

The Ultrasound Event




2025 AIUM
Annual Convention

MARCH 29 – APRIL 1
ORLANDO, FL

2025
EXHIBITOR &
SPONSORSHIP
PROSPECTUS





Expand your reach, show off your solutions, and make connections at the world's premier gathering of ultrasound clinicians, scientists, and industry.



IMPORTANT DATES

February 21, 2025

Exhibit space application deadline

March 30 – April 1, 2025

Exhibit Hall Dates

Signia by Hilton Orlando Bonnet Creek

WHO WE ARE

The American Institute of Ultrasound in Medicine (AIUM) is a leading global multidisciplinary ultrasound association dedicated to empowering a community engaged in the use of medical ultrasound through raising awareness, high-quality education, evidence-based training, and research.

WHY EXHIBIT

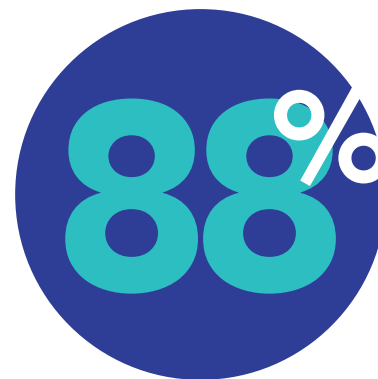
The AIUM Annual Convention is the world's premier gathering of medical ultrasound professionals. This ultrasound event offers a variety of exhibit and sponsorship opportunities that help companies foster relationships, bolster brand exposure, and generate leads.

WHO ATTENDS THE AIUM ANNUAL CONVENTION?

Physicians, sonographers, radiologists, scientists, and industry leaders representing every specialty in ultrasound attend the AIUM Annual Convention each year.



Attendees at the
2024 Convention



Of exhibitors report that the
convention met their expectations

WHAT PREVIOUS EXHIBITORS ARE SAYING...



Heidi Seerdan
GE HealthCare,
President Ultrasound
United States and Canada



AIUM is an organization that is devoted to advancing ultrasound.



Jose A. Morales
SonoScape Vice General Manager
LATAM



It is one of the most visited meetings in the US. We see a lot of sonographers, doctors, students around all the nations here.

MORE PARTNER FEEDBACK

"This year's show was much more valuable... and reaffirmed our support for the AIUM."

"Excellent job of the organizers, easy to communicate with them."

"Great event!"

READY TO GET STARTED?

Learn about exhibiting and find out how to get your products in front of passionate ultrasound professionals using the 2025 AIUM Annual Convention prospectus.

BOOTHS SELL FAST!

Call or email the AIUM Partnerships team today to create a valuable convention experience. Please contact us at (240) 295-1764 or aiumpartnerships@aium.org.



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INDUSTRY ENGAGEMENT



SPONSORSHIP PACKAGES*

	Silver \$25,000 2 Available	GOLD \$30,000 2 Available	PLATINUM \$40,000 1 Available
Lunch and Learn (Food & Beverage not included, AV not included.)			✓
Industry Interactive Showcase**		30 MIN	ONE HOUR
Full-Access Registrations to The 2025 Ultrasound Event		ONE	TWO
Additional Exhibit Hall Only Badges	ONE	ONE	TWO
Coffee Break Sponsor With Signage on Tables	MORNING or AFTERNOON	MORNING or AFTERNOON	ONE FULL DAY
10 x 20 Premium Exhibit Hall Booth, including 4 Badges	✓	✓	✓
Custom Email Marketing Blast to AIUM Audience	✓	✓	✓
List of Attendees With Email Addresses (Opt in Only)***	✓	✓	✓
Custom Retargeting Ads: 2 Months for 50,000 impressions	✓	✓	✓
Custom Social Post Across 4 Platforms	✓	✓	✓
Custom Push Notification Through Event App	✓	✓	✓
Top Logo Recognition on Event Branding	✓	✓	✓
Logo Recognition toward the Top of the Pillar	✓	✓	✓
Custom Banner Ad in the Mobile App	✓	✓	✓
Company Name and Logo will Appear on the Annual Convention Website	✓	✓	✓

*Packages may or may not include Food & Beverage. Additional fees may apply. See details within prospectus.

**The Industry Interactive Showcase is the centralized, featured space in the exhibit hall custom made for you! Showoff products, create a game, host a focus group - the space is yours!

***List of attendees who opted in to event mobile app / communications from The Ultrasound Event.

SPONSORED LEARNING

Elevate your brand by becoming the exclusive sponsor of the event’s four keynote speakers over three action-packed days. Your brand will have daily visibility through prominent physical signage outside the keynote room, as well as digital displays visible when the audience enters and leaves the space. Align your brand with the largest, cutting-edge sessions and make a lasting impression on a diverse, engaged audience. Don’t miss this remarkable opportunity to boost your brand’s presence and stand out as a company that supports innovation!

\$10,000

SUNDAY, MARCH 30



Keynote Speaker – Dr. Leroy Chiao

As a former NASA astronaut and ISS commander, Dr. Chiao shares his unique insights into the physiological effects of space, blending personal adventures with groundbreaking science. Discover the synergy between spaceflight countermeasures and innovative healthcare solutions on Earth.



Keynote Speaker – Dr. Scott Dulchavsky

As a professor of surgery, molecular biology, and genetics at Wayne State University and Michigan State University, and a principal investigator for NASA, Dr. Dulchavsky reveals how ultrasound serves as a vital, point-of-care diagnostic tool for numerous clinical conditions during spaceflight. Discover how these groundbreaking advancements in space medicine are transforming healthcare on Earth.

MONDAY, MARCH 31



Keynote Speaker – Dr. Ali Rezai

Dr. Rezai’s groundbreaking keynote will share his innovative use of ultrasound can delay the progression of Alzheimer’s disease and mitigate its most severe symptoms. As the Associate Dean of Neuroscience at West Virginia University and Executive Chair and Director of the WVU Rockefeller Neuroscience Institute, Dr. Rezai is a pioneering force in neuroscience, with treatments for Parkinson’s disease and other brain disorders under his belt. His research has garnered attention from prominent media outlets such as The Washington Post, The Wall Street Journal, The New York Times, BBC, CBS, CNN, PBS, Good Morning America, and 60 Minutes.

TUESDAY, APRIL 1



William J. Fry Memorial Lecture

The William J. Fry Memorial Lecture recognizes a current or retired AIUM member who has significantly contributed, in his or her particular field, to the scientific progress of medical diagnostic ultrasound, was established in his honor. This speaker is honored with the William J. Fry Memorial Award, and will be selected closer to the event!

SPONSORSHIPS

LUNCH AND LEARN

\$12,000

Elevate your brand's presence by sponsoring a Lunch and Learn event. This opportunity allows you to showcase cutting-edge technology, highlight innovative solutions, or introduce new systems to a diverse and engaged audience of professionals. Capture the attention of industry leaders in an intimate, focused setting, fostering meaningful connections and driving impactful conversations. *Food & Beverage not included.



TOP 8 ABSTRACT AWARDS

\$7,500

Does your company value medical research? Sponsor The Top 8, which recognizes the highest-rated research submissions amongst all submissions for 2025. Seven presenters will receive a reward of \$1,000, while the top presenter, will be awarded a total of \$3,000! Show off your brand with signage outside of this session, and recognition at the Awards Ceremony!



POSTER PRESENTATION IN EXHIBIT HALL KIOSKS + POSTER PRESENTATION

\$5,000

Sponsor our cutting-edge e-poster kiosks in the exhibit hall and elevate your brand's visibility among leading professionals in the industry. These state-of-the-art kiosks provide an interactive platform for attendees to engage with the latest research and innovations. Your sponsorship will position your brand at the forefront of technological advancement, fostering connections with key influencers and decision-makers. Align with innovation and support the dissemination of knowledge by sponsoring these premier e-poster kiosks.



INDUSTRY ENGAGEMENT

ATTENDEE FAVORITES

ULTRASOUND UNWIND PARTY

\$10,000

Be the name behind the conference's most exciting evening! Sponsor Ultrasound Unwind: a vibrant party where attendees can connect, relax, and have fun. Put your brand at the center of this memorable event—sponsor today!

Tuesday, April 1st
6:30 – 9:00 pm



WI-FI SPONSOR

\$10,000

Sponsor and customize the password for the Wi-Fi at the event. Attendees will have to manually type in your company's customized password, reaching hundreds of attendees.

**Sponsor
Favorite!**

EXHIBIT HALL GRAND OPENING & PRESIDENT'S HAPPY HOUR

\$7,500

Sponsor the conference's premier networking event with Dr. Richard Hoppmann and incoming President, David Jones. As a sponsor, you'll set the stage for an evening of connection, camaraderie, and celebration in the exhibit hall. This is your chance to align your brand with the event's kickoff excitement. Make a lasting impression—sponsor the President's Welcome Happy Hour and elevate the conference experience from the start!

Sunday, March 30th
5:00 – 6:00 pm
Exhibit Hall



AWARDS CEREMONY

\$7,500

We will close out The Ultrasound Event 2025 by honoring individuals who advance the field of medical imaging and ultrasound and improve patient outcomes across the globe. Put your brand in the spotlight in the awards ceremony through walk-in slides, logo on the presentation deck and mentions in the opening and closing speeches. Help us honor ultrasound visionaries in front of a captive audience.



DAILY REFRESHMENTS: COFFEE & CONNECTIONS

\$7,500

Sponsor a 1-day refreshment table during scheduled breaks to enjoy rejuvenating coffee breaks available Sunday - Wednesday. Your company name and/or logo will be displayed on the signage located near the refreshments and your company can place any additional promotional during scheduled breaks.

SHARK TANK

\$7,500

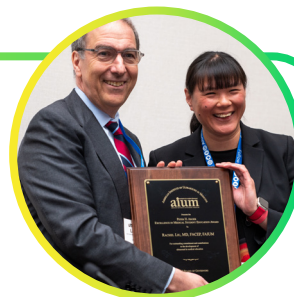
Invest in innovation and the future! Companies will present their ideas to the expert shark tank panel of venture capitalists, industry leaders, and an IP attorney. Your company name and or logo signage will be displayed in the Shark Tank area.



NEW INVESTIGATOR AWARDS

\$7,500

Here's a chance for your company to support research! The New Investigator Session motivates emerging researchers who are currently in training or have finished their training within the last five years. Apart from the distinction of being acknowledged as a New Investigator, two exemplary individuals will win a prize of \$500 each. Show off your brand with signage outside of this session, and receive recognition at the Awards Ceremony!



SCANNED IT

\$7,000

Be the center in a dynamic environment where innovation meets practicality. Your support will not only provide the materials needed but also inspire the next wave of thinkers and doers in the field. Align your brand with the future of medical technology and showcase your commitment to advancing hands-on learning and creative problem-solving.



INDUSTRY SHOWCASE

EXHIBIT HALL

PREMIUM BOOTH		STANDARD BOOTH	
10 x 10	10 x 20*	10 x 10	10 x 20*
\$3,750	\$7,500	\$3,250	\$6,500

Maximize your company's visibility and engagement at the AIUM's Annual Convention by securing an exhibit hall booth! Our Exhibit Hall is a dynamic marketplace where you can showcase your products, services, and innovations to a diverse and influential audience. Don't miss this opportunity to connect, network, and make lasting impressions on attendees.

Includes:

- Space in the Exhibit Hall
- 2 Badges with 10x10 booth purchase or 4 Badges with a 10x20 booth purchase
- Logo on the AIUM's Annual Convention website
- Participation in the Exhibit Hall Scavenger Hunt
- List of Attendees with Email Addresses**
- Company description, logo, website and social channels in event mobile app

*Live Scanning is only permitted at 10x20 booths or in the interactive exhibit showcase area. The exhibitor is responsible for sourcing models.

**List of attendees who opted in to event mobile app / communications from The Ultrasound Event.

EXHIBIT HALL HOURS

SUNDAY, MARCH 30, 2025

7:30 am – 10:00 am, 11:30 am – 3:30 pm
SPECIAL EVENT: President's Welcome Happy Hour
5:00 – 6:00 pm (Exhibit Hall will be open)

MONDAY, MARCH 31, 2025

7:30 am – 10:00 am, 11:00 am – 3:00 pm

TUESDAY, APRIL 1, 2025

7:30 am – 10:00 am, 11:00 am – 3:00 pm

INDUSTRY EXPOSURE

DIGITAL

*Custom packages are available upon request, for additional information please reach out to aiumpartnerships@aium.org.

CUSTOM EMAIL BLASTS

Speak directly to ultrasound professionals with a fully customized company email blast. Reach the entire AIUM audience or target a specific area of interest, such as obstetric, musculoskeletal (MSK), or point-of-care ultrasound (POCUS).

1 Email – \$5,500

3 Emails – \$15,000

6 Emails – \$28,500

RETARGETING ADS

Our audience is your audience! Increase your brand exposure by retargeting the AIUM audience with your ad campaign. Your banner ads will follow AIUM.org visitors after they leave our website.

1 month | 20,000 Impressions – \$2,500

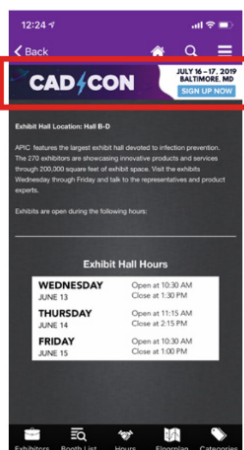
3 months | 50,000 Impressions – \$3,500

3 months | 75,000 impressions – \$5,000

3 months | 100,000 impressions – \$6,000

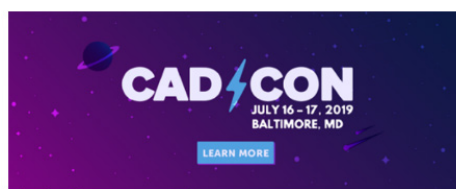
DIGITAL PLATFORMS (WEBSITE & MOBILE APP)

Elevate your digital presence with a variety of opportunities on the AIUM's Annual Convention Website and Mobile App. Seize the opportunity to shine in the digital spotlight and make a lasting impression on our engaged audience.



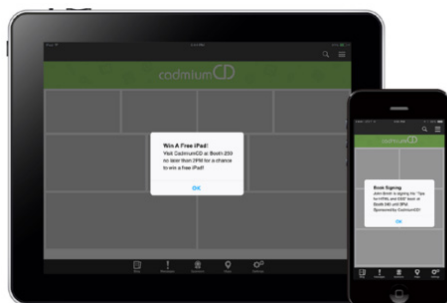
Sub Page Banner

3 Available – \$1,200

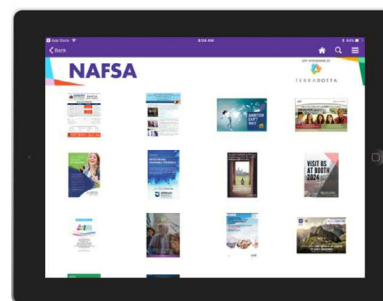


*Example of 1,200 x 800 Ad

**Main Screen Tiles 1/2 width
1 Per Day Available – \$1,000**



Push Notification – \$750



**Digital Grab Bag – \$750
Available on Website and
Mobile App**

Include a PDF showcasing your company's latest research, advancements, or programs.

ON-SITE BRANDING

Elevate your company with our custom-branded conference spaces! By showcasing your logo and messaging throughout the venue, you create an immersive experience that puts your brand front and center. This cohesive branding not only boosts visibility but also makes a memorable impression on attendees.

Enhance engagement, build a sense of exclusivity, and ensure your brand stays top-of-mind for attendees during the convention. Our tailored spaces align with your brand's values and create a powerful connection with your audience, making your brand truly unforgettable and the talk of the convention!

DIGITAL BRANDING



Escalator LED Wall
\$10,000



Large Format Directional Readerboards
\$7,500

PHYSICAL BRANDING



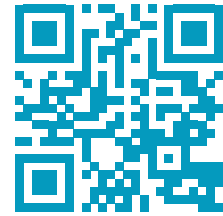
Convention Exit Header
\$10,000

More options available by request!

CAN'T ATTEND IN PERSON?

Reach out to us at aumpartnerships@aium.org to explore more branding opportunities. We have the space for you!


Don't miss out on being part of this event!



Become a partner today!



GET IN TOUCH

 (240) 295-1764

 aumpartnerships@aium.org

RULES AND REGULATIONS

A. GENERAL

1. Definitions

Used herein, "management" shall mean the AIUM, its agents, and employees acting for the Management of the exhibit of the facility. "Exhibitor" shall mean any company contracted to exhibit, its agents, and employees acting for the company.

2. Interpretation

Management shall have full authority in interpreting and enforcing all rules set forth herein.

3. Eligibility

The AIUM retains sole authority to determine the eligibility of any company, product, or organization to exhibit. The AIUM may refuse exhibit space to a potential exhibitor for any reason.

4. Exhibit Hall

Dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. Management reserves the right to make modifications. All exhibits must be assigned by the AIUM.

B. EXHIBIT HALL

All exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their products in the most effective manner to the audience.

1. Booth Height

Corner Booths: Booth height, including signs, banners, and displays, shall not exceed a back wall height of 8' and side walls of 3'. Exhibits cannot include or overflow into an aisle or adjoining booth. Island Booths: Booth height, including signs, banners, and displays shall not exceed 14'. Exhibits cannot include or overflow into an aisle or adjoining booth.

2. Line of Sight

Exhibits must be kept inside their allotted space. Standard linear booths must not block the line of sight of neighboring booths. All display fixtures greater than 4' in height and placed within 8 linear feet of an adjoining booth must be confined to the back half of the booth, which is at least 5' from the aisle. Island booths may not have a solid parameter fixture that completely blocks the line of sight of neighboring booths. Exhibitors wishing to use non-standard booth equipment, special signs, or materials conflicting with the construction regulations must submit 2 copies of a detailed sketch of the proposed layout to the AIUM by December 20, 2024.

Written approval from management must be received before construction is ordered and/or booth installation begins. Contact AIUMPartnerships@aium.org.

3. Appearance

Any part of an exhibit that does not lend itself to an attractive appearance, such as an unfinished end or side panels, must be draped at the exhibitor's expense. Management has the right to have such finishing completed and billed to the exhibitor.

C. SPONSORSHIP EXHIBIT HALL BRANDING

1. Subletting

Booth space may only be occupied by the assigned exhibitor. An exhibitor shall not sublet, assign, or share any part of the exhibit space. Persons, firms, or organizations not having contracted with management for exhibit space may not display or demonstrate any products, processes, or services, solicit orders, or distribute surveys or advertising materials at the event or exhibit facility at any time.

2. Failure to Occupy Space

Any space not occupied by the close of the exhibit installation period will be forfeited by the exhibitor, and no refunds will be provided. The space may be resold, reassigned, or used in any way management designates. Any materials on hand will be removed, and the exhibitor will be billed for charges incurred.

3. Exhibitor Code of Conduct

Exhibitors are required to wear their exhibitor badges during meeting hours and are expected to conduct themselves in a professional manner. The use of deceptive and/or unethical methods to obtain information and/or gain an advantage over a competitor is considered a violation of the Code of Conduct. Exhibitors are expected to be present in their booth during exhibit hall hours.

Exhibitors may not:

- Engage in sales activities while in any room where an educational activity takes place.
- Exchange money/currency for a sale. However, collecting leads and information leading to a sale is allowed.
- Display or advertise products or services of any kind other than those manufactured or sold by the Exhibitor in the regular course of business.
- Place business cards over official AIUM badges or alter the badges in any way.
- Lend their badges to anyone. Representatives of exhibiting companies are to remain in their assigned booth space when working, eg, demonstrating products and passing out literature. In no case will the use of the aisles or thoroughfares for this purpose be permitted.

4. Signs/Advertising Pieces

Exhibits, signs, and displays are prohibited in any part of the public space or elsewhere on the premises of the meeting facility, guest rooms, and hallways of the hotel unless approved by management and the hotel. Distribution of advertising pieces and other items anywhere outside the designated exhibit booth, such as in public areas, in hotel corridors, under room doors, and in mailboxes of hotel guests, is prohibited. Promotional materials and events presented to prospective AIUM meeting attendees before or after the meeting must be approved by the management. Support opportunities are available to expand your presence and dissemination of products and services to attendees.

5. AIUM Branding

Use of the American Institute of Ultrasound in Medicine name, insignia, logo, or acronym (AIUM) and the meeting logo in both print and digital format may not be used in signs, advertising, promotions, or media without prior written permission.

6. Products/Samples/Giveaways

Exhibitors are permitted to demonstrate their products, equipment, or services, to make presentations, and to distribute printed literature and samples directly related to those products

or services. Exhibitors may not display or advertise products of any kind other than those manufactured or sold by them in the regular course of their business. Promotional giveaways must be approved by management no later than February 14, 2025. Submit to AIUMPartnerships@aium.org.

7. Exhibit Staff Badges

The exhibit key contact is someone who is present at the event as a point of contact for the AIUM. Only the key contact can add and register additional exhibit staff on site. The AIUM reserves the right to limit exhibit staff passes.

Preregister your exhibit staff using your AIUM online Cadmium account.

All exhibit personnel are required to pick up their own exhibitor badges, and company identification in the form of a business card will be required.

Exhibit staff may attend the scientific programs exclusive of CME credits, if space is available, but not ticketed events. The AIUM asks that if a session room is filled, exhibitors give seating priority to attendees. Exhibitors are required to wear their badges during meeting hours and are prohibited from lending their badges to anyone.

8. Fire Regulations

Booths are subject to inspection by the fire marshal.

- All exhibitors must comply with the local, state, and federal fire regulations.
- All exhibits, decorating materials, furniture, signs, and equipment must meet local, city, and state fire and public safety regulations.
- No empty crates or boxes may be stored in the exhibit area, under draped tables, or behind pipes and drapes.
- No flammable fluids, combustibles, hazardous materials, caustic chemicals, or cooking devices are allowed in the Exhibit Hall.
- Propane tanks may not be exhibited unless they are empty and certified as never having held propane gas.
- Neon tubing devices may only be used if strict protection criteria are followed.
- Consult the meeting service manager for more information.

9. Smoking

Signia by Hilton Orlando Bonnet Creek is a smoke-free environment.

10. Noise/Lighting

At no time shall music, videos, or sound systems be played at a level that interferes with a neighboring exhibitor's activities. The exhibitor must provide adequate standing room for customers in the booth. Management reserves the right to determine what is appropriate regarding volume. Any attention-arousing devices, such as noise makers, flashing lights, movies, music, television broadcasts, and drawings, are subject to management approval. Floodlights or other lights may not be installed in such a way that the glare is distracting to visitors or other exhibitors.

11. Photography/Video/Streaming

The AIUM does not allow any unauthorized professional photography, videotaping, or streaming during the AIUM Annual Convention and Pre Meeting Program except by management and its designated agents. The AIUM reserves the right to photograph, videotape, or stream any exhibit or attendee for use in promotional material or any other AIUM publication. The AIUM may videotape several educational courses for inclusion in the AIUM's educational video program library.

12. Animals

The use of animals in the Exhibit Hall, except service animals, is not allowed without pre-approved permission.

13. Food and Beverages

Distribution of food and beverages in the exhibitor's booth is permitted but must be pre-approved by management. Submit your menu in writing to AIUMPartnerships@aium.org, no later than February 14, 2025. All food and beverage arrangements must be made through Signia By Hilton, Orlando, Bonnet Creek.

14. Children

Due to the nature of the Exhibit Hall, we do not permit children to be present.

15. Parking

The AIUM does not validate parking.

16. Security

Exhibitors may access the Exhibit Hall after hours with their exhibitor badges and photo identification. Management will provide security guards when the Exhibit Hall is closed; however, the furnishing of such services shall not be construed to be any assumption of obligation or duty with respect to the protection of exhibitor property, which shall, at all times, be the sole responsibility of each exhibitor.

17. Conflicts

All measurements shown on the floor plan are approximate and are not warranted to be accurate. The AIUM reserves the right to make modifications to the Exhibit Hall floor plan, exhibit locations, and exhibit height as may be deemed necessary. In the event of conflicts regarding space requests or conditions beyond our control, management reserves the right to rearrange the floor plan. Also, management may relocate any assigned exhibitors as necessary for the betterment of the event as determined solely by the AIUM.

18. Program Conflicts

Exhibitors agree not to sponsor group functions when there is any activity scheduled, unless approved by management.

19. Enforcement

Management reserves the right to close or refuse to accept any exhibit application that does not conform to the general character of the show or in which an exhibitor fails to comply with the rules set forth herein. The AIUM may also close an exhibit at any time for noncompliance of construction regulations or as deemed necessary for the safety and comfort of its guests.

Management may also refuse admittance to or eject objectionable persons. All matters and questions not covered by these policies are subject to decisions of management. The policies may be amended at any time by the AIUM, and all amendments shall be equally binding on all parties affected. If changes are made, management will provide written notice to affected parties.

20. Cancellation or Postponement of the Event

In the event that the AIUM cancels or postpones the event due to circumstances beyond the control of the AIUM, whether such occurrence is an act of God, terrorism, war, rioting, third party, the obligation of the parties under the applicable agreements shall automatically be terminated, and exhibit fees shall be refunded to exhibitors minus a prorated share of expenses actually incurred by the AIUM in connection with the event.

The Ultrasound



Event

2025 AIUM

Annual Convention



The association for medical ultrasound
aium[®]
AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

