

aapm&r

ANNUAL ASSEMBLY 2021
NOVEMBER 11-14 • NASHVILLE, TN



Education Theater & Innovation Theater Center Stage Opportunities



YOUR OPPORTUNITY TO EDUCATE

AAPM&R is the one place to collectively reach physiatrists and contribute to their focus of restoring patients to maximum function.

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American Academy of Physical Medicine and Rehabilitation

EDUCATIONAL THEATER SLOTS

	Wednesday Nov. 10	Thursday Nov. 11	Friday Nov. 12	Saturday Nov. 13
Lunch Events 150-200 Attendees <i>Includes Lunch</i>			\$75,000	\$75,000
Evening Events 100-120 Attendees <i>Includes Hors D'oeuvres</i>		\$55,000		
Resident Events 50-75 Attendees <i>Includes LightSnacks</i>	\$37,500			

Deliver a presentation on patient education, specific products, disease states and therapeutic areas.

- LCD Projector, Screen, Podium with Microphone, and two Wireless Microphones
- Posting on the AAPM&R website and mobile app
- Badge Scanner
- AV technician during presentation
- Host will be allowed access to the room 60 minutes prior to Educational Theater Presentations and 30 minutes after.
- Host will be allowed to set up one (1) poster immediately outside the room no earlier than one hour prior. Additional signage and placement is subject to approval from AAPM&R.

ADDITIONAL OPPORTUNITIES

Available Thursday – Saturday during exhibits, times to come.

Center Stage \$5,000 15-minute spot 20-30 people	Innovation Theater \$15,000 30-minute spot 30-40 people	Product Demo (hands-on) \$12,500
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Center Stage

- LCD Projector, Screen, Podium with Microphone, and two Wireless Microphones
- Posting on the AAPM&R website and mobile app
- Badge Scanner
- AV technician during presentation

Innovation Theater

- LCD Projector, Screen, Podium with Microphone, and two Wireless Microphones
- Posting on the AAPM&R website and mobile app
- Badge Scanner
- AV technician during presentation

Product Demo

- LCD Projector, Screen, Podium with Microphone, and two Wireless Microphones
- Posting on the AAPM&R website and mobile app
- Badge Scanner
- AV technician during presentation

ADDITIONAL MARKETING OPPORTUNITIES

Make the Most of Your Educational Event

Marketing Plan A \$14,500

- Hotel Door Drop
- Push Notification
- Registration Bag Insert
- Pre-Show Mailing List

Marketing Plan B \$17,500

- Hotel Door Drop
- Push Notification
- Registration Bag Insert
- Pre-Show Mailing List
- Full-Page ad in *Official Program**

À la Carte

- Registration Bag Insert: **\$10,000**
- Hotel Door Drop: **\$8,000**
- Full-Page ad in Official Program: **\$3,550**
- Mailing List: **\$1,000**

**Deadlines apply*



Space Reservation Due:
August 2021



Materials Due:
September 2021

For more information, contact Patricia Swift, CMP, at Conventus Media:
pswift@conventusmedia.com • (703) 581-9602

EDUCATION THEATER, INNOVATION THEATER & CENTER STAGE APPLICATION

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This application must be completed by an organization planning to hold a presentation during the AAPM&R 2021 Annual Assembly Educational Theaters and Educational Forums. No continuing medical education credit can be offered. Organizations must complete this application and adhere to the presentation guidelines within. This application will be reviewed by the Academy leadership. Once approved, any changes must be communicated to AAPM&R in writing.

COMPANY INFORMATION (AS IT SHOULD APPEAR IN PRINT)

Company: _____

Street: _____

City: _____ State: _____

Country: _____ Zip Code: _____

Website: _____

COMPANY CONTACT (PRIMARY PERSON FOR PROGRAM CONTENT)

Name: _____

Title: _____

Work Phone: _____

Cell Phone: _____

Email: _____

PRESENTATION INFORMATION

Title of Program: _____

PRESENTATION SELECTION

Please indicate your first and second event preference:

EDUCATIONAL THEATER SLOTS

	11/11	11/12	11/13	11/14
<input type="checkbox"/> Lunch Events				
<input type="checkbox"/> Evening Events				
<input type="checkbox"/> Resident Events				

ADDITIONAL OPPORTUNITY SLOTS

	11/12	11/13	11/14
Innovation			
Center Stage			
Product Demo			

Approval Granted: (internal use only)

AAPM&R AUTHORIZING SIGNATURE

DATE

MARKETING OPPORTUNITIES

Consider these options for Education Theaters:

☐ Marketing Plan A: **\$14,500**

Educational Theater, Hotel Door Drop, Push Notification, Registration Bag Insert, Pre-Show Mailing List

☐ Marketing Plan B: **\$17,500**

Educational Theater, Hotel Door Drop, Push Notification, Registration Bag Insert, Pre-Show Mailing List, Full-Page ad in the *Official Program*

À la Carte:

☐ Registration Bag Insert: **\$10,000**

☐ Hotel Door Drop: **\$8,000**

☐ Full page ad in the *Official Program*: **\$3,550**

☐ Mailing List: **\$1,000**

Scheduling

The signed application must be received before time slot can be assigned. Applications without a signature will not be processed. By signing, individuals acting as an agent of their company have read, understood and agree to be bound by any and all such conditions and regulations. This individual accepts responsibility for informing all the employees, speaker(s), and activity organizers of these conditions and for ensuring that they will abide by them fully. This individual further accepts responsibility for penalties, which may be assessed upon violation of these conditions, as well as understands the implications associated with the cancellation of an event.

Signature/Review

Send applications and supporting materials to Patricia Swift, Conventus Media, at pswift@conventusmedia.com, or fax to (866) 334-4219. Applications should be received by July 1, 2021 to allow time for approval and ensure inclusion in the Annual Assembly *Official Program*. Upon approval of this application, AAPM&R staff will assign space. Payments must be made in full within 30 days of approval notification from AAPM&R. If the fee is not paid by the deadline specified, the application will be forfeited and the opportunity will be given to the next applicant (in priority order). For questions, call Patricia Swift at (703) 581-9602.

Cancellation Policy

Written notification of cancellation must be received by AAPM&R. This contract is binding once signed.

Signature of Authorized Exhibitor Agent

Date

Please complete the program Information details on the following page and submit with the application. This information will be used in Academy publications (if submitted by publication deadlines).

EDUCATION THEATER, INNOVATION THEATER & CENTER STAGE INFORMATION

AAPM&R REQUIRES ALL PRESENTATION SUPPORTERS TO COMPLETE THEIR LEARNING OBJECTIVES FOR REVIEW BY AAPM&R.

Presenters Please Note:

Academy policy does not permit any members of the Board of Governors, the executive director, editor-in-chief, or the chair of the Program Planning Committee to participate in any Satellite Symposia, or marketing presentations, including Education presentations at the Annual Assembly, in any role besides that of an attendee.

PRESENTER(S) INFORMATION

(as it should appear in print)

1. FULL NAME AND DESIGNATION (E.G., DO, MD)

EMAIL

2. FULL NAME AND DESIGNATION (E.G., DO, MD)

EMAIL

3. FULL NAME AND DESIGNATION (E.G., DO, MD)

EMAIL

Please notify AAPM&R if any presenters will require a ramp or riser so that arrangements can be made in advance.

Please provide the following and submit with this application. This information will be used in Academy publications (if submitted by publication deadlines).

Overall Objectives

Description

Please provide a written summary of the submission content. Be specific, indicate target audience.

Outline

Please provide an agenda for the event. Presentations may not run longer than the time allowed. Please provide copy for web and print use. Events held in private rooms are allotted a 225-word count description. AAPM&R has the right to modify copy.

Approval Granted: (internal use only)

AAPM&R AUTHORIZING SIGNATURE

DATE

EDUCATION THEATER, INNOVATION THEATER & CENTER STAGE GUIDELINES & REGULATIONS

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Thank you for your interest in hosting an educational event at the AAPM&R Annual Assembly. These guide lines and regulations are in place to comply with various internal and external policies to which AAPM&R adheres.

AAPM&R informs attendees about the presentations in the following ways:

- Information will be included on the Academy's website
- Information will be included in the Preliminary and Official Programs of the Annual Assembly (if approved by publication deadlines).
- The following standard AV equipment is included for Educational Theaters only:*
- LCD projector
- Screen
- Podium with microphone
- Two wireless microphones
- AV Technician
- Badge Scanner
- Food and beverage is provided by AAPM&R.
- The following is included in fee for Educational Forums:
- Room set
- Basic AV*

*Any equipment needed beyond what is listed should be arranged by the host company through our preferred vendor, OnServices. AAPM&R will provide host with contact information.

GUIDELINES

- AAPM&R will set the room. Changes to the room set may result in a \$5,000 administration fee.
- If host chooses to use an outside vendor for AV, a \$2,000 administration fee may apply. Note: Restrictions may apply.
- AAPM&R asks that host company notifies Academy if speakers will require a ramp, riser, etc. so that arrangements may be made in advance.

ELIGIBILITY

Organizations must meet the following criteria and be aware of these deadlines in order to be considered and accepted for participation in any presentation:

- Must be a contracted/paid exhibitor for the AAPM&R 2021 Annual Assembly.
- Must submit a completed application for review and approval.
- All materials to be distributed to attendees, including PowerPoint slides, must be submitted to AAPM&R by August 2, 2021 for Academy approval. Once approved, you are responsible for duplication and distribution to event attendees.
- Please allow 1 week for review and approvals.

APPLICATION PROCESS

- The signed application must be received before a time slot can be assigned. Applications without a signature will not be processed. Spots are assigned on a first-come, first-served basis. In order to help maximize the experience for educational events hosts and attendees, the Academy reserves the right to limit competing topics/products in similar time slots.
- AAPM&R desires a successful experience for the educational events hosts and will inform attendees of the Educational Theaters and Educational Forums in the Preliminary and Official Programs (if published deadline dates are met); however, the hosts are ultimately responsible for attendance and are encouraged to advertise, rent attendee mailing lists, etc.
- Applications for must be received by July 1, 2021. The fee must be paid in full within 30 days of receiving approval notification from AAPM&R. If the fee is not paid by the deadline specified, the application will be forfeited, and the opportunity will be given to the next applicant (in priority order).

POLICIES AND REGULATIONS

Presenters are responsible for content and agree to abide by all legal parameters and provide proper disclosures when appropriate.

Once the application has been submitted, the organization will be contacted via email regarding the receipt of the application. Confirmation letters will be sent upon approval with a counter signed copy of the application. Once payment is received the contact information for on-site logistical arrangements will be provided.

After the program is approved, any revisions to the event's content, faculty, and format must be communicated to AAPM&R in writing. In the event that final approval is not granted, AAPM&R will not be responsible for canceling any prior arrangements made by the requesting organization in connection with or in advance of the event. In addition, AAPM&R is not responsible for any costs incurred for the event itself.

Written notification of cancellation must be received by AAPM&R. The organization shall remain liable to AAPM&R for the total fee for the cancellation.

AAPM&R does not endorse or promote any products or services related to these presentations. There can be no implication in any promotional materials, handouts, or enduring materials that they are planned, sponsored by, or endorsed by AAPM&R. The use of the AAPM&R logo, name, Annual Assembly artwork or any representations thereof shall be only at the express written consent of show management.

All promotional materials associated with these presentations must be reviewed and approved by AAPM&R prior to distribution.

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