

AAPM&R 2024 ANNUAL ASSEMBLY PRE-EVENT OVERVIEW



aapm&r

American Academy of
Physical Medicine and Rehabilitation

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 are delighted you are here. We know that your organization makes a significant investment to attend our meeting. Please know we are grateful you have placed your trust in us. We value your participation and continue to make strides to ensure that you see an ROI. We have made extra efforts at #AAPMR24 to connect attendees and organizations. In September, we started highlighting exhibitors and created special messaging to various targets of membership, asking them to plan their exhibit experience in advance of the meeting. We know that we can advance these efforts year-over-year. We are proud of our work this year and look forward to future advancements.

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

Wishing you a fantastic experience at #AAPMR24.



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, 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.



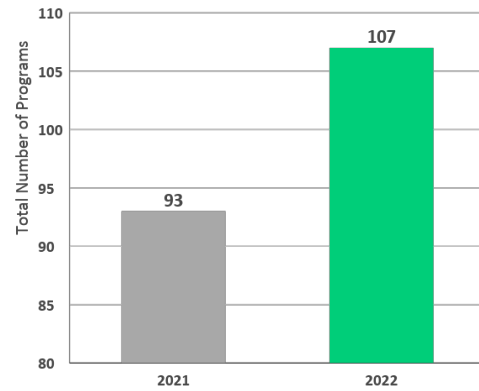
PM&R TRAINING: RESIDENCY

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



AAPM&R ANNUAL ASSEMBLY

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 are again hosting a hybrid meeting—in-person in San Diego as well as virtually for those who cannot travel. Whatever way attendees choose to participate, #AAPMR24 is showcasing *The Power of PM&R*—our event theme, which reinforces how powerful the specialty and our members are.

The 2024 Annual Assembly is jam-packed with the top-notch education, valuable networking opportunities and cutting-edge research that attendees have come to expect from the Academy. Assembly content is accessible to learners for one year, with the ability to earn up to 118 AMA PRA Category 1 Credits™.

CHECK OUT WHAT'S IN STORE FOR '24...



THOUSANDS
OF PHYSIATRISTS



HOURS
OF IN-PERSON
NETWORKING



1,000+
EPOSTERS



250+
EXPERT FACULTY
SPEAKERS



UP TO
118
CME



90
DIDACTIC
LECTURES



40 LIVE-STREAMED
SESSIONS



11 SKILLS
LABS



6 ADVANCED CLINICAL
FOCUS DAY AREAS



4 PLENARY
SESSIONS



3 PRE-CONFERENCES
COURSES



1 POWERFUL
PM&R PAVILION



PRE-CONFERENCE COURSES

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

EDUCATION AT ITS BEST

The Academy is committed to being the go-to resource for the best and most relevant continuing education for members. From the seasoned practitioner to those just starting their careers, the 2024 Annual Assembly offers unparalleled opportunities for professional growth and development. Attendees can participate in 70+ educational session (36 of which will be live-streamed, including the four plenaries).

Note: AAPM&R values its exhibitors. Exhibitors with a badge may attend all non-ticketed sessions – most of the sessions at the Annual Assembly are non-ticketed.

ADVANCED CLINICAL FOCUS DAYS (NO TICKET REQUIRED.)

Our attendees asked for more advanced content, and we answered with new Advanced Clinical Focus Days! Every day of the Annual Assembly, we are bringing advanced, targeted content directly to our attendees for full day symposia in the clinical areas that are most relevant to them. Each day features two tracks with three sessions in each track for a totally immersive learning experience.

Tracks include:

- 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

**This report is accurate as of 10/7/24.*

SKILLS LABS

Our Skills Labs are three-hour educational experiences, offering a blend of didactic and hands-on immersive learning. Attendees may choose from 11 this year, including an all-day Practical Applications in Adaptive Sports Medicine course on Saturday. Skills Labs have a limited number of participants to ensure an intimate learning environment for our participants. These sessions are for full conference registrants and require an additional ticket fee.



POWERFUL PLENARIES (NO TICKET REQUIRED.)

Our attendees will be inspired and enlightened by our lineup of esteemed keynote speakers, including:



The hilarious Dr. Glaucomflecken (Will Flanary, MD)
<https://www.youtube.com/shorts/VUYV-Oi7PHA>



Josh Sundquist
(motivational speaker, bestselling author, and Paralympian)
<https://josh Sundquist.com/>



Dr. Beth Frates, PM&R physician and Lifestyle Medicine expert
<https://www.bethfratesmd.com/>

PhyzTalks

On Sunday, our PhyzTalks finalists will present their inspirational stories to close out the conference.

NON-STOP NETWORKING

#AAPMR24 revolves around fostering valuable connections. Attendees can join forces with their PM&R community in-person and engage in a diverse range of memorable experiences. Some examples include: Welcome Reception, Member Meet-ups, PHiT Fest and the PM&R Party...On the USS Midway.





PM&R PAVILION

We've created a dynamic space for networking, learning and enjoyment. Traditional exhibits (130+), sponsored educational theaters and hands-on experiences await our attendees onsite in San Diego.

All PM&R Pavilion experiences are free to registered attendees. AAPM&R has worked hard to help connect attendees with the exhibitors most relevant to their practice or referral network.

Plus, we're also introducing many new offerings this year to enrich their PM&R journey. Check out what's new for 2024...

- **Central Cafe:** Attendees can grab a cup of coffee during open hours and recharge in our new gathering spot. We are grateful to Encompass for sponsoring the Central Café and Welcome Reception. 
- **Surf Therapy:** AAPM&R is partnering with **Operation Amped**, an organization that promotes surf therapy to aid in the recovery of physically and mentally wounded and injured veterans and active-duty service members. Stop by, make a difference and paint one of our surf boards in the Central Café.
- **Professional Headshot Booth:** Attendees can visit our headshot booth for a polished, full-color photo.
- **Dog Park:** Attendees can unwind with furry friends in our pet-friendly zone. We are grateful for our Dog Park sponsor, University of Washington. 
- **Resident Experience on Thursday, November 7 from 2:30-5 pm (PT).** This experience includes 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 will also have the opportunity to ask the experts about their experiences with running a spasticity practice and more. If you didn't sponsor this event this year, you'll want to consider it next year! This year's sponsors include the following organizations:



- **Medical Student Program on Saturday, November 9 from 9:15 am-12 pm (PT).** This is 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.
- **Adaptive Sports Activity:** Cheer on our athletes as they navigate our obstacle course. This activity offers a fun, inclusive, and rewarding challenge for participants of all abilities.
- **Research Hub:** More than 1,000 posters will be available for exploration of research and case studies. We are grateful for our Research Hub sponsor, Spaulding Rehabilitation/Harvard Medical School.



And don't forget about our returning favorites:

- **130+ Exhibitors and Sponsors:** Our massive show floor is packed with innovative products and services to address the needs of our attendees and their practice teams who want to stay competitive in today's ever-changing healthcare environment. Institutions exhibiting will offer fellowship, employment and clinical expertise.
- **Learning Center** (located in the PM&R Pavilion) hosts highly-interactive, hands-on demonstrations from leading experts in physiatry on a variety of topics and new technologies. These sessions are offered by both AAPM&R and sponsors.
- **Sponsored Education and Product Demonstrations:** Attendees have the opportunity to "round out" their educational experience by participating in Sponsored Educational Theaters, Hands-On Learning Center Sessions and Anatomy Lab. There are 11 sponsored sessions at this year's meeting.
- **Anatomy and Ultrasound Learning Lab:** Ipsen returns with anatomy education and hands-on injection practice using ultrasound for the treatment of upper and lower limb spasticity.
- **Research Hub:** Features the highest-quality, evidence-based research from PM&R professionals across all practice areas and settings. Attendees can discover cutting-edge research in 50+ stage and 1,000+ electronic poster presentations via the self-directed digital kiosks and can attend live lunchtime presentations.



- **Career Corner: Our One-Stop Career Shop!** Attendees can meet with thought-leaders and industry representatives who will answer their career-related questions and provide advice about navigating all aspects of physiatry.
- Visit **PM&R Aspire** (Booth 1420) to explore AAPM&R's innovative career exploration platform. Discover a map-based interface designed to empower physiatrists with invaluable career insights.
- **Meet the Experts:** Pioneers in PM&R will give in-depth presentations in their areas of expertise. Q&A offers a platform to dialogue with these recognized leaders.
- **Member Meet-ups:** Select AAPM&R Member Communities will be hosting in-person networking events in the PM&R Pavilion throughout the Assembly.
- **Box lunches** are available for exhibitors and attendees for all three days of the conference.



CONVERSATION STARTERS

AAPM&R wants every exhibitor to have the best possible experience with our 2024 conference attendees. Below are some questions to help start a meaningful conversation. We're sure you can think of more!

Where did you train?

What is your practice setting?

What is your area of practice?

Do you have a subspecialty certification?

What drew you to the specialty of PM&R and/or your subspecialty certification?

What patients do you most often treat or refer for treatment?

How may I help you in your practice?

What's your favorite restaurant in San Diego?

How do you think industry and PM&R can collaborate the most effectively?

How long have you been practicing?

What drew you to our booth today?

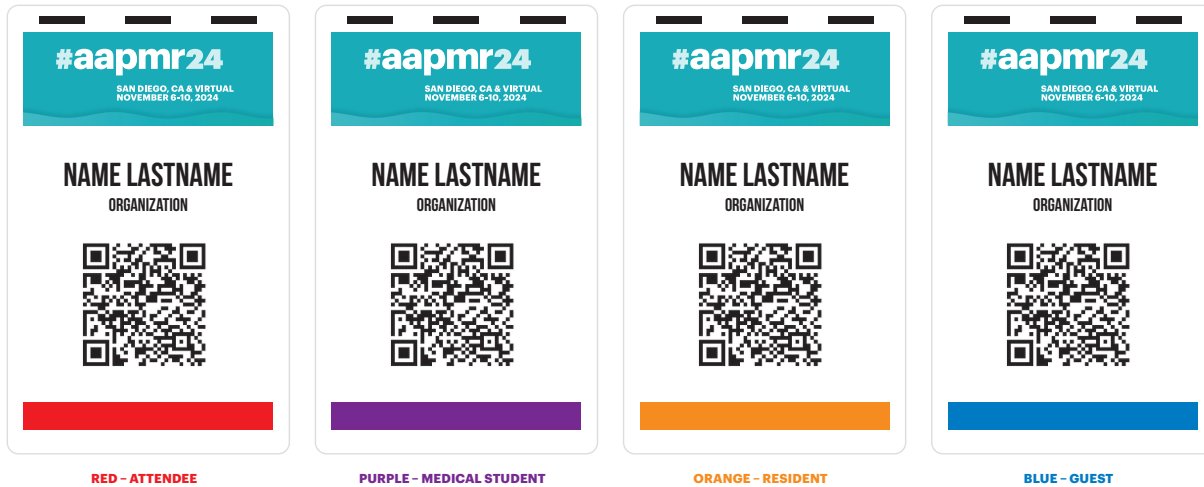
What challenges are you facing?

What are you most looking forward to at this year's Assembly?



BADGES

The 2024 AAPM&R Annual Assembly attracts many categories of unique attendees and visitors. Each group wears a different color-coded badge matching their member type for easy identification.



PLEASE PLAN TO STAFF YOUR BOOTHS DURING THE FOLLOWING EXHIBIT HOURS:

- Thursday, November 7, 11 am-2:30 pm and 5-6:30 pm (PT) (Welcome Reception)
 - › Only sponsors of the Resident Experience will be allowed in the hall from 2:30-5 pm (PT) on Thursday.
- Friday, November 8, 8 am-2 pm (PT)
- Saturday, November 9, 8 am-2 pm (PT)

**Hours subject to change*

#AAPMR23 ANNUAL ASSEMBLY— BY THE NUMBERS

Our robust attendance numbers speak for themselves. The image below represents high-level data points from #AAPMR23, where we brought together thousands of physiatrists in-person in New Orleans and virtually via our easy-to-navigate virtual platform. Together, attendees united with their PM&R community to connect, learn and grow. Their energy, spirit and collaboration were unmatched as we advanced the specialty together. AAPM&R will update and distribute this information after #AAPMR24. Early-bird registration numbers indicate that we will well surpass the attendance numbers from #AAPMR23. Watch your email for updates on current registration numbers.



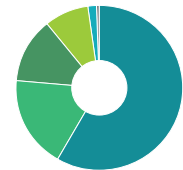
THE LARGEST GATHERING OF PHYSIATRISTS

2,867 TOTAL ATTENDEES

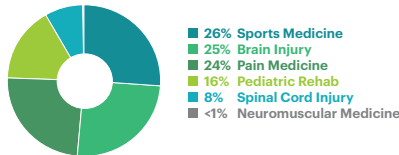
2,293 IN-PERSON ATTENDEES | **574** VIRTUAL ATTENDEES

88%

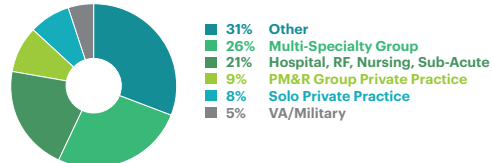
OF ATTENDEES ARE AAPM&R MEMBERS



26% HOLD A SUBSPECIALTY CERTIFICATION



PRIMARY PRACTICE SETTING



THE BEST IN EDUCATION

759 FIRST-TIME ATTENDEES

684 FIRST-TIME IN-PERSON ATTENDEES

75 FIRST-TIME VIRTUAL ATTENDEES

70+ EDUCATIONAL SESSIONS

36 LIVE-STREAMED SESSIONS

10 MEMBER COMMUNITY EDUCATIONAL SESSIONS

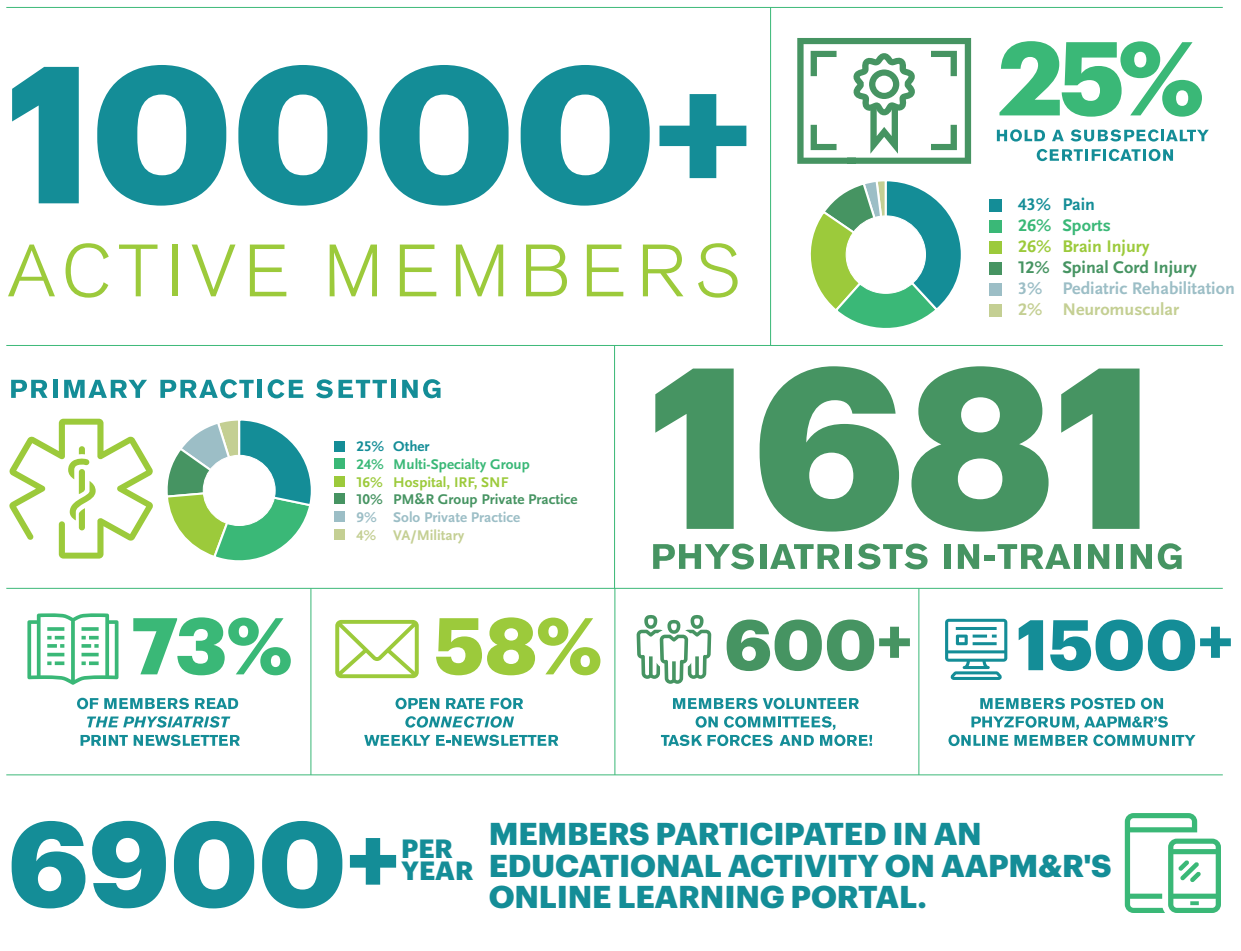
4 PLENARY SESSIONS

15+ CLINICAL AND PRACTICE THEMES

*All data taken from the 2023 Annual Assembly Demographics Report, Exhibitor Survey and Attendee Survey.

AAPM&R MEMBERSHIP DATA

The American Academy of Physical Medicine and Rehabilitation (AAPM&R) is the national medical society representing more than 10,000 physicians who are specialists in the field of physical medicine and rehabilitation (PM&R). **PM&R physicians are nerve, muscle, bone and brain experts who treat injury or illness nonsurgically to decrease pain and restore function.**



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

2025 KEY DATES TO KNOW

- ✓ **Deadline for proposal submissions: January 22, 2025**
- ✓ **Deadline for abstract submissions: March 12, 2025**

SAVE THE DATE FOR #AAPMR25

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

Let's build on the **EXCITEMENT, NETWORKING** and **EDUCATION** from this year—plan to join us in 2025 as we continue to **ELEVATE** PM&R's premier conference experience. Secure your booth, sponsorships and advertising while in San Diego for the best rates.

#aapmr25

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

FOR ONSITE SERVICE

In San Diego, text Kathleen Noonan from Conventus Media for more information at (781) 375-8584. Or meet with Kathleen and the other Conventus Media team members in their sales office at the back of aisle 700, next to Theater 3.

GENERAL INFORMATION

If you have other general feedback or needs, please email corporatesupport@aapmr.org. Companies are able to pick their booth based on priority points earned. Watch for an appointment reminder sent via email and distributed to your booth. Can't make your appointment time? Please visit the sales office any time after the time listed on your card or email aapmr@conventusmedia.com. Click [here](#) to view the 2025 floor plan.

