

#aapmr23

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

JOIN US
IN THE *BIG EASY*
TO CONNECT
WITH THE PM&R
COMMUNITY

PROSPECTUS 2023



THE LARGEST GATHERING OF PHYSIATRISTS

EXHIBIT • SPONSOR • ENGAGE • EDUCATE

The AAPM&R Annual Assembly is the largest educational conference in the country for psychiatrists, making it the best opportunity to deliver your message to this targeted audience.

Join us in historic **New Orleans** for a week of collaboration, education and fun!

aapm&r Annual Assembly

by the numbers

2,607 TOTAL ATTENDEES

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

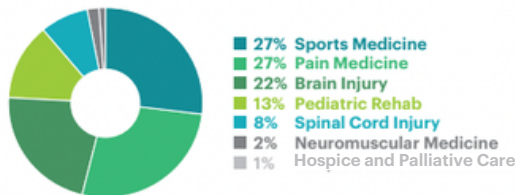
87%

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



PRIMARY PRACTICE SETTING



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.*

EXHIBIT TO ENGAGE WITH PHYSIATRISTS

There are a variety of ways to make your presence known to attendees!

- »»» Become an exhibitor to showcase the tools physiatrists can use to improve patient outcomes.
- »»» Choose from a variety of sponsorship packages that are tailored to your organization's needs.
- »»» Take advantage of unique branding opportunities that showcase your message.

Learn more about PM&R, AAPM&R and the 2023 Annual Assembly at www.aapmr.org/assembly.

SECURE YOUR

2023



SPACE SOON FOR A PRIME LOCATION!

BOOTH TYPE	BOOTH FEE
IN-LINE*	\$3,800
CORNER*	\$4,000
ISLAND*	\$4,300
10'X10' TURNKEY**	\$4,600

*per 100 sq. ft.

**Turnkey Package includes carpeting, skirted table, two side chairs, back drape, wastebasket and one standard electrical outlet. This is a great option for first-time exhibitors or those with limited staff resources as it streamlines the ordering process.

AAPM&R values exhibitors and works to provide you with a robust experience.

1 EDUCATIONAL ATTRACTIONS

- »» 80+ educational sessions that exhibitors can attend.
- »» Access to the Learning Center and Sponsored Education Theaters presentations, which are popular with attendees.

2 RESEARCH HUB

- »» Electronic Poster Hall: scheduled presentations adjacent to exhibits.
- »» Presentation Stage: a hub where attendees regularly convene to listen to sponsored educational presentations.

3 NETWORKING VENUES

- »» An unopposed Welcome Reception offers a vibrant opportunity to network with attendees and exhibitors in a casual, relaxed environment.
- »» Beverage Service offered during the breaks in the PM&R Pavilion.

The PM&R Pavilion is the place to meet and connect with PM&R physicians who are looking to learn about your organization, products and services — with the shared goal of improving patient care. This central hub is where attendees network, find innovative solutions and learn about the latest advancements in the field. Showcase your organization in the interactive Learning Center and during presentations in Sponsored Education Theaters.

NEW • NEW • NEW

EXHIBIT HOURS

You spoke, we listened! Based on exhibitor feedback, the hours for the PM&R Pavilion have been updated.

November 16

11:30 am-2:30 pm (CT)
and
5-7 pm (CT)

November 17

8 am-2 pm (CT)

November 18

8 am-1:30 pm (CT)

WELCOME RECEPTION is hosted from 5-7 pm (CT) in the PM&R Pavilion.

Please Note: The PM&R Pavilion will be closed from 2:30-5 pm (CT) on November 16.

*Times subject to change.

EXHIBIT

SHARE YOUR MESSAGE

Seize a captive audience and connect with psychiatrists at the 2023 Annual Assembly. Choose from one or a combination of the opportunities below to network, generate sales leads and increase brand awareness.

	OPPORTUNITIES	AMOUNT	PAGE
EDUCATE	LEARNING CENTER: CENTER STAGE	\$5,000 - \$12,500	6
	LEARNING CENTER: HANDS-ON SESSION	\$12,500	6
	SATELLITE SYMPOSIA	\$55,000	5
	SPONSORED EDUCATION THEATERS	\$75,000	5
	HANDS-ON TISSUE LAB	\$75,000	5
SPONSOR	METERBOARD	\$5,500	8
	CARPET LOGO	\$10,000	7
	2ND LEVEL WALL BANNER IN CONVENTION CENTER	\$14,500	7
	FOOTPRINT DECALS	\$15,000	8
	RESIDENT BOOT CAMP	\$15,000	6
	RESIDENT'S HAPPY HOUR, TRIVIA AND TOWN HALL MEETING	\$15,000	6
	LOBBY BANNER IN REGISTRATION	\$20,000	7
	SCHEDULE-AT-A-GLANCE	\$26,500	8
	EXHIBIT HALL AISLE SIGNS	\$30,000	7
	MOBILE APP SPONSOR	\$30,000	8
	HOTEL DOOR DROP	\$8,000	CALL FOR DETAILS
	BRAND	REGISTRATION BAG INSERT	\$10,000
LANYARDS		\$30,000	CALL FOR DETAILS
HOTEL KEY CARDS		\$35,000	CALL FOR DETAILS
REGISTRATION BAGS		\$35,000	CALL FOR DETAILS
EXHIBITOR BUSINESS SUITES		\$6,495	7
NETWORK	PM&R PARTY...ON THE FIELD OF THE SUPERDOME	\$15,000-\$20,000	7
	ONSITE MEETING ROOMS	CALL FOR DETAILS	7

For more information on sponsorship, branding and marketing opportunities, contact knoonan@conventusmedia.com or visit aapmr.org/2023prospectus.

ENGAGE AND EDUCATE ATTENDEES



SPONSORED EDUCATION THEATER

\$75,000

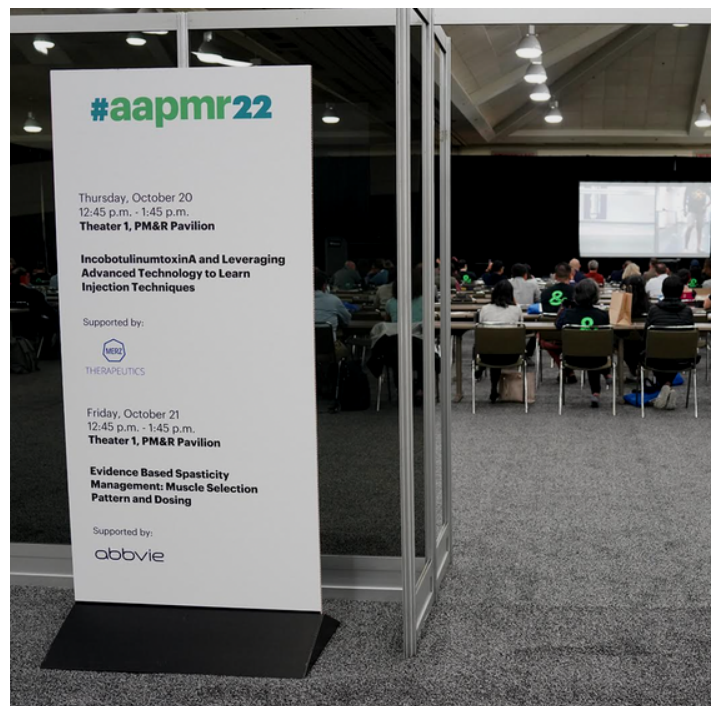
60-minute sessions are an ideal opportunity to present your organization's initiatives to an engaged audience. Attendees want to make the most of their time out of the clinic by learning from YOUR organization! Share your research, information about your pipeline, products and services you offer physicians and patients, regulatory issues, organizational initiatives, and more!

SATELLITE SYMPOSIA

\$55,000 (CME Education)

AAPM&R allows third-party satellite education with CME. Includes: room set for up to 150 people, 60-minute session, basic AV, a robust marketing package, ability to ensure the activity reaches more learners, a listing in the *Official Program* and mobile app, and more. Please contact us for details about additional opportunities for marketing packages.

Submit your application by July 2023; materials due in August.



HANDS-ON TISSUE LABS

\$75,000

A private meeting room in the PM&R Pavilion, set for 50 attendees. Available for one day or all three exhibit days. Includes standard AV, use of pre-show mailing list, a badge scanner, access to lab two hours prior, posting on the AAPM&R website, mobile app and on signage at the meeting.



EDUCATE

LEARNING CENTER OPPORTUNITIES

CENTER STAGE - STARTING AT \$5,000

The Learning Center is a popular spot in the center of the PM&R Pavilion that allows for hands-on and didactic education from AAPM&R and sponsors. The stage is set for 40 people. Organizations can host a 15- or 30-minute didactic session with Q&A.

>>> 15-minutes with five-minute Q&A - \$5,000

>>> 30-minutes with five-minute Q&A - \$12,500

HANDS-ON SESSION - \$12,500

Also in the popular Learning Center, conduct a 30-minute interactive session with 10 minutes of Q&A to allow attendees the opportunity to get up close with your product or service.

REACH PHYSICIANS IN-TRAINING

SPONSORED EDUCATION THEATER FOR RESIDENTS - \$37,500

Host a 45-minute educational session for the physicians-in-training audience. Only two timeslots are available: Wednesday from 4:45–5:30 pm (CT) or 5:45–6:30 pm (CT); both are in advance of the popular Job and Fellowship Fair. Titles and times are included in the mobile app and *Official Program*. Additional marketing options are available. Anticipated audience: 50-75; fee includes light snacks.

Submit your application by July 2023; materials due August 2023.

RESIDENT BOOT CAMP - \$15,000

Reach the resident audience. Resident Boot Camps offer you name recognition on promotional materials, at the session and on AAPM&R's website and mobile app. There are two different Resident Boot Camps; each is three hours, non-CME. These hands-on learning opportunities target 50 residents and four-to-six faculty. Sponsors will have a tabletop exhibit nearby the session and can provide handouts to attendees.

Topics may include: Interventional Pain, Spasticity and Ultrasound

Submit your application by July 2023; materials due August 2023.

RESIDENT'S HAPPY HOUR, TRIVIA AND TOWN HALL MEETING - \$15,000

Resident's Happy Hour, Trivia and Town Hall Meeting are popular events for physiatrists-in-training. Be one of the premier sponsors for all three of these events and receive recognition including: 1. signage at each event, 2. prominent display of sponsorship at your booth, 3. recognition in the *Official Program* and on the AAPM&R website and mobile app.

Sponsorship includes tickets for two attendees!

Submit your application by July 2023; materials due August 2023.

**All sponsorships are subject to change and will be detailed in a Letter of Agreement.*

ENGAGEMENT OPPORTUNITIES

PM&R PARTY...ON THE FIELD OF THE SUPERDOME - CALL FOR DETAILS

Reach attendees in a fun environment at the PM&R Party, hosted by AAPM&R inside the Superdome. Attracting approximately 1,000 attendees, this exciting evening event is ideal for networking. Multiple unique sponsorships are available. Call to discuss details.

Submit your application by July 2023; materials due August 2023.

ONSITE MEETING ROOMS - CALL FOR DETAILS

Hold a social event or advisory board meeting in a more intimate setting. Space is available at the headquarters hotel and convention center. Prices vary depending on size and type of function. Space will be assigned in August 2023. Any organization hosting an activity for AAPM&R attendees, regardless of location, must complete [this form](#) and possibly pay a fee. Events may not compete with AAPM&R programming.

EXHIBITOR BUSINESS SUITES - \$6,495

Conduct meetings in a more intimate setting. Your 10' x 10' suite will be available during show hours. If desired, there may be an opportunity for a suite off of the show floor. Please contact for details.

INCREASE YOUR VISIBILITY IN NEW ORLEANS

Showcase your message with signage throughout the convention center to gain exposure and increase brand awareness.



Location Options:

Convention Center, Exhibit Hall B, Level 1, Sponsored Education Theater, Job and Fellowship Fair, Learning Center

LOBBY BANNER - \$20,000

Hung above the high-traffic entrance/exit doors in the main lobby. 10' x 8' double-sided.

WALL CLING - \$14,500

6'x4' single-sided wall cling on the second level.

EXHIBIT HALL AISLE SIGNS - \$30,000

These signs are hung above the aisles to help attendees navigate the busy PM&R Pavilion. Your artwork is prominently displayed on both sides of at least 10 exhibit hall aisle signs. This branding opportunity is sure to capture the attention of attendees.

Submit your application by July 2023; materials due August 2023.

CARPET LOGO - \$10,000

Welcome attendees with a 8' x 5' Carpet Logo prominently featuring your artwork. Positioned in a high-traffic location at the entrance of the PM&R Pavilion for maximum exposure and brand reinforcement.

FOOTPRINT DECALS - \$15,000

Attendees will follow the aisle footprints to your exhibit! Includes 15 sets of 2' x 2' footprints positioned strategically in the PM&R Pavilion.
Submit your application by August 2023; materials due September 2023.

FOUR-SIDED KIOSK - \$10,000

Maximize your exposure with four-sided kiosks placed strategically throughout the convention center.

LIGHTBOX - \$8,500

This distinctive 3D unit provides a unique opportunity for brand awareness. Your artwork is displayed on the double-sided panel and base. Positioned in a high-traffic location, your message is illuminated to catch the eye of passing attendees.

METERBOARD - \$5,500

Effective and affordable, these double-sided signs display your artwork in high-traffic areas of the convention center. PI information may be placed in a holder on the sign to maintain compliance.
Submit your application by August 2023; materials due September 2023.

SCHEDULE-AT-A-GLANCE WALL - \$26,500

Located in a high-traffic area near registration. The structure holds four monitors, two of which are for your use to showcase your messages. The monitors will be used by attendees to help them navigate the meeting by displaying the schedule of events and other important information. Your logo will also be placed on the structure for all to see.

DIGITAL OPPORTUNITIES

MOBILE APP SPONSOR - \$30,000

Be the first thing attendees see when they launch the mobile app. Your company's logo will be placed on the splash screen and featured in a rotating banner within the mobile app. Banners can be linked to an external website of your choosing.
Submit your application by August 2023; materials due September 2023.

WEBSITE ADVERTISING - STARTING AT \$5,000

Place your custom graphic front and center on the website for attendees (both in-person and virtual) to see. Your website advertisement can be clickable to a URL of your choice.

- >>> Home Page Tile - \$5,000
- >>> Website Login - \$7,500
- >>> Home Page Rotating Ad - \$10,000
- >>> Navigation Advertisement - \$15,000

2022 DIGITAL STATS

89% of registrants created an account on the platform.

2,257 users logged in 12,684 times.

There were 4,795 views of the e-Poster gallery.



MARKETING OPPORTUNITIES

ANNUAL ASSEMBLY PRELIMINARY AND OFFICIAL PROGRAMS

Promote your brand, services or products with an advertisement in one of our Assembly Programs (distribution of 10,000+ for the *Preliminary Program* and 3,000+ for the *Official Program*). Save when you advertise in both publications. Insertion orders are due April 3 and August 1, respectively. Advertising packages that increase your exposure with a digital component are also available. Visit [THIS PAGE](#) for more details or email corporatesupport@aapmr.org to learn more.

MAILING LIST RENTAL - \$1,000

Distribute a dedicated mailer to all pre-registered attendees to drive traffic to your booth or promote an event you are hosting. The first list will be available in September 2023 and includes addresses for postal mail (no emails). If you are looking for ways to reach attendees electronically, explore AAPM&R's Current Opportunities [here](#).

KNOW BEFORE YOU GO EMAIL - \$10,000

Your logo or banner ad will be featured in the email sent to all pre-registered attendees prior to AAPMR23. This email presents meeting highlights, including activities, logistical information, and more, and had a 73% open rate in 2022! Link your ad to a URL of your choice.

REGISTRATION CONFIRMATION EMAIL - \$10,000

NEW in 2023! Grab attendees' attention at one of the first touch points of the Annual Assembly. Every AAPMR23 registrant receives a registration confirmation email minutes after they register. Your logo will appear on this email and can be linked to a URL of your choice.

MARKETING PACKAGE - \$20,500

Bundle and save with the marketing package! A package of four marketing opportunities perfect for promoting your sponsored session or your booth.

- >>> Registration bag insert - \$10,000
- >>> Pre-show mailing list - \$1,000
- >>> Full page ad in the *Official Program* - \$3,700
- >>> Hotel door drop - \$8,000

CUSTOMIZED PACKAGES - CALL FOR DETAILS

Let's work together to make a marketing or sponsorship package that fits your needs. AAPM&R is open to your ideas on customized approaches to marketing at the 2023 Annual Assembly. Contact our dedicated team to discuss.

Kathleen Noonan

knoonan@conventusmedia.com

(781) 375-8584

about aapm&r

AND THE SPECIALTY OF PM&R

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). PM&R physicians, also known as physiatrists, evaluate and treat injuries, illnesses, and disabilities, 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. View the [2022 Annual Report here](#).



The AAPM&R Annual Assembly is the best single gathering place for physiatrists to engage and learn, and for you to showcase your organization's brand, products and services.

For more information on Exhibit Sales & Sponsorships, visit aapmr.org or contact Conventus Media (the official show management company for AAPM&R):

Kathleen Noonan

knoonan@conventusmedia.com

(781) 375-8584

For information on year-round sponsorships, including Corporate or Institutional Memberships and Market Research Opportunities, contact:

Sharon Popielewski

corporatesupport@aapmr.org

(847) 737-6048

Hope to see you in

