

# Sponsorship Prospectus

64th Annual Meeting of the Association of Medical Illustrators  
Richmond Virginia, July 29 - August 1, 2009

## Tradition & TRANSITION

Association of Medical Illustrators

RICHMOND ★ 2009

*Richmond, Virginia! A city with a rich and vibrant history, home to events from the earliest days of our nation's history through today, including the first elected African-American governor in the U.S., and the ground-breaking United Network for Organ Sharing. The City of Monuments abounds with activities and interesting places to visit, learn and enjoy.*

*From the beautiful St. John's Church on Church Hill, the location of Patrick Henry's call to arms in 1775, to the sleek new convention center downtown. From Colonial Williamsburg to Mr. Jefferson's University, both within an hour's drive. From Class IV river rapids outside your window and many family attractions, Richmond is easy to reach and easy to love.*

*Cultural venues abound, with the American Civil War Center, the*

*Virginia Museum of Fine Arts with the largest Faberge collection outside of Russia, Ginter Conservatory, the Black History Museum, The*

*Science Museum of Virginia and the White House of the Confederacy.*

*The meeting will take a hint from the city itself -- topics embracing our history and traditions to the cutting edge of computer technology and medicine and their interface in medical communications.*

*The meeting will be held in the elegant Richmond Omni Hotel in historic Shockoe Slip, overlooking the beautiful James River.*

*The Richmond 2009 meeting committee looks forward to seeing you July 29- August 1, 2009.*





*The AMI is made up of approximately 700 talented communicators working in the realm of cutting edge medicine and science. These individuals are highly trained and skilled illustrators, consultants, CEOs, managers, educators, designers and animators. AMI members are often the final decision makers or key influencers in purchasing products and services.*

*In order to be responsive to the wide range of corporate needs and diverse marketing strategies of corporations today, the AMI has established new initiatives in creating corporate advertising and promotional opportunities.*

## *Corporate Sponsorship Opportunities*

*300+ attendees join AMI at the national convention. This annual meeting offers opportunities for companies who place a high value on AMI membership readily perceiving them as especially strong supporters of the AMI.*

### **Awards Banquet Sponsor \$2500**

- ★ Recognition from the podium prior to the Keynote Address
- ★ Opportunity to have a flyer inserted into the registration packet of each attendee
- ★ Corporate logo on the presenter podiums at the plenary and concurrent sessions
- ★ Prominent signage at Registration Desk
- ★ Acknowledgment at the Awards Banquet
- ★ Logo placement on AMI meeting website with company bio and website link for one year
- ★ Logo placement in printed meeting materials
- ★ Full meeting registration for 2 corporate attendees
- ★ Attendee mailing list, if desired (pressure-sensitive labels)

### **Salon Opening Sponsorship \$2500**

- ★ Recognition from the podium prior to the Keynote Address
- ★ Opportunity to have a flyer inserted into the registration packet of each attendee
- ★ Prominent signage at the salon opening
- ★ Prominent signage at Registration Desk
- ★ Acknowledgment at the Awards Banquet
- ★ Logo placement on AMI meeting website with company bio and website link for one year
- ★ Logo placement in printed meeting materials
- ★ Full meeting registration for two corporate attendees
- ★ Attendee mailing list, if desired (pressure-sensitive labels)



### **Luncheon Sponsor \$2000**

- ★ Recognition at luncheon opening by President
- ★ Prominent signage at the Registration Desk and on luncheon speaker podium
- ★ Table tent/logo recognition at each table
- ★ Logo placement for one year on AMI meeting website with company bio and website link
- ★ Logo placement in printed meeting materials
- ★ Full meeting registration for one corporate attendee.

### **Conference Registration Bag Sponsor \$500**

- ★ Includes printed Logo placement on conference registration bag for attendees.
- ★ One literature or specialty item placed in each AMI official conference bag/registration packet
- ★ Includes Logo placement in meeting materials and website
- ★ Prominent signage at the Registration Desk
- ★ Attendee mailing list, if desired (pressure-sensitive labels)

### **Coffee Breaks \$750**

- ★ Sponsorship of midmorning and/or afternoon coffee break for 30 minute period.
- ★ Includes printed logo placement on conference materials
- ★ Prominent signage at the Registration Desk and coffee break(s)
- ★ Attendee mailing list, if desired (pressure-sensitive labels)

## *Educational Sponsorship Opportunities*

*While our annual convention doesn't offer a typical exhibitor opportunity we do offer a cost effective opportunity for exposure within the Techniques Showcase/Workshop Educational Corporate Sponsorship Level.*

#### **Techniques Showcase:**

*Popular afternoon informal educational event held in a ballroom setting allowing meeting attendees (250-300) to visit presentation tables for short or longer duration demonstrations of traditional art media alongside various computer based techniques or product presentations.*

#### **Workshops:**

*Half or full-day formal classroom lecture presentations for 15-30 attendees with specific learning goals. This Educational Sponsorship Level is defined as a fee-based level of sponsorship whereby a Company may support an educational presentation(s) held within the Techniques Showcase/Workshops at the AMI*



*annual meeting. The presenter may be an AMI member or a Company representative. The Sponsor may be any Company that provides a product or a service beneficial to the AMI membership, and in which an educational presentation can be developed to showcase their product or service, or any field-related Company who wishes to sponsor any presentation, for the purpose of exposure to the AMI membership or to make an Educational Activity Charitable Contribution.”*

## **Techniques Showcase/Workshop Educational Corporate Sponsorship Levels**

**The Techniques Showcase is a single half-day exposure.**

**The Workshop is a single full or half-day exposure.**

### **Level A: equivalent “in-kind” donation of product or service or \$1,000**

- ★ An accomplished AMI member presenter able to demonstrate Company product (if applicable) tailored to its use by attendees.
- ★ Prominent signage of Company name and logo (and product if applicable) on promotional poster displayed behind presenter.
- ★ Company promotional materials at presentation table.
- ★ Company name and logo placement (and description of product if applicable) in printed meeting program brochure.
- ★ Company name and logo placement on meeting website next to educational abstract.
- ★ Web link on the meeting website

### **Level B: equivalent “in-kind” donation of product or service or \$750**

- ★ Prominent signage of Company name and logo (and product if applicable) on promotional poster displayed behind presenter.
- ★ Company promotional materials at presentation table.
- ★ Company name and logo placement (and description of product if applicable) in printed meeting program brochure.
- ★ Company name and logo placement on meeting website next to educational abstract.
- ★ Web link on the meeting website

*Advertising Sponsorship Opportunities*

Web links and banner ads appearing on our redesigned web site, with approximately 80,000 hits per year, combined with advertising space in our AMI quarterly newsletter and the weekly email blast to the entire AMI membership, offer an excellent opportunity for direct advertising and promotional benefits of your product or service.

**Basic advertising package \$700.**

- ★ Banner ad placement on the AMI web site for 6 months
- ★ One third page ad x 4 issues of the AMI Quarterly Newsletter (2 print 2 electronic issues)
- ★ Spot ad in the weekly email blast for 6 months

**Expanded advertising package \$1100.**

- ★ Banner ad placement on the AMI web site for 1 year
- ★ 1 half page ad x 4 issues of the AMI Quarterly Newsletter (2 print 2 electronic issues)
- ★ Spot ad in the weekly email blast for one year



**Newsletter only advertising option**

*Want to supplement a sponsorship category with customized newsletter advertising?  
Interested in targeted advertising marketing instead of classic sponsorship?  
Then consider the newsletter only advertising option. You can use your advertising dollars to customize your exposure to the AMI membership via our newly redesigned newsletter.*

The AMI Newsletter reaches every professional member, student member, their places of work and their families, here in North America and abroad. The content covers a range of topics including AMI events, columns, member commentaries, the annual conference schedule, internal government issues, award winners, and various stories touching on biomedical and scientific discoveries, research and surgery, art techniques, photography and, obviously, illustrations. This is a relatively small association with an extremely broad reach. The newsletter makes it into various venues where it is accessible to those doctors, teachers, radiologists, veterinarians and attorneys who work with these illustrators. Advertisements in the AMI Newsletter will touch these markets and these power users. We use the products you want to sell.

*Advertising rates per issue per page size*

- ★ 1/6 Page (\$65) ★ 1/3 Page (\$130) ★ 1/2 Page (\$200) ★ Full Page (\$400)

If interested in the newsletter only option please contact Annie Gough at: [anniegough@yahoo.com](mailto:anniegough@yahoo.com) for a newsletter sign-up sheet and newsletter deadline & specification information.



## Sponsorship Sign-Up Sheet

- |  |  |
|--|--|
| <input type="checkbox"/> Awards Banquet \$2500                     | <input type="checkbox"/> Techniques Showcase/Workshop Level A \$1000 |
| <input type="checkbox"/> Salon Opening Banquet \$2500              | <input type="checkbox"/> Techniques Showcase/Workshop Level B \$750  |
| <input type="checkbox"/> Closing Banquet Event \$2500              |  |
| <input type="checkbox"/> Luncheon Sponsor \$2000                   | <input type="checkbox"/> Basic Advertising Package \$700             |
| <input type="checkbox"/> All breaks, i.e. coffee breaks \$750      | <input type="checkbox"/> Expanded Advertising Package \$1100         |
| <input type="checkbox"/> Conference Registration Bag Sponsor \$500 |  |

Ship item or inserts to arrive no later than June 22, 2009 to:  
Attn: Account Manager Kristen Griffen  
Mountain Destinations • 243 Pegasus Dr. Ste 2 Bozeman,  
MT 59718

Company: \_\_\_\_\_

Agency: \_\_\_\_\_

Authorized Person/Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Payment Method:  Visa  MC

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Credit card payments can be processed online on the AMI meeting website registration. Please follow directions for Exhibitor/Sponsor registration.

Check payments and all contract materials can be mailed to the meeting registration company:

Mountain Destinations  
Attn: Kristen Griffen  
243 Pegasus Dr. Ste 2  
Bozeman, MT 59718  
Phone: (406) 522-9038  
Toll Free (USA Only): (888) 995-3088  
Fax: (406) 587-2451

*Please note: Sponsorship Contract will be forwarded after receipt of the Sponsorship Sign-Up sheet.*