

AAMI NEW PRODUCT SPOTLIGHT

Elevate your innovations and launch your new products with AAMI New Product Spotlight.

ANNOUNCE your new product by leveraging AAMI's extensive 22,000+ HTM audience.

DRIVE product recognition on a platform dedicated to featuring new and innovative products.

REACH HTM leaders that influence purchasing decisions.

AAMI is pleased to provide its HTM community a platform to learn about new and innovative products released by medical and test equipment manufacturers, software and service providers, and other suppliers to the HTM industry.

AAMI's membership is a diverse community of more than 11,000 industry, academia, and government professionals. We have access to over 22,000 HTM professionals who are actively engaged with AAMI. AAMI's New Product Spotlight is a powerful tool to generate interest in your new product.

AAMI NEW PRODUCT SPOTLIGHT FEATURES

- » Exclusive video interview with an AAMI leader highlighting your new product
- » Configurable content leveraging your company's marketing language and materials
- » Campaign promotion across AAMI social channels including direct links to your website and new product
- » Interview video made available on AAMI's website and to your company for further distribution
- » Marketing KPIs including delivery rate, email open rate, and click through rate
- » 10% discount for AAMI's corporate members



2.1%
Click Rate



23%
Open Rate



15K+
LinkedIn
Impressions

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