



2025 Exhibitor and Sponsorship Prospectus



ANATOMY CONNECTED

2025 MARCH 28 - 31
PORTLAND, OR



About Us

Founded in 1888, the American Association for Anatomy stands as a testament to the enduring importance of anatomical science in understanding health and disease. Through our diverse range of research, education, and professional development activities, we serve as the professional home for an international community of biomedical researchers, educators, and students united by our shared passion for uncovering the structural foundation of life.

Join us in our journey of exploration and discovery as we continually strive to make breakthroughs in the anatomical sciences. 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 1,100 educators, researchers, and students in an interactive, research-driven experience that inspires collaboration and innovation in anatomy. More than 40% of our attendees have purchasing decision making power.

The meeting features keynote and plenary talks, workshops, symposia, poster presentations, professional development, and exhibits spotlighting products and services integral to this professional community. These exhibits play a crucial role in exposing scientists to cutting edge technologies that can propel their research forward.



Why Exhibit/Sponsor?

Exposure

Elevate your organization's profile within the anatomy 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 related fields.

Network

The three-day exhibition, with over 1,100 attendees, offers many networking opportunities. Meet and greet sessions, welcome reception, interactive exhibits, and collaboration forums facilitate meaningful connections, enhance exposure, and foster new industry relationships.

Lead Generation

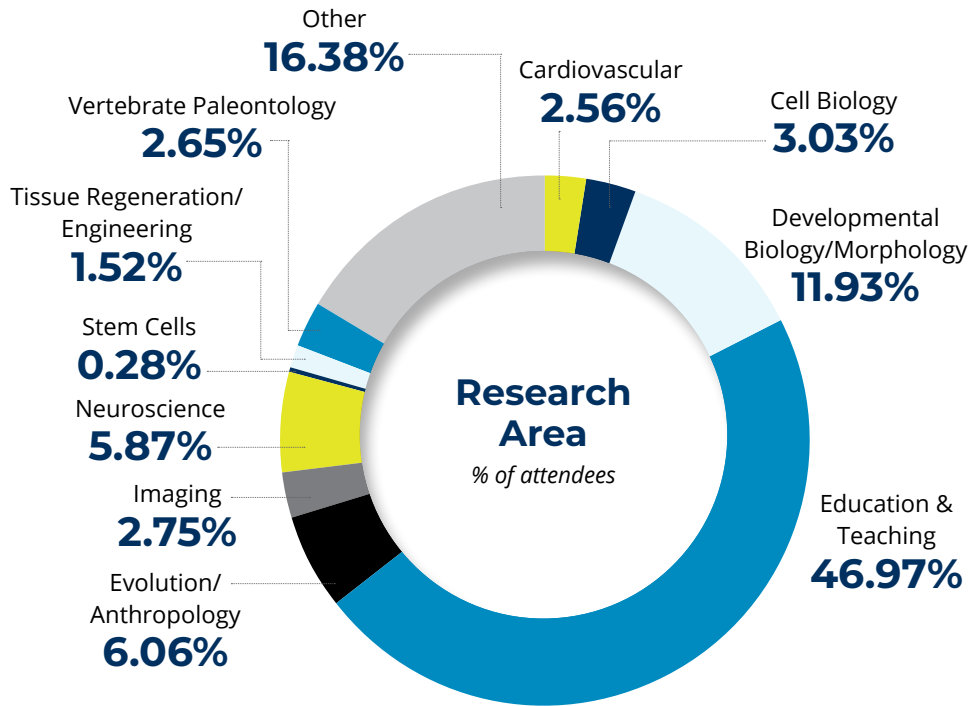
Build valuable connections with leaders, managers, educators, researchers, and students in anatomical sciences and related fields with significant influence and purchasing potential for your products and services.

Product Demonstration

Give your potential clients hands-on access to your technology and resources.



Attendee Demographics



1056 attendees

40% of attendees make, influence, or recommend decisions.

2023



13 Exhibitors
17 Companies
780 Leads

2024



24 Exhibitors
19 Companies
558 Leads

Lead Retrieval

The Lead Retrieval platform provides real-time insights by instantly capturing and assessing attendee data during interactions. It also streamlines follow-ups with organized, categorized leads. Additionally, you can customize questions and tags to align with specific event goals.

During Anatomy Connected 2023 and 2024, exhibitors generated an average of 669 leads per conference.

Who Should Exhibit

- 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
- Medical Device Manufacturing
- Medical Simulation
- Placement and Recruitment Services
- Professional Associations
- 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
- Anatomical Sciences Education
- Avatar Medical
- Candant
- Case Western Reserve University – HoloAnatomy® Suite
- Developmental Dynamics
- Elsevier
- Fascia Research Society
- Green Solutions Group LLC
- International Medical Quality Improvement Systems (IMQIS)
- Kenhub
- MAI
- Medivis
- Mopec
- Primal Pictures
- Scimedico LLC
- Siemens Healthineers
- The Anatomical Record
- Touch of Life Technologies
- Visible Body
- Wiley
- Wolters Kluwer



Exhibitor Package

10x10 BOOTH

Price: \$3,000 per 10x10
(36 available)

Benefits:

- Registration – 2 complimentary registrations (includes access to all sessions and events). \$950 value
- Exhibitors can purchase additional full registrations at a discounted rate of \$200.
- 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.
- Exhibitors can purchase a Lead Retrieval license for \$349. Additional licenses can be purchased for \$150. (fees increase onsite)
- Complimentary one-time use of the pre-conference list (4 weeks out). Mailing addresses only; no phone numbers or email addresses.
- Evening poster reception in the Exhibit Hall on the Saturday and Sunday.
- Coffee breaks in Exhibit Hall during the morning Networking Breaks.

EXHIBIT HOURS

Subject to change

SET UP

Friday, March 28

3:00 pm – 7:00 pm

Saturday, March 29

7:00 am – 9:00 am

EXHIBITS OPEN

Saturday, March 29 • 10:00 am – 7:15 pm

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

2:00 pm – 2:30 pm Networking Break and Exhibits

5:15 pm – 7:15 pm Poster Sessions and Exhibits

Sunday, March 30 • 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 31 • 10:00 am – 12:30 pm

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

DISMANTLE

Monday, March 31

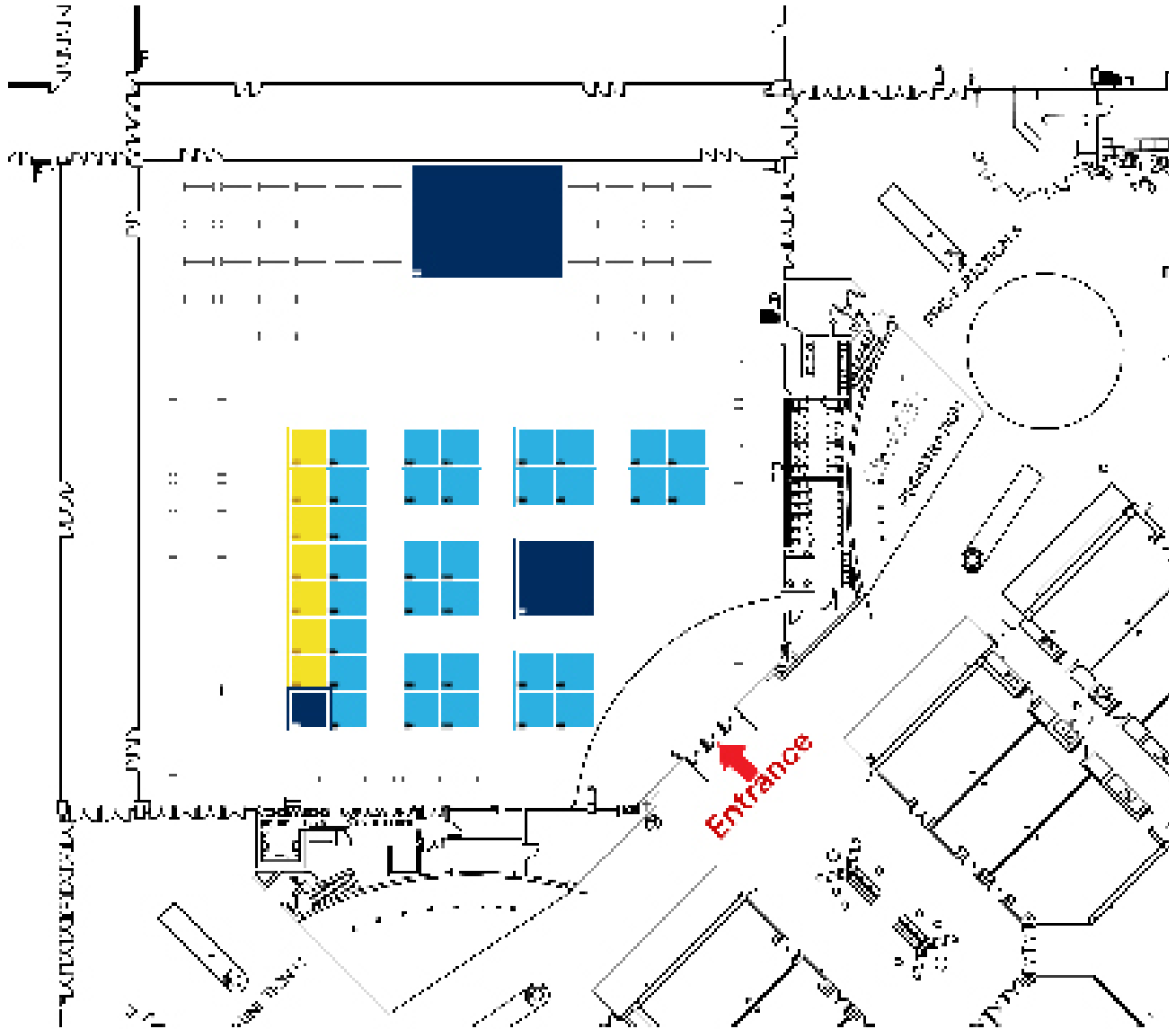
1:30 pm – 5:00 pm



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

Exhibitor Floorplan

[View Live Floorplan](#)



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

Sponsorship Opportunities

Anatomy Connected 2025 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

\$1,800 for 30 minutes (3 available)

\$2,300 for 60 minutes (3 available)

Sponsor 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.
- Sponsor can have 1-2 representatives welcoming guests upon arrival at the doors.

Lunch & Learn

\$1,500 (3 available)

One of our most consistently sold-out sessions, Lunch & Learns are an ideal opportunity to create brand awareness by partnering with AAA to fund a speaker of their choosing to discuss new developments and cutting-edge research in anatomy.

Benefits:

- Sponsor will provide 1-3 minute 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 (5 Exclusive available)

Morning or Afternoon coffee in the exhibit/poster area is a great way to support a traffic generator to the exhibit hall. (Saturday morning, Saturday afternoon, Sunday morning, Sunday afternoon, Monday morning)

Benefits:

- Company logo on 2 – 22" x 28" sign acknowledging support of the coffee break.
- Sponsor recognition included on website, mobile app, program, and signage.

BRANDING

Keynote speaker Introduction

\$5,000 (Exclusive)

The keynote session energizes and inspires attendees while bringing your company to the forefront during a much-anticipated presentation featuring a prominent and respected figure in the anatomical science sphere.

Benefits:

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

Anatomy Connected Tote Bag

\$7,500 (Exclusive)

Align your organization with AAA, including your company logo on the Anatomy Connected tote bag. The tote bag will be distributed to all attendees at registration. Purchase deadline 1/15/2025.

Benefits:

- Sponsor single-colored logo on the Anatomy Connected 2025 tote bag.

Poster Gallery

\$3,500 (Exclusive)

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 (Link can be to the company's virtual showcase).
- Logo recognition on all marketing, including website, e-blasts, signage.
- Logo and hyperlink on virtual poster gallery main page.

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. Purchase Deadline 1/15/25.

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 AND APP

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 for 3 seconds by all attendees each time that they open the app.
- Graphic will be a maximum of 2732x2048 pixels. Specs to be provided.

Push Notifications

\$750 (6 available – 2 per day 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.

Registration Conference Email Banner

\$1,500 (Exclusive)

Put your logo and custom graphic banner at the bottom of every conference registration email that is sent out. Your information will be prominently placed at the end of the attendee registration email that is sent to every attendee. Purchase deadline Oct. 25, 2024.

Benefits:

- One advertisement with a hyperlink.

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 2025 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 25 or 27
 - March 4 or 6
 - March 11 or 13
 - March 18 or 20
 - > Post Event
 - April 2 or 4

Printed Program

(5 ads available)

Place an advertisement in the Anatomy Connected 2025 Program provided to all attendees at registration.

Back Cover (4 color)..... \$2,000
7.5"x 10.5" with bleeds

Inside Front Cover (4 color) \$1,500
7.5"x 10.5" with bleeds

Full Page (4 color) \$1,000
7.5"x 10.5" with bleeds

1/2 Page (4 color) \$750
7.5"x 5" with no bleeds

1/2 Page (B/W) \$500
7.5"x 5" with no bleeds

NEW BRANDING OPPORTUNITIES

Digital Displays 10-second slide show advertising

\$2,000 for 2 monitors near exhibit hall
(Max 4 Sponsors)

Benefits:

- Place your 10-second custom slide show advertising with NO SOUND rotating with up to 4 other sponsors and Anatomy Connected Info on two 55" monitors by the exhibit hall.
- Logo recognition on all marketing, including website, e-blasts, and signage.
- Monitors DS4 and DS3—Images JPEG, PNG, Videos MP4, Resolution 1080x1920 (96 PPI)

Floor Stickers

\$2,500 (3 clings - 2 available)

Place your custom graphic or logo and booth number with the Anatomy Connected Graphic in front of attendees placed in inside the exhibit hall directing attendees to your booth.

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 from the exhibit hall entrance to your booth.
- Logo recognition on all marketing, including website, e-blasts, and signage.

Escalator Cling

\$6,000 for 1 runner between
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 runner between 1 set of escalators; see sample image below Location TBD.
- Logo recognition on all marketing, including website, e-blasts, and signage.



Ribbon Bar

\$3,500

Your company logo will be custom branded as the ribbon bar title —“Company X Ribbon Bar.” Attendees will have fun selecting fun and social ribbons, creating excitement, and assisting in generating networking. Attendees can pick up their ribbons—both organizational and fun—at this location next to Registration.

Benefits:

- Place your company logo with the Anatomy Connected meeting logo on the ribbon bar at registration, where all attendees, exhibitors, and staff can select ribbons to add to their badge.
- 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](#).
2. Click “Rent Booth Now/purchase 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 you would like to rent or click skip to move to sponsorship opportunities.
6. Enter the credit card information to submit payment.
7. An email confirmation of your contract submission will automatically be sent to the booth/sponsor coordinator.

[Click here to view Anatomy Connected 2025 Terms & Conditions.](#)

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



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



BEYOND THE ANNUAL MEETING – EXTEND YOUR REACH

[Download Media Kit](#)

With several channels for you to interact with AAA and its members, we encourage you to evaluate the options and select those that best meet your business priorities. Have questions? Want to discuss other ways to partner with AAA? We can work with you to build a comprehensive strategy that delivers maximum ROI. [Contact us](#) to get started.