#aapmr23

**NEW ORLEANS, LA & VIRTUAL
NOVEMBER 15-19, 2023**

AAPM&R Annual Assembly
Digital Prospectus

The AAPM&R Annual Assembly is the largest educational conference in the country for physiatrists, making it the best opportunity to deliver your message to this targeted audience. Offering both in-person and virtual options, attendees and sponsors can customize their event experience. This hybrid event allows sponsors and exhibitors to showcase their products and services in person, as well as virtually, and increase their exposure to all attendees!

Benefits of Sponsorship and Advertising:

- **Prolonged Exposure:** Reach in-person and virtual participants 3-4 weeks prior to the Annual Assembly through February 29, 2024 - months of online engagement.

- **Diversified Access:** Sponsoring the virtual portions of the Annual Assembly provides access to in-person and virtual attendees.

The **digital platform** is the conference website, and registration is open! Members are exploring the education, networking and exhibit offering now. **The full schedule page was viewed 39,902 times in 2022.** Advertise now for maximum exposure.

Content will be added to the conference website and the event app starting with all keynotes and 32 live-streamed sessions from the in-person Annual Assembly. Additional recorded content from the in-person activity will be added during conference week. Participating in the virtual component allows for additional exposure.

Website Advertising

Homepage Advertisements
Advertisements placed on the **digital platform** website will be visible through February 29, 2024. **The full schedule page was full schedule page was viewed 39,902 times in 2022.**

Act now for maximum visibility! Pricing and specs follow. Advertisements can be placed through November 9, 2023*.

 *Ads are available on a first come, first served basis.

Questions? Contact Meghan Strubel, mstrubel@aapmr.org or call (847) 737-6116.

The **"Home Page"** is the highest traffic page of the website and was viewed **39,902** times in 2022.

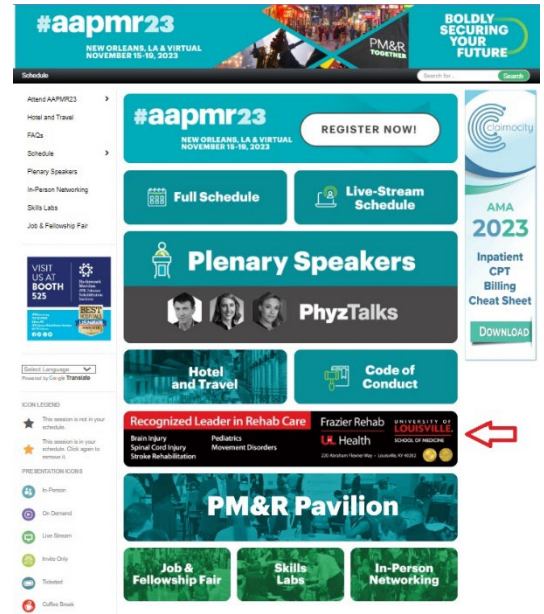**"Home Page" Rotating Tile Advertisement**
4 total - 3 sold – 1 remaining

- $1,500 for one month
- $2,500 for two months
- $3,750 for three months
- $5,000 for duration, through 2/1/24

Your custom advertisement (clickable to your website or any other URL) will rotate on the home page and will be visible to all in-person and virtual attendees. Click/view counts are tracked and provided to the sponsor.

We will need the same graphic in the following 3 sizes:
- 1200 pixels wide x 200 pixels high
- 600 pixels wide x 200 pixels high
- 400 pixels wide x 200 pixels high
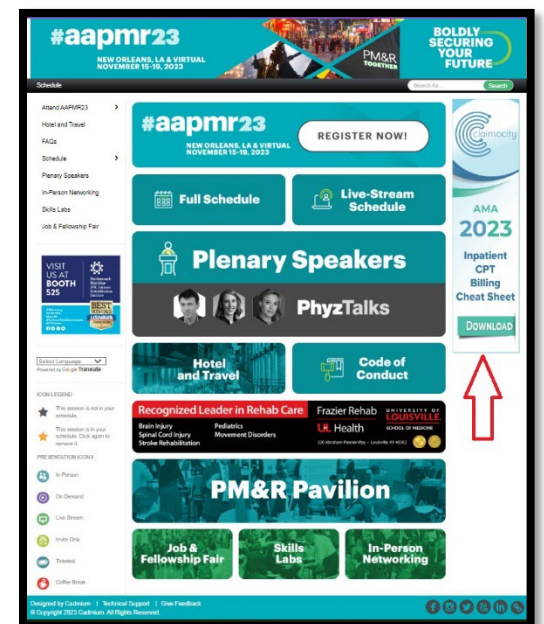
Available now. Secure by November 9, 2023

"Home Page" Rotating Banner Advertisement
4 available - 2 sold; 2 remaining

- $1,500 for one month
- $2,500 for two months
- $3,750 for three months
- $5,000 for duration, through 2/1/24

Advertisement can be clickable to your website, virtual exhibitor resource center, or any other URL. Because of sizing, the banner ad will **NOT** be seen on the mobile app. Artwork should be 320 pixels wide x 1200 pixels high.

Available now. Secure by November 9, 2023

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"My Experience" Page Advertisement - *Exclusive* $5,000

Place a custom ad on the "My Experience Page" of the virtual platform. A personal dashboard for each attendee, it includes attendees' messages, the attendee's schedule, poster selection, and networking. *"My Experience" pages were viewed 39,298 times in 2022.*

Your ad, clickable to your website or any URL, will be seen by all attendees as they visit their dashboard. Artwork should be 1,280 pixels wide x 200 pixels tall.
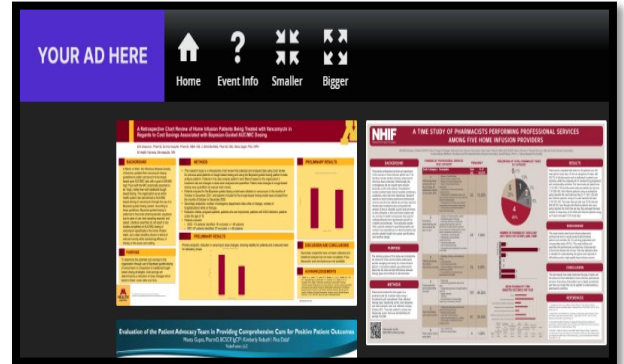
Available when the event app launches November 1, 2023

Branding

e-Poster Gallery - Exclusive   **$2,500**

Showcase your company to attendees visiting the virtual poster gallery while supporting the abstract posters and the valuable education they provide.

A virtual poster gallery will showcase **800+** AAPM&R posters. Your logo placement on the virtual poster platform will be prominently displayed to recognize your support. **There were 39,233 poster views in 2022.**

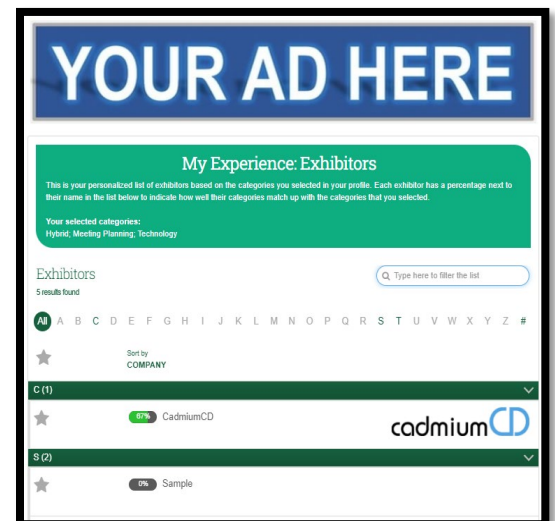Artwork should be 480 wide x 200 tall pixels and can be linked to an external URL.

Available when the event app launches November 1, 2023

"Subpage Header" Advertisement   **$2,000 each**
  3 available

Place a custom advertisement on one of the three subpages within the virtual platform. This advertisement is seen by all attendees as they visit that specific page. The banner advertisement can be clickable to your website or any other URL. Artwork should be 1,280 pixels wide x 200 pixels tall.

Subpage Headers are available on the following pages:
- Exhibitor List Page
- Attendee List Page
- Schedule Page

Available when the event app launches November 1, 2023

Questions? Contact Meghan Strubel, mstrubel@aapmr.org or call (847) 737-6116.

Sponsored Virtual Educational Content

Your Educational Content   **$5,000**
Your 30-minute pre-recorded education (sponsor to provide Mp4) will be placed on the virtual platform for all attendees to view. This allows for more exposure to more attendees! Your content will also be accessible through a link from your Virtual Resource Center.

Exclusive Benefits Include:
- Content Placed on demand for attendees to view through February 29, 2024

Available November 16, 2023/first day of conference.