

ultracon

Powered by the AIUM

March 25–29, 2023 • Orlando, Florida



INDUSTRY OPPORTUNITY GUIDE



ULTRACON SYMPOSIA OPPORTUNITIES

This new vision of AIUM's largest event of the year puts attendees and industry partners *together* at the center of discussion, interaction, learning, and improving! These 8 hot topic symposiums provide you with endless opportunities to share your expertise, learn about the needs of your ultrasound peers, and build relationships by participating throughout Ultracon.

Symposia Details

Sunday, March 26

Can You Do That With Ultrasound?

Lunch and Learn.....	ON HOLD
Industry Hot Seat and Expert Insight (5).....	\$2,500
Current Trending Technology Tech Talk (7)	
Plus Hands-on Skill Stations.....	multiple machine/\$5,000

Monday, March 27

Ultrasound Diagnoses You Can't Miss!

Lunch and Learn.....	ON HOLD
Reception or Spotlight.....	\$7,500*

Tuesday, March 28

POCUS: Cutting-Edge Uses and Controversies

Lunch and Learn.....	ON HOLD
Tele-Ultrasound Experts Lunch and Learn (2).....	SOLD OUT
Hands-on Skill Stations (limited).....	1 machine/\$2,500
Hands-on Skill Stations (limited).....	2+ machine/\$5,000
Reception or Spotlight.....	\$7,500*

Breaking the Sound Barrier: Shaping The Future of Ultrasound - Part 1

SonoTinder Networking and Reception (8).....	\$3,000*
Hands-on Skill Stations (limited).....	1 machine/\$2,500
Hands-on Skill Stations (limited).....	2+ machine/\$5,000

Wednesday, March 29

Breaking the Sound Barrier: Shaping The Future of Ultrasound - Part 2

Lunch and Learn.....	ON HOLD
Future of Ultrasound Tech Talk (5).....	ON HOLD

Everyone Can Be an Effective Ultrasound Educator

Hands-on Tech Skills Stations (10).....	\$2,500
Tech Panel Lunch and Learn (5).....	\$2,500*

Optimizing Ultrasound Image Quality

Lunch and Learn.....	\$10,000*
Reception or Spotlight.....	\$7,500*

Optimizing Outcomes in Prenatal Imaging

Lunch and Learn.....	ON HOLD
Industry Roundtable (3).....	\$4,500
Reception or Spotlight.....	\$7,500*



Threading the Needle: Ultrasound-Guided Procedures

Lunch and Learn.....	SOLD OUT
Hands-on Skill Stations (limited).....	1 machine/\$2,500
Hands-on Skill Stations (limited).....	2+ machine/\$5,000

(*) indicates Food and Beverage is not included



ULTRACON PROGRAM OPPORTUNITIES

Reach the most diverse market in ultrasound this March at UltraCon! In addition to the Symposia Opportunities, you can choose newly offered exclusive opportunities, or request to customize your own on how you would like to interact with senior thought leaders in the ultrasound field, enthusiastic physicians, sonographers, scientists, engineers, and advanced practice providers.

Schedule-at-a-Glance

All day, every day!

(Sun-Wed)

Ergonomic Stations

WRMSD Tips and Tricks S.....\$40,000

SOLD OUT

e-Poster

e-Posters Kiosks (*exclusive*).....\$10,000

Choose Your Own

Focus Group\$15,000*

Lunch and Learn\$10,000*

Product Theatre\$10,000*

Reception.....\$7,500*

Industry Spotlight.....\$7,500*

Saturday, March 25

SonoSlam

Headliner (*exclusive to entire program*).....\$40,000

SonoSlam Lunch (*exclusive*).....\$10,000

SonoSlam Reception(*exclusive*).....\$10,000

Hands-on Skill Stations (limited)..... 1 machine/\$2,000

Hands-on Skill Stations (limited)..... 2+ machine/\$4,000



Sunday, March 26

Opening Reception

UltraCon 2023 Opening Reception (*exclusive*).....\$30,000



Monday, March 27

Abstract Awards

New Investigator Awards (*exclusive*).....\$7,500

Top 8 Abstract Awards (*exclusive*).....\$7,500



Tuesday, March 28

NEW UltraCon Shark Tank

Shark Tank (*exclusive*).....\$25,000

Includes your very own Research and Development team

Member as co-panel host for the UltraCon Shark Tank!

Participation in both Shark Tank sessions:

- Shark Bait 101: How to Pitch a Great Proposal
- UltraCon Shark Tank

(*) indicates Food and Beverage is not included



YOUR RE-IMAGINED PLAYGROUND

At UltraCon, your re-imagined company space is where you bring the audience to you in a much more intentional interaction. A space to further conversations and where you can get creative in displaying your company strengths in the UltraCon Industry Playground. There is much more to your company's participation at UltraCon than waiting for conversations to come to you. Imagine your space not as a traditional booth, but as a place for your team to create unique interactive experiences and foster valuable relationships while networking side-by-side with the ultrasound community in one of the many Symposiums or AIUM events of the day.

Options

20x20 Space.....\$12,000

10x20 Space.....\$10,000

Includes:

- 10x20 or 20x20 space in Industry Playground
- Four (4) full access UltraCon registrations
- Logo on UltraCon website
- Pre and post attendee mailing list
- Company description in event mobile app

10x10 Space.....\$8,000

Includes:

- 10x10 space in Industry Playground
- Two (2) full access UltraCon registrations
- Logo on UltraCon website
- Pre and post attendee mailing list
- Company description in event mobile app

***Non-Profit Networker**.....\$5,000

Includes:

- Two (2) full access UltraCon registrations
- Company description in event mobile app

**Eligibility must be pre-approved by the AIUM.*

NOTE: Live scanning is ONLY permitted in a 10 x 20 space.

AIUM will work to optimize your space needs to fit your overall company and UltraCon participation goals. Call Stephanie Zboznovits at 240-295-1764 to create the most valuable experience for you and your company needs at UltraCon 2023!



Can I use my existing booth and materials?

Absolutely, your space is for you to utilize your company footprint in the most valuable way possible.





INDUSTRY PLAYGROUND

The UltraCon Industry Playground is a place to further discussions and provide a space for your team to plan, sell, and display your company strengths. AIUM will provide fun and creative ways to expand interest and time in the Playground for a truly integrated and immersive experience for attendees and Industry Partners.

Industry Playground Hours

Sunday, March 26.....Open - 6:00 pm

Monday, March 27.....8:00 am - 6:00 pm

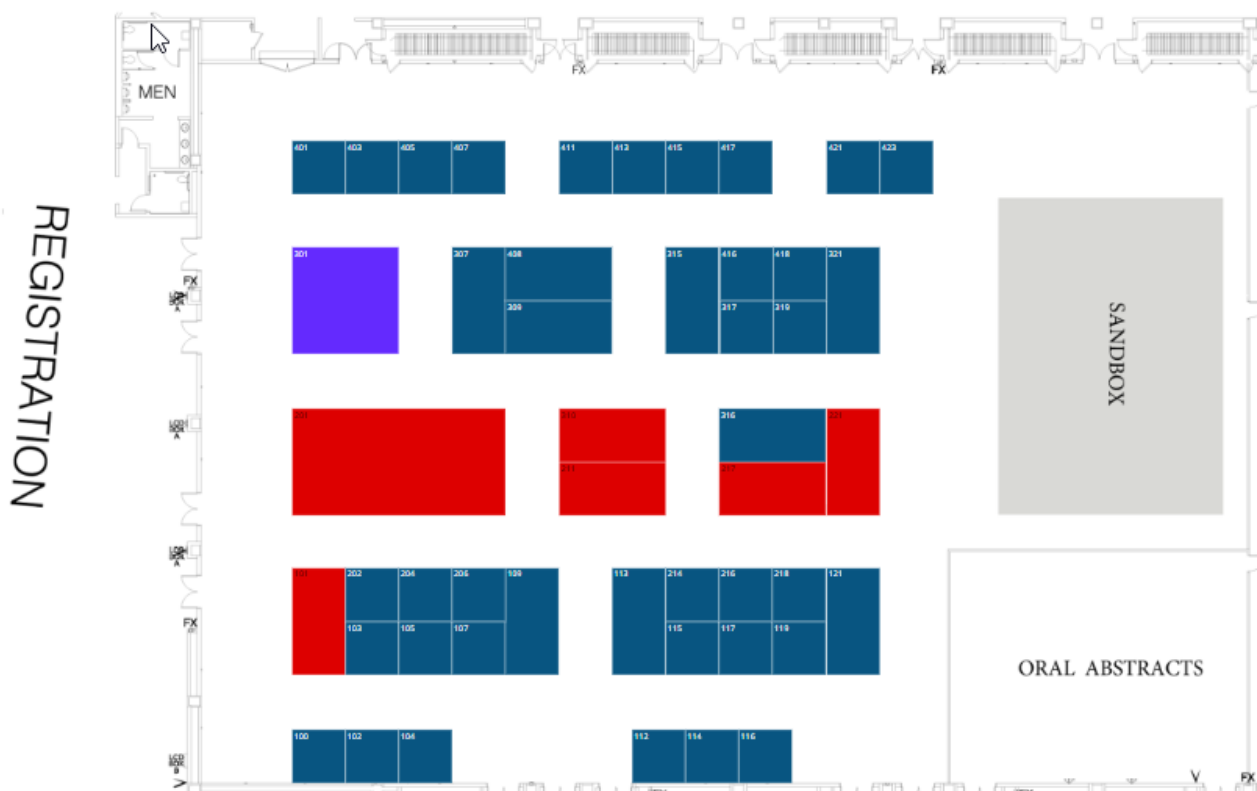
Tuesday, March 28.....8:00 am - 6:00 pm

Wednesday, March 29.....8:00 am - 3:00 pm

Exact times and highlighted Playground times will vary by Symposium needs and special events.

Industry Playground Floor Plan

Link to select your location and size [now available!](#)



Contact Stephanie Zboznovits and create your UltraCon package today!

Stephanie Zboznovits, *Industry Relations Manager*

240-295-1764

szboznovits@aium.org



...CONTINUED INFORMATION

General Information

Deadlines

All Industry Opportunities must be confirmed and purchased, with all necessary company and personnel information by: **Friday, March 10.**

Disclaimers

All Choose Your Own promotional items, Lunch and Learns, and Receptions must contain the following disclaimer: *This session is independently organized and not an official part of UltraCon seminar. CME/CE credit is not provided for this session*

Live Scanning

1. Companies performing live ultrasound scanning during UltraCon must review the FDA's policy on over-the-counter marketing of ultrasound devices. The company is responsible for determining which activities are appropriate under FDA guidelines.
 2. Participating companies must abide by the [AIUM Live Scanning Guidelines/Requirements](#).
 3. Models must be pre-screened and sign a consent form.
 - Ex: [Live Scanning Subject Consent Form](#).
 4. Homebase MUST have a 10' x 20' footprint or larger to perform live scanning.
 5. Please refer to the [Live Scanning For Educational Purposes](#) kit for further guidelines.
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