

2012 Advertising Media Planner





Who Is AAMI?

The Association for the Advancement of Medical Instrumentation (AAMI) is the world's leading organization for advancing the development, safety, and effective use of medical technology. Founded in 1967, AAMI membership is comprised of a diverse group of key decision makers in the medical technology profession—clinical engineers, biomedical equipment technicians, manufacturers, sterile processing professionals, researchers, quality assurance and regulatory affairs experts, and other healthcare technology professionals.



AAMI's Marketing Opportunities

- 4 Why AAMI?
- 5 Print Media
- 7 *AAMI News*
- 8 *AAMI News* Editorial Calendar
- 11 *BI&T* Editorial Calendar
- 12 *Horizons*
- 13 *Resource Catalog*
- 14 Annual Conference
- 15 Calendar
- 17 Online Advertising
- 18 AAMI.ORG
- 19 Career Center
- 20 Medical Technology Directory
- 21 *AAMI NewsWeekly*
- 21 *AAMI's Tech News Net*
- 21 *AAMI's Sterilization Today*
- 22 Special Opportunities
- 23 Your Planner/Ad Specs
- 24 AAMI Foundation Scholarship Program

Pick and Choose!

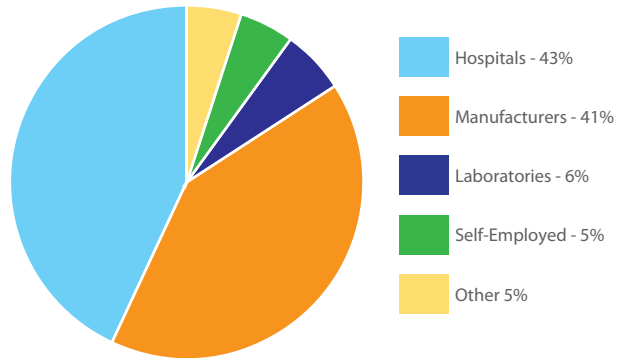
AAMI's media options offer companies an integrated marketing approach to reach healthcare technology professionals. Contact us today so we can develop a customized marketing program that bundles options to help your company meet its marketing objectives.

Contact Jane Richardson
at jrichardson@admarketinggroup.com or
+1-703-243-9046 ext. 102.

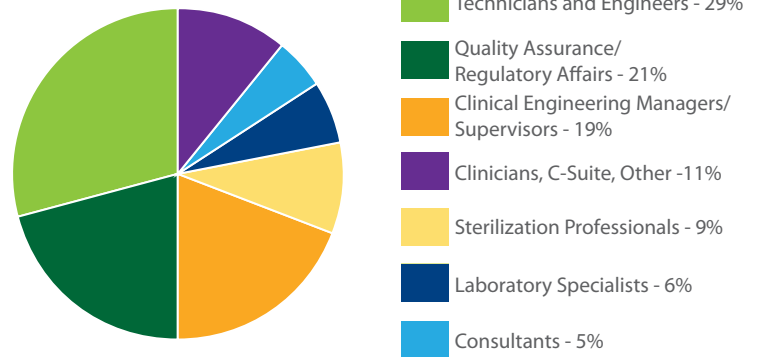
Why AAMI?

AAMI Members ...Decision Makers With Purchasing Power

More than 80% of AAMI members work in hospitals or for device manufacturers.



AAMI members are a diverse and influential group involved in all areas of medical device technology.



Advertising with AAMI puts your message directly in front of healthcare technology professionals who are actively looking to purchase products and services.

74%
of AAMI members say they either recommend or make direct purchasing decisions for products and services in their company.

71%
of AAMI members rely on AAMI publications to learn about new tools, devices, and technologies.

Print Media Advertising Opportunities

AAMI offers its members a variety of publications and resources to help them keep up to date on standards and regulations, new technologies, policy developments, and guidance. Your company can utilize these publications as marketing and advertising tools to deliver your message to the most influential and important decision makers in the industry.

AAMI connects you to nearly 13,000 healthcare technology professionals—offering high-impact recognition to a targeted audience.

Distributed at more than 20 industry conferences and trade shows throughout the year, AAMI publications—with your advertisements—are sure to be seen by top-level movers and shakers.



“Advertising through AAMI creates unique and important exposure across a broad spectrum of the medical industry. For over 15 years, Biotest Laboratories, Inc. has appreciated this relationship with AAMI and the opportunities afforded with device manufacturers and healthcare providers.”

—Gregg A. Mosley, President of Biotest Laboratories, Inc.

“Recently, our in-depth marketing research indicated hospital clinical engineering managers and decision makers’ number one source for industry information is AAMI News and the AAMI website. Since advertising with AAMI, I cannot overstate the value of this decision as it allowed us to market directly to the decision makers and increase our bottom line. Conquest Imaging found that by partnering with AAMI has been and continues to be a very powerful approach to advertising with proven results.”

—Paul Conrad, Vice President, Conquest Imaging

AAMI News is the premier news publication in the medical technology field, reaching nearly 7,000 AAMI members every month. Nearly 30% of our readers pass along their copies of *AAMI News* to others—increasing the total readership to nearly 13,000.

Readers rely on *AAMI News*' in-depth and timely coverage of regulatory affairs, hospital issues, standards activities, industry happenings, and AAMI programs. Our research shows that they read it from cover to cover for the latest industry news.

Advertising in *AAMI News* offers the most cost-effective medium available to reach the leaders and key decision makers in the healthcare technology field.

Special rates for recruitment and continuing education are available for the Career Center section. Please inquire with Jane Richardson for these rates.

Rates (Net)			
4/Color	1x	6x	12x
Full Page	\$1,790	\$1,610	\$1,430
1/2 Page	\$1,180	\$1,065	\$945
1/4 Page	\$895	\$805	\$715
Spread	\$2,865	\$2,575	\$2,290
Back Cover	\$1,535	\$1,380	\$1,230
Cover 2	\$2,150	\$1,935	\$1,720
Cover 3	\$1,970	\$1,770	\$1,575

2012 Deadlines		
Issue	Space Reservation	Materials Due
January	Nov. 30, 2011	Dec. 7, 2011
February	Dec. 30, 2011	Jan. 8, 2012
March	Jan. 31, 2012	Feb. 8, 2012
April	Feb. 28, 2012	March 8, 2012
May	March 31, 2012	April 8, 2012
June	April 29, 2012	May 8, 2012
July	May 31, 2012	June 8, 2012
August	June 30, 2012	July 8, 2012
September	July 31, 2012	Aug. 8, 2012
October	Aug. 31, 2012	Sept. 8, 2012
November	Sept. 31, 2012	Oct. 8, 2012
December	Oct. 31, 2012	Nov. 8, 2012

Ad Sizes		
Size	Width	Height
Spread Measurements	17.5"	11.25"
Full Page	8.5"	11"
Full Page Bleed	8.75"	11.25"
1/2 Page Horizontal	7.375"	4.625"
1/4 Page Vertical	3.6875"	4.625"

Please provide high resolution (300 dpi) press-ready PDF files.

Contact Jane Richardson at
jrichardson@admarketinggroup.com,
 or +1-703-243-9046 ext. 102.

AAMI News 2012 Editorial Calendar

	Jan	Feb	March	April	May	June	
Feature	What's New in 2012? A Showcase of New Products, Issues, & Trends	The Medical Device Data System (MDDS) Rule Special Employment Focus	510(k) Reforms Imaging	Sterilization Mobile Technology	Honoring National Healthcare Technology Management Appreciation Week Evolving Role of Software in Devices	Future of the Healthcare Technology Management Field Robotics	
Regular Columns and Departments	Career Center Tech World	Career Center Tech World	Career Center Tech World	Career Center Tech World	Career Center Tech World	Career Center Tech World	
Consultants				Medical Technology Directory			
Show Distribution	Indiana Biomedical Society California Medical Instrumentation Association Meeting mHealth	Virginia Biomedical Association Winter Meeting AAMI courses	AAMI/FDA International Standards Conference	MD Expo AAMI Educational Programs	Biomedical Associations AAMI Educational Programs	AAMI Annual Conference & Expo	
Ad Close	11/30/11	12/30/11	1/31/12	2/28/12	3/30/12	4/30/12	
Materials Due	12/7/11	1/6/12	2/8/12	3/8/12	4/6/12	5/8/12	

Every issue of *AAMI News* includes timely articles, regular columns, and departments. Your company can cost-effectively reach *AAMI News* readers through targeted editions focused on consultants, sterilization, career development, IT advancements and more. Here are some 2012 editorial highlights.

	July	Aug	Sept	Oct	Nov	Dec
	Trends in Labs Issues facing ISOs	Impact of New User Fee Program Human Factors	Special Employment Issue Trends in Education & Certification	Impact on the Risk Management Standard - 80001 Wireless Networks	Focus on Consultants Clinical Alarms	Infusion Pumps Post-Election Analysis & Impact
	Career Center Tech World	Career Center Tech World	Career Center Tech World	Career Center Tech World	Career Center Tech World	Career Center Tech World
	Special Lab Directory				Medical Technology Directory	
	AAMI Educational Programs	Clinical Engineering Association of Illinois Annual Conference	Connectivity Conference Virginia Biomedical Association Annual Meeting and Equipment Expo North Carolina Biomedical Association Meeting	MD Expo	AAMI Educational Programs	
	5/31/12 6/8/12	6/29/12 7/6/12	7/31/12 8/8/12	8/31/12 9/7/12	9/28/12 10/8/12	10/31/12 11/8/12

Biomedical Instrumentation & Technology (BI&T)

AAMI's award-winning, peer-reviewed journal is published six times each year and mailed directly to nearly 7,000 influential medical technology professionals. Readers include clinical engineering managers, biomedical equipment technicians, quality and regulatory affair professionals, sterilization experts, and manufacturers.

More than 80% of AAMI members rely on *BI&T* to stay informed about important developments in the field—and 71% of readers turn to *BI&T* to learn about new tools, devices, and technology, according to a 2011 AAMI publication audit.

And readers act on advertising!

50% of readers say they either visited an advertiser's website for more information or contacted an advertiser directly.

By advertising, you will:

- Reach nearly 13,000 professionals who read *BI&T*—including more than 7,000 paid subscribers. Nearly 30% of readers pass along their issues of *BI&T* to additional readers!
- Strengthen your connection with readers who rely on *BI&T* as a high-quality source of news and information.
- Expand your presence through bonus distributions to biomedical societies, conferences, and other industry events.

Ad Sizes

Size	Width	Height
Full Page	8.5"	11"
Full Page Bleed	8.75"	11.25"
1/2 Page	7.375"	4.625"
1/4 Page	3.6875"	4.625"

Rates (Net)

4/Color	1X	3X	6X	8x*
Full page	\$2,321	\$2,194	\$2,046	\$1,600
1/2 page H	\$1,579	\$1,473	\$1,357	\$1,100
1/4 page V	\$1,187	\$1,113	\$1,028	\$840
Inside front	\$3,300			
Inside back	\$2,700			
Back	\$3,600			

*Sign up for six *BI&T* issues and two *Horizons*.

Special Advertising Opportunities

- Exclusive Poly Bag Messaging
 - Journal and Poly Bag Inserts
- (Pricing available upon request)

2012 Deadlines

Issuance	Space Reservation	Materials Due
Jan/Feb	Nov. 9, 2011	Dec. 9, 2011
March/April	Jan. 15, 2012	Feb. 15, 2012
May/June	March 17, 2012	April 17, 2012
July/August	May 11, 2012	June 11, 2012
Sept/Oct	July 10, 2012	Aug. 10, 2012
Nov/Dec	Sept. 17, 2012	Oct. 17, 2012

Contact Judy Riling at
jriling@allenpress.com or at
 +1-800-627-0326 ext 249.

BI&T 2012 Editorial Calendar

Issue	January/ February	March/April	May/June	July/August	September/ October	November/ December
Featured Articles	Network Connectivity	The Next Generation of Healthcare Technology Professionals	Security in Healthcare Technology	Education and Training	Medical Equipment	Biomed Career Advice
	Cell washing centrifuges	Radiation	Electron Microscopes	Telemetry Systems	Management Slide Stainers	Urodynamic Measurement Systems
Regular Columns and Departments	IT World	IT World	IT World	IT World	IT World	IT World
	Accreditation News & Views	Accreditation News & Views	Accreditation News & Views	Accreditation News & Views	Accreditation News & Views	Accreditation News & Views
	Best Practices	Best Practices	Best Practices	Best Practices	Best Practices	Best Practices
	Association Snapshot	Association Snapshot	Association Snapshot	Association Snapshot	Association Snapshot	Association Snapshot
Show Distribution	Indiana Biomedical Society	AAMI/FDA International Standards Conference	National Bio-Medical/Clinical Engineering Appreciation Week	AAMI Educational Programs	Connectivity Conference	AAMI Educational Programs
	California Medical Instrumentation Association Meeting	MD Expo	AAMI Annual Conference & Expo	Clinical Engineering Association of Illinois Annual Conference	Virginia Biomedical Association Annual Meeting and Equipment Expo	mHealth Summit
	Virginia Biomedical Association Winter Meeting				North Carolina Biomedical Association Meeting	
					MD Expo	

BI&T Online – Advertise in the online edition of *BI&T* for as low as \$500 per month. Several options available. Contact Judy Riling at jriling@allenpress.com for details. *BI&T* Online is an important industry resource that provides great visibility.

Horizons—AAMI's Specialty Magazine

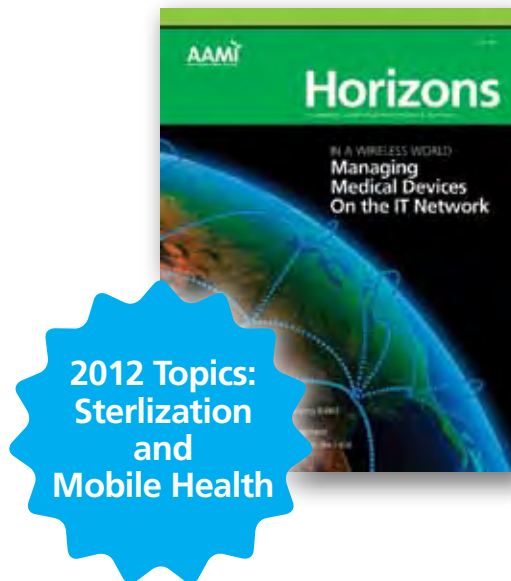
Published twice each year, AAMI's award-winning *Horizons* magazine provides in-depth coverage of one specific topic per edition—making it a widely read publication and a keeper.

In 2012, AAMI will release two editions of *Horizons* focused on issues of rapidly increasing importance: sterilization and mobile health technologies.

This specialty publication:

- Reaches more than 10,000 readers and is widely referenced throughout the year by experts in the field
- Enables you to effectively target your advertising placement with articles important to your customers
- Expands recognition of your products and services to new audiences and customers, since other associations serve as partners on the publication
- Serves as an important print and online resource. Your ad will also appear online expanding your visibility.

Rates (Net)		
4/Color	1X	2x
Full page	\$2,500	\$1,850
1/2 page	\$1,900	\$1,300
1/4 page	\$975	\$675
Inside Front Cover	\$3,600	
Inside Back Cover	\$3,400	
Back Cover	\$4,200	



Ad Sizes		
Size	Width	Height
Full Page	8.5"	11"
Full Page Bleed	8.75"	11.25"
1/2 Page Horizontal	7.375"	4.625"
1/4 Page Vertical	3.6875"	4.625"

Contact Judy Riling at jriling@allenpress.com or at 785.865.9249.

2012 Deadlines		
Issuance	Space Reservation	Materials Due
Spring 2012 Edition: Sterilization	Jan. 27, 2012	Feb. 27, 2012
Fall 2012 Edition: Mobile Technologies	June 1, 2012	July 2, 2012

Resource Catalog

Published once a year, AAMI's *Resource Catalog* is a comprehensive overview of AAMI's products, services, and programs. The publication is distributed to 50,000 medical technology professionals every year—making it the largest distribution of any single AAMI publication. The catalog is an ideal way to maximize your visibility: Readers rely on this resource throughout the year as an important reference guide.

- Mailed twice each year to AAMI members and customers—to 25,000 in April and 15,000 in September
- Given to all attendees at the AAMI Annual Conference & Expo in June—inserted directly into every registration bag
- Distributed at more than 20 AAMI educational and industry events, biomedical society meetings, and other industry groups



Ad Sizes		
Size	Width	Height
Full Page	8.5"	11"
Full Page Bleed	8.75"	11.25"
1/2 Page	7.375"	4.625"

Rates (Net)	
4/Color	Rate
Back Cover	\$4,600
Inside Front Cover	\$3,900
Full Page	\$2,750
1/2 Page	\$1,850

2012 Deadlines		
Issue	Space Reservation	Materials Due
2012 Edition	Feb. 15, 2012	March 1, 2012

Contact Jane Richardson at jrichardson@admarketinggroup.com, or +1-703-243-9046 ext. 102

AAMI's Annual Conference & Expo

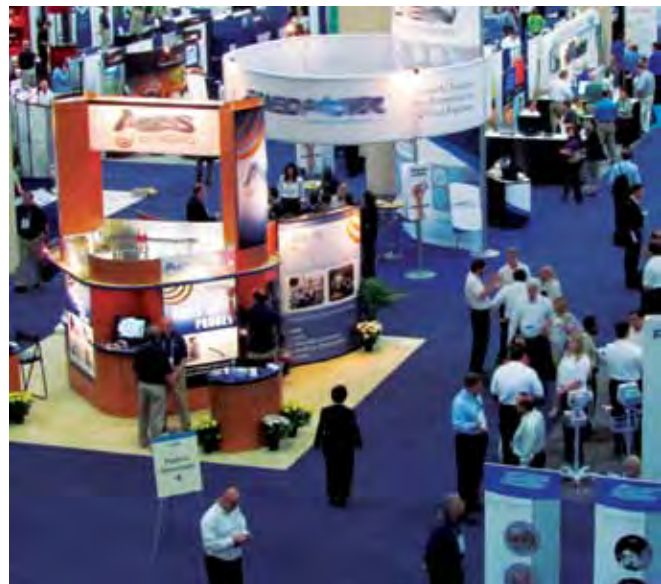
M eet your current customers and new prospects face to face at AAMI's Annual Conference & Expo, the premier conference for healthcare technology management. By exhibiting, or by advertising in the official program, you can reach more than 1,500 healthcare technology management professionals, representing more than \$1 billion in purchasing power.

Attendees include biomedical equipment technicians, biomedical engineers, clinical engineers, technology asset managers, and others responsible for purchasing, maintaining, and managing medical technology within hospitals and other healthcare facilities.

Other Promotional Opportunities

Additional promotional opportunities are available to exhibitors only. These include symposia presentations, product showcase presentations, billboards, and sponsorships of tote bags, badge holders, receptions, lectures, the official program book, and more.

For information on Annual Conference & Expo opportunities, contact Vicki Cummins at vcummins@aami.org or call +1-888-777-6956. For more information about AAMI's Job Fair, which is held in conjunction with the Annual Conference, contact Barbara Saxton at bsaxton@aami.org or call +1-703-253-8288.



Exhibiting

AAMI Corporate Member Organization	\$2,100 per 10' by 10' booth
Non-Corporate Member Organization	\$2,600 per 10' by 10' booth
Corner Premium (e.g., island booths have four corners)	\$150 per corner

Conference Program Advertising

Ad Size	Exhibitor Rate	Non-Exhibitor Rate
Full page	\$1,000	\$1,500
1/2 page	\$675	\$1,000
1/4 page	\$350	\$500

AAMI Wall Calendar

AAMI's popular wall calendar is published in November and reaches more than 9,000 healthcare technology professionals—mailed directly to AAMI's 7,000 members plus bonus distribution to AAMI customers and other professionals in the field. Your company has the opportunity to sponsor one month or several months of the 2013 Calendar.

Sponsorship includes:

- Prominent placement of your company logo at the bottom right-hand corner of the month(s) that you wish to sponsor and on the Calendar Sponsors page
- Dedicated space on the sponsored month(s) to promote your organization, products, or events (up to 300 characters of text)
- Listing of company's name, website, phone number, and e-mail on the sponsored month(s)
- Listing of AAMI Conference exhibitor booth number, if applicable
- 100 complimentary copies for distribution to your customers, employees, and other important contacts

Eye-catching photographs each month focus on healthcare and technology issues, including cutting-edge technology. Stylishly presented, this four-color calendar has become a fixture on the walls of many offices in the medical technology field.

2013 Wall Calendar Deadlines

Space Reservation Due: September 15, 2012

Ad Materials Due: October 7, 2012

Reserve space early for this popular publication



Calendar Sponsorships

4/Color Net Rates

First Month	\$1,390
Each Additional Month	\$1,090

Contact Jane Richardson at
jrichardson@admarketinggroup.com, or +1-703-243-9046 ext. 102.



Why does UL—a global independent safety science company—choose to advertise with AAMI?

4 reasons, says Tara Kambeitz, UL's Marketing Manager of Life & Health—Health Science Industry:

- 1) AAMI's staff provides flexible solutions to meet the company's needs.
- 2) AAMI attracts a diverse audience and readership.
- 3) AAMI offers multiple marketing opportunities to choose from.
- 4) AAMI publishes quality material consistent with "UL's knowledge-based services supporting global regulatory market access."

AAMI's Online Advertising Opportunities

AAMI offers a variety of high-impact online and e-mail opportunities to help you directly connect with healthcare technology professionals. AAMI's website is the industry's leading resource for up-to-date news and practical guidance; and AAMI's online newsletters and Career Center are highly read and highly regarded in the field.

Whether you are looking to promote a company or service, or recruit a new employee, check out our online offerings.

AAMI's website is the go-to resource for key decision makers in the medical technology profession—from device manufacturers and quality assurance professionals to clinicians, clinical engineers, and biomed.

Make AAMI.org an essential component of your online marketing strategy. AAMI is the perfect environment to:

- Build and strengthen awareness of your company
- Market your products and services

- Directly connect to the key decision makers in the healthcare technology profession who visit **AAMI's website which has an average of 452,000 page views per month**

There are six options available to meet your company's specific needs, as listed below.

Contact Jane Richardson at jrichardson@admarketinggroup.com, or +1-703-243-9046 ext. 102.

2012 Rates and Sizes

Six Options			Monthly Rate	Annual Rate	Average Monthly Impressions
AAMI Home Page	Header Banner 468 x 60	Make a strategic first impression for your company when visitors enter aami.org.	\$500	\$5,000	26,000
	Skyscraper 120 x 234		\$450	\$4,500	26,000
Career Center Page	Header Banner 468 x 60	Recruit medical technology professionals in the venue they go to first when searching for new jobs.	\$500	\$5,000	37,000
Certification Page	Header Banner 468 x 60	Connect with AAMI's certified professionals or those seeking certification.	\$300	\$3,000	12,600
Search Page	Header Banner 468 x60	Deliver your message when medical technology professionals are "searching" for information.	\$150	\$1,500	2,600
News Page	Header Banner 468 x60	One of the most frequently accessed areas of the site—visited daily by professionals seeking up-to-date news.	\$400	\$4,000	19,000



AAMI's online Career Center has become the #1 employment source in the healthcare technology field, enabling you to find qualified candidates at a minimal cost. The Career Center provides 24-hour access to job openings and attracts thousands of professionals every week. It's the most visited section of the AAMI website!

- Target your search to healthcare technology professionals who frequent the AAMI website daily
- Access resumes by job category, location, or date posted
- Post and renew your job opening easily and quickly online

By advertising on AAMI's Career Center, you will receive a 30-day job posting plus access to all posted resumes.

Think big and save—If you are planning to place more than one advertisement in a 12-month period, you may want to consider our economical job package options! For package rates see below and contact Barbara Saxton at bsaxton@aami.org, or at +1-703-253-8288.

Job Fair!

AAMI's Job Fair is held once each year in conjunction with AAMI's Annual Conference. Companies interested in renting space should contact Barbara Saxton at bsaxton@aami.org or +1-703-253-8288. Participation is limited to AAMI Annual Conference exhibitors.

	List Rate/Member Discount
Single Job Posting (30 days)	\$300 / \$150
Additional Job Posting (if posted same day, also 30 days)	\$150 / \$75
Job Posting Renewal/Extension (30 days)	\$150 / \$75
10 jobs over a 12-month period	\$1,300—or \$130 per posting
20 jobs over a 12-month period	\$2,200—or \$110 per posting
Unlimited Job Postings	\$2,900

AAMI's Medical Technology Directory

This online directory is designed to be a cost-efficient way to expand your business contacts and customers. By joining the AAMI Directory, you will:

- Receive a one-year online listing, which will feature your company's background, expertise, contact information, and other important information.
- Directly connect with the more than 50,000 medical technology professionals who visit www.aami.org every month.
- Receive a complimentary bonus listing in the May and November editions of AAMI's newsletter, *AAMI News*.

Maximize your company's visibility at a minimal expense—\$200 a year for AAMI members and \$300 for nonmembers. Enhanced listing packages are also available to help generate even more leads.

Three Options	List	AAMI Member
Basic – profile, contact information	\$100	Free
Standard – E-mail address, areas of specialization, company description, web link	\$300	\$200
Enhanced – All of the above plus longer description and greater visibility	\$450	\$300



To sign up, visit www.aami.org/directory.

Questions? Contact Barbara Saxton at bsaxton@aami.org, or +1-703-253-8288.

AAMI NewsWeekly e-Newsletter

AAMI's weekly newsletter—blasted each Wednesday to nearly 6,000 AAMI members—is filled with breaking news and information affecting the profession. Gain visibility for your company with an advertisement and link to your company.

Banner with link	Frequency	Monthly Rate	Deadlines
150 (w) x 100 (h) pixels. JPG format, 28k or under	Monthly rate sponsors four consecutive weeks	\$900	Space reservation due the 25th of the prior month. Ad materials due the 30th of the prior month.

Note: All rates are net.

AAMI's Tech News Net

AAMI's Tech News Net—blasted to more than 5,000 clinical engineers and biomedical equipment technicians every month—is packed with practical and late-breaking news affecting healthcare technology management professionals.

Banner with link	Frequency	Monthly Rate	Deadlines
150 (w) x 100 (h) pixels. JPG format, 28k or under	Monthly	\$750	Space reservation due the 25th of the prior month. Ad materials due the 30th of the prior month.

Note: All rates are net.

Sterilization Today

AAMI's newest electronic newsletter is published four times each year, and is packed with information for sterilization professionals in the medical technology field. This newsletter is sent directly to 13,000 sterilization professionals.

Banner with link	Frequency	Monthly Rate	Deadlines
150 (w) x 100 (h) pixels. JPG format, 28k or under	Quarterly (Feb. 1, May 1, Aug. 1, Oct. 1)	\$750	Space reservation due the 25th of the prior month. Ad materials due the 30th of the prior month.

Note: All rates are net.

Contact Jane Richardson at jrichardson@admarketinggroup.com, or +1-703-243-9046 ext. 102.

Special Opportunities

Direct Connect

Every day, AAMI fulfills requests for publications, standards, and other order products and services. Your company's marketing materials can be mailed directly with each and every AAMI mailing—more than 3,500 mailings every year. It's a perfect way to connect directly with key decision makers in the medical technology profession, and to distribute comprehensive marketing materials cost effectively.

Rates	
Six months	\$2,000
One year	\$3,000

Note:

AAMI reserves the right to review and approve marketing materials before distribution. AAMI also reserves the right to limit distribution of marketing materials to three vendors at any given time. All marketing materials must be supplied to AAMI must be no larger than 8 1/2" x 11" and may not exceed four pages.

Contact Jane Richardson at jrichardson@admarketinggroup.com, or +1-703-243-9046 ext. 102.



Customized Standards

AAMI's standards, recommended practices, and technical information reports can be customized with your company's name, logo, contact information, and a brief message when

purchasing documents in bulk. Rates are based on page count and quantity ordered.

Contact Joe Bremner at jbremner@aami.org or +1-703-253-8279.

Advertising Specifications

Cancellations

Not accepted after closing date. All cancellations prior to closing date must be made in writing and acknowledged by AAMI.

Rates

All rates noted in this advertising planner are net.

Protective Clause

Advertisers and their agencies assume full liability for all content of advertisements printed and responsibility for any claims arising therefrom against the publisher.

Advertising Planner

AAMI offers a multitude of advertising vehicles for every type of advertiser. We have all the options you need—whether your company sells products or services, is looking for print or electronic packages, or desires an effective combination of opportunities.

Use this planner below to assist you in determining which of AAMI's advertising vehicles are best for you.

	Page #	Product/Service Advertising	Recruitment Advertising	Print Advertising	Online Advertising	E-mails
AAMI News	7	*	*	*		
BI&T	10	*	*	*		
Horizons	12	*		*		
Resource Catalog	13	*		*		
Calendar	15	*		*		
Annual Conference	14	*				
AAMI.org	18	*	*		*	
BI&T Online	11	*			*	
Career Center	19		*		*	
Job Fair	19		*			
Medical Technology Directory	20	*		*	*	
AAMI News Weekly	21	*	*		*	*
AAMI's Tech News Net	21	*	*		*	*
AAMI's Sterilization Today	21	*	*		*	*
Direct Connect	22	*		*		
Customized Standards	20	*		*		



The AAMI Foundation Scholarship Program

Support the next generation of healthcare
technology management professionals

Every year, the AAMI Foundation awards critically important scholarships: one to a student seeking a career as a biomedical equipment technician and the other to a student seeking a career as a clinical engineer.

By supporting the scholarship program, you and your company will be recognized in AAMI publications, on AAMI's website, at AAMI's Annual Conference, and at events throughout the year as a loyal supporter of the profession.

Several recognition donor levels are available—from the chairman's and president's circle to sponsor, patron, and friend. To learn more and lend your support, visit www.aami.org/foundation/scholarship or e-mail Steve Campbell at scampbell@aami.org. Thank you!

AAMI FOUNDATION

