



**AMERICAN
MEDICAL
SOCIETY FOR
SPORTS
MEDICINE**

Leading Sports Medicine into the Future



**AMSSM
Foundation**

2012

AMSSM Partnership Opportunities



AMSSM:

- ***Largest primary care sports medicine physician organization in North America***
- ***More than 2,000 members***
- ***1,027 registrants at the 2011 Annual Meeting (1,200 total attendees)***
- ***Members are team physicians for Olympics, pro (NBA, NFL, MLB, NHL), collegiate, high school and youth sport teams***

TABLE OF CONTENTS

2012 AMSSM Annual Meeting	2-4
Educational CME Support	
Additional Educational Support	
Social Functions	
Specialty Items	
Other Educational Meetings	5
AMSSM Fellows Research Workshop	
S.T.E.M. Pre-Conference	
MSK Ultrasound Educational Package	5
Education/Training	5
Ongoing Sponsorship Opportunities: Research	6
Benefits of Sponsorship	7
Platinum Level Partner	
Gold Level Partner	
Silver Level Partner	
Bronze Level Partner	
Acknowledgement of 2011 Supporters	8

The American Medical Society for Sports Medicine focuses on advancing the discipline of sports medicine through education, research, advocacy and excellence in patient care. The AMSSM Foundation is dedicated to supporting these efforts. The Society works closely with many other sports medicine specialists, including athletic trainers, physical therapists and orthopedists.



American Medical Society for Sports Medicine
4000 West 114th Street, Suite 100
Leawood, KS 66211
(913) 327-1415
(913) 327-1491 (Fax)
jgriffith@amssm.org
www.amssm.org

AMSSM 2012 Annual Meeting

**April 21-25, 2012
Atlanta, Georgia**

The AMSSM Annual Meeting attracts more than 1,200 primary care sports medicine physicians, allied health professionals and industry representatives. The conference provides a valuable source of cutting edge medical knowledge to professionals actively engaged in treating athletic patients; provides an academic forum for physicians to discuss current and controversial issues in the field of sports medicine; and fosters a collegial relationship among dedicated, competent sports medicine physicians who are recognized as experts by their peers and to provide a quality educational experience.

Educational CME Support

Plenary Sessions \$10,000 per session

- # 1 - Injury Prevention
- # 2 - Cardiac Disorders
- # 3 - Care of the Olympic and Professional Athlete
- # 4 - Case Presentations
- # 5 - Research Presentations (Part A)
- # 6A - Hip and Groin Pain
- # 6B – The Endurance Athlete
- # 7 – Concussion Controversies
- # 8 – Research Presentations (Part B)
- # 9 – Biologic Therapies (Focus on Platelet Rich Plasma)
- # 10 – Preventing Sudden Death
- # 11 – Controversies in the Care of Pediatric Athletes



Instructional Course Lectures \$5,000 per course

These early morning concurrent courses offer 60-minute, in-depth sessions that challenge registrants on important topics and issues for the practicing clinician and offer great interaction with faculty. Support of specific courses enables your company to be associated with topics of importance to you. More than 600 registrants attended 18 ICLs in 2011. (For additional visibility option, please see ICL USB Memory Stick option on next page.)

Economics Pre-Conference \$10,000

This workshop focuses on practical aids to develop an economically-successful sports medicine practice. Topics include maximizing billing and coding, marketing the practice, smart use of ancillary revenue sources and maneuvering the RVU minefield. Support of this session would provide high visibility with decision-makers for their practices.

Fellowship Forum \$10,000

This workshop presents current issues important to the training of primary care physicians in the discipline of sports medicine. Incoming and current Fellows, assistant program directors and program directors participate. Support of this session provides valuable recognition among the future of sports medicine.

Fellows Quiz Bowl \$10,000

This popular 1-hour session challenges fellows from around the country in their knowledge of primary care sports medicine. The session pulls from possible questions candidates must study in preparation for the CAQ exam. Support of this session positions your company alongside a popular program for the future leaders in sports medicine.

SMART Course \$10,000

Sideline Management Assessment Response Technique Workshop – This hands-on course provides physicians with the skills to appropriately evaluate and manage injuries on the athletic field and sideline. Your support positions your company with a practical, interactive program that participants can bring back to their communities.

Faculty Development Workshop \$10,000

This important workshop provides tools, techniques and resources to assist faculty members teaching primary care sports medicine. Your support aligns your company with the teachers of primary care sports medicine.

Poster Sessions \$15,000

The poster sessions are valued components of the educational experience at the Annual Meeting. Identify your organization with the best and brightest in scientific research and case presentations during the poster exhibit.

Additional Educational Support

Product Theatres \$15,000 per slot

(30 minute program, followed by boxed lunch and 15-minute Q&A)

- Sunday, April 22 – 12:15-1:00 pm
(will not compete with any CME sessions)
Slot 1 - \$15,000
Slot 2 - \$15,000
- Tuesday, April 24 – 12:15-1:00 pm
(will not compete with any CME sessions)
Slot 1 - \$15,000
Slot 2 - \$15,000

AMSSM invites you to present new research findings on products, give product details, demonstrations and highlight new products to a key audience. These sessions are promotional and are not eligible for continuing education credits. Product Theaters must provide information on your company's products and services and must be delivered by company-designated speaker(s). Material presented may be promotional and may discuss a specific product or drug. Applications will be reviewed and approved by AMSSM to ensure information is suitable for conference attendees. Will be advertised in the advance and onsite programs. Maximum of 100 attendees. Boxed lunch and basic AV (projector, screen) provided by AMSSM for participants. Product Theaters will be assigned on a first-come, first-served basis.

Satellite CME Pre-Conference Programs Varies

- Saturday, April 21 – 1:00 pm - 2:30 pm
Slot 1 – Meeting Room up to 75 attendees - \$17,500
Slot 2 – Meeting Room for up to 50 attendees - \$15,000

Satellite CME events offer a great chance for your company/organization to provide additional education on topics of relevance to AMSSM Annual Meeting participants. These activities are required to be an accredited CME session and must comply with ACCME Standards for Commercial Support. (Your organization is responsible for securing CME Credit.) Applications will be reviewed and approved by AMSSM to ensure information is suitable for conference attendees. Satellite CME events will be advertised in the advance and onsite programs. Basic AV (projector, screen) provided by AMSSM. Satellite CME programs will be assigned on a first-come, first-served basis.

AMSSM Awards Program \$10,000

Associate your company with the Best Case Presentation Award; Founders Award (which is the highest honor that AMSSM gives to a leader in sports medicine); and Best Overall Research Award. Your company will be recognized for its support of the Awards program.

Final Program/USB Memory Stick \$30,000

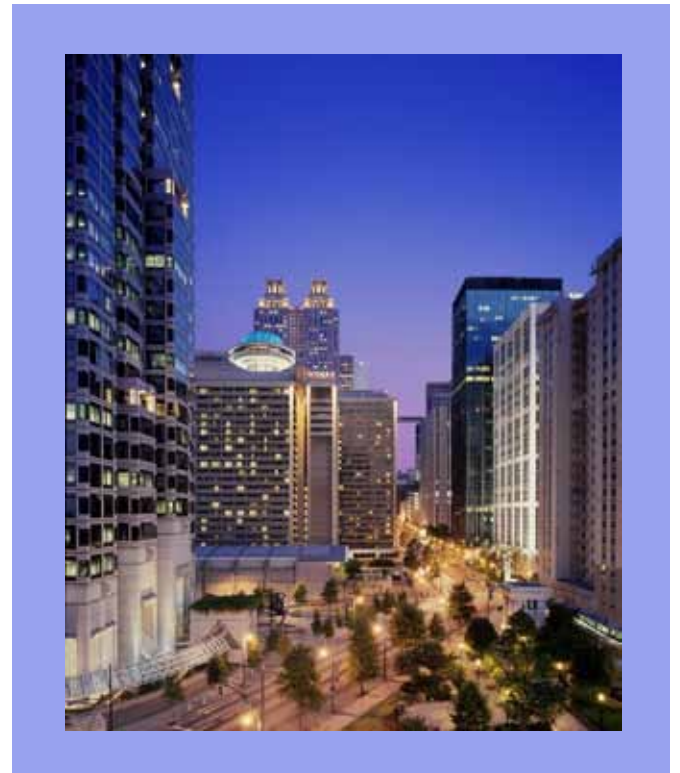
Link your organization with a valued educational resource that is prominently used throughout the Annual Meeting and beyond. Distributed to all attendees at registration, the final program syllabus is the template for the scientific sessions. Attendees are provided with USB memory sticks for use during the Annual Meeting but will often rely on it as a future educational resource to reference the podium abstracts, as well as outlines for symposia, current concepts and point-counterpoint discussions. What better way to promote your company logo during and after the meeting?

Instructional Course Lectures

(ICL) USB Memory Stick . . . \$10,000 (3 options below)

ICLs are presented during the Annual Meeting and provide additional in-depth CME. The ICL USB memory stick provides an educational take-home reference for course participants. Link your partnership with this valued take-away for attendees. This option offers another great way to promote your company logo during and after the meeting for ICL topics of importance to your company.

- Sunday, April 22: 6 ICLs - \$10,000
- Monday, April 23: 6 ICLs - \$10,000
- Wednesday, April 25: 6 ICLs - \$10,000



AMSSM 2012 Annual Meeting

April 21-25, 2012
Atlanta, Georgia

Social Functions

AMSSM Party/Welcome Reception Varies \$10,000-up
Exclusive sponsorship \$75,000

The Welcome Reception/AMSSM Party is the official kick-off to the Annual Meeting and one of the highlights of Annual Meeting. It offers a great opportunity to network and interact with fellow members and participate in the AMSSM Foundation Auction. For 2012, the AMSSM Party will take place off-site at The Tabernacle, a unique Atlanta venue that will set the tone for the meeting. Sponsors will be prominently recognized throughout the event.

Foundation Reception \$25,000

The AMSSM Foundation Reception offers a unique opportunity to interact on a 1-on-1 basis with leaders of AMSSM and the AMSSM Foundation and top supporters of the Foundation. Your support of this Reception would provide great visibility for your company.

Continental Breakfasts \$15,000 each

Continental breakfast is offered each morning in the exhibit hall. Attendees use this opportunity to have breakfast and view the exhibits before the scientific sessions. Support of these meals provides great visibility for your company with signage and the opportunity for the company to purchase and provide napkins with company name and logo.

Coffee Breaks \$10,000 each

Coffee breaks take place each morning and afternoon in the exhibit hall. These breaks enable registrants to recharge, while they view your company's products and services. Support of the break provides great visibility for your company with signage and the opportunity for the company to purchase and provide napkins with company name and logo.



Specialty Items

The following specialty items must be reserved by February 1, 2012 in order to accommodate production and planning time constraints.

Everyday Shopping/Tote Bags \$25,000

Provide attendees with a shopping/tote bag that prominently features your company name and logo. Attendees can use these bags every day, giving your company maximum exposure.

Lanyards \$15,000

Every registrant receives a badge and holder upon check-in. What better way to prominently display your company's name.

Room Keys \$20,000

At check-in at the Hyatt Regency Atlanta, each attendee receives two room keys. Remind them of your company repeatedly throughout the meeting by placing your logo on their hotel room key.

Portfolios \$25,000

Gain great visibility with a writing portfolio that includes your company name and logo, a resource registrants will use throughout the meeting and later in their practices.

Other Educational Meetings

AMSSM Fellows Research Workshop \$30,000

The Fellows Research Workshop is geared towards new primary care sports medicine fellows. The 3-day course provides a foundation for understanding research principles and methods; provides material that will aid in the construction and implementation of a scientifically sound research project; and provides opportunity for fellows to network in developing research and clinical ties. The 2012 Research Workshop is scheduled for July 27-29, 2012 in Philadelphia, PA. Your company's support will help offset the costs for fellows to attend and provide fantastic visibility with the incoming class of fellows.

S.T.E.M. Pre-Conference \$10,000

A Sports Trauma and Event Medicine (S.T.E.M.) Symposium pre-conference occurs before the Research Workshop. The STEM pre-conference is designed to equip fellows to cover events and be prepared for emergencies on the sideline and during game coverage. The pre-conference is offered to Research Workshop participants for no cost, enabling the sponsoring company to receive great recognition in fully underwriting the cost of this valuable learning opportunity.

MSK Ultrasound Package

MSK Ultrasound Educational Package 25,000-100,000+

AMSSM co-sponsors several stand-alone Basic and Intermediate MSK Ultrasound Courses, as well as Basic and Advanced MSK US Pre-Conferences. Ultrasound companies serving as 2012 AMSSM Supporters are invited to attend these stand-alone workshops, set up a table outside the meeting room and provide machines for scanning purposes. These supporting companies will also be invited to have their equipment used for scanning purposes in the pre-conferences at the 2012 Annual Meeting. These sponsorship funds will be earmarked for unrestricted use by the AMSSM Foundation.



Education/Training

In-Service Training Exam \$25,000

Ongoing support for the development and implementation of the In-Service Training Exam, an online testing program that was created by AMSSM and is based on the sports medicine CAQ test outline as published by the American Board of Family Medicine.

Fellow Starter Kits \$40,000

This program funds starter packages for AMSSM fellowship members enrolled in an ACGME approved sports medicine fellowship. In 2010-11, AMSSM had 210 Fellowship members. The program provides benefits including online subscriptions to the *Clinical Journal of Sports Medicine* and *British Journal of Sports Medicine*, as well as the AMSSM Sideline Report, reduced fees for participation in AMSSM meetings and access to member-only content.

Resident Starter Kits \$40,000

This program funds resident starter packages for AMSSM resident members currently enrolled in an ACGME approved residency program, with a strong interest in sports medicine. The program provides benefits including online subscriptions to the *Clinical Journal of Sports Medicine* and *British Journal of Sports Medicine*, as well as the *AMSSM Sideline Report*, reduced fees for participation in AMSSM meetings and access to member-only content.

Resident Scholarship Program \$10,000-\$50,000

This program provides a fund for residents enrolled in approved programs to apply for scholarships to attend the 2012 AMSSM Annual Meeting. The scholarships would pay for the cost of the registration fee, a **\$500 award** (that can be used towards travel/lodging) and a plaque. The number of recipients will be based on amount of funding each year. In order to qualify, an applicant must be an AMSSM member.

Electrocardiogram Interpretation in Athletes: Training Sports Physicians Around the World

Training Module \$25,000-\$100,000

Sudden cardiac death is the leading cause of death during sport. AMSSM is leading the effort to train physicians around the world in electrocardiogram (ECG) interpretation in athletes. Partnering with the European Society of Cardiology Sports Cardiology Subsection and the *British Journal of Sports Medicine*, an online resource and comprehensive training module targeted for sports physicians to gain expertise and competence in ECG interpretation is being developed. Your support aligns your company with this important new initiative.

Ongoing Partnership Opportunities

Research



Foundation Research Grants Varies \$10,000-\$100,000+ opportunities

The AMSSM Foundation annually commits to at least \$50,000 in support of its Research Grant Program. For 2011, \$315,000 in grant requests were received from outstanding AMSSM researchers. Your company's support of this highly visible and important program could enable AMSSM to fund more compelling breakthrough studies.

Fellows Research Grant \$20,000

This new initiative of AMSSM and the AMSSM Foundation will fund annual Research Grants to up-and-coming AMSSM Fellows for research initiatives. Your company's support of this exciting new program could enable AMSSM Fellowship members to fund more compelling studies and launch their careers as sports medicine physicians and researchers. Multiple grants of up to \$4,000 from the larger grant will be presented annually.

Targeted Research Grants \$10,000-100,000+

The AMSSM Research Committee will be publishing a priority list of topics of emerging importance within primary care sports medicine. Once the priority areas are announced, a competitive grant application and award process will be developed around those areas. Supporting companies may choose to partner with the AMSSM Foundation in funding top independent research within a particularly focus area.

**2012
AMSSM
Sponsorship
Opportunities**



Leading Sports Medicine into the Future

Benefits of Partnership



In recognition of your generous support, the AMSSM will be pleased to recognize your company:

At the Annual Meeting:

Platinum, Gold, Silver and Bronze Level Partners receive:

- *Appropriate level recognition with company/logo in the Annual Meeting brochure*
- *Registration and appropriate signage recognition*
- *Recognition and thank you's from AMSSM President throughout the meeting*
- *Recognized during the Foundation Reception*
- *Companies are distinguished with special recognition as a supporter at the company's exhibit booth and on name badge ribbons*

Throughout the year:

Platinum, Gold, Silver and Bronze Level Partners will be acknowledged on the AMSSM Foundation website as sponsors with links to the organizations' websites.

Platinum Level Partner \$100,000+

In addition to above recognition, Platinum Level Partners also receive:

- *2 Prime location complimentary exhibit booths during the 2012 Annual Meeting (\$7,200 value)*
- *An insert (provided by your company) included in the 2012 Annual Meeting registration packet*
- *Best available time slots for Product Theatres or Satellite CME opportunities (if available).*

Gold Level Partner \$50,000-\$99,999

In addition to above recognition, Gold Level Partners also receive:

- *1 Prime location complimentary exhibit booth during the 2012 Annual Meeting (\$3,600 value)*
- *An insert (provided by your company) included in the 2012 Annual Meeting registration packet*
- *After Platinum Level Partners, Gold Level Partners receive best available time slots for Product Theatres or Satellite CME opportunities (if available).*

Silver Level Partner \$25,000-\$49,999

Bronze Level Partner \$10,000-\$24,999

For additional information, please contact:

Jim Griffith, MBA, CAE
AMSSM Executive Director
jgriffith@amssm.org
(913) 327-1415
(913) 327-1491 (Fax)
www.amssm.org



2011 AMSSM FOUNDATION SUPPORTERS

The AMSSM Foundation gratefully acknowledges the following companies for their generous support:

GOLD LEVEL



GE imagination at work



SILVER LEVEL



BRONZE LEVEL



Thank You!

2012 AMSSM & AMSSM Foundation Partnerships

NEW this year! The American Medical Society for Sports Medicine and the AMSSM Foundation are offering a range of options for how your company can support the largest primary care sports medicine physician organization in North America. We've developed this menu of support options based on feedback from our Corporate Advisory Council (all Bronze level and higher supporters). We hope you will join us and our 2,000+ physician members in 2012 (1,000+ physicians attend the Annual Meeting)!

2012 Annual Meeting Opportunities • April 21-25, 2012, Atlanta, GA

Educational CME Support

- Plenary Sessions (\$10,000 per session)
- #1 - Injury Prevention
- #2 - Cardiac Disorders
- #3 - Care of the Olympic and Professional Athlete
- #4 - Case Presentations
- #5 - Research Presentations (Part A)
- #6A - Hip and Groin Pain
- #6B - The Endurance Athlete
- #7 - Concussion Controversies
- #8 - Research Presentations (Part B)
- #9 - Biologic Therapies (focus on Platelet Rich Plasma)
- #10 - Preventing Sudden Death
- #11 - Controversies in Care of Pediatric Athletes

- Instructional Course Lectures (\$5,000 per course)
- Economics Pre-Conference (\$10,000)
- Fellowship Forum (\$10,000)
- Fellows Quiz Bowl (\$10,000)
- SMART Course (\$10,000)
- Faculty Development Workshop (\$10,000)
- Poster Sessions (\$15,000)

Additional Educational Support

- AMSSM Awards Program (\$10,000)
- Final Program/USB Memory Stick (\$30,000)
- Instructional Course Lecture USB Memory Stick (\$10,000 for 6 ICLs)
- Sunday, April 22, 2012: 6 ICLs - \$10,000
- Monday, April 23, 2012: 6 ICLs - \$10,000
- Wednesday, April 25, 2012: 6 ICLs - \$10,000
- Product Theatres - Sunday, April 22 - 12:15 pm - 1:00 pm (2 slots available) - \$15,000 each - lunch provided by AMSSM
- Product Theatres - Tuesday, April 24 - 12:15 pm - 1:00 pm (2 slots available) - \$15,000 each - lunch provided by AMSSM
- Satellite CME Pre-Conference Programs - Saturday, April 21: 1:00 pm - 2:30 pm
- Slot 1 - up to 75 attendees - \$17,500
- Slot 2 - up to 50 attendees - \$15,000

Social Functions

- AMSSM Party/Welcome Reception - Varies \$10,000-up - (exclusive for \$75,000). List Amount \$ _____
- Foundation Reception (\$25,000)
- Cont'l Breakfasts - includes napkin promo opp. (\$15,000 each)
- Coffee Breaks - includes napkin promo opp. (\$10,000 each)

Specialty Items

- Everyday Shopping/Tote Bags (\$25,000)
- Lanyards (\$15,000)
- Room Keys (\$20,000)
- Portfolios (\$25,000)

Education/Training

Other Educational Meetings

- AMSSM Fellows Research Workshop (\$30,000)
- S.T.E.M. Pre-Conference (\$10,000)

MSK Ultrasound Educational Package

- MSK Ultrasound Educational Package (\$25,000-100,000+)
- Indicate support amount \$ _____

Education/Training

- In-Service Training Exam (\$25,000)
- Fellow Starter Kits (\$40,000)
- Resident Starter Kits (\$40,000)
- Resident Annual Meeting Scholarship Program (\$10,000-\$50,000)
- Indicate support amount \$ _____
- Electrocardiogram Interpretation in Athletes: An Online Training Program for Sports Physicians Around the World (\$25,000-100,000)

Ongoing Partnership Opportunities: Research

Research

- Foundation Research Grants (Varies - \$10,000-\$100,000) - Indicate support amount \$ _____
- Targeted Research Grants (\$10K-100K+) - Indicate amount \$ _____
- Fellows Research Grant (\$20,000)

The AMSSM Foundation is a 501c(3) non-profit, charitable organization as recognized by the IRS. Tax ID number is 31-1512163.

Partners will be recognized for their support of the AMSSM Foundation and AMSSM, accordingly:

- Platinum Level Partners (\$100,000+)
- Gold Level Partners (\$50,000-99,999)
- Silver Level Partners (\$25,000-49,999)
- Bronze Level Partners (\$10,000-24,999)

Company _____ Primary Contact _____

Phone _____ Email _____

2nd Contact _____ Phone _____ Email _____

Please return to:

American Medical Society for Sports Medicine Foundation

4000 W. 114th Street, Suite 100; Leawood, KS 66211

Fax: 913-327-1491; email: office@amssm.org

Contact AMSSM Executive Director Jim Griffith or Director of Operations Jody Gold at 913-327-1415.