

# CORPORATE SPONSORSHIP OPPORTUNITIES

## WHAT'S YOUR OBJECTIVE?

- Increase Brand Awareness
- Increase Booth Traffic
- Build Relationships
- Support the Specialty of Pain Medicine

We invite you to become a corporate sponsor of the AAPM 35th Annual Meeting to increase your visibility. Your participation as an exhibitor in the AAPM Resource Center will be a valuable contribution to the total learning experience of the meeting. There are many opportunities to increase your impact on attendees. Sponsoring an Academy event or activity offers a rewarding experience for attendees and increases your company's presence. As a sponsor, you will receive prominent recognition through signage, in the AAPM Annual Meeting Program Guide, and on the Annual Meeting website. AAPM encourages new and creative ideas that contribute to the quality of the meeting. Contact Kathryn Checea at [kchecea@painmed.org](mailto:kchecea@painmed.org) or 847.375.4765 for more information on how to maximize your presence at the AAPM 35th Annual Meeting.

### CORPORATE SPONSORSHIP TIER STRUCTURE FOR BENEFITS

	BRONZE	SILVER	GOLD	PLATINUM
	\$5,000	\$15,000	\$25,000	\$50,000
Recognition on the mobile app				X
Recognition ad in the AAPM Annual Meeting Program Guide				X
Sponsored post on mobile app				X
Display plaque commemorating your support of pain medicine			X	X
First right of refusal to host a corporate showcase			X	X
First right of refusal to host a peer-to-peer meeting			X	X
Invitation(s) to the President's Reception		1	2	3
Recognition on the AAPM video wall		X	X	X
Complimentary registration(s) to the AAPM Annual Meeting		1	2	4
Complimentary registration(s) to the preconference courses			1	2
Your logo featured in AAPM publications		X	X	X
Recognition in the Annual Meeting Brochure		X	X	X
Support recognition booth marker	X	X	X	X
Registration list (names and addresses of AAPM attendees)	X	X	X	X
Support ribbon for your representatives	X	X	X	X
Support graphic with exhibitor listing	X	X	X	X
Recognition listing in <i>AAPM E-News</i>	X	X	X	X
Recognition on the kiosk in the registration area	X	X	X	X
Recognition at the exhibit hall entrance	X	X	X	X
Recognition on the AAPM website	X	X	X	X
Exhibitor listing in the AAPM Annual Meeting Program Guide	X	X	X	X
A sign at the supported event	X	X	X	X

## Maximize your presence with leaders in pain medicine and achieve your objectives with corporate sponsorship.

**Movement Challenge (\$35,000)**—Promote walking as a healthy habit by partnering with AAPM to create a walking challenge to see who takes the most steps at the meeting. The sponsor will be featured throughout the meeting and on the mobile app, video wall, and website.

**Opening Reception (\$25,000)**—All attendees are invited and your company will receive excellent visibility at food and beverage stations, at the entrance to the exhibit hall, in the program guide, and on the mobile app.

**AAPM Meeting Microsite (\$25,000)**—As an exclusive supporter, your company will receive recognition on the AAPM Annual Meeting website homepage, the highest-traffic area of AAPM. In the 18 weeks leading up to the 2017 Annual Meeting, AAPM received more than 131,000 web sessions.

**Event Mobile App (\$25,000)**—As the exclusive supporter, your company's logo will be displayed prominently on each page of the app and on the splash screen that appears each time a user opens the app. The app will feature the meeting schedule, speaker information, maps, and exhibitor listings.

**Daily Experience**—As the corporate sponsor of the daily Annual Meeting e-news, you will receive a banner ad linking to your website in all three issues of the electronic publication containing exclusive meeting coverage and late-breaking news that will be distributed to all attendees and AAPM members.

*Solo Sponsor, Three Issues (\$25,000)*

*Per-Issue Sponsor (\$10,000)*

**Recharge Lounge (\$15,000)**—Enhance your visibility by supporting a lounge area for attendees to network with colleagues and recharge their electronic devices.

**Video Wall (\$15,000)**—Maximize your visibility by supporting the AAPM video wall, featuring your company's branding, information about meeting activities, and a live Twitter stream.

**President's Reception (\$15,000)**—This invitation-only event brings together past leaders, board members, and committee chairs and provides excellent exposure to key industry leaders.

**Wi-Fi (\$15,000)**—As an exclusive sponsor, your company will receive recognition on the Wi-Fi confirmation splash page.

**Hotel Keycards (\$10,000)**—Your company logo and message will be featured on guests' keycards. This offers great visibility each time hotel rooms are accessed.

**Refreshment Breaks (\$10,000)**—Stations will be placed near your booth with signage acknowledging your support. You have the option to provide cups and napkins for the stations.

**Corporate Showcase (\$5,500)**—Showcase your company's products, services, or programs by conducting a seminar or product demonstration (see page 11 for details).

**Product Feature (\$5,000)**—Reach more than 2,100 pain physicians in a targeted e-mail before the meeting. Your listing will include one photo and a 40–50 word description.

**Floor Clings (\$5,000)**—Drive traffic to your booth and create awareness by displaying your logo and booth number on floor clings from the main entrance of the Resource Center to your booth. *Limited to five sponsors.*

**Room Drop (\$4,000)**—Promote your event and drive traffic to your booth by delivering a marketing message directly to attendees' hotel rooms (see page 10 for details).

**Billboard Advertising (\$4,000)**—Enhance your visibility at the Annual Meeting (see page 12 for details).

**Direct Mail (\$500)**—Make an early impact by marketing your presence while physicians are making their plans to attend the AAPM Annual Meeting.

**AAPM Passport Program**—Drive traffic to your booth in a creative way. Attendees with complete passports will be placed in a drawing to win prizes up to \$1,000 from AAPM. (See page 10 for more details.)

**Bronze Level (\$5,000)**—Engage attendees with a question required to be answered at your booth. Limited to five exhibitors.

**Patron Level (\$1,000)**—Attendees will require a stamp from your booth. Limited to 10 exhibitors.

**Create your own sponsorship package.**

Contact Director of Professional Relations Kathryn Checea at [kchecea@painmed.org](mailto:kchecea@painmed.org) or 847.375.4765.