Annual Conference – EXPO HALL Learning Center

24JAN2024

OVERVIEW

The **Annual Conference-EXPO HALL Learning Center (formerly known as the Live Learning Center or Vendor Track)** events are scheduled to occur in lightly opposed times during the ACRM Annual Conference.

Each **EXPO HALL Learning Center session** can be up to 60 minutes in length with approximately 45 minutes of content, followed by a Q&A Chat.

All will be promoted through the ACRM conference website, app, ACRM social media, eblasts and eNews.

HOW THIS WORKS

- Purchase your EXPO HALL Learning Center package
- Presentation must be submitted to ACRM for approval prior to the event
- Pre-record your presentation, if you wish, and it will reside on the Online Program and be available to all registered attendees until February 2025
- ACRM will provide you with the same great presenter benefits as any speaker at the conference including:
    - Best in Class onsite Venue and Speaking Platform furnished with podium, microphone/amplification, A/V equipment, table, and seating all in the historic Chicago Hilton
    - Your presentation can be recorded and accessible to all registered attendees for up to 4 months after the event
    - ACRM Conference Publicity including weekly newsletters, social media campaigns, print advertising, promotional eblasts, custom presentation graphics, dedicated page in the online program and app and more. ACRM encourages the vendor to also widely publicize the event.

ACRM.org/LearningCenter

- Fantastic networking opportunities at multiple receptions and events around the conference where you can meet potential collaborators, researchers and clinicians interested in your product
- **Vendor will be given the option to provide food and beverage if desired at an additional charge. ACRM will match the first $250 of your order with a $500 minimum order. This can be a great way to promote higher attendance!**

There will be no CME/CEU offered with your presentation

After the day and time of your Event is confirmed, and after payment is received, and your logo and information are officially provided, then the ACRM marketing team gets to work on the Event publicity and your recognition.

MARKETING

EVENT PUBLICITY

- Your EXPO HALL Learning Center will be publicized in the *ACRM Conference Online Program* and *Conference App*.
- **Two App pushes ($500 value)**
- Your Event will receive a custom digital billboard "**badge graphic**" complete with your logo.
- Your Event will receive a custom landing page in the **Online Program**.
- **Your Event will be promoted in ACRM eNews, the weekly e-newsletter to 83,000+ members.**
- **Your event will be promoted in the T-Minus Conference emails to all attendees.**
- Your Event will receive amplification and boosts via the *ACRM Social Media Network* with dedicated tweets, LinkedIn, and Facebook posts, and extra support from 75+ social media channels with a following of 80,000+.
- **You will receive One Core Conference Registration, and 50% off additional registrations for speakers related to the EXPO HALL Learning Center.**

VENDOR RECOGNITION — ACRM e365

- Your **Logo**, with a **Hyperlink** will be added to your Event landing page: ACRM.org/LEARNINGCENTER_yourname
- Your logo will be added to *ACRM's Vendor Exposure™*
  - your logo systemwide, across nearly all of ACRM media properties
  - **130 Million+** exposures annually

INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice
- **One EXPO HALL Learning Center, no booth: $5,499**
- **One EXPO HALL Learning Center including a 10x10 inline booth: $9,499**