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, 2015 at Cleveland Clinic.

AMI 2015
ANNUAL CONFERENCE Cleveland Clinic
ami.org
An **INNOVATIVE** Profession

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.

The 2015 conference will be hosted at the **world-renowned Cleveland Clinic** in Cleveland, Ohio—an international center for excellence and innovation in medicine and health care.

We offer a rare and unique opportunity to put your company’s brand before a 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 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.
The Greater Cleveland area is home to leading medical institutions such as MetroHealth, Sisters of Charity Health System, Summa Health System, and University Hospitals, plus more than 700 bioscience and health care startup companies. It is within this atmosphere of expansion and innovation, that the AMI is proud to host its 70th Annual Conference.

The AMI 2015 conference locale will be the InterContinental Cleveland, directly connected to the world-renowned Cleveland Clinic—an academic medical center that integrates clinical and hospital care with research and education.

Lectures and educational events will be held in over 17,000 sq ft of meeting space, with a central amphitheater for TED-style talks and concurrent sessions, and breakout rooms for specialized presentations and demonstrations. Dedicated vendor and exhibitor space will showcase members and companies using the latest in applied techniques, software, and hardware.

The highlight of AMI 2015 will be a 5000 sq ft Media Exhibition of 300+ entries of stunning visualizations by top professionals in illustration, simulation, animation, prosthetics, and sculpture. With a focus on networking, the conference will also facilitate the active exchange of ideas between AMI members, allied health professionals, and creatives from the visualization community at large.

AMI 2015 SPEAKER HIGHLIGHTS:

**Paul Marasco, PhD**, a Cleveland Clinic researcher will share his investigation into brain organization and sensory feedback for prosthetic limbs.

**Arnon Chait, MD**, of Cleveland Diagnostic will discuss new trends in cancer diagnosis and testing.

**Richard L. Drake, PhD**, author of *Gray’s Anatomy* will present a new approach to the use of cadavers in medical education.
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 AMI 2015 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
• **Build on the momentum** of Cleveland Clinic’s reputation as a leader in medicine—integrating clinical and hospital care with research and education for the past 93 years.

“Sponsoring the AMI has given our business great visibility in front of the single largest network of biomedical communications professionals. It has been a perfect fit with our values in promoting excellence in medical science education and marketing.”
—Jason Sharpe
President
AXS Studio

© AXS Studio Inc.
**SPONSOR PARTNERING Matrix**

Individualized sponsorship solutions may be created from matrix options below and/or unique ideas to meet your program goals.

### OPPORTUNITIES

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>PLATINUM SPONSOR $35,000</th>
<th>GOLD SPONSOR $20,000</th>
<th>SILVER SPONSOR $10,000</th>
<th>BRONZE SPONSOR $5000</th>
<th>EVENT SPONSOR Less than $5000</th>
</tr>
</thead>
<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>2</td>
<td>1 (Pre- or post- conference)</td>
<td>—</td>
</tr>
<tr>
<td>Speaking opportunity (non-commercial) during conference</td>
<td>20 min</td>
<td>10 min</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Video bumper (20 sec) played during conference</td>
<td>6 times</td>
<td>4 times</td>
<td>2 times</td>
<td>4 times (Themed session sponsors only)</td>
<td>—</td>
</tr>
<tr>
<td>Push notifications to attendees during conference (via mobile app)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Free full-access conference registrations</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1 (3-day Exhibitors only)</td>
</tr>
<tr>
<td>Conference attendee list</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribution of 1 promotional item in conference bag</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### NAME + LOGO RECOGNITION

<table>
<thead>
<tr>
<th>CONFERENCE WEBSITE (MOBILE-ENABLED)</th>
<th>AD IN CONFERENCE PROGRAM GUIDE</th>
<th>ON-SITE CONFERENCE SIGNAGE</th>
<th>COMPANY PROFILE (UP TO 100 WORDS) IN SPONSORS DIRECTORY ON AMI.ORG</th>
<th>LISTING AS A SPONSOR IN WEEKLY eNEWS BLAST TO ENTIRE AMI MEMBERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-page (spread) ad</td>
<td>Full-page ad</td>
<td>Half-page ad</td>
<td>Quarter-page ad</td>
<td>—</td>
</tr>
</tbody>
</table>

*Three 6’ tables, chairs, electricity, trash can, and selected lounge furniture provided. Sponsor to coordinate any additional equipment (monitors, displays, etc) directly with InterContinental Cleveland.

† Non-profit rate for Conference bag insert: $250. Non-profit rate for 3-day Exhibit space: $1000.

‡ 6’ table, chairs, electricity, trash can provided. Sponsor to coordinate any additional equipment (monitors, displays, etc) directly with InterContinental Cleveland.

Note: Gift-in-Kind sponsorship (e.g., 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, 2015—April 30, 2016 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 2014-2015 Sponsors and Partners