

PROSPECTUS

TEAM PHYSIATRY 2020

NOVEMBER 12-15 • SAN DIEGO



aaPM&R
ANNUAL ASSEMBLY 2020

aapm&r

ANNUAL ASSEMBLY 2020

TEAM PHYSIATRY 2020—THE GREATEST SHOW IN PHYSIATRY

The greatest show in physiatry happens just once a year at the AAPM&R Annual Assembly when thousands of physiatrists and their teams gather to learn, connect and grow together as a specialty.

Join us and be seen at THE largest annual gathering of physiatrists as we celebrate **Team Physiatry 2020** in beautiful San Diego for a week of collaboration, education and fun!



EXHIBIT, SPONSOR, ENGAGE

You have many ways to make your presence known with attendees. **Exhibit** at the meeting and you'll engage with a large group of physiatry practitioners.

2758
ATTENDEES

93% U.S. BASED
85% AAPM&R MEMBERS
96% VISIT THE PAVILION

Choose from many **sponsorship packages**, all designed to meet your organization's goals.

Other unique **branding opportunities** showcase your message and brand onsite and throughout the year.

It takes a well-trained care team to provide optimal patient outcomes.

As a prospective exhibitor, you are an important member of the team. Learn more about the Annual Assembly, the 2020 theme, PM&R and AAPM&R at **www.aapmr.org**.

525
RESIDENTS

THE LARGEST GATHERING AT ANY ANNUAL MEETING

EXHIBIT

CONNECT AND ENGAGE IN THE PM&R PAVILION

Exhibitors will find the PM&R Pavilion is the place to meet and connect with PM&R physicians who are there to learn about your organization, products, and services — with the shared goal of improving patient care.

The PM&R Pavilion is the central hub where attendees come to network, find innovative solutions to their practice needs and challenges, and get ahead on the latest education in the interactive Learning Center, the Research Hub, and during presentations in the Educational Theaters or Educational Forums.

In the PM&R Pavilion, you will find many activities to attract attendees:

Education Attractions

- 90+ educational sessions—exhibitors can attend and engage with participants
- The Learning Center and Educational Theaters (formerly Lunch and Learns) presentations—both popular with attendees

Networking Venues

- Welcome Reception Thursday evening (no other events concurrently scheduled)—a vibrant time to network
- Beverage Service (offered only unopposed during breaks)

Research Hub

- Electronic Poster Hall, with scheduled presentations adjacent to exhibits
- Presentation Stage, where attendees regularly convene

SECURE YOUR 2020 EXHIBIT SPACE EARLY TO ENSURE THE BEST RATES

| EXHIBIT Rates for the AAPM&R Annual Assembly | | | | EXHIBIT HOURS |
|--|---------|----------------|---------------|---|
| | Onsite | Before March 1 | After March 1 | |
| In-Line* | \$29.00 | \$31.00 | \$32.00 | Thursday, November 12 12:30 pm – 7 pm |
| Corner* | \$31.00 | \$33.00 | \$34.00 | Welcome Reception: 5 pm – 7 pm |
| Island* | \$35.00 | \$36.00 | \$37.00 | Friday, November 13 9 am – 3 pm |
| 10' x 10' Turnkey** | \$3,900 | \$4,000 | \$4,100 | Saturday, November 14 9 am – 12:45 pm |

* per 100 sq. ft.

** Turnkey Package includes carpeting, skirted table, two side chairs, back drape, wastebasket and 1 standard electrical outlet. This is a great option for first-time exhibitors or those with limited staff resources.

Times subject to change.

BRING YOUR MESSAGE TO THE AAPM&R ANNUAL ASSEMBLY

There are many opportunities to be seen and heard at the **2020 Annual Assembly**. Depending on your organization's branding, marketing and sales goals, you can choose from one of the following opportunities or combine them for a more effective program.

| | AAPM&R OPPORTUNITY | AMOUNT | PAGE |
|---------|--|-------------------|------|
| EDUCATE | EDUCATIONAL THEATERS | \$55,000-\$75,000 | 5 |
| | EDUCATIONAL FORUMS | \$12,500 | 5 |
| | LEARNING CENTER HANDS-ON SESSION | \$12,500 | 5 |
| | SATELLITE SYMPOSIA | \$45,000 | 5 |
| SPONSOR | EDUCATIONAL THEATERS FOR RESIDENTS | \$37,500 | 6 |
| | RESIDENT BOOT CAMP | \$12,500 | 6 |
| | PHIT FEST | \$15,000 | 6 |
| | LEARNING CENTER MAIN SPONSOR | \$25,000 | 7 |
| | LEARNING CENTER LOUNGE SPONSOR | \$15,000 | 7 |
| | LEARNING CENTER AAPM&R SESSION SPONSOR | \$7,500 | 7 |
| | LOBBY EXIT BANNER | \$35,000 | 8 |
| | CIRCULAR LOBBY BANNER | \$35,000 | 8 |
| | LOBBY BANNER | \$25,000 | 8 |
| | 2ND LEVEL CORRIDOR BANNER | \$15,000 | 8 |
| | ESCALATOR CLINGS | \$26,500 | 8 |
| | EXHIBIT HALL AISLE SIGN | \$25,000 | 8 |
| | COLUMN WRAP | \$20,000 | 9 |
| | CARPET LOGO | \$12,500 | 9 |
| | FOOTPRINT DECALS | \$10,000 | 9 |
| | 4-SIDED KIOSK | \$10,000 | 10 |
| | LIGHTBOX | \$8,500 | 10 |
| | METERBOARD | \$5,500 | 10 |
| | MESSAGE IN MOTION TITLE SPONSOR | \$35,000 | 11 |
| | MESSAGE IN MOTION 60-SECOND VIDEO | \$9,500 | 11 |
| | MESSAGE IN MOTION 30-SECOND VIDEO | \$7,500 | 11 |
| | MOBILE APP FLAGSHIP SPONSOR | \$35,000 | 11 |
| | MOBILE APP SUPPORTING SPONSOR | \$15,000 | 11 |
| BRAND | HOTEL KEY CARDS | \$35,000 | 12 |
| | LANYARDS FOR BADGES | \$35,000 | 12 |
| | REGISTRATION BAGS | \$35,000 | 12 |
| | HOTEL DOOR DROP | \$8,000 | 12 |
| NETWORK | PRESIDENT'S RECEPTION | \$10,000 | 13 |
| | ONSITE MEETING ROOMS | ASK | 13 |
| | EXHIBITOR BUSINESS SUITES | \$6,500 | 13 |

For more information on sponsorship, branding and marketing opportunities, contact aapmr@conventusmedia.com or visit www.aapmr.org.

EDUCATE ATTENDEES

Education is a primary attraction for Annual Assembly attendees, and there are many ways you can maximize the opportunity to engage with them.

EDUCATIONAL THEATERS

(FORMERLY LUNCH & LEARNS)

\$55,000-\$75,000

60-minute sessions are an ideal opportunity for an exhibiting company to deliver a presentation on patient education, specific products, disease states, and therapeutic areas. See separate document for details.



EDUCATIONAL FORUMS

\$12,500

This semi-private theater is set for 40 people. Organizations can host a 20-minute session. See separate document for details.



LEARNING CENTER HANDS-ON SESSION

\$12,500

Educate attendees on your product or service in an interactive, hands-on venue.

- Host one pod in the Learning Center
- Conduct a 45-minute, hands-on session

SATELLITE SYMPOSIA

\$45,000

AAPM&R allows third-party satellite education with CME. Fee includes the room for up to 125, 75-minute session, basic AV, and listing in the *Official Program* and Mobile App. There are additional opportunities for marketing packages and an enduring option. Please contact us to discuss.

Space Reservation Due: August 2020

Materials Due: September 2020

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

SPONSOR*

REACH IN-TRAINING PHYSICIANS

Reach this key audience by supporting AAPM&R initiatives or hosting your own.

EDUCATIONAL THEATER FOR RESIDENTS (NEW!)

\$37,500

Host a 45-minute educational session for the in-training audience. Two time slots are available on Wednesday early evening, 4:45 pm – 5:30 pm and 5:45 pm – 6:30 pm. These times are in advance of the popular Job and Fellowship Fair. AAPM&R will include the titles and times in the Mobile App and *Official Program*. Additional marketing options are available. Anticipated audience: 50-75; fee includes light snacks. See separate document for details.

Space Reservation Due: August 2020

Materials Due: September 2020

RESIDENT BOOT CAMP

\$12,500

Hands-on learning opportunities targeting 50 residents and 4-6 faculty, Resident Boot Camp offers you name recognition on all promotional materials, at the session, on AAPM&R's website and the Mobile App. Sponsors also have opportunity for a tabletop exhibit nearby and can provide handouts to attendees. There are 3 different Resident Boot Camps, each are 3 hours, non-CME. (Topics TBD)

Space Reservation Due: August 2020

Materials Due: September 2020

PHiT FEST

\$15,000

The Resident Reception, Quiz Bowl, and Town Hall Meeting are essential events for physiatrists in-training. Be one of the premier sponsors for all 3 of these events (called PHiT Fest) and receive recognition through many channels:

- Signage at each
- Prominent display of PHiT Fest sponsorship at your booth
- Recognition in the *Official Program*, Mobile App, and on AAPM&R's website

Includes tickets for two attendees.



Space Reservation Due: August 2020

Materials Due: September 2020

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SPONSOR*

EDUCATE AND ENGAGE ATTENDEES

Attendees are here to learn, and you can teach them about your organization through sponsorship in the Learning Center.

LEARNING CENTER

The Learning Center, a popular spot in the center of the PM&R Pavilion, allows for hands-on and didactic education from AAPM&R and sponsors via 6 stations/pods.

MAIN SPONSOR

\$25,000

Your organization's name will be displayed in the "hub" of the PM&R Pavilion as the Main Learning Center sponsor. Sponsor will receive recognition:

- On hanging sign in the Learning Center
- On signage
- In the *Official Program*, Mobile App and on the AAPM&R website

LOUNGE SPONSOR

\$15,000

- Recognition on charging devices and in the lounge area of the Learning Center
- Recognition in the *Official Program*, Mobile App and the AAPM&R website

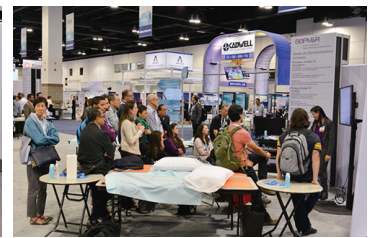
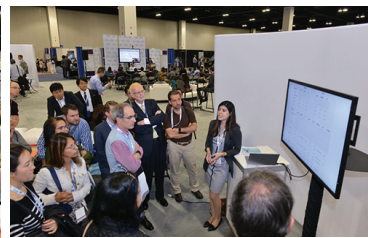
AAPM&R SESSION SPONSOR

\$7,500

With many different AAPM&R sessions scheduled, covering many different topics, this is a great opportunity to support a session that aligns with your organization's expertise or portfolio. Sponsorship also allows for distribution of a marketing piece to attendees in the Learning Center.

Space Reservation Due: August 2020

Materials Due: September 2020



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SPONSOR*

INCREASE YOUR VISIBILITY ONSITE

Put your message in writing with signage throughout the convention center.

Location Options:

- San Diego Convention Center
- Exhibit Halls: D & E
- Educational Theater and Posters: Hall F

BANNERS

Banners are an ideal way to gain exposure and increase awareness.

- Displayed in high-traffic locations for ultimate visibility
- Various sizes, shapes, and locations available



LOBBY EXIT BANNER

\$35,000

50' x 5', single-sided—hung above the entrance/exit doors in the main lobby

CIRCULAR LOBBY BANNER

\$35,000

15' diameter, double-sided—hung in main lobby

LOBBY BANNER

\$25,000

3' x 15' double-sided—hung in main lobby

2ND LEVEL CORRIDOR BANNER

\$15,000

3' x 21', double-sided—hung on the 2nd level near education rooms

ESCALATOR CLINGS

\$26,500

Sponsor receives recognition via 2 runners on the prominent escalators frequently used by attendees en route to sessions. Give them something to see while they travel!



EXHIBIT HALL AISLE SIGNS

\$25,000

Hung above the aisles to help attendees navigate the busy exhibit floor, your artwork is prominently displayed on both sides of at least 10 Exhibit Hall aisle signs. This exclusive branding opportunity is sure to create product or brand awareness.



Space Reservation Due: August 2020

Materials Due: September 2020

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

SPONSOR*

INCREASE YOUR VISIBILITY ONSITE CONTINUED

Put your message in writing with signage throughout the convention center.

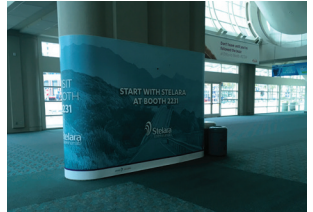
Location Options:

- San Diego Convention Center
- Exhibit Halls: D & E
- Educational Theater and Posters: Hall F

COLUMN WRAP

\$20,000

Display your organization's information on a prominent column located in the main lobby near registration. This approximately 26' x 8' column is the perfect location to display your message to all Assembly attendees.



CARPET LOGO

\$12,500

Welcome attendees to Annual Assembly with a 5' x 5' Carpet Logo prominently featuring your artwork. Positioned in a high-traffic location at the entrance of PM&R Pavilion for maximum exposure and brand reinforcement.



FOOTPRINT DECALS

\$10,000

Footprints featuring your artwork positioned on the exhibit hall floor lead attendees to your exhibit space. As the Footprint Decal sponsor, you receive 15 sets of 2' x 2' footprints.



Space Reservation Due: August 2020

Materials Due: September 2020

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INCREASE YOUR VISIBILITY ONSITE CONTINUED

Put your message in writing with signage throughout the convention center.

Location Options:

- San Diego Convention Center
- Exhibit Halls: D & E
- Educational Theater and Posters: Hall F

4-SIDED KIOSK**\$10,000**

Maximize your exposure with 4-sided kiosks, placed strategically throughout the convention center.

**LIGHTBOX****\$8,500**

This distinctive, three-dimensional backlit unit provides a unique opportunity for brand awareness. Your artwork is displayed on the double-sided panel and base. Strategically positioned in a high-traffic location, your message will be illuminated and is sure to catch the eye of passing attendees.

**METERBOARD****\$5,500**

Effective and affordable, these double-sided signs display your artwork in high-traffic areas of the convention center. Include PI information so busy clinicians can read later.



Space Reservation Due: August 2020

Materials Due: September 2020

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SPONSOR*

TECH-ENABLED OPPORTUNITIES

Bring your message to life through tech-enabled opportunities.

MESSAGE IN MOTION

Command attendees' attention by displaying your organization's product, successes, or event on the Message in Motion wall placed in a high-traffic area within the convention center.

TITLE SPONSOR

\$35,000

Includes your branding on the Message in Motion unit and your video spot.

60-SECOND VIDEO

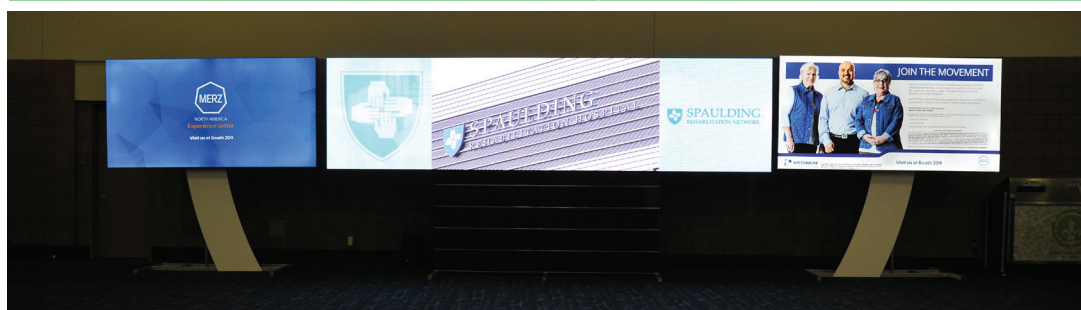
\$9,500

30-SECOND VIDEO

\$7,500

Space Reservation Due: September 2020

Materials Due: October 2020



MOBILE APP

FLAGSHIP SPONSOR

\$35,000

Be seen immediately when attendees launch the Mobile App. Your organization's logo will be placed on the splash screen, the first screen the attendees see when the app is launched. Your logo also will be featured in a rotating banner, linkable to your website, within the Mobile App.

SUPPORTING SPONSOR

\$15,000

Your corporate logo featured on a rotating banner, linkable to your website, within the Mobile App. Just one of 4 banners rotating in this location (one for AAPM&R and up to 3 promotional banners, including the Flagship banner).

Space Reservation Due: July 2020

Materials Due: August 2020



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ADDITIONAL BRANDING OPPORTUNITIES

Creative ways to put your company's name in the hands of all attendees.

HOTEL KEY CARDS

\$35,000

As the exclusive Hotel Key Card sponsor, your logo is featured on every key card in the headquarters hotel. Each time attendees reach for their key cards, they'll see your organization's name or product.



Space Reservation Due: August 2020

Materials Due: September 2020

LANYARDS FOR BADGES

\$35,000

An ideal way for attendees to wear their badges while prominently showcasing your organization's logo for the entire 4 days of the Assembly.



Space Reservation Due: July 2020

Materials Due: August 2020

REGISTRATION BAGS

\$35,000

Brand the attendee conference bag with your organization's logo on one side of the registration bag distributed when attendees collect their name badge and *Official Program*.



Space Reservation Due: July 2020

Materials Due: August 2020

HOTEL DOOR DROP

\$8,000

Generate interest among attendees with a Hotel Door Drop, offering the opportunity to put your marketing piece in the hands of every clinician staying at the headquarters hotel. Your piece will be included in a bag hung on attendees' room doors.



Space Reservation Due: August 2020

Materials Due: September 2020

NETWORKING

ENGAGEMENT OPPORTUNITIES

Networking offers an opportunity to engage with attendees in a relaxed environment.

PRESIDENT'S RECEPTION

\$10,000

Reach attendees in a relaxed environment at the “see and be seen” President’s Reception. AAPM&R is hosting a President’s Reception at the USS Midway Museum. Attracting approximately 1,000 attendees, this relaxing evening event is ideal for networking. Various unique sponsorships are available.

Space Reservation Due: August 2020

Materials Due: September 2020



ONSITE MEETING ROOMS

ASK

Hold a social event or advisory board meeting in a more intimate setting. Space is available at the Marriott Marquis headquarters hotel and convention center. Prices vary depending on size of function. Space will be assigned in August 2020. **Ask for the Special Meeting Request form. Any organization hosting an activity for AAPM&R attendees, regardless of location, must contact AAPM&R.**

EXHIBITOR BUSINESS SUITES—CONVENTION CENTER

\$6,500

Purchase a business suite on the show floor for use during show hours.

- On the Show Floor (10' x 10' space)
- Contact for details and options for bigger space.

MARKETING OPPORTUNITIES

Make sure your message reaches attendees leading up to the meeting.

MARKET RESEARCH AT THE ANNUAL ASSEMBLY

VARIES

Maximize your time at the Annual Assembly by gaining insights from nearly 3,000 physiatrists in attendance. AAPM&R's many market research opportunities include: Focus Groups, Advisory Boards, post-Educational Theater or post-Satellite insights, and more. **For more information, contact corporatesupport@aapmr.org.**

Reservation Due: July 2020

ADVERTISE: ANNUAL ASSEMBLY PRELIMINARY AND OFFICIAL PROGRAMS

Promote your brand, services and products in an advertisement with distribution of 10,000+ for the **Preliminary Program** and 3,000+ for the **Official Program**. Save when you advertise in both. Closing deadlines are in March and August, respectively. **See Media Guide for details or email corporatesupport@aapmr.org.**

MAILING LIST RENTAL

\$1,000

Send out a dedicated mailer to all pre-registered attendees, driving traffic to your booth or promoting an event you are hosting. The first list will be available in September 2020 and includes addresses for postal mail (no emails). If you are looking for ways to reach attendees electronically, explore AAPM&R's Media Kit.

First List Available: September 2020

CUSTOMIZED PACKAGES

GET CREATIVE!

AAPM&R is open to your ideas on customized approaches to marketing at the 2020 Annual Assembly. Contact our dedicated team to discuss.



visualized by Inkfactorystudio.com

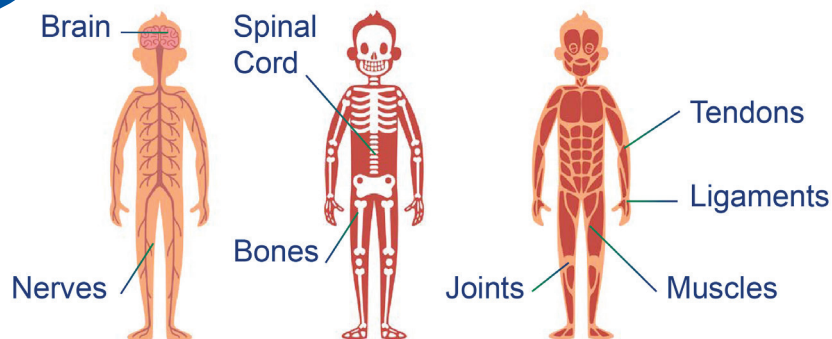
TEAM PHYSIATRY 2020

ABOUT AAPM&R AND THE SPECIALTY OF PM&R

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 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.

**AAPM&R
MEMBERS**

9,000+ ACTIVE MEMBERS
28% HOLD A SUBSPECIALTY CERTIFICATION
1,900 PHYSIATRISTS IN-TRAINING



Physiatrists treat a wide variety of conditions with the overriding goal of enhancing and restoring functional ability and quality of life for patients.

AAPM&R CAN HELP YOU ENGAGE WITH ATTENDEES AND ACHIEVE YOUR BRANDING, EDUCATION, AND MARKETING GOALS

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 & Sponsorships, visit www.aapmr.org or contact:

CONVENTUS MEDIA *(the official show management company for AAPM&R)*

Lisa Koch • lkoch@conventusmedia.com • (617) 285-2320

For information on year-round sponsorship, including Corporate or Institutional Memberships and Market Research Opportunities, contact:

Sharon Popielewski • corporatesupport@aapmr.org • (847) 737-6048