

Stay Connected Year-Round with the Market Leader You've Been Looking For

2017 Meeting Sponsorship & Marketing Opportunities



Connect with Market Leaders

The AAMSE Annual Partner Program provides industry partners with the opportunity for year-round visibility to medical society executives and professional. AAMSE member organizations include national, state, county and specialty medical associations from across the country including 300 organizations representing 1,400 individuals. AAMSE members include executives,

meeting planners, membership professionals, communication and technology specialists, advocacy professionals and more. Participate in the Annual Partner program and keep your products and services in front of your customers throughout the year.

Reach Physicians

AAMSE member associations have a combined membership of more than 600,000 physicians, making them the influential gatekeepers to the physician market you're looking to tap into.

Increase Sales

Our members are always searching for new products and services to help them manage day-to-day operations for their organizations. With spending power exceeding \$1.6 billion per year, AAMSE members can increase your sales and market share in the medical society industry.

Opportunities to Fit Your Needs

AAMSE offers an array of sponsorship opportunities to fit your needs and budget. From intimate, in-person CEO meetings and online education programs, to our worldclass Annual Conference and web advertising, you're sure to find the opportunity right for you.

About AAMSE

Formed in 1946 with 69 members, today AAMSE transforms knowledge into useful skills, tools and applications that position more than 1,400 medical society professionals as

leaders, change agents and innovators who set the standard for professionalism and quality.

Through its more than 300 member organizations,

AAMSE advances the profession of medicine through education, communication of knowledge, leadership development and collaboration.



AAMSE Annual Partner Program 2017

List of Benefits Annual Conference		Select \$10,000/year	
Benefits commensurate with this level of Annual Conference Sponsorship (see pg. 4	Gold Sponsor	Silver Sponsor	Exhibitor
AAMSE Hotline Newsletter			
Banner ad in Hotline, AAMSE's monthly electronic newsletter	12 issues	6 issues	2 issues
Recognition in Hotline	3	2	1
AAMSE Website			
Listed on AAMSE homepage	Logo	Logo	Logo
Listing in the online AAMSE Exchange Vendor Showcase	For 1 yr from conference	6 months	2 months
State, County, State Specialty & National Specialty CEO N	Meetings		
Benefits commensurate with this level of Sponsorship (see pg. 7-9)	Reception	Meal	Table
Complimentary registrations	2	1	0
Promotional material distributed to attendees	1	1	displayed
AAMSE EDWeb Webinar			
Company recognition on closing slide of webinar	Logo	Logo	Logo
Complimentary registrations	3	2	1
Leadership Academy			
Benefits commensurate with this level of Sponsorship (see pg. 6)	Meeting	Meeting	Meeting
	Supporter	Supporter	Supporter
AAMSE 360: Essentials of Medical Society Management			
Benefits commensurate with this level of Sponsorship (see pg. 10)	Meeting	Meeting	Meeting
	Supporter	Supporter	Supporter

Annual Conference

July 26 – 29, 2017 in Minneapolis, MN

The three-day AAMSE Annual Conference is an intimate and exciting way to make long-lasting relationships that will expand your business. Take advantage of this opportunity to promote your company's products and services in-person to 250 medical society professionals representing 300,000 physicians across the country.

Our attendees represent medical societies of all sizes from across the country that serve in all major job functions in the industry, including executive, advocacy, membership, communications, marketing, financial, technology, legal and more. Rather than cold-calling, or relying on emails and mass mailings, use this opportunity to develop relationships with organized medicine's leaders and the physicians they serve by ensuring your presence at the Annual Conference.

List of Benefits	Platinum \$12,000	Gold \$9,000	Silver \$6,000	Exhibitor \$2,000 for members, \$4,000 for non-members
Number of exhibit spaces	2	1	1	1
Number of conference registrations Included	3	2	1	1
Number of additional conference registrations at the member rate (\$525)	4	4	4	4
Rotating banner ad on AAMSE home page for one year from signed contract	×	×	×	
	Inside	Half	Qrtr	
One (1) ad in on-site final program		Page	Page	
Verbal recognition at the Opening and Closing General Sessions	×	×		
Recognition on PowerPoint slides at the Opening and Closing General Sessions	×	×		
Sponsorship of your choice: One (1) General Session of your choice [Friday morning, Friday afternoon or Saturday morning; includes introduction and three (3) minute address to attendees]	×			
Sponsorship of your choice: Workshop [includes introduction and two (2) minute address to attendees]		×		
Sponsorship of your choice: One (1) Breakout Session of your choice [includes introduction and two (2) minute address to attendees]			×	
Pre-and post-attendee contact list and email opportunities	×	×	×	×
Recognition in pre-and post-conference Hotline issues	×	×	×	×
Company logo with link and description on conference sponsors' webpage	×	×	×	×
One piece of literature in attendee registration bag (AAMSE has final approval; company to send directly to conference site)	×	×	×	×
Listing in the online AAMSE Exchange Vendor Showcase for one year from signed 2017 contract	×	×	×	×
Sponsor Level Distinction on Ribbons	×	×	×	×
Sponsor Level Distinction on Booth	×	×	×	×

Annual Conference

July 26 – 29, 2017 in Minneapolis, MN

To help you maximize your return on investment, a wide array of opportunities are available to reach attendees. These opportunities are designed to help you capture the attention of medical society executives throughout the Annual Conference.

Platinum and Gold Sponsors have the opportunity to be tied to the event as available

Platinum \$12,000

Attendee Registration Tote Bag

Each attendee receives a bag at registration with their conference materials. This bag will commemorate the AAMSE Annual Conference and feature both the sponsor and AAMSE logos. The bag is selected by AAMSE.

Attendee Gift

Each attendee receives a premium keepsake commemorating the AAMSE Annual Conference. The sponsor logo/message will be featured alongside the AAMSE logo. Item is selected by AAMSE.

Conference Program

Your company logo/message on the front page of the preliminary e-brochure and the Onsite printed program. This sponsorship includes a full page ad on the opposite inside front cover.

Keynote Speaker

Your company logo on the front page of the Onsite printed program. Your company will also receive dedicated signage entering the keynote address.

Conference Advertising

Onsite Printed Conference Program Only.

Ad Size	Cost
Full Page (8.75" x 11.25" with bleed; 7.5" x 9.5" without bleed)	\$700
Half Page (3.625" x 9.5" vertical; 7.5" x 4.875" horizontal)	\$450
Quarter Page (3.625" x 4.75" vertical)	\$300

Readership of 300+. Artwork needed by June 1, 2016.

Gold \$9,000

WIFI

Your company can customize the wireless network name. The Wifi Sponsorship will redirect attendees to a webpage of your choice after login. Your company logo on signage at the registration desk with information on wifi log-in.

Mobile App

Your company logo included in the Mobile App. The App is available to attendees one week prior to the conference and includes an agenda, attendee lists, presentations, and other conference information.

Conference Notepad

Provide attendees with a notepad featuring your company logo/message and contact information. Notepads will be included with the conference registration bag. Sponsor to provide item and ship directly to conference site or AAMSE will order and bill at cost.

Silver \$6,000

Conference Pen

Provide attendees with a pen featuring your company logo/ message and contact information. Pens will be included with the conference registration bag. Sponsor to provide item and ship directly to conference site or AAMSE will order and bill at cost.

Conference Seat Drop

Your company brochure or marketing flyer will be placed on all seats during a General Session. Sponsor to provide item and ship directly to conference site. Item must be pre-approved by AAMSE.

Friday Evening Reception

Your company logo on signage at the Friday evening reception. Sponsor can provide an item to be given away to attendees' at the Friday Evening Reception

Leadership Academy

January 18 - 20, 2017

Target Audience: Medical society staff at all levels. Limited to 40 participants.

The Leadership Academy is a unique three-day immersion in case studies, strategies, tools and techniques that are proven to uncover and develop the leader within. Participants learn to assess and enhance their individual leadership style and talents, becoming part of a growing group of Leadership Academy alumni whose network for sharing ideas, expertise and best practices benefit them for a lifetime.



Meeting Sponsor

\$5,000

(exclusive)

- Verbal recognition and introduction at the reception with opportunity to address attendees (five (5) minute maximum)
- One (1) mailing to the pre-conference attendee roster, electronic file with contact information
- Two (2) complimentary reception-only registrations
- Company logo on meeting agenda
- Onsite signage
- Company logo on registration materials
- Company logo and link on the Leadership Academy webpage
- Company logo and link on all email blasts pertaining to the meeting
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

Meeting Supporter

\$3,000

- Verbal recognition and introduction at the reception
- One (1) complimentary reception-only registration
- Onsite signage
- Company logo on registration materials
- Company logo and link on the Leadership Academy webpage
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

National Specialty CEO Meeting

September 2017

Target Audience: Chief executive officers from AAMSE's 90+ national specialty societies.

Average attendance: 30

Chief Executive Officers of national specialty medical societies gather for robust discussions on issues of importance to national medical societies.



Sponsor Levels and Benefits

Meeting Sponsor

\$5,000

\$2,000

(exclusive)

- Verbal recognition at breakfast with opportunity to address attendees (limited to 10 minutes)
- One (1) mailing to the pre-conference attendee roster, electronic file with contact information
- · Company logo on meeting agenda
- Company logo and link on all email blasts pertaining to the meeting
- Onsite signage
- Company logo on registration materials
- Company logo and link on the National Specialty CEO Meeting webpage
- One (1) piece of promotional literature distributed to attendees
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

Reception Sponsor

\$3,500

(exclusive)

- Exclusive opportunity to network with attendees the evening prior to the meeting and formally address the attendees (limited to 5 minutes)
- Onsite signage
- Company logo on registration materials
- Company logo and link on the National Specialty CEO Meeting webpage
- One (1) piece of promotional literature distributed to attendees
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

- · Verbal recognition and introduction at breakfast
- Onsite signage
- Company logo on registration materials

Breakfast Sponsor

- Company logo and link on the National Specialty CEO Meeting webpage
- One (1) piece of promotional literature distributed to attendees
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

Lunch Sponsor

\$2,000

- Verbal recognition and introduction at luncheon
- Onsite signage
- Company logo on registration materials
- Company logo and link on the National Specialty CEO Meeting webpage
- One (1) piece of promotional literature distributed to attendees
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

State CEO Meeting

November 2017

Target Audience: Chief Executive Officers from 51 state medical societies.

Average attendance: 30

Chief Executive Officers of state medical societies meet annually to exchange information and share approaches to common issues in state medical society management.



Sponsor Levels and Benefits

Meeting Sponsor

\$5,000

Breakfast Sponsor

- (exclusive)
- Verbal recognition at breakfast with opportunity to address attendees (limited to 10 minutes)
- One (1) mailing to the pre-conference attendee roster, electronic file with contact information
- · Company logo on meeting agenda
- Company logo and link on all email blasts pertaining to the meeting
- Onsite signage
- Company logo on registration materials
- Company logo and link on the National Specialty CEO Meeting webpage
- One (1) piece of promotional literature distributed to attendees
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

Reception Sponsor S3.500

(exclusive)

- Exclusive opportunity to network with attendees the evening prior to the meeting and formally address the attendees (limited to 5 minutes)
- Onsite signage
- Company logo on registration materials
- Company logo and link on the National Specialty CEO Meeting webpage
- One (1) piece of promotional literature distributed to attendees
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

- Verbal recognition and introduction at breakfast
- Onsite signage
- Company logo on registration materials
- Company logo and link on the National Specialty CEO Meeting webpage
- One (1) piece of promotional literature distributed to attendees
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

Lunch Sponsor

52.000

- Verbal recognition and introduction at luncheon
- Onsite signage
- Company logo on registration materials
- Company logo and link on the National Specialty CEO Meeting webpage
- One (1) piece of promotional literature distributed to attendees
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

County CEO Meeting

July 2017

Target Audience: Chief Executive Officers from more than 130 county medical societies.

Average attendance: 30

Chief Executive Officers of county medical societies come together to share information and trade ideas to address important trends and topics affecting county medical societies.



Sponsor Levels and Benefits

Meeting Sponsor

\$5,000

(exclusive)

- Verbal recognition at breakfast with opportunity to address attendees (limited to 10 minutes)
- One (1) mailing to the pre-conference attendee roster, electronic file with contact information
- · Company logo on meeting agenda
- Company logo and link on all email blasts pertaining to the meeting
- Onsite signage
- Company logo on registration materials
- Company logo and link on the National Specialty CEO Meeting webpage
- One (1) piece of promotional literature distributed to attendees
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

Reception Sponsor

\$3,500

(exclusive)

- Exclusive opportunity to network with attendees the evening prior to the meeting and formally address the attendees (limited to 5 minutes)
- Onsite signage
- Company logo on registration materials
- Company logo and link on the National Specialty CEO Meeting webpage
- One (1) piece of promotional literature distributed to attendees
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

Breakfast Sponsor

\$2,000

- · Verbal recognition and introduction at breakfast
- Onsite signage
- Company logo on registration materials
- Company logo and link on the National Specialty CEO Meeting webpage
- One (1) piece of promotional literature distributed to attendees
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

Lunch Sponsor

\$2,000

- Verbal recognition and introduction at luncheon
- Onsite signage
- Company logo on registration materials
- Company logo and link on the National Specialty CEO Meeting webpage
- One (1) piece of promotional literature distributed to attendees
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

AAMSE 360: Essentials of Medical Society Management

Spring 2017

Target Audience: Medical society professionals with three years or less experience in the field.

Average attendance: 25

AAMSE 360: Essentials of Medical Society Management is an immersive program that provides new medical society professionals the opportunity to develop the knowledge and tools they need to successfully tackle the unique challenges of organized medicine. Attendees participate in a hybrid program that combines webinars, readings and discussions and culminates in an in-person meeting at the AAMSE Annual Conference. Topics covered include an overview of the healthcare system, management skills, legal and financial issues, advocacy and working with physician volunteers.



Sponsor Levels and Benefits

Meeting Sponsor

\$5,000 Meeting Supporter

\$2,000

(exclusive)

- Verbal recognition at each AAMSE 360 Session
- Onsite signage at final AAMSE 360 session during annual conference
- Company logo on registration and program materials
- Company logo and link on the AAMSE 360 webpage
- · Company logo on holding slides and website
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

- Company logo and link on the AAMSE 360 webpage
- Company logo on registration and program materials
- Recognition in the pre-meeting Hotline newsletter
- Recognition in the post-meeting Hotline newsletter

AAMSE EDWeb Series

Target Audience: Chief executive officers and staff specialists from all AAMSE member organizations.

Average Attendance: 60 sites with unlimited participants at each site

AAMSE's EDWeb webinar series is a leading source of career development and continuing education for medical society executives and staff specialists, providing professionals with the knowledge and tools they need to stay current in the constantly evolving industry of medical society management.



Sponsor Levels and Benefits

Meeting Sponsor

\$5,000 U-Host Partner

\$2,000

(exclusive)

- Company logo on all webinar registration pages
- Company voice-over at beginning of all webinars
- Company logo on opening slide of all webinars
- Company logo and link on EDWeb website
- Company logo and link on promotional emails (2-3 per webinar)
- Three (3) complimentary registrations per webinar

With this unique sponsorship opportunity, you not only receive the benefits of getting your company's name, logo and message out to AAMSE's membership; you also have a hand in the development and presentation of the webinar itself, including content creation and faculty roles. Working with AAMSE staff, you will help build a webinar around an important industry topic or trend, using your company's expertise to help medical society executives and staff specialists expand their knowledge and enhance their careers. AAMSE will provide the webinar-hosting service and will promote the webinar to its influential membership.

- Sponsor one (1) webinar
- Develop content of the webinar (including faculty roles) in conjunction with AAMSE staff
- Produce a 30-second spot to begin the webinar (includes slides, video or voice-over)
- Company logo on opening slide of webinar
- Company logo and link on EDWeb website
- Company logo and link on promotional emails (2-3 per webinar)
- Up to two (2) complimentary registrations per webinar

AAMSE Hotline Newsletter

Target Audience: Entire AAMSE membership.

Average readers: 1,400

Twelve issues of the Hotline are published electronically each year on the AAMSE website and are emailed to all members. Your company's advertisement will include a hyperlink to your company's website or to a URL of your choosing. AAMSE enjoys a 30%+ open rate for each edition of Hotline. Target Audience: Entire AAMSE membership.

Top Banner

one available per month 560 pixels wide x 70 pixels tall

- 1 month (\$350)
- 3 months (\$300 per month, \$900 total)
- 6 months (\$250 per month, \$1,500 total)
- 9 months (\$225 per month, \$2,025 total)
- 12 months (\$200 per month, \$2,400 total)

Internal Ad

two available per month 560 pixels wide x 140 pixels tall

- 1 month (\$350)
- 3 months (\$300 per month, \$900 total)
- 6 months (\$250 per month, \$1,500 total)
- 9 months (\$225 per month, \$2,025 total)
- 12 months (\$200 per month, \$2,400 total)

Production Specifications

No .swf files - Only .jpg, .gif or .pdf at 72 pixels/inch File Size: 20K maximum

Please email your electronic materials and url website address to: aamse@aamse.org. Any analytics tracking must be provided within URLs.



AAMSE Website

Place your website one click away from the medical association industry's most active and comprehensive resource site. Your ad will rotate throughout most pages of the website, delivering your message to qualified association buyers.

Skyscraper

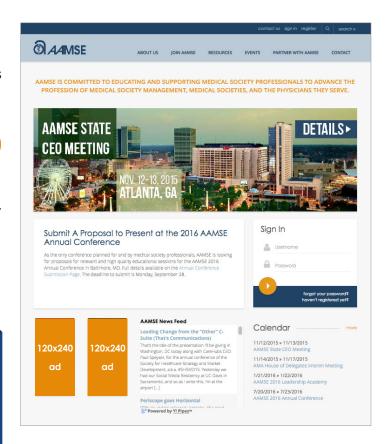
\$2,950

This campaign consists of a vertical format banner on the right side of the page; rotating from top to bottom on interior pages. This position is run on www.aamse.org. Availability is limited — only 10 offered per year.

Space: 120p x 240p

TO LEARN MORE ABOUT THESE LIMITED OPPORTUNITIES, CONTACT OUR PUBLISHING PARTNER MULTIVIEW AT

972.402.7023 jsmith@multiview.com



In 2016, the AAMSE website had over 30,000 visits including more than 15,000 unique visitors.

AAMSE Mailing List Rental

Send your message directly to AAMSE members with this cost effective strategy. Let AAMSE create a list that best fits your marketing campaign. Purchasing the member list will ensure a highly targeted, accurate and most up-to-date prospect.

About the List

More than 1,400 records consisting of active members in AAMSE. Members are professionals representing over 300 county, state, and national medical societies nationwide.

AAMSE members include medical society executives (top decision-makers with purchasing power) and staff specialists working in a range of job functions, including: technology, communications/marketing, membership, advocacy, education and events.



AAMSE member organizations represent over 600,000 physicians and have purchasing power of more than \$1.6 billion annually.

Contact Darrin Hubbard at darrinh@aamse.org for complete details and pricing.

AAMSE 2017 ANNUAL PARTNER REGISTRATION



CK/CC amt. paid

bal. due

Partner Information (please complete all fields and print clearly)

First/Last Name:					
Title:		Organizatio	n:		
Address:					
City:		State/Province:		Postal Code:	
Country:					
Phone:		Fax:			
Email:				Website:	
Annual Partner Premier Select Supporter Annual Conference Platinum Gold Silver Exhibitor (Member) Exhibitor (Non-Member) Ad - full page Ad - half page Ad - quarter page Leadership Academy Meeting Sponsor Meeting Supporter	\$15,000 \$10,000 \$7,500 \$12,000 \$9,000 \$6,000 \$2,000 \$4,000 \$450 \$300 \$5,000 \$3,000	National Specialty CEO Mee Meeting Sponsor Reception Sponsor Breakfast Sponsor Lunch Sponsor Meeting Sponsor Reception Sponsor Breakfast Sponsor Lunch Sponsor Lunch Sponsor Meeting Sponsor Reception Sponsor Meeting Sponsor Breakfast Sponsor Reception Sponsor Reception Sponsor AAMSE 360 Meeting Sponsor Meeting Sponsor	\$5,000 \$3,500 \$2,000 \$2,000 \$5,000 \$3,500 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000	AAMSE EDWeb Series Meeting Sponsor U-Host Partner AAMSE Hotline Newsletter Top Banner 1 mo Top Banner 3 mo Top Banner 6 mo Top Banner 9 mo Top Banner 12 mo Internal ad 1 mo Internal ad 3 mo Internal ad 6 mo Internal ad 9 mo Internal ad 12 mo AAMSE Website Skyscraper	\$5,000 \$2,000 \$350 \$900 \$1,500 \$2,025 \$2,400 \$350 \$900 \$1,500 \$2,025 \$2,400 \$2,950
Amount Enclosed \$					
Payment (AAMSE requires full paymer Check (payable to AAM Card Number		ck or credit card. All credit covisa Mastercard Exp. Date	American I		
Billing Address:State/Province:Country:		City: Postal Co	ode:		
Apply to Be an AAMS	SF Annu	al Partner Today!			
Sign up online at www		•			
Complete this form online 1000 Westgate Drive, Suite 252 Phone: 651-288-3432 Fax: 65	e at www 2 St. Paul 51-290-2266	v.aamse.org or mail/fax to I, MN 55114 U.S.A.			fin.

Per PCI Compliance Standards, this form will not be accepted via email. Please mail or fax this form with payment. DO NOT EMAIL FORMS WITH CREDIT CARD INFORMATION.



American Association of Medical Society Executives

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