

# #aapmr24

SAN DIEGO, CA & VIRTUAL  
NOVEMBER 6-10, 2024

## Opportunities For Engagement, Education and Brand Awareness

# aapm&r

# #AAPMR24 Overall Information

**Convention Center:** San Diego Convention Center

**Exhibit Hall:** A, B1/B2

**Headquarter Hotel:** Manchester Grand Hyatt, 1 Market Place, San Diego, CA

**Call for Abstracts:** December 13, 2023-March 13, 2024

**Call for Session Proposals:** November 29, 2023-January 31, 2024

Learn more about PM&R, AAPM&R and the 2024 Annual Assembly at [www.aapmr.org/assembly](http://www.aapmr.org/assembly)

# #aapmr24

**SAN DIEGO, CA & VIRTUAL  
NOVEMBER 6-10, 2024**

*The AAPM&R Annual Assembly is the largest educational conference in the country for physiatrists, making it the best opportunity to deliver your message to this targeted audience. Join us in San Diego for a week of collaboration, education and fun!*

**EXHIBIT • SPONSOR • ENAGAGE • EDUCATE**

**aapm&r**

# #aapmr24

**SAN DIEGO, CA & VIRTUAL  
NOVEMBER 6-10, 2024**

**There are a variety of ways to make your presence known to attendees:**

- Educate physiatrists on the tools they can use to improve patient outcomes.
- Exhibitor to showcase your product and services to physiatrists.
- Utilize unique branding opportunities that showcase your message.
- And more!

Learn more about PM&R, AAPM&R and the 2024 Annual Assembly at [www.aapmr.org/assembly](http://www.aapmr.org/assembly)

# AAPM&R 2022 Annual Assembly Insights

**aapm&r**  
ANNUAL ASSEMBLY

THE LARGEST GATHERING OF PHYSIATRISTS

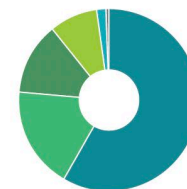
**2,607** TOTAL  
ATTENDEES

 **1,730** IN-PERSON  
ATTENDEES

 **877** VIRTUAL  
ATTENDEES

**87%**

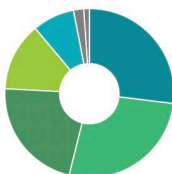
OF ATTENDEES  
ARE AAPM&R  
MEMBERS



- 58.42% Practicing Members
- 18.07% Residents/Early Career
- 12.81% Nonmembers
- 8.52% Medical Students
- 1.65% Retired
- 0.54% Other



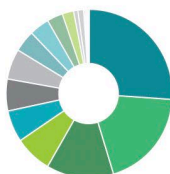
**25% HOLD A SUBSPECIALTY  
CERTIFICATION**



- 27% Sports Medicine
- 27% Pain Medicine
- 22% Brain Injury
- 13% Pediatric Rehab
- 8% Spinal Cord Injury
- 2% Neuromuscular Medicine
- 1% Hospice and Palliative Care



**PRIMARY PRACTICE SETTING**



- 26% Outpatient Center
- 19% Multi-Specialty Group System
- 13% Hospital Rehabilitation Center
- 7% Solo Private Practice Independent
- 6% PM&R Group, Private Practice System
- 6% Multi-Specialty Group Ind.
- 6% Inpatient Rehab Facility (IRF)
- 4% PM&R Group, Private Practice Ind.
- 4% VA
- 3% Other
- 2% Non-Clinical
- 1% Solo Private Practice System
- 1% Skilled Nursing Facility (SNF)
- 1% Sub-Acute Care
- 1% Military Duty
- 1% Long Term Acute Care Hospital
- 1% Home Health

**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

\*All data taken from the 2022 Annual Assembly Demographics Report, Exhibitor Survey and Attendee Survey.

**aapm&r**

# Highlights at #AAPMR24

**AAPM&R continues to invest in the Annual Assembly to improve the experience for attendees and exhibitors.**

- Exhibitor Booth Awards
- Enhanced “Member Meet Ups” in the PM&R Pavilion
- Thursday exhibit hall hours 12-6:30 pm; opening reception 5-6:30 pm (*Hall will not close on Thursday mid-day in 2024*)
- AAPM&R Networking Night on Thursday after the Opening Reception (instead of Saturday)
- Opportunities for sponsored events on Wednesday and Saturday nights
- Breaks with food on Friday and Saturday mornings to increase networking

# Highlights at #AAPMR24, continued

## Check out the new design!

- Central Café/Lounge – a place for attendees to gather
- Multiple theaters that can be used interchangeably
- Designed to create additional flow
- Headshot booth in the Career Corner
- Puppies in the Pavilion

## Advanced Clinical Focus Days – more advanced education for attendees

- Thursday: Pediatrics and Cancer Rehabilitation
- Friday: Inpatient Rehabilitation and Pain/Spine
- Saturday: Musculoskeletal and Neurorehabilitation

# Networking Venues

- An unopposed Welcome Reception offers a vibrant opportunity to network with attendees and exhibitors in a casual, relaxed environment. Beverage service is offered during the breaks in the PM&R Pavilion.
- The PM&R Pavilion is the place to meet and connect with PM&R physicians who are looking to learn about your organization, products and services, with the shared goal of improving patient care. This central hub is where attendees network, find innovative solutions and learn about the latest advancements in the field. Showcase your organization in the interactive Learning Center and during presentations in Sponsored Education Theaters.





# Exhibit to Engage with Physiatrists

Booth Type	Onsite Rate (through 12/15)	Early-Bird Rate (through 3/15)
In-Line*	\$3,700	\$3,900
Corner*	\$3,900	\$4,100
Island*	\$4,200	\$4,400

\*per 100 sq. ft.

\*Turnkey Booth options available

All booth fees include the Welcome Reception and boxed lunch on Thursday, Friday and Saturday.



# Educational Attractions

**Did you know exhibitors also have access to?**

- 80+ non-ticketed educational sessions
- Learning Center and Learning Lab for hands-on experience
- Research Hub e-posters (scheduled presentations adjacent to exhibits)
- Industry presentations on three theaters throughout the floor





# PM&R Pavilion Exhibit Hours\*

- Thursday, November 7:
  - 12-6:30 pm
  - 5-6:30 pm (*Welcome Reception*)
- Friday, November 8:
  - 8 am-2 pm
- Saturday, November 9:
  - 8 am-1:30 pm

*\*Hours subject to change*



# Looking to Entertain/Meet with Attendees off the Show Floor?

Secure your space by filling out the function request form (<https://fs30.formsite.com/CM2015/aapmr24/index>).

Please note: all organizations holding meetings, regardless of the need for space, must complete this form.

# Sponsored Education Opportunities

OPPORTUNITY	AMOUNT
CENTER STAGE	\$5,000-\$12,500
LEARNING CENTER: HANDS-ON SESSION	\$12,500
SPONSORED EDUCATION THEATER – RESIDENT	\$37,500
SATELLITE SYMPOSIA*	\$55,000
SPONSORED EDUCATION THEATER	\$75,000
HANDS-ON TISSUE LAB	\$75,000

*\*Satellite Symposia are third-party CME educational sessions.*

# Engage and Educate Attendees

## CENTER STAGE - STARTING AT \$5,000

The Center Stage has been a popular spot in the PM&R Pavilion that allows for hands-on and didactic education from AAPM&R and sponsors.

The stage is set for 40 people.

Organizations can host a 15- or 30-minute didactic session with Q&A.

- 15-minutes = \$5,000
- 30-minutes = \$12,500





# Engage and Educate Attendees

## LEARNING CENTER, HANDS-ON SESSION - \$12,500

In the popular Learning Center, conduct a 30-minute interactive session with 10 minutes of Q&A to allow attendees to get up close with your product or service.



# Engage and Educate Attendees

## SATELLITE SYMPOSIA - \$55,000 (CME EDUCATION)

AAPM&R allows third-party satellite education with CME. Breakfast and afternoon refreshment break slots available. Interested in a Saturday evening slot? Call for more details!

### Fee Includes:

- 60-minute session
- Room set for up to 150 people
- Basic AV
- Robust marketing package
- Listing in the *Official Program* and mobile app

*Please contact us for details about additional opportunities for marketing packages.*



# Engage and Educate Attendees

## SPONSORED EDUCATION THEATER FOR RESIDENTS - \$37,500

Host a 45-minute educational session for the physicians-in-training audience.

Only two timeslots are available on Wednesday, both are in advance of the popular Job and Fellowship Fair.

Titles and times are included in the mobile app and *Official Program*.

REACH PM&R RESIDENTS!



# Engage and Educate Attendees

## SPONSORED EDUCATION THEATER - \$75,000

60-minute sessions are an ideal opportunity to present your organization's initiatives to an engaged audience.

Attendees want to make the most of their time out of the clinic by learning from YOUR organization!

Share your research, information about your pipeline, products and services you offer physicians and patients, regulatory issues, organizational initiatives, and more!



# Engage and Educate Attendees

## ANATOMY/LEARNING LAB - \$75,000 PER DAY

A private meeting room in the PM&R Pavilion, set for 50 attendees. Available for one day or all three exhibit days during Exhibit hall hours only.

Fee includes standard AV, use of pre-show mailing list, a badge scanner, access to lab two hours prior, posting on the AAPM&R website, mobile app, and on signage at the meeting.



# Sponsorship Opportunities

OPPORTUNITY	AMOUNT
REGISTRATION CONFIRMATION EMAIL	\$10,000
RESIDENT BOOT CAMP	\$15,000
PHITFEST	\$15,000
CAREER CORNER	\$15,000
PM&R PARTY	\$15,000
WIFI SPONSOR	\$25,000
MOBILE APP	\$30,000
CITY BRANDING PACKAGE	\$35,000-\$50,000

# Sponsorships

## **SUPPORT THE aapm&r MEMBER COMMUNITIES - \$10,000**

Sponsorship includes 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, and handouts in the area.

[Here](#) is a list of the current AAPM&R Member Communities.

# Sponsorships

## **NEW IN 2024! CENTRAL CAFÉ - \$15,000**

Support the new Central Café located in PM&R Pavilion. This will be the central hub of the Pavilion. Sponsors will receive recognition on signage, table clings within the café as well as recognition in all marketing materials.

# Sponsorships

## **NEW! PUPPY PARK - \$10,000**

Everyone loves puppies! Become a proud sponsor of a puppies at the Annual Assembly. Sponsorship includes your logo on a step-and-repeat banner where attendees will pose for a photo, and recognition on signage and in email correspondence.

## **NEW! PHOTOBOOTH - \$12,500**

Elevate your brand presence and engage attendees in a memorable way by sponsoring the popular photobooth. Sponsorship includes branding on camera tower, recognition on signage where photos are displayed and in email communication.



# Sponsorships

## CAREER CORNER - \$15,000

Sponsorship includes signage within the Career Corner located in the PM&R Pavilion.





# Sponsorships

## RESIDENT BOOT CAMP - \$15,000

Reach the resident audience. Resident Boot Camps offer you name recognition on promotional materials, at the session and on AAPM&R's website and mobile app.

There are two different Resident Boot Camps; each is three hours, non-CME. These hands-on learning opportunities target 50 residents and four-to-six faculty. Sponsors will have a tabletop exhibit nearby the session and can provide handouts to attendees.

Topics may include, but are not limited to: ultrasound, spasticity, interventional pain, and orthotics and prosthetics.

**REACH PM&R RESIDENTS!**



# Sponsorships

## PHiT FEST - \$15,000

Resident Happy Hour, Pub Trivia and Town Hall meeting are popular events for psychiatrists-in-training. Be one of the premier sponsors for all three of these events and receive recognition including:

- Signage at each event
- Prominent display of sponsorship at your booth
- Recognition in the *Official Program*, on the AAPM&R website and the Annual Assembly mobile app.

Sponsorship includes tickets for two attendees!

**REACH PM&R RESIDENTS!**



# Sponsorships

## PM&R PARTY - \$15,000

Reach attendees in a fun environment at the PM&R Party, hosted by AAPM&R at the USS Midway. Attracting approximately 1,000 attendees, this exciting evening event is ideal for networking.

Multiple unique sponsorships are available to include GOBO, signage throughout the USS Midway.

Call to discuss. Limited opportunities available.





# Sponsorships

## RESEARCH HUB - \$20,000

Support the popular Research Hub open during all Exhibit Hall hours. Sponsorship includes larger floor sticker, branding on signage, recognition as the sponsor in email communications, and on the website.



# Sponsorships

## MEMBER RESOURCE CENTER - \$22,500

Show your support to AAPM&R members! The Member Resource Center is in a prominent location outside the general session. Attendees will visit and/or pass by the MRC on multiple occasions.

Sponsorship includes branding/logo on side kick panels, recognition on signage, mobile app and in emails, ability to place brochures in literature rack and to include your app or link to website on iPad.



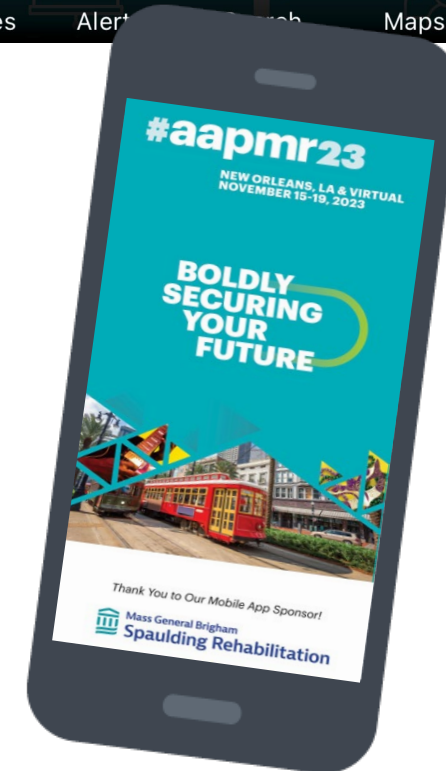
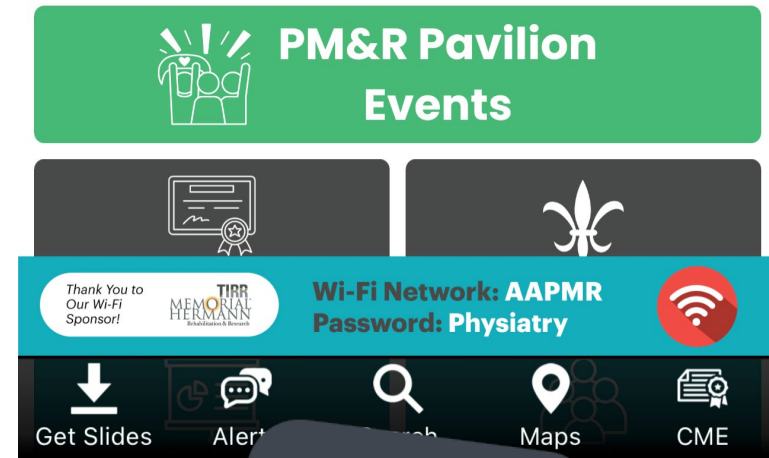
# Sponsorships

## WI-FI SPONSOR - \$25,000

The official Wi-Fi sponsor will have brand recognition when Wi-Fi is mentioned, including but not limited to in the *Official Program*, Annual Assembly signage and more!

## MOBILE APP SPONSOR - \$30,000

Be the first thing attendees see when they launch the mobile app. Your company's logo will be placed on the splash screen and featured in a rotating banner within the mobile app. Banners can be linked to an external website of your choosing.



# Sponsorships

## NEW! HEADHOT LOUNGE - \$25,000

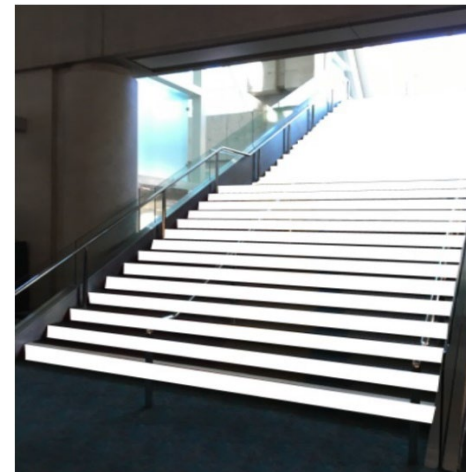
Attendees will have the opportunity to get a professional headshot by an experienced photographer. Sponsorship includes your logo prominently displayed within the lounge, one registration bag insert and recognition in email communications and *Official Program*.



# Brand Awareness Opportunities at the San Diego Convention Center



**COLUMN WRAP - \$15,000**



**STAIRS - \$20,000**



**DOUBLE SIDED BANNER- \$15,000**

Located in the Lobby outside the PM&R Pavilion



**ESCALATOR - \$30,000**

Place your branding on the escalators that attendees will be using everyday to bring them to and from session rooms.

**Hotel Branding available: Call for Details**



# Brand Awareness Opportunities

OPPORTUNITY	AMOUNT
METERBOARD	\$6,000
BANNERS	\$15,000-\$25,000
TABLE CLING (Qty:5)	\$7,500
CARPET LOGO	\$10,000
FOOTPRINT DECALS	\$15,000
DIGITAL SIGNAGE OPPORTUNITIES	\$15,000-\$30,000

# Brand Awareness Opportunities

OPPORTUNITY	AMOUNT
ESCALATOR CLING	\$30,000
EXHIBIT HALL AISLE SIGNS	\$30,000
MOBILE APP SPONSOR	\$30,000
LANYARDS	\$30,000
HOTEL KEY CARDS	\$35,000
HOTEL BRADNING	\$15,000-\$25,000
REGISTRATION BAGS	\$35,000

# Brand Awareness Opportunities

## DIGITAL METER BOARDS - \$15,000

Light your message up with digital meter boards placed throughout the convention center.

*Other digital opportunities will be available*

## HOTEL DOOR DROP BAGS - \$10,000

Place your branding on one side of our popular hotel door drop bags! Hotel guests look forward to receiving these bags and the information inside. Includes an insert in the bag.



# Brand Awareness Opportunities

## METER BOARD - \$6,000

Effective and affordable, these double-sided signs display your artwork in high-traffic areas of the convention center. PI information may be placed in a holder on the sign to maintain compliance. Submit your application by August 2024; materials due September 2024.

## EXHIBIT HALL TABLE CLINGS - \$7,500

Place your branding on tables located in the PM&R Pavilion where attendees gather for lunch.

## REGISTRATION BAG INSERT - \$10,000

Place your message inside the popular registration bag! Attendees look forward to receiving these bags.



# Brand Awareness Opportunities

## **CARPET LOGO - \$10,000**

Welcome attendees with an 8'x5' carpet logo prominently featuring your artwork. Positioned in a high-traffic location at the entrance of the PM&R Pavilion for maximum exposure and brand reinforcement.

## **FLOOR DECAL - \$250**

A floor decal in front of your booth makes sure you stand out in the PM&R pavilion! (Size: 3'x2')

## **ARROW ON DIRECTIONAL SIGNAGE - \$250**

Let attendees know where you are. Point them to your booth with an arrow featuring your organization and booth number on our directional sign!

## **FOOTPRINT DECALS - \$15,000**

Attendees will follow the aisle footprints to your exhibit! Includes 15 sets of 2'x2' footprints positioned strategically in the PM&R Pavilion. Submit your application by August 2024; materials due September 2024.



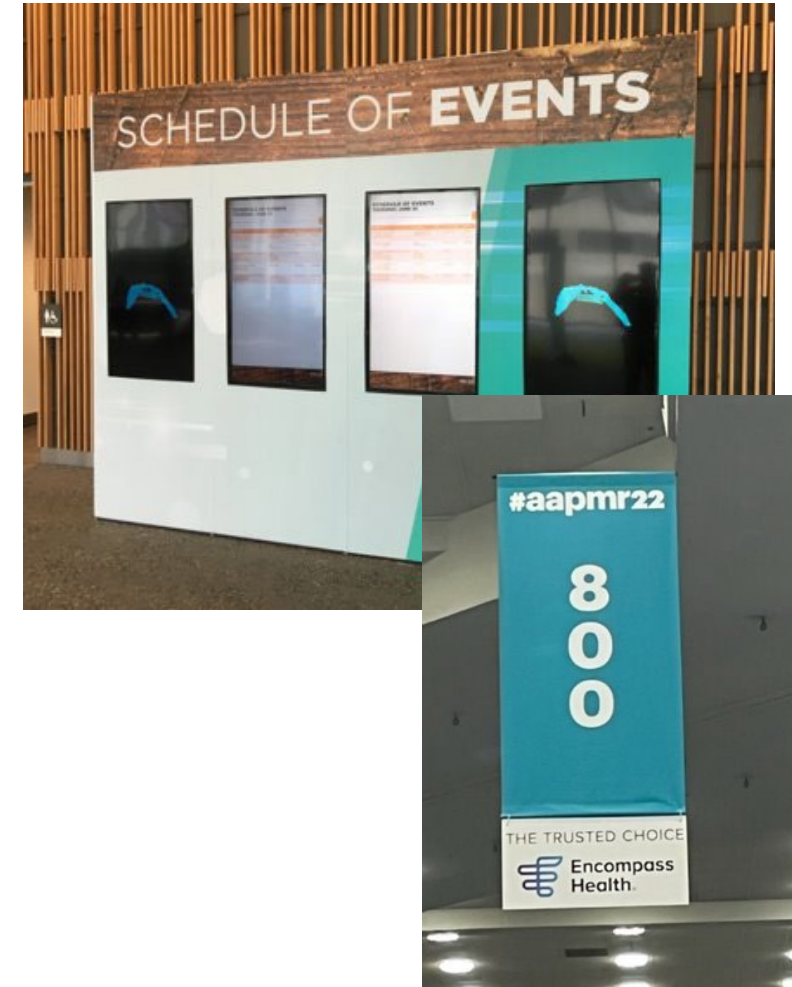
# Brand Awareness Opportunities

## **SCHEDULE-AT-A-GLANCE WALL- \$27,000**

Located in a high-traffic area near registration. The structure holds four monitors, two of which are for your use to showcase your messages. The monitors will be used by attendees to help them navigate the meeting by displaying the schedule of events and other important information. Your logo will also be placed on the structure for all to see.

## **EXHIBIT HALL AISLE SIGNS - \$30,000**

These signs are hung above the aisles to help attendees navigate the busy PM&R Pavilion. Your artwork is prominently displayed on both sides of at least 10 exhibit hall aisle signs. This branding opportunity is sure to capture the attention of attendees. Submit your application by July 2024; materials due August 2024.





# Brand Awareness Opportunities

## LANYARDS - \$30,000

Put your message on all attendees by sponsoring the AAPM&R attendee Lanyards. These are given to every attendees as they pick up their badge.

## CITY BRANDING PACKAGE - \$35,000 - \$50,000

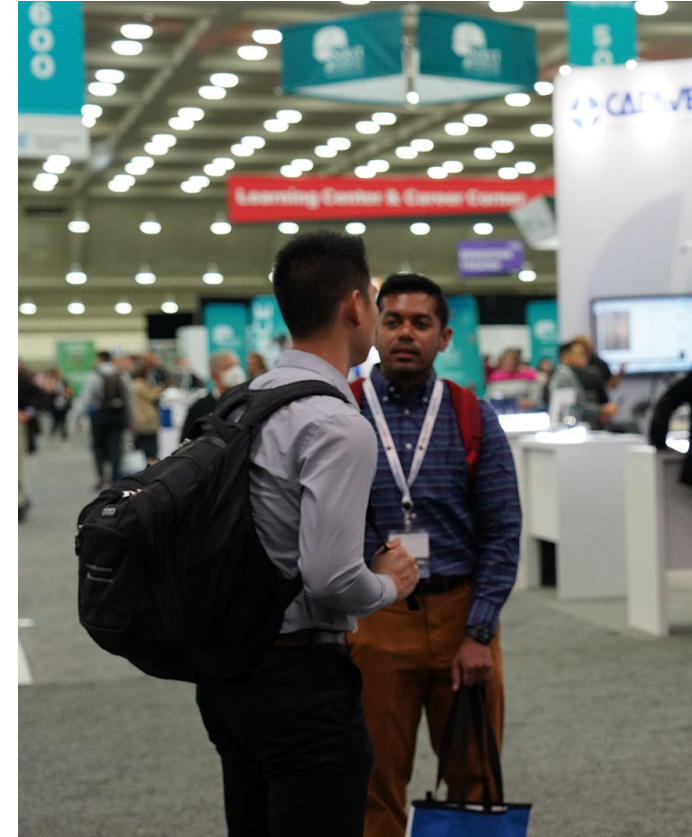
What better way to welcome attendees to the city than placing your message on city flags that will be placed throughout the city. Your company will be able to brand the flagpole signs placed throughout the city. Branded flags will be placed throughout the city of San Diego.

## HOTEL KEY CARDS - \$35,000

Place your branding on the back of the Headquarter Hotel key card.

## REGISTRATION BAG - \$35,000

Place your logo on the attendee registration bag. These bags are handed to each attendee as they registered fill with important meeting materials and carried with them all week long!



# Space Rentals

OPPORTUNITY	AMOUNT
EXHIBITOR BUSINESS SUITES	\$6,495
ONSITE MEETING ROOMS	CALL FOR DETAILS



# Space Rentals

## ONSITE MEETING ROOMS - CALL FOR DETAILS

Hold a social event or advisory board meeting in a more intimate setting. Space is available at the headquarters hotel and convention center.

Prices vary depending on size and type of function. Space will be assigned in August 2024. Any organization hosting an activity for AAPM&R attendees, regardless of location, must complete this form and possibly pay a fee.

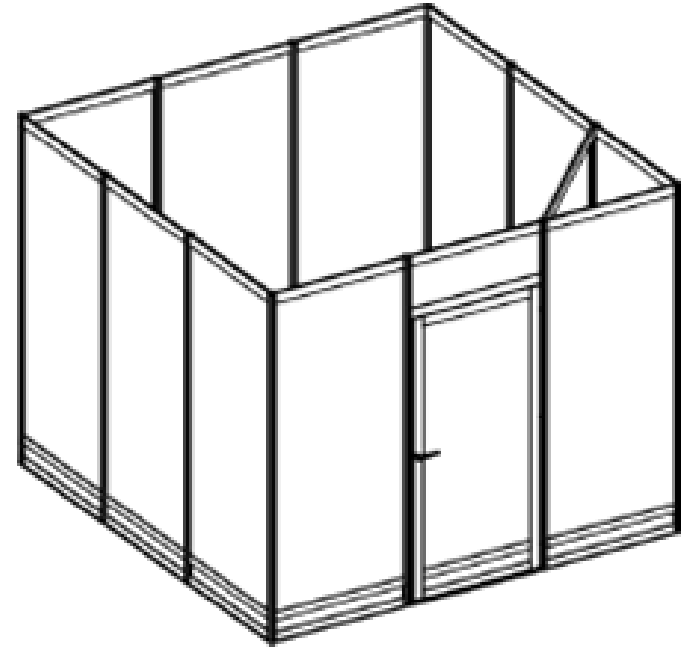
Events may not compete with AAPM&R programming.

# Space Rentals

## EXHIBITOR BUSINESS SUITES - \$6,495

Conduct meetings in a more intimate setting. Your 10' x 10' suite will be available during show hours (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



# Advertising And Marketing Opportunities

OPPORTUNITY	AMOUNT
WEBSITE ADVERTISING	STARTING AT \$5,000
MARKETING E-NEWSLETTER	\$8,000
<i>PRELIMINARY AND OFFICIAL PROGRAM</i> ADVERTISING COMBO	\$7,200
REGISTRATION BAG INSERT	\$10,000
MARKETING PACKAGE	\$22,500

# Marketing Opportunities

## LOGO: MOBILE APP and OFFICIAL PROGRAM - \$250

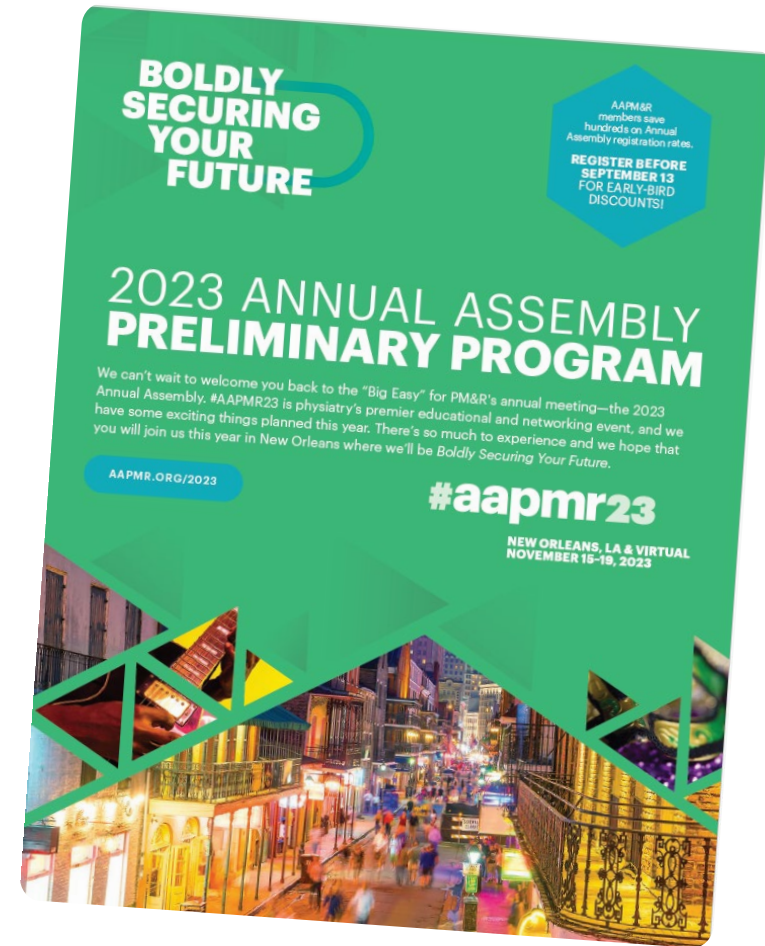
This sponsorship ensures you have eyes on your company before the Annual Assembly even begins. More than 89% of registrants create an account on the AAPM&R mobile app!

## MAILING LIST RENTAL - \$1,000

Distribute a dedicated mailer to all pre-registered attendees to drive traffic to your booth or promote an event you are hosting. The first list will be available in September 2024 and includes addresses for postal mail (no emails). If you are looking for ways to reach attendees electronically, explore AAPM&R's Current Opportunities here.

## PRELIMINARY AND OFFICIAL PROGRAMS - \$7,200

Promote your brand, services or products with a full-page advertisement in both the official programs for the Annual Assembly. Distributed to 10,000+ and 3,000+ PM&R physicians respectively, the *Preliminary and Official Programs* increase your exposure!

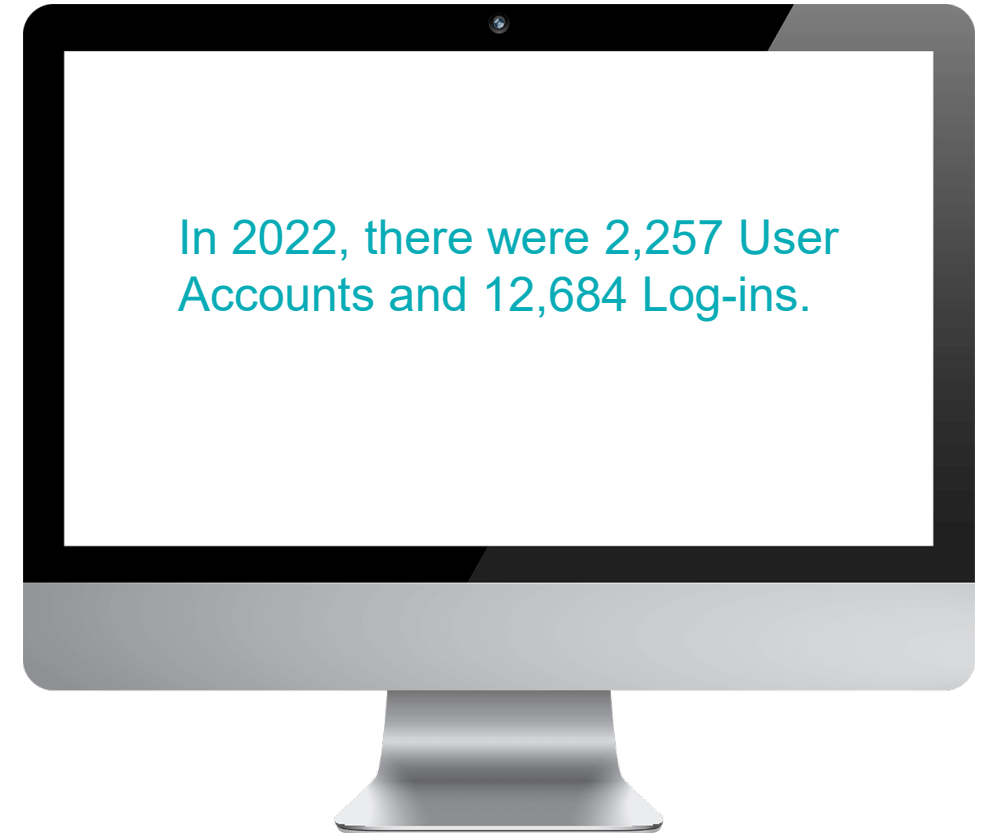


# Marketing Opportunities

## WEBSITE ADVERTISING - STARTING AT \$5,000

Place your custom graphic front-and-center on the website for attendees (both in-person and virtual) to see. Your website advertisement can be clickable to a URL of your choice.

- Navigation Advertisement - \$8,500
- Website Login - \$7,500
- Home Page Rotating Ad - \$5,000
- Home Page Tile - \$5,000





# Website Home Page Advertisement

## ROTATING BANNER AD

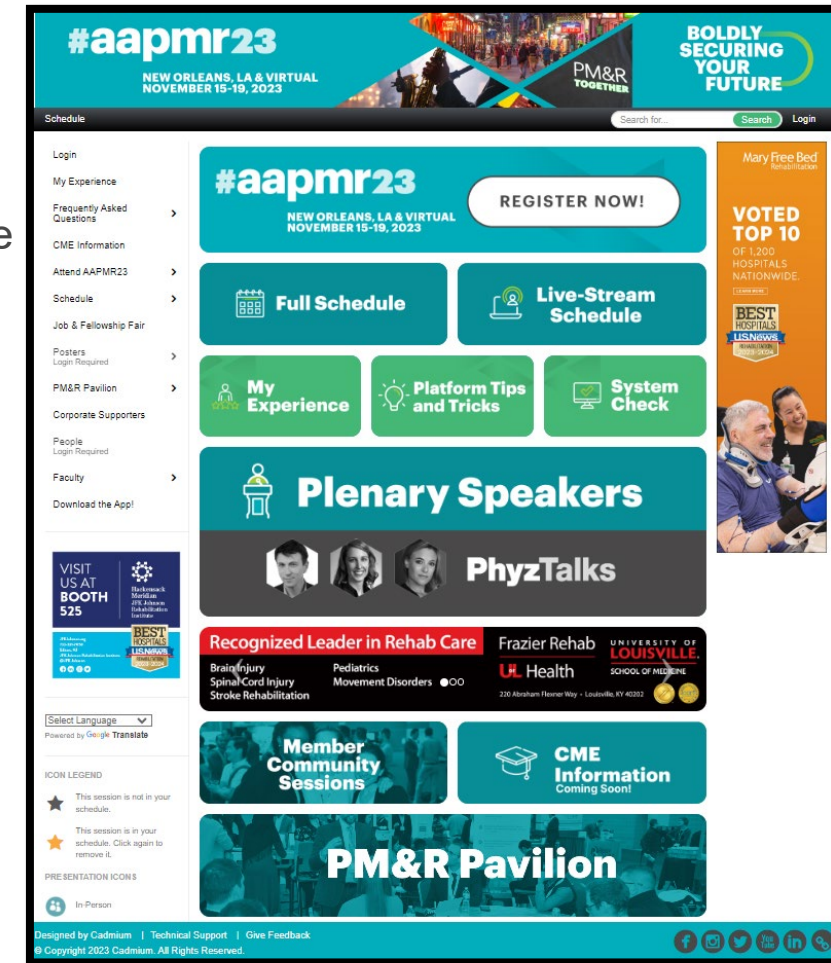
- Place your custom advertisement on the platform home page (right side).
- Your custom advertisement will rotate on the home page and will be visible to all registrants.
- The advertisement can be clickable to your website, digital exhibitor resource center, or any other URL. Click/view counts are tracked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

**Cost: \$5,000 (four 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.

**Cost: \$5,000 each (two tiles available)**



# Navigation Advertisement

- This banner advertisement will be visible on all pages of the website **AND** mobile app 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.

**Cost: \$8,500 (exclusive; one available)**



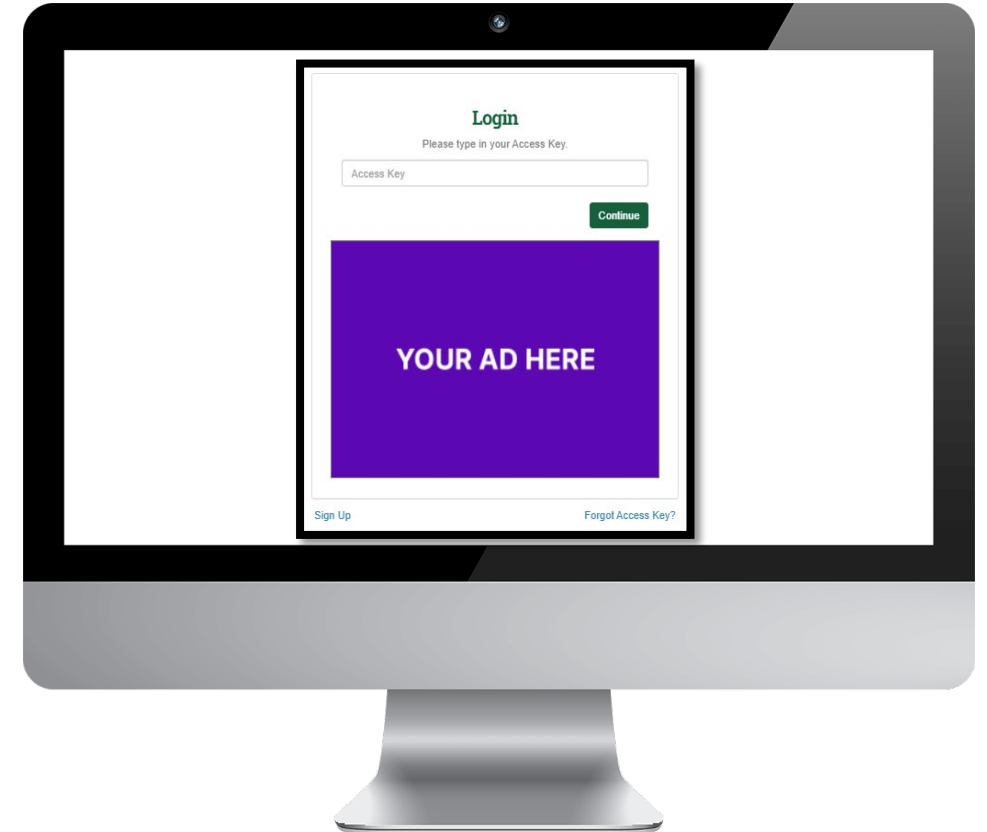
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# Website Advertising

## 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.

**Cost: \$7,500 (exclusive; one 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.

**Cost: \$5,000 (one available)**



# Marketing Opportunities

## KNOW BEFORE YOU GO EMAIL - \$10,000

Your logo or banner ad will be featured in the email sent to all pre-registered attendees prior to AAPMR24. This email presents meeting highlights, including activities, logistical information and more, and had a 73% open rate in 2022! Link your ad to a URL of your choice.

## REGISTRATION CONFIRMATION EMAIL - \$10,000

Grab attendees' attention at one of the first touch points of the Annual Assembly. Every #AAPMR24 registrant receives a registration confirmation email minutes after they register. Your logo will appear on this email and can be linked to a URL of your choice.



# Marketing Opportunities

## MARKETING PACKAGE - \$22,500

Bundle and save with the marketing package! A package of four marketing opportunities perfect for promoting your sponsored session or your booth.

Package includes:

- Registration bag insert
- Pre-show mailing list
- Full page ad in the *Official Program*
- Hotel door drop insert

# About AAPM&R

- Founded in 1938, AAPM&R is the national medical specialty organization representing more than 9,000 physicians who are specialists in physical medicine and rehabilitation.
- In 2016, the Academy kicked off the PM&R BOLD research initiative, which led to a new mission statement, vision and strategic plan created in 2017.
- AAPM&R's mission statement is to *lead the advancement of PM&R's impact throughout healthcare.*



# PM&R's Vision



PM&R physicians are the **essential** medical experts in value-based **evaluation, diagnosis and management** of neuromusculoskeletal and disabling conditions.

PM&R physicians are **indispensable** leaders in **directing rehabilitation and recovery**, and in preventing injury and disease.

PM&R physicians are **vital** in optimizing outcomes and function **early and throughout the continuum of patient care**.

# PM&R: Overview of the Specialty

- 1 of 24 Primary Board Medical Specialties
- 11,500+ Board-certified in PM&R
- 6,500+ AAPM&R members are Board-certified



# AAPM&R Membership

**10000+**  
ACTIVE MEMBERS



**29%**  
HOLD A SUBSPECIALTY  
CERTIFICATION



- 44% Pain
- 25% Sports
- 17% Brain Injury
- 13% Spinal Cord Injury
- 9% Pediatric Rehabilitation
- 3% Neuromuscular
- 1% Hospice and Palliative

## PRIMARY PRACTICE SETTING



- 25% Multi-Specialty Group
- 21% Other
- 20% Hospital, RF, Nursing, Sub-Acute
- 15% Solo Private Practice
- 14% PM&R Group Private Practice
- 5% VA/Military

**1525**  
PHYSIATRISTS IN-TRAINING



**73%**

OF MEMBERS READ  
THE PHYSIATRIST  
PRINT NEWSLETTER



**43%**

OPEN RATE FOR  
CONNECTION  
WEEKLY E-NEWSLETTER



**600+**

MEMBERS VOLUNTEER  
ON COMMITTEES,  
TASK FORCES AND MORE!



**1300+**

MEMBERS POSTED ON  
PHYZFORUM, AAPM&R'S  
ONLINE MEMBER COMMUNITY

**5800+**

PER YEAR

MEMBERS PARTICIPATED IN AN  
EDUCATIONAL ACTIVITY ON AAPM&R'S  
ONLINE LEARNING PORTAL.

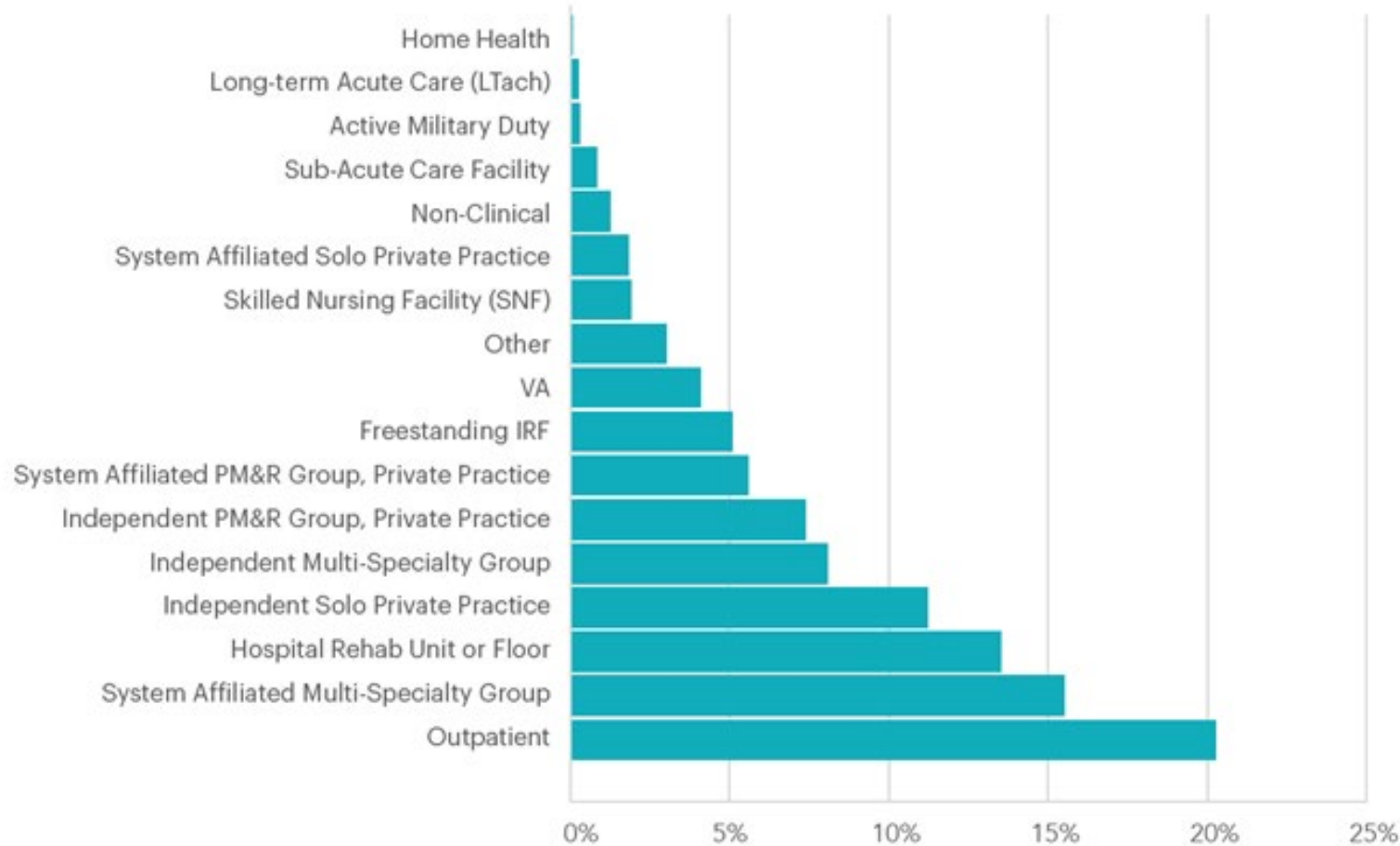


\*All data taken from the Annual Assembly Attendee Demographics Report, Exhibitor Survey and Attendee Survey.



# PM&R: Practice Settings

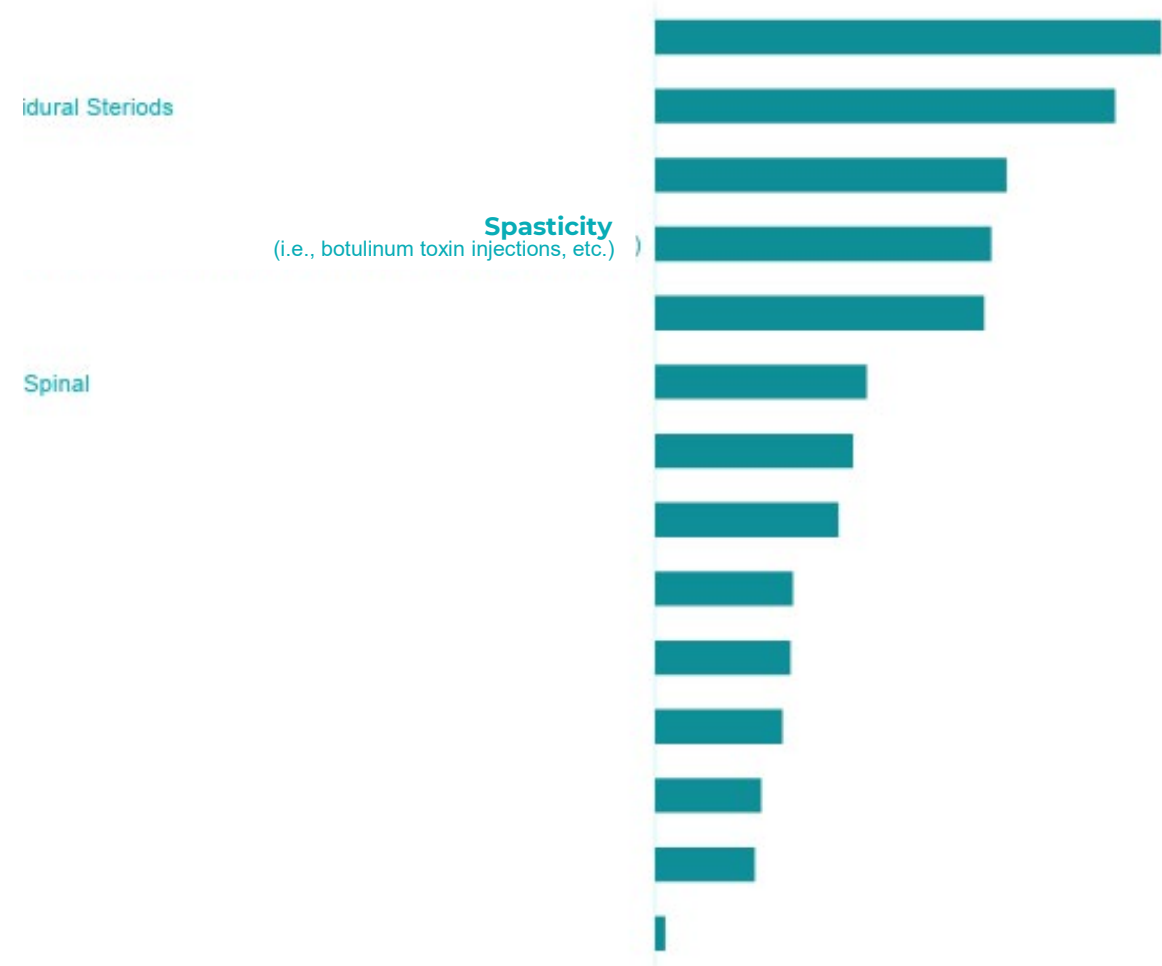
PM&R is integrated throughout the healthcare system:



Of AAPM&R members who reported. As of December  
2022.

# PM&R: Procedures and Services

PM&R uses a variety of procedures and services to enhance quality-of-life.



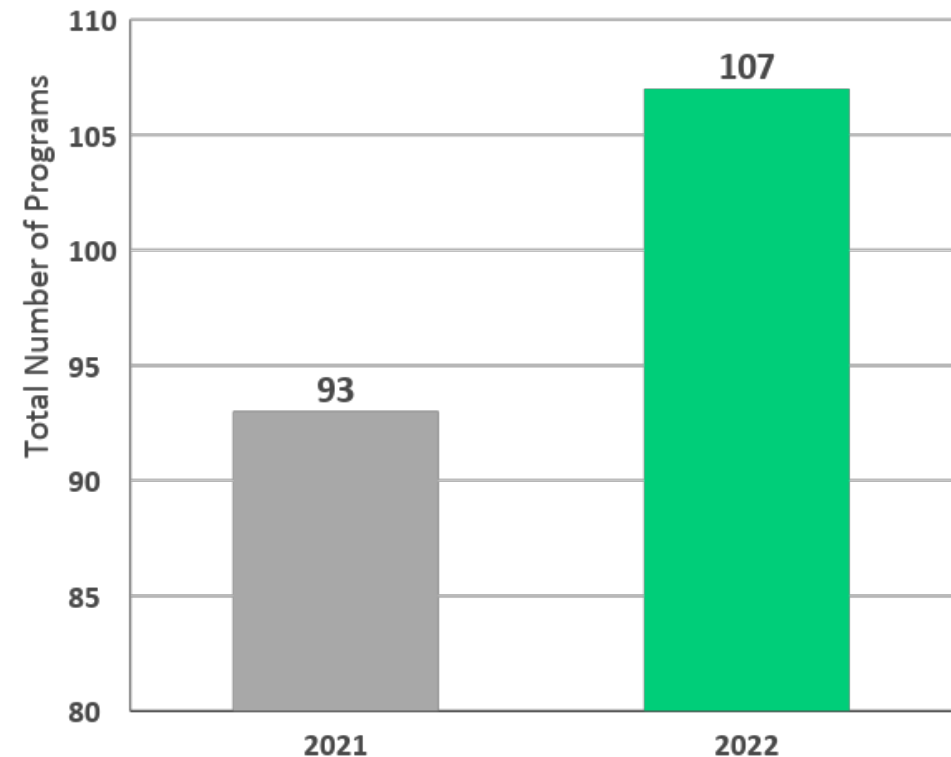
# PM&R Training: Residency

Each year, ~1,400 are going through PM&R residency training and the specialty is growing!

PM&R has the 4th highest “fill rate” in The Match - indicating that it is a highly competitive and desirable specialty.\*

\*<https://bemoacademicconsulting.com/blog/most-competitive-residencies>

Accredited PM&R Residency Programs



# PM&R Training: Fellowships (1-2 years)

## ACGME-accredited:

- Brain Injury
- Hospice and Palliative Care
- Neuromuscular Medicine
- Pain Medicine
- Pediatrics Rehabilitation
- Spinal Cord Injury Medicine
- Sports Medicine

## Non-ACGME accredited:

- Amputee
- Brain Injury
- Cancer Rehabilitation
- Cardiopulmonary
- EMG
- Ethics
- Hospice and Palliative Care
- Informatics
- Legal
- Metabolic Bone Diseases
- Multiple Sclerosis
- Musculoskeletal/Sports/Spine
- Neuromuscular Medicine
- Osteoporosis Rehabilitation
- Pain
- Pediatric Rehabilitation
- Regenerative Medicine
- Research
- Stroke
- Trauma Rehab
- Spasticity Management
- Wound Medicine

AAPM&R has a [Fellowship Directory](#) along with many resources to help residents get ready for the next step in their career.

# Customized Packages - Call For Details

Let's work together to make a marketing or sponsorship package that fits your needs. AAPM&R is open to your ideas on customized approaches to marketing at the 2024 Annual Assembly. Contact our dedicated team to discuss.

- Kathleen Noonan, Conventus Media
- [knoonan@conventusmedia.com](mailto:knoonan@conventusmedia.com)
- (781) 375-8584



# We Look Forward To Growing Our Relationship!

**FOR MORE INFORMATION ON THESE OR ANY OPPORTUNITIES AAPM&R HAS TO OFFER, PLEASE CONTACT:**

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