



**ANATOMY
CONNECTED
2024** MARCH 22-25
TORONTO

**Exhibit and
Sponsorship
Prospectus**

Welcome to the American Association for Anatomy (AAA)!

Where over 2,000 dedicated individuals, including students, teachers, and practitioners of the anatomical sciences, find their professional home.

AAA is committed to advancing anatomical science through research, education, and professional development. We aim to foster a community of passionate individuals who drive innovation and knowledge in anatomy.

Founded in 1888, our rich history is built on a passion for anatomical research and education.

Join us in our journey of exploration and discovery as we continually strive to make breakthroughs in anatomical sciences, and together, we can shape a brighter future for the world of anatomy.



Be a part of the best in anatomy research and education.

Engage with your customers by showcasing your products where they are most likely to look for resources — at in-person events.

About the Meeting

Anatomy Connected, the annual meeting of the American Association for Anatomy, engages over 1,000 educators, researchers, and students in an interactive, research-driven experience that inspires new knowledge and discoveries in anatomy.

The meeting features keynote and plenary talks, workshops, symposia, posters presentations, professional development, and exhibits spotlighting products and services integral to this professional community. These exhibits play a crucial role in propelling scientific research forward and empowering scientists in their pursuit of new discoveries.



Why Exhibit/Sponsor?

Exposure

Elevate your organization's profile within the AAA community, which includes educators, researchers, and students in anatomical sciences, healthcare, and allied professions.

Insight

Engage in meaningful discussions about the issues, trends, and innovations that are shaping the future of anatomical sciences and anatomy-related fields.

Network

The two-day exhibition, with over 1,000 attendees, offers many networking opportunities. Meet and greet sessions, industry-specific lounges, interactive exhibits, and collaboration forums facilitate meaningful connections, enhance exposure, and foster new industry relationships.

Lead Generation

Build valuable connections with leaders, influencers, managers, educators, researchers, and students in anatomical sciences and related fields to reach a diverse audience with significant influence and purchasing potential for your products and services.

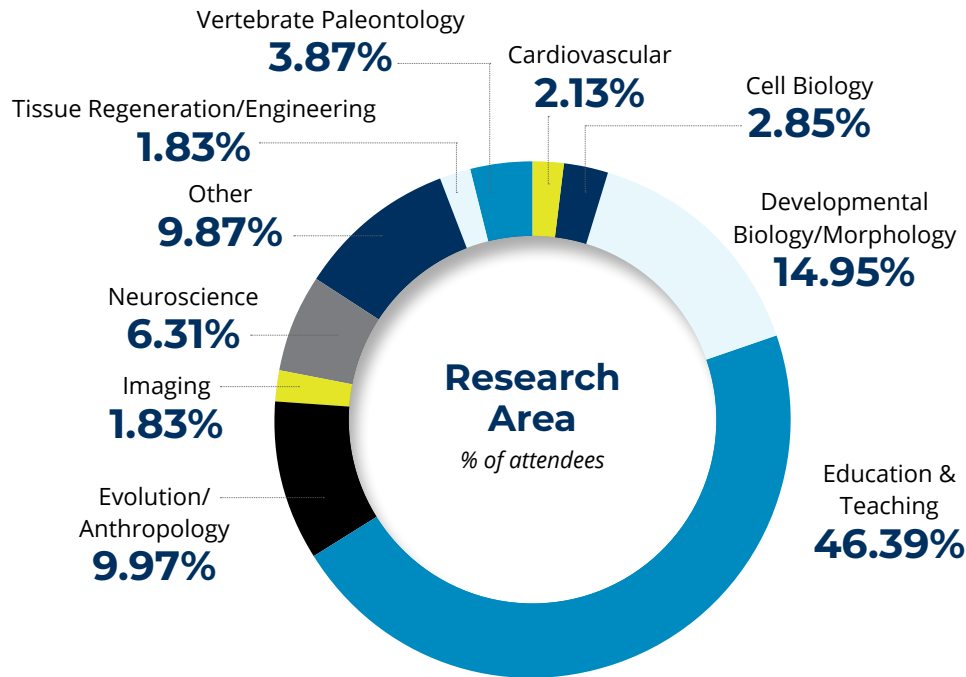
Product Demonstration

Give your potential clients hands-on access to your products and services.



Attendee Demographics

Position your message to highly influential audiences while they're seeking information and likely to make a purchase decision.



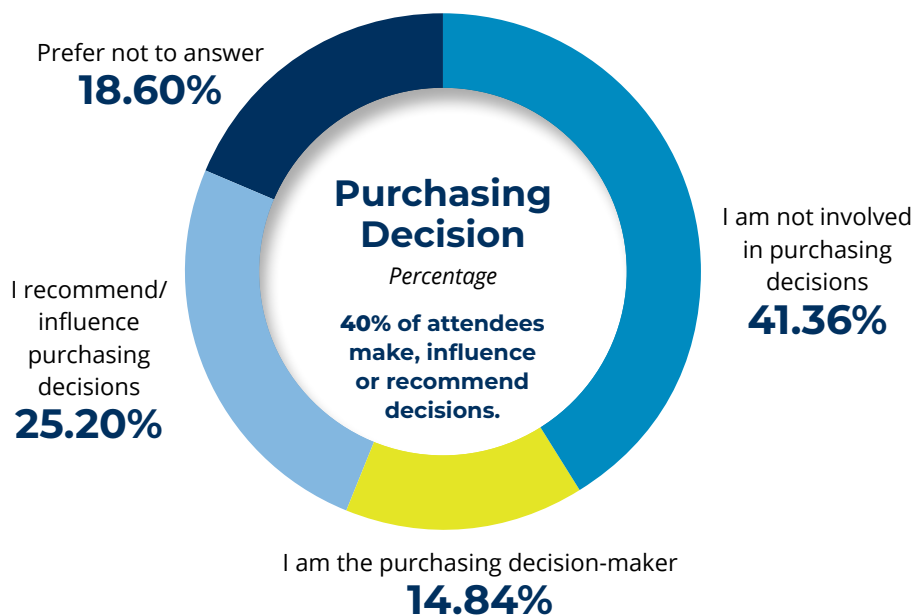
1038 attendees



34% of attendees were trainees and 66% were faculty, researchers, technicians, and other professionals



13 Exhibitors captured leads through the complimentary lead retrieval license



780 total leads

Over 1,000 leaders in the global anatomy community are looking for:

- Academic journals and publications
- Administrative software
- Anatomical Competencies
- Anatomical Curriculum
- Anatomical Education Resources
- Anatomical Science Imaging Companies
- Anatomy Supplies
- Anatomy Technology
- Anatomy Training Programs
- Consulting services
- Continuing education programs
- Educational software
- Anatomy Ethics programs
- Medical device manufacturing
- Medical simulation
- Placement and recruitment services
- Publishing
- Researchers
- Simulation technology
- Training software
- Universities and Colleges with Graduate Programs in Anatomy
- Virtual learning providers
- VR learning tool providers

Past Exhibitors

- 3D Organon
- Anatomage, Inc.
- Anatomic Excellence, LLC
- Elsevier
- Fascia Research Society
- Green Solutaions Group LLC
- International Medical Quality Improvement Systems (IMQIS)
- Medivis
- Mopec
- Primal Pictures
- Siemens Healthineers
- Touch of Life Technologies
- Wiley
- Wolters Kluwer



Exhibitor Package

NEW THIS YEAR **PREMIUM 10x10 BOOTH**

Price: \$3,000 per 10x10

Benefits:

- Registration—2 complimentary registrations (includes access to all sessions and events).
- Complimentary Lead Retrieval license per company. Additional licenses can be purchased for \$399.
- Exhibitors can purchase additional registrations at a discounted rate.
- 1 skirted table, 2 chairs.
- Company name/logo in listing on website, app, program, and signage.
- 10-by-10-foot booth space with 8-foot tall back pipe and drape and 3-foot side pipe and drape.

TABLETOP

Price: \$2,000 per adjoining table

Benefits:

Exhibitor may bring a 5' maximum width backdrop; no larger will be permitted. If not in compliance, AAA show management will ask them to be removed.

- 1 complimentary registration (includes access to all sessions and events).
- Complimentary Lead Retrieval license per company. Additional licenses can be purchased for \$399.
- Exhibitors can purchase additional registrations at a discounted rate.
- 1 skirted adjoining table, 1 chair.
- Company name/logo in listing on website, app, program, and signage.

EXHIBIT HOURS

Subject to change

SET UP

Friday, March 22

5:00 pm–7:00 pm

Saturday, March 23

7:00 am–9:00 am

EXHIBITS OPEN

Saturday, March 23 • 10:00 am–6:30 pm

10:00 am–10:30 am Networking Break and Exhibits

3:00 pm–3:30 pm Networking Break and Exhibits

4:30 pm–6:30 pm Poster Sessions and Exhibits

Sunday, March 24 • 10:00 am–7:00 pm

10:00 am–10:30 am Networking Break and Exhibits

3:00 pm–3:30 pm Networking Break and Exhibits

5:00 pm–7:00 pm Poster Sessions and Exhibits

Monday, March 25 • 10:00 am–12:30 pm

10:00 am–12:30 pm Poster Sessions and Exhibits

DISMANTLE

Monday, March 25 • 12:30 pm–3:30 pm

Sponsorship Opportunities

Anatomy Connected 2024 offers opportunities for all budgets and marketing goals and will position your brand as an innovation leader to your ideal targets across markets. Build your business and create product awareness with the following high-impact opportunities.

SPONSORED SESSIONS AND EVENTS

Exhibitor Product Demonstration

\$1,500 for 30 minutes (3 Available)

\$2,200 for 60 minutes (3 Available)

Sponsors can showcase innovative products or program their own sponsored session. Presentations will be scheduled for either 30 or 60 minutes and have space for an audience of 30+ people. AAA will schedule all presentations and work with you on the available dates and times to select.

Benefits:

- Ability to host a speaker of your choosing (one 30 or 60 minute session).
- Organization logo and acknowledgment on all marketing for this area within the Exhibit Hall and exhibit sections of the AAA's online website, mobile app, program, and signage.
- Listing on website, app, program, and 22x28 onsite sign and includes session title, description with speaker's name (designation, title, company), and company logo.
- Basic A/V included; speaker to provide flash drive of presentation. Sponsor has the option to add F&B at their own expense.

Welcome Reception

\$10,000 Exclusive Sponsor or \$5,000 co-sponsor

This evening event for attendees is a chance to welcome attendees to Anatomy Connected. Attendees can network with new colleagues and old friends. Sponsor representatives may welcome those attending.

Benefits:

- Sponsor Logo on 22x28 sign at reception acknowledging support of the reception.
- Sponsor Logo included on website, mobile app, program, and signage.

Interactive Roundtables

\$1,500 per table (maximum of 5 sponsors)

At the AAA annual meeting, Interactive Roundtables is a 90-minute session where attendees can sit and discuss selected topics in 30-minute rotation segments.

Benefits:

- One table with any topic and speaker that you select.
- Estimated exposure to 30 attendees (10 people per rotation, 3 rotations).
- AAA representative as host and Q&A moderator.
- Logo recognition on all marketing, including website, e-blasts, signage.

Lunch & Learn

\$1,500 (3 Available)

Align your company with a Lunch & Learn (topic and speaker selected by AAA). These sessions are anticipated to be very well attended by participants who seek up-to-date research in specific areas.

Benefits:

- Sponsor will provide 1–3 minutes introduction.
- Sponsor Logo on a slide at the start of the presentation.
- Sponsor Logo included in marketing of selected Lunch & Learn on website, mobile app, program, and signage.

Anatomy Connected Networking Coffee Break

\$3,500 (4 Exclusive Available)

Morning or Afternoon coffee in the exhibit/poster area is a great way to provide support for a traffic generator to the exhibit hall.

Benefits:

- Company logo on 22" x 28" sign acknowledging support of the coffee break.
- Sponsor recognition included on website, mobile app, program, and signage.

BRANDING

Plenary Speaker Introduction

\$5,000 (Exclusive)

The plenary session energize and inspire attendees while bringing your company to the forefront during an elevating and uplifting presentation.

Benefits:

- 1 company representative to introduce the speaker (3 min and the script will be provided about speaker).
- Logo recognition on all marketing including website, e-blasts, signage.
- Logo on welcome slide.

Anatomy Connected Totebag

\$7,500 (Exclusive)

Align your organization with AAA, including your company logo on the Anatomy Connected totebag. The totebag will be distributed to all attendees at registration.

Benefits:

- Sponsor single colored logo on the Anatomy Connected 2024 totebag.



Poster Gallery

\$3,500

The AAA posters will appear at the annual meeting and online in a virtual poster gallery for several months following the meeting.

Benefits:

- Logo, hyperlink, and banner advertisement in an email announcing virtual poster gallery.
- Logo recognition on all marketing, including website, e-blasts, signage.
- Logo and hyperlink on virtual poster gallery main page.

Hotel Room Key Card

\$2,500 for a license (Additional hotel fees apply)

Highly visible branding opportunity. The key cards will be given at check-in and used to access hotel rooms throughout their stay, a great on-going reminder of your company and products.

Benefits:

- Place your company logo on every key card provided to attendees staying at the host hotel.
- Logo recognition on all marketing, including website, e-blasts, and signage.

Lanyard

\$5,000 (Exclusive)

Mobilize your company's logo throughout the annual meeting. Attendees will be photographed during the annual meeting, and as such, your company's logo will appear in future promotional and marketing materials for the annual meeting.

Benefits:

- Place your logo on all lanyards given to each attendee, exhibitor, and staff member. (Single color repeating with meeting logo.)
- Logo recognition on all marketing, including website, e-blasts, and signage.

ADVERTISING

CONFERENCE WEBSITE

Tile Ad

\$1,500 for both website and app (2 Available)

Highly visible branding opportunity on the conference website and mobile app.

Benefits:

- Place your custom tile ad on the main annual meeting website.
- This ad will be approx. 600x200 pixel. Specs to be provided.
- The ad will link to your selected URL.
- This ad will appear prior to the meeting and at least 1 month post-meeting.

Banner Ad—Exhibitor Directory Page

\$1,000 for both website and app (Exclusive)

Advertise on the exhibitor directory section of the website and mobile app.

Benefits:

- Your custom graphic will be seen by all attendees each time they view the exhibitor page.
- Graphic will be a maximum of 1920x225 pixels. Specs to be provided.

Banner Ad—Schedule Page

\$1,250 for both website and app (Exclusive)

Highly visible advertisement on the browse by schedule section of the mobile app and meeting website.

Benefits:

- Your custom graphic will be seen by all attendees each time they view the schedule pages of the app.
- Graphic will be a maximum of 1920x225 pixels. Specs to be provided.

Mobile App ONLY

All attendees will use this mobile app to access the schedule, session descriptions, and speaker bios.

Splash Screen

\$2,500 (Exclusive)

Highly visible custom sponsorship on the conference app is visible to all users when they open it.

Benefits:

- Your custom graphic will be seen by all attendees each time that they open the app.
- Graphic will be a maximum of 2732x2048 pixels. Specs to be provided.

Push Notifications

\$500 (8 Available—2 per day Friday, Saturday, Sunday, Monday)

Custom message to be sent to all app users on the meeting mobile app.

Benefits:

- Your custom message will be seen by all app users.
- Maximum 266 characters. Specs to be provided.

Social Media Ad

\$1,200 (4 Available)

Reach the AAA community and Anatomy Connected Attendees with a custom advertisement on the AAA Anatomy Connected Facebook and Twitter Feed (specs to be provided).

Benefits:

- 1 custom ad to be posted on AAA Anatomy Connected Facebook and Twitter Feed (2–4 weeks before the event)
- The ad can include 1 link to your social media page.



Sponsored E-blast

\$2,500 (8 Available)

Companies can send a customized message and graphic to Anatomy Connected 2024 attendees. E-blasts will be sent to opt-in registered attendees. AAA will schedule a maximum of 2 per week (Tuesday and Thursday) in the immediate 3 weeks to 1 week before the event and 1-week post-event. No sponsored e-blasts will be scheduled the week before or the week of Anatomy Connected.

Benefits:

- Sponsor customized message, graphic, and link sent to opt-in registered attendees at the time of date selected (materials are due three weeks prior to email launch).
- Select date of the e-blast launch. (date your e-blast will be sent will be confirmed upon purchase).
- Open and click data provided upon request
 - > Pre Event
 - February 27 or 29
 - March 5 or 7
 - March 12 or 14
 - > Post Event
 - April 2 or 4



Printed Program

(5 ads Available)

Place an advertisement in the Anatomy Connected 2024 Program provided to all attendees at registration.

Back Cover (4 color)	\$2,000
<i>7.5"x 10.5" with bleeds</i>	
Inside Front Cover (4 color)	\$1,500
<i>7.5"x 10.5" with bleeds</i>	
Full Page (4 color)	\$1,000
<i>7.5"x 10.5" with bleeds</i>	
1/2 Page (4 color)	\$750
<i>7.5"x 5" with no bleeds</i>	
1/2 Page (B/W)	\$500
<i>7.5"x 5" with no bleeds</i>	



NEW OPPORTUNITIES FOR 2024

Digital Monitor 10-second slide show advertising

\$1,500 for 2 monitors near reg (Max 6 Sponsors)

Benefits:

- Place your 10-second custom slide show advertising rotating with up to 6 other sponsors and Anatomy Connected Info on two 55" monitors by reg
- Logo recognition on all marketing, including website, e-blasts, and signage.



Floor Cling

\$4,000 (Set of 3 clings – 3 Available)

Place your custom graphic or logo and exhibit number in front of attendees placed in high traffic locations leading to the exhibit area.

Benefits:

- These floor stickers will feature your custom graphic or logo and exhibit number along with the Anatomy Connected meeting graphic.
- This package includes three (3) floor stickers with an approximate size of 2'x2' sponsor will have ¾ of each cling. Clings placed in high traffic areas leading to exhibit area Location TBD.
- Logo recognition on all marketing, including website, e-blasts, and signage.



Escalator Cling

\$8,000 for 1 side of 1 set of escalators

High Traffic, High Impact. Escalators are standout locations for signage because they are in high-traffic areas as attendees navigate the meeting. This is a perfect location for showcasing your creative message, along with the Anatomy Connected meeting logo. The price includes printing, installing, and removing the clings

Benefits:

- Place your company logo or custom graphic with the Anatomy Connected meeting logo on 1 side of 1 set of escalators (1up/1down); see sample image below Location TBD.
- Logo recognition on all marketing, including website, e-blasts, and signage.

HOW TO PURCHASE

1. Visit the exhibit sales website to view the floor plan at this [link](#).
2. Click "Rent Booth Now." Purchase Table Top/Sponsorship
3. Type your organization's name. As you type, organization names will be suggested to you. If one matches your organization, select it.
4. Verify or update the administrative booth sales contact information for your organization.
5. Indicate the booth or tabletop you would like to rent.
6. Enter the credit card information or select ACH to submit payment.
7. An email confirmation of your contract submission will automatically be sent to the booth coordinator.

Want to combine multiple 10-by-10-foot booths or table tops to create a larger exhibit space? Please contact the exhibits manager at 301-658-2115 or AAAexhibits@discoverSB.com to combine your chosen booths/tabletop before renting them.

View the terms and conditions to be signed through the [online purchase portal](#).



Join AAA as an Industry Member and gain access to multiple benefits:

- Your company logo and a link to your website featured on the Anatomy.org website as an Industry Member
- A 10% discount on all exhibit space, advertising, and sponsorship packages
- Early access for members with booth placement and sponsorships for Anatomy Connected
- Member registration rate to attend Anatomy Connected
- Your company will be profiled in the Anatomy Now e-news with AAA's full membership reach when you join
- Stay up to date on public policy, career advice, member highlights, and more with our bi-monthly e-newsletter
- Your industry membership includes up to five (5) employees

