

67th AAMA

ANNUAL CONFERENCE

Lake Buena Vista, FL
Sept. 22-25, 2023

Exhibiting & Sponsorship Opportunities



WHAT IS THE AAMA ANNUAL CONFERENCE?



AMERICAN ASSOCIATION
OF MEDICAL ASSISTANTS.

The American Association of Medical Assistants® (AAMA), the only organization in the world devoted exclusively to the medical assisting profession, serves the interests of more than 92,000 medical assisting professionals.

The AAMA will host hundreds of medical assisting professionals from all over the United States at the 2023 AAMA Annual Conference. The conference will be held at the Hilton Orlando Lake Buena Vista–Disney Springs Area in Lake Buena Vista, Florida, Sept. 22–25.

AAMA sponsors and exhibitors will effectively reach medical assisting students, educators, and practitioners. The AAMA offers an array of opportunities for its partners to promote their brand and connect with attendees.

To discuss conference exhibiting, sponsorship, and advertising opportunities, please email ExhibitorsAndSponsors@aama-ntl.org

EXHIBITING SCHEDULE

Friday, September 22

Setup Thursday 4–8 PM

Open 7 AM–7 PM

Dismantling 7–8 PM

Saturday, September 23

Setup Friday 6:30–8 PM

Open 8 AM–7 PM

Dismantling 7–8 PM

EXHIBITOR OPPORTUNITIES



Benefits	2-Day Package	1-Day Package
One exhibit table including two chairs and trash can	X	X
Complimentary breakfast (Friday and/or Saturday)	X	X
Access to Welcome and Awards Celebration (Friday)	X	X
Ad flyer/insert in the conference packet (due to AAMA staff by August 31)	X	X
Wi-Fi access	X	X
Signage at the registration desk	X	X
Dedicated e-blast to conference attendees (one time)	X	X
On-site program advertising space (1/4 page) (due to AAMA staff by July 31)	X	
Social media recognition	X	
Pre-registrant mailing file (1-time use, upon request)	X	
Cost	EARLY BIRD DISCOUNT: \$1,500 (ENDS JUNE 1) \$2,000	\$1,000

SPONSORSHIP OPPORTUNITIES

Breakfast Sponsor—\$700

- Signage at the entrance
- Brief company introduction
- Recognition in the on-site program
- Dedicated table for the sponsor's promotional material

Happy Hour Sponsor—\$800

For Either the Welcome and Awards Celebration (Friday) or Presidents Banquet (Sunday)

- Signage at the bar(s)
- Recognition in the on-site program
- Dedicated table for the sponsor's promotional material

Charging Station Sponsor—\$650

- Table and charging station branding
- Signage at the charging station
- Exclusive use of a table for promotional material

Scavenger Hunt Sponsor—\$500

- Recognition in the on-site program
- Signage at the registration desk
- Sponsor's logo on all game signage and materials
- Dedicated announcement of winner(s) and prize handout
- Sponsored social media post

Photo Booth Sponsors—\$500

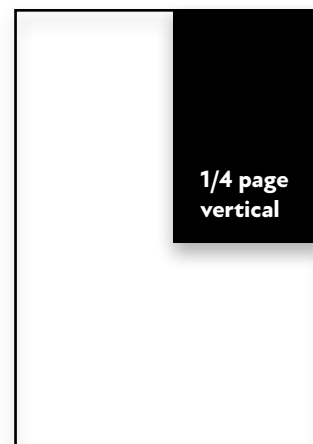
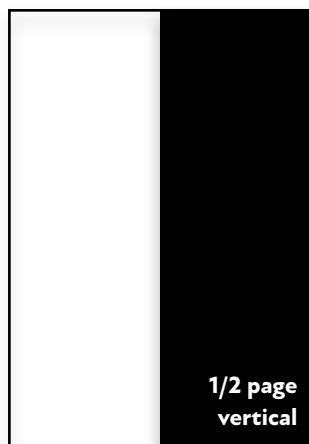
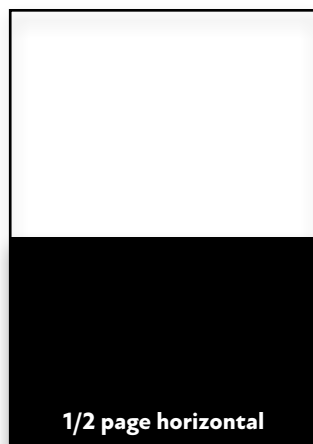
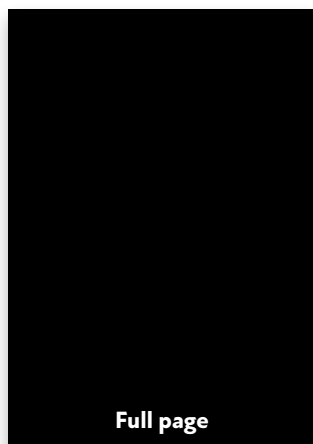
All Day Sunday

- Recognition in the on-site program
- Logo placement on photos from the photo booth
- Table for the sponsor's marketing material



CONFERENCE PROGRAM ADVERTISING

2022 Conference Program



Size	Rate	Dimensions (W x D)
Full page	\$500	7 1/2" x 10"
1/2 page horizontal	\$400	7 1/2" x 4 3/4"
1/2 page vertical	\$400	3 5/8" x 10"
1/4 vertical	\$325	3 5/8" x 4 3/4"

ELECTRONIC & DIRECT MAIL ADVERTISING

Email and Mail List Rental

The AAMA maintains a database of more than 80,000 current CMAs (AAMA)* nationwide. The AAMA is the only organization that can provide accurate contact information for this group of health care professionals. The following email and mail lists are available for rental:

- All current CMAs (AAMA)
- CMAs (AAMA) according to city, state(s), or ZIP code(s)

List Pricing

A \$50 nonrefundable, administrative fee is required per order, regardless of size, and in addition to the following costs per email or mailing label:

Number of Emails or Mailing Labels	Academic Institution rate (e.g., advanced degree programs)	Employer Rate (e.g., job openings)
Up to 500	\$0.35	\$0.20
501 to 1,000	\$0.30	\$0.15
1,001+	\$0.25	\$0.10

Additionally, special rates are offered for academic research. A \$200 nonrefundable administrative fee is required per order, regardless of size and in addition to the following costs per email or mailing label:

Number of Emails or Mailing Labels	Research Rate (e.g., academic research)
Up to 200	\$0.27
201 to 400	\$0.21
401 to 800	\$0.17
801 to 1,000	\$0.13
1,001+	\$0.10

Contact the list rental manager at 800/228-2262 or ListRental@aama-ntl.org for specific counts and exact fees.

Order Requirements

1. Lists are for three-time use only.
2. Any person or entity renting a contact list must abide by the List Rental Terms and Conditions outlined in this document.
3. Prepayment is required for all orders.
4. Orders must include a sample of the final content of the mail or email messaging to be distributed; all messaging is subject to review and approval by the AAMA.
5. An email address from which messaging will be sent must be provided with all email list orders.

Processing

Orders of contact lists will not be processed until payment is received and the proposed messaging is approved, typically within 10 business days.

List Format

Contact lists will be emailed as Microsoft Excel files unless determined otherwise in correspondence.

ELECTRONIC & DIRECT MAIL ADVERTISING

List Rental Terms and Conditions

Any person or entity renting CMA (AAMA) contact lists from the American Association of Medical Assistants (AAMA) agrees to abide by the following terms and conditions:

- 1. Grant of license.** The Certifying Board of the AAMA grants the list renter a limited license to distribute email/mail pieces to CMAs (AAMA) contained in the list provided. Any email/mail pieces sent by the list renter shall not include or otherwise imply endorsement by the AAMA of the list renter's products or services.
- 2. Proprietary rights.** The list of CMAs (AAMA) is and shall remain property of the AAMA. The renter will not disclose, publish, transfer, duplicate, reproduce, resell, sublicense, or otherwise distribute the contents of the contact list in any way beyond that agreed to with the AAMA, nor permit any third party to do so.
- 3. Purpose.** The list renter must describe the purpose for which it intends to use the CMA (AAMA) contact list when submitting the request for approval. The renter agrees not to use the contents of the contact list for any purpose other than that which is stated and approved.
- 4. Number of uses.** Use of this list is limited to three mail or email pieces for each rental agreement. The contents of this list shall not be saved as part of, or used to create, a database; it shall not be used to create additional messaging of the same material.
- 5. Prior approval.** The mailing list licensee agrees that the piece(s) to be distributed using the contact list will be sent to the AAMA for approval before the list is provided and the order processed. The list renter agrees that the sample sent to the AAMA is the full piece(s) that will be sent to the individuals on the provided list. Additionally, the list renter agrees to include the AAMA on the email/mail piece distributed. The AAMA reserves the right to refuse rental of the contact list for just cause.
- 6. Time.** The list renter agrees to distribute the approved mail or email piece within six weeks (42 days) of receiving the contact list provided by the AAMA. After that point, the list renter must seek additional approval from the AAMA to distribute material using the contact information provided.
- 7. Terms of payment.** The list renter will pay by check or credit card (American Express, Visa, Mastercard, and Discover accepted) the determined amount upon receiving prior approval from the AAMA. The CMA (AAMA) contact list will not be provided to the list rental until payment is received and processed.
- 8. Termination of agreement.** If the list renter at any time violates the terms and conditions, the AAMA has the right to terminate the agreement without notice. Upon termination, the approved usage of the email list is immediately revoked. In such an event, the list renter agrees to, within five days of notice, destroy all copies of the files provided by the AAMA.

ELECTRONIC & DIRECT MAIL ADVERTISING

AAMA e-Newsletter

The AAMA monthly e-newsletter, *AAMA e-Update*, is emailed to AAMA members and nonmember subscribers.

Circulation: 75,000+

Frequency: Monthly

Ad size	1X	3X	6X
600 x 120	\$500	\$450	\$425

If the ad-space purchaser wishes to purchase several ad spaces at once, they'll receive a discounted rate.

To qualify for the multiple insertion rates, a signed contract must be drawn up in advance with the insertion dates and ad size specified. If the contract is broken, single rates will be retroactively billed.

- Electronic ads must be in JPG or PNG (static image).
- Maximum file size is 40 KB.
- Ad includes one hyperlink.

Monthly e-Newsletter	Ad Work Due
Jan. #1	Jan. 1
Jan. #2	Jan. 15
Feb. #1	Feb. 1
Feb. #2	Feb. 15
March #1	March 1
March #2	March 15
April #1	April 1
April #2	April 15
May #1	May 1
May #2	May 15
June #1	June 1
June #2	June 15

Monthly e-Newsletter	Ad Work Due
July #1	July 1
July #2	July 15
Aug. #1	Aug. 1
Aug. #2	Aug. 15
Sept. #1	Sept. 1
Sept. #2	Sept. 15
Oct. #1	Oct. 1
Oct. #2	Oct. 15
Nov. #1	Nov. 1
Nov. #2	Nov. 15
Dec. #1	Dec. 1
Dec. #2	Dec. 15

Contact the advertising manager for more information at 800/228-2262 or MarCom@aama-ntl.org.

MAGAZINE ADVERTISING

CMA Today Ad Rates and Specs

Distribution and Reach

Circulation: 28,000+

Readership: 40,000

Frequency: Bimonthly (six times a year)

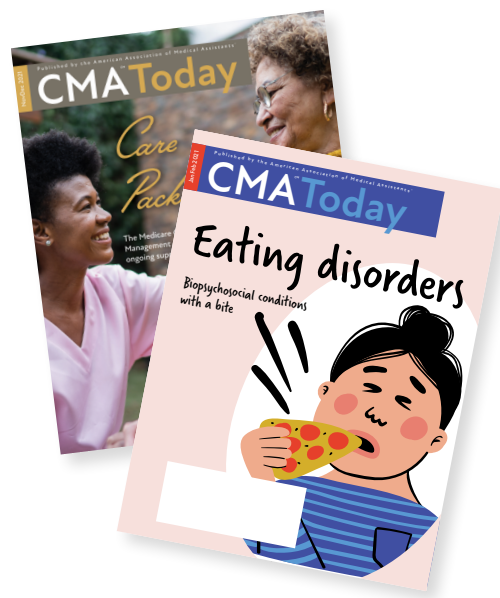
Audience: Members of the American Association of Medical Assistants (AAMA) and subscribers

Advertising Rates

All advertising submissions must be in compliance with [AAMA Ad Policies](#).

Ad space in *CMA Today* is limited and is available on a first-come, first-served basis.

Ad size (WxD)	1X	3X	6X
Full page (7 1/2" x 10")	\$1,000	\$950	\$925
Two-thirds page (4 5/8" x 9")	\$900	\$850	\$825
One-half page (7" x 4 3/4")	\$725	\$675	\$650
One-third page (2 3/16" x 9")	\$650	\$600	\$575
One-quarter page (4 5/8" x 3 1/2")	\$500	\$450	\$425
One-sixth page (2 3/16" x 4 1/4")	\$350	\$300	\$275
Inside back cover (7 1/2" x 10")	ad cost + 10%	ad cost + 10%	ad cost + 10%
Back cover (7 1/2" x 10")	\$1,300	\$1,235	\$1,200



Bleeds: 1/8" around, 3/16" bottom trim

Required Format: PDF or JPEG

If the ad-space purchaser wishes to purchase several ad spaces at once, they'll receive a discounted rate.

No additional charge for four-color ads.

To qualify for the multiple insertion rates, a signed contract must be drawn up in advance with the insertion dates and ad size specified. If the contract is broken, single rates will be retroactively billed.

Only full-page ads are accepted for cover positions.

Preapproval

An advertisement that makes reference to the CMA (AAMA) Certification Exam, a medical assisting program, or a nonmedical assisting program must be preapproved by the AAMA Executive Office. We reserve the right to reject any ad that has not been preapproved. Email CMAToday@aama-ntl.org for ad approval.