

# Opportunities at

**aapm&r**

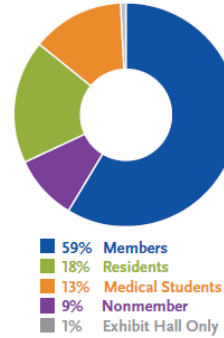
ANNUAL ASSEMBLY 2021

NOVEMBER 11-14 • NASHVILLE, TN

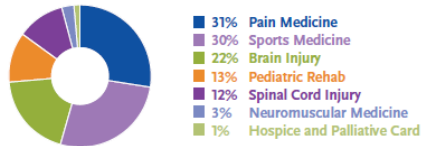
**aapm&r**

**2792**  
ATTENDEES

**90%**  
OF ATTENDEES  
ARE AAPM&R  
MEMBERS



**23% HOLD A SUBSPECIALTY CERTIFICATION**



**PRIMARY PRACTICE SETTING**



**94%**

OF ATTENDEES  
WOULD RECOMMEND  
THE ANNUAL ASSEMBLY  
TO THEIR PEERS

**498**

RESIDENTS ATTENDED  
THE ASSEMBLY

**96%**

OF ATTENDEES  
VISIT THE  
PM&R PAVILION

**THE BEST IN  
EDUCATION**

**75+**  
EDUCATIONAL  
SESSIONS

**14**  
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.

Registration numbers based on #AAPMR2019 (Live meeting).

# Opportunities from #AAPMR19 in San Antonio





# Opportunities at #AAPMR20 (Virtual)

**Virtual AAPM&R ANNUAL ASSEMBLY NOVEMBER 8-15, 2020**

**WELCOME TEAM PHYSIATRY**

**AAPM&R DAILY VIDEOS (NOV 8-15)**

**DIRECTORY**

- Sessions
- Research Hub
- Exhibit Hall
- Member Resource Center
- IT Help Desk

**NEW ANNOUNCEMENT**

Come prepared for the Job and Fellowship Fair, Nov 13 at 6 pm (CT). This handout (also found at the Member Resource Center) will tell you how to upload your CV and apply for a job opening!

**Sponsored Education Theater AND Product Demonstrations**

**Welcome to the Theater**

**Sponsored Education Theater and Product Demonstrations**

**Elevating the Standard of Care for Patients with Lower Limb Amputation (Sponsored by JFK Johnson Rehabilitation Institute)**

11/14/2020 3:15PM - 3:45PM

**Watch On Demand**

**ITB Therapy Dosing Strategies (Sponsored by Medtronic)**

11/14/2020 3:14PM - 3:15PM

**Watch On Demand**

**REAL: Transforming the Rehabilitation Journey (Sponsored by REAL)**

11/13/2020 3:15PM - 3:45PM

**Watch On Demand**

**Clinical Application of Robotics in Neuro Rehabilitation (Sponsored by Moss Rehab)**

11/13/2020 3:00PM - 4:00PM

**ITB Therapy Dosing Strategies (Sponsored by Medtronic)**

11/14/2020 3:14PM - 3:15PM

**Watch On Demand**

**Christina Hardesty, MD**

**LOG IN NOW!**

AAPMR

Welcome to the virtual 2020 Annual Assembly. To log in, use the same email and password (both lowercase) that you would use to sign into aapmr.org. Contact the Academy at (847) 737-6000 or [info@aapmr.org](mailto:info@aapmr.org) if you need help with your login credentials.

**EMAIL ADDRESS**

**ENTER**

**FORGOT PASSWORD?**

**TERMS OF USE**

**PRIVACY POLICY**

**COMPUTER TIPS**

**LOGIN HELP**

**Exhibit Hall Entrance**

**Sponsored Education Theater AND Product Demonstrations**

**ENTER THEATER**

**Exhibit Hall Hours**

Friday, 10 am - 4 pm (CT)

Saturday, 10 am - 4 pm (CT)

Sunday, 10 am - 2 pm (CT)

**Exhibit Hall 1 BOOTH A-E**

**Exhibit Hall 2 BOOTH F-L**

**Exhibit Hall 3 BOOTH M-Q**

**Exhibit Hall 4 BOOTH R-Z**

**aapm&r Registry**

**AAPM&R Career Corner**

**DEDICATED TO ADVANCING UNIQUE THERAPEUTIC TREATMENTS**

Visit the MERZ THERAPEUTICS Virtual Booth to learn more.

**aapm&r**

# #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**



85% of Attendees  
download the mobile app.

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



# 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

**aapm&r**

ANNUAL ASSEMBLY 2021

NOVEMBER 11-14 • NASHVILLE, TN

### Package Options

(Your ad will be included in both the Preliminary and Official Program)

FULL PAGE	U.S. \$7,500
INSIDE FRONT COVER	U.S. \$18,000
INSIDE BACK COVER	U.S. \$18,000
BACK COVER	U.S. \$26,000
COVER TIP	U.S. \$30,000

Preliminary Program Distribution  
10,000+

Official Program Distribution  
3,000+

### A La Carte Options

(choose which publication to include your ad)

	PRELIMINARY PROGRAM*	OFFICIAL PROGRAM*
FULL PAGE	U.S. \$4,550	U.S. \$3,550
INSIDE FRONT COVER	U.S. \$10,000	U.S. \$10,000
INSIDE BACK COVER	U.S. \$10,000	U.S. \$10,000
BACK COVER	U.S. \$14,000	U.S. \$14,000
COVER TIP	U.S. \$16,000	U.S. \$16,000

[Here](#) is a link to the 2021 Media Kit.

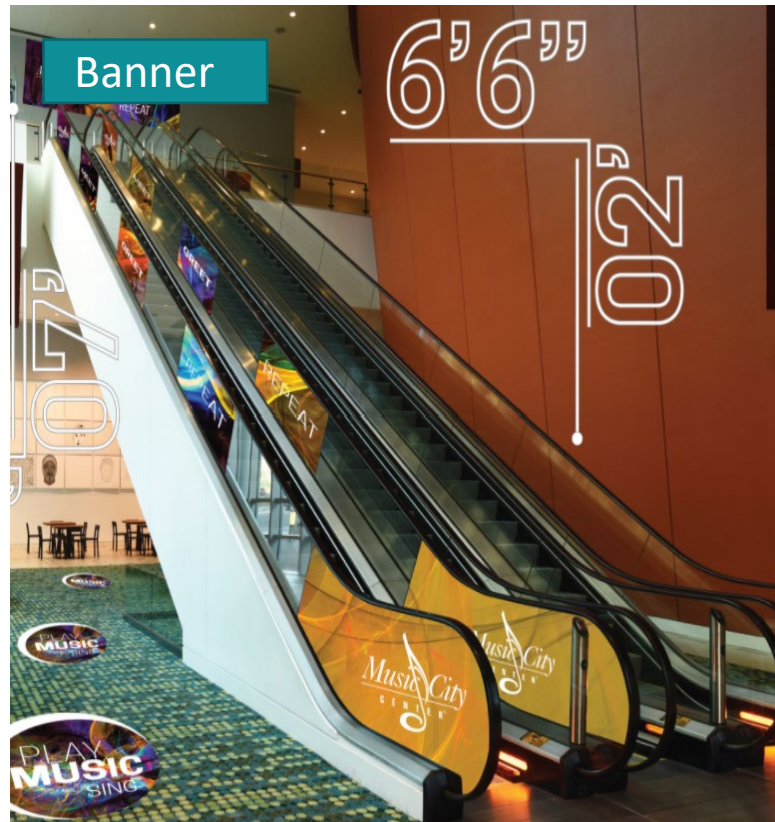
**aapm&r**

# Opportunities at #AAPMR21

## Inside the Convention Center



# Entrance Escalators and Banner



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

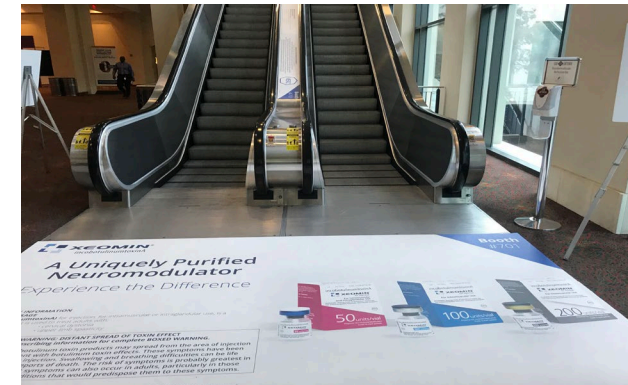


Larger floor clings placed in high traffic areas. An example of placement, outside Hall A1 which will be the entrance to the Job Fair on Wednesday; once the Job Fair has ended, it will be the entrance to the Exhibit Hall Thursday-Sunday.

## 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

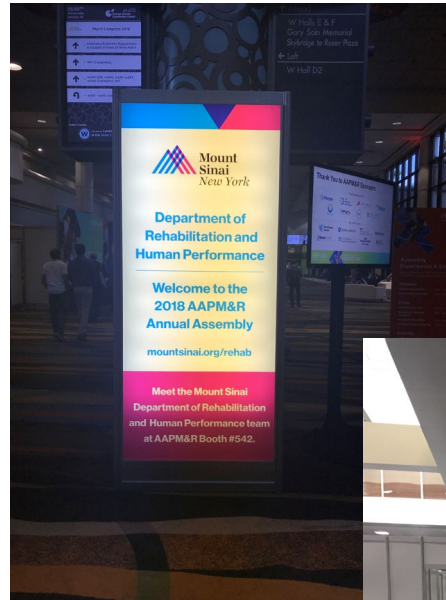
**Opportunity Cost: \$15,000**



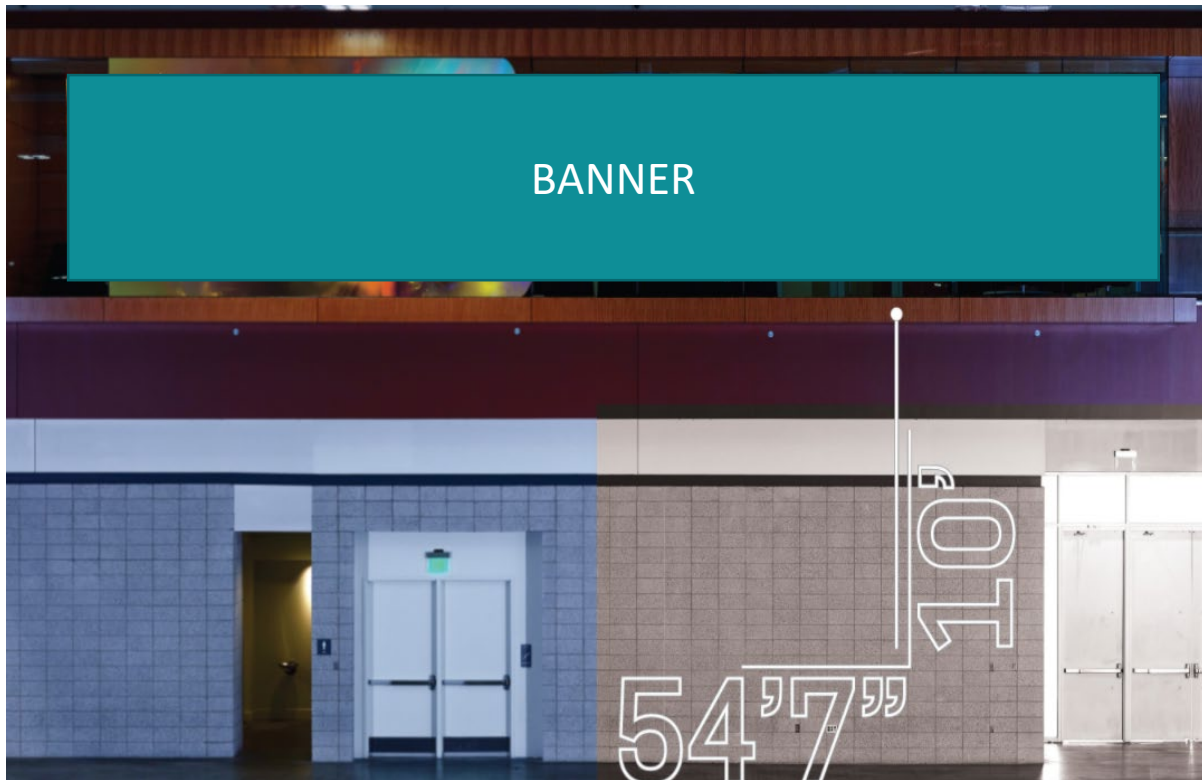
# Additional Signage Opportunities

- **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**

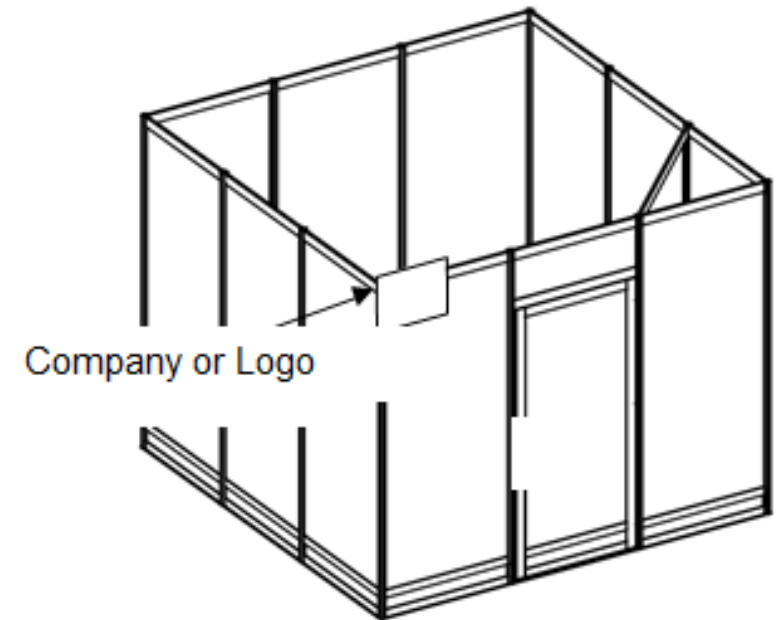
# Business Suites

## 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**

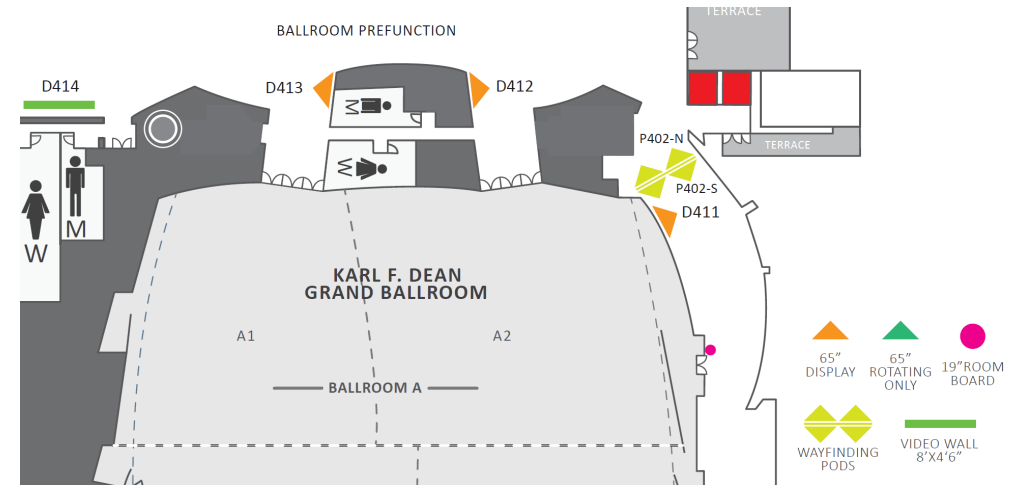


Located on the entrance wall of 5<sup>th</sup> and Demonbreun, one of two entrances



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 4<sup>th</sup> 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

Educate  
Physiatrists  
in the format  
of  
***YOUR CHOICE!***

	Education Theater	Innovation Stage	Center Stage	Product Demos
<b>Anticipated # of Attendees</b>	175 to 200	35 to 40	20 to 25	15 to 20
<b>AV</b>	Stage, podium, 2 mics	Stage, monitor, mic	Stage, Monitor, Mic	Mic and Monitor as needed
<b>Time</b>	50 to 60 minutes	30 minutes	15 minutes	30 to 40 minutes
<b>Cost</b>	\$75,000	\$15,000	\$5,000	\$12,500

\* 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

**Lisa Koch: Exhibits and Sponsorships**

[lkoch@conventusmedia.com](mailto:lkoch@conventusmedia.com)

(617) 285-2320

**Kathleen Noonan: Exhibits and Sponsorship**

[knoonan@conventusmedia.com](mailto:knoonan@conventusmedia.com)

(781) 375-8584

**Sharon Popielewski: Business and Resource Development/ Corporate Support**

[spopielewski@aapmr.org](mailto:spopielewski@aapmr.org)

(847) 737-6048