AIUM Annual Convention & Preconvention Program
hosting WFUMB Congress

Share with ultrasound professionals from around the world

Advertising, Promotion, & Support

AIUM 2015
hosting WFUMB

MARCH 21–25

WALT DISNEY WORLD SWAN AND DOLPHIN RESORT
LAKE BUENA VISTA, FLORIDA, USA
## Important Dates and Deadlines to Remember

### 2014
- **October 10**: Exhibit Space Application deadline to use priority points
- **October 14**: Space assignment begins
- **December 15**: Buyers Guide/Final Program/convention app company profile due  
  (Submit profile online at [http://www.aium.org/resources/buyersGuide.aspx](http://www.aium.org/resources/buyersGuide.aspx))

### 2015
- **January 9**: Final Program advertising space reservations due
- **February 6**: Live Scanning Participation form due  
  Letter of intent to use an exhibitor-designated contractor and insurance certificate deadline  
  Exhibitor Badge and Scientific Program Registration form due
- **February 16**: Promotional giveaway approval deadline  
  Food and beverage approval deadline
- **February 27**: Hotel accommodation special rates, if available, expire
- **March 13**: Advance warehouse shipment deadline
- **March 21**: Exhibitor registration opens and move-in begins  
  Preconvention Program begins
- **March 22**: Convention opens and Exhibit Hall opens at 11:30 AM
- **March 25**: Exhibit Hall closes at 1:00 PM and exhibit move-out begins

*Dates and times are subject to change.*

## Convention Contacts

- **Exhibit sales and Advertising/support**: Brenda Kinney, bkinney@aium.org
- **Convention registration**: Danielle Delanko, ddelanko@aium.org
- **Press/public relations**: Pete Magnuson, pmagnuson@aium.org
- **Phone**: 800-638-5352 or 301-498-4100 • Fax: 301-498-4450
- **Website**: [www.aium.org](http://www.aium.org)
Every two years, the World Federation for Ultrasound in Medicine and Biology (WFUMB) brings together ultrasound professionals from around the world to learn from the experts, share their experiences, and explore the latest vendor products and services. In 2015, the AIUM Convention will be hosting this unique event.

For exhibitors and sponsors, this presents an opportunity to extend your reach and enter new markets through an unrestricted educational grant. In addition to the events and opportunities available through the AIUM Convention, WFUMB provides some additional sponsorship items.

**Special Social Event**
To welcome the international attendees and provide an additional networking opportunity, the AIUM and WFUMB will be co-hosting a special social event on Monday night, March 23. Your company can be a headline sponsor for this event. This sponsorship package includes a special giveaway, appropriate signage, recognition in the official program book and the Convention app, your company name on the event ticket, and recognition in the AIUM’s official electronic newsletter, Sound Waves.

**Targeted International Sessions**
To cater to international attendees, WFUMB is hosting four foreign-language sessions: two in Spanish and two in French. Support a session and your company will receive recognition in the official program book, company name on the room sign, and company name on the screen at the beginning of each session.

**Key Global Health Session**
This 2-part session on Monday, March 23, will explore the crucial role ultrasound plays in global health. A panel of speakers representing a number of organizations will discuss their outreach activities. Your company can be a lead sponsor for this unique session. Appropriate signage, recognition in the official program book and app, and company name on the screen at the beginning of the session are provided with your investment.

**History Exhibit**
At the 2015 Convention the AIUM will showcase a special exhibit of historical artifacts, documents and information. Following the Convention, this exhibit will reside online for all ultrasound professionals. Your company can be a sponsor for this exhibit—both on-site and online. This package will include appropriate signage, banner ads on exhibit web pages, and recognition in the official program book and app.

The AIUM and WFUMB are excited about the possibilities that exist because of the international aspect of this year’s Annual Convention and Congress. If there are other sponsorship or recognition ideas that you want to explore, please contact Brenda Kinney at 800-638-5352.
UNIQUE OPPORTUNITIES

Special Social Event
To welcome the international attendees and provide an additional networking opportunity, the AIUM and WFUMB will be co-hosting a special social event on Monday night, March 23. Your company can be a headline sponsor for this event. This sponsorship package includes a special giveaway, appropriate signage, recognition in the official program book and the Convention app, your company name on the event ticket, and recognition in the AIUM’s official electronic newsletter, Sound Waves.

<table>
<thead>
<tr>
<th>World Leader</th>
<th>Global Partner</th>
<th>International Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$25,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Appropriate signage
Recognition in the official program book and the Convention app
Recognition in Sound Waves
Company name on the event ticket
Special giveaway

Key Global Health Session
This 2-part session on Monday, March 23, will explore the crucial role ultrasound plays in global health. A panel of speakers representing a number of organizations will discuss their outreach activities. Your company can be a lead sponsor for this unique session. Appropriate signage, recognition in the official program book and app, and company name on the screen at the beginning of the session are provided with your investment.

<table>
<thead>
<tr>
<th>World Leader</th>
<th>Global Partner</th>
<th>International Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$2,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Company name on the room sign
Recognition in the official program book and the Convention app
Recognition in Sound Waves
Company name on the screen at the beginning of the session

Targeted International Sessions
To cater to international attendees, WFUMB is hosting four foreign-language sessions: two in Spanish and two in French. Support a session and your company will receive recognition in the official program book, company name on the room sign, and company name on the screen at the beginning of each session.

<table>
<thead>
<tr>
<th>World Leader</th>
<th>Global Partner</th>
<th>International Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$2,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Company name on the room sign
Recognition in the official program book and the Convention app
Recognition in Sound Waves
Company name on the screen at the beginning of the session

History Exhibit
At the 2015 Convention the AIUM will showcase a special exhibit of historical artifacts, documents and information. Following the Convention, this exhibit will reside online for all ultrasound professionals. Your company can be a sponsor for this exhibit—both on-site and online. This package will include appropriate signage, banner ads on exhibit web pages, and recognition in the official program book and app.

<table>
<thead>
<tr>
<th>World Leader</th>
<th>Global Partner</th>
<th>International Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$2,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Appropriate signage in history exhibit area
Recognition in the official program book and the Convention app
Banner ads on exhibit web pages

WALT DISNEY WORLD SWAN AND DOLPHIN RESORT
LAKE BUENA VISTA, FLORIDA, USA

MARCH 21–25
About AIUM

The AIUM is a nonprofit multidisciplinary medical association dedicated to advancing the art and science of ultrasound in medicine through professional and public education, scientific research, and the development of guidelines, accreditation, and literary and professional activities. The AIUM has more than 10,000 members, including physicians, sonographers, educators, scientists, engineers, students, and other health care providers from around the world. The AIUM publishes the Journal of Ultrasound in Medicine, a peer-reviewed monthly medical journal dedicated to all aspects of medical ultrasound, produces Sound Waves, a biweekly e-newsletter, conducts continuing medical education (CME) courses and webinars, offers DVD and educational support materials, and leads 18 Community of Practice professional networking forums.

Membership Statistics
- 778 international members representing more than 80 countries
- 10,136 total members

Primary Employers
- 23% Academic institutions
- 38% Private practices
- 18% Other/unknown
- 15% Hospitals
- 6% Combination
- 15% Nonphysicians

Membership Classification
- 58% Physicians
- 27% Sonographers/technologists
- 8% Students/fellows
- 5% Nonphysicians
- 2% Retired

AUM’s Communities of Practice
- Basic Science and Instrumentation
- Cardiovascular Ultrasound
- Contrast-Enhanced Ultrasound
- Elastography
- Emergency and Critical Care Ultrasound
- Fetal Echocardiography
- General/Abdominal
- Gynecologic Ultrasound
- High-Frequency Clinical and Preclinical Imaging
- Interventional/intraoperative Ultrasound
- Musculoskeletal Ultrasound
- Neurosonology
- Obstetric Ultrasound
- Pediatric Ultrasound
- Sonography
- Therapeutic Ultrasound
- Ultrasound in Global Health
- Ultrasound in Medical Education

About WFUMB

The World Federation for Ultrasound in Medicine and Biology (WFUMB) is dedicated to the advancement of ultrasound by encouraging research, promoting international cooperation, disseminating scientific information, and improving communication and understanding in the world community using ultrasound in medicine and biology.

WFUMB is a Federation of Affiliated Organizations consisting of Regional Federations. The Regional Federations cover National Societies of Ultrasound in Europe (EFSUMB), in Asia (AFSUMB), in North America (AIUM), in Latin America (FLAUS), in Australasia (ASUM) and in Africa (MASU).

Presently the total number of individual members is more than 50,000, and these are physicians, scientists, engineers, and sonographers. EFSUMB has members from 28 European countries; AFSUMB has members from 12 Asian Countries; AIUM has members from United States, Canada and other countries; FLAUS has members from 13 countries in Latin America; ASUM has members from Australia and New Zealand; MASU has members from 32 African and Mediterranean Countries.
### About the Attendees and Exhibitors

#### Convention Attendance

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Las Vegas, Nevada</td>
<td>1882</td>
</tr>
<tr>
<td>2013</td>
<td>New York, New York</td>
<td>2409</td>
</tr>
<tr>
<td>2012</td>
<td>Phoenix, Arizona</td>
<td>1851</td>
</tr>
</tbody>
</table>

#### What are attendees saying?

- "The breaks and lunches in the Exhibit Hall allowed me an extra opportunity to spend time reviewing the exhibits."
- "I found the speakers very good and learned a few new things that I will put into everyday practice!"
- "Excellent convention. Very rich program, well put together."
- "The convention is an excellent educational value."
- "Thanks to AIUM and the ultrasound leaders for inspiring and reaching out to help those of us trying to develop a career in the area."
- "Good variety of specialties and opportunity to connect with peers."
- "A superb meeting with contagious energy and wonderful camaraderie..."
- "The lectures were very informative and well put together. It is very inspiring to attend lectures by those in the forefront of our field."

92.3% of attendees rate the commercial exhibits as good or excellent.

#### Why Exhibit at the 2015 AIUM Annual Convention

**Building ROI**

- Target influential decision makers. Attendees are physicians, sonographers, clinicians, and institutional advisors active in the field of ultrasound in medicine.
- This year, the AIUM is hosting the World Federation for Ultrasound in Medicine and Biology (WFUMB) Congress. This means you will also be reaching the ultrasound international community who is eager for the latest technology and information.
- The Grand Opening Luncheon offers unopposed Exhibit Hall time and generates extremely high traffic as attendees get their first look at companies, changing technology, and live scanning.
- The AIUM provides refreshment breaks and lunches in the Exhibit Hall, creating a steady flow of traffic from attendees returning to learn more about product specifications, demonstrations, and technical developments.
- Preconvention and postconvention attendee mailing lists provide opportunities for extended marketing campaigns.
- Exclusive exhibitor advertising discounts in the *Journal of Ultrasound in Medicine* enable exhibitors to reach the entire AIUM member base.
Advertising and Promotions

The AIUM hosting WFUMB Convention is the premier educational event dedicated to the growth and development of ultrasound in medicine. In an effort to enhance your success at the event, we have developed a variety of high-visibility promotional ideas to increase your market potential. Note that many of these opportunities have production deadlines or limited availability. Reserve your selection early for the best results.

- All items include recognition on the convention website, in the Final Program, and on signage at the event.
- Look for this symbol to take advantage of early bird marketing and discounts with ads reaching thousands of leads and gaining months of valuable exposure.

Unrestricted Educational Grant
CME events are supported in part by unrestricted educational grants pledged by companies and vendors of all sizes who identify with the comparative or superior value of medical ultrasound as a safe, effective, and affordable imaging modality. Your support will be applied toward the cost of the overall venue and execution of the convention.

For information about the types of support levels available, please call Brenda Kinney at 800-638-5352.

Convention E-mail Blasts
Distribution: 20,000+ per issue
Advertising: 120 × 90-pixel Web button/link
Art: JPEG or GIF, nonanimated file
Fee: $2000, inclusive

We have scheduled a minimum of at least 4 e-mail blasts promoting the convention, including call for abstracts, early bird registration, and event highlights. Promote your company with a Web button on these e-mails as an early reminder to attendees of your presence and links to your product landing page. The earlier you book your ad, the longer your ad appears.

Sign up now—e-mail blasts have already begun!

Full Preliminary Program PDF Online
Distribution: open access
Live online: October 2014
Advertising: cover and full-page 4-color ads
Cover 2: $1000
Full page: $700

The Preliminary Program has gone green. The convenient PDF format provides easy access and reduces paper waste. Ads are incorporated in the layout just as if it were a print version and can be added at any time. The earlier you book your ad, the longer it runs.

Final Program
Advertising: print, 4-color
Finished size: 8.5 × 11
Space deadline: January 6, 2015
Art deadline: January 26, 2015
Cover 2 or 4: $3000
Cover 3: $2500
Full page: $1500; half page: $800; quarter page: $500

Preliminary Program Announcement Brochure
Distribution: 70,000+
Mailing date: October 2014
Advertising: full-page 4-color ad
Advertising exclusive: only 1 ad space is available
Finished size: 6 × 8.5
Space deadline: September 3, 2014
Art due: September 10, 2014
Fee: $4000

This singular 8-page brochure is mailed to more than 70,000 members and leads and acts as an announcement of the event by distributing it to the AIUM Annual Convention website, full Preliminary Program, and registration form.

AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE
Journal of Ultrasound in Medicine

Distribution: over 10,000 subscribers monthly
Advertising: print
Exclusive exhibitor discount: save 40%
Exhibitor discount valid for the March, April, and May 2014 issues

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$3720</td>
<td>$3420</td>
</tr>
<tr>
<td>Full page</td>
<td>$1980</td>
<td>$1800</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1620</td>
<td>$1440</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1260</td>
<td>$1140</td>
</tr>
</tbody>
</table>

Black and white

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1500</td>
<td>$1320</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1175</td>
<td>$960</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$780</td>
<td>$660</td>
</tr>
</tbody>
</table>

Rates are shown net per ad.

Special rates do not apply to cover or special positions. Additional agency discount not applicable. See the AIUM Media Kit at www.aium.org for ad specifications and material deadlines. All art and copy subject to approval by the AIUM; 2014 Media Kit terms apply.

Contact Brenda Kinney, bkinney@aium.org, or phone 800-638-5352 or 301-498-4100.

Mobile App Advertising

Download the 2015 AIUM Annual Convention app on Apple, or Android platforms to experience a full range of benefits before, during, and after the event. Attendees give the app high reviews and find it convenient to set and track course schedules, vendor information, updates, and reminders.

Banner Ad
Fee: $1000
An effective banner ad can drive more traffic to your booth and website to generate more leads. Banner ads rotate at the bottom of the home screen and are activated when tapped to take the user to your website or a product landing page.

Exhibitor VIP Listing
Fee: $500
Get the VIP treatment with your company logo highlighted at the top of the exhibitor list for maximum visibility. The logo will link to your company profile, contact information, and click to call or e-mail action.

App Bundle
Fee: $2200
Includes 2 banners, exhibitor VIP listing, and bonus push notification. A push notification is a scheduled text broadcast to all event app users to announce a new product, or special promotion. The message appears at the time and date you specify. A tap brings up a detail page or link of your choice. Text, date, and time stamp due March 13, 2015. Only available with App Bundle.
Support

**Right to Sponsor — you will work directly with the hotel on items. Additional charges apply.**

**New Investigator Award**
Awards: up to 2
Presentation: at the Leadership Banquet
Fee: $2500 (Includes invitation for 2 to the Leadership Banquet)
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 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 Leadership Banquet for clinical research and/or nonclinical research.

**Hotel Room Key Cards**
Distribution: guests in the AIUM room block of Walt Disney World Swan and Dolphin Resort
Advertising: imprint
Fee: $2000**
Your advertisement on the hotel room key cards will act as a visual reminder of your presence in the Exhibit Hall. The cards perform double duty if you add a quick response (QR) code for an interactive experience. This is a right-to-sponsor item, and the company is responsible for making arrangements with the hotel, production costs, and any additional fees that may apply. Art must be preapproved by the AIUM.

**Case-of-the-Day Challenge**
Availability: 1
Advertising: signage, electronic recognition
Fee: $3000
The Case-of-the-Day challenge is a fun and interactive way for attendees to diagnose a unique case study each day. This popular attraction draws attention throughout the day as attendees stop to study the electronic display and submit their answers to the daily challenge. Each morning, the winners are posted, and new cases are unveiled. Support includes recognition on signage at the display and company name and logo displayed at the end of each case, which is looped to repeat throughout the day.

**E-Poster Splash Page**
Location: Exhibit Hall
Availability: 1
Advertising: signage, electronic recognition
Fee: $3000
The E-Poster kiosks will be centrally located in the Exhibit Hall, making it convenient for attendees to review the presentations while visiting vendors. Support includes recognition on signage at the entrance to the kiosk area and company branding at the bottom of each kiosk splash screen.

**Tote Bag Insert**
Graphic size: 8.5" × 11", 2-page/4-sides maximum
Quantity: 2500 pieces
Fee: $2500
Advertise a new product, special presentation, or hospitality site directly to each attendee. The insert must be preapproved by the AIUM. The finished insert is due at the AIUM headquarters by March 10, 2015. Limited availability.

**Pens and Notepads**
Advertising: imprint
Early deadline—space/art deadline: November 21, 2014
Fee: pens, $3500; notepads, $3500
Pens and notepads will be provided in the convention tote bag for the convenience of attendees during the event. Pens will be imprinted with the sponsor and AIUM logos. Notepads will include company logo and URL and AIUM convention information. Art subject to approval by the AIUM; 2014 Media Kit terms apply.

**Room Drop**
Distribution: AIUM room block
Advertising: room drop
Fee: $2000**
Deliver your message right into the hands of attendees. Your flier or invitation to a hospitality event will be distributed to each guest room and can be read while relaxing each evening. This is a right to-sponsor item, and the company is responsible for making arrangements with the hotel, production costs, and any additional fees that may apply. The item and copy must be preapproved by the AIUM. Not exclusive.

**In-Room Video Presentation**
Distribution: day of choice, March 21–25
Advertising: television video loop
Fee: $2000**
Using an in-house television channel, broadcast your company message in a continuous loop for guests to enjoy while on break or relaxing. This is a right-to-sponsor item, and the company is responsible for making arrangements with the hotel, production costs, and any additional fees that may apply. Not exclusive. Video content must be preapproved by the AIUM. Ask about video boards located in the meeting room halls.
Digital Sign
Location: Down escalator into Exhibit Hall
Fee: $2000**

Banner Over Exhibit Hall Entrance
Location: Down escalator into Exhibit Hall
Fee: $3000**

Escalator Center Metal Strip
Location: Heading into the Exhibit Hall from the Convention Foyer
Availability: 2 runs
Graphic size: 12.5" wide × 101' 5" long
Fee: $2500**

The AIUM will work with you and examine new ideas designed to enhance your exhibit presence.
For questions or custom quotes, contact Brenda Kinney, bkinney@aium.org, or phone 800-638-5352 or 301-498-4100.
Support

**Right to Sponsor — you will work directly with the hotel on items. Additional charges apply.

Column Wraps
Location: Level 5 Northern Hemisphere rooms
Availability: 7
Fee: $4000**

Outside Causeway Banner
Location: Outside walkway lamppost between the Swan and Dolphin
Availability: 20
Graphic size: 41.5’ x 41.5’
Fee: $2000** per banner

Wall Cling Graphics
Location: Second Floor Southern/Northern Hemisphere rooms
Availability: 2
Fee: $2000**

The AIUM will work with you and examine new ideas designed to enhance your exhibit presence. For questions or custom quotes, contact Brenda Kinney, bkinney@aium.org, or phone 800-638-5352 or 301-498-4100.
Method of Payment (US dollars only)

Payment in full is due on submission of Exhibit Space Application.

☐ Check payable to the American Institute of Ultrasound in Medicine
☐ American Express  ☐ MasterCard  ☐ Visa

Amount to be charged $ ____________________________

Credit card number ____________________________________________

Expiration date _______________________________________________

Credit card billing address postal code ___________________________

Card security code _____________________________________________

(3- or 4-digit value printed on the card or signature strip)

Name on card _________________________________________________

Signature of cardholder _________________________________________

Return completed application and full payment to:

AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE
Attn: 2015 Annual Convention Advertising and Support
14750 Sweitzer Ln, Suite 100
Laurel, MD 20707-5906 USA
www.aium.org

For questions or custom quotes, contact Brenda Kinney at bkinney@aium.org; phone: 800-638-5352 or 301-498-4100; fax: 301-498-4450.

All signed agreements are legal and binding; refunds will not be given for cancellations under any circumstances. Advertising deadlines apply.