

Educational Grant Support Levels



Educational grant contributors will receive placement of their company logo and recognition in

- The 2010 AIUM Annual Convention *Final Program*
- The 2010 AIUM Annual Convention web pages with hyperlink
- Recognition signage near registration and at your exhibit
- “Thank you” ad in the *Journal of Ultrasound in Medicine (JUM)*

Hurry! Mailing deadlines apply.

Red Wave \$20,000

- Logo on *all* 2010 AIUM Annual Convention promotional ads in the *JUM*
- Logo on *all* 2010 AIUM Annual Convention promotional mailings[†]
- Full page ad in the 2010 AIUM Annual Convention *Final Program*
- Logo and hyperlink on *all* 2010 AIUM Annual Convention promotional e-mail blasts
- Tote bag insert
- 6 tickets to the Presidential Reception for New Members and Leadership

44,000
company logo
impressions!

White Wave \$15,000

- Logo on *all* 2010 AIUM Annual Convention promotional ads in the *JUM*
- Logo on *all* 2010 AIUM Annual Convention promotional mailings
- Full-page ad in the 2010 AIUM Annual Convention *Final Program*
- Logo and hyperlink on *all* 2010 AIUM Annual Convention promotional e-mail blasts
- Tote bag insert
- 4 tickets to the Presidential Reception for New Members and Leadership

Blue Wave \$10,000

- Logo on *all* 2010 AIUM Annual Convention promotional ads in the *JUM*
- Tote bag Insert
- 2 tickets to the Presidential Reception for New Members and Leadership

AIUM Convention Promotions	Minimum Schedule	Distribution	Date*
JUM ads (full page)	2	Circulation: 8500, Readership: 51,000	February
[†] Mailings (not applicable on post cards)	1	5000	Late January
E-mail campaigns	2	8500	February, March
Final Program Art Due	1	2500	January 8
Tote Bag Insert (Finished print size limit: 8.5" x 11"; 2 pages/4 sides max)		2500	Due to AIUM headquarters by March 5

*Call for deadlines

Educational Grant Support (continued)

2010 AIUM Annual Convention *Official Proceedings* \$10,000

The 2010 AIUM Convention *Official Proceedings* contain the abstracts of the entire convention, including categorical courses, scientific sessions, poster exhibits and more. Includes company logo on the inside front cover of the *Official Proceedings* and all grant support benefits.

New Investigator Awards \$2000

The AIUM, through a peer review process, recognizes individuals who have been exceptionally dedicated to research in ultrasound. Two recipients will each receive \$500 for further research. Show your commitment and support of dedicated research, development, and quality in ultrasound in the professional community by supporting these prestigious awards. The awards will be presented at the Leadership Banquet on Friday, March 26. Includes all grant support benefits.

Case-of-the-Day Challenge Board \$3000

The Case-of-the-Day challenge boards tests the abilities of attendees to diagnose unique case studies. This popular challenge is located in the registration area for high visibility. Answers and winners for the previous day's challenge and a new case are posted each morning. Support includes company logo on the Case-of-the-Day board throughout the event and all grant support benefits.



QUESTIONS?

Contact: Michele Lewis
mlewis@aium.org
Phone: 301-498-4100
Fax: 301-498-4450
www.aium.org

Advertising

Tote Bag Insert \$2500

One printed educational piece inserted into the official convention tote bag distributed to all attendees. Finished size limit: 8.5" x 11", 2 pages/4 sides max. Items must be received at the AIUM headquarters by March 5, 2010.

Room Distribution \$1500

Deliver your message right to the attendee's door with an in room distribution. This is a 'right-to-sponsor' event and the company is responsible for making arrangement with the hotel and any additional hotel costs that may apply.

In-Room Video \$1500

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. This is a "right-to-sponsor" event, and the company is responsible for making arrangement with the hotel and any additional hotel cost hat may apply.

All advertisers will receive their company name in

- The 2010 AIUM Annual Convention *Final Program*
- Recognition signage near registration
- "Thank you" ad in the *JUM*

Hurry! Deadlines apply.

Daily News

2010 AIUM Annual Convention *Daily News*

Print—NEW for 2010, the AIUM convention *Daily News* will provide attendees with coverage of the previous day's events, breaking news, special sessions, program changes and Exhibit Hall highlights. Copies will be available each morning in the registration area and other event locations throughout the hotel.

Online—The entire AIUM convention *Daily News* will be posted online with alerts sent through e-mail, Twitter, Facebook, and the AIUM Communities of Practice to all of our members, fans, and interested parties unable to attend the event. The site remains live for the entire year giving everyone the opportunity to review and discuss highlights with colleagues when they arrive home and plan for the 2011.

Published Thursday, Friday and Saturday (March 25–27) during the 2010 AIUM Annual Convention.

Sponsorship

1 day: \$9000
3 days: \$25,000

- Includes company logo and booth number on front cover of the *Daily News*
- Vertical ad (1/3-pg, located on page 3)
- **VIDEO CLIP WEB AD!**

Video clip web ads display on the convention *Daily News* website. Video clip will run exclusively on your sponsored day. After the convention it will rotate with the other sponsors for the ENTIRE YEAR! (Animated web button may be substituted for companies without video.)

Advertising

- Showcase your new product and technology
- Print ads can increase booth traffic by 46%
- Back cover (1/6 page): \$800 daily. Limit 6 spaces daily
- All ads will appear in the online PDF version of the *Daily News*
- Materials due March 5, 2010



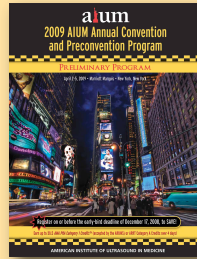
QUESTIONS?

Contact: Michele Lewis
mlewis@aium.org
Phone: 301-498-4100
Fax: 301-498-4450
www.aium.org



2010 AIUM Annual Convention Advertising

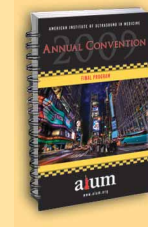
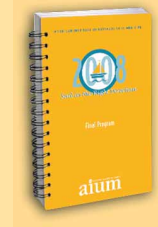
Annual Convention Preliminary Program



- **Target audience:** 70,000+ members, subscribers, and qualified leads
- **Distribution date:** October 2009, mailed
- **Trim size:** 8 1/4" x 10 7/8" (plus 1/8" bleed on all sides); 7" x 10" (without bleed)
- **All ads print in CMYK**
- **Insertion orders due:** August 6, 2009
- **Materials due:** August 18, 2009

Position	Rate	Size
Cover 2 (C2), C3, or opposite Registration Form	\$3000	Full page
Run of book (ROB)	\$2000	Full page
	\$1400	1/2 page
	\$950	1/4 page

Annual Convention Final Program



- **Target audience:** 2000+ convention attendees
- **Distribution date:** March 24–27, 2010, at convention registration
- **Trim size:** 5 1/2" x 8 1/2" (1/4" bleed on all sides); live area: 4 1/2" x 7 1/2" (minimum 1/2" margin on all sides)
- **Half page ad size:** 4 1/2" w x 3 1/2" h (without bleed)
- **Paper:** Cover ads print on 120 lb white gloss cover stock and are gloss laminated; tab ads print on 100 lb white gloss cover stock; 1/2 page ads print on 50 lb white opaque stock
- **All ads print in CMYK**
- **Insertion orders due:** December 1, 2009
- **Materials due:** December 4, 2009

Position	Rate	Size
C2, C3, or C4	\$3000	Full page
Left-hand tab	\$1800	Full page
1/2 page ROB	\$800	1/2 page



Journal of Ultrasound in Medicine

2010 AIUM Exhibitors SAVE 20%–45%

Distribution: 8500+ members and subscribers

Issues: February, March, and April 2010



4-Color	1x	3x
Full page	\$2649	\$1960
1/2 page	\$2160	\$1470

Black & White	1x	3x
Full page	\$2000	\$1330
1/2 page	\$1250	\$910
1/4 page	\$700	\$500

Offer valid for 2010 exhibitors only and limited to the February, March, and April 2010 issues. Rates shown are net per ad for ROB placement and do not apply to cover or special position placement. Additional agency discount not applicable. See *Media Kit* for space reservations and material deadlines at www.aium.org/advertising/mediaKit.pdf.

Contact Michele Lewis at mlewis@aium.org for more information.

2010 Advertising and Support Reservation

Company/organization name _____
(as it should appear in all marketing materials)

Address _____

City/state/postal code _____

Phone _____ Fax _____

Web address _____



Authorized Contact Information

Name _____ Title _____

Phone _____ Fax _____

E-mail _____

(required: all correspondence will be via e-mail)

Send invoice/receipt to Authorized contact Other _____

E-mail _____

Send your completed reservation and full payment to:
American Institute of Ultrasound in Medicine
2010 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

E-mail your CMYK, high-resolution EPS logo to mlewis@aium.org

Requested Support The AIUM reserves the right to charge the correct amount if different from the total below.

1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____
6. _____	\$ _____
7. _____	\$ _____
8. _____	\$ _____
TOTAL DUE	\$ _____

Authorization

All support must be prepaid for benefits to begin; 100% payment due within 30 days of receipt of invoice or by December 1, 2009, whichever comes first. All signed agreements are legal and binding; refunds will not be given for cancellations under any circumstances. Advertising deadlines apply.

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

Authorized contact signature _____

Date _____

Method of Payment (US dollars only)

Check payable to American Institute of Ultrasound in Medicine

American Express MasterCard Visa

Amount to be charged \$ _____

Credit card number _____

Name on card _____

Expiration date _____

Signature of cardholder _____