INVITATION to Partner

Reach over 850 visual media and communication leaders in medicine, life science research, and healthcare—join us at our Annual Conference July 23-26, 2014 at the Mayo Clinic.

AMI® 2014
ANNUAL CONFERENCE at Mayo Clinic
www.ami.org/meetings/2014

The Association of Medical Illustrators is a 501(c)(6) professional association www.ami.org
Affiliation with our influential and unique profession aligns your organization with visual and creative leaders in innovative media for education, discovery and the business of medicine, life science research, and healthcare. Since 1945 the Association of Medical Illustrators (AMI) has been educating and supporting medically-trained interdisciplinary professionals who specialize in visual knowledge and data translation. AMI members continuously hone their skills as leading visual interpreters enabling communication between the expert and novice, the scholar and student, and the physician and patient.

The Annual Conference is our single largest event bringing together a large contingent of the Association’s 850+ members from four continents, who converge for four days of stimulating educational sessions, workshops, cutting-edge technology demonstrations, and in-depth networking opportunities. One long standing Meeting highlight is the ongoing Media Exhibition, which showcases AMI members’ exemplary work in illustration, animation, interactive and online media, publishing, medical models, design and mobile apps/games.

The 2014 conference will be hosted at the world-renowned Mayo Clinic in Rochester, MN—an international center for excellence and innovation in medicine and healthcare. In addition, this year the AMI will co-locate with BioCommunications Association (BCA) and the Association of Biomedical Communications Directors (ABCD) to enrich our educational programs.

We offer a rare and unique opportunity to put your company’s brand before a engaged, passionate, and highly educated creative audience.

*AMI 2015 Destination is the world-famous Cleveland Clinic*
Daniel H. Garrison, PhD | Renowned Greek and Latin classics scholar and author | AMI 2014 Brödel Lecturer

Garrison, a professor emeritus at Northwestern University, has an extensive background in Renaissance medicine. In 1993, he teamed up with colleague Malcolm H. Hest, PhD to begin the first comprehensive English translation of Andreas Vesalius' 1543 and 1555 editions of *De humani corporis fabrica*, one of the founding works of the scientific revolution. In 2013, after 20 years of work, Karger Publishers released the final insightful and inspiring 21st century interpretation of the 16th century volume—just in time for the 500th anniversary of Andreas Vesalius’ birth.

Andrew Cawrse | Celebrated Sculptor and Artistic Anatomy Instructor | AMI 2014 Keynote speaker

Established worldwide as an authority on artistic anatomy and instruction, Andrew is recognized as a creator of some of the world's most incredible products for anatomy education. Andrew also has a distinguished background in movie VFX, with over 9 years at Industrial Light & Magic as a model supervisor & digital concept sculptor. His effects work has been featured in the films *Avatar, The Spiderwick Chronicles, Van Helsing, Dreamcatcher,* and *Star Wars Episode I and II*. A sought after anatomy instructor, he teaches in both traditional and digital mediums, and instructs medical, game, vfx, illustrators, and fine art professionals.

Timothy J. Nelson, MD, PhD | Pioneering Mayo Clinician and Researcher | AMI 2014 Speaker

Nelson has dedicated his career to advancing the science of treating and alleviating the burden of cardiovascular disease. His work focuses on elucidating the molecular underpinnings of cardiovascular regeneration, using bioengineered stem cells to improve the ability to discover, diagnose, and ultimately treat the mechanisms of heart diseases. From rare and complex congenital hypoplastic left heart syndrome to degenerative cardiomyopathy, his work at Mayo's Center for Regenerative Medicine spans the spectrum of discovery science, translational research and clinical application.
PARTNERING with Progress

Affiliation with our organization and members will align your PR and marketing messaging with a prestigious profession. As visual communicators we:

- Harness technology to lead in the dissemination of innovative breakthroughs in life science, medicine, biopharmaceutical and device development.
- Collaborate with leaders in medicine to demonstrate research endeavors, molecular and cellular processes, drug actions, and surgical procedures.
- Partner with educators from top-tier universities to deliver engaging multimedia teaching tools for healthcare professionals and patients.
- Create mobile apps, educational games, and 3D animations for cinema and television, showing the beauty and complexity of science.
- Simulate reality to advance medical training in leading medical schools.
- Cast new light on evidence through our work in forensic reconstruction and visualizations for the courtroom.

Our members are connected to innovators and innovations in biomedical science and are an essential communications link to a world increasingly influenced and dependent on visual media.

Why Partner with AMI?
Partnering with the AMI provides a focused and uncluttered atmosphere where you will enjoy access to an intimate environment comprised of a rare and powerful group of forward-thinkers. Join us at AMI 2014 to:

- Interface with a broad spectrum of creators (animators, illustrators, developers)
- Increase visibility of your products and services
- Mix and mingle with physicians, researchers, educators and decision-makers
- Build relationships with leaders in visual communication and life science
- Generate content for social media and co-marketing efforts (tweet from the conference, blog about cutting-edge speakers, etc.)
- Enhance public relations and affirmation of your goodwill commitment to leadership in innovative science education and communication
- Build on the momentum of Mayo’s reputation as a leader in medicine for the past 150 years during their sesquicentennial celebration in 2014
# SPONSOR PARTNERING Matrix

Individualized sponsorship solutions may be created from matrix options below and/or unique ideas and opportunities to meet your program goals.

<table>
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<tr>
<th>SPONSORSHIP LEVEL</th>
<th>BENEFITS</th>
<th>RECOGNITION (Name + Logo)</th>
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| **LEAD SPONSOR: $50,000** | 6 full access conference registrations  
6 conference day passes  
Speaking opportunity (up to 20 minutes) as a plenary address in conference proceedings  
Conference attendee list  
Distribution of 1 promotional item in conference bag | Conference website (mobile-enabled)  
**Double-page ad spread** in Conference Program guide  
Conference signage  
Inclusion of company description (up to 100 words) in Sponsors Directory |
| **GOLD SPONSOR: $20,000** | 4 full access conference registrations  
4 conference day passes  
Speaking opportunity for 5 minutes at opening of your sponsored event  
Conference attendee list  
Distribution of 1 promotional item in conference bag | Conference website (mobile-enabled)  
**Full page ad** in and logo in Conference Program guide  
Conference signage  
Inclusion of company description (up to 100 words) in Sponsors Directory |
| **SILVER SPONSOR: $10,000** | 2 full access conference registrations  
2 conference day passes  
Conference attendee list  
Distribution of 1 promotional item in conference bag | Conference website (mobile-enabled)  
**Half page ad** in Conference Program guide  
Conference signage  
Inclusion of company description (up to 100 words) in Sponsors Directory |
| **BRONZE SPONSOR: $5,000** | 1 full access conference registration  
1 conference day pass  
Distribution of 1 promotional item in conference bag | Conference website (mobile-enabled)  
**Quarter page ad** in Conference Program guide  
Conference signage  
Inclusion of company description (up to 100 words) in Sponsors Directory |
| **EVENT SPONSOR: $5,000 or Less** | | Conference website (mobile-enabled)  
**Logo** in Conference Program guide  
Conference signage  
Inclusion of company description (up to 100 words) in Sponsors Directory |

Customized programming will include:  
High-level name recognition; significant engagement with conference delegates, speakers and thought-leaders; and fully implemented partnership opportunities.

Sponsorship opportunities include:

- Social Hub (large lounge with demo area) + naming of space
- Traditional media exhibit (salon) + opening reception at Rochester Marriott Mayo Clinic
- Awards Ceremony • Banquet
- Online Continuing Education funding
- Animation Theater at Rochester Marriott Mayo Clinic
- Lunch (2 available)
- Brödel Memorial Address
- Full day workshop (5 available)
- Anatomy dissection lab
- Name + logo on conference bags
- Vesalius Trust scholars poster display
- Name/logo on lanyards ($2500)
- Presidential Address ($1000)
- Conference bag insert ($1000 each)
- Advertise in Conference Program guide (pricing varies)
- Regular exhibit table ($1500)
- Breakfast ($3000)
- Half day workshop (4 available at $2500)
- Coffee Break ($1500)

Sponsorship pricing valid for July 1, 2014–April 30, 2015 on a first-come, first-served basis. As a nonprofit organization, the AMI is committed to principled and rigorous financial stewardship.

For additional information contact sponsorship@ami.org
PARTNER WITH THE AMI.

Join us as **LEADERS IN VISUALIZATION**
through the fusion of **ART AND TECHNOLOGY**
with **SCIENCE AND MEDICINE**.

2013-2014 Sponsors: