

EXHIBITOR AND SPONSOR PROSPECTUS

ONE SCIENTIFIC ASSEMBLY. TWO EXPERIENCES.

27th Annual Scientific Assembly

June 20-24, 2021

ST. LOUIS, MO

AAEM21

Attend In-Person or Virtually



AAEMTM

AMERICAN ACADEMY OF
EMERGENCY MEDICINE

CHAMPION OF THE EMERGENCY PHYSICIAN





ABOUT THE AMERICAN ACADEMY OF EMERGENCY PHYSICIANS

**AAEM is the champion of the
emergency physician.**

AAEM was established in 1993 to promote fair and equitable practice environments necessary to allow emergency physicians to deliver the highest quality of patient care.

Our guiding values are embodied in our mission statement and vision statement.

For over 25 years, AAEM has been a leader in protecting board certification in emergency medicine and confronting the harmful influence of the corporate practice of medicine. We support fair and equitable practice environments that allow emergency physicians to deliver the highest quality of patient care. Read our detailed history. Learn about the AAEM logo.

AAEM NATIONAL OFFICE CONTACT INFORMATION

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JOIN US



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2021 SCIENTIFIC PLANNING SUBCOMMITTEE

SCIENTIFIC ASSEMBLY SUBCOMMITTEE

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Harman S. Gill, MD FAAEM



AMERICAN ACADEMY OF EMERGENCY MEDICINE

27th Annual Scientific Assembly

June 20-24, 2021 St. Louis, MO



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Dear AAEM Partner,

We invite you to participate as an exhibitor and/or supporter of our 27th Annual Scientific Assembly (AAEM21), June 20-24, 2021 at the St. Louis Union Station Hotel, St. Louis, Missouri.

AAEM21 offers your organization the unique opportunity to present products and services to the AAEM membership — comprised of over 8,000 board certified emergency physicians, residents, and medical students in emergency medicine.

This year's exhibit hall will be located onsite in the Midway of the hotel, set with 8'x10' exhibit spaces. Time will be set aside for attendees to visit the exhibits.

We continue to offer premier exhibiting hours, which condense booth activity during peak times, enhanced exhibitor profiles on the Scientific Assembly mobile app, and increased attendee exposure through customized incentives to drive booth traffic including new virtual engagement opportunities. New this year we are offering a Scavenger Quest where participants will scan a QR code at participating booths to win prizes.

By exhibiting and/or sponsoring at AAEM21, your organization will enjoy exclusive access to the AAEM membership as well as numerous non-member delegates — practicing emergency physicians seeking the latest information in the field. Exhibitors also receive a 15% discount on advertising in the AAEM member magazine, *Common Sense*, which will feature expanded coverage of the Scientific Assembly in its May/June 2021 issue for materials submitted by the deadline.

Please take the time to review the information in this prospectus, and then make the decision to join us at the only major event in emergency medicine targeted directly at the educational needs of the board certified emergency physician.

Get your products and services in front of an engaged audience, in person, through the many branding and promotional opportunities available only through AAEM.

See you in St. Louis!

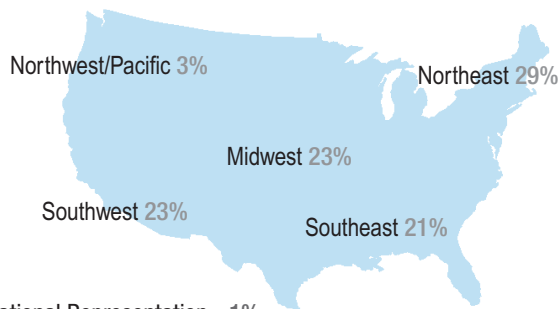
Missy Zagroba, CAE
Executive Director

AMERICAN ACADEMY OF EMERGENCY MEDICINE

555 East Wells Street, Suite 1100, Milwaukee, WI 53202-3823

(800) 884-2236 • info@aaem.org • www.aaem.org

AAEM HAS OVER 8,000 MEMBERS



International Representation - 1%

- EM Physicians - 33%
- EM Residents - 63%
- Medical Students - 4%

AAEM19 AAEM SCIENTIFIC ASSEMBLY HIGHLIGHTS

Total number of exhibitors: **65**

Number of speakers: **147**

Number of photo competition submissions: **301**

Number of WestJEM competition submissions: **9**

Number of JEM abstract competitions: **71**

Number of YPS poster competitions: **12**

Airway at AAEM attendees: **150**

Number of impressions on the #AAEM19 hashtag: **10,776,000**

Tweets on the #AAEM19 hashtag: **3,367**

Number of AAEM19 mobile app participants: **1,240**

Passport to Prizes Participants: **98**

Passport to Prizes Winners: **18**

Number of Women in EM Networking Lunch Participants: **84**



MEETING INFORMATION

MEETING INFORMATION

The AAEM Scientific Assembly — perpetually advancing emergency medicine for the clinician, and proudly, the premier clinical conference in our specialty.



The 27th Annual Scientific Assembly will be held in St. Louis, MO at the historic St. Louis Union Station Hotel.

The Scientific Assembly will begin in the afternoon on Sunday, June 20 and end on Wednesday, June 23 at noon. Post-conference courses will begin Wednesday, June 23 in the afternoon through Thursday evening, June 24, 2021.

HOTEL INFORMATION

St. Louis Union Station Hotel
1820 Market Street
St. Louis, MO 63101

Reservation Deadline: May 28, 2021

Book Today:

<http://group.curriocollection.com/tfj8d>

Phone Reservations:

800-774-1500 (Mention AAEM Room Block)
Reference AAEM21 to secure the room block rate.

After May 29, 2021, regular room rates may apply and availability may not exist. Reservations should be made directly with the hotel.

ROOM RATES

Room Rate: \$152.00 single/double occupancy

The above rates are per guest room, per night, single or double occupancy. Rates are subject to applicable governmental room taxes.

Hotel requires a credit card or cash deposit from guests upon check-in for incidental charges. An early departure fee of 50% of one night's room and tax will apply if an attendee checks out prior to the checkout date. Guests wishing to avoid this fee must advise the hotel of changes at or before check-in.

AMERICAN ACADEMY OF EMERGENCY MEDICINE

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GOVERNMENT/MILITARY RATES

The hotel may honor the government rate for a qualified guest. If honored, guest booking the Government rate will be required to show government ID upon check-in. Government rooms may be booked through central reservations or directly with the hotel. Please inquire directly with the hotel prior to making a reservation if you would like the government rate.

HOUSING ALERT

Unauthorized group(s) may solicit exhibitors and sponsors for attendee lists and/or guest rooms representing itself as the St. Louis Union Station Hotel or 'helping AAEM' to make hotel reservations on their behalf. Please note the ONLY official housing provider for the 27th Annual Scientific Assembly is St. Louis Union Station Hotel. No other housing company or travel agency is authorized to place hotel reservations on behalf of AAEM, its exhibitors or its sponsors.

Cold calls, solicitation emails of attendee lists, etc. by any party have not been approved by AAEM. Beware that rooms booked on your behalf by any housing company could carry costs or penalties that you may not be aware of and the rooms booked by unauthorized housing companies are outside of AAEM's rooming block. You are advised to be cautious of companies trying to sell rooms on behalf of AAEM.

Should you be contacted, please email AAEM at info@aaem.org with the details.

SCHEDULE AND IMPORTANT DATES

IMPORTANT DATES TO REMEMBER:

Exhibitor Registration Now Open-Reserve your exhibit space early for optimal booth location.

April 16, 2021: Exhibitor booth assignments distributed / Exhibitor Service Kit link available online

April 26, 2021: Advertising for May/June issue of *Common Sense* deadline

May 3, 2021: Exhibitor cancellation deadline for refund minus a \$100 service charge

May 14, 2021: Broadcast Email Send Date preference due

May 28, 2021: Hotel Cut-Off / Deadline to book at the group rate

May 24, 2021: Scavenger Quest sign up deadline / descriptions due for inclusion in final program

June 1, 2021: Exhibitor Booth Personnel Names Due

June 3, 2021: Registration bag inserts/flyers due

June 20-24, 2021: AAEM21 St. Louis Hilton Station Hotel

June 20, 2021: Exhibitor move in from 12:00pm-4:00pm

June 22, 2021: Exhibitor breakdown

EXHIBIT HALL SCHEDULE

The exhibits will be located in Midway West.

SUNDAY, JUNE 20, 2021

12:00pm-4:00pm Exhibitor Set up
5:45pm-6:45pm Welcome Reception in Exhibit Hall

MONDAY, JUNE 21, 2021

9:30am-4:15pm Exhibit Hall open
9:45am-10:15am Attendee networking break inside the Exhibit Hall
1:45pm-2:45pm Exhibit Hall closed
2:45pm-4:15pm Exhibit Hall open
2:30pm-3:00pm Attendee networking break inside the Exhibit Hall
4:15pm Exhibit Hall closed

TUESDAY, JUNE 22, 2021

9:30am-1:30pm Exhibit Hall open
9:45am-10:15am Attendee networking break inside the Exhibit Hall
12:05pm-1:30pm Attendee networking break inside the Exhibit Hall
1:30pm Exhibit Hall closed
1:30pm Exhibitor move-out

FUTURE ASSEMBLY INFORMATION

28TH ANNUAL SCIENTIFIC ASSEMBLY (AAEM22)

April 23-27, 2022
Hilton Baltimore
Baltimore, MD

29TH ANNUAL SCIENTIFIC ASSEMBLY (AAEM23)

April 21-25, 2023
New Orleans Marriott
New Orleans, LA

ANNUAL MEETING ATTENDANCE

HISTORY

MEETING	LOCATION	REGISTRANTS
2020 – 26 th Annual Scientific Assembly	Phoenix, AZ	Cancelled / COVID-19
2019 – 25 th Annual Scientific Assembly	Las Vegas, NV	1,286
2018 – 24 th Annual Scientific Assembly	San Diego, CA	1,279
2017 – 23 rd Annual Scientific Assembly	Orlando, FL	1,039
2016 – 22 nd Annual Scientific Assembly	Las Vegas, NV	1,144
2015 – 21 st Annual Scientific Assembly	Austin, TX	1,197
2014 – 20 th Annual Scientific Assembly	New York City, NY	1,199

SPONSORSHIP LEVELS

AAEM extends its sincere gratitude and appreciation to industry partners who provide funding to enhance activities at the 2021 AAEM Scientific Assembly and will recognize companies based on their cumulative sponsorship, exhibit and advertising spend. The sponsorship levels are:

\$50,000+ SUPPORT LEVEL – CHAMPION SPONSOR

The Champion Sponsor is the highest level of sponsorship and is limited to one organization. The sponsorship includes recognition as a Champion Sponsor at the keynote and opening remarks in addition to lead generation opportunities.

- Sponsor name and logo will be part of the non-CME event promotions (if applicable)
- Prominent name and logo placement in printed materials related to event (Save the Date, Final Program, on-site signage)
- Prominent half-page ad in final program (sponsor to provide content to be approved by AAEM)
- Company listing and website link with logo in the sponsors section of the conference website, virtual platform and/or mobile app
- Signage outside of room with your logo
- Two (2) complimentary conference registrations (\$1050 value)
- Complimentary booth in exhibit hall with registration for up to four (4) exhibitor representatives
- Complimentary pre-event email broadcast to conference attendees to promote event (sponsor to provide content to be approved by AAEM prior to broadcasting)
- Complimentary post-event email broadcast to conference attendees (sponsor to provide content to be approved by AAEM prior to broadcasting)
- Social media announcement when sponsorship is confirmed
- Complimentary mobile app push notification to promote event on day of event
- Opportunity to include one promotional item in conference registration bag (no publications allowed)
- First right of refusal for continued sponsorship for the following year (see Right of First Refusal below)
- Twenty-five content pieces available for download on conference website and/or mobile app.

Session times available (first come, first served)

Monday, June 21 6:30am-8:00am – Morning

Monday, June 21 5:30pm-7:00pm – Evening

Tuesday, June 22 6:30am-8:00am – Morning

Tuesday, June 22 5:30pm-7:00pm – Evening

\$20,000 - \$49,999 SUPPORT LEVEL – GOLD SPONSOR

The Gold Sponsorship is exclusive to four (4) organizations and includes numerous lead generating and branding opportunities to drive sales for your organization.

- Prominent name in printed materials related to event (final program, onsite signage relevant to sponsorship)
- Complimentary booth in exhibit hall with registration for up to two (2) exhibitor representatives
- Prominent listing in final program
- Name listing on sponsorship webpage
- Bold name listing on on-site sponsorship signage as Gold sponsor
- Company listing and website link in the sponsors section of the conference website, and/or mobile app
- Fifteen content pieces available for download on conference website, and/or mobile app

\$5,000 - \$19,999 SUPPORT LEVEL – SILVER SPONSOR

The Silver Sponsorship provides a unique combination of brand awareness and lead generation.

- Prominent name in materials related to sponsorship
- Name listing on on-site sponsorship signage as Silver sponsor
- Company listing and website link in the sponsors section of the conference website, virtual platform and/or mobile app

UP TO \$4,999 SUPPORT LEVEL – BRONZE SPONSOR

Bronze Sponsorships provide the foundational support for AAEM programs onsite. In gratitude for your support at this level, you will receive

- Name listing on on-site sponsorship signage as Bronze sponsor
- Company contact listing and website link in sponsors section of the conference website, and/or mobile app

SPONSORS RIGHT OF FIRST REFUSAL

In recognition of the sponsoring company's support of the AAEM Scientific Assembly, AAEM agrees that with respect to the following year, companies with EXCLUSIVE sponsorship will have the right of first refusal over other potential sponsors for the same sponsorship of the same event or item, in the subsequent year. Sponsoring companies are eligible for this right of first refusal to renew their sponsorship only if the company has exclusively sponsored an event; however, the benefits and consideration of the sponsorship may be renegotiated (by either party). Sponsor shall have 120 days following the conclusion of the AAEM Scientific Assembly to renew their sponsorship for the following year. If the sponsoring company fails to notify AAEM of its intention to renew its sponsorship within the 120-day period, AAEM reserves the right to open the opportunity to the public without providing prior notice to the previous year's sponsoring company.

ONSITE SPONSORSHIP OPPORTUNITIES

Sponsoring an event or activity not only offers a more rewarding experience for attendees, it increases your organization's visibility among them. In addition, AAEM gives special recognition to sponsors through official signs and prominent listings in the official meeting programs.

Celebrate 27+ years of the premier emergency medicine conference with the American Academy of Emergency Medicine. Sponsors receive:

- Onsite recognition at Scientific Assembly as a sponsor on signage in high traffic area of the conference
- Social media highlights on Facebook and Twitter (over 15,000 followers)
- Branding as sponsor on the official conference website, virtual platform and/or mobile app
- Recognition as a sponsor on traditional and digital promotional materials

To secure a sponsorship opportunity

[Submit application](#)

BRANDING OPPORTUNITIES:

BOX LUNCH SPONSORSHIP (\$20,000)

The way to an attendee's heart is through their stomach! Box lunch will be served in the Exhibit Hall so you have more face time with your target market. Sponsor will be recognized through signage and broadcast notification in advance of event. If sponsor would like to provide napkins, cups, etc. please contact AAEM. Sponsorship includes box lunch and drink for up to 400 participants. Enhance sponsorship with other food & beverages (additional fees apply).

DIGITAL DISPLAYS (\$5,000)

Promote your company's exhibit booth, product, or upcoming event on Registration Video Monitor. Digital ad must be approved by AAEM and artwork is due by June 3, 2021. Limit 4 per company. Ads will run at least 4 times daily alongside AAEM content. Formats accepted JPEG (preferred), Microsoft PowerPoint, PNG, MP4 with h264 compression only. No audio. Video length exactly 15 or 30 seconds (videos are scheduled in 15 second increments).

EMAIL BROADCAST (PRE AND/OR POST CONFERENCE) (\$450 EA)

Send an email broadcast with your special message and/or appointment requests to attendees prior to or after the conference. Exhibitor to provide content to be approved in advance by AAEM. Broadcast to be sent by AAEM.



COFFEE/REFRESHMENT BREAK (\$5,000) (9 OPPORTUNITIES AVAILABLE)

Greet attendees one-on-one and spread the word about your company by sponsoring a beverage break between sessions. Provide reusable water bottles, logoed cups or napkins or just chat with attendees while they are on break. Spaced at convenient times during the conference schedule, sponsor is recognized through signage. Includes coffee/tea or soda for ~400. Enhance sponsorship with other food & beverages (additional fees apply). If sponsor would like to provide napkins, cups, etc., please contact AAEM.



COMMEMORATIVE ITEM (\$1,500) (5 OPPORTUNITIES AVAILABLE)

After picking up their registration materials, the first thing attendees do is go through their tote bag to see what goodies are inside. What better way to increase your name recognition than to put something useful in the hands of every attendee at the conference? Sponsors provide the branded product subject to AAEM approval. Sponsor is responsible for providing and shipping 1,200 items to fulfillment center by June 3, 2021.

EDUCATIONAL PROGRAM-NON-CME (\$25,000) (THREE OPPORTUNITIES AVAILABLE) – SPONSORSHIP SECURED

Non-CME educational programs provide an opportunity for commercial organizations to present information about their products or services to delegates attending the AAEM Scientific Assembly. The material presented may be promotional and may concentrate on a specific product. Non-CME educational programs are up to 90 minutes in length, scheduled unopposed over the lunch period, before and/or after educational sessions and open to Assembly attendees on a first-come, first-served basis. Content must be approved by AAEM. Sponsorship fee includes the following:

- Function space at the headquarter hotel
- Promotion of the program in the Scientific Assembly mobile app, website and final program
- One email broadcast to pre-registered conference attendees
- One advertising insert in the Scientific Assembly registration bag
- Enhance sponsorship with food & beverages (additional fees apply)
- AAEM will provide the room space, basic audiovisual set-up with on-site AV tech and signage

ENHANCEMENTS

- Catering through St. Louis Union Station
- Push Notifications

It is the responsibility of the sponsor to coordinate these enhancements; additional fees will apply.

FACE MASK SPONSORSHIP (\$2,500)

First impressions count! Be the 'face' of every attendee. Sponsorship includes distribution of mask in registration bag. Sponsor is responsible for providing and shipping 1,200 face masks to fulfillment center by June 3, 2021. AAEM to approve message.



FLOOR CLINGS (\$1,000)

Footsteps or up to 3'x3' floor clings (each) placed in high-traffic areas such as the foyer (carpeted surfaces only). Sponsor to work with AAEM and hotel to approve message/adhesive.

KNOW BEFORE YOU GO EMAIL (\$5,000) EXCLUSIVE!

Sent 3-5 days before the meeting starts to registered attendees. Sponsor to provide content (to be approved by AAEM).

LANYARDS (\$4,000)

Put your logo around the neck of attendees and exhibitors at the conference. Everyone is required to wear a badge to enter the exhibit hall and meeting space. Your brand will be front and center. Production and labor charges are included. Sponsor to provide lanyard and AAEM to approve message prior to printing. Lanyards are due at fulfillment center by June 3, 2021.

BRANDING OPPORTUNITIES (continued)

MEMORY STICK (USB) (\$1,000)

Speaker presentations are placed on the memory stick with company name. A coupon will be placed in delegate bags and memory stick can be redeemed at the supporter's exhibit. Sponsors are responsible for providing the memory sticks.

MOBILE APP (\$7,500)

Achieve maximum exposure on the Scientific Assembly mobile app with sponsor's name on the opening page of the mobile guide. 2019 attendees explored and interacted within the mobile app resulting in over 111,175 page views. Graphics must be pre-approved by AAEM. Clicking on the graphic direct attendees to sponsor's exhibitor listing in the app directory.



MOBILE APP – PUSH NOTIFICATION (\$2,000 EACH)

Eight opportunities available, limit 2 (two) per company.

MOBILE APP – SPLASH AD (\$2,500 EACH)

Eight opportunities available, limit 2 (two) per company

NOTEPADS (\$500)

Notepads will be distributed to more than 1,000 delegates in the registration bags. Company logo can be printed on the notepads (AAEM to approve design in advance). Sponsors are responsible for providing and shipping 1,200 notepads to fulfillment center by June 3, 2021.

OPENING EVENT SPONSORSHIP (\$3,000)

The Welcome Reception is the first social networking event for Scientific Assembly and everyone is invited! Sponsor is recognized thru signage and an optional presence at the event. Enhance sponsorship with food & beverages (additional fees apply).

PEDOMETERS (\$1,000)

Help promote healthy lifestyle choices by sponsoring pedometers for each conference attendee. Your company name will appear on pedometers worn by conference attendees as they walk to conference events, at home, or in the emergency department. Sponsors are responsible for providing the pedometers. Sponsor to ship 1,200 pedometers to fulfillment center by June 3, 2021.

PENS (\$1,000)

Show your support and extend your brand by providing branded pens for distribution to conference attendees through the onsite registration bag. Sponsor is responsible for producing (message to be pre-approved by AAEM in advance) and shipping 1,200 pens to fulfillment center by June 3, 2021.

REGISTRATION BAGS (\$5,000)

Place your company logo on the always popular cotton canvas conference tote bag. Your company logo will be visible throughout the entire conference and beyond. This exclusive opportunity allows the sponsor to showcase your brand message with the Scientific Assembly conference logo on the cotton canvas official conference registration bag. Includes production.

SELFIE/PHOTO BOOTH STATION (\$2,000)

The selfie stand photo booth is located in a prominent area of the exhibit hall. This unit may be partially or fully wrapped with a custom graphic representing your brand and the Scientific Assembly conference logo (AAEM approved). From the stand, attendees and exhibitors can immediately share to their social media platforms. As the sponsor, you would receive full analytics on shared photos, custom hashtag usage and captured leads. Sponsor to provide accessories/backdrop. Enhance sponsorship with food & beverages (additional fees apply).



SNAPCHAP FILTER (\$2,500)

Purchase a Snapchat geofilter for participants to access and use at the conference area for up to 12 hours. Filters can incorporate company logo, booth number, or other graphics.



SOCIAL EVENT SPONSORSHIP (\$3,000)

The Women in Emergency Medicine and Diversity and Inclusion Social Event is an open invitation mixer to encourage networking, mentorship, and camaraderie among AAEM members and Scientific Assembly attendees. Entering its fourth consecutive year, this social event is jointly hosted by the Women in Emergency Medicine Committee and the Diversity and Inclusion Committee. Sponsor is recognized thru signage and an optional presence at the event. Enhance sponsorship with food & beverages (additional fees apply).

T-SHIRT SPONSORSHIP (\$3,000)

Showcase your logo on every attendee with a t-shirt sponsorship. Sponsor to work with AAEM to provide the design. Sponsor logo will be prominently placed. Sponsor responsible for providing and shipping shirts to fulfillment center by June 3, 2021.

TWITTER BOARD (\$10,000)

Showcase your company name on the Scientific Assembly Twitter Board! This prominent screen displays a live running feed of tweets with the Scientific Assembly hashtag. Situated in a high-traffic area, this board is a unique opportunity to highlight your company in a place that will draw many attendees' eyes.



VIDEO INFORMATION MONITOR (\$1,200)

A video monitor located near the registration desk will provide up to date conference information for the length of the conference. Sponsor is recognized through signage.

BRANDING OPPORTUNITIES (continued)

WATER BOTTLES (\$1,000)

AAEM would like to provide water bottles to our attendees either at your booth or included in the registration bag. AAEM will only accept Bisphenol A (BPA) free water bottles. Your company name will appear on the bottle. Sponsors are responsible for providing the water bottles.



WAYFINDING SIGNS (\$5,000)

Attendees benefit from signage that helps orient them throughout the meeting space. Incredible full-meeting exposure. "Wayfinding signs sponsored by <Company logo>" will appear on each directional sign.

WELLNESS FUN RUN/WALK SPONSORSHIP (\$3,000)

(3 opportunities available) A hearty group of attendees participate in the annual Wellness 5K Fun Run and Walk on one morning of the conference. Up to 80 participants will run or walk the two-mile course. This sponsorship helps support bib numbers, bottled water, t-shirts, transportation to the course (if necessary), and prizes for the first and second fastest male/female runner. First place items for Fun Run/Walk participants are also welcome (with AAEM approval). Specific sponsorship opportunities available (i.e. t-shirt only). Contact AAEM. Enhance sponsorship with food & beverages (additional fees apply).



WELLNESS ROOM SPONSORSHIP (\$5,000)

The AAEM Physician Wellness and Burnout Prevention Committee is excited to offer an oasis room on-site featuring meditation, yoga, and other inspiring opportunities. Associate your company name with these wellness opportunities to include signage throughout conference. Enhance sponsorship with food & beverages (additional fees apply).



WI-FI ACCESS (\$5,000 PER DAY)

Conference wide Wi-Fi is an essential tool and this exclusive sponsorship provides a premier branding opportunity. More than 1,300+ devices log in during Scientific Assembly. Option to use your companies' selected password. Custom Wi-Fi access code included for each conference participant.



PRINT ADVERTISING OPPORTUNITIES

FINAL PROGRAM ADVERTISING (\$1,200)

The final program contains key conference information and is given to each attendee upon check-in at the registration desk. Advertiser receives one full-page black and white advertisement (with pre-approval).

PRICING

Common Sense is the member magazine of the American Academy of Emergency Medicine (AAEM). It is a bi-monthly publication that reports on AAEM activities and news from the emergency medicine community. It is delivered to the AAEM membership, which currently stands at over 8,000 emergency physicians, residents, and others interested in emergency medicine.



AD TYPE	SIZE	SINGLE INSERTION	MULTIPLE INSERTION
Full Page	7½" w x 9¾" h	\$641.75	\$549.10 each
Half Page Vertical	3⅝" w x 9¾" h	\$549.10	\$475.15 each
Half Page Horizontal	7½" w x 4¾" h	\$549.10	\$475.15 each
Quarter Page	3⅝" w x 4¾" h	\$456.45	\$401.20 each

Above pricing includes exhibitor discount.

Rates are based on providing a high resolution PDF. *Common Sense* is a 4-color publication.

www.aaem.org/publications/common-sense/advertise

FIRST RIGHT OF REFUSAL

AAEM adheres to a right of first refusal process for organizations who have supported particular programs or activities the previous year. This means that the previous year's sponsor is given the option of confirming support of the same program or activity at next year's meeting before sponsorship of that function can be offered to another organization.

Contact Missy Zagroba, Executive Director, at 800-884-2236 or mzagroba@aaem.org for the latest availabilities, additions, ad specs and deadlines. Some opportunities are subject to change. Advertisements are subject to AAEM approval prior to printing.

PAST EXHIBITORS

AAEM	Emergency Service Partners, LP (ESP)	Medlytix	Salinas Valley Emergency Medicine Group
A Study on ED Dizziness Presentations	EMrecruits	MEP Health	SC Medical Books
ABC Trading Solutions	Enovative Technologies	Merck Manuals	SCAD Alliance (spontaneous coronary artery dissection)
AcelRx Pharmaceuticals, Inc	EPOWERdoc, INC	Mercy	Scribe Solutions
Advanced Health Education Center	EvidenceCare	Mercy Clinic	ScribeAmerica
AHC Media	Expo Enterprises	Mespere Lifesciences	ScribeConnect
Allergan	Feel Good, Inc	Mindray North America	Scrivas
Alliance for Physician Certification & Advancement (APCA)	FirstNet	Mint Physician Staffing	Shift Administrators, LLC
American College of Osteopathic Emergency Physicians (ACOEP)	Fisher & Paykel Healthcare	Model-Med/Paradigm Medical Systems	Shire Genetic Disease
American Osteopathic Board of Emergency Medicine (AOBEM)	Gator Medical Books	Mooney & Co, Inc	Smart ER, LLC
Arbor Pharmaceuticals	Globo-Sa, Inc	Mount Sinai Health System	SMART Physician Recruiting
aristo e/r	Good Life Product	My CV Connection	Smith & Nephew, Inc
Avera eCARE Services	Greater San Antonio Emergency Physicians (GSEP)	Nabriva Therapeutics	SonoSim, Inc
Bandgrip, Inc	GRIFOLS USA, LLC	National Medical Professionals	South Miami CritiCare, Inc
Bayer	Gryphon Healthcare	Navajo Area Indian Health Service	Splash Medical Devices
Baylor Emergency Medical Centers	Gulfcoast Ultrasound Institute	Neighbors Emergency Center	St. Jude Children's Research Hospital
Baylor Scott and White Health	Happy Doc Summer Camp	NeilMed Pharmaceuticals, Inc.	Staff Care
Biodynamic Research Corporation (BRC)	Hays Affinity	Newsura Insurance Services	Standard Register Healthcare
B-LINE MEDICAL	Hays Innovations	Nicka & Associates	Sycamore Physician Contracting
BMS/Pfizer	HCA	North American Rescue	Synergistic Systems, LLC
Body Interact	HEALTHFRONT	Northwest Seminars	TASER International
Brault	Hippo Education, Inc	Nova Innovations	TeedCo Healthcare Recruiting
CAL/WestJEM	Huddy Healthcare Solutions, LLC	OBP Medical	Teva Select Brands
Cambridge University Press	Imagine Software	Ochsner Health System	Texas Association of Freestanding Emergency Centers (TAFEC)
CarePoint, PC	Infinite Trading, Inc	OIC Advance	Texas Tech University Health Sciences Center El Paso
CEP America	Infinity Healthcare	OSF Healthcare	The Dental Box
CEPHEID	Innovative Healthcare Systems, Inc	Our Web Schedule	The Medicines Company
Ceribell, Inc	Insurance Data Services, Inc	PACE MD Global Health/Geographic Emergency Medicine Service, PA	The POCUS Preceptor
Challenger Corporation	Intelligent Ultrasound North America	PACE MD Medspanish	ThedaCare, Inc
Change Healthcare	Intermedix	Pajunk Medical Systems	TIVA Healthcare, Inc
Charleston Area Medical Center	International Medical Relief	Paradigm Medical Systems/Model-Med	Tower Health
Chiesi USA	Intrigma, Inc	PATHFAST	TS Medical USA
CIPROMS Medical Billing	Johns Hopkins Aramaco Healthcare Company (JHAH)	PatientPing	U.S. Army Health Care Recruiting
Cleveland Clinic	Kaiser Permanente - Washington Permanente Medical Group	Payor Logic	University of Tennessee Physician Executive MBA Program
Clozex Medical	Konica Minolta Medical Imaging	Penn State Milton S. Hershey Medical Center	Urgent Care Consultants
ConsensioHealth, LLC	LAM Foundation	PEPID	Valley Emergency Physicians Healthcare
Covenant Medical Group	Leading Edge Medical Associates (LEMA)	Pettigrew Medical Business Services	VectraCor, Inc
Daily Care Solutions	Legacy ER & Urgent Care	Pfizer, Inc	VEP Healthcare
DuvaSawko	Locum Leaders	PhyCon	Victoria Emergency Associates, LLC
Eastern Maine Medical Center	Locums United, Inc	PhysAssist Scribe, Inc	VISTA Staffing Solutions
Elite Medical Scribes	LocumTenens.com	Pikeville Medical Center, Inc	Vituity
Ellis Medicine	LogixHealth	Piranha Medical	Wakefield & Associates
Elsevier, Inc	LSU Emergency Medicine Health Sciences Center	Practice Velocity	Washington Permanente Medical Group
EM Coach	Lutner Financial Group	Praxair Healthcare Services	Weatherby Healthcare
Emergency Excellence	Mallinckrodt Pharmaceuticals	Precision Medical Devices, LLC	Wellsoft Corporation
Emergency Groups' Office	Martin Gottlieb & Associates	ProScribe	WPA Emergency Medicine Staffing, LLC
Emergency Medicine Associates, PA, PC	Mary Lanning Healthcare	Quadriga Partners	Xite Realty
Emergency Medicine of Indiana	Mayo Clinic	Questcare Partners	Yota Enterprise
Emergency Medicine Professionals, PA (EMPros)	McKesson, Business Performance Services	R1 RCM	Zerowet, Inc.
Emergency Physician Affiliates	MDAssociates, Inc	Reading Health System	Z-Medica, LLC
Emergency Physicians Insurance Exchange RRG	MedData	Relias Learning	Zotec Partners
Emergency Physicians Partners (EPP)	Medical Reimbursement Systems Inc.	Retrofit	
Emergency Professional Services	Medicus Healthcare Solutions	Rhino Medical Services	
	Mediserv	Rochester Regional Health	

EXHIBITOR OPPORTUNITIES

Floor Plan and Booth Information

Exhibitor Floor Plan:

St. Louis Union Station – Midway West

BOOTH INFORMATION

Each exhibit booth will comprise an area of 80 square feet, 8' deep by 10' wide. The booth will be equipped with an 8' draped back wall, 3' draped side rails, and a 7"x 44" sign noting the organization name and booth number. Drape color will be burgundy.

Exhibit fixtures will be permitted to a maximum height of 8 feet. Exhibit fixtures more than 4 feet in height must be placed at least 4 feet from the aisle line to avoid blocking the sight line from the aisle to adjoining booths.

The exhibit hall is not carpeted; exhibitors may order carpet from the service contractor or place their own in their booth space. Aisle carpet will not be provided.

Booth cleaning is mandatory after move-in and is not included in the booth rental fee. AAEM may order daily cleaning if booth appearance is unsightly; the cost will be charged to the exhibitor.

WHAT'S INCLUDED

- One 8' deep by 10' wide draped exhibit space
- Identification sign displaying organization name and booth number
- General maintenance of the common areas of the exhibit hall
- Exhibitor listing in AAEM's membership magazine *Common Sense* (May/June issue)
- Electronic pre-registration attendee list (name only)
- Company listing in the final on-site program including company description and contact information
- Enhanced exhibitor profile in the event mobile app to include, company description, contact information and social media links
- 2021 "We're Exhibiting" logo for use on marketing materials and website
- 15% discount on advertising in *Common Sense*
- Access to networking opportunities throughout the conference and during the Opening Reception
- Four (4) exhibit booth personnel registrations (includes badge)

Exhibitor personnel must be registered to receive a name badge. Exhibitor badges allow admission to the exhibit hall only and must be worn.

EXHIBIT APPLICATION

To reserve an exhibit space, submit the application with full payment. Booth spaces are assigned on a first-come, first-serve basis and only as long as booth space remains available (if space constraints exist, AAEM reserves the right to change booth location). Full payment of the booth rental fee must be received before booth assignment is confirmed.

If an exhibitor wishes to cancel exhibit space after an assignment is made, written notification must be sent to AAEM. A full refund minus a processing charge of \$100 will be granted if cancellation is made by May 3, 2021. No refunds are given for cancellations made after May 4, 2021. For questions on exhibiting, please contact, Roxanne Dobbs at 800-884-2236 or rdobbs@aaem.org.

EXHIBITOR ADD-ONS

BAG INSERTS (\$750)

AAEM will insert your company's flyer (up to 8 ½" x 11") or other information (with pre-approval) into the on-site registration bags. A registration bag is given to each attendee. Sponsor responsible for the cost of printing and shipping. Bag insert sponsorship is not available to non-exhibitors. Sponsor to ship 1,200 inserts to fulfillment center or ask fulfillment center to print by June 3, 2021.

BOOTH REPRESENTATIVE BADGES (\$75 EA)

Four complimentary pre-printed name badges are included with each exhibit booth. Order additional badges for more representation.

MOBILE APP FEATURED EXHIBITOR (\$500)

Boost your exposure by getting your company name and booth location at the top of the list on the mobile app.



PRINTED PROGRAM FEATURED EXHIBITOR *NEW*(\$500)

Boost your exposure by highlighting your company with your logo in the printed program.



EXHIBITOR ONSITE SERVICE CONTRACTOR

Heritage Exposition Services has been named the official service contractor for the 27th Annual in-person Scientific Assembly and is appointed to ensure the orderly and efficient installation and removal of the overall on-site exhibition.



Heritage Exposition Services will provide and assure the distribution of labor to exhibitors according to need, see that the proper type and limits of insurance are in force, and avoid any conflict with facility regulations and requirements.

Heritage Exposition Services will staff and maintain an on-site service desk before, during, and after the exhibition to serve as a focal point for exhibitor needs. Furniture, decorative signs, labor and other services will be available at the Heritage Exposition Services service desk.

Exhibitors will receive the official service kit after their booth assignment has been made. The service kit will contain information on:

- Freight shipping and handling
- Labor regulations and rates
- Furniture, display, and other decorating rentals
- Ordering electrical and telephone service
- Audio/visual and computer rentals

EXHIBITOR SERVICE KIT LINK COMING MARCH 2021

No advance freight or truck shipments will be accepted by the hotel due to physical limitations in dock space and storage facilities on the premises. Therefore, it is necessary to arrange for outside drayage and storage. This arrangement controls and simplifies the movement of shipments.

Heritage Exposition Services will receive and store display and exhibit materials, deliver items directly to each exhibitor's booth, handle and store the empty crates during the length of the conference, return them to the exhibit space upon conference closing, and load them onto outgoing transportation at the conclusion of the event.

Heritage Exposition Services will store material received at its warehouse for a period up to 30 days prior to exhibit installation. Shipping information and the warehouse address will be included in the exhibitor service kit. The kit will also contain information on shipping directly to conference site for delivery during exhibit installation hours.

Independent Contractors: Exhibiting companies who plan to use the services of a display house service firm other than the designated contractors must abide by the following rules: The exhibitor must notify AAEM Exhibit Management, in writing, with the name of the display house/service firm, address, telephone number and contact person, no fewer than 30 days prior to the meeting. In addition, the service firm must furnish a copy of an insurance certificate to AAEM in the amount of \$1,000,000 combined single limit liability to include personal injury and property damage.

EXHIBITOR VIRTUAL SERVICE CONTRACTOR

CVENT/Crowd Compass has been named the mobile app services contractor and a virtual platform provider will be announced soon for the 27th Annual Scientific Assembly and is appointed to ensure the orderly and efficient display of the exhibit hall on their platform

EXHIBITOR POLICIES

ADA Compliance Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space.

Appearance/Badges Attire of exhibit personnel should be consistent with the professional atmosphere of the conference.



Advertising AAEM does not endorse or promote any products or services related to an exhibit. The use of the AAEM logo, name, annual conference, exhibition work, or any representations thereof shall be only at the express written consent of conference management.

Canvassing Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor's booth space. Third parties acting on behalf of or representing the exhibitor must adhere to and abide by AAEM rules and regulations. Anyone violating this policy will be escorted from the AAEM Scientific Assembly.

Cancellations Exhibitor booth cancellations should be made in writing and sent to AAEM by March 19, 2021. A full refund minus a processing charge of \$100 will apply. No refunds are given for cancellations made after March 20, 2021. No refunds will be made on imprinted merchandise.

Deadlines Items to be included in print, registration bags and marketing are subject to print and shipping deadlines and AAEM approval.

Demonstrations Demonstrations by exhibitors should contribute to an attendee's knowledge in a professional way. Adequate space should be available for demonstrations within the confines of the individual exhibitor's booth and should not interfere with normal traffic flow nor infringe in any way on neighboring exhibits. Exhibitors must seek permission from AAEM to host such activities. Additional fees and time restrictions may apply.

Education Preferences Due to participant requests from previous conferences, exhibitors providing updates on tens machines, light therapy or skin care, and/or wound recovery, etc. are not eligible to exhibit at Scientific Assembly.



Food and Beverage Distribution AAEM must be notified of an exhibitor's intent to distribute food or beverage items in the Exhibit Hall. Edibles must be approved by AAEM and ordered directly from the hotel. Exhibitors are not permitted to bring in outside food or beverages.

Interruption or Prevention of Exhibition Each exhibiting company is responsible for obtaining business interruption and property damage insurance in such amounts as deemed appropriate to comply with its obligations hereunder and for its own protection.

Liability It is the responsibility of the exhibitor to have licenses, permits, and/or registrations required by the venue, city, municipality and/or state. The exhibitor is responsible for compliance with applicable tax laws.

Non-Exhibiting Companies Canvassing or marketing of any products or services in any part of the exhibit hall or meeting rooms by anyone representing a non-exhibiting firm is strictly prohibited.

Safety Aisles, corridors, exhibit areas and exit stairs must be maintained the required width at all times that the on-site conference is open. No obstruction, such as chairs, tables, displays or other materials will be allowed to protrude into the aisles. Each exhibitor while participating in this conference is charged with possessing knowledge of laws, ordinances and regulations pertaining to health, fire prevention and public safety. Compliance with such laws is mandatory for exhibitors and is the sole responsibility of the exhibitor.

Security Professional security guard service is provided throughout the exhibitor installation and dismantle periods. AAEM provides perimeter hall security after hours during the conference. AAEM, the security service, nor the hotel are not responsible for loss or damage to exhibitor property.

Solicitation/Sales Exhibitors must remain within their own exhibit spaces when demonstrating products and/or when distributing literature, product samples, or other materials. Exhibitors must not aggressively approach or call out to attendees in a manner not consistent with the professional environment of the conference. Exhibitors are not allowed to bring outside guests into the exhibit hall. Direct selling is not allowed; however, order taking is permitted within the booth if business is conducted in a manner consistent with the professional nature of the exhibits.

Subletting/Sharing of Space Subletting of exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is within divisions of the same company.

FACILITY AND LABOR REGULATIONS



Exhibitors will not affix, nail or otherwise attach anything to the walls, doors, floors or columns, except where a nail strip is provided.

Electrical illuminated displays and other equipment requiring electrical current must conform to local electrical codes. Extension cords must be 3-wire grounded and U.L. approved.

Labor exhibitors shall be bound by contracts in effect between service contractors, the hotel and any labor organizations when applicable. More information on the specific labor regulations in effect will be included in the exhibitor service kit.



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