

**Leading the  
Race:**

# **65** *Years of Automotive Safety*



**The 65th Annual  
Scientific  
Conference**

**October 19 - 22, 2021  
The Conrad  
Indianapolis, Indiana,  
USA**



## **Showcase Your Organization with AAAM's Global Auto Safety Visionaries and Influencers as a 2021 Conference Sponsor**

Over 1.25 million people die each year worldwide in roadway collisions. That averages to over 3,250 deaths each and every day. We at AAAM know you share our mission to prevent and control road traffic injury. We invite you to support that mission and contribute to what our members are doing every day to achieve it:

The Association for the Advancement of Automotive Medicine (AAAM) leverages original scientific research, authoritative educational programs, opinion-leading policy recommendations, the Abbreviated Injury Scale (AIS) – the singular injury severity coding and ranking tool in the traffic safety research and trauma care.

AAAM's annual conference provides a global forum for networking and collaborating with like-minded auto safety participants from a very diverse "ecosystem."

Please join our 65th Annual Scientific Conference – revealing the latest breakthrough research in auto and roadway safety – on October 19 – 22, 2021 in Indianapolis, Indiana. We invite you to join us in re-shaping the future of roadway safety by becoming a conference sponsor.

### **About AAAM**

AAAM is the premier multidisciplinary professional organization dedicated to the elimination of roadway collisions and the reduction of injuries and their severity (when they occur). AAAM members representing more than 25 countries, provide medical, engineering and research expertise and public policy guidance through educational programs, scientific research forums and pre-eminent injury coding tools such as the Abbreviated Injury Scale (AIS).





### ***New for 2021!***

AAAM is now offering a personalized approach to sponsorship. Let's get started and make the most of your support.

## **Step One**

What are the most important reasons for sponsoring the AAAM Conference?  
What are your number one goal for your sponsorship?

“I appreciated  
networking with  
leaders in the field  
in a casual, yet  
professional way.”

- ☐ Road Safety Leader: I want to position my company or organization as a leader in road safety. I support AAAM's mission to eliminate road traffic fatalities worldwide and wish to be strongly aligned with that mission.
- ☐ Engagement: I want to network with existing and potential clients. The sponsorship should create engagement opportunities with AAAM's members, prospects, and conference attendees. Customer Engagement is the emotional connection between a customer and a brand. Highly engaged customers buy more, promote more, and demonstrate more loyalty.
- ☐ Branding: I want to increase brand loyalty to my company. Branding is important because it not only makes a memorable impression on consumers, but it allows your customers and clients to know what to expect from your company. It is a way of distinguishing yourself from the competitors and clarifying what it is you offer that makes you the better choice.
- ☐ Visibility & Awareness: I want to introduce a new product or service to the AAAM Community. My company has recently developed a new product or service that we are interested in sharing with your members, prospects and conference attendees.
- ☐ My sponsorship goal is unique to my company. (Please explain and define here.) (fill in the blank space)

“The presentation and scientific quality along with networking opportunities were a strength of this conference.”



### ***AAAM Sponsorship options:***

#### ***Engage - \$3,000***

##### **Package Includes:**

- 1 conference registration with access to all sessions (\$725 value)
- 1 annual membership for qualified members. Includes:
  - 1 AAAM one-year membership (\$260 value)
  - 1 subscription to TIP Journal (\$45 value)
  - 1 subscription to AAP Journal (\$45 value)
- Visibility during conference such as: logo in conference app, walk-in slides and conference e-blasts
- Name/Logo on the AAAM website from time sponsorship is confirmed until October 31, 2021

#### ***Explore - \$5,000***

##### **Package Includes:**

- 2 conference registrations with access to all sessions (\$1,450 value)
- 2 annual memberships for qualified members. Includes:
  - 2 AAAM one-year memberships (\$520 value)
  - 2 subscription to TIP Journal (\$90 value)
  - 2 subscription to AAP Journal (\$90 value)
- Visibility during conference such as: logo in conference app, walk-in slides and conference e-blasts
- Name/Logo on the AAAM website from time sponsorship is confirmed until October 31, 2021

#### ***Impact - \$10,000***

##### **Package Includes:**

- 3 conference registrations with access to all sessions (\$2,175 value)
- 3 annual memberships for qualified members. Includes:
  - 3 AAAM one-year memberships (\$780 value)
  - 3 subscription to TIP Journal (\$135 value)
  - 3 subscription to AAP Journal (\$135 value)
- Visibility during conference such as: logo in conference app, walk-in slides and conference e-blasts
- Name/Logo on the AAAM website from time sponsorship is confirmed until October 31, 2021





“I liked the size of  
the conference and  
ability to discuss and  
network.”

## Step Two

We would like to help you select sponsorship benefits that align with your objectives. Confirmed sponsors may select the specified number of opportunities below. You may mix and match benefits, but we recommend choosing benefits that align with your sponsorship goal.

- \$3,000 sponsors receive 2 additional benefits
- \$5,000 sponsors receive 4 benefits
- \$10,000 sponsors receive 8 benefits

### ROAD SAFETY LEADER

- Sponsor hosted topic chats
- Video content on demand before conference
- Hosted conference debrief/ conference recap discussions (virtual)

### ENGAGEMENT

- Preview attending companies (Opt-in registration list provided 2 weeks prior to the conference)
- 2x month social media 'shout out'
- Sponsor hosted networking breaks

### BRANDING

- One acknowledgement in AAAM INROADS (quarterly e-publication)
- Sponsorship and recognition at beginning of one break
- 3 push notifications (in conference app)
- 2-minute sponsor video between sessions

### VISIBILITY & AWARENESS

- Ads on AAAM website (Up to two 125x125 banner ads for 6 months)
- Sponsored ten-minute Breakout Demo
- 2-minute video ad before keynote address
- Sponsor videos between sessions
- Table top display at the conference (i.e. mini-booth or exhibit space)

## Stand Alone Sponsorships

- ☐ **Conference packet inserts - \$500**  
Items in which all conference attendees could benefit (e.g., notepads, pens, etc.). Sponsor to provide prior to conference.
- ☐ **New Member Breakfast Sponsor - \$2,500**  
New members and prospective members meet colleagues and learn more about joining AAAM.
- ☐ **Mentoring Session - \$2,500**  
A networking session that allows students and young professionals to meet and interact with experienced, distinguished AAAM members.
- ☐ **Send a road safety student to the conference - \$3,500**  
Provide scholarship and travel funds for one student to attend the conference in-person. (Engage sponsor benefits included.)
- ☐ **Scholarship for road safety scholar from low- and middle-income countries - \$5,000**  
Help a road safety scholar from low- and middle-income countries to attend the conference in-person. Includes scholarship and travel funds. (Explore sponsor benefits included.)
- ☐ **Student Symposium Premiere Sponsor - \$12,500**  
Gives students the opportunity to present works in progress to an experienced research audience composed of AAAM members from diverse disciplines. (Impact sponsor benefits included.)
- ☐ **Welcome Reception Premiere Sponsor - \$15,000**  
Preceding the formal opening of the conference, AAAM invites all attendees to enjoy an evening with friends and colleagues. (Impact sponsor benefits included.)
- ☐ **Recognition Dinner and Awards Ceremony Premiere Sponsor - \$30,000**  
A celebration and recognition of individuals who have demonstrated dedication and made significant contributions in traffic injury control. (Impact sponsor benefits included.)

**We acknowledge that benefits must be consistent with company policies. For options that best fit your company, please contact AAAM at (847) 844-3880 or [info@aaam.org](mailto:info@aaam.org).**



## AAAM FOOTPRINT

### MISSION

AAAM is dedicated to the elimination of road traffic injuries worldwide.

### COMMUNITY

AAAM reaches over 5,000 individuals in road safety our e-communications, INROADS and Social Media.

### Website Analytics at a Glance

Per Year	2019	2020
Users	47,190	50,887
Sessions	73,000	85,859
Page Views	205,805	226,771

1.	 United States	32,419 (63.38%)
2.	 India	2,143 (4.19%)
3.	 Canada	2,079 (4.06%)
4.	 Australia	1,410 (2.76%)
5.	 United Kingdom	1,387 (2.71%)
6.	 Germany	980 (1.92%)
7.	 South Korea	850 (1.66%)
8.	 Japan	636 (1.24%)
9.	 China	625 (1.22%)
10.	 Netherlands	415 (0.81%)

## MEMBERSHIP

The over 300 members of AAAM include:

Automotive Engineers  
Biomechanical & Vehicle Design Engineers  
Crash Investigators  
Crash Reconstructionist  
Emergency Medical Personnel  
Emergency Physicians & Nurses  
Epidemiologists  
Health Policy Specialists  
Insurance & Automotive Industry Professionals  
Internists  
Neurosurgeons  
Orthopedic Surgeons  
Pediatricians  
Psychiatrists  
Psychologists  
Radiologists  
Road Safety Experts  
Trauma Registrars  
Trauma Surgeons

## ANNUAL MEETING ATTENDANCE

The AAAM Annual Scientific Conference attracts approximately 125 conference attendees in-person and 150 virtual attendees.

## CONTACT INFORMATION

**Juana Anderson**

35 E. Wacker Dr., Suite 850 | Chicago, IL 60601-2106

**T: 312-596-5282 |**

**E: [janderson@aaam.org](mailto:janderson@aaam.org)**

Secure your sponsorship opportunity by  
**August 31, 2021.**

# Step 3

## Sponsorship Agreement



Please send completed form, pages you checked, and payment to:

AAAM  
Email: [info@aaam.org](mailto:info@aaam.org)  
Fax: 312-644-8557  
Mail: 35 E. Wacker Dr., Suite 850, Chicago, IL 60601

### Contact Information:

Company: \_\_\_\_\_  
Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_  
Province/Country: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

Sponsorship Total: \$ \_\_\_\_\_

Sponsorship Level/Type: ☐ Engage (\$3,000) ☐ Explore (\$5,000) ☐ Impact (\$10,000)

### Sponsor Benefits

**\$3,000 sponsors receive 2 additional benefits**  
**\$5,000 sponsors receive 4 benefits**  
**\$10,000 sponsors receive 8 benefits**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Sponsor hosted topic chats  | <input type="checkbox"/> Sponsor hosted networking breaks                              | <input type="checkbox"/> Ads on AAAM website (Up to two 125x125 banner ads for 6 months)        |
| <input type="checkbox"/> Video content on demand before conference   | <input type="checkbox"/> One acknowledgement in AAAM INROADS (quarterly e-publication) | <input type="checkbox"/> Sponsored ten-minute Breakout Demo                                     |
| <input type="checkbox"/> Hosted conference debrief/conference recap discussions (virtual)                                | <input type="checkbox"/> Sponsorship and recognition at beginning of one break         | <input type="checkbox"/> 2-minute video ad before keynote address                               |
| <input type="checkbox"/> Preview attending companies (Opt-in registration list provided 2 weeks prior to the conference) | <input type="checkbox"/> 3 push notifications (in conference app)                      | <input type="checkbox"/> Sponsor videos between sessions  |
| <input type="checkbox"/> 2x month social media 'shout out'   | <input type="checkbox"/> 2-minute sponsor video between sessions                       | <input type="checkbox"/> Table top display at the conference (i.e. mini-booth or exhibit space) |

☐ Stand-alone \_\_\_\_\_

### Payment information: (Please make all payments in US currency.)

- ☐ Check (make payable to AAAM)  
☐ Credit Card

For your protection, AAAM cannot accept credit card information via email. Email is an insecure means of transmitting information and should not be used to send credit card numbers or other sensitive personal information. Please call our office at (847) 844-3880 during regular business hours to complete this transaction. AAAM accepts Visa, MasterCard, American Express, and Discover.

- ☐ Invoice Me

AAAM will follow up with sponsors regarding benefit selections, membership, and conference registrations. Thank you.

**AAAM • 35 E. Wacker Dr., Suite 850 • Chicago, IL 60601 USA • [info@aaam.org](mailto:info@aaam.org) • [www.aaam.org](http://www.aaam.org)**