




# EXHIBITOR PROSPECTUS

Prospectus Updated |  
09.28.2021



***The AAMI eXchange is the premier destination for global leaders and health technology professionals aspiring to improve health by advancing the safe and effective use of technology.***

# *Join us in San Antonio, Texas, June 3–6, 2022*

for four days full of opportunities for learning, connecting with peers, and showcasing the latest innovations, upgrades, and advances in health technology.



## ***The AAMI eXchange:***

- Leads and energizes a growing global community of stakeholders who work together to achieve AAMI's mission of patient safety in health technology.
- Expands AAMI's role as a key health technology resource for discipline-specific knowledge that is needed to educate, train, and support a broader community.
- Advances a systems approach for health technology and related data.
- Addresses ever changing industry challenges and opportunities.

**AAMI EXCHANGE SHOW MANAGEMENT**

703.253.8267 ♦ [eXchange@aami.org](mailto:eXchange@aami.org)



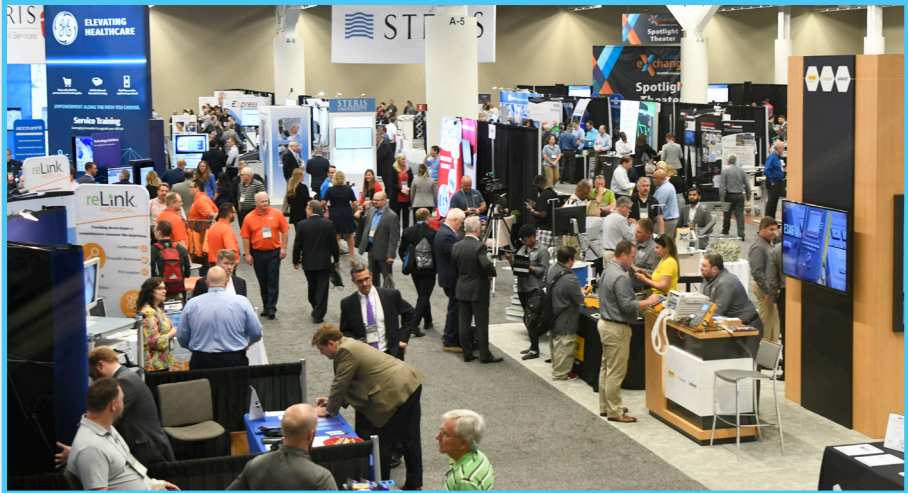
# Our Attendees Represent the Health Technology Ecosystem Including:

- Biomedical equipment technicians
- Healthcare technology managers
- Biomedical & Clinical engineers
- Government & Military
- Cyber security experts
- Independent service organizations
- Hospital administrators and managers
- Technology asset managers
- Risk managers
- System engineers
- Other healthcare facilities
- Shared service organizations
- Others responsible for health technology within hospitals

AAMI eXchange attendees have direct purchasing authority or greatly influence purchasing decisions.







# WHY EXHIBIT? Delivering Real ROI

The AAMI eXchange is the ultimate resource for health technology systems, products and services.

**Decision makers and/or influencers from across the globe will attend the eXchange to:**

- Evaluate innovative products and smart solutions.
- Develop strategic partnerships with suppliers.
- Discuss current business trends and best practices.
- Network and engage with industry leaders.



# WHO SHOULD EXHIBIT?

*Medical Device Manufacturers & Service Providers  
Organizations Specializing in:*

- Accreditation & Regulatory
- Anesthesia Equipment & Service
- Asset Management & Tracking
- Computerized Maintenance Management Systems (CMMS)
- Imaging / Radiology / Diagnostic
- Information Technology
- Sterilization
- Test Equipment Safety

**49%**

can authorize purchases of  
\$1 million or more

**69%**

have more than \$100,000 in  
direct purchasing authority

## QUICK FACTS



Total Number of attendees – approximately 2,800+ health technology professionals



Exciting education program with more than **75+ concurrent breakout sessions** and workshops offered including content tailored to the global market and leadership.



Partner Organization:  
**ACCE**



Expo Hall featuring – **Approximately 180 exhibitors** – many of the world's leading medical device manufacturers and service providers



Expo Hall Featured Engagement Opportunities

- **IoTXperience**
- **AR/VR Xperience**
- **Product Showcases**



**10+ hours** of exhibit time over 3 days with several networking events in the expo hall



Premier event venue –  
**Henry B. Gonzales Convention Center**



# IT'S MORE THAN A BOOTH!

## *Your booth space fee also includes:*



**FREE** Enhanced exhibitor portal including:

- company logo and description,
- Company URL,
- Company location,
- Product listing
- Social media icons



Unlimited “Expo Plus” passes to distribute to your customers and prospects. Each pass provides free admission to the Expo, Main Stage Presentations and Career Center—a \$50 Value!



Every 100 square foot space includes 8’ back drape, 3’ side drape, and company identification sign.



One **COMPLIMENTARY** full conference registration per 100 sq. ft.—a \$850 value.



Three **COMPLIMENTARY** Expo Plus badges per 100 sq. ft. for booth personnel.



Attendee mailing list (including emails) of all opt-in attendees for pre and post-show marketing.



Company and product listing on the official show mobile app.



A 2022 Exhibitor graphic to use in your marketing and social media campaigns.



**EXCLUSIVE** sponsorship opportunities.



Exhibitors are responsible for the following services (if needed), which are not included in the booth space fee: booth furnishings, carpet/flooring (required), inbound and outbound shipping and freight handling costs, electrical, internet and other utility services, audiovisual equipment, booth installation and dismantling, booth cleaning and individual booth security.

### Standard Rates

**Member \$22.50 per sq. ft.**

**Nonmember \$27.50 per sq. ft.**

**Note:** There is a premium charge for corner booths: \$150 per corner

Additional member discounts may apply; see the booth space contract for details.

## PRIORITY POINT SYSTEM

The priority point system rewards your company for support of AAMI. The greater your support, the more points you earn. Points earned each year are accumulated and applied toward your assignment order for the following year's show. Note: Booth assignments are based by priority points and then are first come, first serve after the February deadline.

### Point System

5 points for active AAMI Corporate Membership. These points apply to current year only.

5 points per year for each year a company has exhibited during the set range of five previous shows. These points are cumulative.

1 point per each 100 sq. ft of booth space. These points are cumulative during the set range of five previous shows.

1 point per every \$1,000.00 spend on sponsorship

1 or 2 points Book rooms in AAMI's hotel room block



# EXHIBITOR SCHEDULE

## Installation of Exhibits

**By appointment only, for booths 600 square feet or larger**

|                   |                      |
|-------------------|----------------------|
| Wednesday, June 1 | 12:00 p.m.–5:30 p.m. |
|-------------------|----------------------|

### For all booths:

|                  |                     |
|------------------|---------------------|
| Thursday, June 2 | 8:00 a.m.–4:30 p.m. |
|------------------|---------------------|

|                 |                      |
|-----------------|----------------------|
| Friday, June 3* | 8:00 a.m.–12:00 p.m. |
|-----------------|----------------------|

### Show Dates and Hours

|                |                     |
|----------------|---------------------|
| Friday, June 3 | 5:30 p.m.–7:00 p.m. |
|----------------|---------------------|

|                  |                      |
|------------------|----------------------|
| Saturday, June 4 | 12:00 p.m.–5:00 p.m. |
|------------------|----------------------|

|                |                      |
|----------------|----------------------|
| Sunday, June 5 | 12:00 p.m.–4:00 p.m. |
|----------------|----------------------|

### Dismantling of Exhibits

|                  |                     |
|------------------|---------------------|
| Sunday, June 5** | 4:00 p.m.–8:30 p.m. |
|------------------|---------------------|

|                |                      |
|----------------|----------------------|
| Monday, June 6 | 8:00 a.m.–12:00 p.m. |
|----------------|----------------------|

\* Exhibitor set up must be completed by 12:00 p.m. Friday, June 3. \*\*No portion of any exhibit may be dismantled and/or removed before 4:00 p.m. Sunday, June 6. Violators will forfeit priority points earned for AAMI eXchange 2023.





**Note: Floorplan Subject to Change.**

**Note:** AAMI reserves the right to relocate an exhibitor's booth space or modify the floor plan to accommodate space sales, avoid conflict as necessary (after consultation with the affected exhibitors) to accommodate facility changes, fire marshal regulations or any other reason in the best interest of AAMI eXchange. AAMI reserves the sole right to determine final exhibitor placement.



**eXchange** AAMI

June 16–19, 2022 ♦ Long Beach, CA

**SEE YOU IN 2023!**

**FUTURE DATES**

June 14–17, 2024 ♦ Phoenix, AZ

June 20–23, 2025 ♦ New Orleans, LA