

ANNUAL ASSEMBLY

HOSPICE & PALLIATIVE CARE

MONTREAL, CANADA ♦ MARCH 22-25, 2023



AMERICAN ACADEMY OF
HOSPICE AND PALLIATIVE MEDICINE



Hospice & Palliative Nurses Association

AAHPM Support Opportunities

Choose from set sponsorship packages, a la carte support, advertising specific opportunities or something tailored just for you!

Please don't hesitate to reach out to me to discuss your goals for engaging with the AAHPM audience at the Annual Assembly or throughout the year.

Mickey Martin

Senior Sales Manager

mmartin@aaahpm.org | 847 375 4738

**ANNUAL
ASSEMBLY**

HOSPICE & PALLIATIVE CARE

Set Sponsorship Packages

Benefits	Platinum	Gold	Silver	Bronze
Satellite Symposium During Assembly	X			
One Ad in AAHPM Quarterly Publication	½ page	¼ page		
Included in AAHPM23 Passport Program	X	X	X	X
Included in Eblast to AAHPM Members Size: 600pixels x 200pixels OR Headline (50 characters) + description (250 characters)+ URL	X	X		
Rotating Banner Ad In Mobile App	X	X	X	
Dedicated 150 character Mobile App Push Notification	X	X	X	
Dedicated speaking slot in corporate showcase: Content & speakers chosen by sponsor, approved by AAHPM	X			
Exhibit Space	10x20	10x10		
Post Show Mailing List: Name, Title & Physical Address ONLY – opted in attendees	X	X		
Recognition on printed signage, mobile app, and AAHPM & Assembly websites	X	X	X	X
Full Conference Registrations	4	3	2	1
Exhibit Hall Only Registrations	8	4		
Preferred Booth Selection for 2024 Assembly	X	X	X	X
Investment	\$25,000	\$15,000	\$10,000	\$5,000

A La Carte Marketing Opportunities: Platinum

Platinum Level

All options include: 4 full conference passes, recognition in mobile app, conference website and Annual Assembly website, print and digital marketing materials, preferred booth selection in 2024 assembly

- **Exhibit Hall Sponsor:** \$25,000 - Includes branding opportunities in prominent locations in and near exhibit hall entrance. Exhibit hall referred to as, 2023 Annual Assembly Exhibit hall, supported by: Company Name. Premium Booth location.
- **Networking Lounge in Exhibit Hall:** \$20,000 - The E-Connection lounge at the Annual Assembly will be a place for attendees to come and charge their devices, hop on a meeting, and relax.
 - Sponsor receives branding of any specialty furniture for the space.
 - Sponsor receives the naming rights of the lounge (i.e., Sponsor X's Connection lounge).
 - Includes branded charging stations placed in high traffic areas of exhibit hall
- **Opening Reception:** \$20,000 - Recognition throughout opening reception in the form of signage, branded items (napkins, cup holders etc.), brief speaking opportunity (2-3 minutes) to welcome and thank attendees for attending, table to hand out marketing materials. Ability to conduct raffle during reception (prize provided by sponsor, announced by AAHPM).

**ANNUAL
ASSEMBLY**

HOSPICE & PALLIATIVE CARE

A La Carte Marketing Opportunities: Gold

Gold Level

All options include: 1 Full Conference Pass, Name Recognition in mobile app, conference website and Assembly website, print and digital marketing materials, preferred booth selection in 2024 assembly.

- **Conference Wi-Fi + Mobile App:** \$15,000 – Conference Wi-Fi/ branded as “supported by”, banner ad in virtual conference platform, 1 conference push notification. Name/logo recognition on tent cards throughout networking areas of conference with Wifi Information.
- **Conference Center / Exhibit Hall Branding Opportunities:** Please contact [Mickey Martin](#) for pricing and opportunity details.
- **Registration Sponsor:** \$12,500 – Signage in high traffic areas near registration, recognition in conference registration emails, recognition on conference registration landing page.
- **Sponsored Symposium:** \$11,500 - Breakfast, Lunch or Dinner – Dedicated speaking opportunity with F&B. Marketing opportunity only with no accredited CE but content + speakers decided by sponsor. Each symposium is up to one hour long with F&B provided by sponsor. Basic A/V (mic, screen, projector, laptop hook-in) included. Additional A/V can be ordered by sponsor.
- **Well-Being Lounge:** \$12,000 - Ability to activate within the 2023 AAHPM attendee well-being lounge. The well-being lounge will have: quiet space with labyrinth, community journaling, space for meditation etc. Sponsorship includes signage outside of lounge, ability to place table outside of lounge + activation within lounge (to be approved by AAHPM).

**ANNUAL
ASSEMBLY**
HOSPICE & PALLIATIVE CARE

A La Carte Marketing Opportunities: Silver

Silver Level

All options Include: Recognition in mobile app, conference website and Assembly website, print and digital marketing materials, preferred booth selection in 2024 assembly

- **Hotel Key Cards:** \$10,000 – Please contact [Mickey Martin](#) to discuss number of rooms + hotels.
- **Corporate Showcase Speaking Slot:** \$6,500 – 30 minute speaking opportunity within exhibit hall. Includes basic A/V (screen, projector, audio, laptop hook-in) Topic/speaker(s) TBD by sponsor, approved by AAHPM.
- **“Unity” Wall Sponsor:** \$7,500 – Highly visible and interactive wall located in high traffic location of convention center. Sponsorship includes table at wall to facilitate conversations (not promotional in nature) + signage around wall itself.
- **Mask + Hand Sanitizer Sponsor:** \$7,500 – Sponsor to provide masks + sanitizer to be distributed at conference registration. Masks can’t be branded but sanitizer and packaging can be.
- **Homerooms:** \$6,500 – Two 45 minute topically focused breakout sessions. Sponsor receives: 6’ table in one homeroom to distribute marketing materials, verbal thank you at start of homeroom session by moderator, Homeroom supported by “company” + banner advertisement on homeroom question page of virtual conference platform. Can participate in homeroom– but only as physician/provider NOT as sponsor representative. Topics: Clinical, Education/leadership, Hospice, Pediatrics, DEI, Scientific/QI/Research.
- **Charging Station(s):** Branded charging station placed in high traffic area of Annual Assembly (exhibit hall near poster sessions or outside of exhibit hall). Ability to place marketing materials around station. Please contact [Mickey Martin](#) for pricing.

**ANNUAL
ASSEMBLY**

HOSPICE & PALLIATIVE CARE

A La Carte Marketing Opportunities: Bronze

Bronze Level

All options include: Recognition in mobile app, conference website and Annual Assembly website, print and digital marketing materials, preferred booth selection in 2024 assembly

- **Coffee Break Sponsor:** \$5,000 - Exclusive opportunity. Includes Recognition at the coffee stations in high traffic locations of venue and branded napkins with your company's logo.
- **Exhibit Space Package:** \$3,750 - 10x10 booth, Exhibitor Passport, mobile app ad.
- **Coat Drop / Luggage Sponsor:** \$3,500 – Ability to hand out marketing materials + signage outside of coat drop / luggage storage area. Sponsor can provide thank you gift to attendees as they depart conference.
- **Action Lab:** \$3,750 - 30 minute virtual only presentation conducted by sponsor through conference mobile app/platform. Speaking materials to be approved by AAHPM.
- **Pens + Pad Branded Sponsorship:** \$5,000 + Sponsor Provides Pens + Pads – to be distributed outside of plenary sessions or education rooms.

**ANNUAL
ASSEMBLY**

HOSPICE & PALLIATIVE CARE

Conference Advertising Options

- **Passport Program:** \$750 – Exhibit hall “bingo” style game played by attendees. Prize draw at end of Assembly which company is encouraged to provide prize for.
- **Room Drop:** \$6 per room – Sponsor to supply materials for room drop. Minimum of 200 rooms required.
- **Mobile App Push Notification:** \$1,500 – Push notification sent to all conference attendees with mobile app.
- **Mobile App Rotating Ad:** \$1,250 – Ad located in mobile app, location and size of ad TBD.
- **Product Feature E Blasts:** \$1,500 – Non-dedicated email sent to assembly attendees with sponsored content included.
- **Advertising Media Package: \$3,750:** Product Feature E Blast, Sponsored Tweet through AAHPM Handle + Choice of either Passport Program OR Mobile App Push Notification.
- **Assembly Homepage Digital Ad:** \$3,500 -Place a banner ad on a non-educational page of the Annual Assembly and receive more than 3,000 impressions a day. You can link to your company’s virtual listing or website to drive traffic and ROI. Size: 600pixels x 200pixels
- **Conference Center Digital Signage:** \$4,500 - 15 second rotating ad (no sound) placed on screens in high traffic areas of convention center. Sponsor to provide and design content.

**ANNUAL
ASSEMBLY**

HOSPICE & PALLIATIVE CARE



Contact Me For More Information

Mickey Martin

Senior Sales Manager

mmartin@aaahpm.org | 847 375 4738

**ANNUAL
ASSEMBLY**

HOSPICE & PALLIATIVE CARE