

Opportunities for Support at

#aapmr23

**NEW ORLEANS, LA
NOVEMBER 16-19, 2023**

#AAPMR23 Important Locations

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NEW ORLEANS, LA
NOVEMBER 16-19, 2023

- ✓ Convention Center: Ernst Memorial Convention Center, New Orleans
- ✓ Exhibit Hall: CC, Hall B, level 1
- ✓ Meeting Rooms: Level 2
- ✓ Headquarter Hotel: Hilton Hotel
- ✓ Date of Meeting: November 16-19, 2023
- ✓ Registration: Main Lobby
- ✓ General Session: Hall A, level 1
- ✓ Job and Fellowship Fair: Hall c2, Level 1
- ✓ New Exhibit Hours: (CT)
Thursday, 11:30 am – 2:30 pm and 5:00 pm to 7:00 pm
Friday, 8:00 am to 2:00 pm
Saturday, 8:00 am to 1:30 pm

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2,607 TOTAL ATTENDEES

1,730 IN-PERSON ATTENDEES | **877** VIRTUAL ATTENDEES

87%

OF ATTENDEES ARE AAPM&R MEMBERS



- 58% Practicing Members
- 18% Residents/Early-Career
- 13% Nonmembers
- 8% Medical Students
- 2% Retired
- 1% 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.

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**NEW ORLEANS, LA
NOVEMBER 16-19, 2023**

**Reach Registrants Before and
During #AAPMR23
Emails and Digital**

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Reach Registrants Through Emails

Registration Confirmation Email

- New for 2023!
- Sent to all registrants as they register for #AAPMR23
- Sponsor's logo will appear on the confirmation email
- Logo is linkable to your website

Opportunity Cost: \$10,000

Know Before You Go Email

- Sponsor logo or banner ad will appear on the email set to all pre-registered attendees prior to #AAPMR23
- This email illustrates meeting highlights (i.e., activities, logistical information and other important information)
- 73% open rate in 2022!
- Sponsor logo or banner is linkable

Opportunity Cost: \$10,000

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**NEW ORLEANS, LA
NOVEMBER 16-19, 2023**

**Branding Opportunities
Headquarter Hotel: Hilton Hotel**

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Hilton Hotel ~ Main Escalator

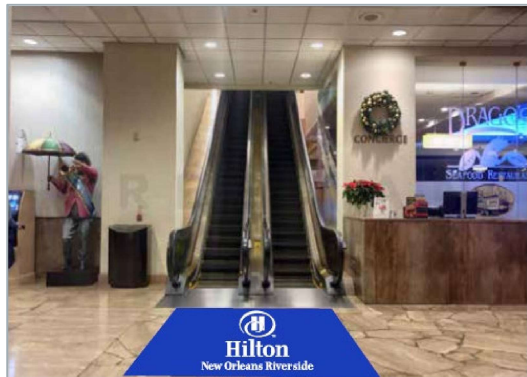
The escalator takes you from the entrance on level 1 to registration on level 2

- ✓ Center runner
- ✓ 9.75" wide by 33.9" long

Opportunity Cost: \$16,000

Floor Cling at Base of Escalator

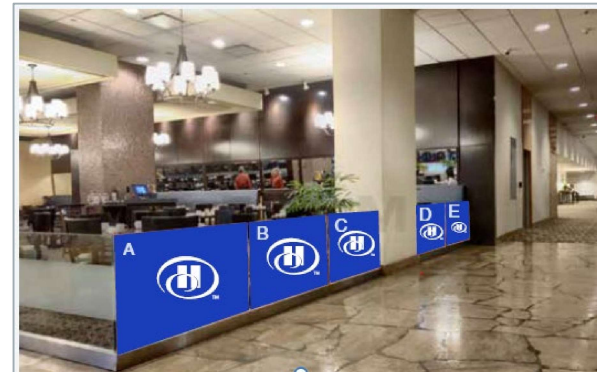
- Located near entrance and at base of escalators
- 10' x 10'
- **Opportunity Cost: \$12,500**



Glass Railings

- Clings along restaurant
- Located near elevator
- 5 Clings
- ~ 52" x 30"

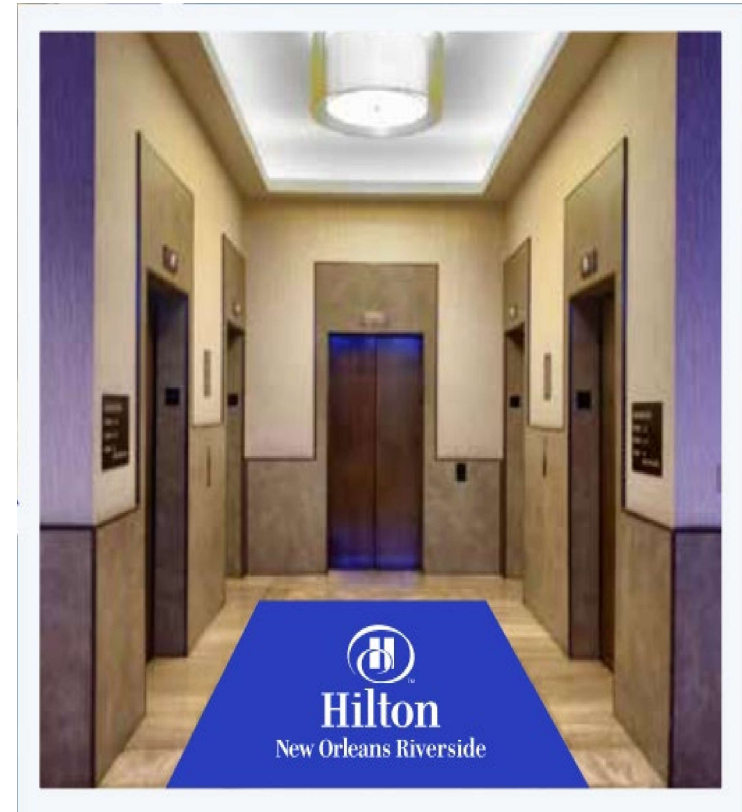
Opportunity Cost: \$22,500



Guest Elevator Bank

- Cling on the marble floor located at each hotel bank
- Located on level 1
- Two elevator banks
- 83” wide x 154” high

Opportunity Cost: \$15,000 each or 2 for \$28,000



Hotel Room Drop

- Have your flyer / handout delivered to the attendees staying at the headquarter hotel (Hilton)

Opportunity Cost: \$8,000



Hotel Key Cards

- Provided to all registered attendees at the headquarter hotel (Hilton)
- Logo on key card

Opportunity Cost: \$35,000



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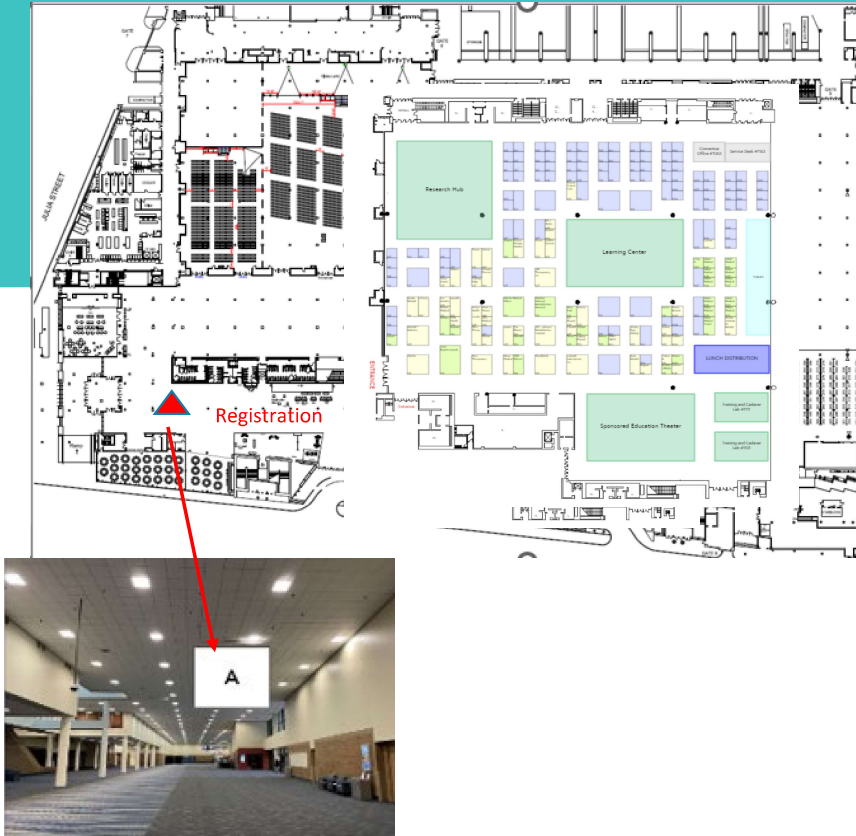
**NEW ORLEANS, LA
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**Branding Opportunities
The Convention Center**

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Banners in Registration at the Convention Center



This banner will be seen on multiple occasions, throughout each day

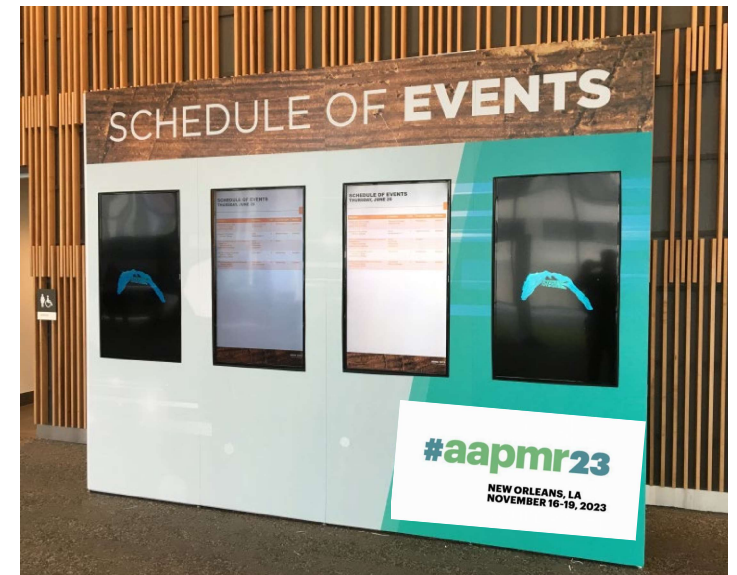
- ✓ Double-sided
- ✓ 10" wide by 8" high
- ✓ 3 opportunities within the area

Opportunity Cost: \$20,000

Schedule of Events

Located in a high traffic area near registration

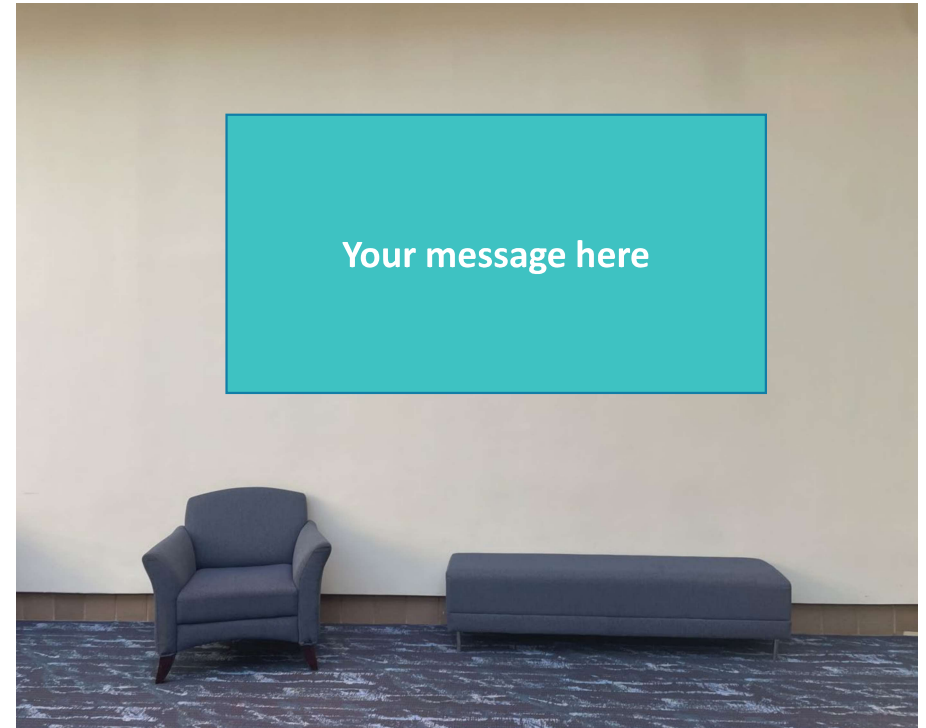
- 2 monitors with the Assembly schedule and other important AAPM&R information
 - 2 monitors for Sponsor (product information, booth number, education schedule and information)
 - Information is up-to-date and may change daily
 - Your logo placed on the structure
-
- **Opportunity Cost: \$26,500**



Wall Cling

- Located at the top of the escalators on level 2
- Wall cling at the landing to the session rooms
- 6' wide x 4' high

Opportunity Cost: \$14,500



Additional Signage

4-Sided Kiosk

- Get your message seen in all directions!
- **Opportunity Cost: \$10,000**

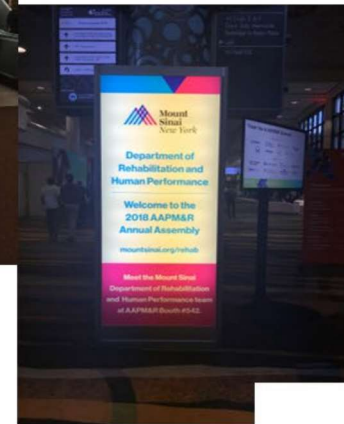
Light Box

- Light up your message!
- **Opportunity Cost: \$8,500**

Meter Boards

- One or a series to tell a story!
- **Opportunity Cost: \$5,500**
- 3 for \$12,500

AAPM&R will place the signage in high traffic areas.



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Place Your Brand in the Hands of the Attendees

Attendee Registration Bag

- Corporate logo(s) on each bag plus recognition in the Official program and Mobile App

Opportunity Cost: \$35,000

Registration Bag Insert

- Include your marketing piece inside the registration Bag

Opportunity Cost: \$10,000

Lanyards

- Corporate logo on each lanyard given to all attendees, plus recognition in Official Program and Mobile App

Opportunity Cost: \$30,000

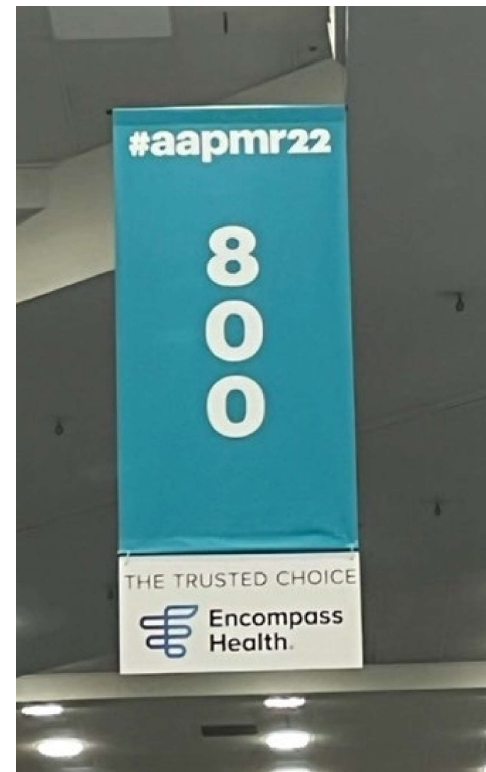


Aisle Signs

Help attendees as they navigate the vast exhibit hall

- Your logo/message on all aisle signs
- Size Approximately: 2' x 4'

Opportunity Cost: \$25,000



Own the Entrance of the Exhibit Hall

Placed at the entrance of the exhibit hall where attendees will access the exhibits, Research Hub, lunch and the Learning Center.

- 8' x 5' carpet logo

Opportunity Cost: \$10,000

- Add footprints to your booth

Opportunity Cost: Set of 12 footprints (2' x 2') \$15,000



Support the Communities

New for 2023, Communities will meet in the Exhibit Hall.

Included for your support:

- 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, e.g., Community Member Meet Up area sponsored by your company
- Handouts in the area

Opportunity Cost: \$15,000



Table Clings

**Add Custom Table Clings in the food and beverage area!
Cling 5 or all 20+ tables in the food and beverage area
located on the exhibit floor**

- 5 table clings
- Size TBD

Opportunity Cost: \$5,000

Cling up to 20 tables for \$15,000



Business Suites

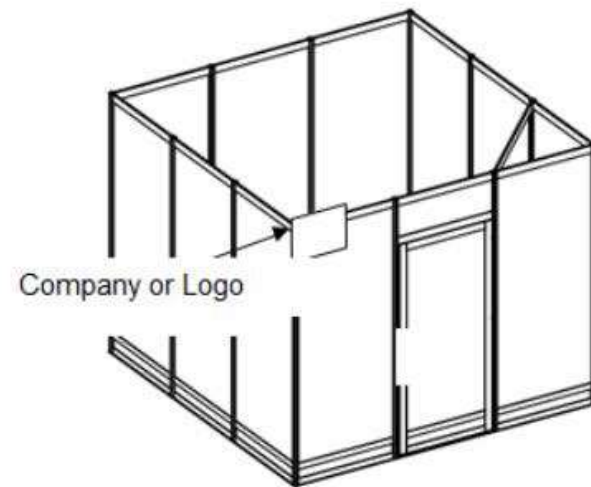
Available Thursday through Sunday

- 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
- Sizes vary

Order by October 20, 2023

Prices starting at \$6,495 for a 10x10.

Create a Private Exhibitor Suite



Breakfast on the Exhibit Floor

- With the change in the Annual Assembly schedule, breakfast will be served in the Pavillion on Friday at 8 AM
- Sponsor the breakfast and receive the following recognition:
 - Signage at the breakfast
 - Mention in the Official Program, Mobile App, the Website and in the Know Before You Go

***New for
2023**

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**NEW ORLEANS, LA
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Educate the Audience
Physiatrists and Residents

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Sponsored Session Opportunities

	Sponsored Education Theater	Education Theater for Residents	Sponsored Center Stage	Sponsored Product Demos
Anticipated # of Attendees	175 to 200	75	30 to 40	12 to 18
AV	Stage, podium, 2 mics	Stage, podium, 2 mics	Stage, Monitor, Mic	Mic and Monitor as needed
Time	50 to 60 minutes	45 minutes	15 minutes	30 to 40 minutes
Cost	\$75,000	\$37,500	\$5,000	\$12,500

Educate Psychiatrists and Psychiatrists-in-Training in the format of your choice!

Also new!
Tissue (Cadaver) Labs

Educate the Audience in a Large Theater

Sponsored Education Theater

- Set for up to 200 attendees
- Held during unopposed hours on the exhibit floor
- Includes:
 - ✓ Basic AV: LCD projector, screen, podium with microphone and two wireless microphones
 - ✓ AV technician during the presentation
 - ✓ One person to scan badges plus the badge scanner
 - ✓ Access to theater room 60 minutes prior
 - ✓ Ability to set a poster up 60 minutes prior
 - ✓ Posting on the AAPM&R website, mobile app and on signage at the theater

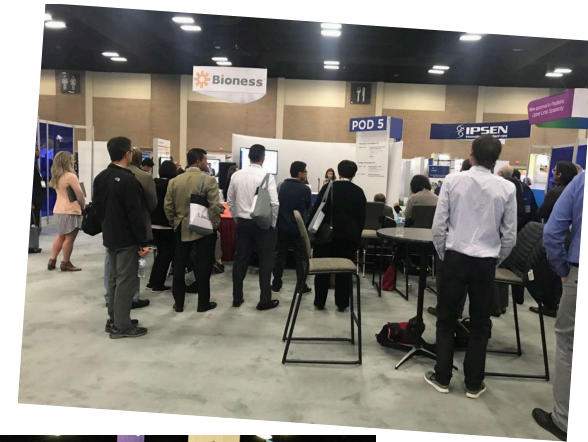
Opportunity Cost: \$75,000



Hands On / Product Demos

- Held in a semi-private location within the learning center on the show floor
- 30-to-40-minute opportunity
- Includes:
 - Monitor
 - Set for up to 12 to 15
 - Recognition on signage at the learning center, in the mobile app and on the AAPM&R website

Opportunity Cost: \$12,500



Center Stage in the Learning Center

- Held in theater location within the learning center on the show floor
- 15-minute opportunity
- Includes:
 - Monitor
 - Mic
 - Set for 30 to 40 attendees
 - Recognition on signage at the learning center, in the mobile app and on the AAPM&R website
- **Opportunity Cost: \$5,000**



Hands On Tissue (Cadaver) Lab

- Set for up to 50 Attendees
- Built out private meeting room on the exhibit floor
- Available for one day or all three exhibit days
- # of sessions throughout the day
- Meter Board with Schedule
 - Includes:
 - ✓ Standard AV
 - ✓ Use of pre-show mailing list
 - ✓ A badge scanner
 - ✓ Access to lab 2 hours prior
 - ✓ Posting on the AAPM&R website, mobile app, and on signage at the meeting



Opportunity Cost:
\$75,000 for one day

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Marketing Opportunity

The marketing package provides ample opportunities to market your education to attendees. (This package is also available to drive traffic to your booth.)

Includes:

- ✓ Registration Bag Insert (\$10,000)
- ✓ Pre-Show Mailing List (\$1,000)
- ✓ Full Page Ad in Official Program (\$3,500)
- ✓ Hotel Door Drop (\$8,000)

Opportunity Cost: \$20,250



PM&R Party... On the Field of the Superdome

- The PM&R Party will take place inside the Superdome on Friday, November 17th!
- Various support opportunities are available from kicking field goals to touchdown throws. As always there will be a band and plenty of food and beverages.
- Please contact Kathleen Noonan at knoonan@conventusmedia.com for more information.

Resident Bootcamp

- Taking place Thursday – Saturday, November 16 - 18
 - Each session is 3 hours, times tbd
 - 2 sessions – possible topics include; Interventional Pain, Spasticity and Ultrasound
 - Up to 50 attendees and 4 to 6 faculty
 - There will be two boot camps in 2023
 - **Sponsorship includes:**
 - Recognition as a sponsor (with logo) on promotional materials, at the session, on AAPM&R website and the event mobile app
 - Table-top exhibit near the session
 - Ability to provide AAPM&R with a handout for all attendees
 - Ability to observe the session (2 per supporter)
- Session is not CME*

Opportunity Cost: \$15,000

PHiTFest

Support Three Physician-in-Training Events:

- Resident's Happy Hour
- Trivia
- Resident Town Hall
- Includes:
 - Recognition as a sponsor (with logo) on signage at each event, on AAPM&R website and the event Mobile App
 - Sponsorship includes tickets for two attendees at each event!

Opportunity Cost: \$15,000

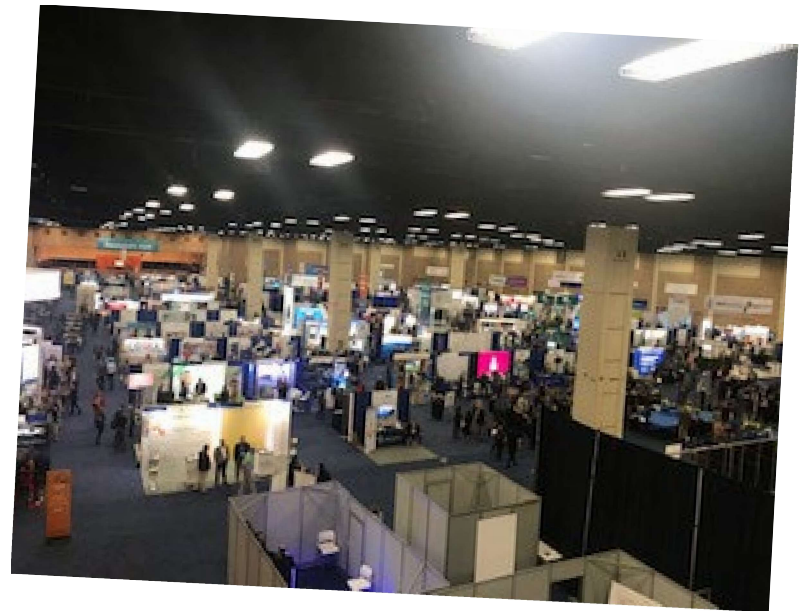
The Assembly Pavilion

No Booth yet? There is still time to reserve your booth!

Why?

Physiatrists visit the Pavilion, and you will have key interaction opportunities.

[Click here to reserve your space.](#)



Questions or Looking to Secure, Please Contact Us At:

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