Partner Support Opportunities for APDIM Online 2020

AAIM invites foundations, publishers, recruiters, and companies that create educational tools, software, and patient care management solutions to partner to support APDIM Online 2020.

APDIM Online 2020—the Alliance’s first fully virtual conference—is your chance to get in front of these key members through a limited number of partnership opportunities.

The meeting will bring together 500 to 700 internal medicine residency faculty and staff; from program directors to key faculty to program administrators, these individuals have authority to make decisions about all aspects of the residency program, from evaluation systems to scheduling software to textbooks. They also have regular contact with and significant influence on the future workforce, also known as chief residents, residents, fellows, and students. The faculty usually have multiple clinical and administrative responsibilities in addition to their educational responsibilities.

Please contact Anthony O’Shea at aoshea@tradeshowlogic.com or (770) 432-8410, ext. 109 with any questions. AAIM reserves the right to refuse interest in a potential partnership.

Opportunities

Lunch and Learn Sessions
Invite APDIM Online 2020 participants to join you for “virtual lunch.” Provide participants with information about your products and services; partners are welcome to offer reasonable incentives. These live broadcast sessions should be no longer than 60 minutes total and will be limited to two per lunch session daily. AAIM requests $2,500 per lunch and learn session.

Email and Mail
Promote products and services to conference participants via email or postal service before, during, or after the conference. Text, graphics, or HTML code must be provided no later than 10 days in advance of the selected email date. AAIM requests $1,500 for distribution to all participants.
**Banner Advertising**
Lead conference participants to the products and services you provide. Banner advertising is available for multiple locations, including the conference registration microsite, registration confirmation emails, and the content vendor site. $1000 per ad. Exclusive advertising rights are also available.

**Scavenger Hunt**
Virtual exhibit booths can feature QR codes that take participants to quick and easy questions about your company. Participants who participate in the hunt are eligible for a gift card drawing. AAIM requests $500 to be included in the scavenger hunt; at least four partners must sign up for the hunt to be offered.

**Sponsored Seminar Content**
For the first time, AAIM is pleased to offer partners opportunities to present seminar sessions. Each seminar session will have a single tagged spot for partner content. “Simu-live” sessions are prerecorded 45-minute presentations during which speakers are available to interact live in chat and for Q&A. Participants are not required to preregister. AAIM requests $3,500 per sponsored seminar.

**Virtual Exhibit Booth**
All partners who purchase promotional opportunities will be provided a complimentary space in the virtual exhibit hall. The space includes a company logo, company description (300 words), chat feature, and supporting document upload. Additional opportunities for the virtual exhibit space, including meeting scheduling, giveaways, and lead retrieval, are available for $250 each. Virtual exhibit booths are also available separately from other partnership opportunities for $400.