



Exhibit & Sponsorship Opportunities

October 13-16, 2021 | Aurora, Colorado



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Meeting Information & Attendee Demographics

AANEM's network of over 6,000 physician and nonphysician members collaborate to strengthen the fields of neuromuscular (NM) and electrodiagnostic (EDX) medicine. We are a multi-specialty membership, which provides unique educational opportunities you won't find at primary medical associations. Our ultimate goal is to equip providers with the tools needed to deliver the highest quality care for patients with NM disorders.

Who is attending?

948
Physicians

486
Residents & Fellows

58
Medical Students

71
Technologists

29
Researchers &
Collaborators

1667
Total

What do they Practice?

798
Neurology

404
PMR

231
Other

Where are they from?

1374
North America

292
International

Exhibit Hall



Eligibility to Exhibit

Products and services must be related to the practice of neuromuscular and electrodiagnostic medicine. The AANEM reserves the right to refuse space to any company whose products or services do not meet the educational, scientific, or practice needs of members.

Size/Location	EARLY BIRD RATE <i>Prior to 5/1/20</i>	STANDARD RATE <i>After 5/1/20</i>
10' x 10' Inline	\$2,100	\$2,300
10' x 10' Corner	\$2,300	\$2,500
10' x 20' Inline	\$4,200	\$4,600
10' x 20' Corner	\$4,600	\$5,000
10' x 30' Inline	\$6,300	\$6,700
10' x 30' Corner	\$6,900	\$7,500
20' x 20' Island	\$9,200	\$10,000
20' x 30' Island	\$13,800	\$15,000

Exhibit Application Process



Past exhibitors: The company's primary exhibitor contact on record will receive an email with his/her login information. If your exhibit contact has changed or you did not receive an email, please call 507.288.0100 or email corporate@aanem.org.



New exhibitors: Please call 507.288.0100 or email corporate@aanem.org to set up an account in order to facilitate your online application.

What is Included With the Booth?

Each booth space includes, at no additional charge:

- 4 exhibitor meeting registrations per 10' x 10' booth (additional badges are \$495 each)
- 8' high back drape and 36" high side rails
- 7" x 44" identification sign
- General perimeter security
- Publication of your company's information in the Annual Meeting Program and on the AANEM website
- One pre-registered attendee list (not suitable for mailing)

Responsibility of each exhibitor:

- Carpet (Required)
- Labor
- Material handling
- Electrical
- Furniture rental
- Rental displays
- Florist
- Cleaning

Exhibit Hall



Booth Assignments

Assignments will be made in priority point order and will follow the requests of the exhibitor as closely as possible. Priority points are based on:

- Exhibitor history at past meetings
- Level of support for AANEM Annual Meeting in current year
- Date application received
- Size of booth at current meeting

Additional Exhibitor Services

Shepard Exposition Services is the exclusive drayage contractor. Shepard's kit includes complete information, shipping instructions, and order forms for the services it provides.

[LINK TO SHOW SERVICE KIT](#)

SmartSource is the contractor for attendee lead retrieval. Meeting attendees are issued bar-coded name badges that will include their name, address, email, and telephone number. Information on how to reserve lead retrieval equipment for your exhibit or Industry Forum is provided in the service kit.

[LINK TO LEAD RETRIEVAL FORM](#)

All exhibitors are responsible for reading and agreeing to the Exhibitor Rules and Regulations.

[RULES AND REGULATIONS](#)

Exhibit Schedule at a Glance

Exhibit Setup

Wednesday, October 13
7:00 am – 4:00 pm

Exhibit Hall Hours

Wednesday, October 13
5:45 pm – 7:15 pm
(President's Reception in Exhibit Hall)

Thursday, October 14
9:00 am – 4:00 pm*

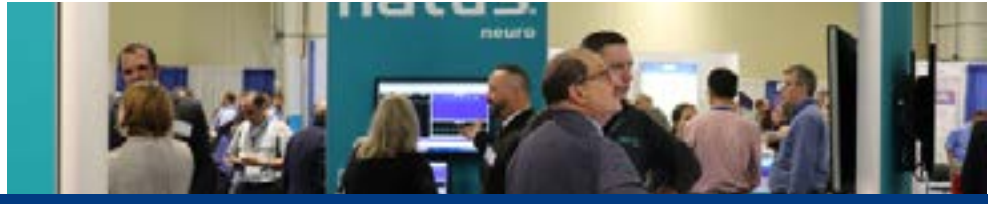
Friday, October 15
9:00 am – 4:00 pm*

*Coffee breaks take place in the exhibit hall Thursday and Friday, 9:30 am – 10:00 am, and 3:00 pm – 4:00 pm

Exhibit Dismantling

Friday, October 15
4:00 pm – 9:00 pm

Sponsorships



Sponsorship/Support Level Opportunities & Benefits	Platinum PLUS	Platinum	Gold	Silver	Bronze	Friend
	\$125,000 +	\$95,000 +	\$65,000 +	\$45,000 +	\$25,000+	Up to \$24,999
Acknowledgement of support level on signage at the Annual Meeting	X	X	X	X	X	X
Acknowledgement in the Annual Meeting Program	X	X	X	X	X	X
Acknowledgement in <i>AANEM Edge</i>	X	X	X	X	X	X
Acknowledgement in <i>Muscle & Nerve</i>	X	X	X	X	X	X
Acknowledgement on AANEM website	X	X	X	X	X	X
Complimentary ad space in Annual Meeting Program	full pg/premium placement	full pg	1/2-pg	1/3-pg	¼-pg	
AANEM Membership List for one-time mailing usage	X	X	X	X		
Invitations to attend President's Luncheon at Annual Meeting	4	3	2	1		
Insertion in annual meeting conference bag	X	X	X	X		

Corporate Support & Sponsorship Recognition

Be recognized for your commitment to AANEM throughout the year for support of educational initiatives, events, advertising, and promotional opportunities. Support & sponsorship levels are determined based on total monetary contributions (**paid by July 15, 2021**) provided by individual companies in the current year. There are 2 ways to achieve recognition:

- Obtain a level cumulatively through “a la carte” selection of the following opportunities:
 - Hosting an Industry Forum
 - Supporting AANEM educational initiatives
 - Sponsoring annual meeting opportunities and events
 - Advertising in one or all of the following:
 - AANEM Edge ~ AANEM’s print newsletter
 - AANEM Spark ~ AANEM’s electronic news update
 - AANEM website
- Pay an amount associated with one of the levels listed above and receive the recognition and benefits associated with that level.

NOTE: *Exhibit space, in-kind contributions, membership mailing list rental, paid registration for delegates and/or staff, and Foundation contributions are not included in calculating the support levels.*

Presentation Opportunities



Industry Forums.....\$50,000 - \$60,000

Industry Forums offer an opportunity to provide education on a topic related to a disease state, research findings, product, service, or build your corporate brand. All sessions are open to registered meeting attendees free of charge. **Food and beverage is provided by AANEM for all Industry Forum attendees during a 60 minute presentation.**

RULES & REGULATIONS

Wednesday Breakfast Forum.....\$50,000

October 13 | 125 seating limit

Wednesday Lunch Forum.....\$60,000

October 13 | 200 seating limit

Thursday Breakfast Forum.....\$50,000

October 14 | 125 seating limit

Thursday Lunch Forum.....\$60,000

October 14 | 200 seating limit

Friday Breakfast Forum.....\$50,000

October 15 | 125 seating limit

Friday Lunch Forum.....\$60,000

October 15 | 200 seating limit

Friday Evening Forum.....\$50,000

October 15 | 125 seating limit

Saturday Breakfast Forum.....\$50,000

October 16 | 125 seating limit

Hosts receive the following:

- Complimentary session meeting space (room designated by the AANEM)
- Complimentary standard AV (one projection screen, one laptop computer for presentation, one LCD projector, one lavalier microphone, one table microphone, one wireless slide advancer with laser pointer)
- Complimentary listing on the AANEM website with a link to the sponsor's website
- Complimentary preregistered attendee list for your company's targeted mailing
- Inclusion of session information on signage at annual meeting
- Waiver of AANEM door drop access fee (hotel fees still apply)
- Session details included in the Planning Guide, Annual Meeting Program, and mobile meeting app
- Administrative fee applied toward support recognition level
- Additional benefits as provided by support recognition level

Product and Presentation Theater.....\$5,000

Sponsor an informational, 20 minute education demonstration or small group presentation conducted within the exhibit hall. The space will have a presentation stage and theatre seating limited to 30 individuals. Available only during exhibit hall dates and hours in single 20 minute blocks of time. The stage schedule will be posted within the exhibit hall and in the Annual Meeting Program. Call for available time slots.

Digital Marketing



Media Wall.....\$15,000

Sponsor the media wall that includes daily schedules, special event promotions, social media posts, and show images. And most importantly, it can feature your advertising message to attendees. The media wall is located in the high traffic area.

- Full screen image of company artwork at specific times throughout the meeting
- Recognition of sponsorship placed on the AANEM website, in the onsite Annual Meeting Program, and on a promotional meter board
- All Friend Level support benefits listed on page 6

WiFi Access.....\$10,000

Sponsor the wireless internet access in the meeting space and help attendees stay connected while away at the AANEM Annual Meeting. Attendees will see your logo and enter in your customized WiFi access code to access the internet while at the meeting.

- Full screen image of company artwork on the WiFi entry page
- Customized access code for WiFi usage in the meeting space
- Recognition of sponsorship placed on the AANEM website, in the Annual Meeting Program, and on a promotional meter board
- All Friend Level support benefits listed on page 6

Mobile Meeting App.....\$12,500

Sponsor the mobile meeting app that includes searchable meeting agenda, sessions, venue maps, attendee and speaker lists, scientific abstracts, exhibitor listings and more.

- Full screen image of company artwork at specific times throughout the meeting
- Free rotating banner ad appearing at the bottom of every screen
- Recognition of sponsorship placed on the AANEM website, in the onsite Annual Meeting Program, on a promotional meter board, and on the Meeting App Flyer
- All Friend Level support benefits listed on page 6

Conference Materials



Conference Bag.....\$10,000

Distributed to every attendee, the conference bags offer the greatest visibility for your company at the meeting.

- Your company logo displayed alongside the AANEM logo, or an insert inside the bag if company policy does not allow for logo placement
- All Friend Level support benefits listed on page 6

Hotel Key Cards.....\$10,000

The key to success! Provide meeting attendees with a customized room key that includes your full-color corporate logo/artwork on the front of the key. Artwork will be coordinated between the sponsor and the AANEM. Key and printing costs are included with the sponsorship fee.

- Corporate logo/artwork on each key card
- All Friend Level support benefits listed on page 6

Reusable Water Bottle.....\$10,000

Each attendee will receive a water bottle with your company name/logo. Water bottles will be available during registration. Watering stations will be conveniently located in the Exhibit Hall where attendees can fill their water bottles during refreshment breaks. 1,000 water bottles to be provided.

- Corporate logo/artwork on each water bottle
- All Friend Level support benefits listed on page 6

Name Badge Lanyards.....\$7,500

Name badge lanyards are distributed to all meeting attendees, giving your company exposure throughout the meeting.

- Corporate logo, name and/or website printed on each lanyard.
- All Friend Level support benefits listed on page 6

Coffee Cups.....\$5,000

Have your corporate name “in hand” when attendees explore exhibits and the coffee breaks!

- Corporate logo/artwork on disposable coffee cups
- All Friend Level support benefits listed on page 6

Annual Meeting Program Note Pages.....\$4,000

Take note! You’re bound to make an impression when your company logo is seen on 4 note pages in the Annual Meeting Program. This is a surefire way to receive high visibility during the meeting and beyond, when attendees reference their notes after the meeting.

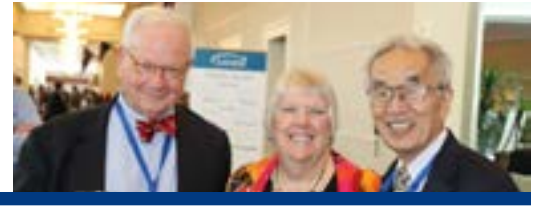
- Corporate logo or banner ad on each notebook page
- All Friend Level support benefits listed on page 6

Conference Pens.....\$2,000

Be at the fingertips of all attendees when we distribute your pens to all meeting attendees. You supply the pen and we will include it in each attendee’s conference bag.

- Pen distribution to all meeting attendees
- All Friend Level support benefits listed on page 6

Onsite Promotions



Charging Station / Lockers.....\$12,000

Attendees rely on mobile technology to stay connected while at meetings. The charging station area is an excellent opportunity to get your valuable information directly to attendees. Your specific product and/or company logo will be strategically placed at charging stations during the exhibit hall hours and in high traffic areas.

- Signage placed in the brand charging station area
- All Friend Level support benefits listed on page 6

Meter Boards.....\$3,000

Promote your product, service, or exhibit presence on a single-sided meter board that is located in a high traffic area. Several locations are available and can be secured on a first-come, first-served basis.

- One full-color, 1-sided meter board placed in high traffic area
- All Friend Level support benefits listed on page 6

Hotel Door Drop.....\$1,000

Delivered directly to the attendee hotel rooms, door drops provide an excellent opportunity to introduce a new product or service, or invite attendees to your booth or event. Additional charges by the hotel are applicable and are the responsibility of corporate participants.

- Access to deliver your company information to the hotel room of meeting attendees
- All Friend Level support benefits listed on page 6

AANEM Challenge.....\$500

Participate in this AANEM Challenge that directs attendees to your booth in the exhibit hall. Attendees visit participating exhibitors and check in with the meeting app to be eligible for special prize drawings.

- Corporate logo included on mobile passport signage
- All Friend Level support benefits listed on page 6

Escalator Clings.....Call for Pricing & Availability

Be the center of attention with your company artwork displayed on an entire escalator that transports attendees between the meeting spaces. Call for location options.

- One full-color cling
- All Friend Level support benefits listed on page 6

Wall Advertising Cling.....Call for Pricing & Availability

Grab the attendees attention with your company artwork on a portion of the wall in the meeting space. Call for location options.

- One full-color cling
- Support benefits base on size and pricing

Conference Activities



President's Welcome Reception.....\$10,000

The President's Welcome Reception is the premier social event of the AANEM Annual Meeting. This well-attended event will take place on Wednesday evening and features cocktails and light hors d'oeuvres provided by the AANEM. Event will take place in the exhibit hall on Wednesday from 5:30 pm – 7:00 pm.

- Cocktail napkins at the reception with your logo
- Signage and recognition at the event
- All Friend Level support benefits listed on page 6

Resident & Fellow Lunch.....\$10,000

This luncheon will be held for all resident and fellow attendees. Several AANEM board officers and directors, as well as the resident and fellow workshop faculty, will be invited to socialize and network during this luncheon.

- Corporate recognition in program materials/signage
- Corporate recognition on easel sign outside the luncheon room
- Invitation for 4 representatives to attend the luncheon
- All Friend Level support benefits listed on page 6

Abstract Awards Reception.....\$8,000

Meeting attendees have an opportunity to network with colleagues and listen to award winning poster presentations on Thursday from 5:30 pm – 7:00 pm. Wine, cheese, and soft drinks will be served.

- Cocktail napkins at the reception with your logo
- Signage and recognition at the event
- All Friend Level support benefits listed on page 6

Silent Auction.....\$3,000

The AANEM Foundation for Research and Education holds a silent auction at the AANEM Annual Meeting. This onsite auction is a major fundraising event for the Foundation and is widely publicized to the AANEM members before and during the meeting.

- Corporate acknowledgement on the AANEM Foundation website
- Recognition in program materials
- Signage at the onsite silent auction

Educational Session Support.....\$1,000 - \$25,000

There are many opportunities for your organization to provide support at the 2021 AANEM Annual Meeting through sponsorship of various educational sessions.

All AANEM educational session supporters receive the following recognition:

- Recognition signage at the meeting
- Acknowledgement in the Annual Meeting Program
- Acknowledgement on the AANEM website

Determine which session(s) is best for your organization based on whether you desire maximum or focused exposure.

Please email corporate@aanem.org to request a complete listing of available sessions/topics

Publication Advertising



Annual Meeting Planning Guide Ad.....View [ADVERTISING KIT](#)

Description

Print publication that advertises AANEM’s annual meeting offerings (e.g. sessions and workshops being held, etc.) and helps kick off the annual meeting registration process.

Content Focus

The purpose of the AANEM Annual Meeting Planning Guide is to provide information to neuromuscular specialists and allied health professionals and to help them register for the annual meeting.

Primary Audience

Mailed to AANEM members and past attendees.
Access to the content is also available via an online PDF.

Frequency

Once a year. Published before registration opens for the AANEM Annual Meeting.

Annual Meeting Program Ad.....View [ADVERTISING KIT](#)

Description

Print publication distributed to all attendees of the AANEM Annual Meeting.

Content Focus

The purpose of the AANEM Annual Meeting Program is to provide the annual meeting’s schedule of events and other pertinent “need to know” information related to the meeting.

Primary Audience

Distributed to AANEM Annual Meeting attendees.
Non-attendees access the content via an online PDF.

Frequency

Once a year.

AANEM Edge - Member’s Printed Newsletter.....View [ADVERTISING KIT](#)

Description

AANEM’s print magazine.

Content Focus

The purpose of AANEM Edge is to provide relevant information to AANEM members to help them, as neuromuscular specialists, provide exceptional care to their patients. Content includes promotion of AANEM policies, products, programs, services, and activities. Each issue features research updates related to neuromuscular or electrodiagnostic medicine.

Primary Audience

Every issue is mailed to AANEM members with a valid address. AANEM membership consists of over 4,000 North American physicians, over 300 international physicians, more than 200 technologists, and more than 300 other professionals with interests in neuromuscular and electrodiagnostic medicine. For member physicians who have progressed out of training, 33.9% are certified by ABPMR, 45.5% by ABPN, and 20.6% are other or unknown. Non-members may access the content via an online PDF.

Frequency

Twice a year (winter and summer).

Publication Advertising



AANEM Spark - Member's Digital News Update.....[View ADVERTISING KIT](#)

Description

AANEM's electronic newsletter.

Content Focus

The purpose of AANEM Spark is to provide relevant information to AANEM members (and sometimes non-members) to help them, as neuromuscular specialists, provide exceptional care to their patients. Content includes promotion of AANEM policies, products, programs, services, and activities. Nearly every issue features a research update related to neuromuscular or electrodiagnostic medicine.

Primary Audience

Every issue is sent to AANEM members with a valid email address. AANEM membership consists of over 3,850 North American physicians, over 350 international physicians, more than 200 technologists, and more than 400 other professionals with interests in neuromuscular and electrodiagnostic medicine. 45% of member physicians are certified by ABPMR and 55% by ABPN.

Frequency

AANEM Spark is scheduled for every other Wednesday throughout the year. Occasionally, delivery is adjusted to another day of the week. See the Editorial Calendar for specific regularly scheduled dates.

Statistics

On average, AANEM Spark experiences a 99.5% successful delivery rate; a 26.7% unique open rate; a 47.1% total open rate; a 3.9% unique click rate; and a 8.2% total click rate. A majority of these clicks occur on links to additional AANEM content. Clicks on outside ads depend largely on the nature of the ad design.

AANEM Website.....[View ADVERTISING KIT](#)

Description

Website for AANEM.

Content Focus

The purpose of the AANEM website is to provide relevant information to help neuromuscular specialists provide exceptional care to their patients. Content includes AANEM policies, products, programs, services, activities, and member-specific information. Timely news updates are posted regularly to the News Express section on the website's front page.

Primary Audience

Neuromuscular professionals as well as people interested in neuromuscular diseases (AANEM members, non-members, patients, and the general public).

Note: This is a public website.

Frequency

Content is posted regularly. There is no set schedule.

Statistics

The AANEM website's approximate average monthly pageviews is 68,000 and monthly unique pageviews is 53,000 based on a recent 12-month period. The same monthly information for the "home page" is 5,900 pageviews and 5,100 unique pageviews. The approximate average monthly pageviews from June through October for the "meeting pages" is 15,000 with 11,700 unique pageviews. Information about other pages is available upon request.

Publication Advertising



Member Mailing Insert.....\$1.10/insertion/ mailing

Get your message delivered to over 4,000 AANEM members when you include a promotion or educational print piece in an AANEM member mailing. Mailings include the AANEM Edge - member's printed newsletter (Feb. & Aug) and educational invited reviews or monographs for members.

Specifications

- Insert may not exceed 8.5" x 11"
- Insert pricing is for items up to 1 ounce

Mailing List Rental.....Price Varies

Mail your message directly to members of the AANEM or AANEM Annual Meeting attendees. Mailing list rental options and rates are available from InFocus Marketing at www.infocusmarketing.com/lists/aanem.

[AANEM MEMBER/ATTENDEE LIST](#)

Muscle & Nerve Journal Advertising.....Price Varies

Muscle & Nerve is the official medical journal of the AANEM and is an international and interdisciplinary publication of original contributions in both health and disease. This 100% paid subscription readership of over 4,000 members and 1,000 institutions provides a qualified audience for your advertising message.

[MUSCLE & NERVE RATE CARD](#)

Questions? Contact:

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