Opportunities for Support at #aapmr23
NEW ORLEANS, LA
NOVEMBER 16-19, 2023
#AAPMR23 Important Locations

- Convention Center: Ernst Memorial Convention Center, New Orleans
- Exhibit Hall: CC, Hall B, level 1
- Meeting Rooms: Level 2
- Headquarter Hotel: Hilton Hotel
- Date of Meeting: November 16-19, 2023
- Registration: Main Lobby
- General Session: Hall A, level 1
- Job and Fellowship Fair: Hall c2, Level 1
- New Exhibit Hours: (CT)
  - Thursday, 11:30 am – 2:30 pm and 5:00 pm to 7:00 pm
  - Friday, 8:00 am to 2:00 pm
  - Saturday, 8:00 am to 1:30 pm
THE LARGEST GATHERING OF PHYSIATRISTS

2,607 TOTAL ATTENDEES
- 1,730 IN-PERSON ATTENDEES
- 877 VIRTUAL ATTENDEES

87% OF ATTENDEES ARE AAPM&R MEMBERS
- 58% Practicing Members
- 10% Residents/Early Career
- 12% Nonmembers
- 8% Medical Students
- 2% Retired
- 1% Other

25% HOLD A SUBSPECIALTY CERTIFICATION
- 27% Sports Medicine
- 27% Pain Medicine
- 22% Brain Injury
- 14% Pediatric Behavioral
- 8% Spinal Cord Injury
- 7% Neurovascular Medicine
- 1% Hospital and Palliative Care

THE BEST IN EDUCATION
632 FIRST-TIME ATTENDEES
522 FIRST-TIME IN-PERSON ATTENDEES
110 FIRST-TIME VIRTUAL ATTENDEES

80+ EDUCATIONAL SESSIONS
20+ LIVE-STREAMED SESSIONS
25+ VIRTUAL COMMUNITY SESSIONS
4 PLENARY SESSIONS
15+ CLINICAL AND PRACTICE THEMES

PRIMARY PRACTICE SETTING
- 26% Outpatient Center
- 10% Multi-Specialty Group System
- 10% Hospital Rehabilitation Center
- 7% Sub-Private Practice Independent
- 6% Physical Medicine, Private Practice System
- 5% Multi-Specialty Group Inc.
- 4% Skilled Nursing Facility (SNF)
- 4% Pain Management
- 3% Long Term Acute Care Hospitals
- 2% Military Duty
- 2% Critical Care Medicine
- 2% Other
- 10% Non-Clinical
- 7% Home Health Care
- 6% Skilled Nursing Facility (SNF)
- 5% Sub-Acute Care
- 5% Long Term Acute Care Hospitals
- 5% Other Health

*All data taken from the 2022 Annual Assembly Demographics Report, Exhibitor Survey and Attendee Survey.
Reach Registrants Before and During #AAPMR23
Emails and Digital
Reach Registrants Through Emails

**Registration Confirmation Email**
- New for 2023!
- Sent to all registrants as they register for #AAPMR23
- Sponsor’s logo will appear on the confirmation email
- Logo is linkable to your website

Opportunity Cost: $10,000

**Know Before You Go Email**
- Sponsor logo or banner ad will appear on the email set to all pre-registered attendees prior to #AAPMR23
- This email illustrates meeting highlights (i.e., activities, logistical information and other important information)
- 73% open rate in 2022!
- Sponsor logo or banner is linkable

Opportunity Cost: $10,000
Mobile App

As the sponsor of the **Mobile App:**

- Corporate logo on splash page, on the rotating banner, and on prominent signage
- Includes one push notification directing attendees to your booth or other activity on each day
- Only one sponsorship is available
- In 2022, 1816 registrants downloaded the app!

**Opportunity Cost: $35,000**

85% of attendees download the mobile app

SOLD
Digital Platform Snapshot

• Again in 2023, in-person plus live-streaming and on-demand will be offered on a digital platform.
• All in-person registrants will have access to the platform where sessions will be available live-streamed and on-demand.
• This platform is the conference website.
• Content will be added to the website beginning in November, but registrants will be able to view the website prior.
• All keynotes and up to 20 sessions will be live-streamed from the in-person Annual Assembly. Additional recorded content from the in-person will also be added.
• Participating in the digital component allows for additional exposure and attendees can view the content through the end of 2023!
• In 2022, 87% of registrants created user accounts on the digital platform!
Website Advertising

Website Login Advertisement

• Every attendee will have to log in to the platform to see all the session recordings. Place your custom graphic front and center as attendees (both in-person and virtual) log into the website.

• The website advertisement can be clickable to your website, virtual exhibitor resource center, or any other URL.

• The advertisement size is 600 pixels tall x 400 pixels wide.

• In 2022, there were 2,257 user accounts and 12,684 log-ins.

Opportunity Cost: $7,500 (1 available)
Navigation Advertisement

• This banner advertisement will be visible on all pages of the website under the navigation menu. It is a static advertisement and will be seen on every page on the platform and all pages that attendee visits.

• The advertisement can be clickable to your website, or any other URL. Click/view counts are tracked and provided to the sponsor.

• The size is 400 pixels wide x 400 pixels tall.

Opportunity Cost: $15,000 (1 available)
Home Page Advertisement

Rotating Ad

- Place your custom advertisement on the platform home page.
- Your custom advertisement will rotate on the home page and will be visible to all registrants.
- The advertisement can be clickable to your website, digital exhibitor resource center, or any other URL. Click/view counts are tracked and provided to the sponsor.
- The advertisement size is 320 pixels wide x 1,200 pixels tall.

Opportunity Cost: $10,000 (3 available)

Tile Advertisement

- Place your custom advertisement on the platform home page. This webpage is the highest traffic page of the website.
- The advertisement can be clickable to your website, exhibitor resource center, or any other URL.
- The advertisement size is 600 pixels wide x 200 pixels high.

Opportunity Cost: $5,000 each (2 tiles available)
My Experience Page Advertisement

• Place a custom ad on the My Experience Page of the platform. The My Experience page is a personal dashboard for each attendee; it includes attendees’ messages, the attendee’s schedule, poster selection, and networking.

• Your custom ad will be seen by all attendees as they visit their dashboard. The advertisement can be clickable to your website, virtual exhibitor resource center, or any other URL.

• The advertisement size is 1,280 pixels wide x 200 pixels tall.

Opportunity Cost: $7,500 (1 available)
Branding on the e-Poster Gallery

- Showcase your company to the thousands of attendees visiting the poster gallery while supporting the abstract posters and the valuable education they provide. All posters will be posted on the site.

- The poster gallery will showcase over 400 (477 in 2022) AAPM&R poster authors’ valuable work while providing virtual education to all participants. Your logo placement on the poster platform will be prominently displayed to recognize your support.

- Your logo will be 480 wide x 200 tall pixels and can be linked to an external URL or your Exhibitor Resource Center.

- In 2022, there were 4,795 poster views!

**Opportunity Cost: $5,000 (1 available)**
Branding Opportunities
Headquarter Hotel: Hilton Hotel
Hilton Hotel
~ Main Escalator

The escalator takes you from the entrance on level 1 to registration on level 2

- Center runner
- 9.75” wide by 33.9” long

Opportunity Cost: $16,000
Floor Cling at Base of Escalator

- Located near entrance and at base of escalators
- 10’ x 10’

Opportunity Cost: $12,500

Glass Railings

- Clings along restaurant
- Located near elevator
- 5 Clings
- ~ 52” x 30”

Opportunity Cost: $22,500
Guest Elevator Bank

- Cling on the marble floor located at each hotel bank
- Located on level 1
- Two elevator banks
- 83” wide x 154” high

Opportunity Cost: $15,000 each or 2 for $28,000
Hotel Room Drop

• Have your flyer / handout delivered to the attendees staying at the headquarter hotel (Hilton)

Opportunity Cost: $8,000

Hotel Key Cards

• Provided to all registered attendees at the headquarter hotel (Hilton)
• Logo on key card

Opportunity Cost: $35,000
# Branding Opportunities

The Convention Center
Banners in Registration at the Convention Center

This banner will be seen on multiple occasions, throughout each day

- Double-sided
- 10” wide by 8” high
- 3 opportunities within the area

Opportunity Cost: $20,000
Schedule of Events

Located in a high traffic area near registration

- 2 monitors with the Assembly schedule and other important AAPM&R information
- 2 monitors for Sponsor (product information, booth number, education schedule and information)
- Information is up-to-date and may change daily
- Your logo placed on the structure

- Opportunity Cost: $26,500
Wall Cling

• Located at the top of the escalators on level 2

• Wall cling at the landing to the session rooms

• 6’ wide x 4’ high

Opportunity Cost: $14,500
Additional Signage

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
- 3 for $12,500

AAPM&R will place the signage in high traffic areas.
Place Your Brand in the Hands of the Attendees

Attendee Registration Bag
  • Corporate logo(s) on each bag plus recognition in the Official program and Mobile App
  **Opportunity Cost: $35,000**

Registration Bag Insert
  • Include your marketing piece inside the registration Bag
  **Opportunity Cost: $10,000**

Lanyards
  • Corporate logo on each lanyard given to all attendees, plus recognition in Official Program and Mobile App
  **Opportunity Cost: $30,000**
Aisle Signs

Help attendees as they navigate the vast exhibit hall

• Your logo/message on all aisle signs
• Size Approximately: 2’ x 4’

Opportunity Cost: $25,000
Own the Entrance of the Exhibit Hall

Placed at the entrance of the exhibit hall where attendees will access the exhibits, Research Hub, lunch and the Learning Center.

• 8’ x 5’ carpet logo
  **Opportunity Cost:** $10,000

• Add footprints to your booth
  **Opportunity Cost:** Set of 12 footprints (2’ x 2’) $15,000
Support the Communities

New for 2023, Communities will meet in the Exhibit Hall.

Included for your support:

• Recognition on tables with graphics that can direct to your booth
• Recognition on signage in the area
• Recognition when the sessions are mentioned in general, e.g., Community Member Meet Up area sponsored by your company
• Handouts in the area

Opportunity Cost: $15,000
Table Clings

Add Custom Table Clings in the food and beverage area! Cling 5 or all 20+ tables in the food and beverage area located on the exhibit floor

- 5 table clings
- Size TBD

Opportunity Cost: $5,000
Cling up to 20 tables for $15,000
Business Suites

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
- Sizes vary

Order by October 20, 2023

Prices starting at $6,495 for a 10x10.
Breakfast on the Exhibit Floor

• With the change in the Annual Assembly schedule, breakfast will be served in the Pavillion on Friday at 8 AM

• Sponsor the breakfast and receive the following recognition:
  • Signage at the breakfast
  • Mention in the Official Program, Mobile App, the Website and in the Know Before You Go

*New for 2023*
Educate the Audience
Physiatrists and Residents
# Sponsored Session Opportunities

<table>
<thead>
<tr>
<th></th>
<th>Sponsored Education Theater</th>
<th>Education Theater for Residents</th>
<th>Sponsored Center Stage</th>
<th>Sponsored Product Demos</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Anticipated #</strong> of <strong>Attendees</strong></td>
<td>175 to 200</td>
<td>75</td>
<td>30 to 40</td>
<td>12 to 18</td>
</tr>
<tr>
<td><strong>AV</strong></td>
<td>Stage, podium, 2 mics</td>
<td>Stage, podium, 2 mics</td>
<td>Stage, Monitor, Mic</td>
<td>Mic and Monitor as needed</td>
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<tr>
<td><strong>Time</strong></td>
<td>50 to 60 minutes</td>
<td>45 minutes</td>
<td>15 minutes</td>
<td>30 to 40 minutes</td>
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<tr>
<td><strong>Cost</strong></td>
<td>$75,000</td>
<td>$37,500</td>
<td>$5,000</td>
<td>$12,500</td>
</tr>
</tbody>
</table>

Educate Physiatrists and Physiatrists-in-Training in the format of your choice!

Also new! Tissue (Cadaver) Labs
Educate the Audience in a Large Theater

Sponsored Education Theater

- Set for up to 200 attendees
- Held during unopposed hours on the exhibit floor
- Includes:
  - Basic AV: LCD projector, screen, podium with microphone and two wireless microphones
  - AV technician during the presentation
  - One person to scan badges plus the badge scanner
  - Access to theater room 60 minutes prior
  - Ability to set a poster up 60 minutes prior
  - Posting on the AAPM&R website, mobile app and on signage at the theater

Opportunity Cost: $75,000
Hands On / Product Demos

- Held in a semi-private location within the learning center on the show floor
- 30-to-40-minute opportunity
- Includes:
  - Monitor
  - Set for up to 12 to 15
  - Recognition on signage at the learning center, in the mobile app and on the AAPM&R website

Opportunity Cost: $12,500
Center Stage in the Learning Center

• Held in theater location within the learning center on the show floor
• 15-minute opportunity
• Includes:
  • Monitor
  • Mic
  • Set for 30 to 40 attendees
  • Recognition on signage at the learning center, in the mobile app and on the AAPM&R website

• Opportunity Cost: $5,000
Hands On Tissue (Cadaver) Lab

- Set for up to 50 Attendees
- Built out private meeting room on the exhibit floor
- Available for one day or all three exhibit days
- # of sessions throughout the day
- Meter Board with Schedule
  - Includes:
    - Standard AV
    - Use of pre-show mailing list
    - A badge scanner
    - Access to lab 2 hours prior
    - Posting on the AAPM&R website, mobile app, and on signage at the meeting

Opportunity Cost: $75,000 for one day
Marketing Opportunity

The marketing package provides ample opportunities to market your education to attendees. (This package is also available to drive traffic to your booth.)

Includes:

- Registration Bag Insert ($10,000)
- Pre-Show Mailing List ($1,000)
- Full Page Ad in Official Program ($3,500)
- Hotel Door Drop ($8,000)

Opportunity Cost: $20,250
PM&R Party...
On the Field of the Superdome

- The PM&R Party will take place inside the Superdome on Friday, November 17th!
- Various support opportunities are available from kicking field goals to touchdown throws. As always there will be a band and plenty of food and beverages.
- Please contact Kathleen Noonan at knoonan@conventusmedia.com for more information.
Resident Bootcamp

• Taking place Thursday – Saturday, November 16 - 18
• Each session is 3 hours, times tbd
• 2 sessions – possible topics include; Interventional Pain, Spasticity and Ultrasound
• Up to 50 attendees and 4 to 6 faculty
• There will be two boot camps in 2023
• 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: $15,000

PHiTFest

Support Three Physician-in-Training Events:

• Resident’s Happy Hour
• Trivia
• Resident Town Hall
• Includes:
  • Recognition as a sponsor (with logo) on signage at each event, on AAPM&R website and the event Mobile App
  • Sponsorship includes tickets for two attendees at each event!

Opportunity Cost: $15,000
The Assembly Pavilion

No Booth yet? There is still time to reserve your booth!

Why?
Physiatrists visit the Pavilion, and you will have key interaction opportunities.

Click here to reserve your space.
Questions or Looking to Secure, Please Contact Us At:

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