



PROSPECTUS

**aaPM&R**

ANNUAL ASSEMBLY 2019

November 14 - 17 • San Antonio, TX

# UNITING **PM&R** THROUGH EVIDENCE & BEST PRACTICES

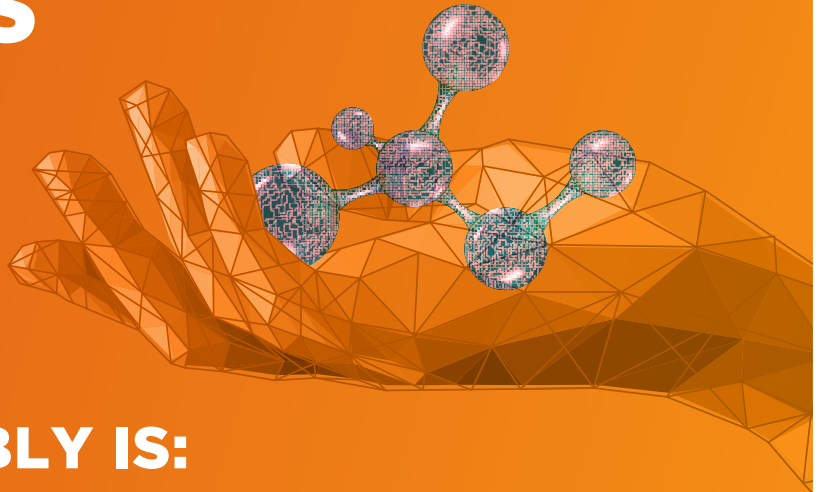
**aaPM&R**

American Academy of  
Physical Medicine and Rehabilitation

NO OTHER ORGANIZATION IS

# UNITING PM&R THROUGH EVIDENCE & BEST PRACTICES

LIKE AAPM&R



## THE AAPM&R ANNUAL ASSEMBLY IS:

- The primary conference for PM&R physicians and their team members
- “The conference to attend!” as stated by 90% of attendees
- Home to the PM&R Pavilion, which 96% of attendees visit during the conference

“ [The PM&R Pavilion] was one of the most valuable parts of the conference—seeing the new technology and talking to colleagues about what they’re using in practice. ”

Join us in San Antonio, Texas,  
November 13-17, 2019.

**Reserve your booth today!**

**aapm&r**

ANNUAL ASSEMBLY 2019

NOVEMBER 14-17, 2019 • SAN ANTONIO, TX



# Our Members

**9000+**  
ACTIVE MEMBERS



**28%**  
HOLD A SUBSPECIALTY  
CERTIFICATION



## PRIMARY PRACTICE SETTING



■ 28% Multi-Specialty Group  
■ 22% Solo Private Practice  
■ 20% Hospital, RF, Nursing, Sub-Acute  
■ 19% PM&R Group Private Practice  
■ 6% VA/Military  
■ 5% Other

**1900**

PHYSIATRISTS IN-TRAINING



**73%**

OF MEMBERS READ  
THE PHYSIATRIST  
PRINT NEWSLETTER



**29%**

OPEN RATE FOR  
CONNECTION  
WEEKLY E-NEWSLETTER



**600+**

MEMBERS VOLUNTEER  
ON COMMITTEES,  
TASK FORCES, AND MORE!



**500+**

MEMBERS POSTED ON  
PHYZFORUM, AAPM&R'S  
ONLINE MEMBER COMMUNITY

**4382**  
PER YEAR

MEMBERS PARTICIPATED IN AN  
EDUCATIONAL ACTIVITY ON mē®,  
AAPM&R'S EDUCATIONAL PORTAL



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

# Our Attendees

**93%** OF  
ATTENDEES  
ARE U.S.  
BASED

THE LARGEST GATHERING OF PHYSIATRISTS

**2758**  
ATTENDEES

**85%**  
OF ATTENDEES  
ARE AAPM&R  
MEMBERS



■ 63% Physicians  
■ 19% Residents  
■ 10% Medical Students  
■ 8% Other

## 26% HOLD A SUBSPECIALTY CERTIFICATION



■ 29% Pain Medicine  
■ 26% Sports Medicine  
■ 17% Brain Injury  
■ 12% Pediatric Rehabilitation  
■ 12% Spinal Cord Injury  
■ 3% Neuromuscular Medicine  
■ 1% Hospice and Palliative Care

## PRIMARY PRACTICE SETTING



■ 28% Academic Practice/Faculty  
■ 20% Hospital/Rehab Institute  
■ 18% Multi-Specialty Group  
■ 13% Private Practice, PM&R Only  
■ 13% Private Practice, Solo  
■ 4% VA/Military  
■ 3% Other  
■ 1% Physician Employed by Insurance



**89%**

OF ATTENDEES  
WOULD RECOMMEND  
THE ANNUAL ASSEMBLY  
TO THEIR PEERS



**525**

RESIDENTS ATTENDED  
THE ASSEMBLY



**96%**

OF ATTENDEES  
VISIT THE  
PM&R PAVILION

**THE BEST IN  
EDUCATION**

**95**

EDUCATIONAL  
SESSIONS

**21**

3-HOUR, HANDS-ON  
SKILLS LABS

**4**

PLENARY  
SESSIONS

**12**

CLINICAL AND  
PRACTICE THEMES

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

ATTENDEE AND EDUCATION INFORMATION IS FROM 2017 AND 2018.

# Secure your **2019** space early for the **best rates!**



**T**he **AAPM&R Annual Assembly** is the one place exhibitors can meet face-to-face with this dynamic group of PM&R Physicians. These Physicians are eager to learn about your products and services that will enhance their patients' care.



**The PM&R Pavilion** is the central hub for meeting attendees, providing you with a valuable exhibiting experience

- ▶ Join exhibitors from pharmaceutical, device, institutions, publishers, technology and more.
- ▶ Exhibitors have access to 90+ educational sessions
- ▶ Learning Center on show floor
- ▶ Unopposed Welcome Reception on show floor Thursday evening
- ▶ Beverage Service during breaks only on show floor
- ▶ Unique Traffic Driver Sponsorships
- ▶ Product Forums on show floor
- ▶ Poster Hall adjacent to exhibits
- ▶ Resident Quiz Bowl

## Exhibit Hours

- ▶ Thursday, November 14  
**12:30 pm – 7 pm**

OPENING RECEPTION  
5 pm – 7 pm

- ▶ Friday, November 15  
**9 am – 3 pm**

- ▶ Saturday, November 16  
**9 am – 12:45 pm**

*Times subject to change*

**See you at the show!**

## EXHIBIT Rates for AAPM&R Annual Assembly

	Onsite	Before March 1	After March 1
In-Line*	\$29.00	\$31.00	\$32.00
Corner*	\$31.00	\$33.00	\$34.00
Island*	\$35.00	\$36.00	\$37.00
10' x 10' Turnkey**	\$3,900	\$4,000	\$4,100

\* per 100 sq. ft.

\*\* Turnkey Package includes carpeting, skirted table, two side chairs, back drape, wastebasket and 1 standard electrical outlet.



# 2019 Sponsorship Opportunities

*Packages to increase your visibility ...*

**aapm&r**

ANNUAL ASSEMBLY 2019

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## Reach In-Training Physicians

### ► Resident Quiz Bowl

AAPM&R's Resident Quiz Bowl provides friendly competition between residents with about 15 teams participating. You will receive corporate recognition on signage around the Quiz Bowl area located in the Learning Center, signage at your booth acknowledging that you are the Quiz Bowl Sponsor as well as recognition in the *Official Program* and Mobile App and AAPM&R website.

**Space Reservation Due:**

August 2019

**Materials Due:**

September 2019

**Fee:** \$10,000

### ► Resident/In-Training Reception

AAPM&R provides an opportunity for residents and in-training physiatrists to come together to network. This popular reception is well received by more than 500 attendees. Sponsorship fee includes the ability for two organization representatives to attend the event, recognition across all AAPM&R platforms, and more!

**Space Reservation Due:**

August 2019

**Materials Due:**

September 2019

**Fee:** \$10,000 (*open to multiple sponsors*)

### ► **New!** In-Training Tour of the PM&R Pavilion

Be featured as a stop on a faculty-led tour of the PM&R Pavilion. AAPM&R will designate faculty to lead In-Training attendees on a tour of the PM&R Pavilion, stopping at sponsors' booths. This is a valuable sponsorship for both the attendees and sponsors!

**Fee:** \$3,500

(*limited to 10 sponsors*)

## Educate and Engage Attendees

### ► Lunch and Learns, Educational Forums and Satellite Symposia

See separate document

### ► Learning Center

**Main Sponsor**—Include your organization's name in the "hub" of the PM&R Pavilion as the Main Learning Center Sponsor. You will receive recognition on hanging signage in the Learning Center, signage throughout the convention center, in the *Official Program*, on the Mobile App and on the AAPM&R website. **Fee:** \$25,000

**Learning Center Lounge Sponsor**—As the Lounge Sponsor you will receive recognition on the charging devices and in the lounge area of the Learning Center as well as recognition in the *Official Program*, on the Mobile app and the AAPM&R website. **Fee:** \$15,000

**Learning Center Hands-on Session**—Host one pod in the Learning Center and conduct your own 45-minute, hands-on session. Educate attendees on your product or service in an interactive, hands-on venue. **Fee:** \$12,500

**Learning Center Theme Day Sponsor**—Sponsor a day in the Learning Center! With a variety of hands-on topics and sessions, this is a great opportunity to support AAPM&R designed sessions that align with your organization's product or service. Sponsorship also includes the opportunity to distribute a marketing piece to attendees in the Learning Center. **Fee:** \$7,500



## Increase Your Visibility

### ► **New! Showcase Your Organization's Video Content**

Do you have video content that you would like attendees to view? AAPM&R will have screens available for attendees to view both AAPM&R content and sponsored videos. This is a great way to showcase your products and/or services. AAPM&R will be able to provide metrics about views.

**Fee:** Call for Details.

### ► **Mobile App**

**Flagship Sponsorship**—Be the first thing attendee see when they launch the mobile app. Your corporate logo will be placed on the splash screen which is the first screen the attendees see when the app is launched. In addition, your organization's logo will also be featured in a rotating banner within the mobile app. The banners will be linkable to your listing within the app.

**Space Reservation Due:**  
August 2019

**Materials Due:**  
September 2019

**Fee:** \$35,000

**Supporting Sponsorship**—Your organization's logo will be featured in a rotating banner within the mobile app. This rotating banner is linkable to your listing within the app and will be only 1 of 4 banners rotating in this location. (1 for AAPM&R and up to 3 promotional banners including the Flagship banner).

**Space Reservation Due:**  
August 2019

**Materials Due:**  
September 2019

**Fee:** \$15,000



### ► **Message in Motion**

Quickly grab attendees' attention by displaying your company's product or industry event information on the AAPM&R Message in Motion wall placed in a high traffic area within the convention center. Opportunities include 30 second or 60 second video spots as well as the Title sponsorship which includes branding on the Message in Motion unit.

**Space Reservation Due:**

**Materials Due:**  
TBD

**Fee:** Title Sponsor: \$35,000  
30 sec video: \$7,500  
60 sec video: \$9,500

### ► **Lanyard**

Lanyards branded with your organization's logo provide an ideal way to gain recognition for your organization for the entire assembly!

**Space Reservation Due:**  
July 2019

**Materials Due:**  
August 2019

**Fee:** \$35,000



### ► **Hotel Key Card**

As the exclusive Hotel Key Card sponsor, your logo is featured on every key card in the in the headquarter hotel. Each time attendees reach for their key cards, they'll see your company's branding.

**Space Reservation Deadline:** August 2019

**Materials Due:**  
September 2019

**Fee:** \$35,000



### ► **Registration Bag**

Brand the attendee conference bag with your organization's logo placed on one side of approximately 2,000 attendee bags.

**Space Reservation Due:**  
August 2019

**Materials Due:**  
July 2019

**Fee:** \$25,000





### ► Banners

Banners are an ideal way to gain exposure and increase product awareness. Hung in high-traffic locations for ultimate visibility with outdoor and indoor options, various sizes and shapes, and a variety of locations from which to choose.

#### Space Reservation

**Deadline:** August 2019

#### Materials Due:

September 2019

**Fee:** Prices vary by size and location.

### ► Exhibit Hall Aisle Signs

Exhibit Hall Aisle Signs hang above the aisles to help attendees navigate the busy exhibit floor. Enjoy your artwork prominently displayed on both sides of all Exhibit Hall aisle signs. This branding opportunity is sure to create product or brand awareness when attendees enter the Exhibit Hall.



#### Space Reservation

**Deadline:** August 2019

#### Materials Due:

September 2019

**Fee:** \$25,000

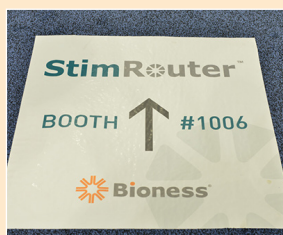
### ► *New!* Registration Confirmation Sponsor

Receive recognition as the registration confirmation sponsor. This sponsorship includes your logo on confirmation email sent after an attendee registers for the meeting. Sponsors' logo can link to their home page of their website. This is a great way to gain exposure over many months leading up to the Annual Assembly.

**Fee:** \$10,000

### ► Carpet Logo

Welcome attendees to Annual Assembly with a Carpet Logo (5'x5') prominently featuring your artwork. Positioned in a high-traffic location for maximum exposure and brand reinforcement. Provide your organization's artwork and we will produce and install your Carpet Logo. A Carpet Logo really stands out in a crowd!



#### Space Reservation

**Deadline:** August 2019

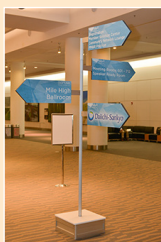
#### Materials Due:

September 2019

**Fee:** \$10,000

### ► Street Signs

AAPM&R's Street Sign Sponsorship is a unique way to direct attendees to important meeting destinations while gaining exposure for your organization! A fun, friendly and useful way for you to extend beyond your exhibit!



#### Space Reservation Due:

August 2019

#### Materials Due:

September 2019

**Fee:** \$10,000

### ► Footprint Decals

Direct attendees to your booth with footprints featuring your artwork positioned on the exhibit hall floor. As the footprint decal sponsor, you get 15 sets of footprints that will lead attendees straight to your exhibit space.

#### Space Reservation

**Deadline:** August 2019

#### Materials Due:

September 2019

**Fee:** \$10,000

### ► Window Decals

Deliver your message and encourage interest in your product with window decals. These 4'w x 4'h signs feature your artwork and are installed in high-traffic locations. When attendees see your window decals, they'll be reminded to visit your exhibit space for additional product information.



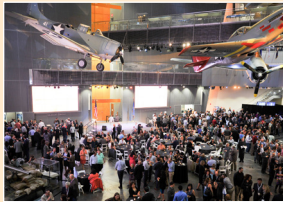
#### Space Reservation

**Deadline:** August 2019

#### Materials Due:

September 2019

**Fee:** \$10,000



## ► President's Reception

AAPM&R is once again hosting a President's Reception during AAPM&R. This event attracts about 1,000 AAPM&R attendees and is great evening to relax and network with colleagues! *(open to multiple sponsors)*

**Space Reservation Due:**

August 2019

**Materials Due:**

September 2019

**Fee:** \$10,000

## ► Foundation for PM&R Rehab Walk / Run & Roll

As many as 200 physiatrists enter. Sponsors' names appear prominently on t-shirts given to every participant, included on *Official Program*, and acknowledged in the Foundation UPDATE Newsletter, Annual Report, and the Partners page on the Foundation website. For more information, contact Phyllis Anderson at panderson@foundationforpmr.org or call (847)737-6062.

**Fee:** \$10,000

## ► Hotel Door Drop

Generate interest in your product or organization before attendees even get to the conference with a Hotel Door Drop. This sponsorship gives you the opportunity to put your marketing piece in the hands of every attendee staying at the AAPM&R headquarter hotel.

**Space Reservation Due:**

August 2019

**Materials Due:**

October 2019

**Fee:** \$8,000

## ► Lightboxes

Illuminate your message with a Lightbox! This distinctive, three-dimensional backlit unit provides a unique opportunity for brand awareness. As a Lightbox sponsor, your artwork is displayed on the double-sided panel and base. Positioned in a high traffic location, the lightbox will catch the eye of attendees, encouraging them to visit your booth for additional product information.

**Space Reservation**

**Deadline:** August 2019

**Materials Due:**

September 2019

**Fee:** \$7,500

## ► Escalator Clings

The Escalator sponsor receives corporate or product advertising on two sides of the prominent escalators located in the convention center. Attendees will be riding these escalators each day to get to and from their sessions. Two sponsorships are available.

**Space Reservation Due:**

August 2019

**Materials Due:**

September 2019

**Fee:** Call for Pricing

## ► 4-Sided Kiosk

Looking to advertise on a meter board? Why not gain four times the exposure with our very popular 4-sided kiosks that will be placed strategically throughout the convention center. Include the same artwork for each side or four different images for four times the visibility!

**Space Reservation Due:**

August 2019

**Materials Due:**

September 2019

**Fee:** \$7,500

## ► Meterboards

Meterboards are an effective, affordable way to communicate with your attendees. These double-sided signs display your artwork in high-traffic areas of the convention center, inspiring curiosity about your company or product.

**Space Reservation**

**Deadline:** August 2019

**Materials Due:**

September 2019

**Fee:** \$4,500

## ► Swag Bag

Get your "swag" into the hands of the AAPM&R attendees in San Antonio. The AAPM&R Swag Bag will be given to the first 800 attendees on Thursday in the PM&R Pavilion. You can provide the swag or we can produce for you based on your budget!

Note: Four sponsors are required to implement this sponsorship.

*\*If AAPM&R produces your "swag," additional fees apply.*

**Space Reservation Due:**

July 2019

**Materials Due:**

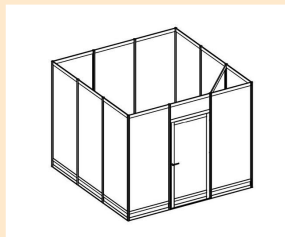
September 2019

**Fee:** \$4,000\*





### Meet with Attendees



#### ► Exhibitor Business Suites – Convention Center

Looking for an opportunity to increase your availability to attendees during the Annual Assembly or to have meetings? AAPM&R is offering the opportunity to purchase a business suite on or off the show floor for use during show hours or within the convention center after show hours! Alternate sizes and options are available.

**Fee:** On the Show Floor  
(10x10 space) \$4,995

**Fee:** Off the Show Floor  
(10x10 space) \$6,995

#### ► Meeting Room Request

Looking to maximize your time with the Annual Assembly attendees? Reserve your meeting room today to hold a social event or advisory board meeting for a more intimate interaction. Space is limited to the headquarter hotels and prices vary depending on size of function. Space will be assigned in August 2019. Organizations wishing to host an event of any kind are asked to complete a Meeting Request Form to start the process.

**Fee:** Varies

### Communicate with Attendees

#### ► Advertising Opportunities

AAPM&R features many valuable print and digital advertising opportunities throughout the year and specifically targeting Annual Assembly attendees. These beneficial opportunities are featured in AAPM&R's Media Kit. Contact [corporatesupport@aapmr.org](mailto:corporatesupport@aapmr.org) or (847) 737-6048 for more information.

**Fee:** Varies

#### ► Mailing List Rental

Send out a dedicated mailer to all pre-registered attendees driving traffic to your booth or promoting an event you are holding at the Annual Assembly. The lists will be made available beginning in September 2019. Please note, this list does not include email addresses.

**Fee:** \$1,000

### Engage with/Seek Feedback from Attendees

#### ► Market Research/Advisory Boards

Make the most of your investment at the Annual Assembly by reaching Key Opinion Leaders (KOLs). AAPM&R can help build targeted panels based on your criteria. Additionally, AAPM&R has contracted with a third-party organization that can help you conduct Advisory Boards, quantitative and qualitative market research both on and off the show floor.

**Deadline:** September 1

**Fee:** Varies

*All sponsorships are subject to change and will be detailed in a Letter of Agreement.*

AAPM&R can create customized packages and is open to exploring additional, compliant sponsorship ideas not showcased within this prospectus. AAPM&R's exhibit hall is called the PM&R Pavilion and serves as a central hub outside of the CME sessions. The PM&R Pavilion showcases exhibitors, hands-on education, posters, theaters, food and beverage, and more!

**Contact us for customized sponsorship packages.  
Visit [www.aapmr.org](http://www.aapmr.org) for program information.**

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

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

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

## Exhibit Sales & Sponsorship

**Lisa Koch**

[lkoch@conventusmedia.com](mailto:lkoch@conventusmedia.com)  
(617) 285-2320

## Exhibit Sales & Sponsorships

**Kathleen Noonan**

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(781) 375-8584

## Lunch and Learns

**Janice Hurlbert**

[jhurlbert@conventusmedia.com](mailto:jhurlbert@conventusmedia.com)  
(978) 578-8843

## Logistics and Operations

**Patricia Swift**

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## Customer Service and Invoicing

**Chris O'Connell**

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## Symposia Sales

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## Advertising information

**Sara Rossi Statis**

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## Corporate Memberships, Market Research Opportunities

**Sharon Popielewski**

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