



AAWC[®]

Association for
the Advancement
of Wound Care[®]

2022

**SPONSORSHIP
OPPORTUNITIES**

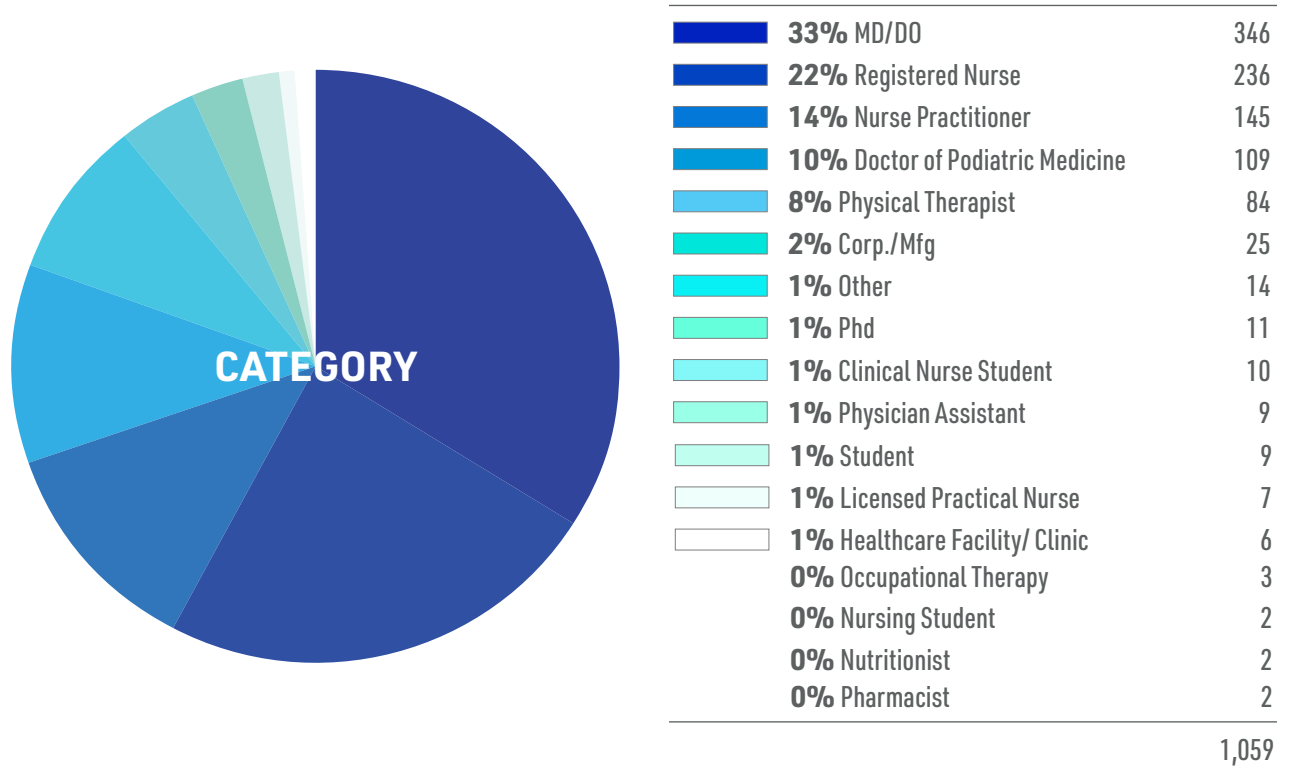
WHO WE ARE

The Association for the Advancement of Wound Care (AAWC) is the largest, non-profit, multidisciplinary wound care organization in the U.S. focused on education, research, public policy, and the application of evidence-based wound care practice.

With the mission to advance the care of people with and at risk for wounds, AAWC sets the standard for medical professionals to follow, earning respect through cohesive collaboration with clinicians from multiple disciplines. Members of the AAWC work together to address issues and provide guidance to caregivers, administration, and researchers. The ultimate objectives are to deliver best practices to clinicians who care for patients with wounds holistically and illustrate the unique contribution of the specialty of wound care.

AAWC is uniquely positioned to spearhead initiatives focused on the evidence-based management of patients with wounds, including access to established and reliable products, devices, and services for wound care and support. Our volunteer members represent a gamut of disciplines and practice settings in wound care.

MEMBERSHIP, BY PROFESSIONAL CATEGORY



AAWC ANNUAL CONFERENCE, "TECHNOLOGY IN WOUND CARE," SPONSORSHIP

The theme of the annual conference scheduled for November 11-12, 2022 in Salt Lake City, UT is *Technology in Wound Care*. There will also be an add-on preconference program on November 10. A variety of sponsorship levels are available on a first-come, first-selected basis and are sure to provide exposure among leading wound care practitioners. Not sure which sponsorship opportunity to choose? Contact Kris Ackley (kackley@aawconline.org) to customize your own package.

All package sponsors include:

- ✓ **Corporate logo on conference website** with link to sponsoring company's website
- ✓ **Annual Conference delegate list**, which includes the registrant's name, title, company, mailing address, and email address. Delegate list will be distributed to sponsors according to the following schedule: 6 weeks before the conference, 2 weeks before the conference, and 1 week after the conference.
- ✓ Multiple **networking opportunities** with attendees representing the multidisciplinary membership of AAWC.

We welcome your ideas and proposals regarding joint initiatives that you feel will result in a mutual benefit to both entities.

PLEASE DIRECT SPONSORSHIP INQUIRIES TO:

Kris Ackley, Associate Director
608.310.5579
kackley@aawconline.org

MAKE CHECKS PAYABLE TO:

**Association for the Advancement of
Wound Care (AAWC)**
1818 Parmenter Street, Suite 300
Middleton, WI 53562



AAWC PRECONFERENCE WORKSHOP

Technologies to Enhance Your Practice in Wound Care

\$5,000** (10 available)

- ✓ 1-5 pm | Thursday, November 10
- ✓ Includes one table space, internet and electricity

The preconference workshop is designed to introduce the clinician to technologies and devices that enhance their ability to diagnose and manage patients with a wound. During this workshop attendees will have the opportunity to learn about new devices and therapies as well as manipulate and practice for clinical application. If your company has new and trending technology – you won't want to miss this opportunity!

Following a 30-minute moderated introduction and overview, preconference attendees will have 3 ½ hours to learn hands-on from industry partners. Objectives include, but are not limited to the following essential sciences:

1. Ways to monitor healing
2. Ways to deliver oxygen
3. Types of topical therapy modalities including CTPs
4. Ways to cleanse/debride wound
5. Modes of offloading and types of compression

Participants will rotate to hands-on learning stations in small groups to handle and use the devices and treatments. Groups of 8-10 attendees will be with each industry partner for approximately 15 minutes before rotating from table to table. Each industry partner will develop their own content to present to include introduction to their device and how to use; allowing attendees to manipulate device and have hands-on training.

AAWC will produce proceedings from the skills workshop. Industry partners will be invited to submit an abstract of the technology to be presented which will be edited and compiled for publication.

Interested in participating in the preconference skills workshop?

Respond with a letter of intent stating your company, product, and a description of how the hands-on workshop will benefit the clinician. The Annual Conference Committee will review submissions for inclusion and accepted industry partners will be invoiced. Submit your letter of intent no later than August 5 to Kris Ackley, Associate Director, kackley@aawconline.org.

***Preconference participants who sign up for additional sponsorship opportunities, including exhibitor packages will be awarded two extra conference registrations or a negotiated discount.*

PREMIER PACKAGE

\$20,000 (1 Available)

- ✓ Recognition as the Premier Sponsor on signage near registration and in all digital or web materials.
- ✓ Opportunity to give opening welcome message from the stage to kick-off the conference program.
- ✓ One social media notification on LinkedIn, FaceBook, and Twitter recognizing your support.
- ✓ Double sized exhibit space. First priority to select exhibit space location.
- ✓ Up to four conference registrations.
- ✓ One half page ad in the onsite program.
- ✓ A sponsor-branded e-invitation sent to attendees
- ✓ Ad in four monthly AAWC electronic newsletters.
- ✓ Seat drop. Sponsor to provide printed materials.
- ✓ One-time email blast to all AAWC members. Sponsor to provide HTML content.

DIAMOND PACKAGE

\$15,000 (3 Available)

- ✓ Recognition as Diamond Sponsor on signage near registration and in select digital or web materials.
- ✓ One social media notification on LinkedIn, FaceBook, and Twitter recognizing your support.
- ✓ Double sized exhibit space. First priority to select exhibit space location.
- ✓ Up to four conference registrations.
- ✓ One half page ad in the onsite program.
- ✓ A sponsor-branded e-invitation sent to attendees
- ✓ Ad in two monthly AAWC electronic newsletters.
- ✓ Seat drop. Sponsor to provide printed materials.
- ✓ One-time email blast to all AAWC members. Sponsor to provide HTML content.

PLATINUM PACKAGE

\$10,000

- ✓ Recognition as Platinum sponsor on signage near registration and in select digital or web materials.
- ✓ One social media notification on LinkedIn, FaceBook, and Twitter recognizing your support.
- ✓ One exhibit space. First priority to select exhibit space location.
- ✓ Up to three conference registrations.
- ✓ One half page ad in the onsite program.
- ✓ A sponsor-branded e-invitation sent to attendees
- ✓ Ad in one monthly AAWC electronic newsletters.
- ✓ Seat drop. Sponsor to provide printed materials.
- ✓ One-time email blast to all AAWC members. Sponsor to provide HTML content.

GOLD PACKAGE

\$7,500

- ✓ Recognition as Gold Sponsor on signage near registration and in select digital or web materials.
- ✓ One social media notification on LinkedIn, FaceBook, and Twitter recognizing your support.
- ✓ One exhibit space. Second priority to select exhibit space.
- ✓ Two conference registrations.
- ✓ One half page ad in the onsite program.
- ✓ A sponsor-branded e-invitation sent to attendees
- ✓ Ad in one monthly AAWC electronic newsletters.
- ✓ One-time email blast to all AAWC members. Sponsor to provide HTML content.

SILVER PACKAGE

\$5,000-\$7,499

- ✓ Recognition as Silver Sponsor on signage near registration and in select digital or web materials.
- ✓ One social media notification on LinkedIn, FaceBook, and Twitter recognizing your support.
- ✓ One exhibit space. Second priority to select exhibit space.
- ✓ Two conference registrations.
- ✓ One half page ad in the onsite program.
- ✓ One-time email blast to all AAWC members. Sponsor to provide HTML content.

BRONZE PACKAGE

\$3,000-\$4,999

- ✓ Recognition as Bronze Sponsor on signage near registration and in select digital or web materials.
- ✓ One social media notification on LinkedIn, FaceBook, and Twitter recognizing your support.
- ✓ One conference registration.



EXHIBITOR ONLY

\$2,000 PER TABLE

Participate as an exhibitor only. The exhibit includes one draped 6ft table and 2 chairs. Electricity and internet may be additional charges.

Includes one full conference registration.

A separate registration of \$250 (2 people max) to attend the educational conference is required.

- ✓ Recognition as an exhibitor on signage near registration and in select digital or web materials.
- ✓ Inclusion of corporate logo on conference website with link to exhibitor company's website.

EXHIBITOR ONLY DOUBLE BOOTH

\$3,500

Participate as an exhibitor only. The exhibit includes two draped 6ft tables and 4 chairs. Electricity and internet may be additional charges.

Includes one full conference registration.

A separate registration of \$250 per person (up to 3 people) to attend the educational conference is required.

- ✓ Recognition as an exhibitor on signage near registration and in select digital or web materials.
- ✓ Inclusion of corporate logo on conference website with link to exhibitor company's website.

SATELLITE SYMPOSIA OPPORTUNITIES

\$12,500 (1 AVAILABLE)

Three Satellite Symposia are available during the AAWC Annual Conference. Choose from:

- ✓ Friday, November 11
- ✓ Saturday, November 12 (2 available)

Only Satellite Symposia programs offering continuing education (CE) credit are allowed. Accreditation is the organizer's financial responsibility. All Satellite Symposia must comply with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Integrity in Accredited Continuing Education.

The symposium organizer must complete the Satellite Symposium application form to indicate their intent to organize a symposium and rank their preferred time slot. Following the review of the proposals by the annual meeting committee, Symposia slots will be assigned on a first come first served basis. Preferred time slots are not guaranteed, and all assignments are final.

If you would like the guidelines for the Satellite Symposia, please contact Kris Ackley (kackley@aawconline.org) for additional information.

INDIVIDUAL OPPORTUNITIES OR ADD-ONS

We've highlighted a few creative ways to maximize your sponsorship commitment and add that "wow" factor your company is looking for! Each opportunity listed below comes with all of the benefits of the corresponding sponsorship level.

GOLD PACKAGE LEVEL

(\$7,500-\$9,999)

Wifi

\$7,500

Internet access will be available to conference attendees at the conference venue. Opportunities for sponsor recognition include featuring the sponsor's logo on the Wifi landing page, the option to customize access login credentials such as the username and/or password, etc. Exact sponsor options forthcoming pending venue capabilities.

Mobile App

\$7,500

Attendees will be able to access the daily programming, general meeting information and connect with other attendees via their smart phone and the web. The sponsor's logo will be featured on the home page of the app.

Networking Reception (2 available)

\$7,500

- ✓ Friday, November 11 (Meet and Greet Reception)
- ✓ Saturday, November 12 (Poster Session/Awards)

Attendees will network with peers while enjoying refreshments. Sponsor will receive special signage recognition. Includes production of branded beverage napkins.

SILVER PACKAGE LEVEL

(\$5,000-\$7,499)

Networking Lunch (2 available)

\$5,000

- ✓ Friday, November 11
- ✓ Saturday, November 12

A lunch break provides attendees an opportunity to network with peers. Sponsor will receive special signage recognition. Enhancement idea: sponsor-branded dessert such as cookies.

Faculty Dinner

\$5,000

Show your support for the AAWC Annual Conference by hosting a private dinner for the program faculty and AAWC Board of Directors. AAWC staff will assist with invitations.

Includes a 15-minute presentation to address the faculty attendees. (The number of seats are to be determined. Food and beverage is NOT included in the sponsor pricing.)

BRONZE PACKAGE LEVEL

(\$3,000-\$4,999)

Breakfast (2 available)

\$4,000

Breakfast provides attendees a great way to start their day along with an opportunity to network with peers. Sponsor will receive special signage recognition. Includes production of branded beverage napkins. Enhancement idea: sponsor branded coffee cup sleeves.

Lanyards

\$4,000

Meeting-themed lanyards will be distributed to each attendee at registration. The sponsor's logo will be featured on the lanyard and is sure to generate great exposure as participants are required to wear name badges throughout the duration of the conference. Production included.

Conference Bags

\$4,000

Your company logo printed on branded bags distributed to all conference attendees. Production included.

Hotel Key Card

\$3,000

Generate brand awareness; attendees will see your company name or logo every time they use their hotel key card.

Morning/Afternoon Break (5 available)

\$3,000

Meeting attendees will be invited to take a short break from the conference to enjoy light snacks and beverages. Sponsors will receive special signage recognition during the breaks. Includes production of branded beverage napkins. Enhancement idea: sponsor branded coffee cup sleeves.

Hotel Welcome Letter

\$3,000

All guests at the host hotel will receive a custom welcome letter delivered in their room. Sponsor this item which will feature a welcome message written by you and approved by AAWC. Production included.

Step and Repeat

\$3,000

Attendees of the AAWC Annual Conference are all celebrities! As they check-in, attendees will have their picture taken in front of your company logo, step away, then repeat with the next guest. This is a great way to extend your reach since these photos will be shared on social media. Production included.

OTHER ADD-ON OPPORTUNITIES

Cell Phone Charging Station

\$2,500

Generate brand awareness; attendees will see your company name/logo every time they use the sponsored charging station.

Coffee Cup Sleeves

\$2,000

Coffee cup sleeves are a sure way to catch the eye of every attendee. Your company logo is displayed and used throughout the conference. Production included.

Hotel Door Drop

\$1,500

This cost-efficient opportunity reaches AAWC Annual Conference attendees in a targeted way. The sponsoring company is responsible for printing and shipment of the item. Door drop item must be placed in a gift bag. Item must be approved pre-production by AAWC.



Sponsor a Student

\$1,500 per student

Sponsor a student to attend the AAWC Annual Conference, including registration and hotel stay for up to three nights.* Includes AAWC student membership for one year. Students and their sponsors will be recognized from the podium, on signage and on the sponsored students' name badges.

* Does not include airfare.

YEAR-ROUND OPPORTUNITIES

The following opportunities are not associated with the annual meeting and are available throughout the year.

KEY OPINION LEADERSHIP SUMMIT/ ADVISORY PANELS

\$10,000

A one hour session with AAWC Board of Directors to discuss your company's interests and AAWC's goals & objectives for the coming year. This can be the entire Board or a subset of your choice to best achieve your objectives or Panel of KOL discussing a topic of your interest.

CONSENSUS PAPER

\$20,000

- ✓ Maximum of 20 pages
- ✓ A comprehensive analysis of Partner product by a panel of AAWC Key Opinion Leaders
- ✓ Sponsoring company to work with AAWC leadership on research that aligns with our strategic priorities.
- ✓ Approximate time to complete: 6 months

STATE OF THE SCIENCE PAPER

\$15,000

- ✓ Maximum of 20 pages
- ✓ State of the Science
- ✓ Scoping Review
- ✓ Approximate time to complete: 6 months

CLINICAL SURVEYS

\$10,000

- ✓ AAWC partner can solicit members for feedback on concepts/ products, new clinical approaches, market campaign messages, educational needs assessments, etc.



KEYNOTE WEBINAR

\$2,500

AAWC webinars are a leading source of professional development and continuing education for AAWC members and wound care professionals. Our expert presenters share current state, industry and health care policy trends and best practices keeping our members on the leading edge of our industry. Each webinar closes with a question-and-answer session, ensuring that attendees leave with the most current and relevant information.

Only Keynote Webinar programs offering continuing education (CE) credit are allowed. AAWC and sponsoring organization will work together to select the speaker from the AAWC membership.

Accreditation is the sponsoring organization's responsibility. All Keynote Webinars must comply with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Integrity in Accredited Continuing Education.

DIGITAL OPPORTUNITIES

Company Advertisement in the AAWC Bi-Weekly E-Newsletter

\$5,000

Includes maximum of four (4) advertisement placements per partnership term with a company logo. Our e-mail messages go out to our list of over 5,500 members and active prospects. With e-blast open rates consistently hovering around 40%, your brand gets a ton of targeted, relevant exposure!

Email Blast

\$5,000

The opportunity to send one (1) eblast a year to the AAWC distribution list which is over 5,500 emails. Content must be approved by AAWC staff with a disclaimer included.

Social Media Posts

\$2,000

Facebook, Twitter, Instagram or LinkedIn of up to ten (10) total posts across all platforms. Our presence on all four platforms is active and our following is growing, with about 2,250 followers on Facebook, 580 on Twitter, 200 on Instagram and 4,000 on LinkedIn.

Banner Ads on the Website

\$2,000

Up to 30 days.

SPONSORSHIP SELECTION

PRECONFERENCE WORKSHOP

Please do not submit payment.
Upon committee review, AAWC will
invoice accepted industry partners.

AAWC ANNUAL CONFERENCE PACKAGES

\$20,000 Premier Package

\$15,000 Diamond Package

\$10,000 Platinum Package

\$7,500 Gold Package

\$7,500 Wifi

\$7,500 Mobile App

\$5,000-\$7,499 Silver Package

\$5,000 Networking Lunch (2 available)

\$5,000 Faculty Dinner

\$3,000-\$4,999 Bronze Package

\$4,000 Breakfast (2 available)

~~\$4,000 Lanyards~~

~~\$4,000 Conference Bags~~

~~\$3,000 Hotel Key Card~~

\$3,000 Morning/Afternoon Break
(5 available)

\$3,000 Hotel Welcome Letter

\$3,000 Step and Repeat

\$2,000 (per table) Exhibitor Only

\$3,500 Exhibitor Only Double Booth

\$12,500 Satellite Symposia Opportunities (1 available)

Other Add-on Opportunities

\$2,500 Cell Phone Charging Station

\$2,000 Coffee Cup Sleeves

\$1,500 Hotel Door Drop

\$1,500 Sponsor a Student

AAWC YEAR-ROUND OPPORTUNITIES

\$10,000 Key Opinion Leadership Summit/ Advisory Panels

\$20,000 Consensus Paper

\$15,000 State of the Science Paper

\$10,000 Clinical Surveys

\$2,500 Keynote Webinar

Digital Opportunities

\$5,000 Company Advertisement in the
AAWC Bi-Weekly E-Newsletter

\$5,000 Email Blast

\$2,000 Social Media Posts

\$2,000 Banner Ads on the Website

CONTACT INFORMATION

Contact person: _____

Company name: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail: _____

PAYMENT

MAKE CHECKS PAYABLE TO:

Association for the Advancement of Wound Care (AAWC)

1818 Parmenter Street, Suite 300

Middleton, WI 53562

SIGNATURE

PLEASE SIGN AND DATE THIS AGREEMENT:

Signature: _____ Date: _____