## Promotional Opportunities Contract

**Advertising**
- AAMI Exchange Website Banner
  - ___ Header Ad(s) @ $550 each ........................................... $_____
  - ___ Sidebar Ad(s) @ $550 each ........................................... $_____
- Onsite Program Guide - Ads (4-Color)
  - Quarter Page ................................................................. $450
  - Half Page ........................................................................... $850
  - Full Page ............................................................................. $1,300
  - Inside Front Cover ............................................................... $2,000
  - Inside Back Cover ................................................................. $2,000
  - Outside Back Cover ............................................................... $3,000
- New Innovations Listings ___ listing(s) @ $250 each ............ $_____
- Mobile App Sponsor (exclusive) ............................................ $4,000
- Slide Show at Main Stage Presentations ............................... $500 each
- Billboard (limit of 2) ___ qty.
  - @ $1,750 each (educ. area) ................................................... $_____
  - @ $2,000 each (CC lobby) .................................................... $_____
- Aisle Sign - Expo Hall .......................................................... $5,000
- Cling with your Company Logo ___ qty. @ $1,600 each ........ $_____
- Gobo with your Company Logo ___ qty. @ $1,500 each .......... $_____
- Hotel Room Drop @ $5,500 each (under door)/
  $7,500 (in room) ................................................................. $_____

To be delivered on:  
- [ ] Saturday  
- [ ] Sunday

- Backlit Panel Boxes ___ qty. @ $2,500 each (educ. area) $_____
  @ $2,750 each (CC Lobby) $_____

- Windows and Escalator Cling Ads ___ qty.
  @ $2,500–$4,000 each (depending on size) ......................... $_____

- Column Wraps
  - $2,500 (educ. area) ___ qty. ............................................... $_____ 

**Attendee Essentials**
- Attendee Tote Bag (exclusive) ............................................. $10,000
- Badge Holders (exclusive) .................................................. $7,500
- Key Cards (exclusive) (All Hotels) ...................................... $8,500
- Pen with Highlighter (exclusive) ......................................... $3,000
- Hydration Stations (exclusive) ............................................. $3,500
- Cellphone Charging Station (exclusive) ............................... $5,000

### You Decide!

**Promotional Item for Conference Attendees**
- Your company branded item in the conference tote bag ___ qty. @ $1,500 each (Limit 10 opportunities). $_____

**Education Program**
- Main Stage Presentations ..................................................... $7,500 each
  Indicate preferred day:  
  - [ ] Saturday  
  - [ ] Sunday  
  - [ ] Monday
- Education Track @ $10,000 each ................................. $_____
- Industry Symposium .......................................................... $2,500 each
  Indicate preferred day:  
  - [ ] Sunday  
  - [ ] Monday
- Product Showcases (limit of 3) ___ @ $500 each .......... $_____
  Indicate preferred day and time (e.g. “Sun, 5pm”):
  - 1st choice__________________  2nd choice__________________  3rd choice__________________  

**Events**
- First time Attendees Reception ........................................... $4,000
- Global Reception ............................................................... $4,000
- Welcome Reception (exclusive) .......................................... $28,000
- Next Generation Reception ............................................... $4,000
- Education Session Coffee Breaks (three days) .................... $15,000
- Awards Celebration (exclusive) .......................................... $10,000
- VIP Reception with award winners (exclusive) .................... $3,000
- Slide Show at awards ceremony, one per company ............ $200
- Appreciation Reception (exclusive) ...................................... $30,000
- Lunches in the Expo Hall (exclusive per day) ..................... $20,000
  Indicate preferred day:  
  - [ ] Saturday  
  - [ ] Sunday
- Happy Hour in the Exhibit Hall ........................................... $6,000

**Total Amount Due** ................................................................. $_____

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**See Payment Information and Important Notes on back**
1. Sponsorship of any item is for the right to receive recognition and exposure for that sponsorship. Money received from sponsors is not used directly to purchase products or services. All purchases for sponsorship fulfillment are done by and for AAMI. All promotional opportunities, advertising artwork, and presentation descriptions are subject to approval by AAMI, and are limited to AAMI Exchange exhibitors only. Exhibitors who purchased promotional opportunities for the AAMI Exchange 2019 have right of first refusal on those same opportunities for AAMI, with the exception of regular (non-cover) advertising and product showcases.

2. For Onsite Program Guide ads, send art files (300 dots per inch) by April 3, 2020.

3. For slide show, send your company PowerPoint slide by April 30, 2020.

4. For new product listings, send product photo (300 dots per inch at 2.25” wide), product title, and description (35 words max) by April 3, 2020.

5. For product showcases, send title (10 words max) by April 3, 2020.

6. For Industry Symposium, send title (10 word max) and description (50 word max) by April 3, 2020.

7. For sponsorships, send company logo (vector EPS) immediately.

8. Price for pens is based on one-color logo (any PMS color).

9. For billboards, send 4-color art (vector EPS or AI preferred; at least 150 dots per inch at full size) or send logo art with tag line (15-word max) by April 8, 2020. If artwork is received after April 8, 2020, you will be charged an additional $250 per sign.

10. Payment in full must accompany this contract. Any cancellations must be received in writing by March 31, 2020, and are subject to a 30% cancellation fee. Cancellations received after March 31, 2020, are due in full and not refundable.