

The Ultrasound Event




2026 AIUM
Annual Convention

MAY 27–30
PHILADELPHIA, PA

2026
EXHIBITOR &
SPONSORSHIP
PROSPECTUS





*Expand your reach, show off your solutions, and
make connections at the world's premier gathering of
ultrasound clinicians, scientists, and industry.*



IMPORTANT DATES

April 17, 2026

Exhibit space application deadline

May 28–30, 2026

Exhibit Hall Dates
Philadelphia Downtown Marriott

WHO WE ARE

The American Institute of Ultrasound in Medicine (AIUM) is a leading global multidisciplinary ultrasound association dedicated to empowering a community engaged in the use of medical ultrasound through raising awareness, high-quality education, evidence-based training, and research.

WHY EXHIBIT

The AIUM Annual Convention is the world's premier gathering of medical ultrasound professionals. This ultrasound event offers a variety of exhibit and sponsorship opportunities that help companies foster relationships, bolster brand exposure, and generate leads.

WHO ATTENDS THE AIUM ANNUAL CONVENTION?

Physicians, sonographers, radiologists, scientists, and industry leaders representing every specialty in ultrasound attend the AIUM Annual Convention each year.



Participants at the 2025 Convention

BASED ON 2025 CONVENTION FEEDBACK, WE LEARNED:



of respondents are involved with making purchasing decisions within their organization.



of respondents spent more than 30 minutes in the Exhibit Hall in 2025, while 40% of attendees spend 2 hours.

WHAT PREVIOUS EXHIBITORS ARE SAYING...



Heidi Seerdan
GE HealthCare,
President Ultrasound
United States and Canada



AIUM is an organization that is devoted to advancing ultrasound.



Jose A. Morales
SonoScape Vice General Manager
LATAM



It is one of the most visited meetings in the US. We see a lot of sonographers, doctors, students around all the nations here.

WHAT ATTENDEES ARE SAYING...

"The opportunity to connect with industry professionals with years of experience was invaluable."

"The networking opportunities were invaluable... meaningful conversations, idea sharing, and lasting connections."

"The multi-specialty approach allows the transfer of technology that won't happen at a single-specialty meeting."

"Connect with top clinicians, scientists, and industry experts in a uniquely collaborative environment where innovations in ultrasound take center stage."

READY TO GET STARTED?

Learn about exhibiting and find out how to get your products in front of passionate ultrasound professionals using the 2026 AIUM Annual Convention prospectus.

BOOTHS SELL FAST!

Call or email the AIUM Partnerships team today to create a valuable convention experience. Please contact us at (240) 295-1764 or aiumpartnerships@aium.org.



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INDUSTRY ENGAGEMENT



SPONSORSHIP PACKAGES*

	Silver \$25,000 2 Available	GOLD \$30,000 2 Available	PLATINUM \$40,000 1 Available
Lunch and Learn (Food & Beverage not included, AV not included.)			✓
Custom Email Marketing Blast to AIUM Audience		✓	✓
Custom Retargeting Ads: 2 Months for 50,000 impressions		✓	✓
Custom Ad Banner on Event Website		✓	✓
Full-Access Registrations to The 2026 Ultrasound Event	ONE	TWO	THREE
Exhibit Hall Only Access Badges	FIVE	SIX	SEVEN
10x20 Premium Exhibit Hall Booth	✓	✓	✓
List of Attendees With Email Addresses (Opt in Only)**	✓	✓	✓
Custom Social Post Across 4 Platforms	✓	✓	✓
App Notification: Recognition of Sponsors	✓	✓	✓
Logo Recognition Toward the Top of the Pillar	✓	✓	✓
Custom Banner Ad in the Mobile App	✓	✓	✓
Company Name and Logo Will Appear on the Annual Convention Website	✓	✓	✓

*Packages may or may not include Food & Beverage and AV. Additional fees may apply. See details within prospectus.

***List of attendees who opted in to event communications from The Ultrasound Event.

SPONSORED LEARNING

Elevate your brand by becoming the exclusive sponsor of the event's keynote speaker. Your brand will have visibility through prominent physical signage outside the keynote room, as well as digital displays visible when the audience enters and leaves the space. Align your brand with the largest sessions and make a lasting impression on a diverse, engaged audience. Don't miss this remarkable opportunity to boost your brand's presence and stand out as a company that supports innovation!

SPEAKER & LECTURES

\$10,000

Keynote Speaker

More information coming soon.



William J. Fry Memorial Lecture

The William J. Fry Memorial Lecture recognizes a current or retired AIUM member who has significantly contributed, in his or her particular field, to the scientific progress of medical diagnostic ultrasound. This speaker is honored with the William J. Fry Memorial Award, and will be selected closer to the event!



SPONSORSHIPS

LUNCH AND LEARN

\$12,000

Elevate your brand's presence by sponsoring a Lunch and Learn event. This opportunity allows you to showcase cutting-edge technology, highlight innovative solutions, or introduce new systems to a diverse and engaged audience of professionals. Capture the attention of industry leaders in an intimate, focused setting, fostering meaningful connections and driving impactful conversations. *Food, Beverage, and AV not included.



GREAT 8 ABSTRACT AWARDS

\$7,500

Does your company value medical research? Sponsor The Great 8, which recognizes the highest-rated research submissions amongst all submissions for 2026. Seven presenters will receive a reward of \$1,000, while the top presenter will be awarded a total of \$3,000! Show off your brand with signage outside of this session, and recognition at the Awards Ceremony!



POSTERS

\$5,000

Sponsor our cutting-edge posters to elevate your brand's visibility among leading professionals in the industry. Your sponsorship will position your brand at the forefront of ultrasound advancements. Align with innovation and support the distributions of knowledge by sponsoring these premier posters. (May be e-kiosks and/or physical posters.)



INDUSTRY ENGAGEMENT

ATTENDEE FAVORITES

ULTRASOUND UNWIND PARTY

Date Coming Soon

\$10,000

Be the name behind the conference's most exciting evening! Sponsor Ultrasound Unwind: a vibrant party where attendees can connect, relax, and have fun. Put your brand at the center of this memorable event—sponsor today!



WI-FI SPONSOR

\$10,000

Sponsor and customize the password for the Wi-Fi at the event. Attendees will have to manually type in your company's customized password, reaching hundreds of attendees.

**Sponsor
Favorite!**

EXHIBIT HALL GRAND OPENING & PRESIDENT'S HAPPY HOUR

Thursday, May 28

\$7,500

Sponsor the conference's premier networking event with President David C. Jones, MD, FAIUM. As a sponsor, you'll set the stage for an evening of connection, camaraderie, and celebration in the exhibit hall. This is your chance to align your brand with the event's kickoff excitement. Make a lasting impression—sponsor the President's Welcome Happy Hour and elevate the conference experience from the start!



AWARDS CEREMONY

\$7,500

We will close out The Ultrasound Event 2026 by honoring individuals who advance the field of medical imaging and ultrasound and improve patient outcomes across the globe. Put your brand in the spotlight in the awards ceremony through walk-in slides, logo on the presentation deck and mentions in the opening and closing speeches. Help us honor ultrasound visionaries in front of a captive audience.



NEW INVESTIGATOR AWARDS

\$7,500

Here's a chance for your company to support research! The New Investigator Session motivates emerging researchers who are currently in training or have finished their training within the last five years. Apart from the distinction of being acknowledged as a New Investigator, two exemplary individuals will win a prize of \$500 each. Show off your brand with signage outside of this session, and receive recognition at the Awards Ceremony!



SCANNED IT

\$7,000

Be the center in a dynamic environment where innovation meets practicality. Your support will not only provide the materials needed but also inspire the next wave of thinkers and doers in the field. Align your brand with the future of medical technology and showcase your commitment to advancing hands-on learning and creative problem-solving.



SONOSLAM 2026

\$50,000

Sponsor a fun and interactive competition for students that features hands-on scanning, case-based scanning, quizzes, and more. During Sonoslam, teams from medical schools and sonography schools test their ultrasound skills against other students from around the country to earn the coveted Peter Arger Cup. Sponsors can provide the winning prize, be the exclusive table at the event, receive digital branding before the event, and physical branding opportunities on site.



INDUSTRY SHOWCASE

EXHIBIT HALL

PREMIUM BOOTH		STANDARD BOOTH	
10 x 10	10 x 20*	10 x 10	10 x 20*
\$3,750	\$7,500	\$3,250	\$6,500

Maximize your company's visibility and engagement at the AIUM's Annual Convention by securing an exhibit hall booth! Our Exhibit Hall is a dynamic marketplace where you can showcase your products, services, and innovations to a diverse and influential audience. Don't miss this opportunity to connect, network, and make lasting impressions on attendees.

Includes:

- Space in the Exhibit Hall
- Two Exhibit-Hall-Only Badges with 10x10 booth purchase or Four Exhibit-Hall-Only Badges with a 10x20 booth purchase
- Logo on the AIUM's Annual Convention website
- Participation in the Exhibit Hall Scavenger Hunt
- List of Attendees with Email Addresses**
- Company description, logo, website, and social channels in event mobile app

*Live Scanning is only permitted at 10x20 booths or in the interactive exhibit showcase area. The exhibitor is responsible for sourcing models.

**List of attendees who opted in to event mobile app / communications from The Ultrasound Event.

EXHIBIT HALL HOURS

THURSDAY, MAY 28, 2026

9:00 am–3:30 pm

SPECIAL EVENT: President's Welcome Happy Hour

5:00–6:00 pm (Exhibit Hall will be open)

FRIDAY, MAY 29, 2026

9:00 am–3:30 pm

SATURDAY, MAY 30, 2026

9:00 am–3:30 pm

INDUSTRY EXPOSURE

DIGITAL BRANDING

*Custom packages are available upon request, for additional information please reach out to aiumpartnerships@aium.org.

CUSTOM EMAIL BLASTS

Speak directly to ultrasound professionals with a fully customized company email blast. Reach the entire AIUM audience or target a specific area of interest, such as obstetric, musculoskeletal (MSK), or point-of-care ultrasound (POCUS).

1 Email – \$5,500

3 Emails – \$15,000

6 Emails – \$28,500

RETARGETING ADS

Our audience is your audience! Increase your brand exposure by retargeting the AIUM audience with your ad campaign. Your banner ads will follow AIUM.org visitors after they leave our website.

1 month | 20,000 Impressions – \$2,500

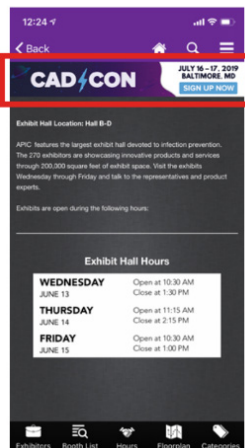
3 months | 50,000 Impressions – \$3,500

3 months | 75,000 Impressions – \$5,000

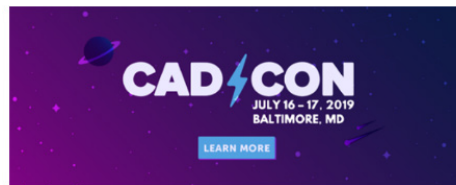
3 months | 100,000 Impressions – \$6,000

DIGITAL PLATFORMS (WEBSITE & MOBILE APP)

Elevate your digital presence with a variety of opportunities on the AIUM's Annual Convention Website and Mobile App. Seize the opportunity to shine in the digital spotlight and make a lasting impression on our engaged audience.

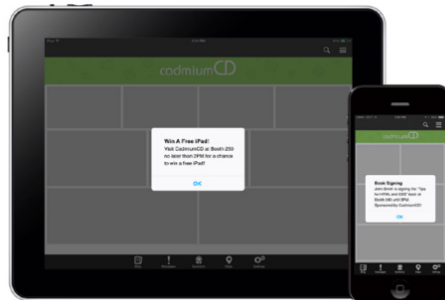


Sub Page Banner
3 Available –
\$1,200

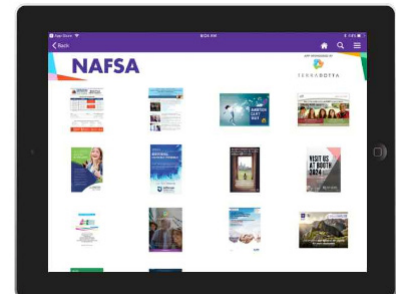


*Example of 1,200 x 800 Ad

Main Screen Tiles 1/2 width
1 Per Day Available – \$1,000



Push Notification – \$750



Digital Grab Bag – \$750
Available on Website and
Mobile App

Include a PDF showcasing your
company's latest research,
advancements, or programs.

ON-SITE BRANDING

Elevate your company with our custom-branded conference spaces! By showcasing your logo and messaging throughout the venue, you create an immersive experience that puts your brand front and center. This cohesive branding not only boosts visibility but also makes a memorable impression on attendees.

Enhance engagement, build a sense of exclusivity, and ensure your brand stays top-of-mind for attendees during the convention. Our tailored spaces align with your brand's values and create a powerful connection with your audience, making your brand truly unforgettable and the talk of the convention!

PHYSICAL BRANDING



Single-Sided Meterboard

\$650

Single-Sided Half Meterboard

\$400

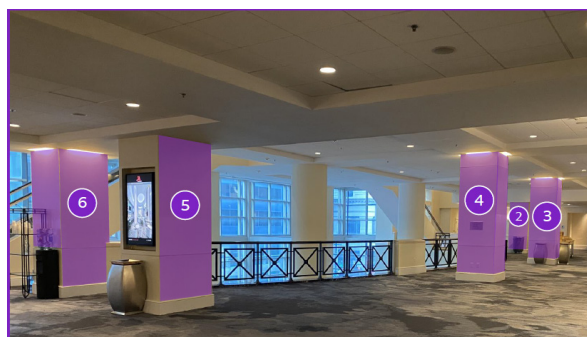
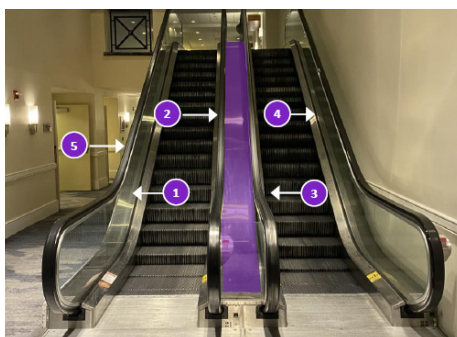


Double-Sided Meterboard

\$1,000

Double-Sided Half Meterboard

\$850



DIGITAL BRANDING

For digital opportunities on site, please contact aiumpartnerships@aium.org.

More options and pricing are available upon request.

CAN'T ATTEND IN PERSON?

Reach out to us at aiumpartnerships@aium.org to explore more branding opportunities. We have the space for you!


Don't miss out on being part of this event!



Become a partner today!



GET IN TOUCH

 (240) 295-1764

 aiumpartnerships@aium.org

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