!

(CONTINUED)

	OPPORTUNITY	AMOUNT
BRAND AWARENESS OPPORTUNITIES	BOOTH FLOOR DECAL	\$350
	ARROW ON DIRECTIONAL SIGNAGE	\$500
	METER BOARD	\$6,000
	TABLE CLING (QTY. 5)	\$7,500
	DIGITAL SIGNAGE OPPORTUNITIES	\$7,500-\$20,000
	CARPET LOGO	\$10,000
	FOOTPRINT DECALS	\$15,000
	COLUMN WRAP	\$15,000
	DOUBLE-SIDED BANNER	\$15,000
	BRANDED STAIRS	\$20,000
	SCHEDULE-AT-A-GLANCE WALL	\$27,500
	BRANDED ESCALATOR	\$30,000
	EXHIBIT HALL AISLE SIGNS	\$30,000
	LANYARDS	\$30,000
	HOTEL BRANDING	Call for details
REGISTRATION BAGS	\$35,000	
ADVERTISING AND MARKETING OPPORTUNITIES	LOGO IN MOBILE APP AND OFFICIAL PROGRAM	\$250
	MAILING LIST RENTAL	\$1,000
	WEBSITE ADVERTISING	\$5,000+
	PRELIMINARY AND OFFICIAL PROGRAM ADVERTISING COMBO	\$7,200
	REGISTRATION BAG INSERT	\$10,000
	"KNOW BEFORE YOU GO" EMAIL	\$10,000
	REGISTRATION CONFIRMATION EMAIL	\$10,000
	MARKETING PACKAGE	\$22,500
SPACE RENTALS	EXHIBITOR BUSINESS SUITES	\$6,945
	ONSITE MEETING ROOMS	Call for details

AAPM&R OFFERS CUSTOM PACKAGE OPTIONS THAT MEET YOUR NEEDS

Choosing the best way to invest in #AAPMR24 can be overwhelming. Let AAPM&R work with you on packages that meet your budget and target audience. Unsure where to start? Check out some pre-assembled package options below!

WELCOME ALL ATTENDEES—\$60,000 (Limited availability. Packages may vary.)

- ✓ Hotel Key Cards—\$35,000
- ✓ Registration Confirmation email with your message—\$10,000
- ✓ Double-Sided Banner in Registration—\$15,000
- ✓ Additional exposure
 - ✓ Logo on up to 8 directional signs
 - ✓ Registration Bag Insert
 - ✓ Mention in “Know Before You Go” Email



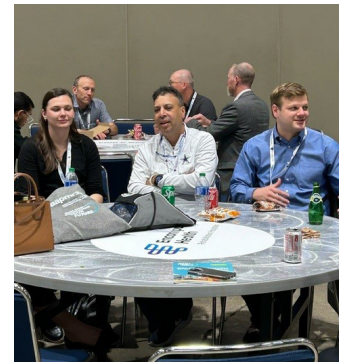
REACH RESIDENTS—\$45,000

- ✓ Boot Camp—\$15,000
 - ✓ Introduction as a sponsor
- ✓ Career Corner—\$15,000
 - ✓ Graphics with your logo/message
- ✓ PHIT Fest—\$15,000
- ✓ Additional exposure
 - ✓ Banner in “Know Before You Go” Resident Email
 - ✓ Table at Happy Hour
 - ✓ Two tickets to attend



REACH ATTENDEES IN RELAXED ATMOSPHERE—\$25,000

- ✓ Center Café Sponsor—\$15,000
 - ✓ Table clings
 - ✓ Signage
 - ✓ Recognition when Center Café is mentioned
 - ✓ Ability to have reps in the Center Café
- ✓ Puppy Park Sponsor—\$10,000
 - ✓ Recognition on signage in the Puppy Park
 - ✓ Recognition when the Puppy Park is marketed



To get started, please contact Kathleen Noonan at knoonan@conventusmedia.com or (781) 375-8584.



ENGAGE AND EDUCATE ATTENDEES

LEARNING CENTER, CENTER STAGE—STARTING AT \$5,000

The Center Stage is a popular spot in the PM&R Pavilion that allows for hands-on and didactic education from AAPM&R and sponsors.

The stage is set for 40 people.

Organizations can host a 15- or 30-minute didactic session with Q&A.

- ✓ 15-minutes = \$5,000
- ✓ 30-minutes = \$12,500



LEARNING CENTER, HANDS-ON SESSION—\$12,500

In the popular Learning Center, conduct a 30-minute interactive session with 10 minutes of Q&A to allow attendees to get up close with your product or service.



SATELLITE SYMPOSIA—\$55,000 (CME EDUCATION)

AAPM&R allows third-party satellite education with CME. Breakfast, afternoon refreshment slots as well as a Saturday evening spots are available. Call for more details or visit: <https://www.aapmr.org/education/annual-assembly/exhibitors-and-sponsors-information/satellite-symposium>.

Fee includes:

- ✓ 60-minute session
- ✓ Room set for up to 150 people
- ✓ Basic AV
- ✓ Robust marketing package
- ✓ Listing in the *Official Program* and mobile app

Please contact us for details about additional opportunities for marketing packages.

Applications are due July 12. For more information, contact:

Lisa Koch	Sara Rossi Statis
Conventus Media	AAPM&R
(617) 285-2320	(847) 737-6038
lkoch@conventusmedia.com	srossistatis@aapmr.org

SPONSORED EDUCATION THEATER FOR RESIDENTS—\$37,500

Host a 45-minute educational session for the psychiatrists-in-training audience. Time slots are available throughout the week. Call for details. Titles and times are included in the mobile app and *Official Program*.



SPONSORED EDUCATION THEATER—\$75,000

60-minute sessions are an ideal opportunity to present your organization's initiatives to an engaged audience. Attendees want to make the most of their time out of the clinic by learning from your organization! Share your research, information about your pipeline, products and services you offer to physicians and patients, regulatory issues, organizational initiatives and more!



SPONSORSHIPS

BRANDING OPPORTUNITY APPLICATIONS ARE DUE IN JULY. ALL MATERIALS ARE DUE IN AUGUST!

Multiple sponsorships are available for most items listed below.

2024 REHAB 5K RUN/WALK & ROLL —\$8,500

Every year the Foundation for PM&R hosts a 5K event in conjunction with the AAPM&R Annual Assembly. This is a great opportunity to increase your exposure in a unique way and build brand awareness in the PM&R community.

Sponsorship includes*:

- ✓ Recognition as a sponsor in all race-related promotions.
- ✓ Featured as a sponsor in communications to participants.
- ✓ Recognition as a sponsor in the #AAPMR24 *Official Program*.
- ✓ Recognition on leaderboard on the Foundation's website.
- ✓ Logo included on race-day t-shirt given to participants.
- ✓ Recognition in the Foundation UPDATE newsletter, Annual Report and Foundation website.

*Note, only one sponsor will be accepted.



SUPPORT THE AAPM&R MEMBER COMMUNITIES—\$10,000

AAPM&R community events are popular! Sponsorship includes recognition on tables with graphics that can direct attendees to your booth, recognition on signage in the area, recognition when the sessions are mentioned in general, and ability for you to provide handouts in the area.

[Here](#) is a list of the current AAPM&R Member Communities.

NEW! PUPPY PARK—\$10,000

Everyone loves puppies! Become a proud sponsor of a puppy at the Annual Assembly. Sponsorship includes your logo on a step-and-repeat banner where attendees will pose for a photo, and recognition on signage and in email correspondence.

PHOTOBOOTH/SELFIE STATION—\$12,500

Elevate your brand presence and engage attendees in a memorable way by sponsoring the popular photobooth. Sponsorship includes branding on camera tower, recognition on signage where photos are displayed and in email communication.



NEW! CENTRAL CAFÉ—\$15,000

Support the new Central Café located in PM&R Pavilion. This will be the central hub of the Pavilion. Sponsors will receive recognition on signage, table clings within the café as well as recognition in all marketing materials.

RESIDENT BOOT CAMP—\$15,000

Reach the resident audience. Resident Boot Camps offer you name recognition on promotional materials, at the session and on AAPM&R's website and mobile app.

There are two different Resident Boot Camps; each is three hours, non-CME. These hands-on learning opportunities target 50 residents and four-to-six faculty. Sponsors may have a tabletop exhibit nearby the session and can provide handouts to attendees.

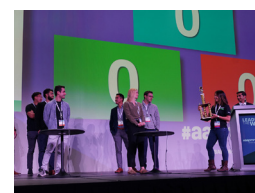
Topics may include, but are not limited to: ultrasound, spasticity, interventional pain, orthotics and prosthetics.



PHIT FEST—\$15,000

Resident Happy Hour, Pub Trivia and Town Hall meeting are popular events for physiatrists-in-training. Be one of the premier sponsors for all three of these events and receive recognition including:

- ✓ Signage at each event
- ✓ Prominent display of sponsorship at your booth
- ✓ Recognition in the *Official Program*, on the AAPM&R website and the Annual Assembly mobile app.
- ✓ Sponsorship includes tickets to attend the event.



SPONSORSHIPS (CONTINUED)

CAREER CORNER—\$15,000

The popular Career Corner is the place for attendees to stop by for casual, round table discussions on practice and career topics, have their CVs reviewed, and more! Sponsorship includes branding of the wall and/or structure within the area.



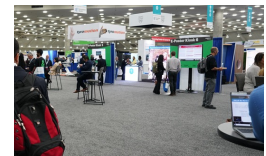
PM&R PARTY—\$15,000

The PM&R Party will be an unforgettable event soaring high on the iconic USS Midway, where history meets luxury and prestige. Elevate your brand and captivate an exclusive audience as a sponsor of the PM&R Party. As guests mingle amidst historic aircraft and breathtaking views of the San Diego skyline, your brand will take center stage, aligning with excellence, innovation, and a touch of maritime grandeur. Sponsorship will include signage along the attendee pathway ensuring your brand is visible throughout the entire evening, recognition in the *Official Program* and member communications, and more.



RESEARCH HUB—\$20,000

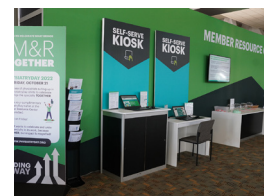
Support the popular Research Hub open during all Exhibit Hall hours. Sponsorship includes larger floor sticker, branding on signage, recognition as the sponsor in email communications, and on the website.



MEMBER RESOURCE CENTER—\$22,500

Show your support to AAPM&R attendees. The Member Resource Center (MRC) is in a prominent location outside the general session. Attendees will visit and/or pass by the MRC on multiple occasions.

Sponsorship includes branding/logo on side kick panels, recognition on signage, mobile app and in emails, ability to place brochures in the literature rack and to include your app or link to your website on iPad.



NEW! HEADSHOT LOUNGE—\$25,000

Attendees will have the opportunity to get a professional headshot by an experienced photographer. Sponsorship includes your logo prominently displayed within the lounge, one registration bag insert and recognition in email communications and *Official Program*.

WI-FI SPONSOR—\$25,000

The official Wi-Fi sponsor will have brand recognition when Wi-Fi is mentioned, including but not limited to in the *Official Program*, Annual Assembly signage and more!



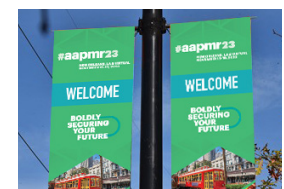
MOBILE APP SPONSOR—\$30,000

Be the first thing attendees see when they launch the mobile app. Your company's logo will be placed on the splash screen and featured in a rotating banner within the mobile app. Banners can be linked to an external website of your choosing.



CITY BRANDING PACKAGE—CALL FOR DETAILS

What better way to welcome attendees to the city than placing your message on flags that will be placed throughout the city. Your company will be able to brand the flagpole signs placed throughout the city. Branded flags will be placed throughout the city of San Diego. Call for more details on packages!



BRAND AWARENESS OPPORTUNITIES

FLOOR DECAL—\$350

Help attendees find you with this low-cost option of significant value! A floor decal in front of your booth makes sure you stand out in the PM&R pavilion! (Size: 3'x2')



ARROW ON DIRECTIONAL SIGNAGE—\$500

Let attendees know where you are. Point them to your booth with an arrow featuring your organization and booth number on our directional sign! Another low-cost, high value option!



METER BOARD—\$6,000

Effective and affordable, these double-sided signs display your artwork in high-traffic areas of the convention center. PI information may be placed in a holder on the sign to maintain compliance.



EXHIBIT HALL TABLE CLINGS—\$7,500

Place your branding on tables located in the PM&R Pavilion where attendees gather for lunch. Price is per 5 clings.



DIGITAL POSTER—\$7,500

Revolutionize your advertising at AAPM&R's Annual Assembly with cutting-edge digital posters! With sleek design options, high-definition imagery, and the flexibility to update content instantly, these posters are your ticket to grabbing attention and boosting sales. Stand out in any setting and make a lasting impression with our innovative digital posters.



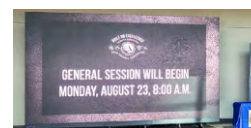
VIDEO WALL—\$20,000

Elevate your brand, captivate audiences, and leave a lasting impact with stunning, seamless displays that command attention. Video walls offer unparalleled clarity, vibrant colors, and the flexibility to showcase dynamic content in any configuration you desire. Engage your audience like never before and make a statement with the video wall located right outside the exhibit hall.



QUANTUM WALL—\$20,000

Maximize your brand's visibility and captivate audiences with our sponsored digital wall – the ultimate canvas for innovative advertising! Seamlessly blend art and technology to showcase your brand in high-definition brilliance, commanding attention in high-traffic areas. With customizable content and interactive features, your message will resonate with viewers, leaving a lasting impact. Elevate your presence and influence with our sponsored digital wall – where creativity meets limitless potential.



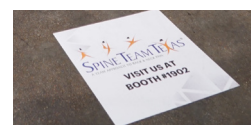
CARPET LOGO—\$10,000

Welcome attendees with an 8'x5' carpet logo prominently featuring your artwork. Positioned in a high-traffic location at the entrance of the PM&R Pavilion for maximum exposure and brand reinforcement.



FOOTPRINT DECALS—\$15,000

Attendees will follow the aisle footprints to your exhibit! Includes 15 sets of 2'x2' footprints positioned strategically in the PM&R Pavilion.

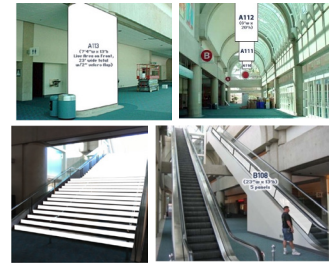


DIGITAL SIGNAGE

BRAND AWARENESS OPPORTUNITIES (CONTINUED)

CONVENTION CENTER BANNERS, CLINGS AND WRAPS

- » **COLUMN WRAP—\$15,000**
- » **DOUBLE-SIDED BANNER** (in lobby outside the PM&R Pavilion)—\$15,000
- » **BRANDED STAIR CLINGS—\$20,000**
- » **BRANDED ESCALATOR CLING—\$30,000**



SCHEDULE-AT-A-GLANCE WALL—\$27,000

Located in a high-traffic area near registration. The structure holds four monitors, two of which are for your use to showcase your messages. The monitors will be used by attendees to help them navigate the meeting by displaying the schedule of events and other important information. Your logo will also be placed on the structure for all to see.

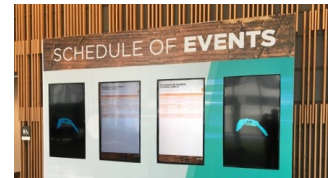


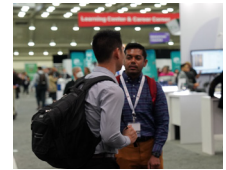
EXHIBIT HALL AISLE SIGNS—\$30,000

These signs are hung above the aisles to help attendees navigate the busy PM&R Pavilion. Your artwork is prominently displayed on both sides of at least 10 exhibit hall aisle signs. This branding opportunity is sure to capture the attention of attendees.



LANYARDS—\$30,000

Put your message on all attendees by sponsoring the AAPM&R attendee lanyards. These are given to every attendees as they pick up their badge.



HOTEL KEY CARDS—\$35,000

Place your branding on the back of the headquarter hotel key card.

HOTEL BRANDING—CALL FOR DETAILS

Unlock unparalleled exposure and elevate your brand's visibility with our exclusive branding opportunities at our headquarter hotel, the Manchester Grand Hyatt San Diego. Picture your brand showcased prominently across our high-traffic areas, captivating guests from the moment they enter the hotel. Elevate your presence and leave a lasting mark in the hearts and minds of attendees with our customizable branding solutions at our premier hotel.



- ✓ For more opportunities, call for details!

REGISTRATION BAG—\$35,000

Place your logo on the attendee registration bag. These bags are handed to each attendee as they register and are filled with important meeting materials and carried with them all week long!

ADVERTISING AND MARKETING OPPORTUNITIES

LOGO: MOBILE APP AND OFFICIAL PROGRAM—\$250

This sponsorship ensures there are eyes on your company before the Annual Assembly even begins. More than 89% of registrants create an account on the AAPM&R mobile app!

MAILING LIST RENTAL—\$1,000

Distribute a dedicated mailer to all pre-registered attendees to drive traffic to your booth or promote an event you are hosting. The first list will be available in September 2024 and includes addresses for postal mail (no emails). If you are looking for ways to reach attendees electronically, explore AAPM&R's current opportunities [here](#).

WEBSITE ADVERTISING—STARTING AT \$3,500

Place your custom graphic front-and-center on the website for attendees (both in-person and virtual) to see. Your website advertisement can be clickable to a URL of your choice. See details in the [digital advertising prospectus](#).

» HOME PAGE ROTATING BANNER AD—\$5,000 (FOUR AVAILABLE)

Place your custom advertisement on the platform home page (right side). Your custom advertisement will rotate on the home page and will be visible to all registrants.

The advertisement can be clickable to your website, digital exhibitor resource center or any other URL. Click/view counts are tracked and provided to the sponsor.

The advertisement size is 320 pixels wide x 1,200 pixels tall.

» HOME PAGE TILE—\$5,000

Place a custom ad on the “My Experience Page” of the platform. The “My Experience” page is a personal dashboard for each attendee; it includes attendees’ messages, the attendee’s schedule, poster selection and networking.

Your custom ad will be seen by all attendees as they visit their dashboard. The advertisement can be clickable to your website, virtual exhibitor resource center, or any other URL.

The advertisement size is 1,280 pixels wide x 200 pixels tall.

» WEBSITE LOGIN ADVERTISEMENT—\$7,500

Every attendee will have to log in to the platform to see all the session recordings. Place your custom graphic front and center as attendees (both in-person and virtual) log into the website.

The website advertisement can be clickable to your website, virtual exhibitor resource center, or any other URL.

The advertisement size is 600 pixels tall x 400 pixels wide.

» NAVIGATION ADVERTISEMENT—\$8,500

This banner advertisement will be visible on all pages of the website and mobile app under the navigation menu. It is a static advertisement and will be seen on every page on the platform and all pages that attendee visits.

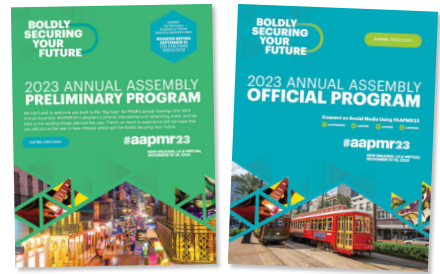
The advertisement can be clickable to your website or any other URL. Click/view counts are tracked and provided to the sponsor.

The size is 400 pixels wide x 400 pixels tall.

ADVERTISING AND MARKETING OPPORTUNITIES (CONTINUED)

PRELIMINARY AND OFFICIAL PROGRAMS—\$7,200

Promote your brand, services or products with a full-page advertisement in both the printed programs for the Annual Assembly. Distributed to 10,000+ PM&R physicians in July and 3,000+ attendees onsite in San Diego, the *Preliminary* and *Official Programs* increase your exposure! Deadline to secure program advertising is April 1. Artwork is due April 15, with the option to provide different artwork for the *Official Program*.



REGISTRATION BAG INSERT—\$10,000

Place your message inside the popular registration bag! Attendees look forward to receiving these bags.

“KNOW BEFORE YOU GO” EMAIL—\$10,000

Your logo or banner ad will be featured in the email sent to all pre-registered attendees prior to #AAPMR24. This email presents meeting highlights, including activities, logistical information and more, and had a 77% open rate in 2023! Link your ad to a URL of your choice.

REGISTRATION CONFIRMATION EMAIL—\$10,000

Grab attendees' attention at one of the first touch points of the Annual Assembly. Every #AAPMR24 registrant receives a registration confirmation email minutes after they register. Your logo will appear on this email and can be linked to a URL of your choice.

MARKETING PACKAGE—\$22,500

Bundle and save with the marketing package! A package of four marketing opportunities perfect for promoting your sponsored session or your booth.

Package includes:

- ✓ Registration bag insert
- ✓ Pre-show mailing list
- ✓ Full page ad in the *Official Program*
- ✓ Hotel door drop insert

SPACE RENTALS

EXHIBITOR BUSINESS SUITES—\$6,945

ONSITE MEETING ROOMS—CALL FOR DETAILS ([AAPMR2024 Function Space Request](#))

Hold a social event or advisory board meeting in a more intimate setting. Space is available at the headquarters hotel and convention center.

Prices vary depending on size and type of function. Space will be assigned in August 2024. Any organization hosting an activity for AAPM&R attendees, regardless of location, must complete this form and possibly pay a fee.

Events may not compete with AAPM&R programming.

The American Academy of Physical Medicine and Rehabilitation (AAPM&R) is the national medical specialty organization representing more than 9,000 physicians who are specialists in physical medicine and rehabilitation (PM&R). PM&R physicians, also known as physiatrists, evaluate and treat injuries, illnesses, and disabilities, and are experts in designing comprehensive, patient-centered treatment plans. Physiatrists utilize cutting-edge as well as time-tested treatments to maximize function and quality-of-life. **View the Membership Report at aapmr.org/membershipreport.**

The AAPM&R Annual Assembly is the best single gathering place for physiatrists to engage and learn, and for you to showcase your organization's brand, products and services.

For more information on exhibit sales and sponsorships, visit aapmr.org or contact Conventus Media (the official show management company for AAPM&R):

Kathleen Noonan
knoonan@conventusmedia.com
(781) 375-8584

For information on year-round sponsorships, including corporate or institutional memberships and market research opportunities, contact:

Sharon Popielewski – (847) 737-6048
Sara Rossi Stasis – (847) 737-6038
corporatesupport@aapmr.org



#aapmr24

**SAN DIEGO, CA & VIRTUAL
NOVEMBER 6-10, 2024**