VIRTUAL ANNUAL CONFERENCE
People, Planet, Purpose

VIRTUAL
Exhibit at AIHM
Exhibit at the Integrative Health & Medicine Virtual Conference of the Year!

1,000+ attendees expected representing over 30 professions
Variety of virtual booth and sponsorship options available
aihm.org/conference
Virtual Event Overview

Welcome Prospective Virtual Exhibitors!
The Academy of Integrative Health & Medicine (AIHM) is delighted to extend you the opportunity to exhibit at our 2020 Annual Conference: People, Planet, Purpose, taking place virtually October 9–11, 2020.

As a Virtual Exhibitor, you can expect the same high-caliber content and meaningful connection that has become synonymous with our event.

Our beloved annual event gathers physicians, medical & health clinicians, researchers, and academics together in one community-centric experience. This year’s virtual event will highlight integrative health and medicine education, interprofessional collaboration, and self-care through utilization of creative virtual spaces, including: a virtual exhibit hall, product demos, lectures, panels, and networking sessions.

Virtual Exhibit Hall & Networking Session Times*

<table>
<thead>
<tr>
<th>Day</th>
<th>Times</th>
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<tbody>
<tr>
<td>Friday, October 9, 2020</td>
<td>6:00 am – 8:00 am PST</td>
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<tr>
<td></td>
<td>10:05 am – 10:40 am PST</td>
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<tr>
<td></td>
<td>12:00 pm – 12:50 pm PST</td>
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<td></td>
<td>2:10 pm – 2:45 pm PST</td>
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<tr>
<td>Saturday, October 10, 2020</td>
<td>6:00 am – 8:00 am PST</td>
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<td>9:20 am – 9:55 am PST</td>
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<td>11:15 am – 12:05 pm PST</td>
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<td></td>
<td>1:25 pm – 2:00 pm PST</td>
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<tr>
<td>Sunday, October 11, 2020</td>
<td>6:00 am – 8:00 am PST</td>
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<td></td>
<td>9:50 am – 10:25 am PST</td>
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*All times (PST) Pacific Standard, California.
Audience Demographics

Professions Breakdown

- **42%** Medical / Osteopathic Doctor (MD/DO)
- **18%** Nursing (NP, APRN, LPN, RN)
- **18%** Physician Assistant (PA, PA-C)
- **12%** Naturopathic Doctor (ND, NMD)
- **11%** Acupuncturist / Oriental Medicine (LAc, DAOM)
- **10%** Ayurveda Practitioner
- **9%** Energy Therapy (Healing Touch, Reiki, QiGong)
- **8%** Master of Public Health (MPH)
- **7%** Yoga Practitioner
- **6%** Licensed Massage Therapist
- **5%** Chiropractor (DC)
- **3%** PhD / Educator
- **3%** Master of Public Health (MPH)
- **3%** Pharmacist (PharmD, RPh)
- **3%** Nutrition Professional (RD, RDN, CNS)
- **2%** Naturopathic Doctor (ND, NMD)
- **2%** Psychologist (PsyD)
- **2%** Student / Resident
- **2%** Nutrition Professional (RD, RDN, CNS)
- **1%** Mental Health Provider (LCSW, LMFT, LCAP)
- **1%** Ayurveda Practitioner
- **1%** Physical Therapist
- **1%** PhD / Educator
- **1%** Master of Public Health (MPH)
- **1%** Yoga Practitioner
- **1%** Energy Therapy (Healing Touch, Reiki, QiGong)

Source: 2019 AIHM In-Person Conference Attendee Survey (Participants could select multiple professions where applicable)

AIHM is the #1 Interprofessional Conference

Our attendees feature: Medical doctors, osteopathic doctors, naturopaths, chiropractors, acupuncturists, physician assistants, advanced practice nurses, registered nurses, registered dietitian nutritionists, midwives, pharmacists, dentists, homeopaths, licensed herbalists, massage therapists, health coaches, and many more from across the US and the world.

2019 Audience Snapshot

- **850+** Attendees
- **42** States
- **35+** Professions Represented
## Virtual Exhibit Opportunities

### Premier Virtual Exhibitor Package – $3,000

**Included:**
- Higher visibility recognition on event website with link to your organization’s website
- Complimentary conference registration for 4 company representatives to attend all virtual sessions and networking activities (Note: Your registered company representatives will be able to connect with attendees directly within the virtual event platform.)
- CME/CE credit (Note: Exhibitors wishing to receive CME/CE credit must complete the post conference evaluation to receive a CME/CE certificate.)
- Customize your company’s exhibit page with your company name, website, logo and description
- Your company’s social media platforms linked within your company’s exhibit page
- Upload content such as images, videos and marketing collateral to your company’s exhibit page.
- Customize search tags within your company’s exhibit page to make it easy for attendees to find your company details within the virtual event platform (Examples of search tags: Supplement Company, Virtual Dispensary, etc.)
- Interact with attendees in real-time, either in a small group in your Zoom room from within your company’s exhibit page or in a 1:1 conversation in a Zoom breakout room (Note: You do not need a Zoom license to utilize this as this is built into the virtual event platform.)
- Download leads from your company’s exhibit page during and after the event, from both live interactions and silent visitors to your exhibit space webpage
- Inclusion in virtual event gamification.

### Standard Virtual Exhibitor Package – $2,000

**Included:**
- Recognition on event website with link to your organization’s website
- Complimentary conference registration for 2 company representatives to attend all virtual sessions and networking activities (Note: Your registered company representatives will be able to connect with attendees directly within the virtual event platform.)
- CME/CE credit (Note: Exhibitors wishing to receive CME/CE credit must complete the post conference evaluation to receive a CME/CE certificate.)
- Customize your company’s exhibit page with your company name, website, logo and description
- Your company’s social media platforms linked within your company’s exhibit page
- Upload content such as images, videos and marketing collateral to your company’s exhibit page.
- Customize search tags within your company’s exhibit page to make it easy for attendees to find your company details within the virtual event platform (Examples of search tags: Supplement Company, Virtual Dispensary, etc.)
- Interact with attendees in real-time, either in a small group in your Zoom room from within your company’s exhibit page or in a 1:1 conversation in a Zoom breakout room (Note: You do not need a Zoom license to utilize this as this is built into the virtual event platform.)
- Download leads from your company’s exhibit page during and after the event, from both live interactions and silent visitors to your exhibit space webpage

### Select and Reserve your Virtual Booth
À la Carte Sponsorship Opportunities

Customize your Sponsorship with Virtual Exhibit Add-ons
All confirmed virtual exhibitors can add on the below sponsorships to increase engagement within the AIHM 2020 Virtual Annual Conference.

Contact Us to Select Add-ons

Non-CME Virtual Product Demo/Product Theatre – $5,000
Virtual exhibitors are encouraged to take advantage of this opportunity to present an in-depth, non-accredited educational session, highlighting a new service, program, or the development of a particular product. This sponsorship opportunity includes up to a 30-minute, pre-recorded program that will be posted on a specific date and time during the virtual AIHM conference.

The deadline to submit your application is Monday, September 14, 2020.

Included:
- Marketing collateral, website and social media promotion
- Metrics and lead retrieval information of attendees who viewed the theatre
- Ability to have moderated chat
- Time slots available:
  - Friday, October 9, 2020 (Breakfast and lunch options)
  - Saturday, October 10, 2020 (Breakfast and lunch options)
  - Sunday, October 11, 2020 (Breakfast and lunch options)

Not Included:
- We cannot guarantee attendance during the virtual theatre

Pre Conference Chaperoned Email – $1,500
AIHM will send one marketing email to registered attendees on your company’s behalf (content to be approved and sent by AIHM).

Premium Virtual Sponsor Packages Available* – $15,000
Contact us for details!

*Limited Availability!
Virtual Exhibit Rules & Regulations

Application Review
For a virtual exhibit application to be accepted, the products and services must be educational in nature and relate to the educational activity content for a medical and health-related exhibition. AIHM reserves the right to accept or reject a potential exhibitor based on assessment of whether the company or organization’s products and/or services are relevant to the conference content. All exhibitor applications will be reviewed by AIHM. You will be notified within 14 business days should your application be rejected.

Payment/Confirmation
• Applications must be received by Monday, September 21, 2020 through the AIHM exhibitor portal. A confirmation email will be sent upon receipt of application.
• Payment in full must be received prior to the virtual conference commencement in order to guarantee exhibit space. Those who have not provided full payment will not be given access to the virtual event.

Cancellation Clause
The exhibit cancellation deadline is Monday, September 21, 2020. AIHM will refund up to 50% of the total exhibit fee. After September 21, no refunds will be granted under any circumstances.

Conference Modification or Cancellation
AIHM reserves the right to modify the course’s schedule or program as necessary. AIHM also reserve the right to cancel this conference, in which case a full refund of the registration and/or exhibit fees will be provided.

Failure to log in to the virtual broadcast with no prior written cancellation will result in complete forfeiture of conference registration fees. Conference materials are available only to participants. Just as is the case with our in-person conference, participation is limited to the paid registrant. Log-in information is unique and cannot be shared.

Inappropriate solicitation or behavior during the virtual event will lead to exhibitor contract cancellation and immediate removal with no refund.

Recording and Photography Clause
AIHM reserves exclusive rights to record (audio and video) and photograph all virtual conference proceedings for use in marketing materials, presentations and course content sales. Exclusive, written permission and licensing fee(s) is required in order to take, use, or reproduce any photography, audio or video from the exhibition or conference proceedings.

CME Guidelines Related to Educational Grants, Virtual Exhibit Space, and Promotional Activities
In compliance with the ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

• Exhibit and other promotional fees shall be separate and distinct from educational grants/commercial support.
• All exhibitors must be in a separate virtual space distinct from the virtual CME education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
• Company representatives must refrain from holding any commercial discussions in the virtual educational ballroom. All promotional activities including interviews and demonstrations must be made within the exhibitor’s virtual space. Distributing promotional materials outside the exhibitor’s virtual exhibit space is not permitted.
• Commercial interest representatives may attend the virtual CME activities at the discretion of the American Nutrition Association for the direct purpose of the representatives’ own education. However, they may not engage in sales or marketing activities while in the virtual educational activity.

Become a Virtual Exhibitor at AIHM
Contact Us