

## Contact Information

Company \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone Name \_\_\_\_\_



# Marketing and Sponsorship Contract

As of August 13, 2020

## Marketing

- AAMI Exchange Website Banner  
 Header Ad(s) \_\_\_ qty. @ \$550 each..... \$ \_\_\_\_\_
- Onsite Program Guide - Ads (4-Color)
  - Quarter Page..... \$500
  - Half Page..... \$900
  - Full Page..... \$1,400
  - Inside Front Cover..... \$2,000
  - Inside Back Cover..... \$2,000
  - Outside Back Cover..... \$3,000
- New Innovations Listings \_\_\_ listing(s) @ \$250 each..... \$ \_\_\_\_\_
- Slide Show at Main Stage Presentations \_\_\_ qty. @ \$500 each..... \$ \_\_\_\_\_
- Billboard (limit of 2) \_\_\_ qty. @ \$1,750 each..... \$ \_\_\_\_\_
- Aisle Sign - Expo Hall..... \$5,000
- Cling with your Company Logo \_\_\_ qty. @ \$1,600 each..... \$ \_\_\_\_\_
- Gobo with your Company Logo \_\_\_ qty. @ \$1,500 each..... \$ \_\_\_\_\_
- Hotel Room Drop @ \$5,500 each (under door)/\$7,500 (in room)... \$ \_\_\_\_\_  
 Indicate delivery date:  Saturday  Sunday.....
- Backlit Panel Boxes \_\_\_ qty. @ \$2,500 each..... \$ \_\_\_\_\_
- Windows and Escalator Cling Ads.....  
 \_\_\_ qty. @ \$2,500-\$4,000 each (depending on size)..... \$ \_\_\_\_\_
- 4-Sided Column Wrap \_\_\_ qty. @ \$2,500..... \$ \_\_\_\_\_

## Attendee Essentials

- Attendee Tote Bag (exclusive)..... \$10,000
- Badge Holders (exclusive)..... \$7,500
- Key Cards (exclusive) ..... \$8,500
- Pen (one-color logo) with Highlighter..... \$3,000
- Hydration Stations (exclusive)..... \$3,500
- Mobile App Sponsor (exclusive)..... \$4,000
- Cellphone Charging Station (exclusive)..... \$5,000

## You Decide!

### Promotional Item for Conference Attendees

- Your company branded item in the conference tote bag  
 \_\_\_ qty. @ \$1,500 each (Limit 10 opportunities)..... \$ \_\_\_\_\_

### Education Program

- Main Stage Presentations..... \$7,500 each  
 Indicate preferred day:  Saturday  Sunday  Monday
- Education Track @ \$10,000 each..... \$ \_\_\_\_\_
- Industry Symposium..... \$2,500 each  
 Indicate preferred day:  Sunday  Monday
- Product Showcases (limit of 3) \_\_\_ @ \$500 each..... \$ \_\_\_\_\_
- Indicate preferred day and time from page 10:  
 1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_  
 3rd choice \_\_\_\_\_ 4th choice \_\_\_\_\_

## Events

- Welcome Reception (exclusive) ..... \$28,000
- AAMI Awards Celebration (exclusive) ..... \$10,000
- Slide Show at Awards Celebration, one per company..... \$250
- AAMI Appreciation Reception (exclusive) ..... \$30,000
- Lunches in the Expo Hall (exclusive per day) ..... \$15,000  
 Indicate preferred day:  Saturday  Sunday
- Happy Hour in the Expo Hall (exclusive) ..... \$6,000

## Sponsorship Level

- Bronze ..... \$7,000
- Silver ..... \$10,000
- Gold ..... \$16,000
- Platinum ..... \$20,000

**Total Amount Due** ..... \$ \_\_\_\_\_



## Contact Information

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Country (if other than USA) \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Signature \_\_\_\_\_

## Payment Method

VISA  MasterCard  AMEX  Check  
 Enclosed

Total Amount Due \_\_\_\_\_  
 Card # \_\_\_\_\_  
 Exp. Date \_\_\_\_\_  
 Name on Card \_\_\_\_\_  
 Signature \_\_\_\_\_

*By signing above, you agree to pay the total amount due and to abide by all terms and conditions on both sides of this contract.*

## Send this contract to:

**AAMI Exchange Show Management**  
**901 N. Glebe Rd, Suite 301**  
**Arlington, VA 22203**  
**Phone: 703-253-8270**  
**Fax: 703-276-0793**  
**Email: Exchange@aami.org**

AAMI Use Only  
 Accepted by \_\_\_\_\_  
 Date \_\_\_\_\_

## Important Notes

1. Sponsorship (not including advertising purchases) of any item is for the right to receive recognition and exposure for that sponsorship. Money received from sponsors is not used directly to purchase products or services. All purchases for sponsorship fulfillment are done by and for AAMI. All promotional opportunities, advertising artwork, and presentation descriptions are subject to approval by AAMI, and are limited to AAMI Exchange exhibitors only. Exhibitors who purchased promotional opportunities for the AAMI Exchange 2021 have right of first refusal on those same opportunities for AAMI, with the exception of regular (non-cover) advertising and product showcases.
2. You will receive instructions in January 2021 about submission of your artwork and materials for sponsorship and advertising. Contact AAMI Exchange Show Management at Exchange@aami.org or 703-253-8270 if you have any questions.
3. Payment in full must accompany this contract. Any cancellations must be received in writing by March 24, 2021, and are subject to a 30% cancellation fee. Cancellations received after March 24, 2021, are due in full and not refundable.