

#aapmr25

SALT LAKE CITY, UT & VIRTUAL
OCTOBER 22-25, 2025



STAND OUT
IN SALT LAKE CITY AT
THE WORLD'S LARGEST
GATHERING OF
PM&R PHYSICIANS!



PROSPECTUS 2025

Organizations are encouraged to secure all exhibits, advertising and sponsorships by July 30 to maximize awareness and allow for proper time for implementation.

ABOUT AAPM&R

AAPM&R – WHO WE ARE AND OUR FOCUS

The American Academy of Physical Medicine and Rehabilitation (AAPM&R), representing over 9,000 Physical Medicine and Rehabilitation (PM&R) physicians, or physiatrists, is dedicated to the advancement of the specialty. AAPM&R plays a crucial role in supporting PM&R physicians in optimizing outcomes and function for patients across various clinical settings. AAPM&R aims to enhance the specialty and success of every member.

WHO ARE PM&R PHYSICIANS/PHYSIATRISTS*?

PM&R physicians are medical doctors who have completed training in the specialty of physical medicine and rehabilitation (PM&R), and may be subspecialty certified in Brain Injury Medicine, Hospice and Palliative Medicine, Neuromuscular Medicine, Pain Medicine, Pediatric Rehabilitation Medicine, Spinal Cord Injury Medicine, and/or Sports Medicine. PM&R physicians evaluate and treat injuries, illnesses and disability, and are experts in designing comprehensive, patient-centered treatment plans. Physiatrists utilize cutting-edge as well as time-tested treatments to maximize patients' function and quality-of-life.

**Hint: They are not psychiatrists or podiatrists. We're happy to share more!*

AAPM&R ANNUAL ASSEMBLY – PM&R'S PREMIER EDUCATIONAL AND NETWORKING EVENT

Each year, AAPM&R brings the PM&R community together at its Annual Assembly to advance the specialty. As the premier psychiatry-focused event, our members (and other attendees) connect, learn and expand their professional expertise. While AAPM&R is hosting a hybrid event to facilitate accessibility and more access, 90+% of attendees are expected in-person.

#AAPMR25 will be jam-packed with the top-notch education, valuable networking opportunities and cutting-edge research. Assembly content will be accessible to learners for one year, with the ability to earn more than 100 AMA PRA Category 1 Credits™.

If you offer innovative products, services and solutions that meet the needs of PM&R physicians and their patients, then you belong at #AAPMR25!

**Great value: AAPM&R invites exhibitors to attend non-ticketed educational sessions.*

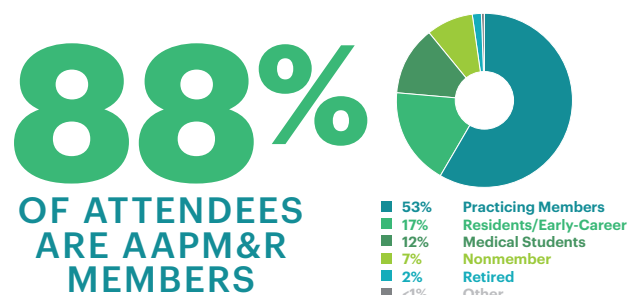
Join us! Keep reading for more information about exhibits, sponsorships and advertising.



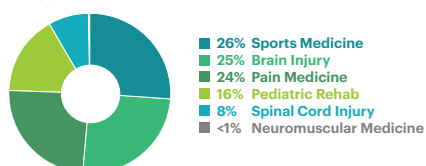
AAPM&R ANNUAL ASSEMBLY BY THE NUMBERS...

2,867* TOTAL ATTENDEES

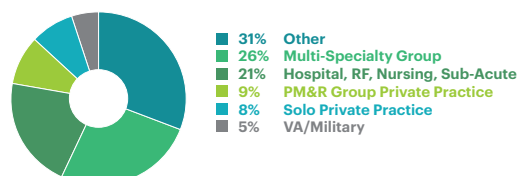
2,293 IN-PERSON ATTENDEES | **574** VIRTUAL ATTENDEES



26% HOLD A SUBSPECIALTY CERTIFICATION



PRIMARY PRACTICE SETTING



THE BEST IN EDUCATION



759 FIRST-TIME ATTENDEES

684 FIRST-TIME IN-PERSON ATTENDEES

75 FIRST-TIME VIRTUAL ATTENDEES

70+ EDUCATIONAL SESSIONS

36 LIVE-STREAMED SESSIONS

10 MEMBER COMMUNITY EDUCATIONAL SESSIONS

4 PLENARY SESSIONS

15+ CLINICAL AND PRACTICE THEMES

**All data taken from the 2023 Annual Assembly Demographics Report, Exhibitor Survey and Attendee Survey. As of 10/15/2024, the total registration numbers for #AAPMR24 are 2,794.*

EXHIBIT TO ENGAGE WITH PM&R PHYSICIANS

AAPM&R offers a variety of opportunities for engagement, education and brand awareness at #AAPMR25!

- ✓ Exhibit to showcase and educate PM&R physicians on the tools and services they can use to improve patient care.
- ✓ Sponsor education, events and more which are tailored to fit your organization's need.
- ✓ Take advantage of unique branding opportunities to showcase your message.

Let's work together and explore opportunities to meet your goals.



HIGHLIGHTS AT #AAPMR25

AAPM&R values its exhibitors, recognizing them as integral participants in enhancing the quality of the Annual Assembly.

COMMITMENT TO OUR EXHIBITORS

AAPM&R recognizes the investment companies make to be at our meeting and realizes that exhibitors have much to offer attendees and their patients. Register early so that you can be included in advance marketing efforts by AAPM&R to highlight companies and to work to target matchmaking based on clinical practice, patient demographics, and emerging healthcare needs. This approach not only enriches the attendee experience, but also maximizes the impact and relevance of our exhibitors' contributions, creating a mutually beneficial environment.

COMMITMENT TO BRINGING ATTENDEES TO THE EXHIBIT FLOOR

- ✓ Enhanced "Member Meet-Ups"
- ✓ Meaningful exhibit hall hours. (See below.)*
- ✓ Opportunities for sponsored events
- ✓ Breaks with food on Friday and Saturday mornings to increase networking
- ✓ Research Hub near exhibits
- ✓ Special Resident Experience on Thursday, 2:30-5 pm (MT)
- ✓ Central Café/Lounge – a place for attendees to network
- ✓ Multiple theaters that can be used interchangeably
- ✓ Interactive Learning Center
- ✓ Enhanced Career Corner
- ✓ Dog Park
- ✓ Floorplan is strategically designed to enhance traffic flow

THE EXHIBIT HALL IS THE PLACE TO BE

- ✓ **Education** — It's a main reason for the meeting. There is ample time for sponsored and AAPM&R-generated sessions in the Exhibit Hall in a variety of settings. There is a popular Learning Center and multiple easy-to-find theaters accommodating audiences of all sizes.
- ✓ **Research** — A hallmark of the meeting, AAPM&R offers a robust Research Hub.
- ✓ **Activities** — There are many activities to choose from – Volunteer, Experiential, Nourishing, Restful.
- ✓ **Food** — Everyone enjoys food. AAPM&R offers breaks, lunch and coffee all day.
- ✓ **Networking/Connection** — lots of time for attendees to network with peers and exhibitors.
- ✓ **More!** Attendees can take a professional photo, play with dogs, enhance their CV and more!

*EXHIBIT HOURS

- 📅 Thursday: 11 am-2:30 pm (MT) and 5 pm-6:30 pm (MT) (Opening Reception)
Note: From 2:30 pm - 5 pm there is a special Resident-only Experience for residents and Exhibitors that choose to sponsor.
- 📅 Friday: 8 am-2 pm (MT)
- 📅 Saturday 8 am-2 pm (MT)

ADVANCED CLINICAL FOCUS DAYS

New at #aapmr24, Advanced Clinical Focus Days were developed based on attendee feedback for more in-depth education. The topics for #aapmr25 will be selected early in 2025.

SECURE YOUR 2025 SPACE FOR PRIME PLACEMENT!

The Exhibit Hall is the place to meet and connect with PM&R physicians. This central hub is where attendees network, find innovative solutions and learn about the latest advancements in the field. Showcase your organization with a hands-on demonstration or a sponsored education session.



[Click here](#) to see the 2025 floor plan and reserve your spot.



BOOTH TYPE	EARLY-BIRD BOOTH FEE (THROUGH 3/15/2025)	BOOTH FEE (AFTER 3/15/2025)
IN-LINE*	\$4,000	\$4,200
CORNER*	\$4,200	\$4,400
ISLAND*	\$4,500	\$4,600
10'X10' TURNKEY**	\$4,800	\$4,900

*per 100 sq. ft.

**Turnkey options simplify your ordering process and include the basics for a successful experience. Turnkey booths reduce your administrative burden and are equipped with a table, 2 chairs and electrical.

BOOTH FEES INCLUDE:

- ✓ Welcome Reception for all attendees in the Exhibit Hall
- ✓ Boxed lunches for exhibitors and attendees in the Exhibit Hall on Thursday, Friday and Saturday
- ✓ 80+ non-ticketed educational sessions
- ✓ Much More!

EXHIBIT HALL HOURS*

- 📅 Thursday, October 23
11-2:30 pm and 5-6:30 pm (MT)
5-6:30 pm (MT) (Welcome Reception)
From 2:30-5 pm, the Exhibit Hall is open only to select sponsors for a special Resident Experience. Inquire today!
- 📅 Friday, October 24
8 am-2 pm (MT)
- 📅 Saturday, October 25
8 am-2 pm (MT)

*Hours subject to change

LOOKING TO ENTERTAIN/MEET WITH ATTENDEES OFF THE SHOW FLOOR?

Secure your space by filling out the function request form:

DOWNLOAD THE FORM HERE



<https://fs30.formsite.com/CM2015/Request2025/index>

Why is this requested? AAPM&R invests a significant amount to attract attendees to the meeting. We desire maximum engagement between exhibitors and attendees. We want to be able to service members and attendees appropriately and desire to understand what is happening at our meeting.



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

FIND THE RIGHT OPPORTUNITY FOR YOUR ORGANIZATION!

LEARNING THEATERS

Connect with PM&R physicians at #AAPMR25! Choose from one or a combination of opportunities below to educate, network, generate sales leads and increase brand awareness! Let's discuss other ideas you may have based on your goals. We are open to new ideas. Details of these sponsorships are listed on subsequent pages.

	OPPORTUNITY	AMOUNT
SPONSORED EDUCATION OPPORTUNITIES	OPEN THEATER, 15 OR 30 MINUTES, UP TO 40 PEOPLE	\$5,000+
	LEARNING CENTER: HANDS-ON SESSION (SEMI PRIVATE THEATER, 30 MINUTES, UP TO 25 PEOPLE)	\$12,500
	SPONSORED EDUCATION THEATER – RESIDENT SEMI-PRIVATE THEATER, 45 MINUTES, UP TO 200 PEOPLE	\$37,500
	SPONSORED EDUCATION THEATER – SEMI-PRIVATE THEATER, 60 MINUTES, UP TO 200 PEOPLE	\$75,000
	HANDS-ON TISSUE LAB (1 DAY)	\$75,000
	SATELLITE SYMPOSIA (THIRD-PARTY CME EDUCATIONAL SESSIONS) – FEE INCLUDES MARKETING	\$55,000
SPONSORSHIP OPPORTUNITIES	FOUNDATION 5K	\$8,500
	AAPM&R MEMBERSHIP COMMUNITIES	\$10,000
	REGISTRATION CONFIRMATION EMAIL	\$10,000
	ARCADE AREA	\$15,000
	DOG PARK	\$10,000
	WELCOME RECEPTION	\$20,000
	PHOTO BOOTH/SELFIE STATION	\$12,500
	CENTRAL CAFÉ	\$15,000
	MEDICAL STUDENT EXPERIENCE	\$2,500
	RESIDENT EXPERIENCE	\$5,000
	PHYSIATRIST IN-TRAINING (PHIT) FEST	\$15,000
	CAREER CORNER	\$15,000
	PM&R PARTY	\$15,000
	RESEARCH HUB	\$20,000
	MEMBER RESOURCE CENTER	\$22,500
	HEADSHOT LOUNGE	\$25,000
	WI-FI SPONSOR	\$25,000
	MOBILE APP SPONSOR	\$30,000
	CITY BRANDING PACKAGE	Call for details

FIND THE RIGHT OPPORTUNITY FOR YOUR ORGANIZATION!

(CONTINUED)

	OPPORTUNITY	AMOUNT
BRAND AWARENESS OPPORTUNITIES	BOOTH FLOOR DECAL	\$350
	ARROW ON DIRECTIONAL SIGNAGE	\$500
	METER BOARD	\$6,000
	TABLE CLING (QTY. 5)	\$7,500
	CARPET LOGO	\$10,000
	FOOTPRINT DECALS	\$15,000
	COLUMN WRAP	\$15,000
	DOUBLE-SIDED BANNER	\$15,000
	SCHEDULE-AT-A-GLANCE WALL	\$27,500
	BRANDED ESCALATOR	\$30,000
	EXHIBIT HALL AISLE SIGNS	\$30,000
	LANYARDS	\$30,000
	HOTEL DOOR DROP BAG	\$10,000
	HOTEL BRANDING	Call for details
	REGISTRATION BAGS	\$35,000
ADVERTISING AND MARKETING OPPORTUNITIES	LOGO IN MOBILE APP AND OFFICIAL PROGRAM	\$450 for both or \$250 each
	MAILING LIST RENTAL	\$1,000
	WEBSITE ADVERTISING	\$5,000+
	PRELIMINARY AND OFFICIAL PROGRAM ADVERTISING COMBO	\$7,200
	REGISTRATION BAG INSERT	\$10,000
	"KNOW BEFORE YOU GO" EMAIL	\$10,000
	REGISTRATION CONFIRMATION EMAIL	\$10,000
	MARKETING PACKAGE	\$22,500
SPACE RENTALS	EXHIBITOR BUSINESS SUITES	\$6,500+
	ONSITE MEETING ROOMS	Call for details

AAPM&R OFFERS CUSTOM PACKAGE OPTIONS THAT MEET YOUR NEEDS

Choosing the best way to invest in #AAPMR25 can be overwhelming. Let AAPM&R work with you on packages that meet your budget and target audience. Unsure where to start? Check out some pre-assembled package options below!

WELCOME ALL ATTENDEES—\$60,000 (Limited availability. Packages may vary.)

- ✓ Hotel Key Cards—\$35,000
- ✓ Registration Confirmation email with your message—\$10,000
- ✓ Banner in Registration Area—\$15,000
- ✓ Additional exposure
 - ✓ Logo on up to 8 directional signs
 - ✓ Registration Bag Insert
 - ✓ Mention in “Know Before You Go” Email



REACH RESIDENTS—\$35,000

- ✓ Residence Experience—\$5,000
 - ✓ Introduction as a sponsor
- ✓ Career Corner—\$15,000
 - ✓ Graphics with your logo/message
- ✓ PHiT Fest—\$15,000
- ✓ Additional exposure
 - ✓ Banner in “Know Before You Go” Resident Email
 - ✓ Table at Happy Hour
 - ✓ Two tickets to attend
- ✓ Additional Opportunity: Resident Theater \$37,500



REACH ATTENDEES IN RELAXED ATMOSPHERE—\$25,000

- ✓ Central Café Sponsor—\$15,000
 - ✓ Table clings
 - ✓ Signage
 - ✓ Recognition when the Central Café is marketed
- ✓ Dog Park Sponsor—\$10,000
 - ✓ Recognition on signage in the Dog Park
 - ✓ Recognition when the Dog Park is marketed



To get started, please contact Kathleen Noonan at knoonan@conventusmedia.com or (781) 375-8584.



ENGAGE AND EDUCATE ATTENDEES

AAPM&R offers several different options for sponsored education understanding that companies have important information to offer attendees and varying goals and budgets.

LEARNING THEATERS—STARTING AT \$5,000

Choices include the information below.

- ✓ Capacity: up to 200
- ✓ Setting: Semi-private, plexiglass with theater seating
- ✓ Duration: 1-Hour
- ✓ Fee: \$75,000

- ✓ Capacity: up to 200
- ✓ Duration: 45 minutes for a targeted resident audience
- ✓ Fee: \$37,500

- ✓ Capacity: 40
- ✓ Setting: Open area (3 theaters available)
- ✓ Duration: 15 minutes
- ✓ Fee: \$5,000

- ✓ Capacity: 40
- ✓ Setting: Open area
- ✓ Duration: 30 minutes
- ✓ Fee: \$12,500

HANDS-ON

- ✓ In the popular Learning Center, host a hands-on experience for 30-minutes to engage attendees with your products. This space is meant for experiential learning.
- ✓ Capacity: ~25
- ✓ Setting: Open area in the Learning Center
- ✓ Duration: 30 minutes
- ✓ Fee: \$12,500

Titles, descriptions and times are included in AAPM&R's print and digital agenda to generate awareness. Additional marketing packages are also available. See page 15 for more details.

Share your research, information about your pipeline, the products and services you offer to physicians and patients, regulatory issues, organizational initiatives, and more. The stage is yours!

Secure your time slot early for maximum exposure.



ENGAGE AND EDUCATE ATTENDEES (CONTINUED)

SATELLITE SYMPOSIA—\$55,000 (CME EDUCATION)

AAPM&R allows third-party satellite education with CME. Breakfast, afternoon refreshment slots as well as a Saturday evening spots are available. Call for more details or visit: <https://www.aapmr.org/education/annual-assembly/exhibitors-and-sponsors-information/satellite-symposium> or book a meeting.

Fee includes:

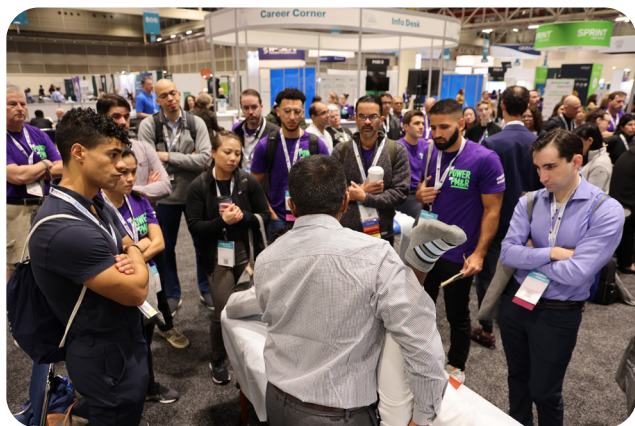
- ✓ 60-minute session
- ✓ Room set for up to 150 people
- ✓ Basic AV
- ✓ Robust marketing package
- ✓ Listing in the *Official Program* and mobile app

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

Applications are due July 9. For more information, contact:

Lisa Koch
Conventus Media
(617) 285-2320
lkoch@conventusmedia.com

Sara Rossi Statis
AAPM&R
(847) 737-6038
srossistatis@aapmr.org



SPONSORSHIPS

BRANDING OPPORTUNITY APPLICATIONS ARE DUE
IN JUNE. ALL MATERIALS ARE DUE IN JULY!

Multiple sponsorships are available for most items listed below.

2025 REHAB 5K RUN/WALK & ROLL —\$8,500

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 brand awareness in the PM&R community.

Sponsorship includes*:

- ✓ Recognition as a sponsor in all race-related promotions.
- ✓ Featured as a sponsor in communications to participants.
- ✓ Recognition as a sponsor in the #AAPMR25 *Official Program*.
- ✓ Recognition on leaderboard on the Foundation's website.
- ✓ Logo included on race-day t-shirt given to participants.
- ✓ Recognition in the Foundation UPDATE newsletter, Annual Report and Foundation website.



SUPPORT THE AAPM&R MEMBER COMMUNITIES—\$10,000

AAPM&R community events are popular! Sponsorship includes recognition on tables with graphics that can direct attendees to your booth, recognition on signage in the area, recognition when the sessions are mentioned in general, and ability for you to provide handouts in the area.

[Click here](#) to see a list of the current AAPM&R Member Communities.



DOG PARK—\$10,000

Everyone loves dogs! Become a proud sponsor of this popular area. 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.

PHOTO BOOTH/SELFIE STATION—\$12,500

Elevate your brand presence and engage attendees in a memorable way by sponsoring the popular photo booth. Sponsorship includes branding on camera tower, recognition on signage where photos are displayed and in email communication. We can customize the text/logo in the email to attendees that includes a specific message (i.e., "sponsored by xx").



CENTRAL CAFÉ—\$15,000

Support the new Central Café located in PM&R Pavilion. This will be a place for attendees to grab coffee, engage in community or simply relax. Sponsors will receive recognition on signage, table clings within the café as well as recognition in marketing materials.

ARCADE AREA—\$15,000

Step into the excitement and energy of our Arcade Area—a vibrant hub of entertainment that will draw attendees to enjoy the fun. As a sponsor, your brand will be prominently featured in an environment that celebrates fun and engagement, offering unparalleled visibility and interaction with the PM&R audience.

MEDICAL STUDENT EXPERIENCE —\$2,500

On Saturday, October 25, engage with Medical Students as they attend to learn more about PM&R. They will be guided and incented to stop by your booth to learn more!

RESIDENT EXPERIENCE—\$5,000

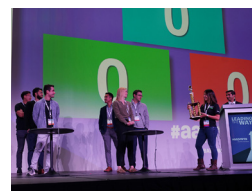
An exclusive experience for residents only on Thursday, October 23 from 2:30-5 pm (MT). This experience includes engaging with PM&R faculty and PM&R attendees in a hands-on atmosphere. Sponsorship will include recognition in marketing materials, branding onsite as well as one-on-one interaction with residents.

SPONSORSHIPS (CONTINUED)

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 2 tickets to attend the event.



CAREER CORNER—\$15,000

The popular Career Corner is the place for attendees to stop by for casual, round table discussions on practice and career topics, have their CVs reviewed, and more! Sponsorship includes branding within the area.



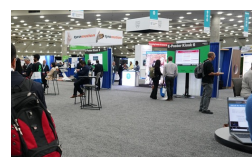
PM&R PARTY—\$15,000 (3 OPPORTUNITIES AVAILABLE)

The PM&R Party is popular! Plans are underway for 2025 to host a festive and fun Carnival! Join us for a vibrant celebration that transforms the streets into a bustling festival of music, food, and entertainment. By sponsoring this exciting event, your brand will be at the heart of the action, gaining unparalleled exposure and connection with the PM&R audience. Sponsorship will include signage along the attendee pathway ensuring your brand is visible throughout the entire evening, recognition in the *Official Program* and member communications, and more.



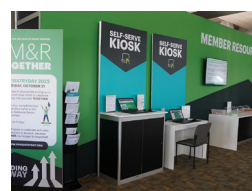
WELCOME RECEPTION—\$20,000

Becoming a sponsor of the Welcome Reception offers a unique opportunity to align your brand with a memorable event experience. This event is designed to offer attendees an opportunity to network, mingle, and engage in a relaxed and inviting atmosphere.



RESEARCH HUB—\$20,000

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



MEMBER RESOURCE CENTER—\$22,500

Show your support to AAPM&R attendees. The Member Resource Center (MRC) 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 the literature rack and to include your app or link to your website on iPad.

HEADSHOT 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*.

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!



BRAND AWARENESS OPPORTUNITIES

MOBILE APP SPONSOR—\$35,000

Gain awareness as attendees launch the much-used 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.



FLOOR DECAL—\$350

Help attendees find you with this low-cost option of significant value! A floor decal in front of your booth makes sure you stand out in the PM&R pavilion! This is a great way to highlight your booth number and brand. (Size: 3'x2')



ARROW ON DIRECTIONAL SIGNAGE—\$500

Direct attendees to your booth. Point them to your booth with an arrow featuring your organization and booth number on our directional sign! Another low-cost, high value option!



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.



EXHIBIT HALL TABLE CLINGS—\$7,500

Place your branding on tables located in the PM&R Pavilion where attendees gather for lunch. Fee includes 5 clings.



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.



FOOTPRINT DECALS—\$15,000

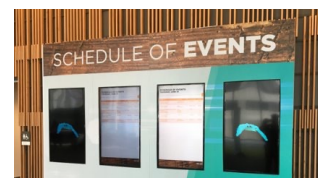
Attendees will follow the aisle footprints to your exhibit! Includes 15 sets of 2'x2' footprints positioned strategically in the PM&R Pavilion.



BRAND AWARENESS OPPORTUNITIES (CONTINUED)

CONVENTION CENTER BANNERS, CLINGS AND WRAPS

- » **COLUMN WRAP—\$15,000**
- » **SINGLE-SIDED BANNER** (in lobby outside the Exhibit Hall)—\$15,000+



SCHEDULE-AT-A-GLANCE WALL—\$27,000

Located in a high-traffic area near registration. The structure holds four monitors, two of which are 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.

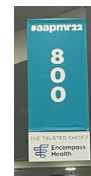
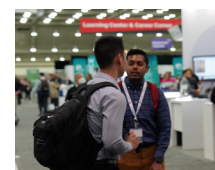


EXHIBIT HALL AISLE SIGNS—\$30,000

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.



LANYARDS—\$30,000

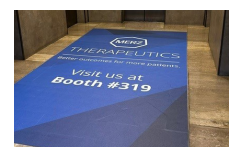
Put your logo on attendees by sponsoring the AAPM&R lanyards. These are given to attendees as they pick up their badges.

HOTEL KEY CARDS—\$30,000

Place your branding on the back of the headquarter hotel key card.

HOTEL DOOR DROP BAG—\$10,000

Elevate your brand's visibility with our exclusive Hotel Door Drop Bags—an effective way to reach guests directly in their rooms. By sponsoring these bags, your brand will make a memorable first impression on PM&R attendees, positioning your company as a key part of their stay. Sponsorship includes an insert.



HOTEL BRANDING—CALL FOR DETAILS

Unlock unparalleled exposure and elevate your brand's visibility with our exclusive branding opportunities at our headquarter hotel, the Hyatt Regency Salt Lake City. Picture your brand showcased prominently across our high-traffic areas, captivating guests from the moment they enter the hotel. Elevate your presence and leave a lasting mark in the hearts and minds of attendees with our customizable branding solutions at our premier hotel.

REGISTRATION BAGS—\$35,000

Place your logo on the attendee registration bag. These bags are handed to each attendee as they register and are filled with important meeting materials and carried with them throughout the week and often reused when returning home.

REGISTRATION BAG INSERT—\$10,000

Place your message inside the popular registration bag! Place your message inside the popular registration bag to attract attention to your booth or activity.

ADVERTISING AND MARKETING OPPORTUNITIES

LOGO: MOBILE APP AND *OFFICIAL PROGRAM*—\$250 EACH OR \$450 FOR BOTH

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

REGISTRATION BAG INSERT—\$10,000

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

“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 #AAPMR25. This email presents meeting highlights, including activities, logistical information and more, and had a 77% open rate in 2023! 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 #AAPMR25 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.

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](#).

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.

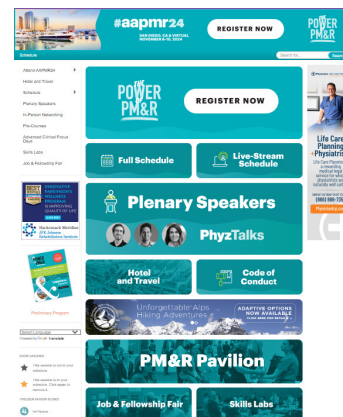
Package includes:

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

ADVERTISING AND MARKETING OPPORTUNITIES (CONTINUED)

ANNUAL ASSEMBLY WEBSITE AND MOBILE APP ADVERTISING—STARTING AT \$3,500

Place your custom graphic front-and-center on the website for attendees (both in-person and virtual) to see. All advertisements are clickable to a URL and will remain on the platform from its launch in June through February 2026. Clicks and page views are tracked and provided to the sponsor. The Annual Assembly website averaged 10,000 pageviews per month (June-November) in 2023 and 2024. See details in the [digital advertising prospectus](#).



» HOME PAGE ROTATING BANNER AD—\$5,000 (FOUR AVAILABLE)

The Home Page is the highest traffic page of the website and was viewed 53,129 times in 2023. Place your custom advertisement on the platform home page. Your advertisement will rotate on the home page and will be visible to all registrants from June 2025-February 2026.

Artwork specs: 320 pixels wide x 1,200 pixels tall.

» HOME PAGE ROTATING TILE—\$3,000 (FOUR AVAILABLE)

Place a custom ad that will be seen on the platform home page and on the mobile app when it launches in October 2025.

Artwork specs: 1280 pixels wide x 200 pixels high (for the website)
2,000 pixels wide x 400 pixels high (for the mobile app)

» “MY EXPERIENCE” PAGE ADVERTISEMENT—\$3,500 (EXCLUSIVE)

The “My Experience Page” is a personal dashboard for each attendee and includes attendees’ messages, the attendee’s schedule, poster selection, and networking. “My Experience” pages were clicked 8,738 times in 2023.

Artwork specs: 1,280 pixels wide x 200 pixels tall

» NAVIGATION ADVERTISEMENT—\$8,500 (EXCLUSIVE)

This static banner ad is visible on all pages of the website and mobile app under the navigation menu, and was viewed 89,884 times in 2023.

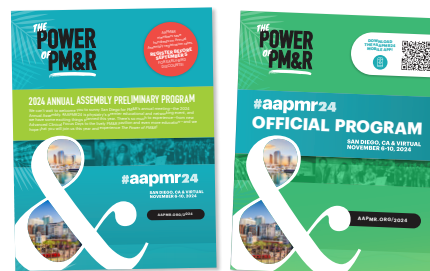
Artwork specs: The size is 400 pixels wide x 400 pixels tall.

» FULL SCHEDULE PAGE ADVERTISEMENT—\$3,500 (EXCLUSIVE)

This page is where attendees can plan their Assembly experience, and was viewed 14,913 times in 2023.

PRELIMINARY AND OFFICIAL PROGRAMS—\$7,400

Promote your brand, services or products with a full-page advertisement in both the printed programs for the Annual Assembly. Mailed to 9,000+ PM&R physicians in July and distributed to 3,000+ attendees onsite in Salt Lake City, the *Preliminary* and *Official Programs* increase your exposure! Deadline to secure program advertising is April 1. Artwork is due April 15, with the option to provide different artwork for the *Official Program*.



For these opportunities, please contact corporatesupport@aapmr.org.

SPACE RENTALS

EXHIBITOR BUSINESS SUITES—\$6,500 FOR 10X10, \$9,500 FOR 10X20

Need a place to meet with attendees or your staff? Let us build a place of your own!

ONSITE MEETING ROOMS—CALL FOR DETAILS ([#AAPMR25 Function Space Request](#))

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 2025. 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.

SECURE YOUR SPACE EARLY!

We know organizations exhibit at many meetings. We encourage early selection of your exhibit space and sponsorships for #AAPMR25. We also commit to working with you for ease of implementation.

The American Academy of Physical Medicine and Rehabilitation (AAPM&R) is the national medical specialty organization representing more than 9,000 physicians who are specialists in physical medicine and rehabilitation (PM&R). PM&R physicians, also known as physiatrists, evaluate and treat injuries, illnesses, and disabilities, and are experts in designing comprehensive, patient-centered treatment plans. Physiatrists utilize cutting-edge as well as time-tested treatments to maximize function and quality-of-life. **View the Membership Report at aapmr.org/membershipreport.**

The AAPM&R Annual Assembly is the best single gathering place for physiatrists to engage and learn, and for you to showcase your organization's brand, products and services.

For more information on exhibit sales and sponsorships, visit aapmr.org or contact Conventus Media (the official show management company for AAPM&R):

Kathleen Noonan
knoonan@conventusmedia.com
(781) 375-8584

For information on print and digital advertising as well as year-round engagement, including year-round sponsorships, corporate or institutional memberships and market research opportunities, contact:

Sharon Popielewski – (847) 737-6048
Sara Rossi Statis – (847) 737-6038
corporatesupport@aapmr.org



#aapmr25

**SALT LAKE CITY, UT & VIRTUAL
OCTOBER 22-25, 2025**