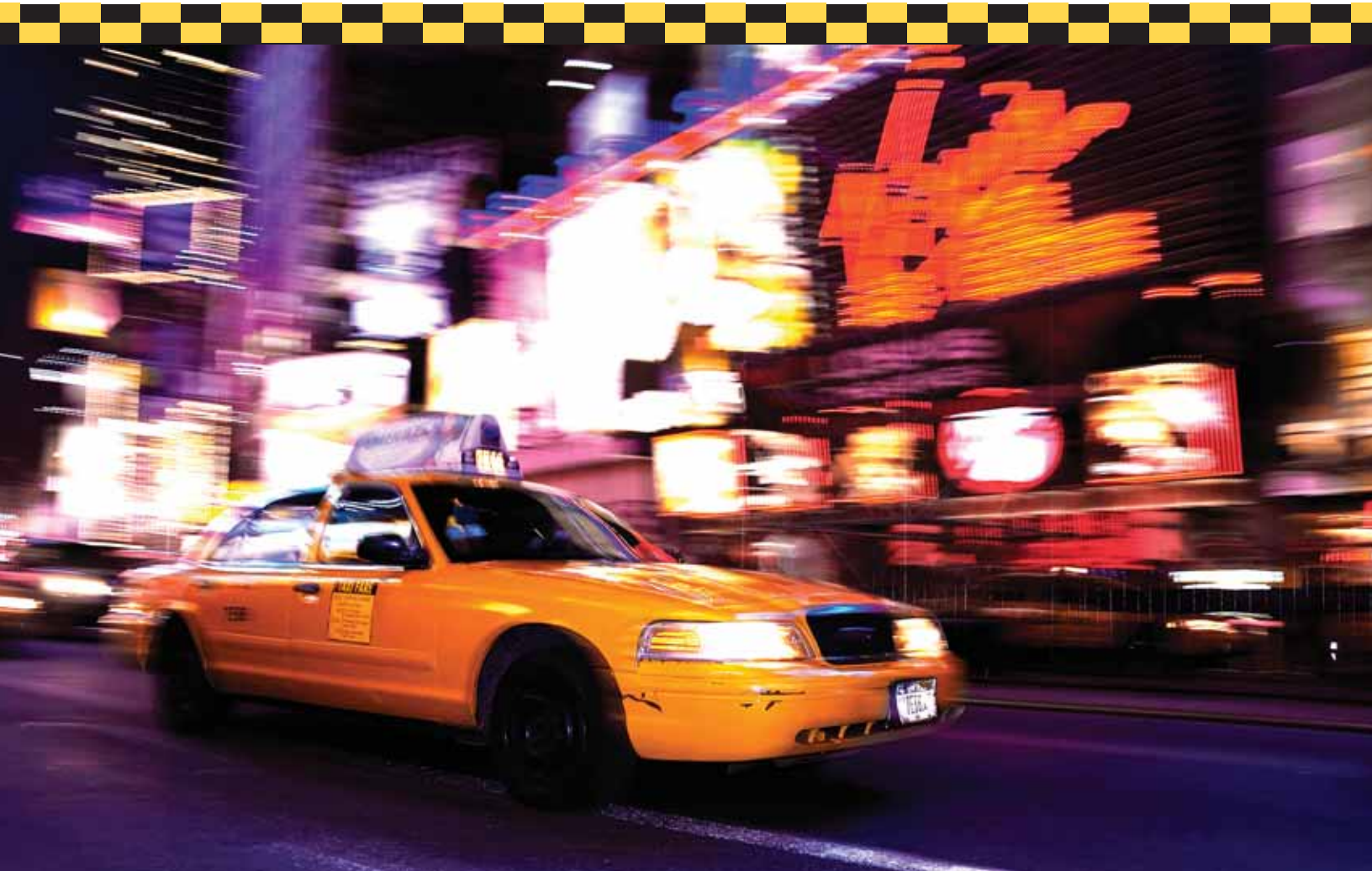




April 2-5, 2009 • New York Marriott Marquis Hotel

2009 AIUM ANNUAL CONVENTION

ADVERTISING AND  
SUPPORT MENU



AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

# 2009 AIUM ANNUAL CONVENTION

## ADVERTISING AND SUPPORT MENU

The AIUM Annual Convention is promoted to more than 60,000 members, subscribers, and qualified attendees. Ultrasound professionals gather each year for the opportunity to learn about the latest research in medical ultrasound, network with colleagues, enhance their professional skills, and view the newest advancements in ultrasound technology, products, and services.

### SUPPORT

- Demonstrates your company's dedication to the ultrasound industry and gains access to targeted professionals who act as purchasing decision makers
- Sets your company apart from your competitors and increases your company's brand awareness
- Creates consumer preference and brand loyalty
- Gains recognition as a "key player" in the ultrasound industry



**Apply  
early  
for full  
benefits!**

### SUPPORT BENEFITS\*

Please see specific items for more information on the entire benefit package.

**Preliminary Program** Recognition is included in the AIUM Annual Convention *Preliminary Program*, mailed to more than 60,000 members, subscribers, and qualified leads.

**Final Program** Recognition is included in the AIUM Annual Convention *Final Program* showing our appreciation for your support.

**Signage** Company recognition is included on convention and event signage. Special acknowledgment will be placed at the exhibit.

**Logo and Hot Link** Your company name or logo and hot link to your website will be prominently placed on the AIUM Annual Convention Web pages, viewed by thousands of attendees, speakers, and guests.

**Priority Points** Companies earn 1 priority point for every \$1,000 in financial contributions made on a calendar year basis for advertising, exhibit space, support, educational grants, and donations. Priority points are used in obtaining preferred exhibit space at the following year's AIUM Annual Convention and Postgraduate Courses.

**National Recognition Through 2009** Companies earning at least the Corporate Recognition Copper Level receive national recognition.

- The names of contributors are posted on the AIUM Corporate Recognition Web pages and published 6 times a year in the *JUM* and the *Sound Waves* newsletter, viewed by more than 8,500 members and subscribers.
- Recognition 12 times a year appears in the New Member Orientation Kit supplied to all new AIUM members.

\* **Note:** Support benefits vary by item. Additional benefits are available with some items. Recognition in programs and on the website varies by support and may include a logo or company name. Reservation and material deadlines apply to all programs and inserts. All art, printed pieces, gift items, and distributions made in conjunction with support must be preapproved by the AIUM. All support items must be prepaid for benefits to begin. Support benefits do not apply to advertising packages.

**aium**  
April 2-5, 2009 - New York Marriott Marquis Hotel

# 2009 ADVERTISING MENU

## SAVE 15% ON ANY 2 ADS

### 2009 AIUM ANNUAL CONVENTION *PRELIMINARY PROGRAM*



- **Target audience:** 60,000+ members, subscribers, and qualified leads
- **Distribution date:** October 2008
- **Insertion orders due:** September 2, 2008
- **Materials due:** September 8, 2008
- **Ad trim size:** 8<sup>1</sup>/<sub>4</sub>" × 10<sup>7</sup>/<sub>8</sub>" with <sup>1</sup>/<sub>8</sub>" bleed  
7" × 10" without bleed
- All ads are 4 color

FOR PRODUCTION INFORMATION, VISIT  
[WWW.AIUM.ORG/ADVERTISING/MEDIA\\_KIT.PDF](http://WWW.AIUM.ORG/ADVERTISING/MEDIA_KIT.PDF)

Location	Price	Size
C2	\$3,000	1 pg
C3	\$3,000	1 pg
RHP, opposite C2	\$2,500	1 pg
LHP, opposite Schedule at a Glance	\$2,500	1 pg
LHP, opposite Educational Opportunities	\$2,500	1 pg
RHP, opposite Registration Form	\$2,500	1 pg
LHP, opposite C3	\$2,500	1 pg
In back	\$1,500	½ pg
In back	\$750	¼ pg

### 2009 AIUM ANNUAL CONVENTION *FINAL PROGRAM*



- **Target audience:** 2,400+ conference attendees
- **Distribution date:** April 2–5, 2009, at convention registration
- **Insertion orders due:** January 7, 2009
- **Materials due:** January 9, 2009
- **Ad trim size:** 5<sup>1</sup>/<sub>2</sub>" × 8<sup>1</sup>/<sub>2</sub>" with <sup>1</sup>/<sub>8</sub>" bleed  
(Spiral-bound; no live matter in <sup>3</sup>/<sub>8</sub>" gutter)
- All ads are full page, 4 color

Location	Price	Size
C2	\$3,000	1 pg
C3	\$3,000	1 pg
C4	\$3,000	1 pg
LHP, opposite Schedule at a Glance	\$2,000	1 pg
LHP, opposite General Information tab	\$2,000	1 pg
LHP, opposite Wednesday tab	\$2,000	1 pg
LHP, opposite Thursday tab	\$2,000	1 pg
LHP, opposite Friday tab	\$2,000	1 pg

*Additional locations available.*

C = cover    LHP = left-hand page    RHP = right-hand page

#### QUESTIONS AND QUOTES?

Advertising/support: Michele Lewis, [mlewis@aium.org](mailto:mlewis@aium.org)

# 2009 SUPPORT MENU

**LANYARDS** | Your logo is displayed alongside the AIUM's all day, every day on the lanyards holding the attendees' badges. Includes all support benefits with logo in programs and on the website.  
**Investment | \$3,000**

**CONFERENCE TOTE BAGS** | Providing long-term recognition, the official convention tote bag is one of the most visible and sought-after support opportunities of the event. This durable tote is provided to all registered attendees at check-in to use throughout the conference. Extend your company recognition long after the event when the tote bag continues to get used for travel, business, and at home! Printing will include your logo/art and the AIUM convention information. Includes 1 tote bag insert, all support benefits, and logo in programs and on the website.  
**Investment | \$20,000**

**ROOM KEY CARDS** | Put your company message in attendees' hands at check-in with customized key cards. Your company is responsible for making arrangements with the hotel and any additional hotel costs that may apply. If the hotel prints the cards, art must be submitted to the hotel 6 weeks in advance. Includes all support benefits with logo in programs and on the website.  
**Investment | \$2,000**

**PENS** | Prepare attendees for sessions with the tools they need. Printed with your company logo along with the AIUM's, this gift is provided in the convention tote bag. Includes all support benefits with logo in programs and on the website.  
**Investment | \$3,500**

**NOTEPADS** | These 8.5" x 11" ruled notepads (50 page each) are winners with attendees taking important notes during each session. Printing will include AIUM convention information and your logo/art at the bottom or screened on the pages. Includes all support benefits with logo in programs and on the website.  
**Investment | \$3,000**



**WIRELESS INTERNET CAFÉ** | Attendees will welcome breaks in this delightful café atmosphere where they can access wireless Internet service on their laptops. Includes 10' x 10' or 10' x 20' exhibit space, adjacent round tables with seating, and a large overhead banner. The seating area may be decorated by the exhibitor to add atmosphere to the café. For an additional draw, add a coffee kiosk or computer stations for attendees without laptops. Includes all support benefits with logo in programs and on the website.  
**Investment | \$8,000 (10' x 10' exhibit space and café)  
\$10,000 (10' x 20' exhibit space and café)**

**NEW!** **DO NOT DISTURB DOOR HANGERS** | Your company message is in attendees' hands daily with customized Do Not Disturb door hangers. Your company is responsible for making arrangements with the hotel and any additional hotel costs that may apply. If the hotel prints the hangers, art must be submitted to the hotel 6 weeks in advance. Includes all support benefits with logo in programs and on the website.  
**Investment | \$2,000**

**NEW!** **PRECONVENTION SYLLABI ON USB FLASH DRIVE** | Step into the future with the entire Preconvention CME Course Syllabi provided to all attendees on a versatile USB flash drive. Just plug into the port of a PC or a Mac for easy file retrieval. This convenient and durable form of documentation provides your company with high visibility during and after the event. In appreciation for your support, your company's full-color logo and URL appear on the first page of the presentation. Includes all support benefits with name in programs and on the website.  
**Investment | \$5,000**

**NEW!** **STATIC CLING SIGNS** | Set your company apart from the rest with large 3' x 3' static cling signs displayed in the most prominent traffic area of the event. These attention-getting signs adhere to the clear walls surrounding the elevator atrium directly across from the AIUM Registration Desk. Art due February 1, 2009. Limited availability. Includes all support benefits with logo in programs and on the website.  
**Investment | \$3,000**

**NEW!** **CUSTOM GOBOS** | You are in the spotlight with custom gobos displayed in the elevator atrium on the meeting room levels. Art must be submitted 6 weeks in advance. Includes all support benefits with logo in programs and on the website.  
Display: April 3-5, 2009  
Meeting room levels 6, 7, or 9  
**Investment | \$2,500 per level**

# 2009 SUPPORT MENU

**NEW!** **CASE-OF-THE-DAY CHALLENGE BOARD** | The Case-of-the-Day challenge tests the abilities of attendees who diagnose unique case studies. This popular challenge is located in the registration area and receives high visibility from attendees throughout the day. Answers for the previous day's challenge and a new case are posted each morning. Support includes your company name and logo on a Case-of-the-Day board displayed throughout the entire event. Limited availability (4). Includes all support benefits with logo in programs and on the website.

**Investment | \$1,500 each**

**TOTE BAG INSERT** | One small printed piece or gift is inserted into the official convention tote bag distributed to all registered attendees. Finished print size limit: 8.5" x 11", 4 pages/8 sides maximum. Item must be received at the AIUM headquarters by March 15, 2009. Limited availability. Includes all support benefits with name in programs and on the website.

**Investment | \$2,500**

**NEW!** **MAKING-THE-ROUNDS HANDBILL BOARD** | Point attendees in your direction with a Making-the-Rounds handbill to showcase your new product, show special, or event promotion. Located beside the Exhibit Hall map, the Making-the-Rounds handbill board will provide attendees with a quick overview of the who, what, and where of sights to be seen. Size: 8.5" x 11", bottom 1.5" reserved for company name and booth number. Art due March 1, 2009.

**Advertising Investment | \$600**

**NEW!** **PUBLICATION BINS** | Perfect for trade publications and larger print items, these publication bins will feature signage and be prominently placed near escalators for attendee access. Item must be received at the AIUM headquarters by March 15, 2009. Limited availability. Includes all support benefits with name in programs and on the website.

**Investment | \$2,500**

**NEW!** **RECRUITMENT JOB BOARD** | Networking is a key element at any convention, and what better place to recruit qualified ultrasound professionals. Place your ads on the Recruitment Job Board for all attendees to view. Size: 8.5" x 11". Art due March 1, 2009. Limited availability. (Flyers promoting a recruitment service are not allowed. See "Exhibit Space Application," "2009 Advertising Menu," "Publication Bins," and "Tote Bag Insert").

**Advertising Investment | \$400**

**ROOM DISTRIBUTION** | Deliver your message right to the attendees with in-room distribution of a flyer or small gift. Your company is responsible for making arrangements with the hotel and any additional hotel costs that may apply. Not exclusive. Includes all support benefits with name in programs and on the website.

**Investment | \$1,500**

**IN-ROOM VIDEO PRESENTATION** | Using an in-house television channel, broadcast your company's message or greeting in a continuous loop to the AIUM room block. Both VHS and DVD formats are acceptable. Your company is responsible for making arrangements with the hotel and any additional hotel costs that may apply. Not exclusive. Includes all support benefits with name in programs and on the website.

**Investment | \$1,500**

**NEW!** **SPEAKER READY ROOM** | Add them up: there were more than 200 speakers and presenters at the 2008 Annual Convention. Show your appreciation and put your company name in front of these key luminaries of the ultrasound community by supporting the Speaker Ready Room. This private room is equipped with computers and monitors for our speakers' preparation and convenience. Your company name and logo will be prominently displayed at the entrance, and for extra recognition, your company logo will also be the screen saver on each computer monitor. Includes all support benefits with logo in programs and on the website. Days of operation: Wednesday through Sunday.

**Investment | \$1,500**



Case-of-the-Day challenge board

# 2009 SUPPORT MENU

## **NEW!** EXHIBIT HALL REFRESHMENT BREAKS

**Pick a Date • Pick a Time • Pick a Menu**

A new way every day! Guests stroll to various stations in the Exhibit Hall for coffee and donuts or stop in for a refreshing cold treat or power snack. The menu selections allow you to choose from traditional breaks to more nutritious options. For an additional draw, supporters may also provide napkins or imprinted cups at an additional cost. Choose a date, time, and menu. Includes all support benefits with logo in programs and on the website.

### CHOOSE DATE AND TIME

Friday, April 3, 2009	3:00 PM–4:00 PM
Saturday, April 4, 2009	10:00 AM–11:00 AM 3:00 PM–4:00 PM
Sunday, April 5, 2009	10:30 AM–11:30 AM

### CHOOSE A MENU

- **The Wake-up Call** | Nothing beats a good cup of coffee and fresh donuts. A great way to start the day.  
**Investment | \$2,500**
- **Breakfast at Tiffany's** | An elegant snack for morning or afternoon with a variety of gourmet cheeses and fruit compotes.  
**Investment | \$4,000**
- **The City Block** | Ice cream bars and cold drinks are some of the most popular and refreshing treats.  
**Investment | \$2,500**
- **The Skyscraper** | Surprise attendees with a chocolate extravaganza of sweet treats for a sophisticated and decadent experience.  
**Investment | \$2,500**
- **The New York Minute** | The power break is a great healthy alternative with chilled garden-fresh vegetables and energizing dips guaranteed to refresh and renew.  
**Investment | \$4,000**



**WATER STATIONS** | One of the most popular stops along the Exhibit Hall path is for a cool refreshing drink of water. Support a Water Station to keep your name fresh in the minds of attendees. Stations are open during all Exhibit Hall hours Friday through Sunday and include support appreciation signage at the station. For an additional draw, supporters may also provide imprinted cups at an additional cost. See the Exhibit Hall floor plan (page 12) for station locations and numbers. Includes all support benefits with logo in programs and on the website. Limited availability (2).  
**Investment | \$2,000 per station/\$3,500 for both**

**NEW!** **PRECONVENTION REFRESHMENT BREAKS** | Become the sole supporter of a morning or afternoon refreshment break during this key period. The Preconvention Program meetings host approximately 800 registered attendees and faculty who kick-start the event with early sessions. Refreshment breaks are held just outside the course meeting rooms for all to attend. Supporters may also provide napkins or imprinted cups at an additional cost. Includes all support benefits with logo in programs and on the website.  
Thursday, April 2, 2009, AM or PM  
**Investment | \$2,000 each/\$3,500 for both**

**NEW!** **MEET-THE-PROFESSOR REFRESHMENT BREAKS** | Reinforce your company positioning and gain recognition as a key player in the ultrasound community when you support 2 daily refreshment breaks for these sold-out sessions. Numerous sessions are held simultaneously each day, and you put your company at the forefront when attendees gather in a relaxing networking atmosphere. Supporters may also provide napkins or imprinted cups at an additional cost. Includes all support benefits with logo in programs and on the website.  
Friday, April 3, 2009, AM and PM  
Saturday, April 4, 2009, AM and PM  
Sunday, April 5, 2009, AM and PM  
**Investment | \$2,000 each day**



# 2009 SUPPORT MENU

## SPECIAL EVENTS

THURSDAY, APRIL 2, 2009



### GENERAL CONVENTION PARTNER— PRECONVENTION WAKE-UP BREAKFAST

Here is your chance to really showcase your company's support and stay on a budget. Show everyone at the convention that your company supports the AIUM and the ultrasound industry by becoming a General Convention Partner. Support will apply to the Preconvention Wake-up Breakfast, where you can mingle with hundreds of first arrivals. It's an opportunity that you won't want to miss. All General Convention Partners will be listed on the event signage and will receive all support benefits, including company name in programs and on the website.

Location: Outside the general session rooms

Investment | \$2,000

### PRESIDENTIAL RECEPTION FOR NEW MEMBERS AND LEADERSHIP

Welcome new members with this dessert, wine, and cordial reception hosted by leadership luminaries. Be the first company to introduce yourself to this new group of attendees and leave a lasting impression as one of the first memories of the AIUM Annual Convention. The supporter may provide a small gift to new members at entrance (limit 2 presenters). Includes all support benefits with logo in programs and on the website.

Location/time: Presidential Suite, 7:00 PM–9:00 PM

Investment | \$10,000

FRIDAY, APRIL 3, 2009

### PLENARY SESSION: AWARDS AND ENTERTAINMENT

One of the largest and most attended events of the conference! Taking place at a new time this year, the Plenary Session will kick-start the convention with a fun-filled time guaranteed to be full of surprises. Included with the support, your company president or representative will declare the convention officially open with a 2-minute welcome/thank you at the podium. Includes all support benefits, including company logo in programs and on the website, 1 tote bag insert, and 2 minutes at the podium.

Location/time: Broadway North, 9:15 AM–11:30 AM

Investment | \$10,000

SATURDAY, APRIL 4, 2009

### NEW INVESTIGATOR AWARD

Show your commitment and support of dedicated research, development, and quality in ultrasound in the professional community by supporting this prestigious award. The AIUM, through a peer review process, recognizes individuals who have been exceptionally dedicated to research in ultrasound. The recipient will receive \$1,000 for further research. The award will be presented at the Leadership Banquet. Includes all support benefits with logo in programs and on the website.

Investment | \$1,000

### LEADERSHIP BANQUET

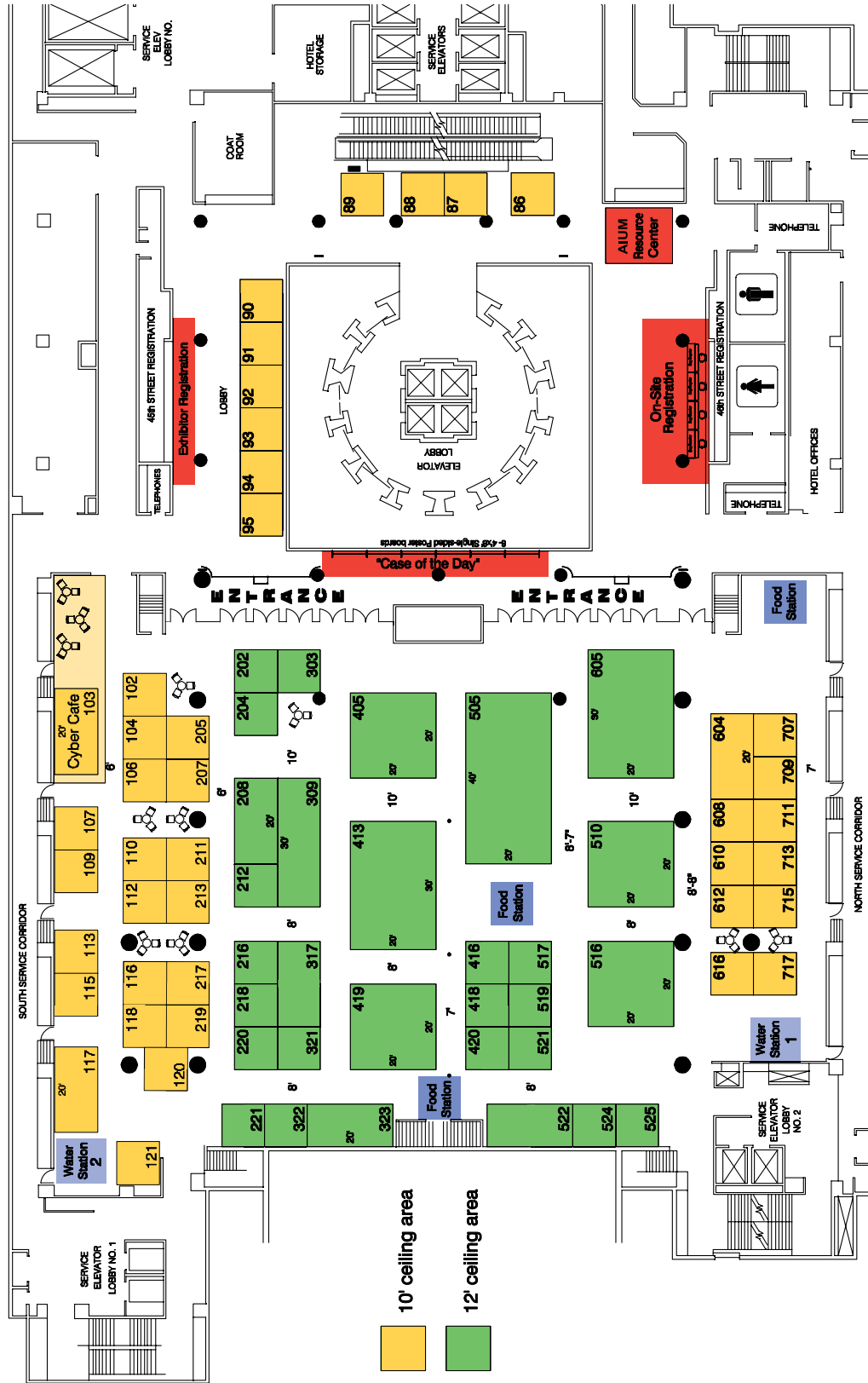
A long-standing tradition, luminaries of the AIUM gather together at this annual banquet. Includes company logo on tickets and program, 1 table with 10 guest settings, a 2-minute welcome/thank you at the podium, a table for materials, and all support benefits, including logo in programs and on the website.

Location/time: Marquis Ballroom, 7:00 PM–11:00 PM

Investment | \$20,000



# EXHIBIT HALL MAP



All measurements shown on the floor plan are approximate and are not warranted to be accurate. The AIUM reserves the right to make modifications to the floor plan or exhibits as may be deemed necessary, making equitable adjustments with the exhibitors affected.

## SUPPORTER INFORMATION

Company name \_\_\_\_\_  
(as it should appear in all marketing materials)

Contact first name \_\_\_\_\_ Last name \_\_\_\_\_

Job title \_\_\_\_\_

Address \_\_\_\_\_

City/state/postal code/country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_  
(Required: all information will be sent via e-mail)

Invoice/receipt should be sent to \_\_\_\_\_  
(if different from above)

## REQUESTED SUPPORT

1. \_\_\_\_\_ \$ \_\_\_\_\_

2. \_\_\_\_\_ \$ \_\_\_\_\_

3. \_\_\_\_\_ \$ \_\_\_\_\_

4. \_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL COST FOR ALL SUPPORT** \$ \_\_\_\_\_

## PAYMENT

### AUTHORIZATION

All support must be prepaid for benefits to begin; 100% payment due within 30 days of receipt of invoice or by December 1, 2008, whichever comes first. All signed agreements are legal and binding; refunds will not be given for cancellations under any circumstances.

By signing below, I understand and agree to abide by all the information, terms, and conditions governing this agreement.

Authorized signature \_\_\_\_\_

Print name \_\_\_\_\_

Date \_\_\_\_\_

### METHOD OF PAYMENT

Check payable to American Institute of Ultrasound in Medicine

American Express  MasterCard  Visa

Amount to be charged (US dollars) \_\_\_\_\_

Credit card number \_\_\_\_\_

Name on card \_\_\_\_\_

Expiration date \_\_\_\_\_

Signature of cardholder \_\_\_\_\_

### For questions or custom quotes, contact:

Michele Lewis, [mlewis@aium.org](mailto:mlewis@aium.org)  
 800-638-5352 or 301-498-4100, ext 248

### Return your completed registration to:

**American Institute of Ultrasound in Medicine**  
**2009 Annual Convention Support**  
**14750 Sweitzer Ln, Suite 100**  
**Laurel, MD 20707-5906 USA**

Phone: 800-638-5352 or 301-498-4100  
 Fax: 301-498-4450  
[www.aium.org](http://www.aium.org)