



NEW ORLEANS, LA & VIRTUAL
NOVEMBER 15-19, 2023

AAPM&R Annual Assembly Digital Prospectus

The AAPM&R Annual Assembly is the largest educational conference in the country for psychiatrists, making it the best opportunity to deliver your message to this targeted audience. Offering both in-person and virtual options, attendees and sponsors can customize their event experience. This hybrid event allows sponsors and exhibitors to showcase their products and services in person, as well as virtually, and increase their exposure to all attendees!

Benefits of Sponsorship and Advertising:

- **Prolonged Exposure:** Reach in-person and virtual participants 3-4 weeks prior to the Annual Assembly through February 29, 2024 - months of online engagement.
- **Diversified Access:** Sponsoring the virtual portions of the Annual Assembly provides access to in-person and virtual attendees.

The [digital platform](#) is the conference website, and registration is open! Members are exploring the education, networking and exhibit offering now. **The full schedule page was clicked 9,973 times in 2022.** Advertise now for maximum exposure.

Content will be added to the conference website and the event app starting with all keynotes and 32 live-streamed sessions from the in-person Annual Assembly. Additional recorded content from the in-person activity will be added during conference week. Participating in the virtual component allows for additional exposure.

Website Advertising

Homepage Advertisements

Advertisements placed on the [digital platform](#) will be visible through February 29, 2024. **The full schedule page was clicked 9,973 times in 2022.**

Act now for maximum visibility! Pricing and specs follow. Advertisements can be placed through November 9, 2023*.

*Ads are available on a first come, first served basis.

The screenshot displays the AAPMR23 website homepage with several key components:

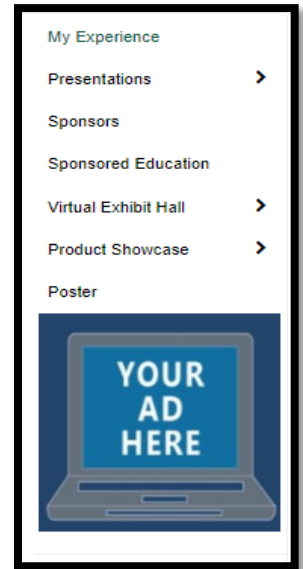
- Header:** A teal banner with the hashtag **#aapmr23**, the text **NEW ORLEANS, LA & VIRTUAL NOVEMBER 15-19, 2023**, a photo of a city street at night, the logo **PM&R TOGETHER**, and the slogan **BOLDLY SECURING YOUR FUTURE**.
- Navigation:** A dark bar with a search field and a list of menu items: Attend AAPMR23, Hotel and Travel, Schedule, Plenary Speakers, In-Person Networking, Skills Labs, and Job & Fellowship Fair.
- Primary Ad:** A large teal banner with **#aapmr23**, **NEW ORLEANS, LA & VIRTUAL NOVEMBER 15-19, 2023**, and a prominent **REGISTER NOW!** button.
- Plenary Speakers:** A section titled **Plenary Speakers** featuring a podium icon, three speaker portraits, and the **PhyzTalks** logo.
- Full Schedule:** A teal banner with a calendar icon, the text **Full Schedule**, and a **Tile Ad** label.
- Hotel and Travel:** A teal banner with a city street image and the text **Hotel and Travel**.
- Code of Conduct:** A teal banner with a document icon and the text **Code of Conduct**.
- Twitter Feed:** A sidebar widget titled **Tweets from @AAPMR** showing a tweet from **WILEY** about new research published in **PM&R Journal**.
- Annotations:** A yellow box on the right side of the page states **rotating banner ad will be here**. A yellow box at the bottom left of the Twitter feed states **Navigation Ad - the Twitter feed will move down**.

Navigation Advertisement - ~~Exclusive~~ **SOLD**

This banner advertisement will be visible on all pages of the website / virtual platform under the navigation menu. It is a **static** advertisement and will be seen on every page on the virtual platform and all pages that the attendees visit.

- \$2,075 for one month
- \$3,940 for two months
- \$5,600 for three months
- \$7,500 for duration; through 2/1/24

The advertisement can be clickable to your website or any other URL. Click/view counts are tracked and provided to the sponsor. Artwork should be 400 pixels wide x 400 pixels tall.



Available now. Secure by November 9, 2023

“My Experience” Page Advertisement - *Exclusive* \$5,000

Place a custom ad on the “My Experience Page” of the virtual platform. A personal dashboard for each attendee, it includes attendees’ messages, the attendee’s schedule, poster selection, and networking. **“My Experience” pages were clicked 8,662 times in 2022.**

Your ad, clickable to your website or any URL, will be seen by all attendees as they visit their dashboard. Artwork should be 1,280 pixels wide x 200 pixels tall.



Available when the event app launches November 1, 2023

The “Home Page” is the highest traffic page of the website and was viewed **39,902** times in 2022.

“Home Page” Rotating Tile Advertisement

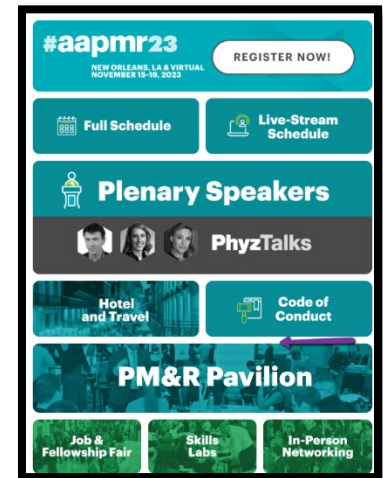
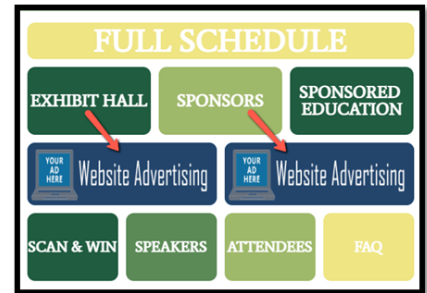
4 total - 1 sold; 3 remaining

- \$1,975 for one month
- \$3,750 for two months
- \$5,330 for three months
- \$6,500 for duration, through 2/1/24

Your custom advertisement (clickable to your website or any other URL) will rotate on the home page and will be visible to all in-person and virtual attendees. Click/view counts are tracked and provided to the sponsor.

We will need the same graphic in the following 3 sizes:

- 1200 pixels wide x 200 pixels high
- 600 pixels wide x 200 pixels high
- 400 pixels wide x 200 pixels high



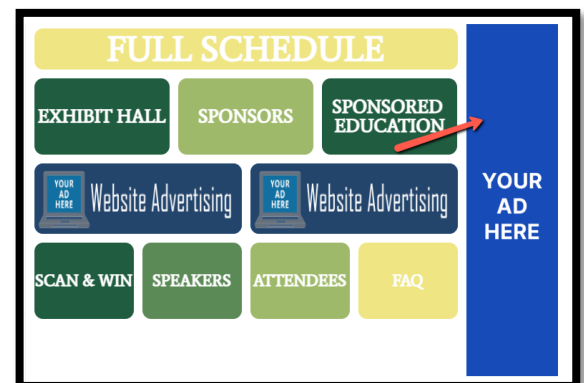
Available now. Secure by November 9, 2023

“Home Page” Rotating Banner Advertisement

4 available - 1 sold; 3 remaining

- \$1,975 for one month
- \$3,750 for two months
- \$5,330 for three months
- \$6,500 for duration, through 2/1/24

Advertisement can be clickable to your website, virtual exhibitor resource center, or any other URL. Artwork should be 320 pixels wide x 1200 pixels high.



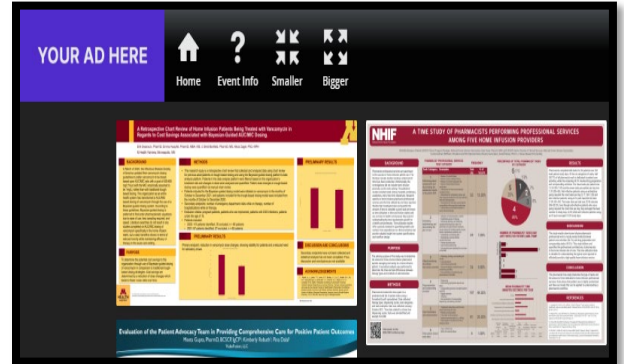
Available now. Secure by November 9, 2023

Branding

e-Poster Gallery - Exclusive **\$5,000**

Showcase your company to attendees visiting the virtual poster gallery while supporting the abstract posters and the valuable education they provide.

A virtual poster gallery will showcase **800+** AAPM&R posters. Your logo placement on the virtual poster platform will be prominently displayed to recognize your support. **There were 39,233 poster views in 2022.**



Artwork should be 480 wide x 200 tall pixels and can be linked to an external URL.

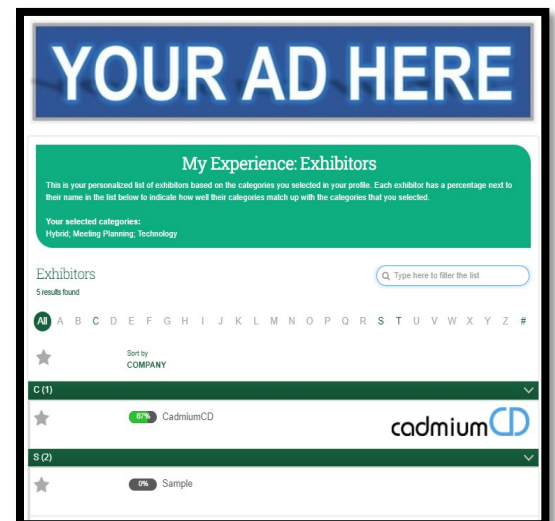
Available when the event app launches November 1, 2023

“Subpage Header” Advertisement **\$2,250 each** **3 available**

Place a custom advertisement on one of the three subpages within the virtual platform. This advertisement is seen by all attendees as they visit that specific page. The banner advertisement can be clickable to your website or any other URL. Artwork should be 1,280 pixels wide x 200 pixels tall.

Subpage Headers are available on the following pages:

- Exhibitor List Page
- Attendee List Page
- Schedule Page



Available when the event app launches November 1, 2023

Sponsored Virtual Educational Content

Your Educational Content

\$7,500

Your 30-minute pre-recorded education (sponsor to provide Mp4) will be placed on the virtual platform for all attendees to view. This allows for more exposure to more attendees! Your content will also be accessible through a link from your Virtual Resource Center.

Exclusive Benefits Include:

- Content Placed on demand for attendees to view through February 29, 2024

Available November 16, 2023/first day of conference.