

# Marketing and Sponsorship Contract

As of January 18, 2023

## Platinum Sponsorship

- Welcome Reception Sponsor, Friday, June 16\* ..... \$30,000
- Closing Reception Sponsor, Sunday, June 18\* ..... \$30,000
- Live @ AAMI eXchange! Studio Sponsor\** ..... \$25,000
- Lunch in the Expo Hall Sponsor\* ..... \$15,000/day
- New!** Registration Sponsor\* ..... \$15,000
- WiFi Sponsor\* ..... \$15,000

## Gold Sponsorships

- Pocket Guide Sponsor\* ..... \$10,000
- Attendee Tote Bag Sponsor\* ..... \$10,000
- Mobile App Sponsor\* ..... \$10,000
- Education Track Sponsor ..... \$10,000

## Silver Sponsorships

- Aisle Signs - Expo Hall\* ..... \$5,000
- Hotel Key Cards Sponsor\* ..... \$8,500
- Badge Holder Sponsor\* ..... \$7,500
- Keynote Speaker Sponsor\* ..... \$7,500/session
- Happy Hour in Expo Hall\* ..... \$7,500
- Refreshment Break in Expo Hall\* ..... \$7,500
- Lounge & Charging Station\* ..... \$7,500
- Promotional Flier Distributed at Conference Hotels\* ..... \$6,000

## AAMI Party Opportunities

- DJ & Music\* ..... \$2,500
- Bars (four opportunities)..... \$5,000
- Bourbon/Whiskey Tasting\* ..... \$10,000
- Food Trucks (three opportunities) ..... \$12,500/truck

## Sponsorship Add-Ons

- Industry Symposium ..... \$4,000  
Choose day  Sunday  Monday
- Product Showcases – Expo Hall ..... \$1,500/showcase
- In-Booth Theater – 400 sq. ft. - \$3,000, 600 sq. ft..... \$4,500
- Keynote Presentation Slide ..... \$1,200
- Looping Commercial in AAMI Central ..... \$3,750
- NEW!** Attendee Engagement Activity\* ..... \$3,000

## Branding Opportunities

- Billboard ..... \$1,750
- Backlit Panel Boxes ..... \$2,400
- Window Clings ..... \$2,000 – \$3,000
- Floor Clings ..... \$1,600 – \$3,500
- Escalator Clings & Runners ..... \$5,000
- 4-sided Column Wrap ..... \$3,000

## Golf Sponsorship

*(write-in items and cost)*

- \_\_\_\_\_ ..... \$ \_\_\_\_\_
- \_\_\_\_\_ ..... \$ \_\_\_\_\_

**Total Amount Due**..... \$ \_\_\_\_\_

\*exclusive opportunity

## Contact Information

Company \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Country (if other than USA) \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_  
Signature \_\_\_\_\_

## Payment Method

*A 50% deposit must accompany application. Full payment is required no later than April 1, 2023. Sponsors must abide by all terms and conditions on both sides of this contract.*

VISA  MasterCard  AMEX  
 Check Enclosed

Total Amount Due \_\_\_\_\_

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV # \_\_\_\_\_

Cardholders Name \_\_\_\_\_

Card Billing Address, City, State, Zip Code \_\_\_\_\_

Cardholders Signature \_\_\_\_\_

*By signing above, you agree to pay the total amount due and to abide by all terms and conditions on both sides of this contract.*

## Send this contract to:

**AAMI eXchange Show Management**  
**901 N. Glebe Rd, Suite 300**  
**Arlington, VA 22203**  
**Phone: 703-215-8481**  
**Fax: 703-276-0793**  
**Email: eXchange@aami.org**

AAMI Use Only

Accepted by \_\_\_\_\_

Date \_\_\_\_\_

## Important Notes

1. Sponsorship (not including advertising purchases) of any item is for the right to receive recognition and exposure for that sponsorship. All purchases for sponsorship fulfillment are done by AAMI.
2. All promotional opportunities, advertising artwork, and presentation descriptions are subject to approval by AAMI, and are limited to AAMI eXchange exhibitors only. Exhibitors who purchased promotional opportunities for the AAMI eXchange 2022 have right of first refusal on those same opportunities for AAMI eXchange 2023.
3. You will receive instructions in February 2023 about submission of your artwork and materials for sponsorship. Contact AAMI eXchange Show Management at eXchange@aami.org or 703-215-8481 if you have any questions.
4. Payment in full must be received no later than April 1, 2023. Any cancellations must be received in writing by March 1, 2023 and are subject to a 30% cancellation fee. Cancellations received after March 1, 2023, are due in full and not refundable.