

AAPM&R 2025 ANNUAL ASSEMBLY PRE-EVENT OVERVIEW



aapm&r

American Academy of
Physical Medicine and Rehabilitation

AAPM&R IS GRATEFUL FOR ITS EXHIBITORS AND SPONSORS!

A NOTE OF GRATITUDE FROM AAPM&R.

Thank you for your choosing to exhibit at AAPM&R's 2025 Annual Assembly (#AAPMR25). We are delighted you are here. We know that your organization makes a significant investment to attend our meeting. Please know we are grateful you have placed your trust in us. We value your participation and continue to make strides to ensure that you maximize your return on investment (ROI). We have made extra efforts at #AAPMR25 to connect attendee and organizations—building on our efforts from previous years. In September, we started highlighting exhibitors and created special messaging to various targets of membership, asking them to plan their exhibit experience in advance of the meeting. We have increased our signage on site and increased the number of physicians participating in our assigned visit program. We will continue to expand on these efforts year-over-year. We are proud of our work this year and look forward to future advancements.

We are eager to learn about your experience and any ideas you may have. Please drop us a note at corporateupport@aapmr.org.

Wishing you a fantastic experience at #AAPMR25. Our attendees are your audience!



AAPM&R BACKGROUND INFORMATION

Founded in 1938, the American Academy of Physical Medicine and Rehabilitation (AAPM&R) is the national medical specialty organization representing more than 10,000 physicians who are specialists in physical medicine and rehabilitation (PM&R). AAPM&R's mission is to *lead the advancement of PM&R's impact throughout healthcare*. Learn more at www.aapmr.org.

PM&R: AN OVERVIEW OF THE FIELD



1 of 24
Primary Board
Medical Specialties



12,800+
board certified
in PM&R



6,500+
AAPM&R members
are board certified

ABOUT PM&R PHYSICIANS

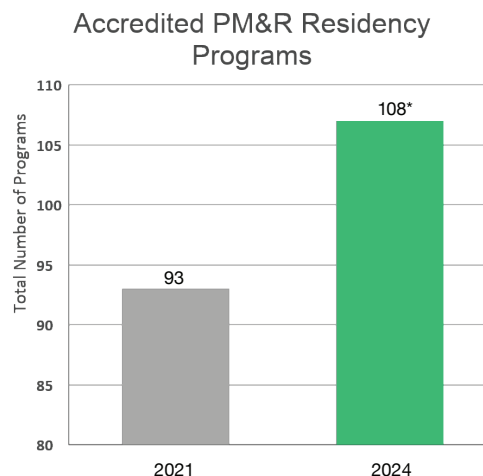
Physical Medicine and Rehabilitation physicians, also known as physiatrists, PM&R, and more, treat a wide variety of medical conditions affecting the brain, spinal cord, nerves, bones, joints, ligaments, muscles and tendons. PM&R physicians evaluate and treat injuries, illnesses and disability, and are experts in designing comprehensive, patient-centered treatment plans. Physiatrists utilize cutting-edge as well as time-tested treatments to maximize function and quality-of-life.

- As a specialty, PM&R physicians are detectives, identifying root causes of disability, and removing barriers to living independently.
- PM&R physicians create custom recovery plans to help patients achieve specific goals (e.g., to be able to walk, to live alone, play a sport or return to work).
- By speeding recovery, PM&R physicians can reduce hospital length of stay, improve pain management, and partner with therapists to teach patients self-reliance, thus minimizing hospital readmissions.
- Early hospital consultation with PM&R physicians can reduce unnecessary procedures, guide post-acute care planning, enhance self-care skills, increase patient satisfaction, reduce polypharmacy and decrease the overall cost of care.
- PM&R physicians often work at the center of a larger care team, collaborating with neurologists, primary care, allied services and more.

PM&R TRAINING: RESIDENCY

Each year, ~1,700 are going through PM&R residency training and the specialty is growing!

*<https://www.acgme.org/globalassets/pfassets/publicationsbooks/dataresourcebook2023-2024.pdf>



PM&R PHYSICIANS OFTEN HAVE A SUB-CERTIFICATION, INCLUDING:

- ✓ Sports Medicine
- ✓ Brain Injury
- ✓ Pediatric Rehabilitation
- ✓ Spinal Cord Injury
- ✓ Neuromuscular Medicine



AAPM&R ANNUAL ASSEMBLY

Each year, AAPM&R brings the PM&R community together at the Annual Assembly to advance the specialty. As the premier psychiatry-focused event, our members (and other attendees) connect, learn and expand their professional expertise. For 2025, we are again hosting a hybrid meeting—in-person in Salt Lake City as well as virtually for those who cannot travel. Whatever way attendees choose to participate, #AAPMR25 is showcasing why *There's No Place Like #AAPMR25*—our event theme, which reinforces the community and connectedness of the specialty.

The 2025 Annual Assembly is jam-packed with the top-notch education, valuable networking opportunities and cutting-edge research that attendees have come to expect from the Academy. Assembly content is accessible to learners for one year, with the ability to earn up to 117 AMA PRA Category 1 Credits™.

CHECK OUT WHAT'S IN STORE FOR '25...



THOUSANDS
OF PSYCHIATRISTS



HOURS
OF IN-PERSON
NETWORKING



900+
EPOSTERS



315+
EXPERT FACULTY
SPEAKERS



117
CME



90
CLINICAL AND
PRACTICE SYMPOSIA



36 LIVE-STREAMED
EDUCATIONAL
SESSIONS



12 SKILLS
LABS



6 ADVANCED CLINICAL
FOCUS DAY AREAS



3 PLENARY
SESSIONS



3 PRE-CONFERENCES
COURSES



1 INTERACTIVE
EXHIBIT HALL



PRE-CONFERENCE COURSES

Attendees can jump start their Assembly experience with one of three pre-conference courses, which dive deep into ultrasound, concussion/mild TBI and electrodiagnostics (EDX)—common treatments and procedures that physiatrists perform. Registration is required.

EDUCATION AT ITS BEST

The Academy is committed to being the go-to resource for the best and most relevant continuing education for members. From the seasoned practitioner to those just starting their careers, the 2025 Annual Assembly offers unparalleled opportunities for professional growth and development. Attendees can participate in 90+ educational session (36 of which will be live-streamed, including the two plenaries). Note: AAPM&R values its exhibitors. **Exhibitors with a badge may attend all non-ticketed sessions – most of the sessions at the Annual Assembly are non-ticketed.**

ADVANCED CLINICAL FOCUS DAYS (NO TICKET REQUIRED.)

Our attendees asked for more advanced content, and we answered with Advanced Clinical Focus Days—back again by popular demand! Every day of the Annual Assembly, we are bringing advanced, targeted content directly to our attendees for full day symposia in the clinical areas that are most relevant to them. Each day features two tracks with three sessions in each track for a totally immersive learning experience.

Tracks include:

- Inpatient Rehabilitation
- Pediatric Rehabilitation
- MSK and Sports Medicine
- Cancer Rehabilitation
- Pain and Spine Medicine
- Neurorehabilitation

OUR NUMBERS SPEAK FOR THEMSELVES



3 PLENARY
SESSIONS



6 ADVANCED
CLINICAL FOCUS
DAY AREAS



12 SKILLS
LABS



36 LIVE-STREAMED
EDUCATIONAL
SESSIONS



90 CLINICAL AND
PRACTICE
SYMPOSIA



315+ SPEAKERS



900+ POSTERS

**This report is accurate as of 09/15/25.*

SKILLS LABS

Our Skills Labs are three-hour educational experiences, offering a blend of didactic and hands-on immersive learning. Attendees may choose from 12 this year. Skills Labs have a limited number of participants to ensure an intimate learning environment for our participants. These sessions are for full conference registrants and require an additional ticket fee.



POWERFUL PLENARIES (NO TICKET REQUIRED.)

Our attendees will be inspired and enlightened by our lineup of esteemed keynote speakers, including...



Nadja West, Lieutenant General (ret) who will share her story of grit, perseverance, strength and breaking boundaries, even when faced with adversity.



NY Times best-selling author, Ryan Holiday will provide a framework for overcoming obstacles, scaling new challenges and battling both the ups and downs of life.

PhyzTalks

PhyzTalks moves to Friday as part of Physiatry Day. Immediately following our Awards Presentation, our PhyzTalks speakers will take the stage and share their inspirational stories.

NON-STOP NETWORKING



#AAPMR25 revolves around fostering valuable connections. Attendees can join forces with their PM&R community in-person and engage in a diverse range of memorable experiences. Some examples include: Welcome Reception, Member Meet-ups, PHiT Fest and the PM&R Party: Boos and Brews Fall Street Festival.



EXHIBIT HALL

We've created a dynamic space for networking, learning and enjoyment. Traditional exhibits (130+), sponsored educational theaters and hands-on experiences await our attendees onsite in Salt Lake City. All Exhibit Hall experiences are free to registered attendees. AAPM&R has worked hard to help connect attendees with the exhibitors most relevant to their practice or referral network.

There's so much to explore on our show floor including:

- **130+ Exhibitors and Sponsors:** Our massive show floor is packed with innovative products and services to address the needs of our attendees and their practice teams who want to stay competitive in today's ever-changing healthcare environment. Institutions exhibiting will offer fellowship, employment and clinical expertise.
- **Learning Center** (located in the Exhibit Hall) hosts highly-interactive, hands-on demonstrations from leading experts in physiatry on a variety of topics and new technologies. These sessions are offered by both AAPM&R and sponsors.
- **Sponsored Education and Product Demonstrations:** Attendees have the opportunity to "round out" their educational experience by participating in Sponsored Educational Theaters, Learning Center Sessions and Anatomy Labs. There are 12 sponsored sessions at this year's meeting.
- **IPSEN Anatomy and Ultrasound Learning Lab:** Ipsen returns with anatomy education and hands-on injection practice using ultrasound for the treatment of upper and lower limb spasticity. 
- **Research Hub:** Features the highest-quality, evidence-based research from PM&R professionals across all practice areas and settings. Attendees can discover cutting-edge research in 50+ stage and 900+ electronic poster presentations via the self-directed digital kiosks and can attend live lunchtime presentations.
- **Career Corner:** Our One-Stop Career Shop! Attendees can meet with thought-leaders and industry representatives who will answer their career-related questions and provide advice about navigating all aspects of physiatry.
- **Visit the PM&R Aspire** (booth number 817) to explore AAPM&R's innovative career exploration platform. Discover a map-based interface designed to empower physiatrists with invaluable career insights. 
- **Meet the Experts:** Pioneers in PM&R will give in-depth presentations in their areas of expertise. Q&A offers a platform to dialogue with these recognized leaders.
- **Member Meet-ups:** Select AAPM&R Member Communities will be hosting in-person networking events in the Exhibit Hall throughout the Assembly.

- **Central Cafe:** Grab a cup of coffee during open hours and recharge in our new gathering spot. We are grateful for our Central Cafe sponsor:



- **Professional Headshot Booth (Booth #817):** Attendees can visit our headshot booth for a polished, full-color photo.

- **Dog Park:** Unwind with furry friends in our pet-friendly zone. We are grateful for our Dog Park sponsor:



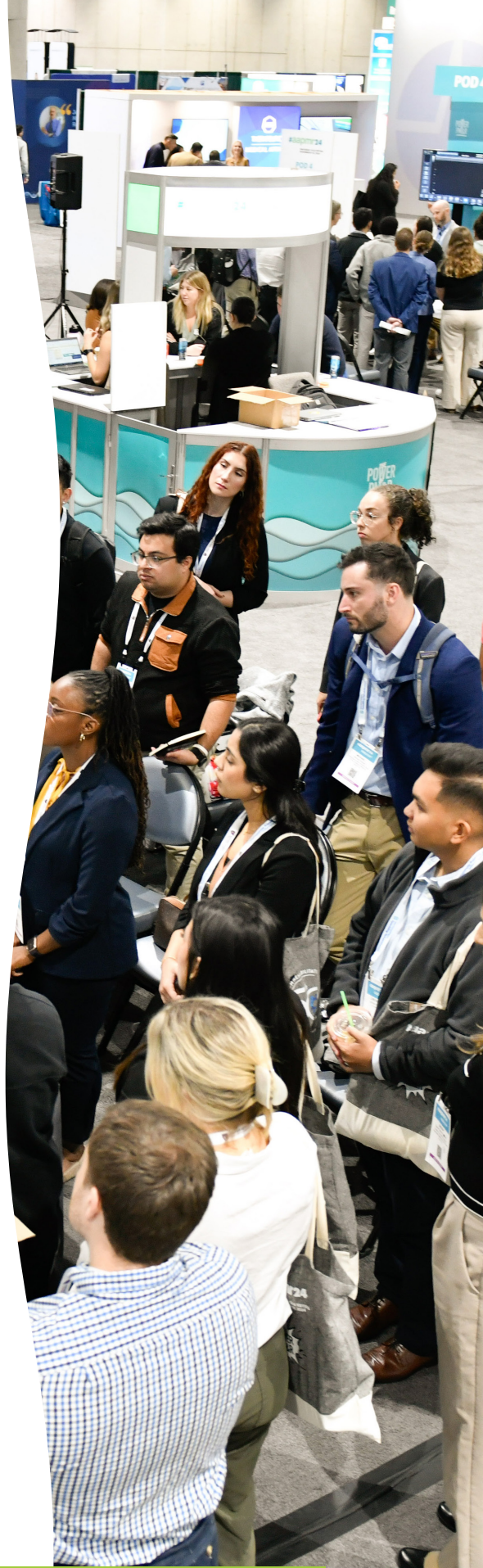
- **Resident Experience on Thursday, October 23 from 2:30-5 pm (MT).** This experience includes engaging with PM&R faculty and exhibitors in hands-on clinical interventions, professional headshots and an exploration of the dynamic career landscape through PM&R Aspire. Residents will also have the opportunity to ask the experts about their experiences with running a spasticity practice and more. If you didn't sponsor this event this year, you'll want to consider it next year! This year's sponsors include the following organizations:



THERAPEUTICS



- **Medical Student Program on Saturday, October 25 from 9:15 am-12 pm (MT).** This is an opportunity for medical students to learn from, and network with, residents, PM&R physicians, and exhibitors to discuss the future of PM&R and explore the latest medical technologies, products and services.
- **Research Hub:** More than 900 posters will be available for exploration of research and case studies.
- **Box lunches** are available for exhibitors and attendees for all three days of the conference.



CONVERSATION STARTERS

AAPM&R wants every exhibitor to have the best possible experience with our 2025 conference attendees. Below are some questions to help start a meaningful conversation. We're sure you can think of more!

Where did you train?

What is your practice setting?

What is your area of practice?

Do you have a subspecialty certification?

What drew you to the specialty of PM&R and/or your subspecialty certification?

What patients do you most often treat or refer for treatment?

How may I help you in your practice?

What's your favorite restaurant in Salt Lake City?

How do you think industry and PM&R can collaborate the most effectively?

How long have you been practicing?

What challenges are you facing?

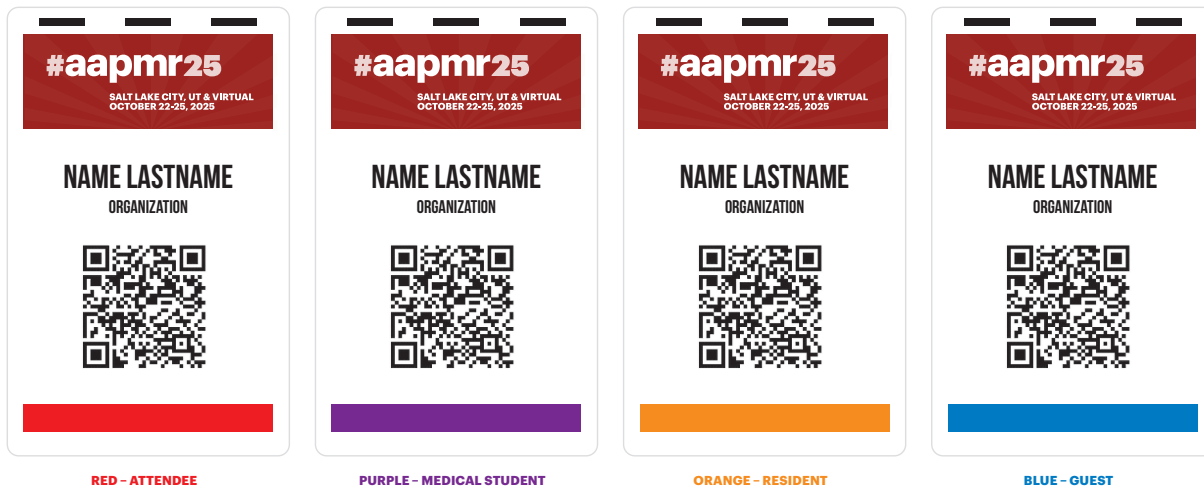
What drew you to our booth today?

What are you most looking forward to at this year's Assembly?



BADGES

The 2025 AAPM&R Annual Assembly attracts many categories of unique attendees and visitors. Each group wears a different color-coded badge matching their member type for easy identification.



PLEASE PLAN TO STAFF YOUR BOOTHS DURING THE FOLLOWING EXHIBIT HOURS:

- Thursday, October 23, 11 am-2:30 pm and 5-6:30 pm (MT) (Welcome Reception)
 - › Only sponsors of the Resident Experience will be allowed in the hall from 2:30-5 pm (MT) on Thursday.
- Friday, October 24, 8 am-2 pm (MT)
- Saturday, October 25, 8 am-2 pm (MT)

**Hours subject to change*

#AAPMR24 ANNUAL ASSEMBLY— BY THE NUMBERS

Our robust attendance numbers speak for themselves. The image below represents high-level data points from #AAPMR24, where we brought together thousands of physiatrists in-person in San Diego and virtually via our easy-to-navigate virtual platform. Together, attendees united with their PM&R community to connect, learn and grow. Their energy, spirit and collaboration were unmatched as we advanced the specialty together. Watch your email for updates on current registration numbers.



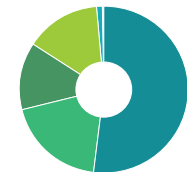
THE LARGEST GATHERING OF PHYSIATRISTS

3,399* **TOTAL ATTENDEES**

2,852 IN-PERSON ATTENDEES | **547** VIRTUAL ATTENDEES

87%

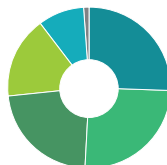
OF ATTENDEES ARE AAPM&R MEMBERS



■ 51.18% Practicing Members
■ 18.73% Residents/Early-Career
■ 12.95% Medical Students
■ 14.13% Non-Member/Prospect
■ 1.18% Unknown



22% HOLD A SUBSPECIALTY CERTIFICATION



■ 25.17% Brain Injury
■ 24.77% Pain Medicine
■ 22.36% Sports Medicine
■ 16.47% Pediatric Rehab
■ 9.64% Spinal Cord Injury
■ 1.61% Neuromuscular Medicine



PRIMARY PRACTICE SETTING



■ 26% Outpatient Clinic
■ 22% Other
■ 22% System Affiliated Multi-Specialty Group
■ 13% Hospital Rehab Unit or Floor
■ 6% Independent Solo Private Practice
■ 5% Freestanding IRF
■ 5% System Affiliated PM&R Group, Private Practice

THE BEST IN EDUCATION



931

FIRST-TIME ATTENDEES



870 FIRST-TIME IN-PERSON ATTENDEES



61 FIRST-TIME VIRTUAL ATTENDEES

70+
EDUCATIONAL SESSIONS

40
LIVE-STREAMED SESSIONS

25
MEMBER MEETUPS

4
PLENARY SESSIONS

16
CLINICAL AND PRACTICE THEMES

*All data taken from the 2024 Annual Assembly Demographics Report, Exhibitor Survey and Attendee Survey.

AAPM&R MEMBERSHIP DATA

The American Academy of Physical Medicine and Rehabilitation (AAPM&R) is the national medical society representing more than 10,000 physicians who are specialists in the field of physical medicine and rehabilitation (PM&R). **PM&R physicians are nerve, muscle, bone and brain experts who treat injury or illness nonsurgically to decrease pain and restore function.**

10,303

ACTIVE MEMBERS



47%

HOLD A SUBSPECIALTY CERTIFICATION



- 35% Pain
- 24% Sports Medicine
- 19% Brain Injury
- 11% Spinal Cord Injury
- 9% Pediatric Rehabilitation
- 2% Neuromuscular
- 1% Hospice/Palliative Care

PRIMARY PRACTICE SETTING



- 21% Outpatient Clinic
- 20% Hospital, SNF, IRF
- 16% System Affiliated Multi-Specialty Group
- 10% Solo Private Practice
- 8% Multi-Specialty Group
- 7% PM&R Group, Private Practice
- 4% Veterans Affairs
- 4% Other

1,649

PHYSIATRISTS IN-TRAINING



73%

OF MEMBERS READ
THE PHYSIATRIST
PRINT NEWSLETTER



55%

OPEN RATE FOR
CONNECTION
WEEKLY E-NEWSLETTER



600+

MEMBERS VOLUNTEER
ON COMMITTEES,
TAS KFORCES AND MORE!



1,000+

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



NEARLY 2,000

ONLINE LEARNING
PORTAL SUBSCRIBERS



NEARLY 3,500

ONLINE LEARNING
PORTAL MOBILE APP USERS

*AAPM&R Membership demographic data as of September 2025.

2026 KEY DATES TO KNOW

- ✓ **Deadline for proposal submissions: January 2026**
- ✓ **Deadline for abstract submissions: March 2026**

SAVE THE DATE FOR #AAPMR26

November 11-14 | Orlando, Florida and Virtual

Let's build on the **EXCITEMENT, EDUCATION** and **FUN** from this year. Join us next year as we head to sunny Florida for more **CONNECTION** and **DISCOVERY!** Secure your booth, sponsorships and advertising while in Salt Lake City for the best rates.

#aapmr26

**ORLANDO, FL & VIRTUAL
NOVEMBER 11-14, 2026**

FOR ONSITE SERVICE

In Salt Lake City, text Patricia Swift from Conventus Media for more information at (703) 581-9602. Or meet Tricia and Grace. They will be sharing a desk with the team from GES.

GENERAL INFORMATION/TIME OF TRANSITION

If you have other general feedback or needs, please email corporatesupport@aapmr.org. Companies are able to pick their booth based on priority points earned. Watch for an appointment reminder sent via email and distributed to your booth. Can't make your appointment time? Please visit the sales office any time after the time listed on your card or email aapmrexhibits@spargoinc.com. The Exhibit Sales Office will be located behind aisles 800-900 and Theater 1, at the back of Hall C. Click [here](#) to view the 2026 floor plan. Please note that SPARGO, Inc. has been appointed the official exposition management firm for 2026. John Barrett (john.barrett@spargoinc.com) and Andrew Cusick (andrew.cusick@spargoinc.com) will be in Salt Lake City to help you choose your booth for 2026. We remain grateful to the team from Conventus Media who has served AAPM&R for more than 10 years.

