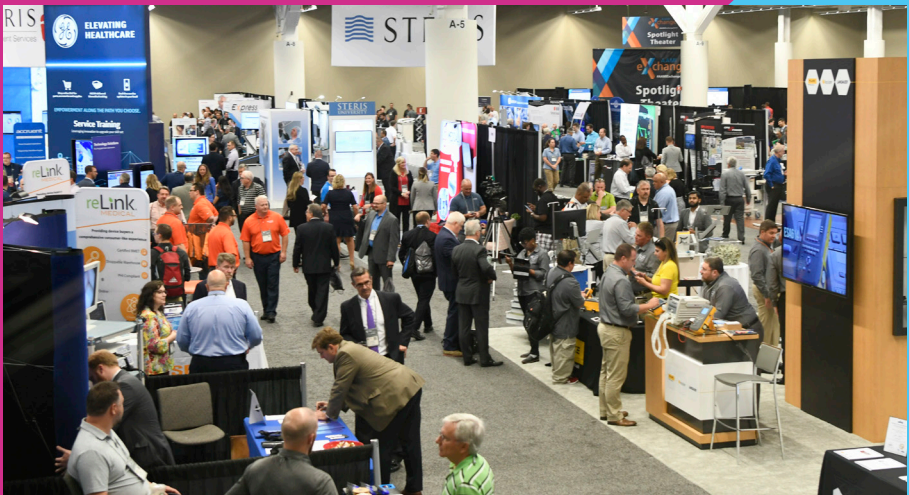


MARKETING, SPONSORSHIP & BRANDING OPPORTUNITIES

You know that the AAMI eXchange is the place to be...

But how can you increase your exposure to be sure that you stand out to HTM professionals? AAMI eXchange offers a variety of marketing opportunities to help you do just that—and in a way that fits your style and budget. This brochure describes the numerous content delivery, networking and branding opportunities available for the conference.

Thought leadership, content delivery, networking and branding opportunities available at AAMI eXchange to fit your style and budget!



Sponsorship Levels & Benefits	Platinum	Gold	Silver	Bronze
Cost*	\$20,000	\$16,000	\$10,000	\$7,000
Your logo on the AAMI eXchange home page with a link to your website	X	X	X	X
Recognition in all conference promotional materials	X	X	X	X
Expo Hall Entrance Recognition	X	X	X	X
Additional priority point(s) for space selection for AAMI eXchange 2023 (Long Beach, CA)	X	X	X	X
Social media mentions leading up to the conference (Facebook, Twitter, etc.)	X	X	X	
One-page insert (8½" x 11" max.) or one small give-away item placed in the conference tote bag	X	X	X	
Recognition on sponsor signage in the convention center	X	X	X	
Half-page 4-color ad in the Digital Onsite Program Guide		X	X	
Full-page 4-color ad in the Onsite Program Guide - Digital	X			
AAMI eXchange website banner ad	X	X		
One email blast	X	X		
NEW Recognition in AAMI News	X	X		
Two complimentary full conference registrations	X			
Billboard in the convention center	X			
Prominent recognition of platinum sponsorships in the convention center	X			

Note: These sponsorship levels and benefits are separate purchases and not an added benefit to a total sponsorship investments.

DIGITAL OPPORTUNITIES

Website Banner Ads

Purchase a banner ad on the AAMI eXchange website and increase your exposure. There are two options available: Header Banner 468 x 60 pixels; or Sidebar 200 x 200 pixels. Banner will display from point of purchase until July 1, 2022.

\$750 each

Mobile App Rotating Banner Ads

Drive traffic to your booth. Appearing at the top of pages on the app, rotating banner ads provide you with maximum exposure.

\$500 each, 10 available

Mobile App Primary Sponsor

(Includes logo on splash page and placement of a banner ad in app)

Prominent company advertisement in the mobile app.

Add:

- **NEW:** Three push notifications during the show
- **NEW** logo and link to company website in pre-show email blasts promoting mobile app (minimum of three emails).

\$5,000

Mobile App Push Notifications

Capture the attention of attendees directly through their mobile device. Push notifications give the direct opportunity to send a personalized message to attendees via their mobile devices. Promote your booth, let them know of a giveaway...the options are limitless.

\$500 for three, 1 per day

New Innovation Listings

Feature your latest equipment or services in the special "New Innovations" section of the Digital Onsite Program Guide. Each listing includes your company name and booth number, the name of the new product or service, a description (35-word maximum), and a color product photo (if applicable).

\$250

New! Digital Onsite Program Guide Advertising

The NEW AAMI eXchange Digital Onsite Program Guide is a one-stop-shop for everything eXchange related, from education and events, to exhibitors and sponsors, get maximum exposure by advertising. Placement of a four-color ad is determined on a first-come, first-served basis.

Size/Position	Exhibitor
Quarter Page, 4-color	\$500
Half Page, 4-color	\$900
Full Page, 4-color	\$1,400
Inside Front Cover	\$2,000
Inside Back Cover	\$2,000
Outside Back Cover, 4-color	\$3,000

ONSITE BRANDING AT AAMI eXchange

Note: These opportunities do not count toward sponsorship packages

Walk-In Slide at Main Stage Presentations

Saturday, June 4; Sunday, June 5;

Monday, June 6

Be a part of the PowerPoint slide show viewed by attendees. Maximum of 10 ads will display on a rotating basis for at least 15 minutes prior to the start of each Main Stage Presentation. Limit one slide per company.

\$500 each

Billboard

Strategically placed inside the Henry B. Gonzalez Convention Center, these highly visible two-sided billboards draw attendees to your company—and your booth. You can supply your own 4-color art or simply supply your logo and a tag line (maximum 15 words), and we'll design a billboard for you at no additional cost. Limit two per company. *NOTE:*

(Artwork must be received by April 1, 2022 deadline or you will be charged an additional \$250 per sign.)

\$1,750 each

Aisle Sign – Expo Hall

Your logo will appear at the bottom of each double-sided aisle sign hung from the ceiling of the exhibit hall, so attendees will see it every time they look up. Your logo will be 12" high.

\$5,000 exclusive

Gobo with Your Company Logo

Be in the spotlight! Prominently display your company logo at the entrance of the Exhibit Hall in the Henry B. Gonzalez Convention Center.

\$1,500 each

Hotel Room Drops

(Friday, June 3 or Saturday, June 4 night)

Have your item delivered directly to the hotel rooms of all AAMI eXchange attendees staying at the one of the conference hotels (Grand Hyatt San Antonio, Marriott Riverwalk and Marriott Rivercenter). Just ship your items (subject to AAMI approval) to the hotel and AAMI will ensure that they are delivered to the rooms of all guests in the AAMI room block. There will be only one room drop per night.

\$5,500 under door/\$7,500 in room

Backlit Panel Boxes

These highly visibility ad panels are placed in locations with heavy traffic, so your product can shine and be seen. You provide the artwork, graphics and ad layout, and we'll do the rest. We will reproduce your ad on translucent panels and install it in a light box at the show. These 8' ads won't be missed!

(Artwork must be received by April 1, 2022 deadline or you will be charged an additional \$250 per sign.)

\$2,200 each

Window Clings

Based on size and location. Limited quantity available.

Place your message front and center. You supply the ad artwork and we will produce the vinyl clings and place them in our heaviest traffic areas. Buy in multiple locations for even more impact.

\$2,000–\$3,500 each

Floor Clings

Your company logo and message will be printed on a cling to be placed on the floors at the Henry B. Gonzalez Convention Center. (4ft x 4 ft)

\$1,600 each

Lobby Banners

Based on location

Create impact with your brand and be noticed daily with banners located in prime locations near the exhibit hall.

\$2,500–\$5,000

Escalator Clings & Runners

Based on location

Increase your logo or message visibility with your brand on the sides of escalators as well as a runner down the middle, located in central locations throughout the Henry B. Gonzalez Convention Center.

\$3,500–\$5,000

4-Sided Column Wrap

At 8 ft. high, these won't be missed inside the Henry B. Gonzalez Convention Center. We print your ad on a 4-sided panels that wraps around columns for maximum exposure. You provide us with your digital art and layout, and we will take it from there.

(Artwork must be received by April 1, 2022 deadline or you will be charged an additional \$250 per sign.)

\$2,500 each



ATTENDEE ESSENTIALS

Note: These opportunities do count towards sponsorship packages

Attendee Tote Bags

Be by attendees' side—literally! Your logo on the official AAMI eXchange tote bag will remind attendees that your company is within reach throughout the conference and beyond.

\$10,000 exclusive

Badge Holders

Want great visibility? Bright name badges featuring your company's logo will be worn by attendees throughout the four-day event.

\$7,500 exclusive

Wi-Fi

Help all attendees stay connected at AAMI eXchange as the Official Wi-Fi sponsor. Wi-Fi access areas will include all of the convention center public areas, concourses and meeting rooms at the Henry B. Gonzalez Convention Center.

Includes:

- WiFi network branded with company logo
- Company logo on signage the includes WiFi login instruction
- Logo and link placement on AAMI eXchange website
- Sponsorship recognition in onsite program guide

\$15,000 exclusive

Hotel Key Cards

Your company logo displayed on each room key at all AAMI hotels—attendees won't leave their rooms without you.

\$8,500 exclusive

Cellphone Charging Station

Your company logo will be displayed on the charging station for attendees to see every time they charge their device within the convention center.

\$5,000 per station

Pen with Highlighter

Price includes your logo in any one PMS color. Your logo appears on a pen given to every attendee.

\$3,000

Hydration Stations

Keep attendees refreshed and hydrated throughout the conference. Includes logo on the signage at water stations in the convention center and the option for sponsor to supply and ship water bottles directly to show site.

\$5,000 exclusive

You Decide! Promotional item for Conference Attendees

Here is your chance to get creative! Place your company's branded item in the tote bag. Items are provided by your company and subject to AAMI approval. Limit of 10 opportunities.

\$1,500 for each item

THOUGHT LEADERSHIP

Main Stage Presentation

~~Saturday, June 5; Sunday, June 6;~~
Monday, June 7

Be center stage at one of the Main Stage Presentations. The opportunity includes your logo on signage and projected onto the screen. The opportunity includes your logo on signage, on the AAMI eXchange website. Your logo will also be on screen prior to the start of the session.. Have sponsor representative welcome attendees with a scripted three-minute introduction.

\$7,500 per session

Education Breakout Session

With more than 60 education sessions to choose from, your company will be recognized in the Digital Onsite Program Guide, website, mobile app, and on a prominent sign outside the session room.

\$500 per session

Education Track

Is there a content area that is important to your company? With 8-10 different education tracks to choose from, your company can become the sponsor of one of the three-day tracks.

The sponsorship includes:

- » Recognition in the digital program guide and mobile app
- » Recognition on the AAMI website
- » Recognition on a prominent sign outside the session room
- » The ability to introduce speakers and interact with attendees
- » The ability to have a table of material promoting your company

\$10,000 per track for all three days

IoTExperience - Expo Hall Floor

As health technology moves towards more and more connected devices, new business models are emerging in response. Security risks need to be addressed, data analytics need to be leveraged for improved patient care, and the regulatory aspects need to be clarified.

Explore these challenges and opportunities through several different engagement models in the IoTExperience. Exhibiting companies may choose to participate in one or more of the areas: presentation in the theatre, think tank areas where products or services may be discussed and explored in a deeper manner, display areas for IoT products or services and semi-private meeting areas.

This new experience is intended to help generate vivid discussions, energy and solutions for this emerging area in health technology. Secure your spot for this exciting venture!

Option Available:

- Digital marketing display only
\$1,000 for three days
- Presentation or Think Tank area in IoTExperience
\$5,000 for three days

NOTE: Sponsorship is based on level of involvement and can be customized. Contact AAMI eXchange sales team for more information.

Industry Symposium

~~Sunday, June 5~~ or Monday, June 6 from 6:45 a.m.–8:15 a.m.

An Industry Symposium provides a session-like setting in which you can address AAMI's attendees with useful educational information regarding medical products, technologies, and techniques. Timeslots are exclusive. AAMI will provide the meeting room for 200, limited AV equipment and a head table. The sponsor must submit a suggested topic and presenter(s) for AAMI's review and approval.

\$3,000 per symposium

Product Spotlights–Expo Floor

Product Spotlights are a cost-effective way to meet with your customers and prospects in a controlled, theater-like atmosphere. Demonstrate your products, answer questions, and drive more traffic to your booth by presenting a showcase in this exceptionally popular venue! Located in the exhibit hall, the Spotlights are 20 minutes in length and are scheduled throughout the Expo hours. AAMI will provide the meeting space, carpeting, podium, LCD projector, projection screen, microphone, sound system, and theater-style seating for 40 people. Time slots are exclusive and are sold on a first-come, first-served basis. Each exhibitor is limited to a maximum of three non-consecutive time slots.

\$1,000 per time slot

In-Booth Theaters

Exhibitors with booths 20 x 30 or larger may elect to have a 20 x 20 theater as part of their booth. Pricing starts at \$3,000 for a 20 x 20 theater. Presentations are the responsibility of the exhibitor. Contact AAMI eXchange sales team for more information.

Saturday, June 4

12:30 P.M.–12:50 P.M.

~~1:00 P.M.–1:20 P.M.~~

1:30 P.M.–1:50 P.M.

~~2:00 P.M.–2:20 P.M.~~

2:30 P.M.–2:50 P.M.

~~3:00 P.M.–3:20 P.M.~~

3:30 P.M.–3:50 P.M.

Sunday, June 5

12:30 P.M.–12:50 P.M.

~~1:00 P.M.–1:20 P.M.~~

1:30 P.M.–1:50 P.M.

2:00 P.M.–2:20 P.M.

2:30 P.M.–2:50 P.M.

3:00 P.M.–3:20 P.M.

NETWORKING & ENGAGEMENT OPPORTUNITIES

First time Attendees Reception and Networking Event

Friday, June 3

As a sponsor, your company will have the opportunity to have one-on-one face time with First-time Attendees to AAMI eXchange.

- Opportunity to share insight about the conference and engage potential new clients
- Signage with your company name, logo and booth number
- Sponsorship recognition at the event

\$5,000 each (4 available)

Welcome Reception

Friday, June 3

This Friday evening reception is the big kick-off event, providing attendees an opportunity to meet one another before the educational program begins. This event includes a bar (beer and wine) and hors d'oeuvres.

- Your logo (one-color) will be printed on the cocktail napkins.
- Signage with your company name, logo, and booth number will appear near the food and bar stations.
- Reserved seating for your company (up to 3 tables)
- Three floor clings at or near event (4 ft x 4 ft)
- Recognition on AAMI eXchange website and mobile app.
- Your company logo projected by a GoBo light feature in or near exhibit hall

\$28,000 exclusive

AAMI Awards Celebration

Saturday, June 4

Each year the healthcare technology community recognizes leaders and innovators whose efforts have moved the industry forward. Celebrate award and scholarship winners during this special AAMI Awards Celebration reception with an open bar and delicious food stations.

Exclusive sponsorship receives:

- Your logo (one-color) on the cocktail napkins.
- Signage with your company name, logo and booth number will appear near each food and bar area
- Sponsorship recognition at the event and acknowledgment from the stage
- Recognition on AAMI eXchange website, in the digital onsite guide and mobile app
- Reserved seating for your company (up to 2 tables)

\$10,000 each (3 available)

Appreciation Reception

Sunday, June 5

The appreciation reception includes an open bar (beer and wine), hors d'oeuvres and food stations.

Exclusive sponsorship includes:

- Your logo (one-color) on the cocktail napkins
- Signage with your company name, logo and booth number will appear near each food and bar area
- One customized double-sided Billboard placed in the Expo Hall (\$1,750 value)
- Sponsorship recognition at the event
- Recognition on AAMI website, AAMI eXchange website and mobile app
- Reserved seating for your company (up to 3 tables)

\$30,000 exclusive

Lunch in the Expo Hall

Saturday, June 4 and Sunday, June 5

Lunch in the Expo Hall offers a great opportunity to reach people while they are hungry for new information. Sponsor recognition appears on signage throughout the serving area.

- Featured as the sponsor for lunch in the Expo Hall
- Your logo (one-color) printed on napkins used at the lunches
- Signage with your company name, logo and booth number throughout the serving area
- Your company logo on the lunch tickets
- Reserved networking space during lunch
- One customized double-sided Billboard placed in the Expo Hall (\$1,750 value)

\$25,000 exclusive per day or \$5,000 per sponsor per day

Happy Hour in the Exhibit Hall

Saturday, June 4

Happy Hour in the Expo Hall are known to attract some of the largest crowds of the entire conference. Attendees will enjoy hors d'oeuvres and drinks as they network and view vendor products and services.

- Your company logo on the drink tickets
- Your company logo (one-color) on the cocktail napkins
- 25 additional drink tickets to distribute to your customers
- Signage with your company name, logo and booth number will appear near each food and bar area
- Recognition on the eXchange website and mobile app

\$7,500 exclusive

Ready to Sponsor? Contact Sarah Driver, CEM for a request form at sdriver@aami.org.



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