Opportunities at aapm\&r ANNUAL ASSEMBLY 2021 NOVEMBER 11-14 • NASHVILLE, TN
Registration numbers based on #AAPMR2019 (Live meeting).
Opportunities from #AAPMR19 in San Antonio
Opportunities at #AAPMR20 (Virtual)
#AAPMR21 Important Locations

- Convention Center: [Nashville Music City Center](#), 201 Rep. John Lewis Way S, Nashville, TN 37203
- Exhibit Hall: Nashville Music City Center – Halls A&B, Level 3
- Registration: Level 2
- Job and Fellowship Fair: Hall A, Level 4
- Meeting Rooms: Levels 1, 2 and 4
- General Session: Karl F. Dean Grand Ballroom, Level 4
- Headquarter Hotel: [Omni Nashville Hotel](#)

*All Locations are subject to change.*
Sponsorship Opportunities at #AAPMR21
Be the First to Reach Attendees
Your Opportunity... Before #AAPMR21

• Registration Confirmation Email
  – Sponsor’s logo will appear on the confirmation email that is sent once an attendee registers. The logo can link to the sponsor’s site.  
    Opportunity Cost: $10,000

• Know Before You Go Email
  – Sponsor Logo will appear on the know before you go email sent to all pre-registered attendees prior to #AAPMR21. This email illustrates meeting highlights (i.e., activities, destinations and logistical information that will make their meeting most memorable). Sponsor logo can link to the sponsor’s site.  
    Opportunity Cost: $10,000
Your Opportunity...
Before, During and After #AAPMR21

• Main Mobile App Sponsor

Corporate logo on splash page, on the rotating banner and on prominent signage plus recognition in Official Program and AAPM&R website. One push notification directing attendees to your booth or other activity each day.

Opportunity Cost: $30,000

As more attendees make use of the mobile app, your exposure will increase.

85% of Attendees download the mobile app.
Your Opportunity... at #AAPMR21

• Attendee Registration Bag
  – Corporate Logo(s) on each bag plus recognition in *Official Program*, Mobile App, and AAPM&R Signage

  Opportunity Cost: $35,000

• Lanyards
  – Corporate logo on each lanyard given to all attendees, plus recognition in *Official Program* and Mobile App

  Opportunity Cost: $30,000

• Hotel Room Drop
  – Have your flyer delivered to all attendees staying at the headquarter hotel (OMNI Nashville Hotel)

  Opportunity Cost: $8,000
Your Opportunity...  
To Keep Attendees Safe

• Personal Card-Sized Hand Sanitizer

2,000 sanitizers will be distributed to attendees at registration, plus an additional 1,000 to be placed at the Member Solution Center.  

**Opportunity Cost: $12,500**

• Safety Bags

The safety bag is a plastic bag containing 4 face masks and hand sanitizer. Your logo will be included on the bag and hand sanitizer. An estimated 2,000 to be placed at registration and distributed to attendees.  

**Opportunity Cost: $17,500**
2021 REHAB 5K RUN/WALK & ROLL

Every year, the Foundation for PM&R hosts a 5K event in conjunction with the AAPM&R Annual Assembly. This is a great opportunity to increase your exposure in a unique way and build good will in the physiatry community. Recognition is throughout the year and includes:

- This event will be held live and virtually – expanding the audience.
- Your company will be cited as the sponsor in all race-related promotions. You will also be featured in all communications with participants, from the registration confirmation email to reminders leading up to race day and in the final announcement of the race results.
- Your sponsorship will also be listed in all meeting-related Academy publications that promote the Rehab 5K, further broadening your exposure to the physiatry community.
- There will be a leader board on the Foundation website that will be updated with results as they come in during the week of the meeting; your company name will be included on the board.
- Every race participant will receive a commemorative t-shirt with your corporate logo.
- Your sponsorship will be included in the Foundation UPDATE newsletter, the Annual Report, and will also appear on the Foundation website.

Only one corporate sponsor will be accepted. Opportunity Cost: $8,500
ADVERTISING

Print Advertising – Annual Assembly Publications

- AAPM&R distributes 2 publications for the Annual Assembly each year

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<tr>
<th>Package Options</th>
<th>Preliminary Program Distribution</th>
<th>Official Program Distribution</th>
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Here is a link to the 2021 Media Kit.
Opportunities at #AAPMR21
Inside the Convention Center
Two banks of escalators will be used to bring attendees up and down the 4 levels of the Convention Center at #AAPMR21. In addition to escalator clings, a banner opportunity exists at the top of each escalator bank.

**Escalator Dimensions:**
- Single 6’6” x 2’
- 1 set on one level
- 1 down escalator and 1 up (12 panels)

**Opportunity Cost:** 1 set $14,500
Double sided cost increases to $17,500
Add a second set for an additional $12,000

**Banner Dimensions:** Opportunity Cost: $12,500
- Single sided
- 10’ x 3’
Floor Clings

Directional floor clings placed strategically throughout the convention center with your logo and booth number.

Floor Cling Dimensions
- 20 clings
- approximate size 4’x4’

Opportunity Cost: $13,500

Larger floor clings placed in high traffic areas. An example of placement, outside Hall A1 which will be the entrance to the Job Fair on Wednesday; once the Job Fair has ended, it will be the entrance to the Exhibit Hall Thursday-Sunday.

Floor Cling Dimensions
- 1 cling
- Size: 8’ x 10’

Opportunity Cost: $10,000
Clings on Glass Railing

Attendees will pass these railings multiple times over the 4 days of the Annual Assembly. Railings are on Level 2 of the Convention Center where the session rooms are located.

Railing Dimensions:
- Single sided
- Size: 52"x32"
- Up to 12 clings

Opportunity Cost: $15,000
Message in Motion

• Your message will be seen by all attendees, each of the 4 days on the Message in Motion video wall. This 38’ long electronic video wall will be placed in a high traffic area and run continuously for 4 days of the meeting.

As a 60 Second Video Sponsor, you will be able to speak directly to Annual Assembly Attendees. Your video message will rotate within a 10-minute loop continuously for 4 days of the meeting running ~288 times during the meeting (i.e., 288 full minutes of animated communication to our PM&R specialists!).

Opportunity Cost: $9,500
Banner Opportunity – Outside Hall B

This banner will hang above the main entrance of Exhibit Hall B.

**Banner Dimensions:**
- Single sided
- 7’5” x 14’10”

**Opportunity Cost:** $14,500

This can also be a digital opportunity.
Meet Up Zone

**New in 2021** Meet Up Opportunities! A place where attendees can gather while social distancing. Located outside of the exhibit hall in the third-floor lobby.

**Includes:**
- 2 Column Wraps with your graphics and booth number
- 2 Meter Boards
- 6 Table Logos
- Messaging in Mobile app and the Know Before you Go email

**Opportunity Cost:** $15,000
Additional Signage Opportunities

• 4-Sided Kiosk
  – Get your message seen in all directions!
    Opportunity Cost: $10,000

• Light Box
  – Light up your message!
    Opportunity Cost: $8,500

• Meter Boards
  – One or a series to tell a story!
    Opportunity Cost: $5,500

AAPM&R will place the signage in high traffic areas.
Banner – Inside Exhibit Hall

This banner will hang above one of the main entrances, inside the exhibit hall.

Dimensions:
- Single sided
- 54'7" x 10'

Opportunity Cost: $18,500
Business Suites

Create a Private Exhibitor Suite
Order your Exhibitor Business Suite to create your *private* office right on the exhibit floor

- Exhibitor Suite includes:
  - Available Thursday through Sunday
  - Space rental
  - Fabric (Velcro ready) panels
  - Sign (14”x22”) with company name or company logo
  - Carpet (13 oz.) and first night vacuuming
  - Installation and dismantling labor
  - Furniture Package Available
- **Order by September 30, 2021**

Prices starting at $4,495 for a 10x10.
Opportunities at #AAPMR21
Digital Opportunities
Your Opportunity...
To Go Digital

Several digital opportunities exist within the Nashville Music City Center. Digital Ads are for a rotating 10 second slide or can be bought out.

Outside of Exhibit Hall B, one of the primary entrances to the exhibit hall.

Size 156”
Pixel Dimensions 576x1152
Image format .png, .jpeg
Video Format .mp4

10 second slide $6,000
Buy-Out the unit $15,000
Video Walls

65” video wall displays located throughout the Convention Center.

- Size: 10’ x 5’6”
- Pixel Dimensions: 1920x1080
- Image format: .png, .jpeg
- Video format: .mp4

Opportunity cost: $7,500 per screen exclusive

Located on the entrance wall of 5th and Demonbreun, one of two entrances.

Located outside of Exhibit Hall A2, near the entrance to Hall B and at the Job and Fellowship Fair entrance.
Own the Digital Outside the General Session Ballroom

Located on the 4th level of the convention center, there are 4, 65” displays, 1 Video Wall, plus 2 wayfinder pods (contact for full details).

Opportunity cost: $30,000
Opportunities at #AAPMR21
Education Opportunities
Your Opportunity...  
To Educate #AAPMR21 Attendees

<table>
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<tr>
<th>Anticipated # of Attendees</th>
<th>Education Theater</th>
<th>Innovation Stage</th>
<th>Center Stage</th>
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* Educate Physiatrists in the format of YOUR CHOICE! * Education Schedule is still TBD
Marketing Package for Educational Opportunities

Marketing Plan A - $14,500
• Hotel Door Drop
• Push Notification
• Registration Bag Insert
• Pre-Show Mailing List

Marketing Plan B - $17,500
• Registration Bag Insert
• Pre-Show Mailing List
• Full-Page ad in Official Program
• Hotel Door Drop
• Push Notification

A La Carte Options
• Registration Bag Insert: $10,000
• Hotel Door Drop: $8,000
• Full-Page ad in Official Program: $3,550
• Mailing List: $1,000
Opportunities at #AAPMR21
Reach Residents
Your Opportunity...  
To Reach the Residents

Support three Physician-in-Training Events – PHiT Fest

• Resident Quiz Bowl
• Residents’ Reception
• Resident Town Hall

Sponsorship includes:

• Recognition as a sponsor (with logo) on signage at each event, on AAPM&R website and the event Mobile App
• Reserved table at the Reception
• Ability to attend the Quiz Bowl and the Town Hall

Opportunity Cost: $15,000
Your Opportunity...
To Educate the Residents

Resident Bootcamp Sponsorship

• Taking place Thursday – Saturday, November 11-13
• Each session is 3 hours
• 2 sessions – topics to be determined
• Up to 50 attendees and 4 to 6 faculty
• There will be two bootcamps in 2021
• Sponsorship includes:
  • Recognition as a sponsor (with logo) on promotional materials, at the session, on AAPM&R website and the event mobile app
  • Table-top exhibit near the session
  • Ability to provide AAPM&R with a handout for all attendees
  • Ability to observe the session (2 per supporter)

Session is not CME

Opportunity Cost: $12,500

#AAPMR 2019 Bootcamp Topics
#AAPMR 2021 – Topics TBD

Resident Bootcamp 1: Ultrasound – Reviewing Essential Nerve Examination Techniques and Common Joint Injection Views (N)
Thursday, November 14: 2 pm-5 pm

Resident Bootcamp 2: Introduction to Upper Extremity Prosthetics / Lower Extremity Orthotics & Prosthetics (N)
Friday, November 15: 8 am-11 am

Resident Bootcamp 3: Spasticity Management - Reviewing Chemodenervation Techniques Including the Use of Ultrasound Guidance and Baclofen Pump Management (N)
Saturday, November 16: 2 pm-5 pm
Your Opportunity...

To Educate the Residents

- A 45-minute Education Theater held prior to the popular Job and Fellowship Fair.
- Recognition in program, Mobile App and on signage
- Up to 50 to 75 attendees
- AV included

Opportunity Cost: $37,500
Still Need to Secure a Booth at #AAPMR21

• There is still plenty of time to secure your presence at #AAPMR21 – we are so excited to be back together again face to face.

• To view the most current Floorplan – Click Here
• To view the Exhibitor Application – Click Here
Thank you!

We value our relationship and look forward to our interactions in 2021!
Questions/Contact

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