



AAPM&R Sponsored Webinar Series

AAPM&R is pleased to offer organizations the ability to host a webinar for our members.

Each webinar may be up to 30 minutes in length, with an additional 10 minutes for Q&A, and may feature 1-2 speakers. AAPM&R will work to schedule the webinars to allow for maximum participation from all time zones.

Each sponsor may present the sponsored webinar 2 times within a 24-hour period for single fee.

Webinar Features

- Streaming audio
- Live Q&A through online interface
- Live polling
 - Up to 2 polling questions, with up to 4 response options per question
- AAPM&R to include a speaker headshot(s) within the webinar platform, if provided
- Estimated attendance of 25-100, (actual attendance is not guaranteed)
- Automated invitation, thank-you emails and follow-up surveys will be distributed to attendees
- AAPM&R to include 3 satisfaction survey questions to attendees such as:
 - Rate the overall quality of webinar
 - Rate the quality of speakers
 - How likely are you to attend a future sponsored webinar offered on a topic of interest to you?
- Host may also provide a link to a form on host's website to collect information on attendees who would like follow-up information
- Post-event report with metrics will be distributed to sponsor

AAPM&R Webinar Responsibilities

- Standard email blast development and execution, informing members of Sponsored Webinar Series and inviting them to register
- Posting details of upcoming webinar on AAPM&R website
- Uploading content (final slide deck provided by sponsor)
- Setting up polling questions—up to 2 polling questions, with up to 4 responses each (provided by sponsor)
- Faculty training, orientation and practice prior to webinar
- Production/webinar management (front- and back-end for each activity)
- Introduction to webinar with appropriate AAPM&R disclosures
- Post-event reporting

Other Considerations

- AAPM&R will work with sponsors to schedule the webinars
- Attendance is not guaranteed
- Response rate on polling questions is not guaranteed
- Host may work with AAPM&R to invite particular subsets of the membership
 - AAPM&R can include a message such as “This webinar is geared toward physicians with an interest in learning more about treating patients with...”
- Fee is the same regardless of number of attendees
- Fee must be paid in full prior to scheduled webinar
- Final report will include the following:
 - Number of attendees registered
 - Number of attendees who participated
 - Responses to the polling questions
- CME may not be offered
- AAPM&R will review application and presentation and may approve or deny application for any reason without violating state or federal laws
- AAPM&R requires review and approval of slide deck 2 weeks in advance of the scheduled presentation
- Sponsor agrees to comply with all local, federal and state guidelines during the presentation
- AAPM&R requires a faculty training, orientation and practice session
- In the event of an unfortunate technical difficulty, AAPM&R will work with sponsor to reschedule webinar; no refund will be given

Webinar Request Form

Yes, I would like to host a webinar:

Contact Name

Organization

Address

City

State

Zip

Phone

Email

Date

Topic

Webinar Fees

- \$9,500 Per webinar fee as outlined for Industry Relations Council (IRC) Participants
- \$15,000 Basic webinar fee as outlined for non-IRC Participants
- \$1,000 Live capture of webinar for host's internal use (*optional*)
- \$15,000 Live capture and hosting on (or linking from) AAPM&R website for 1 year (*optional*)

(Fees and details as of June 2, 2016 and are subject to change. Sponsors are encouraged to schedule multiple Webinars per year to build awareness. Webinar fee will be reduced by 10% for those scheduling 2 or more Webinars.)

_____ **Subtotal from above**

Promote Your Webinar

(Sponsors may want to promote the webinar to AAPM&R members through a number of channels.)

- \$2,500 Box advertisement in 4 weekly digital newsletters (*sponsor to provide artwork*)
- \$1,200 Advertisement in AAPM&R's printed newsletter, *The Physiatrist* (*sponsor to provide artwork*)
- \$1,000 Mailing list rental (*AAPM&R must approve mailing list*)

_____ **Subtotal from above**

_____ **TOTAL**

Additional advertising opportunities can be found in the [Media Kit](#) on www.aapmr.org or discussed with Sara Rossi Statis, srossistatis@aapmr.org | (847) 737-6038.

aaPM&R

American Academy of
Physical Medicine and Rehabilitation

Method of Payment (*must be paid in advance*)

Total payment in U.S. funds is due with this form.

- Enclosed is check # _____ made payable to AAPM&R
- Charge to the following:
 - AMEX
 - Mastercard
 - Visa
 - Discover

Card No. - - -

Expiration Date /

By signing below, I accept the charges I have indicated on this form and agree to the advertising policies and principles outlined.

Cardholder's Name (*please print name as it appears on card*)

Signature (*required for credit card payment and processing*)

Date

For more information, contact:

Sharon Popielewski
Director Business and Resource Development, AAPM&R
(847) 737-6048 | spopielewski@aapmr.org

Mail or Fax application and payment to:

AAPM&R Advertising OR Secure Fax: (847) 563-4191
P.O. Box 95528
Chicago, IL 60694-5528

Cancellation Policy

Cancellations must be received in writing 7 days prior to run date. All cancellations will be subject to a 20% administrative fee. Refunds will not be given once the campaign is initiated.

Note: All cancellations must be in writing.