75 YEARS
promoting medical illustration

INVITATION to Partner

Reach over 850 visual media and communication leaders in medicine, life science research, and health care—join us at our Annual Conference July 22-25, 2020 in Phoenix, AZ.
Affiliation with our influential and unique profession aligns your organization with creative leaders in innovative visual media for education, discovery and the business of medicine, life science research, and health care. Since 1945 the Association of Medical Illustrators (AMI) has been educating and supporting medically-trained interdisciplinary professionals who specialize in visual storytelling and data translation. AMI members continuously hone their skills as leading visual interpreters enabling communication between the expert and novice, the scholar and student, the physician and patient, legal counsel and jury, and the scientist and public.

The Annual Conference is our signature event bringing together a large contingent of the Association’s 850+ members from four continents, who converge for four days of stimulating educational sessions, workshops, cutting-edge technology demonstrations, and in-depth networking opportunities. One long-standing conference highlight is the Media Exhibition, which showcases AMI members’ exemplary work in illustration, animation, interactive and online media, publishing, medical models, design, mobile apps, and games.

2020 marks the 75th anniversary of the AMI. Join us as we recognize this important milestone and claim your place among hundreds of creative decision makers at the visual media community’s premier professional event, the upcoming 2020 AMI Annual Conference, held at the Arizona Biltmore in Phoenix, AZ.

We offer a rare and unique opportunity to put your company’s brand before an engaged, passionate, and highly educated creative audience and our network of contacts, as well as researchers, physicians and other health care professionals speaking at and attending our conference.

“Sponsorship with the AMI goes beyond exceptional marketing, it provides an invaluable connection with the AMI community.”

—Thomas Brown, MS, Creative Director Vessel Studios
Medical illustrators are highly educated, multidisciplinary professionals who translate complex biomedical information into clear, accurate, and compelling visual narratives for a wide variety of audiences. They meet exacting scientific standards while solving demanding creative challenges. Medical illustrators are major contributors to textbook and journal publishing, and are leaders in innovative technologies including animation, 3-D modeling, and new media.

Medical Illustration has applications in life science discovery, education, patient care, public health, litigation proceedings, or any environment that benefits from a clearer understanding of biomedical science.
PARTNERING With Progress

Affiliation with our organization and members will align your PR and marketing messaging with a prestigious profession. As visual communicators we:

- **Harness technology** to lead in the dissemination of innovative breakthroughs in life science, medicine, biopharmaceutical and device development.
- **Collaborate** with leaders in medicine to demonstrate research endeavors, molecular and cellular processes, drug actions, and surgical procedures.
- **Partner** with educators from top-tier universities to deliver engaging multimedia teaching tools for health care professionals and patients.
- **Create** mobile apps, educational games, and 3-D animations for cinema and broadcast television, showing the beauty and complexity of science.
- **Simulate reality** to advance medical training in leading medical schools and teaching hospitals.
- **Cast new light** on legal evidence through our work in jury education, medical malpractice and personal injury exhibits, expert testimony consultation, and forensic reconstruction.

Our members are connected to innovators and innovations in biomedical science and are an essential communications link to a world increasingly influenced and dependent on visual media.

**Why Partner with AMI?**
Partnering with the AMI provides a focused and uncluttered atmosphere where you will enjoy access to an intimate environment comprised of a rare and powerful group of forward-thinkers. Join us at the AMI conference to:

- **Interface** with a broad spectrum of creators (animators, illustrators, developers)
- **Increase visibility** of your products and services
- **Mix and mingle** with physicians, researchers, educators and decision-makers
- **Build relationships with leaders** in visual communication and life science
- **Generate content** for social media and co-marketing efforts (tweet from the conference, blog about cutting-edge speakers, etc.)
- **Enhance public relations** and affirm your goodwill commitment to leadership in innovative science education and communication
SPONSOR PARTNERING Matrix

Choose a level, pick one property, and see your list of benefits below:

<table>
<thead>
<tr>
<th>LEVEL:</th>
<th>PLATINUM SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>SILVER SPONSOR</th>
<th>BRONZE SPONSOR</th>
<th>EVENT SPONSOR &lt; $2,000</th>
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<tbody>
<tr>
<td>PROPERTY:</td>
<td>As the lead conference sponsor, you will receive priority placement on all conference materials.</td>
<td>Traditional Media Exhibit (salon) • Opening Reception Tech Showcase • 3-day Exhibitor • Day Sponsor</td>
<td>Multimedia Exhibit (salon) Awards Ceremony • Banquet Social Hub • 3 days</td>
<td>Themed talk session (20-min talks) • Name + logo on conference bags • Vesalius Trust scholars poster display • Branded lanyards</td>
<td>Themed Coffee Break ($2,000) • Keynote address ($1,500) • Brodel Memorial Address ($1,500) • Roundtable ($1,500) • Presidential Address ($1,500) • Concurrent session ($3,000) • Conference bag insert ($500) • Exhibit/demo space during Tech Showcase ($2,000)</td>
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<tr>
<th>1 Opportunity Available:</th>
<th>3 Opportunities Available:</th>
<th>3 Opportunities Available:</th>
<th>Multiple Opportunities Available:</th>
<th>Multiple Opportunities Available:</th>
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<tbody>
<tr>
<td>Pre- and post-conference featured sponsor articles or messaging in eNews blast to entire AMI membership</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<td>Speaking opportunity (non-commercial) during conference</td>
<td>10 min</td>
<td>5 min</td>
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<td>Video bumper (20 sec) played during conference</td>
<td>6 times</td>
<td>4 times</td>
<td>Minimum of 2 times</td>
<td>4 times (themed session sponsors only)</td>
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<tr>
<td>Free full-access conference registrations</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Exhibit table display during Tech Showcase</td>
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<td>Distribution of 1 promotional item in conference bag</td>
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<td>Conference attendee list</td>
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<td>Listing on conference website (mobile-enabled)</td>
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<td>On-site conference signage</td>
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<td>Company profile (up to 100 words) in sponsors directory on ami.org</td>
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<td>Listing as a sponsor in weekly eNews blast to entire AMI membership</td>
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*Three 6’ tables, chair, electricity, 1 monitor, trash can, and select lounge furniture provided. Sponsor to coordinate any additional equipment (additional monitors, displays, etc) directly with hotel.

† 6’ table, chairs, electricity, 1 monitor, trash can provided. Sponsor to coordinate any additional equipment (additional monitors, displays, etc) directly with hotel.

Note: Gift-in-Kind sponsorship (eg, hardware/software loan or licensing, monitors, venue space, display boards, workshop supplies and other logistics) will be recognized in the appropriate category level with all associated benefits.

Sponsorship pricing valid for May 1, 2020–April 30, 2021 on a first-come, first-served basis. As a nonprofit organization, the AMI is committed to principled and rigorous financial stewardship.
PARTNER WITH THE AMI.

Join us as LEADERS IN VISUALIZATION through the fusion of ART AND TECHNOLOGY with SCIENCE AND MEDICINE.

AMI proudly thanks our 2019-2020 Sponsors and Partners
http://www.ami.org/sponsors/