

Packages to increase your visibility ...

► Welcome Package **\$49,500**

Be the first to welcome AAPM&R attendees to Denver!

Package includes:

- Welcome Banner
- Logo on all Directional Signage

► Visibility Package **\$25,000**

A great way to maximize your experience and exposure at Annual Assembly.

Package includes:

- Aisle Signs
- Banner

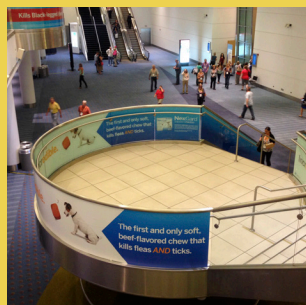
► Relax and Recharge Package **\$20,000**

Charging station located in high traffic locations throughout the convention center.



ONSITE

► Center Strip Escalator clings (2 sets) **\$20,000**



► Railing Clings (staircase) **\$20,000**



► Movement Competition **\$45,000**

Support of the Movement Challenge with signage and dedicated booth.



Message-in-Motion Video Wall

Your message will be seen by all attendees, each of the three days in a high traffic location on a 38" electronic wall.

► Anchor Sponsor **\$35,000**

As the Message-In-Motion Anchor Sponsor you will have exclusive branding rights on the Message-In-Motion Tower which is a large static pillar that supports the vast video wall. Included in this is one 60 second video that you can use as a messaging tool that can be used for branding, promoting your exhibit, product and/or an activity that you may be hosting at AAPM&R 2017. The choice is yours.

► 60 Second Video Sponsor **\$9,500**

The 60 second video will allow your organization ~288 minutes to speak directly to Annual Assembly Attendees (288 full minutes of animated communication to our PM&R specialists).

► 30 Second Video Sponsor **\$7,500**

Your 30 second message will run ~288 times during the course of the Annual Assembly providing you with ~144 minutes of live talk time to PM&R Physicians.

► One slide for 15 seconds in the loop **\$3,500**

► Digital Access Center **\$20,000**

Have your brand appear on the AAPM&R's Digital Access Center. This is an area where attendees have access to computers to check their email, claim CME, and more!

2017 SPONSORSHIP OPPORTUNITIES

continued...

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► Mobile App Flagship Sponsor **\$35,000**

Your corporate logo will appear on the AAPM&R splash screen along with the top rotating banner and the bottom rotating banner once attendees are in app. Linkable to your website. *In 2016, 53% of attendees adopted the mobile app (first year).*

► Mobil App Supporter Sponsor **\$15,000**

Your corporate logo will be featured on the bottom rotating banner within the mobile app that can link to your website. You will be one of four rotating banners.



► President's Reception **\$10,000**

WynKoop Brewing Company, custom drink created for your company along with napkins.

► Residents' Reception **\$10,000**

► Residents' Quiz Bowl **\$10,000**



*Both for
\$18,000*

► Lanyard **\$35,000**

An ideal way to prominently showcase your company while the attendees wear their badges.

► Single Sided Banner **\$15,000 - \$20,000**

► Double Sided Banner **\$25,000 - \$30,000**

► Column Wrap **\$10,000**

► Registration Bag Insert **\$8,000**

► Meter Board **\$4,500**



► Pre/Post Show Mailing List **\$1,000**

► Logo in Official Program **\$250**

► Logo in Mobile app **\$250**

► Logo in Official Program and Mobile app **\$400**

INSIDE EXHIBIT HALL

► Footprints (10 sets) **\$10,000**

► Floor Graphics, (5, 3' x 3' graphics) **\$15,000**



► Aisle Signs **\$17,500**

► Exhibit Hall Carpet Logos (5' x 5') **\$5,000**

AT HOST HOTEL

► Hotel Door Drop **\$8,000**

► Hotel Key Cards **\$30,000**

► Foundation for PM&R Rehab 5K Run/Walk & Roll **\$10,000**

As many as 200 physiatrists enter the competition each year. Sponsors' names will appear prominently on T-shirts that are given to every participant, included on Annual Assembly's final program, and acknowledged in the Foundation **UPDATE** Newsletter, Annual Report, and the Partners page on the Foundation website (foundationforpmr.org). For more information, contact Phyllis Anderson, panderson@foundationforpmr.org, (847) 737-6062.



Contact us for customized sponsorship packages. Visit www.aapmr.org for program information.

Learn more about the specialty of PM&R and AAPM&R

- ▶ Visit: www.aapmr.org
- ▶ Explore www.pmrknowledge.org which is AAPM&R's online clinical resource
- ▶ View member stories, visit www.youtube.com and search AAPM&R member stories or visit www.pmrismorethan.org.



FOR MORE INFORMATION PLEASE CONTACT CONVENTUS MEDIA.
OFFICE: (978) 777-8870, FAX: (866) 334-4219

Exhibit Sales & Sponsorship

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lkoch@conventusmedia.com
(617) 285-2320

Exhibit Sales & Sponsorships

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Corporate Memberships, Market Research Opportunities

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(847) 737-6048

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American Academy of
Physical Medicine and Rehabilitation

SPONSORSHIP CONTRACT/APPLICATION

Company Information: Company name and address information should be completed exactly as they will appear in official AAPM&R Annual Assembly publications.

Company: _____

Address: _____

City: _____

State: _____ Zip: _____ Country: _____

Products/Services to be promoted: _____

Contact Information: Only the designated official contact(s) will receive sponsorship related materials.

Primary Contact: _____
(will receive all communication from AAPM&R)

Title: _____

Address: _____
☐ Check here if same as above

City: _____

State: _____ Zip: _____ Country: _____

Phone: _____ Cell: _____

E-Mail: _____

Agreement:

We the undersigned, hereby make application for specified sponsorship opportunity at the 2017 Annual Assembly to be held October 12 - 15 in Denver, CO. A signature on this application indicates an understanding and agreement to comply with all policies, rules, regulations, terms and conditions of the AAPM&R. This contract is binding once signed. Payments are due April 1, 2017.

Signature: _____

Name: _____

Title: _____ Date: _____

Contact: Lisa Koch ■ (617) 285-2320 ■ lkoch@conventusmedia.com
or Kathleen Noonan ■ (781) 375-8584 ■ knoonan@conventusmedia.com
(on behalf of AAPM&R)

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Important Instructions

Please clearly print or type this contract.

Return completed contract/ application along with payment.

Sponsorship Information

List requested opportunities

Payment Information

Full Payment Amount:

\$ _____

☐ Check enclosed

(Payable to AAPM&R)

Mail to: PO Box 95528,

Chicago, IL 60694-5528

☐ Credit Card

Credit Card payments are accepted on the secure AAPM&R Payment Portal. A statement will be sent containing a link to complete your payment.

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Mobile App Sponsorship— Reach Attendees On-the-Go!

The Mobile App launched at the 2016 Annual Assembly and was adopted by 53% of the attendees! The mobile app gives attendees 24-hour access to current information and will provide instant updates on things such as room changes, speaker changes, cancellations, etc.



3 Levels of Mobile App Sponsorship Available!

Flagship Sponsor (1 available)

Be the first thing attendees see when they launch the AAPM&R mobile app!

- Your corporate logo will be placed on a splash screen.

Be seen consistently throughout the attendee mobile app experience!

- Your corporate logo will also be featured in a rotating banner within the mobile app. The banners will be linkable to your listing within the app.

Flagship Sponsor Cost: \$35,000

Support Sponsor (2 available)

Be seen consistently throughout the attendee mobile app experience!

- Your corporate logo will be featured in a rotating banner within the mobile app. This rotating banner is linkable to your website and will be only one of 4 banners rotating in this location. (1 house and up to 3 promotional including the Flagship banner).

Support Sponsor Cost: \$15,000

Gamification Sponsor (5 available)

Drive attendees to your booth while making the mobile app FUN!

- Submit a medically relevant question which attendees can only receive the answer to by visiting your booth.

Support Sponsor Cost: \$1,500

For more information contact: Kathleen Noonan, (781) 375-8584 or knoonan@conventusmedia.com

The HeadShotLOUNGE™

The HeadShotLOUNGE™ is an executive photo portrait-taking experience where conference attendees can sit for a professional makeup session and then get expertly photographed by a professional portrait photographer. Since the entire experience is free to the attendee, the HeadShotLOUNGE™ can be one of the most popular benefits of attending a convention and because of that is a GREAT new sponsor-able activity! The HeadShotLOUNGE™ will be located near Career Services in a high traffic area on the exhibit floor.



How it Works

Step 1: Make-Up

Each attendee receives a quality make-up session that focuses on enhancing features for their professional portrait.

Step 2: Photography

Once “touched up” an attendee will work with a classically trained portrait photographer for 3 to 5 poses. Lighting and angles are adjusted to most flatter the subject.

Step 3: Photo Delivery

The photo will be emailed to each attendee. In addition, the sponsor can choose to have the photo printed onsite by choosing option B.

- A. Email only
Attendees enter their email addresses and the photos are sent directly to them.
- B. Print and email
After the sitting, the photographer & attendee select and print the best image while all the images are emailed to the attendees.

Sponsorship includes the following recognition:

- Your logo/company on the email sent immediately with the photos
- Corporate recognition on signage at the lounge itself
- Attribution/your logo on the Annual Assembly Website
- Attribution/your logo on the Annual Assembly Mobile App
- Visibility and recognition in the Official Program (and the Preliminary Program if contract prior to April 15)
- Recognition as sponsor in the marketing materials developed to attract attendees to the HeadShotLOUNGE™.

Cost for Opportunity:

Option A: Email and/or website photo delivery	\$36,000
Option B: Print and email photo	\$42,000

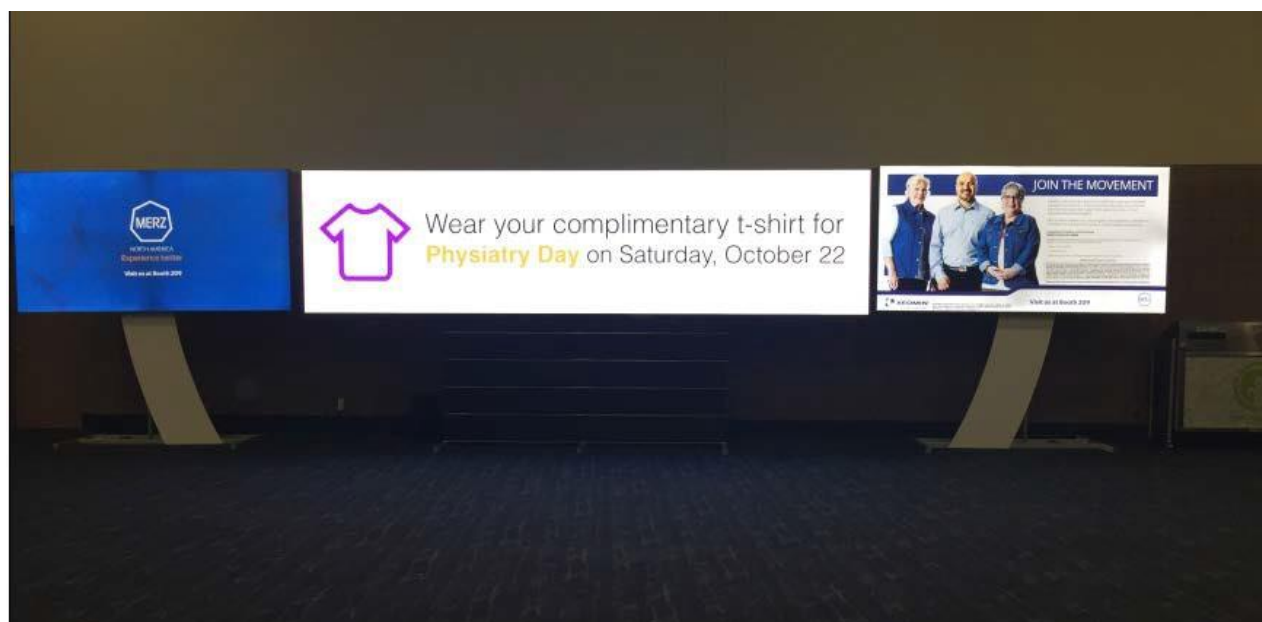
Message-In-Motion Make your Message Come to Life!

DESCRIPTION

Greet AAPM&R attendees with your message on our Message-In-Motion Video Wall in a high traffic area at the Colorado Convention Center.

This video wall will host your 30 second or 60 second video on a 10-minute video loop (~2 minutes will be allocated for AAPM&R meeting information and the rest available for supported messages). This means your video (complete with audio) will run ~6 times per hour for all 4 days of the Annual Assembly, October 12-15, 2017. Collectively your video loop will run ~288 times during the course of the conference at the most highly trafficked intersection at the Annual Assembly. A cost-effective way to allow your message to come to life and speak for itself!

Our trained technicians will work with you on the technical aspects of your message at no additional cost.



Levels of Support:

Message-In-Motion Anchor Sponsor

Cost: \$35,000 **SOLD**

As the Anchor Sponsor you will have exclusive branding rights on the Message-In-Motion Tower which is a large static pillar that supports the vast video wall. Included in this is one 60 second video that you can use as a messaging and/or branding tool, promoting your exhibit, product and/or an activity that you may be hosting at AAPM&R 2017. The choice is yours.

60 Second Video Sponsor

Cost: \$9,500

The 60 second video will allow your organization ~288 minutes to speak directly to Annual Assembly Attendees (~288 full minutes of animated communication to PM&R physicians).

30 Second Video Sponsor

Cost: \$7,500

Your 30 second message will run ~288 times during the course of the Annual Assembly providing you with (~144 minutes of live talk time to PM&R physicians).

View an actual Message-in-Motion sponsored ad from an AAPM&R Annual Assembly [here](#).

For more information contact
Lisa Koch lkoch@conventusmedia.com
617-285-2320

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Exhibitor Business Suites

Order your Exhibitor Business Suite to create your *private* office right on the exhibit floor.

Rental price for a 10'x10' Exhibitor Business Suite with a turn-key furniture package is just \$4,995! (also available in increments of 10' – see below).

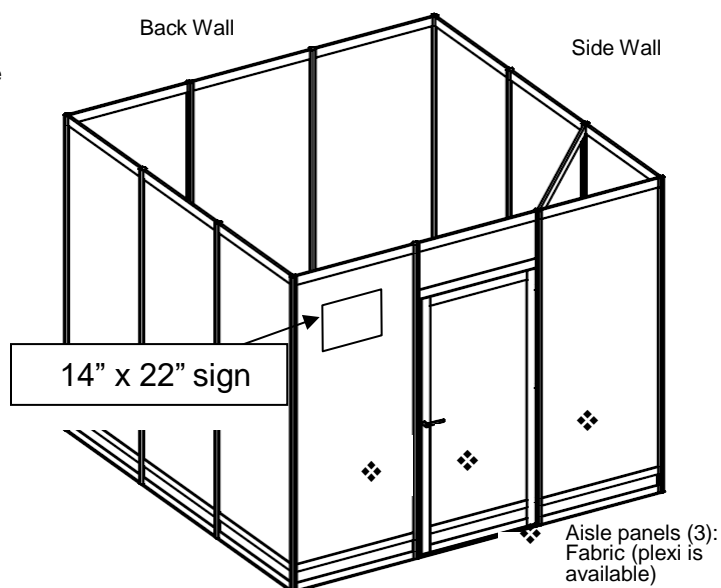
Exhibitor Business Suite includes:

- Space rental
- Fabric (Velcro ready) panels
- Sign (14"x22") with company name or company logo
- Carpet (13 oz.) and first night vacuuming
- Conference table and chairs
- 6' draped table and wastebasket
- Installation and dismantling labor

Order by September 1, 2017

Additional furnishings and electrical service can be added to your suite after you receive a confirmation. Items can be ordered through the forms in the AAPM&R Exhibitor Manual.

(Complete the order form on 2nd page and return to:
Patricia Swift, CMP, AAPM&R 17/Conventus Media, pswift@conventusmedia.com



BUSINESS SUITE	10'X10'	10'X20'	20'X20'
Square Footage	100	200	400
14" x 22" sign	•	•	•
Carpet and First Night Vacuuming	•	•	•
Installation & Dismantling Labor	•	•	•
Rental rate	\$4,495	\$6,995	\$12,995
PLUS FURNITURE PACKAGE			
Conference Table	40" Round	10' Conference	12' Hollow Square
Chairs	4	8	16
6' Draped Table(s)	1	1	2
Wastebasket(s)	1	1	2
Rental rate plus Furniture Package	\$4,995	\$7,495	\$13,495

Exhibitor Business Suite Order Form

Please reserve our Exhibitor Business Suite requirements as indicated below:

Business Suite size: 10' X 10' will be provided if no size is indicated below:

☐ 10' x 10' ☐ 20' x 20' ☐ Other _____

Turnkey furniture package: will be provided if not indicated:

☐ YES ☐ NO

If you selected turnkey package please select table skirt color: **Show color will be provided if no color is indicated below:**

☐ Beige ☐ Black ☐ Blue ☐ Burgundy ☐ Forest Green ☐ Gold
☐ Gray ☐ Mauve ☐ Purple ☐ Red ☐ Teal ☐ White

Indicate your SIGN copy (black text or logo on white background)

☐ TEXT: _____

☐ LOGO: **please send eps, png, or tif file to pswift@conventusmedia.com**

Custom Graphics:

☐ Please have GES contact us to discuss custom graphics on our panels.

Total Cost:

WITH FURNITURE: ☐ 10x10 \$4,995 ☐ 10x20 \$7,495 ☐ 20x20 \$13,495

NO FURNITURE: ☐ 10x10 \$4,495 ☐ 10x20 \$6,995 ☐ 20x20 \$12,995

Company: _____

Contact: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Authorized Signature: _____

By typing your name here, you are signing this application electronically.

Please indicate if you will be paying by [] check or [] credit card

Return this form with to:

AAPM&R17 c/o Conventus Media, Attn: Patricia Swift, 55 Ferncroft Road, Suite 200, Danvers, MA, 01923

Email: pswift@conventusmedia.com **Questions? Please call Tricia at 703.581.9602**

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Learning Center Pod Sponsorships

AAPM&R is hosting a new Learning Center in the PMR Pavilion. Multiple faculty led hands-on topics will be addressed over 3 days. Open to all attendees at no cost. This is a non-CME learning environment.



Pod Sponsors (Multiple available.)

Theme: Electrodiagnosis

Thursday, October 12, 2017

- 2 pm-3:30 pm: Electrodiagnosis of Peripheral Neuropathies and their Mimics
 - 4 Pods available (Each Pod can hold up to 4 EMGs)
- 3:30 pm-4 pm: Is it Brachial Plexus Lesion or Multilevel Cervical Radiculopathy?
 - 4 Pods available (Each Pod can hold up to 4 EMGs)
- 4 pm-5 pm: Most Reliable Electrodiagnostic Techniques for Carpal Tunnel Syndrome
 - 4 Pods available (Each Pod can hold up to up to 2 EDXs and up to 2 EMGs)

Theme: Ultrasound

Friday, October 13, 2017

- 9 am-10:30 am: Ultrasonography in Painful Foot Disorders: Application in Resident Education
 - 4 Pods available (Each Pod can hold up to 4 Ultrasound Machines)
- 10:30 am-12 pm: Ultrasound of Upper Limb
 - 4 Pods available (Each Pod can hold up to 4 Ultrasound Machines)

Fee: \$10,000

Sponsorship fee includes:
-Ability to include equipment in sessions
-Corporate Logo on structure and signage in Learning Center
-Recognition in multiple print and electronic formats

Deadline: May 30, 2017

Theme: Robotics and Technology

Friday, October 13, 2017

- 2 pm-3:30 pm: Robotics in Upper and Lower Limb Rehabilitation: a Hands-on Approach
 - 4 Pods available (Each Pod has 1 specific machine)
- 3:30 pm-5 pm: Technology and Transition – Do you have the Right App for That?
- 3:30 pm-5 pm: 3D Printing: A Revolution in Production of Prosthetic and Orthotics

For more information contact: Lisa Koch, (617) 285-2320 or lkoch@conventusmedia.com

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Learning Center Pod Sponsorships

AAPM&R is hosting a new Learning Center in the PMR Pavilion. Multiple faculty led hands-on topics will be addressed over 3 days. Open to all attendees at no cost. This is a non-CME learning environment.

Pod Sponsors (Multiple available.)

(Continued from previous page.)

Theme: Chemodenervation

Saturday, October 14, 2017

- 9 am-10:30 am: Ultrasound-Guided Chemodenervation: Applications to the Lower Extremity, Face and Neck
 - 4 pods available (Each Pod can hold up to 4 Ultrasounds)
- 10:30 am-12 pm: Chemodenervation of Upper Limb
 - 4 Pods available (Each Pod can hold up to 2 Ultrasounds and up to 2 EMGs)

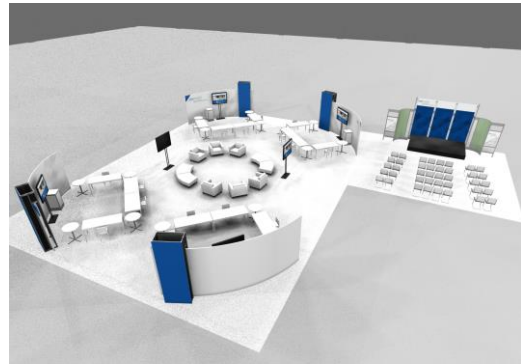
General Sponsorship Information

- Learning Center will be highly visible and promoted by AAPM&R
- Free for all AAPM&R attendees
- Located in the PM&R Pavilion
- Sponsors will be able to include for attendee and faculty use or demonstration
- Corporate logo will be included on highly visible signage and structures within the Learning Center
- Corporate logo will be included in the *Official Program*, within the Mobile App and on the website

Main Sponsor: \$25,000 (2 available)

Lounge Sponsor: \$15,000 (1 available)

See separate sheet for details on the Main and Lounge sponsorships.



Rendering of Learning Center; updated drawing showing overhead sign and lounge to come.

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Learning Center Sponsorships

AAPM&R is hosting a new Learning Center in the PMR Pavilion. Multiple, faculty led, hands-on topics will be addressed over 3 days. Open to all attendees at no cost. This is a non-CME learning environment.



Multiple Sponsorships Available!

Main Sponsor (2 available)

Be recognized as a main sponsor of this innovative new learning environment. Sponsorship includes the following:

- Recognition as the sponsor of the Learning Center --“AAPM&R Learning Center, sponsored by xx”
- Corporate logo on the large banner hanging over the center to be seen throughout the PM&R Pavilion
- Corporate logo on prominent signage and structures defining the Learning Center
- Corporate logo and sponsorship recognition on Learning Center directional signage
- Sponsorship recognized in the *Official Program*, within the Mobile App and on the website

Main Sponsor Fee: \$25,000

Lounge Sponsor (1 available)

The lounge located in a corner of the Learning Center will be a place for attendees to reflect, observe, rest and recharge themselves and their phones. Sponsorship includes the following:

- Corporate logo on signage within the lounge.
- Corporate logo on the charging station.
- Sponsorship recognized in the *Official Program*, and on the website.

Lounge Sponsor Fee: \$15,000

Pod Sponsors (Multiple available)

There are 10 different sessions addressing various clinical topics over 3 days. Topics include Ultrasound, EMG, Robotics, New Technologies and Chemodenervation. (See separate sheet for sponsorship specifics.)

Learning Center Hours:

- Thursday, October 12, 2017: 2-5 pm
- Friday, October 13, 2017: 9 am – 12 pm and 2-5 pm
- Saturday, October 14, 2017: 9 am – 12 pm

For more information contact: Lisa Koch, (617) 285-2320 or lkoch@conventusmedia.com



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Cancer Rehabilitation Sponsorship Opportunity

AAPM&R is hosting a one-day preconference course on the topic of Cancer Rehabilitation. Expand your access to attendees interested in learning more about therapeutic options by exhibiting at the preconference course.



The Physiatrists' Role in Cancer Recovery: Helping Patients with Cancer-Distinct Impairments

- Wednesday, October 11, 2017, 8 am – 5 pm
- Up to 100 attendees and 13 faculty

Exhibit sponsorship includes the following:

- Table top exhibit near the Cancer Rehabilitation preconference course and 2 other preconference courses
- Acknowledgement as an Exhibit Sponsor on signage to be displayed near exhibit table
- Acknowledgement as an Exhibit Sponsor on the AAPM&R website and event mobile app

2.5 hours of dedicated
exhibit time built in to the
course agenda!

Fee: \$2,500

Additional Opportunity:

- Address the attendees for 5-7 minutes after the session has concluded

Fee: \$3,000

AAPM&R has additional Cancer Rehabilitation education planned for 2017

- 5 educational sessions at the Annual Assembly on the topic of Cancer Rehabilitation
- 1 hands-on Skills Lab at the Annual Assembly on the topic of Cancer Rehabilitation
- 1 Cancer Rehabilitation supplement launching in the Fall 2017 with an issue of the *PM&R* journal

Separate sponsorship opportunities are available. Contact us for more information.



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Spasticity Sponsorship Opportunity

AAPM&R is hosting a one-day preconference course on the topic of Spasticity. Expand your access to attendees interested in learning more about interventional options by exhibiting at the preconference course.



Optimizing Outcomes for Patients With Spasticity: Improving Assessment and Maximizing Intervention Options

- Wednesday, October 11, 2017, 8 am – 5 pm
- Up to 72 attendees and 13 faculty

Exhibit sponsorship includes the following:

- Table top exhibit near the Spasticity preconference course
- Acknowledgement as an Exhibit Sponsor on signage to be displayed near exhibit table
- Acknowledgement as an Exhibit Sponsor on the AAPM&R website and event mobile app

Fee: \$2,500

Additional Opportunity:

- Address the attendees for 5-7 minutes after the session has concluded
- Opportunity is limited to 2 organizations.

Fee: \$3,000

AAPM&R has additional Spasticity education planned for 2017

- 7 educational sessions at the Annual Assembly on the topic of Spasticity
- 3 hands-on Skills Labs at the Annual Assembly on the topic of Spasticity
- Self-Assessment for Practitioners (SAE-P) product coming this summer

Separate sponsorship opportunities are available. Contact us for more information.