

2022

AAAM 66th Annual Scientific Conference

The Benson Hotel • Portland, Oregon, USA



**Gold, Silver, Bronze,
and Stand-Alone
Sponsor Opportunities**



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

Support AAAM’s Annual Scientific Conference

Showcase Your Organization with AAAM’s Global Auto Safety Visionaries and Influencers as a 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. Enter the Association for the Advancement of Automotive Medicine (AAAM).

AAAM works to eliminate road traffic injuries worldwide by leveraging original scientific research, authoritative educational programs, opinion-leading policy recommendations, and the Abbreviated Injury Scale (AIS) – the singular injury severity coding and ranking tool in traffic safety research and trauma care. In addition to hosting educational programs, scientific research forums, and AIS courses, AAAM holds an annual conference that provides a global forum for networking and collaborating with like-minded auto safety participants from a very diverse “ecosystem.”

As an advocate for road and traffic safety, you understand the value of collaboration, education, and knowledge sharing when it comes to preventing accidents and injuries. That’s why we hope you will consider joining 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, who represent more than 25 countries, provide medical, engineering, and research expertise, as well as public policy guidance.



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

Becoming a Sponsor Is as Simple as 1, 2, 3

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

Step One

What is your number one goal for sponsoring AAAM's conference?

- 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 leaders in road safety. 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 in the blank space below.

AAAM Sponsorship options:

Bronze - \$3,000

Package Includes:

- One conference registration with access to all sessions (\$725 value)
- One annual membership for qualified members. Includes:
 - One AAAM one-year membership (\$260 value)
 - One subscription to TIP Journal (\$45 value)
 - One subscription to AAP Journal (\$45 value)
- Visibility before and during the 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 the conference ends

Silver - \$5,000

Package Includes:

- Two conference registrations with access to all sessions (\$1,450 value)
- Two annual memberships for qualified members. Includes:
 - Two AAAM one-year memberships (\$520 value)
 - Two subscriptions to TIP Journal (\$90 value)
 - Two subscriptions to AAP Journal (\$90 value)
- Visibility before and during the 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 the conference ends



Gold - \$10,000

Package Includes:

- Three conference registrations with access to all sessions (\$2,175 value)
- Three annual memberships for qualified members. Includes:
 - Three AAAM one-year memberships (\$780 value)
 - Three subscriptions to TIP Journal (\$135 value)
 - Three subscriptions to AAP Journal (\$135 value)
- Visibility before and during the 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 the conference ends





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 two benefits
- \$5,000 sponsors receive four benefits
- \$10,000 sponsors receive eight benefits

ROAD SAFETY LEADER

- Sponsor hosted topic chats
- Video posted on AAAM website before Conference

ENGAGEMENT

- Preview attending companies (opt-in registration list will be provided two weeks prior to the conference)
- Receive two social media 'shout outs' from AAAM on LinkedIn, Facebook, and Twitter
- Sponsor hosted networking breaks

BRANDING

- Receive one acknowledgment in AAAM INROADS (e-publication)
- Receive sponsorship and recognition at beginning of one break
- Receive three push notifications in conference app
- Provide two-minute sponsor video to be played between sessions

VISIBILITY & AWARENESS

- Provide ads to be featured on AAAM's website (up to two 125x125 banner ads for six months)
- Sponsor 10-minute Breakout Demo
- Provide two-minute video ad to be played before keynote address
- Sponsor videos between sessions
- Provide table-top display at the conference (i.e., mini-booth or exhibit space)

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

Stand Alone Sponsorships

- Conference packet inserts - \$500**
Prior to the conference, provide items all conference attendees can benefit from (e.g., notepads, pens, etc.).
- New Member Breakfast Sponsor - \$2,500**
Sponsor this breakfast where new members and prospective members meet colleagues and learn more about joining AAAM.
- Mentoring Session - \$2,500**
Sponsor this 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. (Bronze sponsor benefits included.)
- Scholarship for road safety scholar from low- and middle-income countries - \$5,000**
Help a road safety scholar from a low- or middle-income country attend the conference in person. Includes scholarship and travel funds. (Silver sponsor benefits included.)
- Student Symposium Premiere Sponsor - \$12,500**
Give students the opportunity to present works in progress to an experienced research audience composed of AAAM members from diverse disciplines. (Gold sponsor benefits included.)
- Welcome Reception Premiere Sponsor - \$15,000**
Sponsor our Welcome Reception, which precedes the formal opening of the conference. All attendees are invited to enjoy this evening with friends and colleagues. (Gold sponsor benefits included.)
- Recognition Dinner and Awards Ceremony Premiere Sponsor - \$30,000**
Sponsor this celebration and recognition of individuals who have made significant contributions in traffic injury control. (Gold 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.



AAAM FOOTPRINT

MISSION

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

COMMUNITY

AAAM reaches over 5,000 individuals in road safety through e-communications, INROADS, and social media.

Website Analytics at a Glance

Per Year	2020	2021
Users	50,887	62,352
Sessions	85,859	96,034
Page Views	226,771	236,002

1.	 United States	41,330 (66.00%)
2.	 Canada	2,207 (3.52%)
3.	 Australia	1,962 (3.13%)
4.	 India	1,645 (2.63%)
5.	 United Kingdom	1,473 (2.35%)
6.	 Germany	1,115 (1.78%)
7.	 South Korea	1,030 (1.64%)
8.	 China	819 (1.31%)
9.	 Japan	604 (0.96%)
10.	 Netherlands	563 (0.90%)

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 150-200 conference attendees.

CONTACT INFORMATION

Katie Keel

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

T: 847-844-3880

E: kkeel@aaam.org

Step 3

Sponsorship Agreement



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

AAAM
Email: 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: Bronze (\$3,000) Silver (\$5,000) Gold (\$10,000)

Sponsor Benefits

\$3,000 sponsors receive two additional benefits
\$5,000 sponsors receive four benefits
\$10,000 sponsors receive eight benefits

- | | | |
|--|---|---|
| <input type="checkbox"/> Sponsor hosted topic chats | <input type="checkbox"/> Receive one acknowledgment in AAAM INROADS (e-publication) | <input type="checkbox"/> Provide ads to be featured on AAAM's website (up to two 125x125 banner ads for six months) |
| <input type="checkbox"/> Video posted on AAAM website before Conference | <input type="checkbox"/> Receive sponsorship and recognition at beginning of one break | <input type="checkbox"/> Sponsor 10-minute Breakout Demo |
| <input type="checkbox"/> Preview attending companies (opt-in registration list will be provided two weeks prior to the conference) | <input type="checkbox"/> Receive three push notifications in conference app | <input type="checkbox"/> Provide two-minute video ad to be played before keynote address |
| <input type="checkbox"/> Receive two social media 'shout outs' from AAAM on LinkedIn, Facebook, and Twitter | <input type="checkbox"/> Provide two-minute sponsor video to be played between sessions | <input type="checkbox"/> Sponsor videos between sessions |
| <input type="checkbox"/> Sponsor hosted networking breaks | | <input type="checkbox"/> Provide 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.