

# CORPORATE SPONSORSHIP OPPORTUNITIES

## WHAT'S YOUR OBJECTIVE?

- Increase Brand Awareness
- Increase Booth Traffic
- Build Relationships
- Support the Specialty of Pain Medicine

We invite you to become a corporate sponsor of the AAPM 36th Annual Meeting to increase your visibility. Your participation as an exhibitor in the AAPM Resource Center will be a valuable contribution to the total learning experience of the meeting. There are many opportunities to increase your impact on attendees. Sponsoring an Academy event or activity offers a rewarding experience for attendees and increases your company's presence. As a sponsor, you will receive prominent recognition through signage, in the AAPM mobile app, and on the Annual Meeting website.

### CORPORATE SPONSORSHIP TIER STRUCTURE FOR BENEFITS

	BRONZE	SILVER	GOLD	PLATINUM
	\$5,000	\$15,000	\$25,000	\$50,000
Recognition on the mobile app	X	X	X	X
Banner ad on the mobile app				X
Display plaque recognizing your support of pain medicine			X	X
First right of refusal to host a corporate showcase			X	X
First right of refusal to host a peer-to-peer meeting			X	X
Invitation(s) to the President's Reception		1	2	3
Recognition on the AAPM video wall	X	X	X	X
Complimentary registration(s) to the AAPM Annual Meeting		1	2	4
Complimentary registration(s) to the preconference courses			1	2
Recognition in the Annual Meeting Brochure		X	X	X
Support recognition booth marker	X	X	X	X
Registration list (names and addresses of AAPM attendees)	X	X	X	X
Support ribbon for your representatives	X	X	X	X
Support graphic with exhibitor listing	X	X	X	X
Recognition listing in <i>AAPM E-News</i>	X	X	X	X
Recognition on the kiosk in the registration area	X	X	X	X
Recognition at the Resource Center entrance	X	X	X	X
Recognition on the AAPM website (Annual Meeting section)	X	X	X	X
A sign at the supported event	X	X	X	X

All sponsorships are subject to change and will be detailed in a Letter of Agreement.

No cancellations will be accepted after November 1, 2019.

AAPM can create customized packages not showcased within this prospectus. AAPM's exhibit hall is called the AAPM Resource Center and serves as a central hub outside of the CME sessions. The AAPM Resource Center showcases exhibits, hands-on education, posters, theaters, food and beverages, and more! Contact Kathryn Checea, Director of Professional Relations at [kchecea@painmed.org](mailto:kchecea@painmed.org) or 874-375-4765.

## Increase your visibility with leaders in pain medicine.

**Opening Reception (\$25,000)**—All attendees are invited, and your company will receive excellent visibility at the entrance to the exhibit hall and on the mobile app.

**AAPM Meeting Microsite (\$25,000)**—As an exclusive supporter, you will receive recognition on the high-traffic AAPM Annual Meeting website homepage.

**Event Mobile App (\$25,000)**—As the exclusive supporter, your company's logo will be displayed prominently on each page of the app and on the splash screen that appears each time a user opens the app. The app will feature the meeting schedule, speaker information, maps, and exhibitor listings.

**NEW! Daily Experience**—Receive a banner ad linking to your website in all three issues of the electronic publication containing exclusive meeting coverage and late-breaking news that will be distributed to all attendees and AAPM members.

*Solo Sponsor, Three Issues (\$25,000)*

*Per-Issue Sponsor (\$10,000)*

**Recharge Lounge (\$15,000)**—Enhance your visibility by supporting a lounge area for attendees to network with colleagues and recharge their electronic devices.

**Video Wall (\$15,000)**—Maximize your visibility by supporting the AAPM video wall, featuring your company's branding, information about meeting activities, and a live Twitter stream.

**President's Reception (\$15,000)**—This invitation-only event provides exposure to key industry leaders.

**Wi-Fi (\$15,000)**—As an exclusive sponsor, your company will receive recognition on the confirmation splash page.

**NEW! AAPM Member Lounge (\$10,000)**—Located in a central area, the lounge will provide members an environment to recharge and network with colleagues.

**Hotel Keycards (\$10,000)**—Your logo and message will be featured on guests' keycards.

**Refreshment Breaks (\$10,000)**—Stations will be placed near your booth with signage featuring your support.

**AAPM Bronze Exhibit Package (\$7,500)**—Maximize your presence at the AAPM Annual Meeting and drive traffic to your booth. The bronze package includes

- 10' x 10' booth in the AAPM Resource Center
- Draped 6' table, 2 chairs, and wastebasket
- Banner ad on the mobile app
- Recognition as a bronze-level supporter

**Corporate Showcase (\$5,500)**—Showcase your products, services, or programs by conducting a seminar or product demonstration. (See page 11 for details.)

**NEW! Product Feature (\$5,000)**—Reach more than 2,100 pain physicians in a targeted e-mail before the meeting. Your listing will include one photo and a 40–50 word description.

**NEW! Innovation Pavilion (\$5,000)**—Host a station located in the heart of the AAPM Resource Center and conduct a hands-on demonstration of your new technologies and innovations for the treatment of pain. Exclusive time will be allocated on the schedule for you to educate and interact with the attendees. (There is a maximum of 8 stations.)

**NEW! AAPM New Member Reception (\$5,000)**—The welcome and networking reception offers a chance for new members to connect and engage and learn how to best make use of the meeting and their membership.

**NEW! Shared Interest Group (SIG) Reception: Women in Pain Medicine (\$5,000)**—The SIG aims to recruit women to the subspecialty and work with AAPM to ensure diversity within committees, panels, and leadership. The networking reception offers a chance for those who are interested in recruiting women to the field of pain medicine to connect and engage in discussion.

**Recruitment Exhibit Package (\$5,000)**—the Annual Meeting offers you exposure to 1,000 physicians and members of the multidisciplinary team.

- 10' x 10' booth in the AAPM Resource Center
- Draped 6' table, 2 chairs, and wastebasket
- Promotion on the AAPM Annual Meeting website and mobile app

**Billboard Advertising (\$4,000)**—Enhance your visibility at the Annual Meeting. (See page 12 for details.)

**Direct Mail (\$500)**—Make an early impact by marketing your presence while physicians are making plans to attend.

**Ultrasound Workshop (in-kind equipment support)**—In this interactive workshop, leading physicians will present current evidence-based ultrasound guidance by demonstrating your equipment to an array of attendees.

**AAPM Passport Program**—Drive traffic to your booth in a creative way. Attendees with complete passports will be placed in a drawing to win prizes up to \$1,000 from AAPM. (See page 10 for more details.)

**Bronze Level (\$5,000)**—Engage attendees with a question required to be answered at your booth. Limited to five exhibitors.

**Patron Level (\$1,000)**—Attendees will require a stamp from your booth. Limited to 10 exhibitors.

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