

AAMI2012

Conference & Expo
June 2–4, Charlotte

Exhibitor Fact Sheet & Budget Planner

What?

The Premier Conference for Healthcare Technology Management: By exhibiting at AAMI 2012, you can reach more than 1,500 healthcare technology management professionals, representing over \$1 billion in purchasing power.

When? / Where?

June 2–4, 2012 / Charlotte, NC

Who?

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

Attendees* have purchasing authority or greatly influence purchasing decisions:

- ▶ Expo attendees collectively represent over \$1 billion in purchasing power.
- ▶ 86% of attendees have significant direct purchasing authority.
- ▶ 56% of attendees have more than \$100,000 in purchasing authority, and 34% of attendees can authorize purchases of \$1 million or more.

**The above demographics are from AAMI's 2011 Expo.*

What's AAMI?

The Association for the Advancement of Medical Instrumentation (AAMI) is the industry's key resource for national and international medical-device standards; it is widely recognized as the primary source of consensus and information on medical instrumentation and technology.

The AAMI Conference & Expo enables healthcare technology professionals to keep abreast of new technology and policy developments, improve their professional skills, learn how to enhance patient care, and add increased value to their organizations. It also enhances the ability of healthcare institutions and equipment manufacturers to understand, develop, manage, and use medical instrumentation and related technologies safely and effectively.

Why Exhibit?

Meet your current and future customers face-to-face. AAMI's Conference & Expo is the nation's premier gathering of professionals who manage, purchase, and support healthcare technologies.

Gain direct market feedback. Get valuable insight on the current needs of your customers and prospects, as well as their attitudes about your company and its products and services.

The AAMI Expo is designed to encourage meaningful live interaction. Exhibitors can seek input, address any concerns, introduce new products and innovations, and share best practices directly with their market — all of which is much-welcomed by AAMI attendees.

Non-conflicting exhibit hours mean that attendees will have ample opportunity to visit your exhibit. No educational sessions or other conference events are scheduled during the times the exhibits are open.

Cost?

Exhibit Booth Fees:

- ▶ \$2,100 per 10' x 10' space for AAMI corporate member organizations
- ▶ \$2,600 per 10' x 10' space for non-corporate member organizations
- ▶ \$150 premium for each corner

This information is intended to assist you in making your marketing and tradeshow plans for 2012.

For more information,
or to reserve booth space,
please contact Vicki Cummins
by phone at 888-777-6956 or
by email at vcummins@aami.org

Or visit www.aami.org/expo