The association for medical ultrasound
aium
AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

The Ultrasound Event

2027 AIUM Annual Convention

MAY 1–3
CHICAGO, IL

2027 EXHIBITOR & SPONSORSHIP **PROSPECTUS**



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

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IMPORTANT DATES

March 30, 2027

Exhibit space application deadline

May 1–3, 2027

Exhibit Hall Dates

Chicago Marriott Downtown Magnificent Mile

American Institute of Ultrasound in Medicine
14400 Sweitzer Lane, Suite 210, Laurel, MD 20707

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.

Over 1K

Participants at the 2026 Convention

BASED ON 2026 CONVENTION FEEDBACK, WE LEARNED:

61% of respondents are involved with making purchasing decisions within their organization.

80% of respondents spent 30 minutes or more in the exhibit hall, and 25% of respondents spent more than 2 hours in the exhibit hall.

Over 1/3 of respondents are considering making a purchase from their experience at the AIUM Annual Convention Exhibit Hall.

WHAT OUR EXHIBITORS ARE SAYING...

Jeremiah Brown
GE HealthCare

AIUM is fantastic! It's been wonderful to have such a strong supporter and an organization that understands the field of ultrasound so well.

Dena Zaleski
ExEm Foam

We've gotten a lot of people stopping by [our booth], it's nice to even see medical students and medical residents, so its a nice way for (...) people to learn something new.

Matthew Wall
EchoNous

Everything from making connections all over the US and international, as well as a traderoom floor and chance to showcase our product.

READY TO GET STARTED?

Learn about exhibiting and find out how to get your products in front of passionate ultrasound professionals using the 2027 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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SPONSORSHIP OPPORTUNITIES

Please check the exhibit portal for updated availability.

NETWORKING

** Promotion included. F&B/AV not included.*

Excellence in Ultrasound Celebration*

$15,000 **1 AVAILABLE**

Host an unforgettable social event that brings attendees together for celebration and networking. Promotion included and includes branding at the AIUM Awards Ceremony pre-celebration.

Young Professionals Networking Event*

$12,000 **1 AVAILABLE**

Connect with emerging leaders during a networking event tailored to early-career professionals.

First Timers' Reception*

$12,000 **1 AVAILABLE**

Welcome new attendees and build lasting connections at a networking event designed for those new to the convention.

Women in Ultrasound Networking Event*

$12,000 **1 AVAILABLE**

Support community building and professional development through a dedicated networking experience.

AIUM Favorite

Dessert & Coffee Evening Seminar or Networking*

$12,000 **1 AVAILABLE**

Create a warm and memorable evening discussion experience with desserts, hot cocoa and coffee, and networking.

Chicago Deep-Dish Networking Welcome*

$11,500 **1 AVAILABLE**

Treat attendees to a classic Chicago culinary experience during a casual networking event.







President's Welcome Happy Hour

$8,000 **1 AVAILABLE**

Host a high-energy networking reception that brings attendees together over drinks and conversation at the kickoff of the convention!

Career Corner

$7,000 **3 AVAILABLE**

Support career growth through branding of the convention job board, recruiter row, or career resources area.

Extended President's Happy Hour

$5,500 + DRINKS **1 AVAILABLE**

Where do attendees go after the President's Happy Hour? To your branded, extended Happy Hour! Host a continuation and keep the conversations going!

EDUCATION & THOUGHT LEADERSHIP

** Promotion included.*
F&B/AV not included.

Lunch Symposium*

$12,000 **3 AVAILABLE**

Deliver educational content and thought leadership during a sponsored lunchtime presentation.

Breakfast Symposium*

$9,000 **2 AVAILABLE**

Combine thought leadership and networking by hosting a featured breakfast presentation.

AIUM Favorite

AIUM Expert Focus Group*

$7,500 **3 AVAILABLE**

Host a dedicated one-hour focus group with AIUM Key Opinion Leaders during the Annual Convention to gather direct feedback on your products, services, or initiatives.

Through Educational Grants

***Available as a CME educational opportunity or a Non-CME corporate sponsorship.*

Precourse Afternoon Half-Day Activation**

$18,000 **1 AVAILABLE**

Create an afternoon session. It could be hands-on scanning or talks, and CME or non-CME. Brand an entire precourse educational track featuring specialized training, lectures, or scanning workshops.

Third-Party CME Symposium

$15,000 **2 AVAILABLE**

Support an independently planned accredited educational activity. All educational content, faculty selection, and learning objectives will be determined by the accredited provider in accordance with ACCME requirements. 2 hours max.

Keynote Address

$10,000 **1 AVAILABLE**

Align your brand with one of the convention's highest-profile educational sessions.

New Investigators Awards

$7,500 **1 AVAILABLE**

Champion the next generation of ultrasound researchers through support of emerging investigator programming.

William Fry Lecture

$7,500 **1 AVAILABLE**

Support a prestigious featured lecture while aligning your brand with excellence in ultrasound education.

Great 8 Awards

$7,500 **1 AVAILABLE**

Associate your brand with a featured program recognizing outstanding educational content and presenters.

Featured Posters

$7,500 **1 AVAILABLE**

Support research and innovation through branding of the convention's scientific poster presentations.

AIUM Educational Statement

The AIUM maintains full control over all accredited educational content, faculty selection, educational methods, learning objectives, and evaluation processes. Support of educational activities does not imply influence over content and will be managed in accordance with ACCME Standards for Integrity and Independence.





** Promotion included.*
F&B/AV not included.

ATTENDEE FAVORITES

Ribbon Bar

$10,500 **1 AVAILABLE**

Put your brand front and center at the convention's ribbon bar, where attendees choose how to identify themselves for the duration of the conference. AV not included

AI Showcase Activation

$10,000 **3 AVAILABLE**

Highlight innovation by sponsoring an engaging showcase of AI technologies, games, and interactive demonstrations.

Chicago-Based Event (Aquarium)

$9,500 **1 AVAILABLE**

Align your brand with a unique Chicago attraction, like the Shedd Aquarium, while hosting attendees at a memorable off-site event.

AIUM Favorite

Professional Headshots

$9,000 **1 AVAILABLE**

Offer attendees complimentary professional headshots while associating your brand with career advancement.

Chicago Socks

$7,500 **1 AVAILABLE**

Put your brand on a unique keepsake with custom Chicago-themed socks distributed to attendees, includes a mobile app notification to drive attendees to your booth to pick up socks!

Exhibit Hall Scavenger Hunt (Prize & Flyers)

$7,500 **1 AVAILABLE**

Drive exhibit hall traffic by sponsoring a fun attendee challenge and prize giveaway.

Afternoon Coffee

$7,500 **3 AVAILABLE**

Re-energize attendees between sessions with a sponsored afternoon coffee break.

Charging Lounge

$6,500 **1 AVAILABLE**

Keep devices powered while driving engagement in a branded attendee charging and networking area.

Lavatory

$5,000 **1 AVAILABLE**

Deliver creative, high-visibility messaging in one of the convention's most frequently visited spaces.

ULTRASOUND FUN & GAMES

AIUM Favorite

Chicago Trivia Night*

$10,000 **1 AVAILABLE**

Sponsor Bar Trivia for an evening! Bring attendees together for a lively evening of trivia, entertainment, and networking.

Scanning Challenge (Scanned it)

$7,500 **1 AVAILABLE**

Showcase your technology and expertise through a competitive hands-on ultrasound scanning experience.

Case of the Day

$3,500 **3 AVAILABLE**

Engage attendees with a daily diagnostic challenge that encourages learning and participation.

HEALTH & WELLNESS

Morning Run

$8,000 **1 AVAILABLE**

An opportunity for sponsors to support the morning wellness activities & branded cooling towels.

AIUM Favorite

Hydration Station

$7,500 **1 AVAILABLE**

Keep attendees refreshed at water stations while showcasing AIUM-branded water bottles.

Chair Massage Station

$7,500 **1 AVAILABLE**

Enhance attendee wellness by providing a relaxing recharge experience during the convention.



Quiet Room

$5,000 **1 AVAILABLE**

Demonstrate attendee wellness support through sponsorship of a relaxing, distraction-free retreat space.

Mothers' Room

$5,000 **1 AVAILABLE**

Support attendees and families by sponsoring a comfortable, private space for nursing and caregiving needs.

DIGITAL & BRANDING

Elevator

$9,500 **1 AVAILABLE**

Make your brand known everyday through elevator clings & floor button sponsors.

AIUM Favorite

Wi-Fi Access - Network Name & Password

$8,500 **1 AVAILABLE**

Keep attendees connected while showcasing your company name through convention-wide wireless access branding. You decide the Wi-Fi name and password that all attendees (even competitors!) will have to use.

Mobile App

$7,500 **1 AVAILABLE**

Gain premium visibility through branding within the official convention mobile app used by most attendees.

Chicago Skyline Photobooth

$7,000 **1 AVAILABLE**

Create shareable memories with a branded photo experience featuring iconic Chicago imagery.

The Bean Selfie Station

$5,500 **1 AVAILABLE**

Brand a replica backdrop of The Bean and encourage attendee engagement and social sharing with a photo opportunity inspired by Chicago.

Tote Bag

$1,500 **5 AVAILABLE**

Include branded giveaways, promotional materials, and product information inside the official AIUM attendee tote bag.

YOU CAN FIND MORE DIGITAL BRANDING OPPORTUNITIES ON PAGE 10.

INDUSTRY SHOWCASE

EXHIBIT HALL

View Up to Date Exhibit Hall Floor Plan

PREMIUM BOOTH

10 x 10	10 x 20*
$3,750	$7,500

STANDARD BOOTH

10 x 10	10 x 20*
$3,500	$7,000

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

SATURDAY, MAY 1, 2027
9:00 am–3:30 pm
President's Welcome Happy Hour
6:00–7:00 PM

SUNDAY, MAY 2, 2027
9:00 am–3:30 pm

MONDAY, MAY 3, 2027
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

RETARGETING ADS

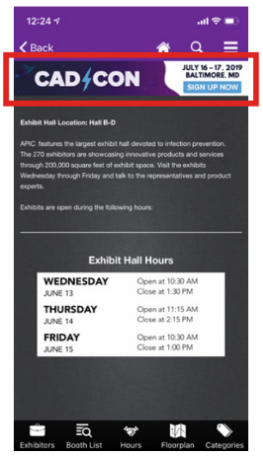
Our audience is your audience! Increase your brand exposure by retargeting the AIUM audience with your ad campaign. Your banner ads will follow AIUM.org visitors after they leave our website.

1 month | 20,000 Impressions – $2,500

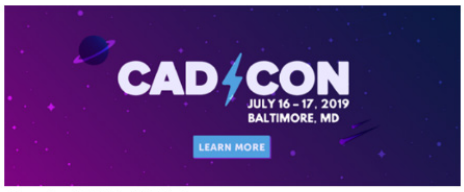
3 months | 50,000 Impressions – $3,500

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.

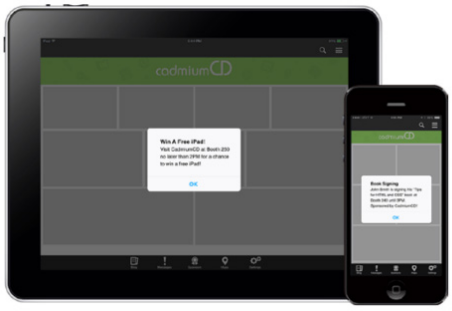


Sub Page Banner
3 Available – $1,200

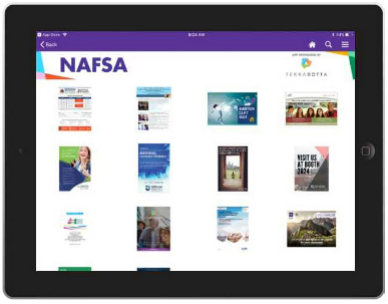


*Example of 1,200 x 800 Ad

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



Push Notification – 3 Available – $1,000



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
$850
Single–Sided Half Meterboard
$500



Double–Sided Meterboard
$1,600
Double–Sided Half Meterboard
$950

DIGITAL BRANDING

For digital opportunties 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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