



February 21-24, 2023  
Hilton Anaheim  
Anaheim, California



## Sponsorship & Exhibitor Prospectus

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Association of Academic Physiatrists



# EXPERIENCE THE MAGIC OF THE AAP ANNUAL MEETING

## ASSOCIATION OF ACADEMIC PHYSIATRISTS (AAP)

The AAP represents over 2,700 leaders in physical medicine and rehabilitation (PM&R) at every career level. AAP members are influential key opinion leaders in the specialty, rising stars and early career physicians, and forward-thinking residents and fellows. They are decision-makers in leading rehabilitation hospitals, academic medical centers, and practices across the United States.

THEY ARE THE FUTURE OF THE PHYSIATRY.

### IMAGINE YOUR BRAND HERE

We offer various opportunities to get in front of and make meaningful connections with your target audience.

There is no substitute for in-person medical education and networking. That's why we're committed to another fully in-person meeting so we can share, learn, and grow together.

**WHAT TO EXPECT?** Attendees, exhibitors, and sponsors can expect the same collegial, intimate, and academic AAP community that you have come to know and love. Plus, much more!

**Build Your Network and Pipeline** – Attracting over 1,500 attendees each year, Physiatry '23 will bring together a worldwide community of practicing physiatrists, academic leaders, rehabilitation professionals, and trainees alongside leading companies, institutions and organizations. *Check out our exhibit booth, networking event sponsorships, and advertising opportunities!*

**Showcase Company or Institution as Best-In-Class** – Aligning your brand with Physiatry '23 is a can't miss opportunity to develop long-lasting loyalty and a positive reputation with the leaders of the specialty.

**Demonstrate Your Expertise and Leadership** – We elevate the essential role that rehabilitation plays in advancing independence and quality of life, giving you the venue to connect with a captive and targeted audience on the topics you care deeply about. *Sponsor hands-on demonstrations, small group presentations, or a highly attended lunch, breakfast, or happy hour symposium.*

**Learn and Grow** – Connections happy on and off the show floor at Physiatry '23. Exhibitors and sponsors are deeply integrated into the overall AAP and Physiatry '23 communities. *You are invited to participate in exceptional workshops and sessions and attend networking and social events throughout the meeting.*

## THE FUTURE OF PHYSIATRY HAPPENS HERE



# A Specialty with Growing Impact & Prominence

## What is a Physiatrist?

Physiatrists are physicians who specialize in physical medicine and rehabilitation (PM&R) — also referred to as physical and rehabilitation medicine (PRM).

Physiatrists emphasize the prevention, diagnosis, treatment and rehabilitation of people disabled by disease, disorder or injury.

Physiatrists use medicine, technology and innovation to manage a diversity of conditions involving the nervous and musculoskeletal systems, and focus on function, independence and quality of life.



## COMMON CONDITIONS TREATED

- Amputation
- Traumatic Brain Injury
- Concussions
- Cancer
- Cerebral Palsy
- Dysphagia
- Multiple Sclerosis & Other Neurological Conditions
- Muscular Dystrophy
- Osteoarthritis
- Parkinson's Disease
- Pain
- Spasticity & Movement Disorders
- Spinal Cord Injury
- Sports-Related Injuries
- Stroke

## COMMON PROCEDURES

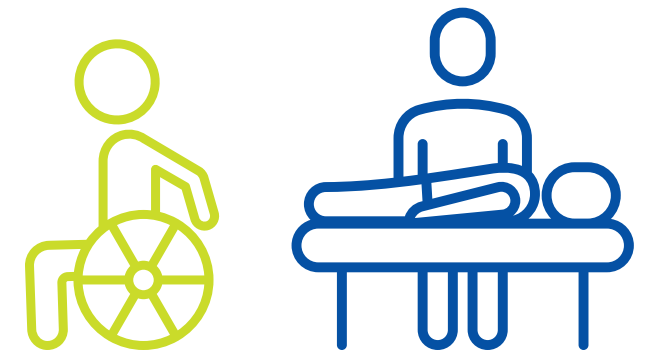
- Stem Cell Therapy/ Regenerative Medicine
- Musculoskeletal Ultrasound
- Electromyography (EMG)
- Nerve Conduction Studies
- Trigger Point Injections
- Peripheral Joint Injections
- Spasticity Management
- Image guided spinal diagnostics and injections, epidural injections, radiofrequency ablation, and other procedures such as acupuncture

## PM&R SUBSPECIALTIES

- Brain Injury Medicine
- Hospice & Palliative Medicine
- Neuromuscular Medicine
- Pain Medicine
- Pediatric Rehabilitation Medicine
- Spinal Cord Injury Medicine
- Sports Medicine

## OTHER AREAS OF INTEREST

- Rehabilitation Technology
- Orthotics and Prosthetics
- Gait Analysis and Solutions
- Fellowship and Career Opportunities
- Research Opportunities and Collaborations
- Medical Student, Resident, Fellow, and Physician Education
- Conferences and CME/MOC Opportunities



If you offer innovative products, services, and solutions that meet the needs of PM&R physicians and patients, **then you belong at Physiatry '23.**



# What’s Happening on the Expo Floor?



On the expo floor, exhibitors will meet physiatry and rehabilitation leaders and rising stars who are dedicated to improving patient care and moving their institutions and the specialty forward. Physiatry ’23 sponsors and exhibitors enjoy 10 non-competing exhibit hours and countless opportunities for you to maximize awareness. Space is always limited to ensure an intimate atmosphere and quality relationship building time.

## SHOW FLOOR ACTIVITIES

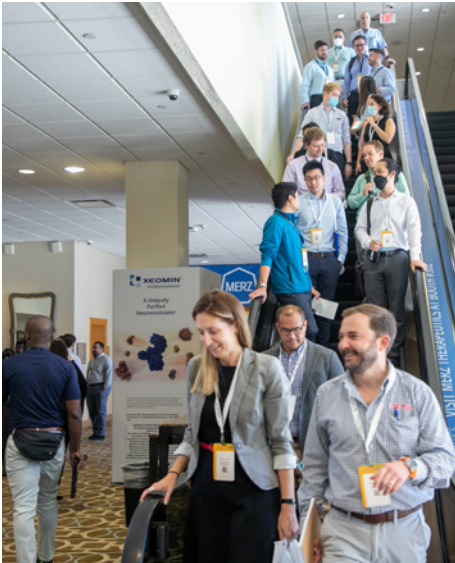
Various activities are happening on the Expo Floor to help drive traffic to your booth including all break functions (coffee and refreshments), Welcome Reception, Signature Lunch, Pop-up Presentations, Hands-on Demonstration Pods, and even a few surprises! Exhibitors are encouraged to organize raffles, meet-and-greets, and challenges for attendees.

## CENTRAL HUB LOCATION

The Physiatry ’23 Expo Hall is located at the heart of the meeting space on the main floor of the venue, the Hilton Anaheim, surrounded by Plenary Sessions, Breakout Educational Sessions, Poster Hall, Registration Area, and more. Attendees will be able to quickly access the Expo Hall and all it has to offer.

## COMMUNITY

AAP offers an interactive floor plan and exhibitor portal to empower exhibitors to select their own booth space and furniture, complete necessary tasks, and access important information such as the Exhibitor and Shipping Manual. Exhibitors receive regular communication and updates leading up to the meeting and a daily email each morning onsite indicating activities for the day to help exhibitors plan their booth appropriately and take advantage of down time to meet with physicians, take breaks, and attend educational sessions of interest.



“We really appreciate how focused the content is, and the intimate atmosphere of AAP — we made contact with quality prospects!”

— Past AAP Sponsor

## WHO EXHIBITS?

If you offer innovative products, services, and solutions that meet the needs of PM&R physicians and patients, then you belong at Physiatry ’23.

- Pharmaceutical Companies
- Mobility Devices/Systems
- PT, Orthotic and Prosthetic Devices/Services
- Regenerative Medicine Companies
- Pain Management
- Ultrasound & EMG Devices, Software & Supplies
- Physician Employment & Professional Services
- Rehabilitation Hospitals and programs
- Associations, Foundations, and Professional Societies

DOWNLOAD  
ONLINE AT  
[PHYSIATRY.ORG/  
ANNUAL MEETING](https://physiatry.org/annualmeeting)



- Past Exhibitors
- AAP Member Profiles



“This meeting is a game changer for PM&R doctors!”

Good for learning skills to teach and practice our specialty.”

— Francisco Bentz Brugal, MD, Founder & CEO of Rehabilitex



“The AAP meeting provides a forum to experience cutting-edge science, innovations in physiatry, as well as mentorship and networking in a congenial gathering. I look forward to it every year!”

— Preeti Raghavan, MD, Assistant Professor, New York University School of Medicine





# Exhibitor Registration Includes Recognition Before, During, and Following the Meeting:

- Two (2) full-access exhibitor badges per 10'x10' space
- Access to educational sessions and networking events alongside attendees
- Complimentary refreshments throughout conference
- Visibility on the Physiatry '23 mobile app and Final Program
- Company name, description and link on the Physiatry '23 online floor plan
- Recognition in the AAP e-newsletter before and after the meeting
- Discounted advertising opportunities with AAP throughout the year

### BOOTH FEES

Size	Type	Before Nov 1	After Nov 1
10x10	In-Line	\$2,500	\$2,800
10x10	Corner	\$2,800	\$3,100
20x10	Corner	\$5,000	\$5,300
20x20	Island	\$10,000	\$10,300
30x20	Island	\$15,000	\$15,300

*\*Early Bird pricing offered until November 15, 2022*  
*\*Discounts available for startups and nonprofit societies*  
*\*Additional badges can be purchased for a discounted fee*



## Enhance your presence at Physiatry '23!

Reserve the demonstration pod or pop-up presentation area in the Expo Hall and secure your sponsorship opportunity today. Opportunities are available on a first-come, first-serve basis.

# Schedule at a Glance\*

### TUESDAY, FEBRUARY 21

Registration Open	7:00am – 12:00pm
Exhibitor Setup	8:00am – 6:00pm
Pre-Conference Workshops	8:00am – 5:00pm
Fellowship & Job Fair	5:30pm – 7:00pm

### WEDNESDAY, FEBRUARY 22

Registration Open	7:00am – 4:00pm
Educational Sessions	9:30am – 5:00pm
Morning Coffee with Exhibitors	
Exhibit Hall Open	9:30am – 7:00pm
Afternoon Refreshments	
Poster Gallery Reception	5:00pm – 6:00pm
Welcome Cocktails in the Exhibit Hall then buses to the Physiatry Party	6:00pm – TBD

### THURSDAY, FEBRUARY 23

Registration Open	7:00am – 4:00pm
Educational Sessions	10:00am – 5:00pm
Morning Coffee with Exhibitors	
Exhibit Hall Open	9:30am – 7:00pm
Signature Lunch in Exhibit Hall	11:30pm – 1:00pm
Afternoon Refreshments	
Poster Gallery Reception	5:00pm – 6:00pm
Resident/Fellow Social Event	7:00pm – 9:00pm

### FRIDAY, FEBRUARY 24

Registration Open	7:00am – 4:00pm
Educational Sessions	10:00am – 5:00pm
Morning Coffee with Exhibitors	
Exhibit Hall Open	10:00am – 12:00pm
Exhibitor Breakdown	12:00pm

*\*This schedule is subject to change.*






“Great Expo Hall and layout to maximize booth flow. The social events were very well planned.”  
— Past AAP Sponsor

## VENUE INFORMATION

Hilton Anaheim  
777 W. Convention Way  
Anaheim, California 92802

## THREE EASY WAYS TO SIGN-UP

-  VISIT: [Physiatry.org/annualmeeting](https://Physiatry.org/annualmeeting)
-  CALL: 410-654-1000
-  EMAIL: Bernadette  
AAP External Affairs Director  
[brensing@physiatry.org](mailto:brensing@physiatry.org)

“This meeting is a fertile ground for exchanging new ideas and fostering new collaborations.”

— Gerard Francisco, MD, Chair, UT Health McGovern Medical School; Chief Medical Officer, TIRR Memorial Hermann Hospital (Houston, TX)



# Sponsorship Opportunities Deliver Big Impact

Sponsorships are the most effective way to make thousands of impressions among two key audiences — the top influencers in the specialty and the next generation of leaders. **The impact you make at Physiatry '23 will set the tone for and last the entire year to come.**

SPONSORSHIP LEVELS	DIAMOND \$100,000 +	PLATINUM \$75,000 and up	GOLD \$50,000 and up	SILVER \$25,000 and up	BRONZE \$15,000 and up
Registration Bag Insert or Email Shot	Both	Both	Choose 1		
Complimentary Registrations	3-5	2-4	1-3	1-2	1
Website, App, and Promotional Materials Recognition	Large	Big	Medium	Small	Smallest
Meal Sponsorship Opportunity	Lunch	Lunch	Breakfast	Break	
Advertisement in Final Program	Full Page	Full Page	Half Page	Quarter Page	
First choice of booth space	X	X	X		
30-Minute Meeting with AAP's Volunteer Leadership	X	X	X		
Option of Holding Private Industry-Sponsored Dinner Event or Satellite Symposium (additional fee may apply)	X	X	X		

You can also choose from various sponsorship opportunities to build your own package. Your level of support will be defined by the total amount of your contribution.

“Great interaction with leaders and ability to reach the future generation of physiatrists.” — Past AAP Sponsor



### Customized Packages

The AAP is happy to work with you to develop integrated sponsorships designed to meet your strategic goals and targets. Some of the most successful programs are a result of this type of collaboration.



### Educational Grants

Leave the planning to the AAP's Program Committee by supporting one or more of our 30+ CME sessions at Physiatry '23. Align your brand with high-quality education surrounding a topic of your choice.

### Digital Ad Campaigns

We offer custom digital ad campaigns, including retargeting opportunities, designed to reach your target audience.

### Keynote Speakers

Support one of the seven keynote sessions presenting critical and cutting-edge topics in the field of rehabilitation. Open to non-commercial sponsors only, this sponsorship includes a 5-minute introduction of your organization and the speaker.

# SPONSORSHIP OPPORTUNITIES: SPECIAL EVENTS & RECEPTIONS



### PRECONFERENCE WORKSHOPS

#### Various Opportunities

Participate in a variety of pre-conference workshops focused on Spasticity, Ultrasound, EMG, and more.

### RESIDENCY & FELLOWSHIP PROGRAM DIRECTORS RECEPTION

**\$25,000 / Exclusive**

These educators are shaping future physiatrists — from program development and training to accreditation and recruitment. Sponsor a 1.5-hour reception with an opportunity to provide a demonstration or brief presentation.

### RESIDENCY & FELLOWSHIP PROGRAM DIRECTORS LUNCH

**\$25,000 / Exclusive / NEW**

Following the Residency & Fellowship Program Directors Workshop, set yourself apart as the company providing lunch and a presentation or small group demonstration of your choice.

### RESIDENCY PROGRAM BREAKFAST

**\$30,000 / Exclusive**

Reach program directors and residents in one room with a breakfast presentation prior to the start of each group's workshops.

### RESIDENT/FELLOW LUNCHEON

**\$30,000 / Exclusive / HOT ITEM**

Establish your brand as a longstanding leader in the industry by gaining the loyalty of the future generation of physiatrists! Sponsorship includes prominent branding, the chance to present a brief demonstration or talk, and informal networking with in-training physiatrists.

### RESIDENT/FELLOW NETWORKING NIGHT

**\$30,000 / Exclusive**

In-training physiatrists come out in full force for the Resident/Fellow Social Event. Gain the loyalty of up-and-coming leaders in the specialty in this fun and informal setting. Ample signage is provided along with the unparalleled opportunity to network with residents and fellows.

### ADMINISTRATIVE DIRECTORS LUNCH

**\$10,000 / Exclusive**

Reach the business leaders of PM&R Departments across the country.

### PROGRAM COORDINATORS RECEPTION

**\$10,000 / Exclusive**

Mingle with the coordinators who make it happen at PM&R residency & fellowship programs across the country.



### POSTER GALLERY RECEPTION

**\$15,000 / 2 Available**

Over 1,500 poster boards (500 each day) will be displayed and presented in the AAP Poster Gallery. This high-visibility sponsorship directly connects your company to the goal of providing exceptional scientific research and studies. Receptions will include informal networking, hors d'oeuvres, and drinks.

### PROGRAM FOR ACADEMIC LEADERSHIP (PAL) RECEPTION

**\$15,000 / Exclusive / NEW**

Be the official sponsor of the reception that brings together 50+ of today's academic leaders and rising stars for networking, food, and drinks. Many of today's department chairs and medical directors are graduates of the AAP's PAL.

### CHAIR NETWORKING DINNER

**\$15,000 / Exclusive / NEW**

Reach the leaders who control the budgets of PM&R Departments across the country.





SPONSORSHIP OPPORTUNITIES: SYMPOSIUMS



SATELLITE SYMPOSIUMS

Pre/post conference half day  
(3-4 hour) presentation - \$75,000

Demonstrate your expertise and provide education to the most influential physicians in PM&R in a CME or non-CME Satellite Symposium. Sponsorship includes:

- Meeting space with seating capacity for up to 250 attendees
- Standard AV (projector, laptop, screen, lavalier microphone, table microphone, and wireless slide advancer)
- Session listing on the Physiatry '23 website, digital and print program, mobile app, and on-site signage

LUNCH & LEARN PRESENTATION

(12:00pm-1:00pm)

\$30,000 / 5 available / **HOT ITEM**

Nourish attendees' bodies and minds with a one-hour presentation and/or demonstration with lunch. AV/FB is included for up to 150 attendees. Events may be open to all attendees or by invitation only. *Must be an exhibitor.*

HOT BREAKFAST SYMPOSIUM

(7:00am-8:00am)

\$20,000 / 4 available / **HOT ITEM**

Start an attendee's day off right with a one-hour presentation and/or demonstration with hot breakfast. AV/FB are included for up to 150 attendees. Events may be open to all attendees or by invitation only. *Must be an exhibitor.*

HAPPY HOUR SYMPOSIUM

(5:00pm-6:00pm)

\$25,000 / 2 available / **HOT ITEM**

Allow attendees to wind down after a full day of sessions with a one-hour presentation and/or demonstration with cocktails and snacks. AV/FB is included for up to 150 attendees. Events may be open to all attendees or by invitation only. *Must be an exhibitor.*



DEMONSTRATION POD

\$12,500 / 5 available / **HOT ITEM**

Rent the Demonstration Pod in the Exhibit Hall, which includes demonstration stations and electricity in a lounge-style space designed for small group interactions. The Demonstration Pod is located next to the refreshment station and can be rented during morning and afternoon refreshment breaks (30-45 minutes). *Must be an exhibitor.*

POP-UP PRESENTATION

\$12,500 / 6 available / **HOT ITEM**

Secure a Pop-Up Presentation, which includes a presentation stage, AV, and seating for approximately 50 attendees. The Pop-Up Presentation area is located next to the refreshment station and can be secured during morning and afternoon refreshment breaks (30-45 minutes). *Must be an exhibitor.*

CONFERENCE MATERIALS



LANYARDS

\$20,000 / Exclusive / **HOT ITEM**

See your company's logo on the official lanyard holding attendee's badges. Lanyards are distributed to all attendees and must be worn to gain access to sessions and events. Your logo will be visible in nearly all post-event photography and videography, extending your reach long after the event ends.

TOTE BAGS

\$20,000 / Exclusive

Increase your visibility on a branded tote bags with your company's name, logo, and website given to all attendees to use throughout the conference. You may also include one piece of literature or a branded giveaway in bags.



LEARNING JOURNALS & PENS

\$15,000 / Exclusive

Attendees will see your logo as they jot down notes and contact information from colleagues around the globe. Each attendee will receive a learning journal and pen with their registration packet.



HOTEL KEY CARDS

\$20,000 / Exclusive

Be 'in the pocket' of every attendee. Hotel Key Cards provide exposure multiple times each day. They are the first thing attendees receive upon check-in and the last item they use before heading home.



HOTEL DOOR DROP OR WELCOME PACKAGE

\$10,000 - \$15,000

Deliver sponsored promotional literature directly to attendees' rooms. Literature may be printed on both sides and should measure no larger than 8.5" x 11."

COFFEE CUP SLEEVES

\$5,000 / Exclusive

Have your full-color logo 'in hand' when attendees take a break from educational sessions to browse posters, network with colleagues, and learn from exhibitors.



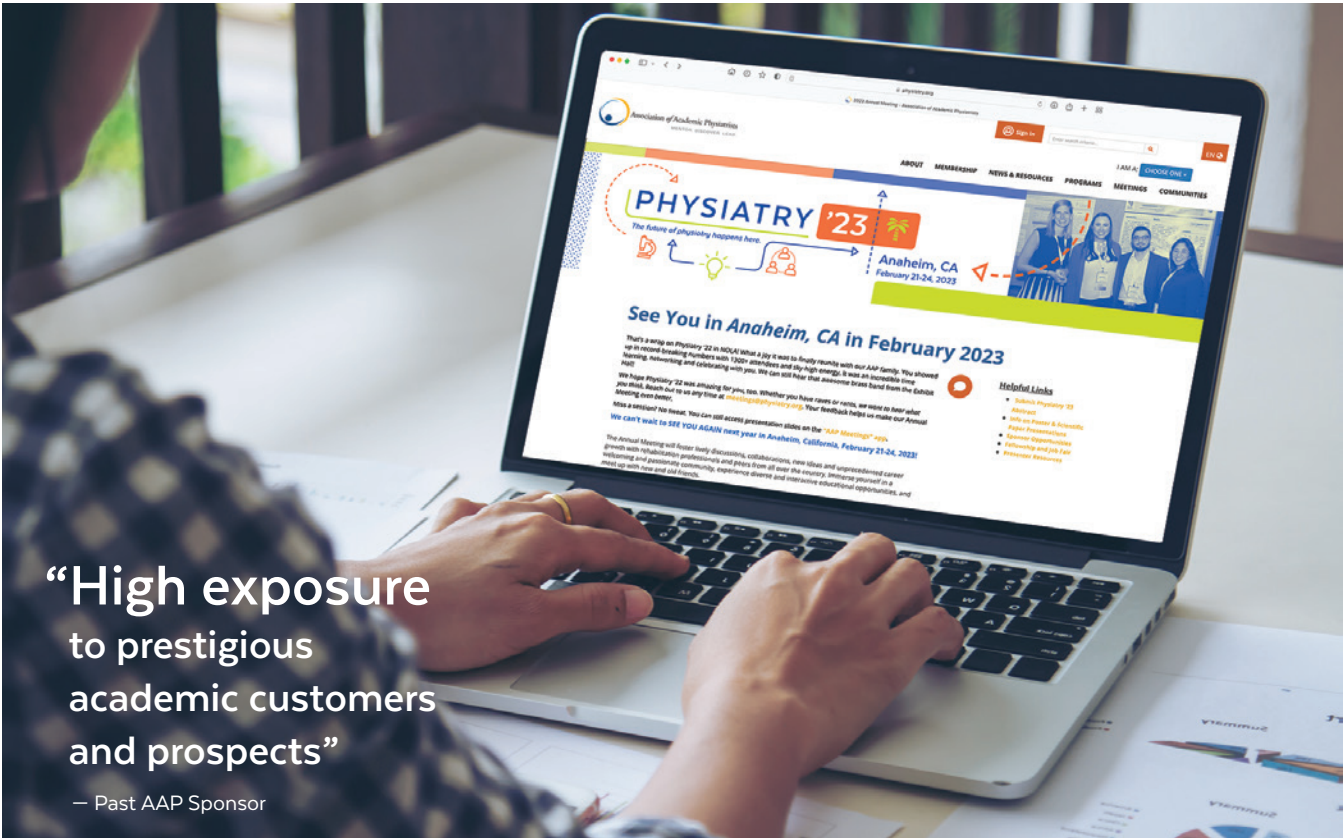
"It's the best venue to learn from and network with fellow colleagues and experts in the field of PM&R."

— Roderick Sembrano, MD, Staff Physiatrist, Northeast Rehabilitation Hospital





SPONSORSHIP OPPORTUNITIES: DIGITAL OPPORTUNITIES



“High exposure  
to prestigious  
academic customers  
and prospects”

— Past AAP Sponsor

WIFI ACCESS & LANDING PAGE

\$30,000 / Exclusive

Your company can make it possible for attendees to access meeting information, presentation files, personal emails and more. The WiFi password will be your company’s name!



MEETING APP

\$30,000 / Exclusive

The mobile app will showcase your company’s splash screen advertisement each time they open it. Opportunities for leaderboard advertisements are also available. Pre-meeting emails regarding app information will be sent to attendees with recognition of your company.

PHYSIATRY '23 WEBSITE BANNER

\$20,000 / Exclusive

Be the exclusive sponsor of the Physiatriy '23 website — hosting the online schedule, handouts, speaker bios, and more. This advertising opportunity runs from September 2021- April 2022.

ELECTRONIC SIGNAGE

Various

You message on electronic signage throughout the Physiatriy '23 meeting space.

REGISTRATION CONFIRMATIONS OR DIGITAL NEWSLETTER BANNER

\$5,000 / Exclusive

Include a banner advertisement linked to your website in our Physiatriy '23 e-newsletter (daily emails sent to all attendees outlining the day’s activities)

VIRTUAL PRESENTATION

(up to 60-mins)

\$20,000

Offered as an on-demand educational option for all AAP attendees and members.

SPONSORSHIP OPPORTUNITIES:  
LARGE SCALE BRANDING OPPORTUNITIES

Various Opportunities – contact Bernadette Rensing for packages and pricing

- WELCOME HANGING BANNERS
- STAIR CLINGS
- WINDOW CLINGS
- COLUMN WRAPS
- ESCALATOR CLINGS
- WALL GRAPHICS
- GOBO GRAPHICS
- FLOOR CLINGS



SPONSORSHIP OPPORTUNITIES: ADVERTISING

PRELIMINARY PROGRAM AD

\$2,500

Limited to 10 advertisers

Make sure your company is prominently placed on the first Annual Meeting communication of the year. Preliminary Programs are mailed to over 8,000 physicians. Content is due to the AAP by August 31, 2022.

FINAL PROGRAM ADVERTISEMENTS

\$1,000

Limited to 10 advertisers

Distributed to all attendees upon registration, this go-to guide is widely used for scheduling and event information, as well as session, networking and exhibitor details.

REGISTRATION BAG INSERT

\$2,500

Share your promotional materials in official conference bags distributed to attendees at registration. Literature may be printed on both sides and should be no larger than 8.5” x 11.”

ON-SITE METER BOARD ADS

\$2,500

Towering on a customizable 4’x8’ meter board, your advertisement will be placed in a high-trafficked area of the meeting and provides hundreds of daily impressions.







Association of Academic Physiatrists

10461 Mill Run Circle, Suite 730  
Owings Mills, MD 21117



Become a part of our global community by  
exhibiting and sponsoring at **Physiatry '23**

**1500+ ATTENDEES**

**52** Total Booths Available

**40** Premier Sponsorship Opportunities

PRECONFERENCE  
February 21, 2023

EDUCATION DATES:  
February 22-24, 2023

EXHIBIT DATES:  
February 22-24, 2023

**Secure Your Sponsorship & Exhibit Space Today!**

**410.654.1000 | [brensing@physiatry.org](mailto:brensing@physiatry.org) | [Physiatry.org/annualmeeting](https://Physiatry.org/annualmeeting)**