

Corporate Recognition

Support Recognition Structure

We have extended and enhanced the ways in which corporate supporters are acknowledged so as to ensure that our members know who you are. We have also added additional options that will enable your corporate dollar to further your recognition, which will increase your priority points.

Because the AIUM's annual convention is in June and we want to recognize the appropriate companies in the convention's final program, recognition begins in June and the level of benefits is based on money received between March 31 of the previous year and April 1 of the current year. For example, all companies that have contributed over \$5000 between March 31, 2003, and April 1, 2004, will be mentioned in the final program for the 2004 AIUM Annual Convention as corporate supporters. Recognition in our official newsletter, *Sound Waves*, and our official journal, *Journal of Ultrasound in Medicine*, will begin in June 2004 and will continue through May 2005; the number of times a company is recognized will depend on the level of support (eg, bronze—1 time, up through platinum—12 times).

Support includes monies received for advertising, exhibit space, support for the annual convention, educational grants, contributions to the Education and Research Fund, corporate-employee-sponsored memberships, or membership support. Other support opportunities include Medical Ultrasound Awareness Month, newsletter production and support, etc.

Support monies for recognition purposes do not include purchases of publications, accreditation fees, *Ultrasound in Medicine and Biology (UMB)* subscriptions, or application fees for membership advancement (eg, senior member application fees).

In addition, companies that provide at least \$1000 of support specifically for the annual convention will receive an acknowledgment in the final program, the newsletter, and the journal to thank them for their convention support. And, companies that provide AIUM memberships for their employees (eg, application specialists and sales staff) will be identified in the final program, the newsletter, and the journal.

Priority Point System

Companies earn 1 priority point for every \$1000 spent on AIUM advertising, exhibit space, support for the annual convention, educational grants, the Education and Research Fund, or corporate-employee-sponsored memberships. Priority points accumulate throughout the year and combine with a running total of points from previous years. Priority points are utilized in obtaining preferred booth space at the AIUM annual convention and regional educational programs.

Corporate-Employee Membership Supporter

What it is—Companies that purchase AIUM memberships for their employees receive priority points and recognition for their support through the AIUM's Corporate Recognition Structure.

How corporations benefit—Every dollar spent on employee memberships will be added to the company's overall support recognition total. Recognition levels and corresponding benefits are detailed in "Levels of Support" on the reverse side of this page.

Return on investment—Employees stay on top of the latest research and have the opportunity to network with key decision makers in the field of ultrasound.

Additional benefits—Special recognition is given to Corporate Employee Membership providers. Companies demonstrate their commitment to enhancing the professional development of their ultrasound employees.

For more information—Contact Jennifer Hilderbrand, membership manager, for application procedures and further details. Phone: 301-498-4100 ext 234. E-mail: jhilderbrand@aium.org.

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Levels of Support

Platinum: \$50,000 and above

- Recognition on the AIUM website for 12 months
- Recognition 6 times a year in the newsletter and journal as an AIUM corporate supporter
- Recognition in the annual convention final program as an AIUM corporate supporter
- 75 percent discount on 1 mail list rental
- 10 invitations to the annual convention banquet
- 1 priority point for every \$1000 spent with the AIUM on support
- 12-month listing in the Online Buyers Guide
- 12-month inclusion in the New-Member Orientation Kit

Gold: \$25,000–\$49,999

- Recognition on the AIUM website for 12 months
- Recognition 4 times a year in the newsletter and journal as an AIUM corporate supporter
- Recognition in the annual convention final program as an AIUM corporate supporter
- 50 percent discount on 1 mail list rental
- 6 invitations to the annual convention banquet
- 1 priority point for every \$1000 spent with the AIUM on support
- 8-month listing in the Online Buyers Guide
- 8-month inclusion in the New-Member Orientation Kit

Silver: \$10,000–\$24,999

- Recognition on the AIUM website for 12 months
- Recognition twice a year in the newsletter and journal as an AIUM corporate supporter
- Recognition in the annual convention final program as an AIUM corporate supporter
- 25 percent discount on 1 mail list rental
- 4 invitations to the annual convention banquet
- 1 priority point for every \$1000 spent with the AIUM on support
- 6-month listing in the Online Buyers Guide
- 6-month inclusion in the New-Member Orientation Kit

Bronze: \$5000–\$9999

- Recognition on the AIUM website for 12 months
- Recognition once a year in the newsletter and journal as an AIUM corporate supporter
- Recognition in the annual convention final program as an AIUM corporate supporter
- 10 percent discount on 1 mail list rental
- 1 priority point for every \$1000 spent with the AIUM on support
- 3-month listing in the Online Buyers Guide
- 3-month inclusion in the New-Member Orientation Kit