

BRANDING



LOBBY MEDIA WALL-STATIC IMAGE

\$18,000

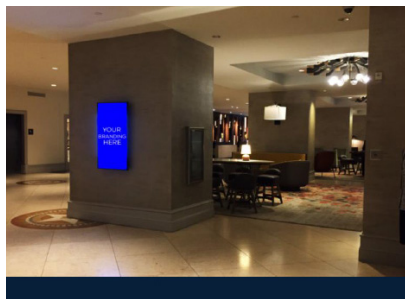
Display your company name on the Media Wall located in the lobby, a high traffic space for attendees going to their rooms, Cannon & Belle, Starbucks, The Reverberry, and Austin Taco Project. This space is perfect to highlight your booth number and or company logo. All graphic art files must be submitted as Vector Art with a recommended size of 1080 x 1920. Standard videos must be submitted in .mp4 format, 3840 x 2160, 30FPS, Bit Depth 8, Chroma sampling 4:4:4=8.9 Gbps(~32TB/hour). An After Effects template is available for customized video creation using the entire medial wall. Final art files must be submitted no later than 10 days prior to the conference start or be subject to a \$500 surcharge.



MEDIA WALL- LOOPED VIDEO

\$25,000

Display your company's name with an endless playback of your customized video sharing what your company has to offer. This space is heavily trafficked by our attendees as they travel to and from their guest rooms, Cannon & Belle, Starbucks, The Reverberry, and Austin Taco Project. All graphic art files must be submitted as Vector Art with a recommended size of 1080 x 1920. Standard videos must be submitted in .mp4 format, 3840 x 2160, 30FPS, Bit Depth 8, Chroma sampling 4:4:4=8.9 Gbps(~32TB/hour). An After Effects template is available for customized video creation using the entire medial wall. Final art files must be submitted no later than 10 days prior to the conference start or be subject to a \$500 surcharge.



LOBBY COLUMN OR WALL MONITOR-STATIC IMAGE

\$15,000

Take advantage of displaying your company's logo and booth number in the hotel's lobby as attendees travel to and from restaurants as well as lounge in the lobby sitting area. Recommended settings are 1080 x 1920 with an aspect ratio of 9:16 for a portrait-oriented column monitor and 1920 x 1080 with an aspect ratio of 16:9 for a landscape-oriented wall monitor. All monitor art files must be submitted in .jpeg or .mp4 formats.



BRANDING



LOBBY COLUMN OR WALL MONITOR-LOOPED VIDEO

\$20,000

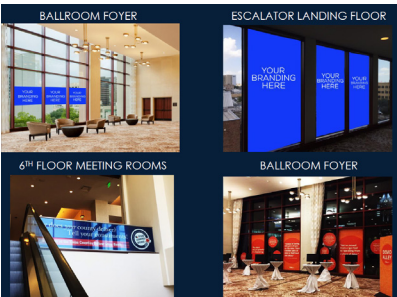
Create a looped video highlighting your company's logo, booth number, and any other information to tell attendees what you have to offer. Recommended settings are 1080 x 1920 with an aspect ratio of 9:16 for a portrait-oriented column monitor and 1920 x 1080 with an aspect ratio of 16:9 for a landscape-oriented wall monitor. All monitor art files must be submitted in .jpeg or .mp4 formats.



4TH & 6TH FLOOR WINDOWS

\$8,000

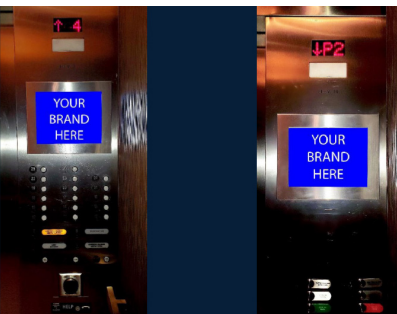
The meeting floor foyer windows on the 4th and 6th floors offer several floor to ceiling window panels ideal for custom graphic window clings and perfect for interior or exterior branding exposures.



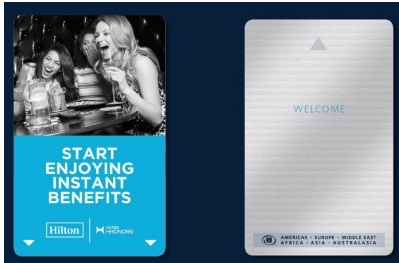
LOBBY/GUEST ROOM ELEVATOR

\$15,000

Add your company's logo and booth number to the digital screen located inside of the elevators. Attendees are required to swipe their guest card when entering the elevator to select one of the 31 floors of the hotel. There are a total of 8 elevators-6 guest rooms and 2 meeting space/garage-are available for co-branding on 1024 x 768 monitors. All art files must be submitted in .jpeg or .mp4 formats. Video options must be tested in .mpi or .avi formats. Exclusive branding requests (no co-branding) must be submitted to the hotel for review and approval in advance.



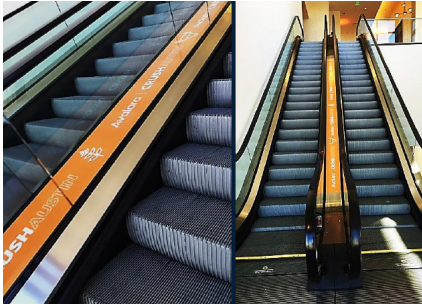
BRANDING



GUEST ROOM KEYS

\$8,000

Customize one or two sides of your guest key cards with your company's logo. Key cards must be used not only to enter a guest room, but also to access the elevators, and pool. Key card graphics must be approved by hotel management before an order may be placed with a key card vendor. Key card branding fees are based on the organization's peak room block multiplied by the per room branding fee. An additional hotel fee and production cost will apply.



FLOOR RUNNERS

Lobby Level to 4th Floor-Runner-\$12,000

4th Floor to Mid Floor-Runner-\$11,500

Mid Floor to 6th Floor-Runner-\$11,500

Your company's custom message appears alongside the handrails of the escalators throughout the convention halls. Attendees will view them all day long as they go up and down these heavily traveled areas during the event.



FLOOR GLASS RAILS

Lobby Level to 4th Floor-Glass Rail- \$15,000

4th Floor to Mid Floor-Glass Rail-\$14,000

Mid Floor to 6th Floor-Glass Rail-\$14,000

Your message appears alongside the glass rails of the escalators throughout the convention halls. Attendees will view them all day long as they go up and down these heavily traveled areas.

BRANDING

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.

110,000 Page Views Per Month

Ad Sizes

- 300 x 250 Medium Rectangle (Mobile-Friendly)
- 728 x 90 Leaderboard (Mobile-Friendly)
- 160 x 600 Skyscraper (Desktop Only)
- 16:9, 1920 x 1080 (Video)

Deadline Contracts are due 2 weeks prior to the start date, materials are due 1 week prior to the start date.

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

6 months-120,000 impressions-\$6,500

6 months-150,000 impressions-\$8,000

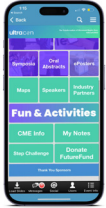
6 months-200,000 impressions-\$9,500



BRANDING

DIGITAL PLATFORMS (WEBSITE & MOBILE APP)

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



MOBILE APP MAIN SPONSOR-\$11,000

Exclusive use of 2nd opening Splash Screen (1st reserved for AIUM)
Permanent full-width tile on main screen,
2 push alerts

VISIT BOOTH 1244

Enter to visit a \$500 Visa Gift Card from Lighthouse 360 Patient Communication Made Simple!

OK

SUB PAGE BANNER (3 AVAILABLE)-\$1200

Main Screen Tiles -1/2 width (1 per day available) -\$1,000

PUSH ALERTS-\$750

DIGITAL GRAB BAG (AVAILABLE ON WEBSITE AND MOBILE APP)

Include a pdf showcasing your companies, latest research, advancements, or programs.



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