

Marketing and Sponsorship Contract

As of February 18, 2022



Marketing

- AAMI eXchange Website Banner
 - Header Ad(s) ___ qty. @ \$750 each..... \$ _____
- Mobile App Rotating Banner Ads ___ qty. @ \$500 each..... \$ _____
- Mobile App Primary Sponsor..... \$5,000
- Mobile App Push Notifications \$500 for three, 1 per day..... \$ _____
 - Header Ad(s) ___ qty. @ \$500 each..... \$500
- Digital 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..... \$ _____

Onsite Branding

- Walk-In Slide Show at Main Stage Presentations ___ qty. @ \$500 each \$ _____
- Billboard (limit of 2) ___ qty. @ \$1,750 each..... \$ _____
- Aisle Sign - Expo Hall..... \$5,000
- 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. @ \$2,200 each..... \$ _____
- Window Clings (\$2,000-\$3,500 each)..... \$ _____
- Floor Cling with your Company Logo ___ qty. @ \$1,600 each..... \$ _____
- Lobby Banners (\$2,500-\$5,000)..... \$ _____
- Escalator Cling & Runners.....
 - ___ qty. @ \$3,500-\$5,000 each (depending on size)..... \$ _____
- 4-Sided Column Wrap ___ qty. @ \$2,500 each..... \$ _____

Attendee Essentials

(Note: These opportunities do count towards sponsorship packages)

- Attendee Tote Bag (exclusive)..... \$10,000
- Badge Holders (exclusive)..... \$7,500
- Hotel Key Cards (exclusive)..... \$8,500
- Pen (one-color logo) with Highlighter..... \$3,000
- Hydration Stations (exclusive)..... \$5,000
- Wifi (exclusive)..... \$15,000
- 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)..... \$ _____

Thought Leadership

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

Events

- Welcome Reception (exclusive)..... \$28,000
- AAMI Party.....
 - Margarita Bar..... \$5,000
 - Tequila Tasting..... \$10,000
 - Taco Bar..... Call for pricing
 - DJ..... Call for pricing
- First time Attendees Reception and Networking Event - 4 available..... \$5,000
- Slide Show at Awards Celebration, one per company..... \$250
- AAMI Appreciation Reception (exclusive)..... \$30,000
- Lunches in the Expo Hall \$25,000 (exclusive)..... \$ _____
 - Indicate: Exclusive Per Sponsor Per Day (5 available)
 - Indicate preferred day: Saturday Sunday
- Happy Hour in the Expo Hall (exclusive)..... \$7,500

Sponsorship Level

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

Total Amount Due..... \$ _____

See Payment Information and Important Notes on back ▶



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 _____ CVV # _____
 Cardholders Name _____
 Card Billing Address, City, State, Zip Code _____

 Cardholders 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: 703-253-8267
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 2022 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 February 2022 about submission of your artwork and materials for sponsorship and advertising. Contact AAMI eXchange Show Management at eXchange@aami.org or 703-253-8267 if you have any questions.
3. Payment in full must accompany this contract. Any cancellations must be received in writing by March 24, 2022, and are subject to a 30% cancellation fee. Cancellations received after March 24, 2022, are due in full and not refundable.