



# SPONSORSHIP & BRANDING OPPORTUNITIES

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

Updated  
05.30.2023

# BUT HOW CAN YOU INCREASE YOUR EXPOSURE TO BE SURE THAT YOU STAND OUT TO HTM PROFESSIONALS?

AAMI eXchange offers a variety of marketing and sponsorship opportunities to help you do just that—and in a way that fits your style and budget. We invite you to look at the opportunities provided inside.

## PAST SPONSORS BENEFITED THROUGH:

**90%**  
REPORTED  
**IMPROVED  
RELATIONSHIPS**  
WITH CURRENT  
CUSTOMERS



**95%**  
REPORTED  
**INCREASED  
COMPANY'S  
VISIBILITY**  
IN THE INDUSTRY



**86%**  
REPORTED  
**REACHING  
QUALIFIED  
CUSTOMERS**



## WHAT SPONSORSHIP GETS YOU

	Platinum	Gold	Silver
<b>Your company's name/logo recognized in:</b>	(\$15,000 or more)	(\$10,000–\$14,999)	(\$5,000–\$9,999)
AAMI eXchange Promotional Emails	X	X	X
AAMI eXchange Website (hyperlinked)	X	X	X
Recognition in the AAMI eXchange Mobile App	X	X	X
Recognition in On-site Signage	X	X	X
Sponsor Badge Ribbons for all On-site Representatives	X	X	X
AAMI eXchange Daily Attendee Newsletters	X	X	
Recognition in the May issue of AAMI News	X		
Exclusive appreciation post on AAMI's social channels	X		

## SPONSOR GUIDELINES

Prior year sponsors have first right of refusal for the next year, up to 30 days from announcement date. If not committed by that date, the sponsorship is available on a first-come, first-served basis. If there are multiple interested parties, a sponsor will be determined by AAMI based on best alignment to the event.

## HOW DOES IT WORK?

Choose the custom sponsorship that best aligns to your company's visibility goals and brand style. Your sponsorship includes all of the benefits of that sponsorship level from our benefits table—on top of your primary sponsorship!

# PLATINUM SPONSORSHIPS

All exclusive platinum sponsorships include [platinum sponsorship benefits](#) in addition to the custom benefits for each opportunity detailed below.

## Welcome Reception

Friday, June 14

**\$20,000 | Exclusive**

This Friday evening reception is the big kick-off event, providing attendees their first opportunity to meet one another and interact before the primary conference program begins. This event includes beer & wine service and hors d'oeuvres.

### Sponsorship includes:

- ◆ opportunity for your representative to participate in the ribbon cutting officially opening the Expo Hall
- ◆ signage with your company name, logo, and booth number will appear throughout the reception
- ◆ reserved seating for your company (up to 3 tables)
- ◆ one customized double-sided billboard placed in the expo hall (\$1,750 value)

## Closing Reception

Sunday, June 16

**\$20,000 | Exclusive**

Elevate your company into the event spotlight and maximize final networking with attendees as the closing reception sponsor. This event includes beer & wine service and hors d'oeuvres.

### Sponsorship includes:

- ◆ signage with your company name, logo, and booth number will appear throughout the reception
- ◆ reserved seating for your company (up to 3 tables)
- ◆ one customized double-sided billboard placed in the expo hall (\$1,750 value)

## Live @ AAMI eXchange!

### Studio

Saturday, June 15 and Sunday, June 16

**\$25,000 | Exclusive**

### Sponsorship includes:

- ◆ recognition as the *Live @ AAMI eXchange* sponsor throughout the event and in pre-communications
- ◆ three on-air mentions (which then become hosted video content in perpetuity on AAMI's YouTube channel), including one long-form sponsored content segment, which could be an interview with a company representative or a product/service demonstration.

## Lunch in the Expo Hall

Saturday, June 15 or Sunday, June 16

**\$15,000/Day | Exclusive**

Lunch in the Expo Hall offers a great opportunity to reach a high volume of attendees in a condensed period of time.

### Sponsorship includes:

- ◆ signage with your company name, logo and booth number throughout the serving area
- ◆ your company logo on the lunch tickets printed and distributed to every attendee with their event badge
- ◆ reserved networking space in the serving area

## Registration

**\$15,000 | Exclusive**

No one gets into the show without first going through registration. Get maximum exposure by being the 2024 AAMI eXchange registration sponsor!

### Sponsorship includes:

- ◆ recognition and company logo in all registration confirmation emails
- ◆ one customized double-sided billboard placed in the registration area (\$1,750 value)
- ◆ recognition including hyperlinked company logo in two pre-event attendee emails

## Wi-Fi

**\$15,000 | Exclusive**

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 Phoenix Convention Center.

### Sponsorship includes:

- ◆ your company name integrated into the Wi-Fi password for the duration of the conference
- ◆ one customized double-sided billboard placed in the registration area (\$1,750 value)
- ◆ recognition including hyperlinked company logo in two pre-event attendee emails

---

# GOLD

## SPONSORSHIPS

All exclusive gold sponsorships include [gold sponsorship benefits](#) in addition to the custom benefits for each opportunity detailed below.

### Attendee Tote Bag

**\$10,000 | Exclusive**

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.

### Mobile App

**\$10,000 | Exclusive**

Extreme brand visibility throughout the event with your company in the spotlight as the mobile app sponsor! It provides attendees with the latest information on events and sessions, as well as the Expo Hall Directory and map! Imagine attendees seeing your banner every time they use it!

#### Sponsorship includes:

- ◆ your company's ad or logo on the introductory splash page
- ◆ exclusive company banner ad within the mobile app
- ◆ recognition including hyperlinked company logo in two pre-event attendee emails
- ◆ three appreciation in-app push notifications throughout the conference

### Education Track

**\$10,000/Track | Exclusive**

What content area at AAMI eXchange aligns most with your company's products and services? With 8-10 different education tracks to choose from, your company can sponsor one of our three-day tracks to ensure brand visibility to the attendees with the most lead potential.

#### Sponsorship includes:

- ◆ one customized double-sided billboard placed outside the session room for your track (\$1,750 value)
- ◆ option to introduce speakers at the top of sessions and interact with attendees during breaks and between sessions
- ◆ featured table of your company's promotional materials featured in the session room for your track throughout event
- ◆ Ability to present one education session within your sponsored track approved by AAMI if sponsorship is purchased by Dec. 1.

### Pocket Guide

**\$10,000 | Exclusive**

Put your logo and ad on the guide attendees will be pulling out of their pockets to quickly navigate the schedule, floor plan, exhibitors and show highlights.

#### Sponsorship includes:

- ◆ your company's logo on the front cover of the guide
- ◆ your company's ad on an interior page within the guide



---

# AAMI PARTY

## & CLOSING RECEPTION

The AAMI Party & Closing Reception sponsorships, listed below, are add-ons and not gold level sponsorships. Be a sponsor for the AAMI Party or Closing Reception! Promote your company and network with attendees during these EXCITING events!

#### Event Locations Coming Soon!

### Entertainment

**\$2,500 | Exclusive**

After a long day of programming, attendees will be ready to let loose and have fun at the AAMI Party! Sponsor an energy producing DJ. Logo prominently displayed at DJ station.

### Bar Sponsor

**\$5,000 | Exclusive/bar; 4 opportunities**

What's the most popular destination at a party? The bar, of course!

### Food Station

**\$7,500 | Exclusive; 3 opportunities**

Sponsor one of our food stations at the closing party! Your company's name will be front and center!

The closing reception is an exclusive platinum-level opportunity. If purchased, these opportunities would no longer be available.



# SILVER

## SPONSORSHIPS

All exclusive silver sponsorships include [silver sponsorship benefits](#) in addition to the custom benefits for each opportunity detailed below.

### Hotel Key Cards

**\$9,000 | Exclusive**

Increase your visibility by branding the hotel key cards that attendees will use every time they enter their rooms. Your company logo featured on each room key at all AAMI hotels—attendees won't leave their rooms without you!

### Badge Holder

**\$8,000 | Exclusive**

Want great visibility? Sponsor a name badge holder featuring your company's logo, worn by attendees throughout the conference. Benefit from the impact of being around every neck at AAMI eXchange!

### Keynote Speaker

*Saturday, June 15 or Sunday, June 16 or Monday, June 17*

**\$8,000/Session | Exclusive**

Your company will take center stage as a Keynote Speaker sponsor!

#### Sponsorship includes:

- ◆ custom slide featuring your company displayed at walk-in and walk-out for the presentation
- ◆ company representative can welcome attendees with a scripted three-minute introduction
- ◆ recognition including hyperlinked company logo in two pre-event attendee emails

### Happy Hour in the Expo Hall

*Saturday, June 15*

**\$8,000 | Exclusive**

Happy Hour in the expo Hall is known as one of the best networking opportunities of the conference and is one of our most high-traffic events. Attendees will enjoy snacks and drinks as they interact with each other and vendor demonstrations.

#### Sponsorship includes:

- ◆ your company logo on the drink tickets printed and distributed to all attendees
- ◆ 25 additional drink tickets to distribute to your customers
- ◆ custom signage with your company name, logo and booth number alongside each service area

### Refreshment Break in Expo Hall

*Sunday, June 16*

**\$8,000 | Exclusive**

#### Sponsorship includes:

- ◆ your company logo and booth number printed on custom napkins for your sponsored refreshments
- ◆ custom signage with your company name, logo and booth number alongside each service area
- ◆ reserved networking space in the serving area

### Lounge & Charging Stations

**\$7,500 | Exclusive**

Help participants power up their devices while relaxing on the show floor.

#### Sponsorship includes:

- ◆ your company logo branding and accompanying signage.
- ◆ opportunity to have a QR code linking to company website on signage
- ◆ Single promotional item displayed on lounge table (supplied by sponsor)

### Promotional Flier Distributed at Conference Hotels

**\$6,500 | Exclusive**

Have your promotional flier distributed at check-in to all conference attendees saying at all AAMI eXchange Hotels. Sponsor provides collateral to be distributed.

### Aisle Signs – Expo Hall

**\$5,500 | Exclusive**

Your logo will appear at the bottom of each double-sided aisle sign hung from the ceiling of the expo hall so attendees will your brand every time they look up! Logo will appear at a 12 inch scale.

# ADDITIONAL OPPORTUNITIES

The Sponsorship Add-Ons detailed below are available as additional brand impact opportunities exclusive to AAMI eXchange sponsors and exhibitors on a first-come, first-served basis.

## Industry Symposium

*Saturday, June 15 from 5:00 P.M.–6:15 P.M.*

*Sunday, June 16 or Monday, June 17 from 6:45 A.M.–8:00 A.M. and 4:30 P.M.–6:00 P.M.*

**\$4,000/Symposium**

An Industry Symposium provides a session-like setting in which you can engage attendees with applicable education regarding medical devices and technologies. Timeslots are exclusive and include a meeting room for up to 200 attendees, limited AV equipment and room set-up. Industry symposiums will be promoted to attendees through the Mobile App and at least one pre-event attendee email. Session content and speakers subject to AAMI's approval.

## Product Showcases—Expo Hall

**\$1,500/Showcase**

Product Showcases are a dynamic way to introduce your products/services to attendees with a short-form theater-style presentation. Wow prospects with demonstrations, answer questions, and drive more traffic to your booth by presenting a showcase in this exceptionally popular format! Showcase timeslots are 20-minutes, take place in the Expo Hall during open hours in a custom-built Product Showcase Theater seating up to 40 attendees and accommodating standing room. Listed in the Mobile App, Product Showcases are limited to a maximum of two non-consecutive time slots.

## In-Booth Theaters

**Custom prices**

Exhibitors with booths 20 x 30 or larger may elect to have a theater as part of their booth. Pricing starts at \$3,500 for a 20 x 20 theater. Presentations listed in the Mobile App. [Contact the AAMI eXchange sales team](#) for more information.

## Keynote Presentation Slides

*Slide shown once per day*

**\$1,000/Slide**

Be a part of the Keynote slideshow that loops prior to our main stage presentations. Your company's slide ad will display in rotation alongside attendee photos, key event information, and AAMI advertisements. Limit one slide per company.

## Looping Commercial

*Saturday, June 15; Sunday, June 16*

**\$3,750**

Put your company on display with a Looping Commercial playing on a 60" display screen in a high traffic area of the convention center. This is a chance to highlight the work you do with a creative, in-depth video.

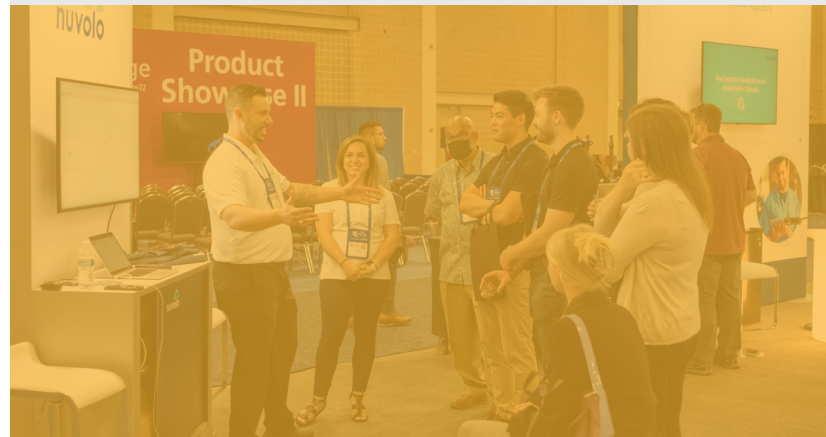
### Sponsorship includes:

- ◆ Up to a 60-second commercial. Note: There will not be an audio output from this display, the commercial must be captioned.

## Attendee Engagement Activity

**Starting at \$3,000 | Exclusive**

Not seeing exactly the brand moment you are looking for? Have a great idea for a custom engagement for our eXchange attendees that is designed just for your company's lead generation goals? We invite you to collaborate with AAMI's marketing team to design a custom engagement activity to make the impact you are looking for! Past activities have included eXchange BINGO, scavenger hunts, custom contests, and more! [Contact the AAMI eXchange sales team](#) to learn more and be connected with AAMI's marketing team!





# BRANDING OPPORTUNITIES

**PLEASE NOTE:** Artwork for all branding opportunities must be received by **April 8, 2024** to avoid an additional charge of \$250/sign. Design support from AAMI available on a case-by-case basis for an additional charge.

## Billboard

**\$2,000/Billboard**

Strategically placed inside the convention center, these high-visibility 8 ft. double-sided billboards draw attendees to your company—and your booth. High resolution artwork to be supplied to custom specifications. Limit two per company.

## Backlit Panel Box

**\$2,500/Box**

A step up from our standard billboard, these one-sided translucent internally-lit backlit panel boxes are placed in locations with heavy traffic, giving your company maximum shine! High resolution artwork to be supplied to custom specification. Limit two per company.

## Window Clings

**Starting at \$3,000/Cling**

Empower your company's message to soar across the exterior of the convention center, impacting both attendees and passersby. Pricing based on size and location. Limited quantity available. Buy in multiple locations for even more impact. High resolution artwork to be supplied to custom specifications.

## Floor Clings

**Starting at \$1,600/Cling**

Your company logo/message will be printed on a cling to be placed on flooring in high-flow areas of the convention center, including but not limited to the Expo Hall. Starting at 4 ft x 4 ft.

## Escalator Clings & Runners

**Starting at \$5,000 (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 convention center

## Free Standing Box

**\$4,000/Wrap**

At 8 ft. high, these won't be missed inside the convention center. We print your ad on 4-sided panels that wraps around columns for maximum exposure. High resolution artwork to be supplied to custom specifications.



# GOLF SPONSORSHIP

## **Tee Sponsor: \$500 (9 available)**

Sponsor will receive signage on assigned Tee. Sponsors will receive signage at the hole they are sponsoring and special mention during the golf luncheon, along with their logo on the website. Sponsors may also consider providing give-aways of some type as participants play through the hole.

## **Beverage Cart: \$2,500 (2 available)**

Your company will be the one of two beverage cart sponsors for the AAMI Golf Tournament. Your Company will receive your Company Logo on our Website, and signage displayed during event, your company logo will also be prominently displayed on the carts throughout the tournament. Sponsorship of this event includes placement for 1 complimentary player in the tournament who must be registered to golf separately when golf registration opens.

## **Continental Breakfast: \$2,500 (1 available)**

Your company will be the tournament breakfast sponsor. We will provide breakfast for all golfers and sponsors the morning before the tournament during registration. Signage featuring the sponsor's logo will be prominently displayed during the breakfast. The sponsor's logo will be listed on the website. The breakfast sponsor will be recognized and announced at the awards ceremony. Sponsorship of this event includes placement for 2 complimentary players in the tournament who must be registered to golf separately when golf registration opens.

## **Lunch: \$3,000 (1 available)**

Your company will be the tournament lunch sponsor. We will provide lunch for all golfers and sponsors after the tournament, during the prize ceremony. Signage featuring the sponsor's logo will be prominently displayed during the

lunch. The sponsor's logo will be listed on the website. The lunch sponsor will be recognized and announced at the awards ceremony. Sponsorship of this event includes placement for 2 complimentary players in the tournament who must be registered to golf separately when golf registration opens.

## **Hole Sponsor: \$2,000**

**(2 Available- Longest Drive or Closest to the Pin)**  
Sponsor will receive signage on assigned hole and special recognition during the golf luncheon. Sponsors logo will be listed on the website. Sponsors may also provide give-aways as participants play through the hole.

*Have an idea for an engagement you don't see? Reach out to our team at [eXchange@aami.org](mailto:eXchange@aami.org)! We are standing by to **package, customize, and develop** your company's perfect brand impact at*



*Your visibility fast track to the clinical engineering and healthcare technology management fields!*