AAA 2023 Exhibit and Sponsorship Prospectus

2023 AAA Annual Meeting
March 25-27
JW Marriott Hotel, Washington, DC
Join us in Washington, DC for the inaugural Anatomy Connected Meeting held at the JW Marriott Hotel.

Connect in person with colleagues and friends from around the world. Don’t miss out on being part of this event!

About the Meeting
The American Association for Anatomy’s Annual Meeting, Anatomy Connected, engages educators, researchers and students in an interactive, research-driven experience that inspires new knowledge and discoveries in anatomy.

The meeting features plenary lectures, Keynotes, workshops, symposia, posters presentations, on-site career services and exhibits spotlighting products and services integral to this professional community.

About the American Association for Anatomy
Above all, AAA is a community of peers — educators, researchers, and students of the anatomical sciences and anatomy-related fields — that offers support and collaboration to fellow members, future members, as well as healthcare and allied professions.

Our international community respects differences, acts with professionalism, and upholds the mission, vision, values, and policies of the Association. We are firmly committed to welcoming, developing, and maintaining scientists and educators by embracing individuals with diverse life experiences.

Rooted in the scientific method, we support rigor in all aspects of anatomy research and education. We deeply respect the human body and honor those who entrust us with the ultimate gift. Science binds us to a common purpose. Excellence guides our work. Inspiration fuels our curiosity. We approach our research, educational, and clinical practices as opportunities to advance science and medicine.
Sponsorship Opportunities

Maximize your exposure by selecting the perfect combination of opportunities that optimize your presence and visibility at Anatomy Connected 2023.

Digital Transformation in Anatomy Talks

At the AAA annual meeting, a Digital Transformation in Anatomy track will provide 30-minute sessions for each company.

Sponsorship benefits include:
- Speaker choice for DTA Talk
- 1 monthly 30-minute segment webinar OR annual meeting
- AAA representative as host and Q&A moderator
- Logo recognition on all marketing, including website, eblasts, signage
- Recorded content on AAA website for 1 year

Price PACKAGE
1 Monthly webinar + 1 Annual meeting session $5,000
Monthly webinar only $3,000
Annual meeting only $3,000

Experts in Anatomy Interviews

At the AAA annual meeting, experts will participate in a 1-hour panel discussion for all attendees on the Future of Anatomy with Q&A.

Exclusive sponsorship includes:
- 1 expert suggested (subject to AAA approval)
- Brief introduction of speaker for webinar only
- AAA representative as host and Q&A moderator
- Logo recognition on all marketing, including website, eblasts, signage
- Recorded content on AAA website for 1 year

Price PACKAGE
One webinar + Annual meeting panel $3,500
Innovation in Anatomy Education Lightening Talks

At the AAA annual meeting, a rapid fire learning session on Innovation in Anatomy Education will provide multiple ideas in a 1 hour time period. Similar to the quarterly webinars, IAE talks are exciting 10-minute mini-talks within a one hour time period.

Sponsorship benefits include:

- One IAE Talk speaker for 10 minutes (subject to AAA approval)
- AAA representative as host and Q&A moderator
- Logo recognition on all marketing, including website, eblasts, signage
- Recorded webinar content on AAA website for 1 year

Price PACKAGE

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
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<tbody>
<tr>
<td>One quarterly webinar + Annual meeting session</td>
<td>$3,500</td>
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<tr>
<td>Quarterly webinar only</td>
<td>$1,500</td>
</tr>
<tr>
<td>Annual meeting only</td>
<td>$2,500</td>
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QUESTIONS? Contact the AAA Annual Meeting Sponsorship Manager at 301-200-4616 or AAA@discoverSB.com
Member Engagement

Interactive Roundtables
At the AAA annual meeting, Interactive Roundtables is a 90-minute session where attendees can sit and discuss selected topics in 30-minute rotation segments.

Sponsorship benefits include:
- One table with any topic and speaker that you select
- Estimated exposure to 30 attendees (10 people per rotation, 3 rotations)
- AAA representative as host and Q&A moderator
- Logo recognition on all marketing, including website, eblasts, signage
- Recorded content on AAA website for 1 year

PRICE ANNUAL MEETING
$1,500 per table maximum of 10 sponsors

Advisory Panel/Focus Group
The AAA Annual meeting is an opportunity to meet and discuss ideas in depth with anatomy scientists, researchers, and educators. This is an opportunity to connect the full spectrum of members, conduct detailed focus groups, or solicit thoughts from an ad-hoc advisory panel. AAA does not select the group.

- Logo recognition on all marketing, including website, eblasts, signage
- AAA will send custom eblast to all attendees with your information and invitation

PRICE ANNUAL MEETING
90 Minutes $1,000
Half Day $2,000 per room
Full Day $3,500 per room
Brandings

**Plenary speaker introduction**

Plenary sessions energize and inspire attendees while bringing your company to the forefront during an elevating and uplifting presentation.

**Sponsorship benefits include:**
- 1 company representative to introduce speaker
- Logo recognition on all marketing including website, eblasts, signage

**PRICE**  $2,500

**Poster Gallery**

The AAA posters will appear at the annual meeting and online in a virtual poster gallery for several months following the meeting.

**Sponsorship benefits include:**
- 1 company representative to introduce poster gallery “launch” at annual meeting
- Logo, hyperlink, and banner advertisement in an email announcing virtual poster gallery launch (Link can be to company’s virtual showcase)
- Logo recognition on all marketing, including website, eblasts, signage
- Logo and hyperlink on virtual poster gallery main page

**PRICE**  $3,500

**Hotel Room Key Card**

Place your company logo on every key card provided to attendees staying at the host hotel. The key cards will be given at check-in and used to access hotel rooms throughout their stay, a great on-going reminder of your Company and products.

**PRICE**  $2,500 for license (additional hotel fees apply)

**Lanyard**

Place your logo on all lanyards given to each attendee, exhibitor, and staff member. Mobilize your company’s logo throughout the annual meeting. Attendees will be photographed during the annual meeting, and as such, your company’s logo will appear in future promotional and marketing materials for the annual meeting.

**PRICE**  $5,000 (exclusive)

**Onsite meter board sign**

Advertise your message and custom graphics on the back of 2 directional signs. These signs, approx. size 3’ wide x 8’ tall, are located throughout the meeting space.

**PRICE**  $2,500
Advertising
Exhibitor — 20% Discount on all advertising

Conference website ads
Place your custom ad on the main annual meeting website. This square ad will be approximately 400 pixels by 400 pixels and will appear on the right-hand side of the annual meeting main page. This ad will appear the 3 months prior to the meeting and 1 month post-meeting.

- **Tile Ad** $1,000 (2 Available)
- **Left Navigation Rotating Ad** $1,500 (3 Available)
- **Right Rotating Ad** $1,000 (2 Available)

Mobile App
All attendees will use this mobile app to access the schedule, session descriptions, and speaker bios.

- **Splash Screen** $1,500 (Exclusive)
  Your custom graphic will be seen by all attendees each time that they open the app.
- **Banner Ad — Exhibitor Directory Page** $650
  Advertise on the exhibitor directory section of the mobile app.
- **Banner Ad — Schedule Page** $750
  Advertise on the browse by schedule section of the mobile app.

Registration Conference Email Banner
Put your logo and custom graphic banner at the bottom of every conference registration email that is sent out. Your information will be prominently placed at the end of the attendee registration that is sent to every attendee. With more than 1200 attendees your company banner will reach them all.

**Sponsorship benefits include:**
- The confirmation email will include up to one advertisement with hyperlink
- Click-tracking reports are provided post-meeting.

  $2,500

Attendee Hotel Reservation Confirmation Email Banner
Your digital ad or logo can be seen by all registered attendees prior to the meeting! Once attendees complete their hotel reservation details, they will receive an autogenerated reservation confirmation email with an advertisement for your company.

**Sponsorship benefits include:**
- The confirmation email will include up to one advertisement with hyperlink
- Click-tracking reports are provided post-meeting.

  $3,500

Totebag Insert/Registration Flyer
Advertise your company/products to all attendees with your custom flyer.

  $2,500
Exhibits

Exhibits can include both in-person tabletop exhibit and year-round virtual “showcase” to maximize your exposure to AAA members.

WHY EXHIBIT

- **Access** to the leading experts in anatomy.
- **Make lasting connections** within our diverse and dynamic community of anatomy professionals.
- **Gain new insights** at the comprehensive educational program driven by anatomy industry thought leaders.
- **Market your organization** and raise brand exposure to thousands of anatomy scientists while enhancing your organization’s reputation.
- **Reach new audiences** and gather leads with prospects for your anatomy products/services.
- **Recruit talent** from the entire anatomy industry.
- **Show support of current customers** who may be giving a talk, presenting a poster, or hosting a workshop.
- **Showcase your products/services** through hands-on demonstrations and in-depth discussions related to anatomy and the anatomical sciences.

WHO SHOULD EXHIBIT

- Lab Equipment and Reagent Suppliers
- Visualization Software
- Biotech Companies
- Publishers
- Digital Education Companies
- Medical online classes
- Anatomy Teaching/demonstration Supplies
Exhibitor Benefits

- Attendee list
  Complimentary list — USPS address only
- Registration
  1 full registration
- Complimentary Lead Retrieval unit per company

**PRICE**  $2,000

Virtual Product/Service Showcase

Showcase your products/services in an online showcase for all AAA members to see! AAA members can search by product/service category and company or product name.

This online listing will include:

- Company Name and Logo
- Product Name and Logo
- Description
- 3 PDF Brochures
- Website link
- Video

**PRICE**  $150 per month or $1,500 per year

**BUNDLE PRICE**  In-person tabletop and Virtual Showcase  $3,000
Terms and Conditions

AAA Annual Meeting in Washington 2022 Terms and Conditions

1. **Event Management:** Sponsorships and other items for sale for AAA Annual Meeting 2023 in Washington, DC is organized and managed by the America Association for Anatomy (AAA). Any matters not covered in these Rules and Regulations are subject to the interpretation of AAA and its designees, and all purchasing companies must abide by its decisions. Sponsors must comply with the policies and procedures set forth by Event Management. The Event Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of purchasing companies.

2. **Rates, Deposits and Refunds:** Full Payment is required at time of purchase. AAA accepts checks, EFT, and credit card (Visa, Mastercard, Discover, American Express) payments.
   
   a. Cancellation requests must be submitted in writing to the AAA Sponsorships Manager (AAA@discoverSB.com). If written cancellation is received before December 10, 2022, the sponsorship will be refunded less 50% of the contracted fee.

   b. No refunds or cancellations will be made after December 10, 2022. If a sponsorship is canceled, all benefits will be forfeited and canceled.

   c. Payments by check must be received within one month of purchase. If the check is not received within this timeline, the sponsorship will be released for general sale. AAA cannot accept partial payment. Checks must be in USD and payable to the American Association for Anatomy. All international bank fees are the responsibility of the sponsor/exhibitor.

   d. In the event of an incorrect price listing or quote, you will be notified by email or phone, and given the option to accept the corrected price or cancel the order.

3. **Sponsored Events:** Any sponsored event, meeting, seminar, reception, focus group, or similar function to which conference attendees are invited that is held during the official AAA schedule is subject to AAA approval. Please consult the AAA website for a schedule of events, or contact the AAA Events department.

4. **Trademarks:** AAA will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any sponsor/exhibitor.
5. **List Publication:** The list of AAA sponsors/exhibitors, in whole or in part, shall not be published other than in AAA official publications or on AAA official websites.

6. **Violations:** AAA may at their discretion take away all or part of future sponsoring/exhibiting privileges for violations of the Rules and Regulations. In addition, violation of any of these Rules and Regulations by the sponsor/exhibitor or his or her employees or agents shall at the option of the AAA forfeit the sponsor/exhibitor’s right to benefits and such sponsor/exhibitor shall forfeit to AAA all monies paid or due. Upon evidence of violation, AAA may take possession of the sponsorship and may remove all persons and goods at the sponsor/exhibitor’s risk. The sponsor/exhibitor shall pay all expenses and damages that AAA may incur thereby.

7. **Facility Use:** No function space will be released to sponsoring firms or other commercial firms for social functions without the permission of Event Management. Good taste and conformity to the purposes of the overall event must prevail. Showing of equipment or product presentations to registered members or guests of AAA by companies other than sponsoring companies during the stated hours is expressly prohibited.

8. **Severability:** All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such valid agreements or covenants were not contained herein.

QUESTIONS?
Contact AAA Exhibits and Sponsorships Sales Manager at 301-658-2115 or AAAexhibits@discoverSB.com