



Marketing Opportunities for Courses

Spinal Procedures Workshop Series (SPW)

The Spinal Procedures Workshop (SPW) Series is designed to enable participants to evaluate the potential for integrating these procedures in their practices. Physicians who complete the series as designated will clearly understand the indications, techniques, anatomy, risks, and benefits involved in using these procedures.

Reach more than 200 attendees in 2009 by securing annual sponsorship of this workshop series. By joining as an annual sponsor, you will receive substantial visibility throughout the year. Highlights include on-site recognition at each workshop and expanded visibility with the entire AAPM&R membership through Academy-wide sponsor acknowledgments. As part of your marketing sponsorship support package, you will receive guaranteed exposure and face-to-face time with one of your most important target audiences.

Opportunities and Events

- **Workshop Series:**
\$25,000, achieves Silver Support Level
- **Evening Cocktail Reception:**
\$5,000 per workshop
Evening cocktail receptions held during the Spinal Procedures Workshops offers prime networking with participants, providing an outstanding sponsorship opportunity. A reception is offered at each workshop.
- **Continental Breakfast and Lunch:**
\$7,500 per workshop
Mingling with attendees during the breakfast and break held during Spinal Procedures Workshops provides an outstanding sponsorship opportunity. A breakfast and lunch is offered on the first full day of each workshop.

Benefits

- Tabletop display at sponsored event
- Printed recognition at the workshop in the course materials/CD-ROM
- Acknowledgment from the podium by the Course Director(s)

- Opportunity for two (2) representatives to staff your booth and gain additional networking time at scheduled breaks for workshop attendees
- Official attendee list

Tabletop exhibits: \$2,500 per workshop, includes 2 company representatives from each company and recognition in printed pieces at the workshop

Sports Medicine Board Review Course

In recent years, sports medicine has been identified by AAPM&R members as a prominent area of care. In addition, the American Board of Physical Medicine and Rehabilitation (ABPMR) began offering sports medicine subspecialty certification to PM&R physicians in 2007. AAPM&R has assembled experts in the field of sports medicine to deliver an exceptional preparation course for physicians planning to sit for the Sports Medicine Subspecialty Board Examination.

Secure a sponsorship at this event to increase your visibility with over 150 attendees. Being a sponsor of an event during this course guarantees you exposure and face-to-face time with one of your most important target audiences.

Opportunities and Events

- Networking Reception: \$15,000
- Continental Breakfast and Breaks, daily: \$15,000
- Lunch: \$10,000

Benefits

- Tabletop exhibit space at the event or near registration
- Printed recognition at the workshop in the course materials/CD-ROM
- Acknowledgment from the podium by the Course Director(s)
- Opportunity for (2) two representatives to staff your booth and gain additional networking time at scheduled breakfasts, breaks, lunch, and evening reception for attendees
- Official attendee list

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Preconference Courses at the Annual Assembly

Diagnostic Musculoskeletal Ultrasound

This intensive one-day course is intended to provide participants with the skills needed to begin performing diagnostic musculoskeletal ultrasound. Though not meant to replace supervised training, this course involves didactic lectures that assist in learning basic ultrasound principles. The hands-on portion of the course focuses on the static and dynamic ultrasound examination of upper and lower limbs.

Advanced Assessment and Management Skills for Spasticity and Dystonia

This one and one-half day course is designed to be a hands-on, interactive workshop that provides attendees with updates on the assessment and treatment of motor disorders commonly seen in psychiatric practice including spasticity, dystonia, and other related conditions. Emphasis is placed on the practical aspects of managing these conditions. A faculty of expert psychiatrists and neurologists leads discussions and interactive sessions focusing on teaching and updating skills including interventional use of ultrasound machines for injection of botulinum toxins and neurolytic agents, such as anesthetics and phenol.

Coding and Billing Workshop (CBW)

This PM&R-specific, one and one-half day workshop is designed to education psychiatrists, office managers, office staff, and coders on current coding and billing practices including using proper codes and coding methods, securing appropriate reimbursement for physician and practice services from third party payers, and effectively appealing denied insurance claims. Faculty use lectures, clinical vignettes, attendee participation, and question and answer sessions. See the Coding and Billing Services Tab for additional opportunities.

Preconference Course Sponsorship Opportunities and Events

- Faculty Dinner (not applicable for CBW): \$5,000
- Continental Breakfast and Breaks, daily: \$7,500
- Lunch: \$5,000

Benefits

- Tabletop exhibit space at the event or near registration
- Printed recognition at the workshop in the course materials/CD-ROM
- Acknowledgment from the podium by the Course Director(s)
- Opportunity for (2) two representatives to staff your booth and gain additional networking time at scheduled breakfasts, breaks, and/or lunch
- Official attendee list

For more information, contact:

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