

Exhibitor Prospectus

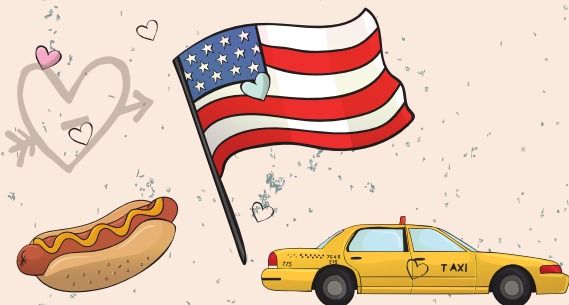


MARCH 24–28, 2018

aium

New York Hilton Midtown

The event for medical ultrasound.



American Institute of Ultrasound in Medicine
www.aium.org

The Medical Ultrasound Event of the Year

Customers, quality leads, experts. When it comes to medical ultrasound, there is only one event every year that brings together experts from more than 20 medical ultrasound specialties who are searching for new and innovative solutions to improve patient care:

The American Institute of Ultrasound in Medicine (AIUM) Annual Convention provides you a unique opportunity to engage with a cross-section of medical experts across numerous specialties, all focused on medical ultrasound.

For 2018, the AIUM has created several new opportunities designed to help you engage with more potential customers, gather feedback in innovative ways, and meet your event goals:

- ❖ **Double the Hands-on Sessions.** We doubled the number of hands-on Learning Labs. Not only do attendees love these sessions, but they provide a way to get your equipment and materials into the hands of users right away.
- ❖ **Industry Symposia.** You want to interact with customers and the NEW Industry Symposia provide a unique way to do that. You direct the session, the content, and the learning!
- ❖ **Exhibit Hall Events.** We added evening receptions and an interactive attendee experience to increase exhibit hall traffic.
- ❖ **Lead Retrieval.** Exhibiting companies have asked AIUM for a lead retrieval system. You will have it in 2018.
- ❖ **Enhanced Digital Engagement.** From an event app to direct messaging to dedicated email promotion, the AIUM has created new ways to engage with event attendees.

This is just a sample of what's available at the 2018 AIUM Convention. Whether your goal is to meet new customers or enhance relationships with existing clients, at AIUM, you will have the opportunity to meet with decision makers face-to-face to discuss new products, receive feedback, and meet your event goals.





More than 1200 attendees are expected to join us at the New York Hilton Midtown in NYC from March 24–28, 2018.



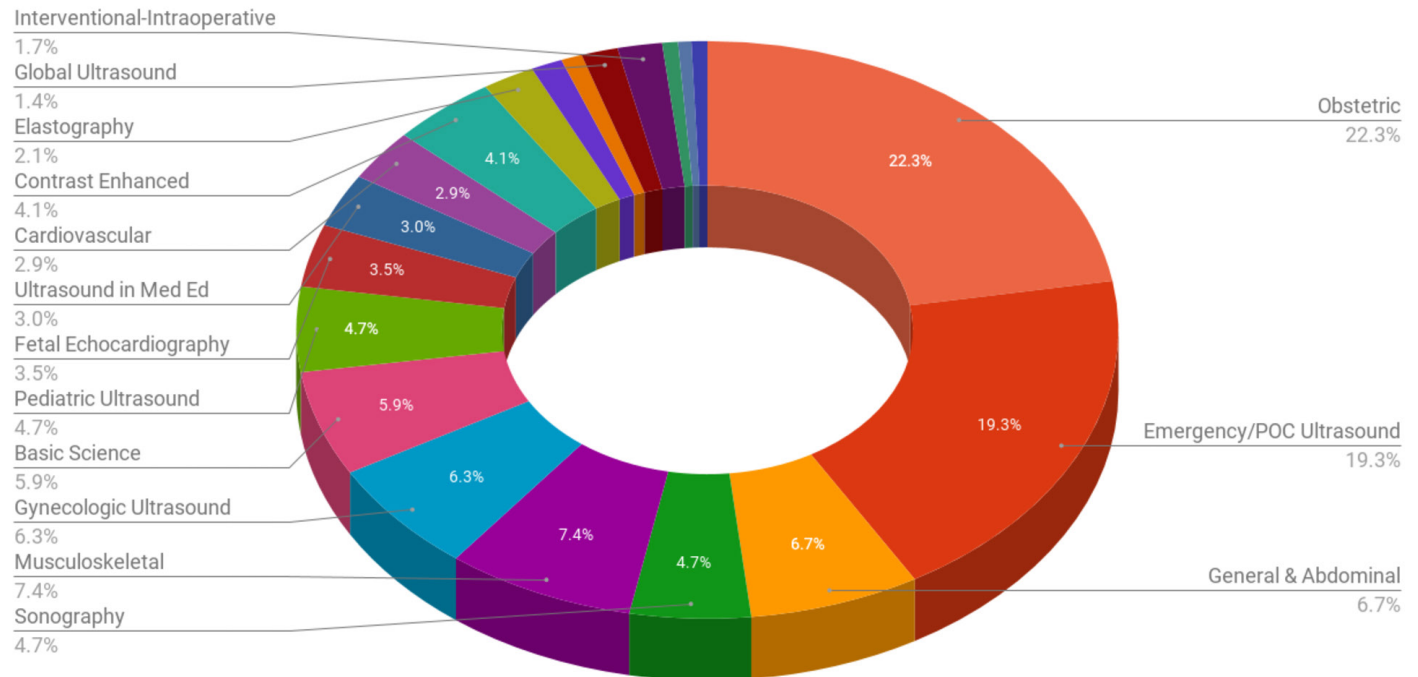
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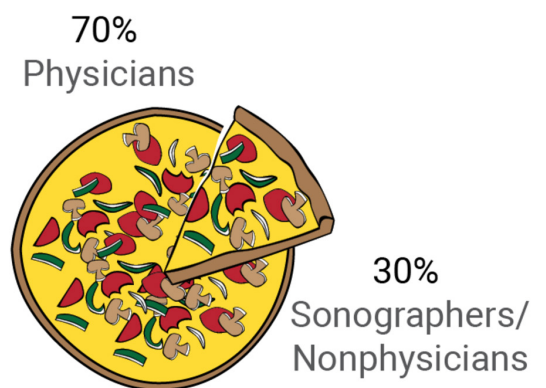
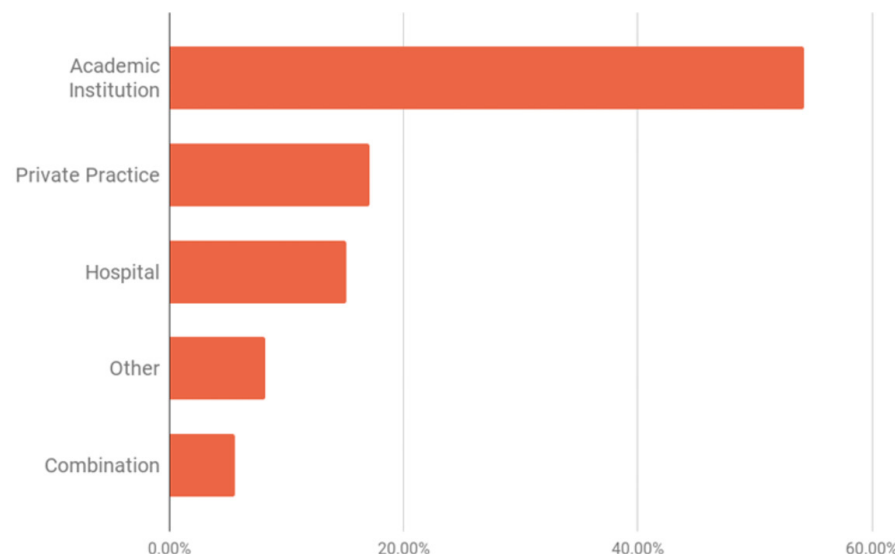
Demographics

Connect with physicians, sonographers, scientists, students, and other health care providers who use ultrasound.

Primary Interest



Practice Type





Feedback

- ❖ **94% of attendees** said the AIUM Annual Convention improved their professional competency.
- ❖ **91% of attendees** said they would recommend the AIUM Convention to their colleagues.

We asked attendees to describe the AIUM Convention in 1 word:



Past Exhibitors/Sponsors

- ❖ 3D Systems, Healthcare
- ❖ 7D Imaging, Inc
- ❖ Acertara Acoustic Laboratories, LLC
- ❖ AdEchoTech
- ❖ ALPINION MEDICAL SYSTEMS USA
- ❖ American Registry for Diagnostic Medical Sonography (ARDMS)
- ❖ American Registry of Radiologic Technologists (ARRT)
- ❖ American Society of Echocardiography (ASE)
- ❖ Analogic Ultrasound
- ❖ AS Software, Inc
- ❖ BK Ultrasound
- ❖ Bracco Diagnostics
- ❖ CAE Healthcare
- ❖ Carestream Health
- ❖ Center for Fetal Diagnosis and Treatment at The Children's Hospital of Philadelphia (CHOP)
- ❖ Chison Medical Imaging Co, Ltd
- ❖ CIRS
- ❖ CIVCO Medical Solutions
- ❖ Clarius Mobile Health Corp
- ❖ ContextVision
- ❖ Cook Medical
- ❖ CS Medical
- ❖ Digisonics
- ❖ Elsevier
- ❖ Esaote
- ❖ Fetal Medicine Foundation, USA (FMF)
- ❖ FUJIFILM SonoSite, Inc
- ❖ Gammex, A Sun Nuclear Company
- ❖ GE Healthcare
- ❖ Global Medical Imaging (GMI)
- ❖ Gulfcoast Ultrasound Institute
- ❖ Hays Innovations
- ❖ Hitachi Aloka Medical
- ❖ HR Pharmaceuticals, Inc
- ❖ IEEE-UFCC Society
- ❖ Imorgon Medical, LLC
- ❖ Johns Hopkins Center for Fetal Therapy
- ❖ JP Medical Publishers
- ❖ Konica Minolta Medical Imaging
- ❖ Kyoto Kagaku Co, LTD
- ❖ Lexmark Healthcare
- ❖ Lippincott Williams & Wilkins
- ❖ Medaphor Ltd
- ❖ MedCorp
- ❖ Mercy
- ❖ Mindray North America
- ❖ Nanosonics
- ❖ Parker Laboratories, Inc
- ❖ Philips Healthcare
- ❖ Radiological Society of North America (RSNA)
- ❖ Remote Medical Technologies
- ❖ Samsung Electronics America, Inc
- ❖ Siemens Medical Solutions USA, Inc
- ❖ SIMnext
- ❖ Society for Maternal-Fetal Medicine (SMFM)
- ❖ Sonodepot, Inc
- ❖ Sonoscanner, US
- ❖ SonoScape Medical Corporation
- ❖ SonoSim, Inc
- ❖ SonoSite
- ❖ Sonultra Corporation
- ❖ Sound Ergonomics, LLC
- ❖ St. David's North Austin Medical Center
- ❖ Studycast by Core Sound Imaging, Inc
- ❖ SuperSonic Imagine
- ❖ Telexy Healthcare, Inc
- ❖ Terason Ultrasound
- ❖ Texas Children's Fetal Center
- ❖ Texas Tech University Health Sciences Center El Paso
- ❖ The Fetal Center at Children's Memorial Hermann Hospital
- ❖ Toshiba America Medical Systems, Inc
- ❖ Trice Imaging, Inc
- ❖ UCSF Medical Center
- ❖ UltraLinq Healthcare Solution, Inc
- ❖ Vascular Pathways, Inc
- ❖ Verasonics, Inc
- ❖ WinProbe Corporation
- ❖ World Federation of Ultrasound in Medicine and Biology (WFUMB)

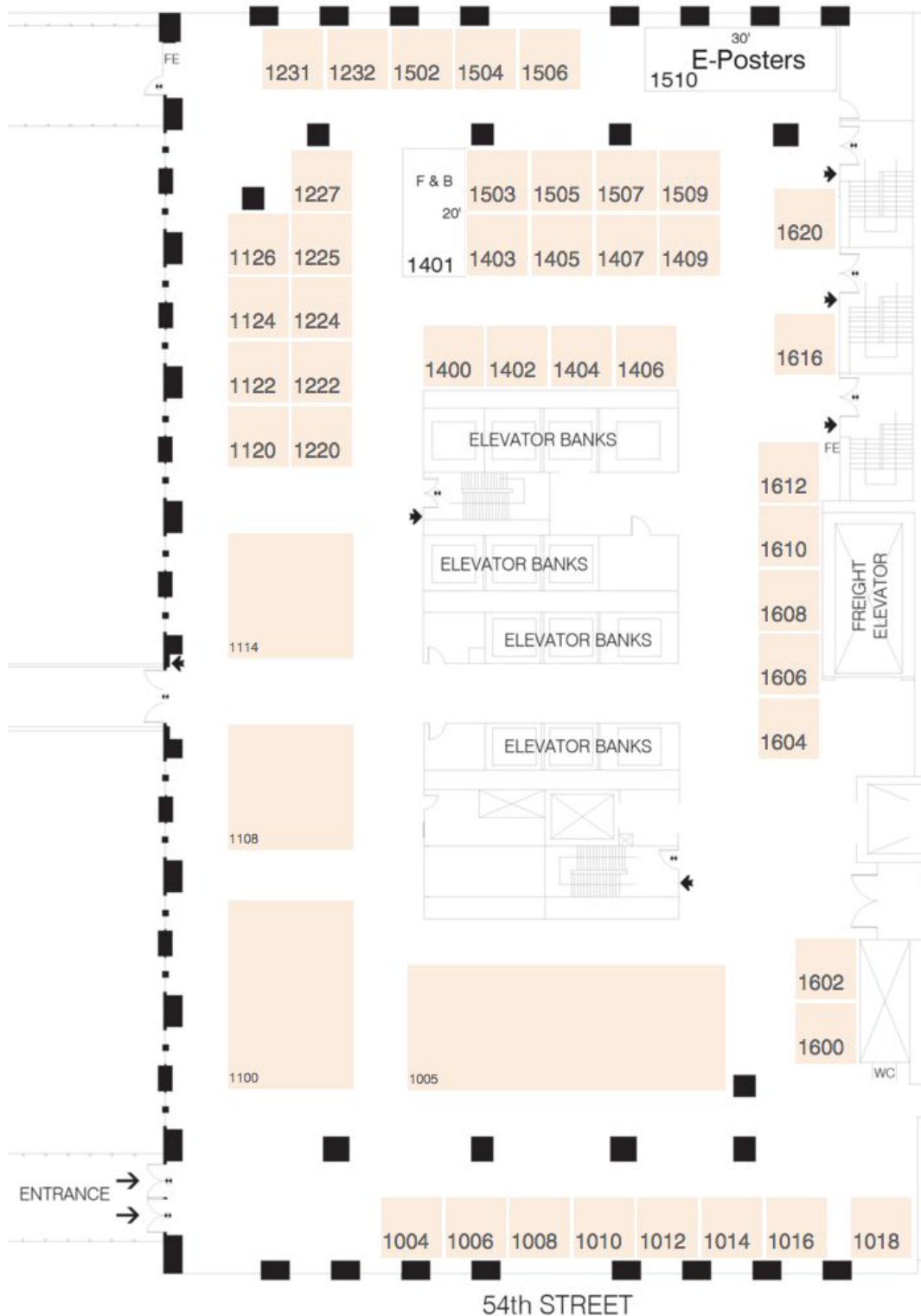
Who Should Exhibit/Sponsor?

Organizations specializing in the following should exhibit/sponsor:

- ❖ Diagnostic genetic testing
- ❖ Diagnostic imaging portfolios
- ❖ Diagnostic ultrasound systems
- ❖ Digital radiography
- ❖ Electronic health records
- ❖ Examination administration
- ❖ Fetal diagnosis and treatment
- ❖ First-trimester screening (FTS) training
- ❖ Handheld ultrasound scanners
- ❖ Healthcare and technical professionals recruitment
- ❖ Infection control
- ❖ Mammography quality assurance
- ❖ Obstetric medical services
- ❖ Online ultrasound training
- ❖ Physician certification
- ❖ Picture archiving
- ❖ Portable, point-of-care ultrasound
- ❖ Research systems
- ❖ Ultrasonic equipment suppliers
- ❖ Ultrasound manufacturers
- ❖ Ultrasound repair
- ❖ Ultrasound reporting and image management
- ❖ Virtual reality training simulator



Exhibit Hours & Floorplan



SUNDAY, MARCH 25

4:00 pm – 6:30 pm

Evening Networking
Reception

MONDAY, MARCH 26

11:30 am – 6:30 pm

Morning and
Afternoon Breaks
Evening Networking
Reception

TUESDAY, MARCH 27

9:30 am – 3:30 pm

Morning and
Afternoon Breaks





Exhibit Package

As an exhibitor, you'll be part of a select group of companies that will distinguish you from the competition. Talk with potential clients in an intimate setting designed to maximize exposure.

Fees

10' x 10'	\$3,400
Corner	\$250 additional

All exhibitor booth reservations must be submitted with full payment.

Package

- 8' background and 3' side drape
- 7" x 44" sign with exhibitor name and booth number
- 5 complimentary exhibit hall only registrations for booth personnel per 10' x 10' if names are submitted by February 23, 2018. (Separate registration/fee required to earn CME credits.)
- 1-time use of the preconvention and post-convention attendee mailing lists (e-mail and phone not provided)
- Company profile in the mobile app
- Company name listing in the Final Program
- 1 copy of the Final Program

Notes

- Benefits are based on each 10' x 10' space purchased
- Booth personnel may attend scientific programs (if space is available) exclusive of CME credits.
- Ticketed events not included.

Cancellation Policy

The AIUM will refund the exhibit fee less a service charge of \$500 for any cancellation request received in writing by December 1, 2017.



























Marketing & Promotional Opportunities

The AIUM Annual Convention provides an opportunity for you to promote your products and services, maximize your brand exposure to all specialties utilizing medical ultrasound, and engage with leaders. The AIUM has created several new marketing and promotional avenues designed to help you meet your event goals. We have also revamped our event recognition program that provides even more return for your investment.

Event Recognition

AIUM 2018 recognizes multiple levels of support; all conference advertising, sponsorships, symposia, and receptions are chosen individually but may be combined to achieve the listed sponsor levels.

All sponsors are acknowledged on the AIUM 2018 website and on onsite signage.

BENEFIT	Elite >\$25,000	Signature >\$15,000	Premium >\$10,000	Patron >\$5000
Acknowledgement in all preconference marketing (brochures and E-blasts)				
First right of refusal for previously sponsored items				
Sponsor ribbons				
Acknowledgement and hyperlink on conference website				
Logo on onsite signage				
Sponsor level signage in front of booth				
Sponsor icon next to description in mobile app and onsite program				
One opportunity for the NEW Exhibit Hall-based Scavenger Hunt in the mobile app				
One additional full-conference registration				





New for 2018

EVENT APP



The AIUM event app will be the primary method of communication during the Annual Convention. Attendees will use the app to plan their schedules, read about sessions, learn about exhibitors, and engage in digital activities. There are several opportunities for you to utilize this service to meet your event goals.

Exhibit Hall Scavenger Hunt

\$2,500

This Exhibit Hall activity is both a fun networking activity and exhibit booth traffic driver where everyone's a winner. Using the app, attendees must visit your booth, scan a QR code on a sign branded with your logo, and then answer a question that you provide. AIUM will award prizes to randomly selected attendees who complete the scavenger hunt. Winner's names will be displayed in your booth to help drive traffic. A grand prize winner will be announced Tuesday during the afternoon break in the Exhibit Hall. Attendee must be present to win.

Banner Ad on Exhibitor Page

\$1,500

Promote your company with a banner ad on the Exhibitor mobile app page.

Event App Splash Screen

\$10,000

Invest in this high-visibility sponsorship opportunity. The splash screen is the first thing attendees view when launching the 2018 AIUM Convention Event App on their phone or tablet. Dimension requirements for artwork: Tablet, horizontal: 2048 w x 1536 h, vertical: 1536 w x 2048 h; Smartphone, horizontal: 1920 w x 1080 h, vertical: 1080 w x 1920 h.

Push Notifications

\$400 per notification (2 available per day)

Send out a text alert to each attendee through the conference app. This alert will pop-up on each attendee's phone that has downloaded the app. Use it to remind attendees to stop by your booth, announce a raffle, or showcase a product demonstration time. The text is limited to 115 characters.

Virtual Tote Bag Insert

\$1,500

Take your message directly to attendees by placing your virtual company flyer in the virtual tote bag within the mobile app.



Reach Your Market, Achieve Your Goals

SonoSlam

\$10,000

AIUM's SonoSlam is an exciting and challenging medical student ultrasound competition.



Schools from across the country compete in a variety of ultrasound challenges throughout the day to determine which school will win the Peter Arger Cup. This event is geared toward medical school students.

As the exclusive headline sponsor of this student-based ultrasound competition, sponsorship benefits include:

- Logo and sponsorship acknowledgement on all marketing for this event including: website, onsite program book, signage, and event mobile app;
- Opportunity to provide information, handouts, gifts to all participants;
- Banner ad in all SonoSlam exclusive E-blasts;
- Opportunity to participate in the presentation of the event awards; and
- Numerous social media mentions as the exclusive sponsor with a short Facebook Live video during the event.

E-Posters

\$10,000

Support the abstract posters and the valuable information they provide. This opportunity includes both the onsite poster displays for attendees and the online database and display for ALL AIUM members. They can view all posters in each category with easy-to-view great visibility and exposure with live viewing of the latest technology, research, and findings in medical ultrasound.

As the exclusive sponsor of E-posters, benefits include:

- Logo and sponsorship acknowledgement on all marketing for e-posters including: website, onsite program book, signage, and mobile app
- Numerous social media mentions as the exclusive sponsor
- Customized onsite signage adjacent to the E-posters kiosk





Reach Your Market, Achieve Your Goals

New Investigator Award

\$2,500

Your support honors and encourages excellence in the quality of ultrasound now and in the future. Through a peer-review process, the AIUM recognizes residents, fellows, faculty members, and sonographers who have been in practice for fewer than 5 years and work in ultrasound, including in the fields of medicine, veterinary medicine, allied health, basic or applied science, and engineering. They must submit as the sole author an abstract describing original scientific research in the field of medical ultrasound. Up to 2 prizes are awarded at the Plenary Session on Monday, for clinical research and/or nonclinical research.

Facebook Live Interview During the Convention

\$2,500

AIUM will host a series of short Facebook Live interviews during the AIUM Convention (1 company per day). Each package will consist of 3 short interviews over the course of the day. The topics and duration of each video will be agreed upon prior to the Convention, although shorter videos tend to do better. AIUM has more than 14,000 page likes (11% increase over last year) and Facebook continues to be the biggest social media driver for the association.

Tweet Chat During Convention #aium18

\$2,500

AIUM will host a 30-minute live Tweet chat with your company on a mutually agreed topic and day (only 1 Tweet chat per day). The AIUM's Twitter page continues to increase in numbers, it currently has more than 6800 followers, a 32% increase over last year. In addition, Twitter activity associated with the AIUM's Annual Convention has increased substantially over the last few years. Last year, more than 500 individuals were active on Twitter using AIUM's hashtags during the convention; resulting in more than 5.5 million impressions.

Directional Signage

\$2,000 (3 available)

Advertise with company graphics and logos on the AIUM 2018 directional signs. These signs measure approximately 1 meter wide x 3 meters tall. Advertisers have 1 ENTIRE side for their graphics.



Reach Your Market, Achieve Your Goals

Escalator Advertising

\$2,500 (additional advertising costs applicable)

Maximize your exposure in high traffic areas. A company-branded escalator is sure to grab the attendees attention.

Floor Sticker

\$1,500

Floor stickers lead attendees from the Exhibit Hall entrance to your booth. These stickers will feature your custom graphics along with the AIUM 2018 logo. This package includes a total of 5 floor stickers, with an approximate size of 2' x 2'.

Hotel Room Drop

\$2,000 (additional hotel fees applicable)

Have your literature or product sample delivered to each attendee's hotel room. An additional hotel fee per room will apply.

Hotel Room Key

\$2,000 (additional hotel fees applicable)

Place your custom graphics on the HQ hotel room keys. Every guest at the New York Hilton Midtown, will receive a keycard with your company's message on it. The key card is something that is looked at many times throughout their stay and will leave an imprint on everyone's mind. Additional hotel fees and production costs apply.



Morning Walk/Exercise

\$2,000 (per day)

Pack your walking shoes! Get attendees started off on the right foot by sponsoring this daily exercise activity. The walk will take place each morning at 6:00 am.

Elevator Wraps

\$2,500 (additional advertising costs applicable)

Elevator wraps are a unique and captive communication medium for messaging to your current customers and prospects. Announce your new product or reinforce your key message as you promote your organization to every attendee at AIUM 2018. Your custom graphics will appear on each elevator door on the third floor. As the doors open and close, AIUM attendees can see your custom graphics. This is constant exposure throughout the day!





Print and Online Advertising

*There are several options to utilize **print advertising** for your marketing message.*

Journal of Ultrasound in Medicine Advertising

Put your message in front of medical ultrasound professionals by placing an advertisement in the *Journal of Ultrasound in Medicine (JUM)*. Sponsoring/exhibiting companies will receive a discount on JUM advertising by contacting MJ Drown at Wiley for more information. She can be reached at mdrown@wiley.com or 781-388-8341.

Tote Bag Insert

\$3,000

Take your message directly to attendees by placing your company flyer in each conference tote bag.

*There are several options to utilize **online advertising** for your marketing message.*

Dedicated Convention E-Blast Advertisement

\$3,000

Promote your company or product with a banner ad in AIUM E-blasts promoting the convention. Your customized graphics and hyperlink can be changed for each message.

Custom E-Blast

\$3,000 (8 available)

Releasing a new product? Hosting a reception? Want more qualified leads? Drive traffic to your booth, meeting, or event with a customized E-blast to all registered attendees. Each E-blast is unique to the sponsoring entity and the message and graphics are completely customized. AIUM will send out 2 per week in the month preceding the convention.



Key Events & Meetings

New! Learning Labs

Put your equipment directly in attendees hands during these CME Learning Labs! The 2nd Floor of the Exhibit Space is devoted to showcasing our Exhibitor's equipment.

Learning Labs are the most requested sessions from our attendees. This year we will have twice the amount of labs of last year! 15 Learning Labs: 1 at every educational time slot. We asked our Communities to develop programing that would keep this room busy throughout the convention. Learning Labs during the convention have been developed by the AIUM and its Communities:

- Interventional-Intraoperative Ultrasound (4)
- Point-of-Care Ultrasound (1)
- High Frequency Clinical and Preclinical Imaging (1)
- Cardiovascular Ultrasound (1)
- Urology (1)
- Obstetric Ultrasound (2)
- Musculoskeletal Ultrasound (3)
- Elastography (1)
- Dermatology (1)

We have also saved time for you to bring your customers up during the lunch hour each day to show what your machines can do.

For in-kind equipment donation, contact Danielle Delanko at ddelanko@aium.org.

Meeting Rooms/Hospitality Suites

You can rent meeting room space for your hospitality suite/private meetings with attendees, clients, and/or internal sales representatives.





Key Events & Meetings

New! Industry Satellite Symposia

\$12,000

Educate attendees with your own speakers and in your own style and format!

Create your own event—product demonstration, educational session, or research findings—with your own selected faculty. Industry Symposia are an excellent opportunity to provide educational content to interested attendees regarding your products/services. This opportunity can support your marketing strategy by reaching a core group of attendees with a targeted message.

The Industry Symposia can be as long or as short as you choose within the time-frame provided. You have complete control over the speaker and educational content.

The symposia are not part of the official AIUM meeting; however, they can be scheduled during the allotted hours of the AIUM meeting.

Opportunities Available:

Pre-Convention Lunch (2 opportunities available)

Saturday

12:00 pm–1:00 pm

Attendees could be Sonoslam participants and/or OB-GYN Postgraduate Course Participants

Convention Breakfast (3 opportunities available each day)

Monday, Tuesday, Wednesday

7:00 am–8:15 am

Educational events can be held within these time frames. Final times are chosen by the host. Symposia do not need to start at the designated time—but they must finish by the designated end time. Space available an hour prior, if necessary.

Pricing includes:

- Preregistration list of conference attendees (mailing address only)
- One e-mail to all AIUM attendees with details on your symposium
- Listing of symposium title, faculty, location, and sponsoring company with description in onsite program
- Listing of symposium title, faculty, location, and sponsoring company with description on AIUM website and mobile app
- Room rental
- Podium
- Speaker microphone/wireless lavalier
- Projector screen
- Audio mixer
- Desktop computer and laptop
- Audio/Visual technician before and during presentation
- 6' desk with 2 chairs outside of meeting room



This fee DOES NOT include:

- Catering costs
- Captured Audio/Visual content
- Education content
- Accreditation or approvership
- Faculty management, fees/honorarium, travel
- Presentation materials/hand-outs

Terms and Conditions

Joint ventures or combined exhibitor events are allowed; however, 1 company name must be listed as the event host. This company must be an AIUM 2018 exhibitor. All marketing partners and educational contractors must be approved by AIUM.

Content

- AIUM reserves the right to not accept a symposium topic if it is determined to be not in alignment with AIUM's vision, mission, and strategic goals.
- Space is assigned on a first-come, first-served basis. Space will NOT be assigned or held without a complete registration form and full payment.

Marketing

- When promoting an exhibitor symposium, the symposium must be mentioned as a "[Company name] satellite symposium," and not a "session" or "seminar." In addition, the host company's name must be tied to the event name.
- Other acceptable references include:
Breakfast (or Evening) Symposium hosted by [Company Name]
[Company Name] Symposium or Reception
[Event Name] hosted by [Company Name]
- An alternative to "hosted" that AIUM will allow is "convened." There cannot be any implication of AIUM endorsement.

CME Credit

- Companies are responsible for making their own CME provider arrangements. AIUM does not provide or approve CME credit for any exhibitor-sponsored event.
- Educational symposia are separate from hospitality events. Social elements, including a band, DJ, etc., are not suitable for educational symposia.
- AIUM will do its best to separate the hospitality events from educational symposia to ensure an appropriate atmosphere.

A complete service kit will be available upon completion of signed registration form and payment in full.





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NEW YORK CITY

New York Hilton Midtown

