

2024 AAPM&R ANNUAL ASSEMBLY OVERVIEW



#aapmr24

**SAN DIEGO, CA & VIRTUAL
NOVEMBER 6-10, 2024**

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 2024 Annual Assembly (#AAPMR24). We were delighted to have your organization participate in this exceptional event and recognize the significant investment to attend our gathering. Please know we value your trust in us and we worked hard to ensure you were afforded a meaningful experience and strong return on your investment.

To foster more meaningful connections between attendees and organizations at #AAPMR24, we started highlighting exhibitors throughout our member communications in September and created special messaging to various targets of membership, asking them to plan their exhibit experience in advance of the meeting. It was with efforts such as these, we worked to enhance your experience year-over-year. We look forward to supporting your success and continuing our partnership in the future.

We are eager to learn about your experience. Please drop us a note at corporatesupport@aapmr.org.



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 9,000 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



11,500+
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 physicians, 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.
- Often work at the center of a larger care team.

*PM&R is a small, but impactful medical specialty, known by many names and often confused. View a [short comical video](#) from this year's plenary speaker Will Flanary, MD, aka Dr. Glaucomflecken.



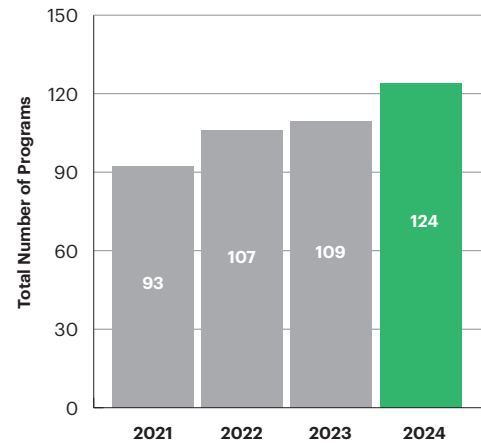
PM&R TRAINING: RESIDENCY

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

PM&R has the 4th highest “fill rate” in The Match - indicating that it is a highly competitive and desirable specialty.*

*<https://bemoacademicconsulting.com/blog/most-competitive-residencies>

Accredited PM&R Residency Programs



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

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



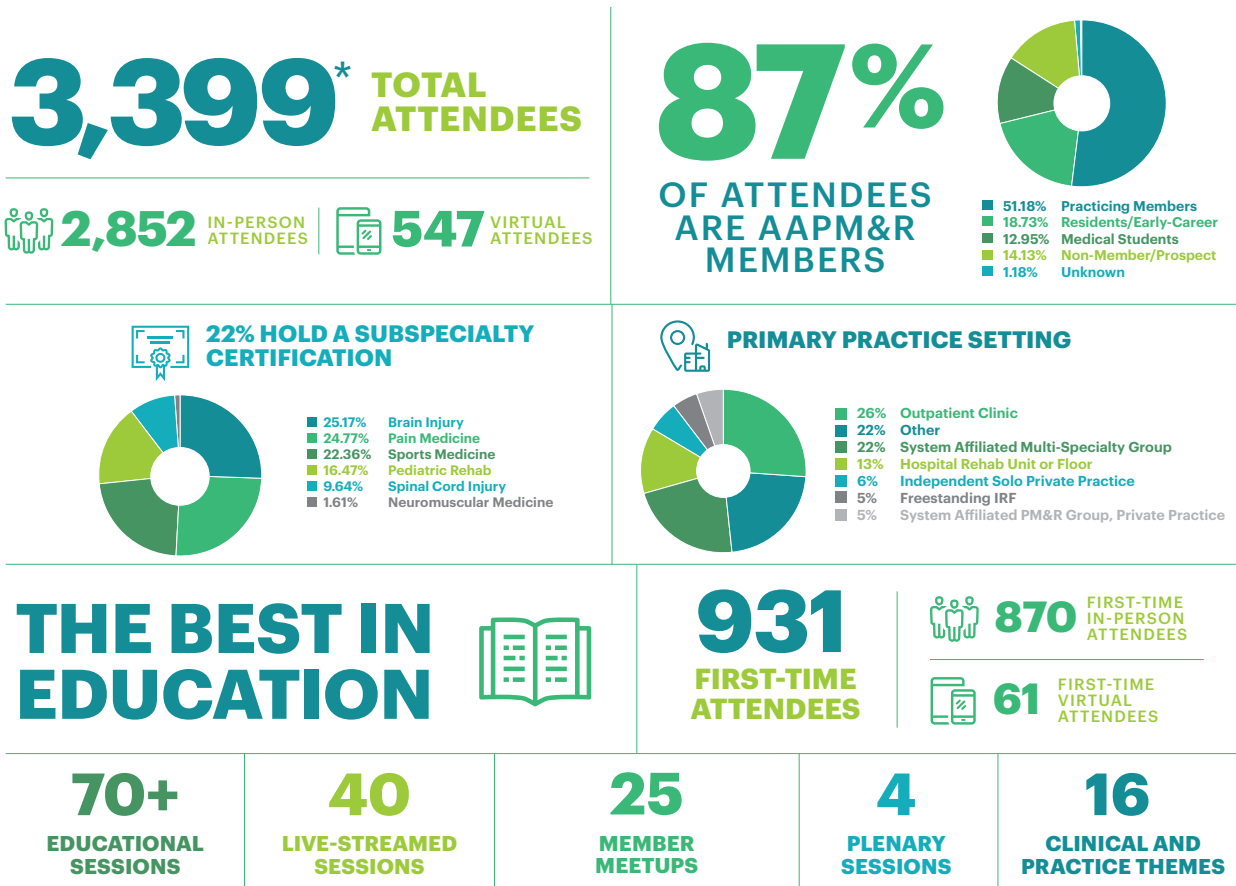
THE AAPM&R ANNUAL ASSEMBLY EVENT EXPERIENCE

Each year, AAPM&R brings the PM&R community together at the Annual Assembly to advance the specialty. As the premier PM&R-focused event, our attendees connect, learn and expand their professional expertise. For 2024, we again hosted a hybrid meeting—in-person in San Diego as well as virtually for those who chose to participate remotely, ensuring accessibility and engagement for all attendees regardless of location. No matter which way attendees chose to participate, #AAPMR24 showcased *The Power of PM&R*—our event theme, which emphasized the strength of the specialty and the impact of our members in the house of medicine.

The 2024 Annual Assembly was jam-packed with the top-notch education, valuable networking opportunities and cutting-edge research that attendees have come to expect from the Academy. To ensure everyone has access to the exceptional content, all sessions, along with exhibitor descriptions, are available on the virtual platform until February 1, 2025. This allows attendees to revisit sessions they missed, explore exhibitor resources and claim CME credits at their convenience.

RECORD-BREAKING ATTENDANCE IN 2024

We surpassed our goals and had the largest attendance of any Annual Assembly to date. #AAPMR24 joined together nearly 3,500 participants, truly making our event the largest gathering of PM&R physicians in the world, and a conference to remember! Check out some highlights below...



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

EDUCATION AT ITS BEST

The Academy is dedicated to serving as the primary resource for members, providing the highest-quality and most relevant continuing education opportunities. From the experienced practitioner to those just starting their careers, the 2024 Annual Assembly offered unparalleled opportunities for professional growth and development. Attendees participated in 70+ educational sessions (40 of which were live-streamed, including the four plenaries). AAPM&R values the essential contributions of its exhibitors in making the event a success. Exhibitors with a badge had access to all educational sessions with the exception of Skills Labs, which required a ticket.

PRE-CONFERENCE COURSES

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

ADVANCED CLINICAL FOCUS DAYS (NO TICKET WAS REQUIRED.)

Our attendees asked for more advanced content, and we answered with new Advanced Clinical Focus Days. During the Annual Assembly, we provided advanced, targeted full-day symposia in key clinical areas most relevant to attendees. Each focus area featured two tracks with three sessions, offering an immersive and comprehensive learning experience.

Tracks included:

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

WE'VE GOT YOUR NUMBER... EDUCATION BY THE NUMBERS



4 PLENARY SESSIONS



6 ADVANCED CLINICAL FOCUS DAY AREAS



11 SKILLS LABS



40 LIVE-STREAMED SESSIONS



250+ SPEAKERS



90 DIDACTIC LECTURES



1,000+ POSTERS



11 SPONSORED EDUCATION SESSIONS

PM&R PAVILION RECAP—ACADEMY-SPONSORED ACTIVITIES DRIVE TRAFFIC TO THE EXHIBIT HALL

We designed a dynamic space for networking, learning and connecting with fellow attendees and exhibiting companies. Traditional exhibits (130+), sponsored educational theaters and hands-on experiences were available to our attendees onsite in San Diego. All PM&R Pavilion experiences were free to registered attendees. AAPM&R made every effort to connect attendees with exhibitors most relevant to their practice or referral network.



130
EXHIBITS



18 LEARNING
CENTER
SESSIONS



1,008
RESEARCH POSTERS



11 INDUSTRY-SPONSORED
EDUCATIONAL SESSIONS



127 JOB AND FELLOWSHIP
FAIR EXHIBITORS

Plus, we also introduced new offerings this year to enrich our attendees' PM&R journey.

ADAPTIVE SPORTS ACTIVITY **CENTRAL CAFÉ** **PROFESSIONAL HEADSHOT BOOTH**
SURF THERAPY PROJECT **DOG PARK**

TARGETED EXPERIENCES FOR THOSE JUST BEGINNING THEIR PM&R CAREERS

Two new experiences for Medical Students and Residents were introduced at #AAPMR24, and were very well-received, with superb attendance at both events.

The Resident Experience included 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 also had the opportunity to ask the experts about their experiences with running a spasticity practice and more. *If you didn't sponsor this event in 2024, you'll want to consider sponsoring in 2025 to showcase your support for the next generation of physiatrists and gain visibility among emerging leaders in the field.* This year's sponsors included the following organizations:



Medical Student Program provided 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. Another exciting opportunity for sponsors to get in front of future leaders in physiatry.

THE AAPM&R MEMBERSHIP DATA COLLECTION PROCESS

Attendee and demographic data are accurate as of November 26, 2024.

Attendee data excludes exhibit booth personnel and AAPM&R staff.

AAPM&R members are asked to voluntarily provide the demographic information to the Academy. The demographic information included in this report is available only for members and nonmembers who have provided this information (for example, nonmembers that were previously members) and only pertains to individuals who attended the 2024 AAPM&R Annual Assembly. Demographics provided are the most recent information on file for an individual, regardless of when it was last updated.



ATTENDANCE BREAKDOWN

FIRST-TIME ATTENDEE DATA

#AAPMR24 attracted many first-time attendees—both members and non-members alike.

931

FIRST-TIME ATTENDEES
(27.4% OF TOTAL REGISTRANTS)

870

IN-PERSON
(25.6% OF TOTAL REGISTRANTS)

61

VIRTUAL
(1.8% OF TOTAL REGISTRANTS)



■ **687** **Members**
(20.2% of total registrants)

■ **244** **Non-Members**
(7.2% of total registrants)

MEMBER TYPE

Academy members make up 85.7% of 2024 Annual Assembly attendees.

85.7%

ACADEMY MEMBERS



■ **51.18%** **Practicing Members**

■ **18.73%** **Residents/Early-Career**

■ **12.95%** **Medical Students**

■ **14.13%** **Non-Member/Prospect**

■ **1.18%** **Unknown**

KEY INSIGHTS

- The high percentage of first-time attendees (more than a quarter of all registrants) underscores the event's success in attracting new participants.
- Most first-time attendees opted for in-person participation, indicating a preference for live engagement opportunities.

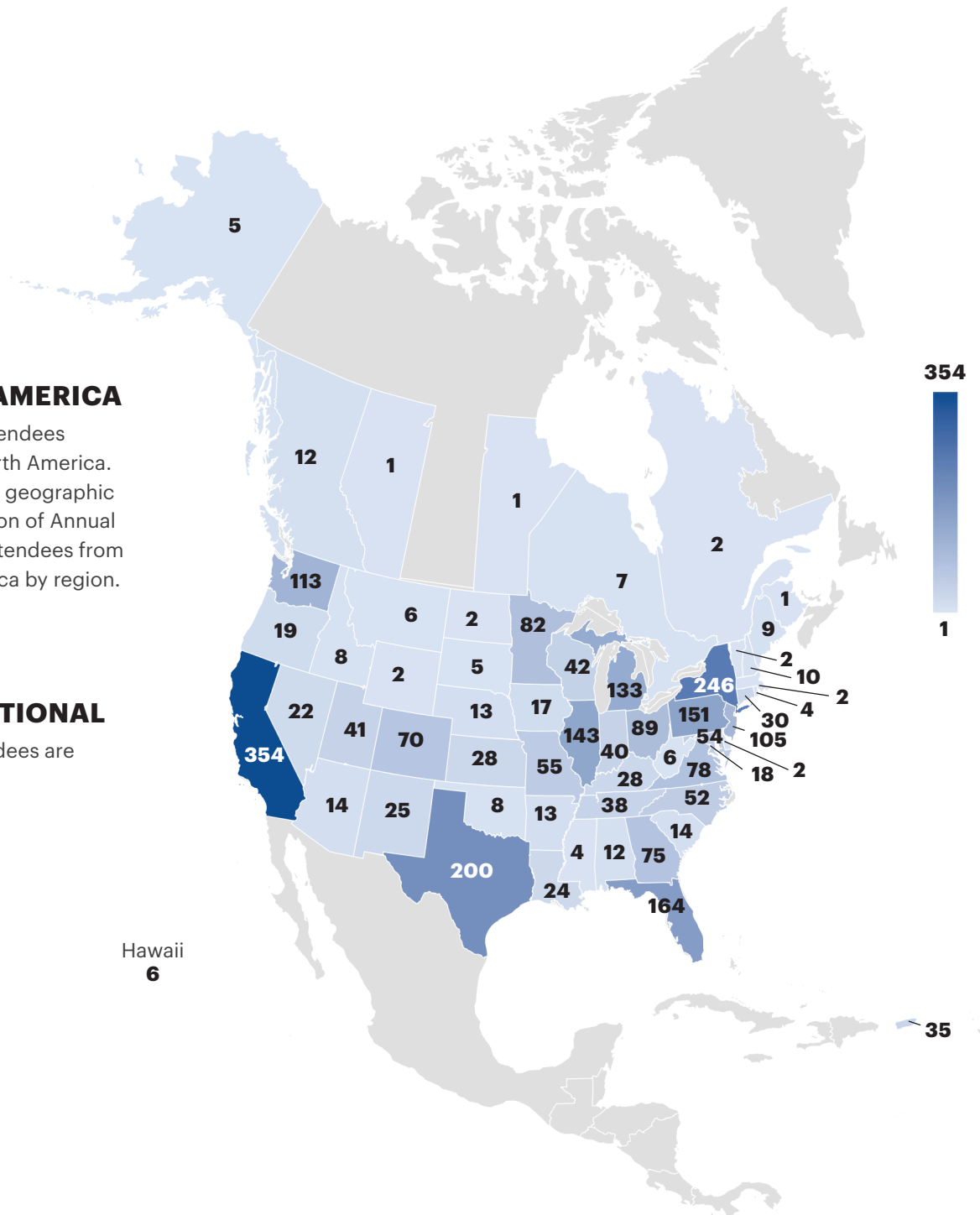
ATTENDANCE BREAKDOWN

NORTH AMERICA

98.3% of attendees reside in North America. The map is a geographic representation of Annual Assembly attendees from North America by region.

INTERNATIONAL

1.7% of attendees are international.

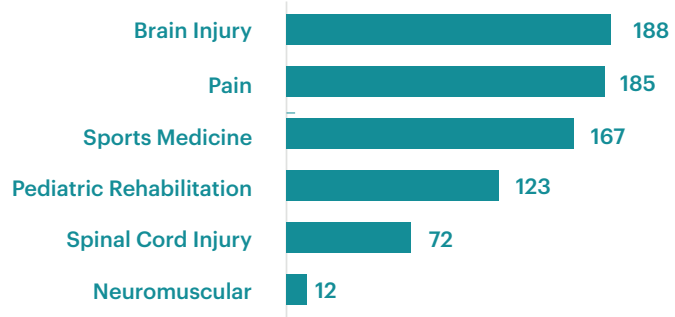


SUBSPECIALTY

The chart represents the various subspecialty certifications held by Annual Assembly attendees.

22%

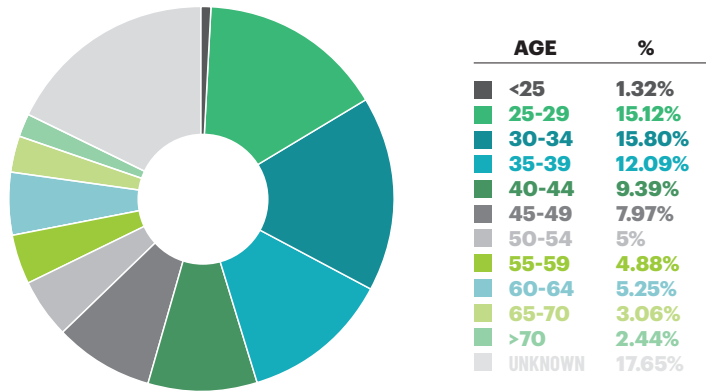
OF ATTENDEES HOLD A SUBSPECIALTY CERTIFICATION



Note: Individuals can hold more than one subspecialty certification.

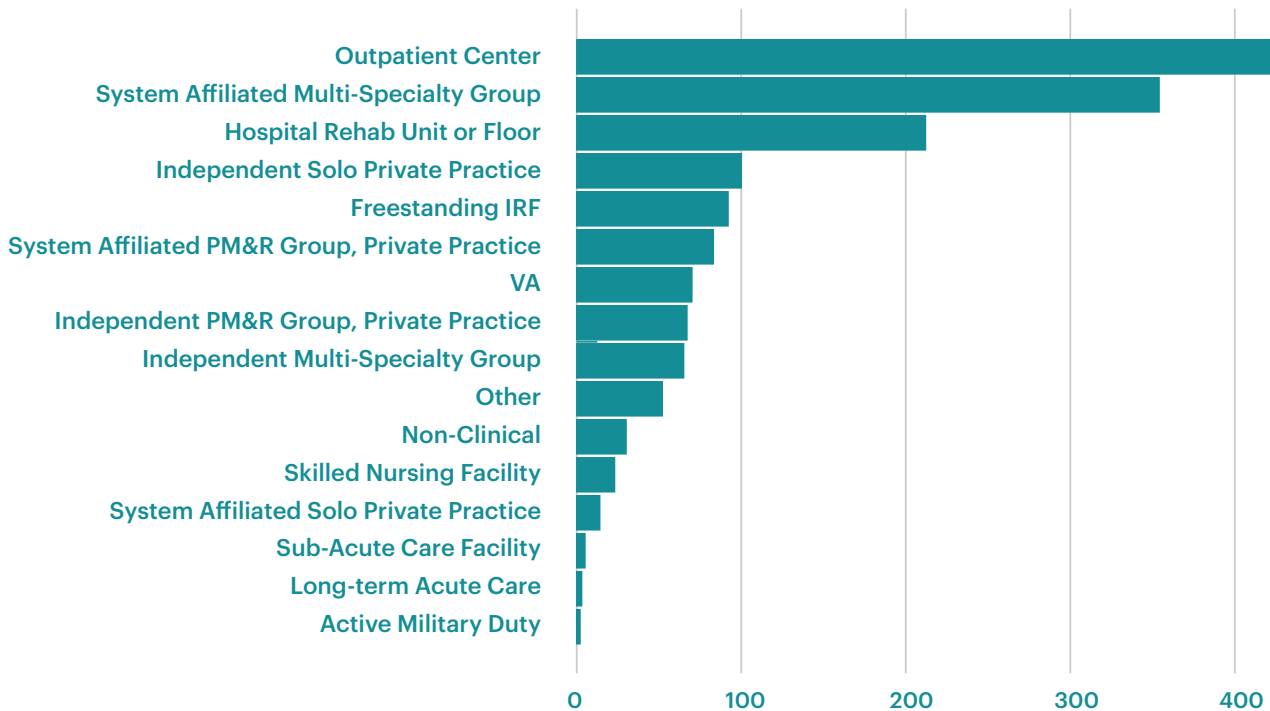
AGE

At the right is a breakdown of registrants for whom age-related information is available.



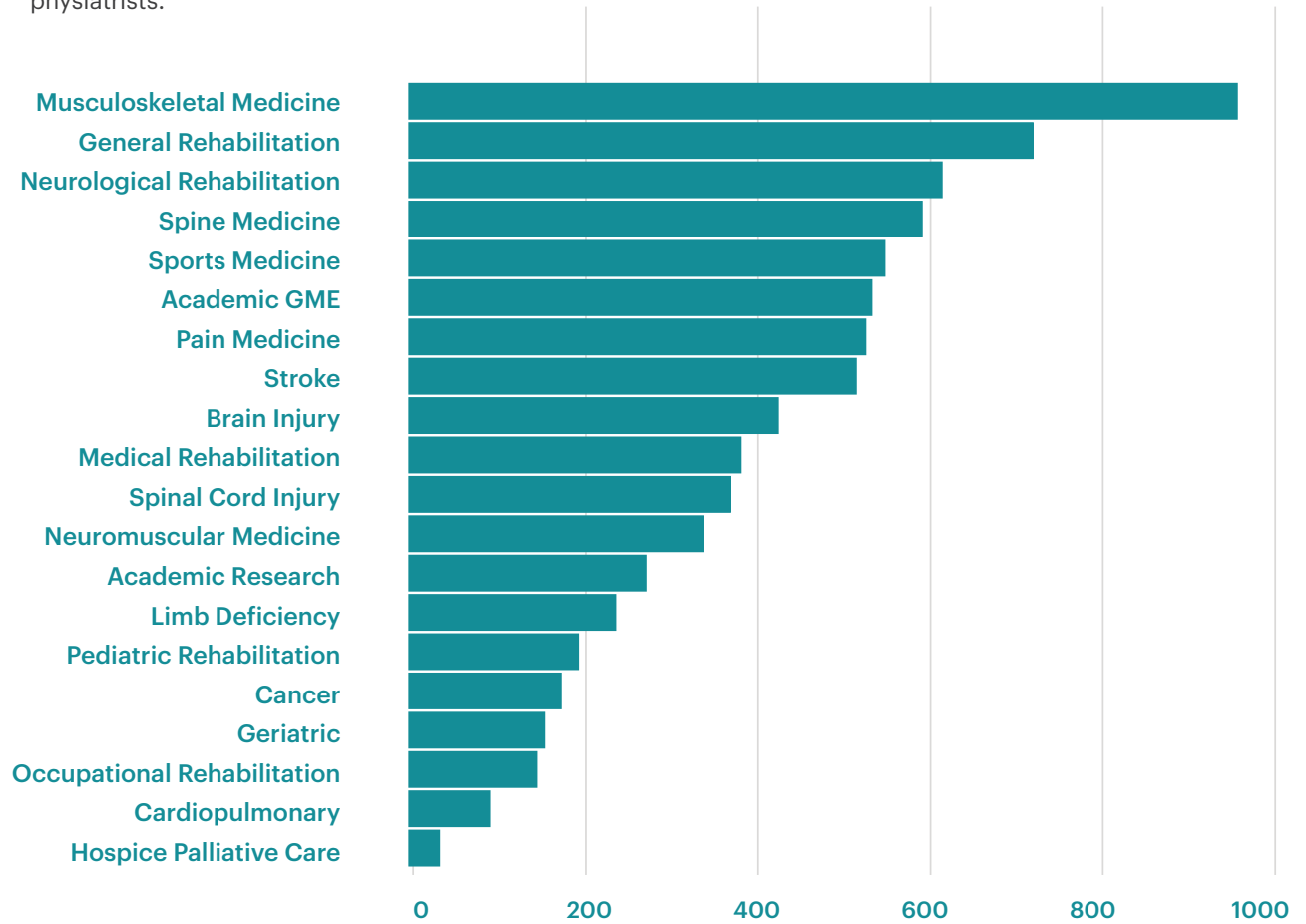
PRACTICE SETTING

Below is a breakdown of registrants that have provided their practice setting.



AREA OF PRACTICE

Academy members can select multiple areas of practice that best represent their day-to-day activities as physiatrists.



Note: Individuals can provide more than one area of practice.

SAVE THE DATE FOR #AAPMR25

October 22-25 | Salt Lake City, Utah and Virtual

Let's build on the **EXCITEMENT, NETWORKING** and **EDUCATION** from 2024—plan to join us for #AAPMR25, October 22-25 as we continue to ELEVATE PM&R's premier conference experience.

SALT LAKE CITY WILL BE THE DESTINATION OF PM&R'S BIGGEST EVENT OF THE YEAR!

#aapmr25

SALT LAKE CITY, UT & VIRTUAL
OCTOBER 22-25, 2025

Join us and get ready for these exciting highlights:

- The best-of-the-best PM&R education
- A PM&R Pavilion packed with exhibitors and free education
- Non-stop networking opportunities
- Cutting-edge psychiatric research
- And so much more...!

SECURE YOUR SPACE EARLY!

Due to high demand, we encourage securing your exhibit space and sponsorships early for #AAPMR25 to ensure you get the best selection of premier spaces. AAPM&R is committed to working with you for ease of implementation.

For more information on exhibit sales and sponsorships, visit aapmr.org or contact Conventus Media (the official show management company for AAPM&R):

Kathleen Noonan

knoonan@conventusmedia.com

(781) 375-8584

Click [here](#) to view the 2025 floor plan. Click [here](#) to view the 2025 Prospectus.

2025 KEY DATES TO KNOW

- Deadline for proposal submissions: January 22, 2025
- Deadline for abstract submissions: March 12, 2025
- Deadline for early-bird booth pricing: March 15, 2025

