

aium[®]

48TH ANNUAL GREENBAUM-KREMKAU

Advanced Ultrasound Seminar: OB & GYN

Disney's Yacht Club | FL & Online
February 13–15, 2025



EXHIBITOR AND SPONSORSHIP
PROSPECTUS

Discover the **AIUM's Advanced OB & GYN Seminar**—a comprehensive educational program precisely tailored for healthcare professionals to provide the latest advancements in obstetric and gynecologic ultrasound. Hosted by the American Institute of Ultrasound in Medicine (AIUM), this course is designed for sonographers, radiologists, obstetricians, and medical practitioners seeking to elevate their proficiency in advanced OB & GYN ultrasound techniques and applications.

ENGAGE WITH MORE THAN

650 ATTENDEES

WHO SPECIALIZE IN OB & GYN ULTRASOUND

2024 Attendee Breakdown



363

Physicians



298

Non-Physicians/
Sonographers



407

In-Person
Attendees



254

Virtual
Attendees

Participate in this much-anticipated event, which offers a wide range of branding, sponsorship, and educational opportunities.

EXHIBIT HALL:

Securing an exhibit hall booth can maximize your company’s visibility and engagement. The exhibit hall is a dynamic marketplace where you can showcase innovation, foster connections, and inspire collaboration. At the heart of our event, the Exhibit Hall offers a dynamic environment where exhibitors and attendees come together to explore, learn, and engage.



**RESERVE YOUR SPOT TODAY!
THE EXHIBIT HALL SOLD OUT LAST YEAR.**

	STANDARD BOOTH (#1–12) \$2,249	PREMIUM BOOTH (#13–16) \$2,499
Prime location near Food Buffet	x	✓
One Social Post	x	✓
Table and two chairs	✓	✓
Two staff badges (additional badges may be purchased for \$425 per person)	✓	✓
Acknowledgement on the website	✓	✓
Participation in the Exhibit Hall Scavenger Hunt	✓	✓
Pre and Post List of Attendees	✓	✓



Add a Social Post to your standard booth for \$75

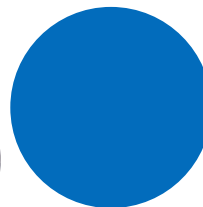
**Add on (\$\$)*

One Social Post: Boost your booth traffic and engage attendees with a captivating social media post tailored to your brand and event goals. This includes Facebook, Twitter, LinkedIn, and an Instagram story.

SECURE YOUR SPACE THE EXHIBIT FLOOR SELLS OUT EACH YEAR. SECURE YOUR SPACE TODAY!

ADVANCED OB & GYN ULTRASOUND BRANDING OPPORTUNITIES

The 48th Annual Greenbaum-Kremkau Advanced Ultrasound Seminar: OB & GYN is a one-of-a-kind professional-development experience that provides attendees with a perfect blend of knowledge, networking, and learning.



BRANDING OPPORTUNITIES

Engage both the on-site and online audience with your digital presence. Seize the opportunity to shine in the digital spotlight and make a lasting impression on our engaged audience.



SPONSORED CONFERENCE KICK-OFF RECEPTION

\$5,000 (1 available)

Sponsor a vibrant and engaging event to set the tone for the days ahead, fostering networking opportunities, excitement, and anticipation among attendees.

Please note that this sponsorship opportunity does not include food & beverage.

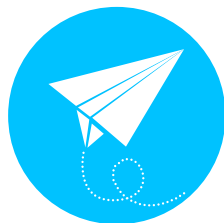


SPONSORED COFFEE STATION

\$1,000 (One each day, 3 available)

Opportunity to provide branding material

Sponsorship of our vibrant coffee station enhances brand visibility and engages with a diverse audience. Attendees will associate your brand with the positive experience of enjoying a cup of coffee or tea, fostering brand recognition and recall. As a sponsor, you have the privilege of supplying branded cups, napkins, and promotional materials for the coffee station, further enhancing your brand's presence and impact.



CUSTOM EMAIL BLAST

\$5,500

Speak directly to the AIUM's OB/GYN ultrasound professionals with a fully customized company email blast. While availability lasts.



RETARGETING ADS

\$2,500–\$5,000

Revolutionize your marketing strategy with our dynamic retargeting ads to the AIUM Audience! Don't let valuable leads slip through the cracks – harness the power of precision targeting to re-engage with users who have shown interest in your brand.

Includes:

- 1 month, 20,000 impressions, \$2,500
- 2 months, 50,000 impressions, \$3,500
- 3 months, 75,000 impressions, \$5,000

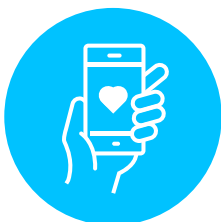


GUEST BYLINE (AUTHOR) ON THE AIUM BLOG (RESTRICTIONS APPLY)

\$4,000 (2 available)

Elevate your brand's visibility and authority by purchasing a guest byline, gaining access to our engaged audience, and positioning yourself as an industry thought leader. *This post cannot be solely and strictly promotional, but must be from an angle of thought leadership.* The blog post must follow the Scan's guidelines for authors; the AIUM reserves the right to edit and reposition the post. Guest blogs are typically posted to the AIUM's Twitter, Facebook, and LinkedIn accounts and included in the AIUM's member newsletter, Soundwaves (publication dates vary).

- » 600 words maximum
- » 1 headshot and bio



INSTAGRAM TAKEOVER

\$750

Are you looking to add new, innovative, and engaging content to the AIUM's Instagram? Look no further! Take advantage of our exclusive Instagram Takeover opportunity. Receive up to five Instagram stories within an 8-hour period in a single day. Date exclusions apply.

Customized opportunities are available upon request. Please contact AIUMPartnerships@aium.org to bring some magic to the 48th Annual Greenbaum-Kremkau Advanced Ultrasound Seminar: OB & GYN!

EXHIBIT HALL ITINERARY

EXHIBIT HALL HOURS-ASBURY HALL

Thursday, February 13, 2025, 6:30 am–10:45 am

Friday, February 14, 2025, 6:30 am–10:45 am

Saturday, February 15, 2025, 6:30 am–10:45 am

LOAD-IN

Wednesday, February 12, 2025, 2:00 pm–6:30 pm

*The Business Center closes at 5:00 pm

After load-in: storage of crates and shipping containers are the responsibility of the industry partner. Crates must not be stored in the exhibit hall.

LOAD OUT

Saturday, February 15, 2025, 11:00 am–1:00 pm

After load out: ALL EQUIPMENT MUST BE PICKED UP BY 1:00 PM, OR THERE WILL BE A HOLDING FEE.

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Visit aium.org/OBGYNseminar

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