

The association for medical ultrasound

aium®

AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

PARTNERSHIP OPPORTUNITIES

Providing Ultrasound Education to Enhance Quality of Patient Care.

Partner with the AIUM:

aiumpartnerships@aium.org
240-295-1764

AIUM Mission

To empower and cultivate a global multidisciplinary community engaged in the use of medical ultrasound through raising awareness, education, sharing information, and research.

AIUM History

The American Institute of Ultrasound in Medicine (AIUM) was officially established as a multidisciplinary organization in 1952 when the use of ultrasound for medical diagnosis was in its infancy. Medical pioneers recognized the potential of this fast-growing imaging modality and agreed on the need to advance the art and science of ultrasound in medicine and research.

AIUM Purpose

Create a world where high quality medical ultrasound is accessible to all for improved patient care.

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LAUREL, MD 20707

THE AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

The American Institute of Ultrasound in Medicine (AIUM) creates opportunities for passionate medical professionals to improve their knowledge and use of ultrasound in the diagnosis and treatment of patients. Through rigorous research, high-quality education, and evidence-based training and practice resources, the AIUM is leading the global multidisciplinary ultrasound community.

4 **Events**
The Ultrasound Event | 2026 AIUM Annual Convention
Advanced Ultrasound Seminar: OB & GYN

6 **Training**
Ultrasound Courses and Training
On-Location Learning
Education Center

8 **Digital Media**
Retargeting Ads & E-Mail Blasts

9 **Sponsored Content**
Webinars
Newsletter Banner Ads

11 **Become an AIUM Supporter**
In-Kind Support
Future Fund

Licensing
Medical Ultrasound Safety (MUS) Licensing

12 **More Ways to Engage**
Industry Voucher Program
Group Memberships

The Ultrasound Event

2026 AIUM Annual Convention

Our Biggest Event of the Year!

May 27–30, 2026 | Philadelphia, PA

Connect with a diverse and influential audience of medical professionals, researchers, clinicians, and industry experts. Forge valuable partnerships, share insights, and expand your professional network.

Explore a variety of sponsorship, exhibit, and branding opportunities customized to align with your organization's objectives. From prominent booth placements to exclusive speaking engagements, we offer choices that perfectly match your goals.

SPONSORSHIP. EXHIBIT. BRANDING.



PROSPECTUS AVAILABLE NOW!

Download now and get in touch!

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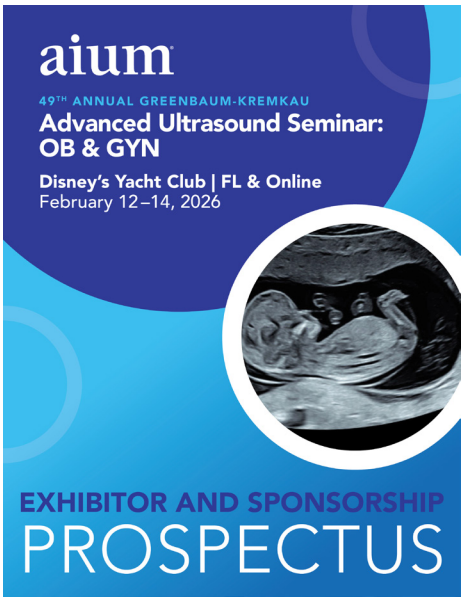
49TH ANNUAL GREENBAUM-KREMKAU

Advanced Ultrasound Seminar: OB & GYN

February 12–14, 2026 | Orlando, FL

As an exhibitor at this event, you'll have the opportunity to connect with a diverse audience of potential clients, partners, and collaborators. Our exhibit floor attracts a wide range of industries, providing you with a unique platform to showcase your expertise and solutions to a captive audience.



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TRAINING

ULTRASOUND COURSES & TRAINING

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Partner with the AIUM to meet the needs of your ultrasound users. From basic to advanced courses, the AIUM will work with you to meet your ultrasound users' needs.

Support through sponsorship, educational grant, or in-kind support.

ON-LOCATION LEARNING

aium
ON-LOCATION LEARNING
aium anywhere



The AIUM makes it easy to elevate professional ultrasound skills—at their location. Whether they're hosting a lecture, hands-on lab, or full-scale conference, the AIUM delivers expert-led education directly to their facility. Our team works with practices and educational institutes to tailor the experience to their needs, providing the tools, resources, and credibility to support their educational goals.

** Opportunities available for in-kind support and mini exhibit hall tabletops.*

Custom Courses, Your Location... AIUM Anywhere

EDUCATION CENTER

Located near three major airports in the Washington, DC, area, we offer a brand new, unique facility with hands-on ultrasound learning in mind. Whether you are planning a blended conference or lecture, a hands-on learning lab, or showcasing your product, the Education Center provides an ideal space and environment for your next program.



The center is equipped with 16 scanning bays, to host courses for up to 64 attendees (4:1 ratio) with scanning or can hold didactic courses for up to 150 people.

DIGITAL MEDIA

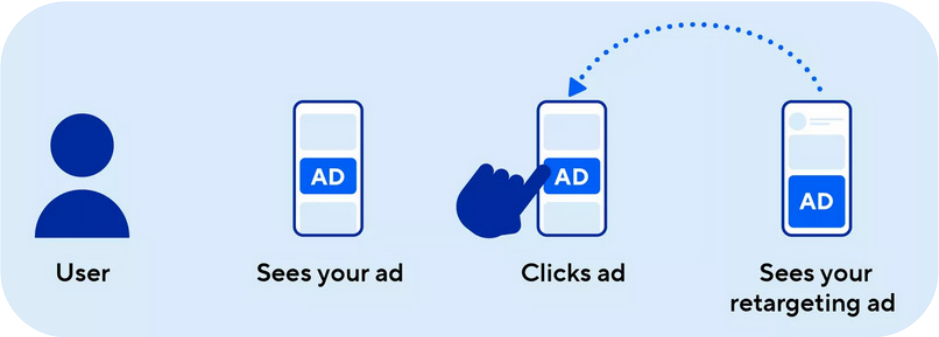
RETARGETING ADS & EMAIL BLASTS

RETARGETING ADS

Our audience is your audience! Increase your brand exposure by retargeting the AIUM audience with your ad campaign. Retargeting ads create a customized audience for you, and have a higher rate of conversion than normal ads. Your banner ads will follow AIUM.org visitors after they leave our website.

110,000 Page Views Per Month Ad Sizes

- 300 x 250 Medium Rectangle (Mobile-Friendly)
- 728 x 90 Leaderboard (Mobile-Friendly)
- 160 x 600 Skyscraper (Desktop Only)
- 16:9, 1920 x 1080 (Video)



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).



SPONSORED CONTENT

WEBINARS

Elevate your company profile and generate leads with a sponsored webinar. Showcase your expertise to medical ultrasound users through engaging educational content on the topic of your choosing. Sponsored webinars cannot offer CME credits.





- Thought leadership opportunity
- One off or bundle available
- One-hour webinar with industry-selected speaker
- Hosted on AIUM's platform
- Direct access to engaged ultrasound professionals
- Brand Exposure: AIUM website, social media, e-newsletter, and email marketing
- Non-CME format
- Recorded version available to partner to use
- Registration list of opted-in attendees and email addresses



NEWSLETTER BANNER ADVERTISING

JUMP START

An email alert sent to AIUM members that features links to, and summaries of, articles posted online before the print issue is released for the *Journal of Ultrasound in Medicine*. Research published in the JUM covers all aspects of medical ultrasound, particularly its direct application to patient care, but also relevant basic science, advances in instrumentation, and biological effects.

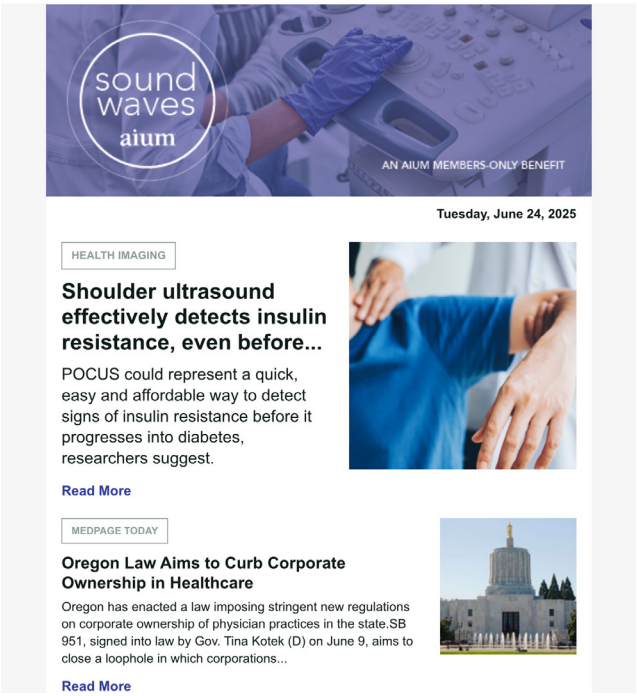
- Approximately 24 issues per year
- 41% average open rate
- Ad Size: 654 x 75
- Required Files: Advertisers must provide a JPG, PNG, or GIF, and a clickthrough URL. No third-party tags can be accepted



Sound Waves Newsletter

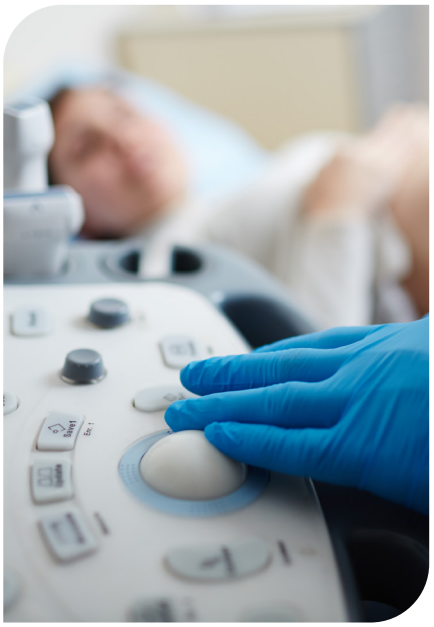
Sponsor our all-member "all things ultrasound" newsletter, sent weekly on Tuesday to around 7,000 contacts.

- Banner ad within the newsletter
- Sponsored article including title, blurb, square image, and click through.
- Banner Ads: 150 pixels tall x 550 pixels wide
- Article ad with graphic: 400 x 400 graphic



IN-KIND SUPPORT

Provide educational programing support for ultrasound courses held at the AIUM's Education Center through in-kind donations and unrestricted educational grants. Your donations allow new courses to be developed and give ultrasound professionals at all levels the chance to enhance their diagnostic and technical skills.



Your generous contribution(s) will receive appropriate recognition and will let the AIUM audience know you are a pillar of their ultrasound advancement.

- In-kind donations for Education Center
- Courses can include machines, tools, gels, etc.
- Unrestricted educational grants

MEDICAL ULTRASOUND SAFETY (MUS) LICENSING

The US Food and Drug Administration (FDA) recommends manufacturers provide an ultrasound safety manual with each ultrasound equipment sold. The newest version of the AIUM Medical Ultrasound Safety (MUS) manual meets the FDA requirements (Track 3) for education programs for the clinical end user and is filled with many new technological advances in ultrasound scanning.



Licensing and printed documents available.
Contact aiumpartnerships@aium.org for more information.

INDUSTRY VOUCHER PROGRAM

The AIUM Industry Educational Voucher Program is a collaboration between the ultrasound industry and the clinical and educational communities.

When selling dedicated ultrasound equipment, the participating industry partner can provide exclusive educational course vouchers to their customers for an upcoming AIUM course. This helps industry partners sell their product with a special promotion while emphasizing the importance of continuing medical education.

GROUP MEMBERSHIP

The AIUM Industry Group Membership offers companies an opportunity to align with a leading voice in medical ultrasound while gaining year-round visibility and access to a network of engaged professionals. Industry partners who enroll groups of 10 or more participants in AIUM membership gain access to a valuable package of benefits designed to support professional development, foster collaboration, and keep teams at the forefront of ultrasound innovation. Benefits include:

- An online subscription to the Journal of Ultrasound in Medicine, unlocking decades of clinical and technical research;
- Free or discounted access to the AIUM Online Learning Center and all AIUM webinars, making it easy to earn CME credits efficiently;
- Sound Waves weekly newsletter customized to their interests and full of industry insights;
- Discounted individual registration to events
- *and more!*

Don't see what you're looking for?
Let us fully customize an opportunity for you!
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