



Association for  
the Advancement  
of Wound Care®

# 2021 SPONSORSHIP OPPORTUNITIES

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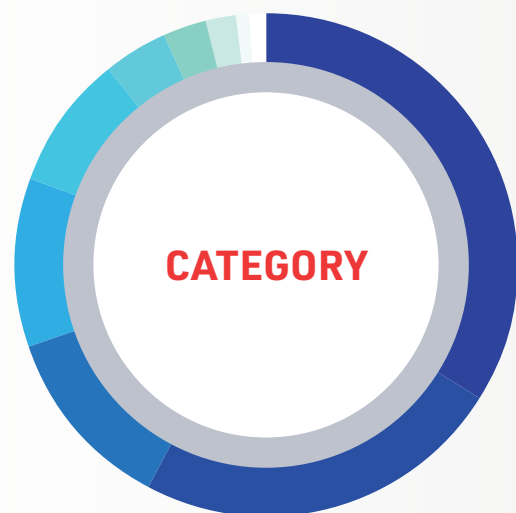
## ABOUT THE AAWC

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.



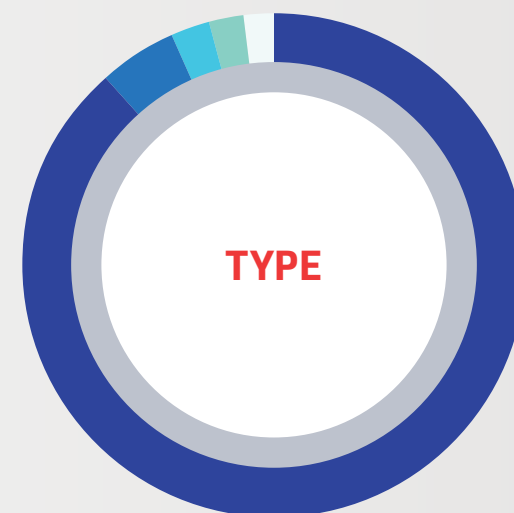
## AAWC MEMBER DEMOGRAPHICS



34.07%	MDDO	432
23.82%	Registered Nurse	302
11.91%	Nurse Practitioner	151
10.88%	Doctor of Podiatric Medicine	138
8.75%	Physical Therapist	111
4.18%	Licensed Practical Nurse	53
2.68%	Corp./Mfg	34
1.89%	Other	24
.95%	Phd	12
.87%	Physician Assistant	11



40.38%	Clinic or Wound Care Center	483
22.83%	Hospital	273
10.87%	Private Office or Facility	130
7.11%	Long Term Care Facility	85
5.43%	Corporate/Industry	65
4.10%	Other	49
3.34%	University/College	40
3.01%	Home Health Care	36
2.93%	VA Health System Facility	35
	Unreported	72



88.49%	Individual	1122
5.13%	VA	65
2.37%	Retired	30
2.13%	Corp/Mfg	27
1.89%	Student	24

\* AAWC Member Demographics – as of May 2020

## WHY BE OUR PARTNER?

### YEAR-ROUND EXCLUSIVE ACCESS | PROMINENT POSITIONING | DISTINGUISH YOUR COMPANY

AAWC has a corporate engagement program that provides your company with year-round visibility with members and stakeholders. Corporate partnerships are one-year agreements that run from January through December, established to meet mutually beneficial and strategic business goals. Offering several levels to match your budget and align with your goals for meaningful access to the thought leaders in wound care management, a corporate partnership with AAWC:

- Provides an opportunity for your company to access a qualified market for your products and services.
- Allows your company the ability to interact with AAWC leadership.
- Empowers your employees to become active participants and advocates for the AAWC mission.

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





## WHY BE OUR PARTNER?

### CORPORATE PARTNERSHIP

#### \$10,000 Base Fee

##### Corporate Partnership Base Benefits include:

- One (1) link to the partner's website via the company logo on AAWC's corporate partner web page ([www.aawconline.org/corporate-sponsors](http://www.aawconline.org/corporate-sponsors)).
- One (1) inclusion of the partner's corporate logo in a digital issue of the Wound Central quarterly journal and an acknowledgement of support in a digital subscription of Wound Central ([www.woundcentral.com](http://www.woundcentral.com)).
- One (1) press release announcing AAWC sponsors' names listed in alphabetical order.
- Two (2) individual memberships as part of the AAWC Corporate Membership that provide access to all clinician member benefits.
- One (1) AAWC midyear update distributed via email. This communication is sent to all AAWC partners with a debrief of the Annual Corporate Advisory Panel (CAP) meeting and AAWC plans for the remainder of the year.
- Up to Six (6) social media postings within partnership term using company hashtag.
- Two (2) acknowledgements in the bi-weekly AAWC newsletter up to two (2) times per calendar year.



#### PARTNERSHIP LEVELS

Platinum	\$30,000+
Gold	\$25,000+
Silver	\$10,000+
Bronze*	\$7,500

*\*Bronze level reserved for new companies defined as having been in business up to 5 years, without a dedicated sales force, or a U.S. sales force of less than 20.*

## ADD-ON ACTIVATION OPPORTUNITIES

### EVENT/SUMMIT

**\$5,000**

**Maximize your brand exposure by selecting one or more of the following opportunities.**

#### **Baseline Event/Summit Benefits:**

- Logo recognition on the event website and on onsite signage.
- One (1) complimentary full event registration. Additional representatives may attend the educational sessions and extra badges can be purchased for \$200 each.
- A post-event attendee list.
- Acknowledgements at AAWC meetings including logo on signage and "AAWC Corporate Sponsor" badge ribbons provided to the partner's staff.



## ADD-ON ACTIVATION OPPORTUNITIES

### EVENT/SUMMIT ADDITIONAL ADD-ONS

#### Lunch Sponsorship

##### **\$7,500 each**

- The opportunity to invite one (1) speaker that must be approved by the AAWC.
- The opportunity to introduce one (1) speaker for up to three (3) minutes.

#### Exclusive Event Add-On Sponsorship

##### **\$10,000**

- A symposium synopsis that is up to two (2) pages and will be published in Journal of Wound Care or Wound Central





# ADD-ON ACTIVATION OPPORTUNITIES

## EVENT/SUMMIT ADDITIONAL ADD-ONS

### Pick One of The Following

#### \$5,000 each

- **Opening night reception**
  - Opportunity to address the attendees for up to three (3) minutes.
- **Breakfast**
  - Opportunity to address the attendees for up to three (3) minutes.
- **Dinner**
  - Opportunity to address the attendees for up to three (3) minutes.
- **Hospitality Suite**
  - Opportunity to address the attendees for up to three (3) minutes.
- **Sponsored Symposium (availability will be based on event schedule)**
  - Opportunity to introduce one (1) speaker for up to three (3) minutes.
- **AAWC Product Fair**
  - A featured 30-minute session to showcase your product(s) through presentations, demonstrations, or group discussions hosted at an AAWC official meeting or another mutually agreed upon location.
- **Mobile App**

#### \$2,500 each

- An opportunity to host one (1) drawing for giveaways. The giveaway must be supplied by the partner.
- One (1) half-page advertisement in the onsite event program
- **Convenience Stations:**
  - Choice of one (1): Charging stations or hand sanitizer stations
  - Additional fees may be at the cost to the partner
- **Swag:**
  - Choice of one (1): Lanyard, key cards, bags, etc.
  - Additional fees may be at the cost to the partner
- **Booth Space**
  - Single
  - Double: Additional \$2,500
  - Triple: Additional \$3,500
  - (Additional representatives may attend the educational sessions and extra badges can be purchased for \$200 each).



#### \$1,000 each

- One (1) post event survey
- Up to five (5) social media posts using the event and company hashtag during the live event



## MEMBER ACCESS SPONSORSHIP

### KEY OPINION LEADERSHIP SUMMIT



**\$15,000**

- **A meeting with the AAWC Board of Directors:**  
A one-hour session with AAWC Board of Directors to discuss the partner's interests and the AAWC's goals and objectives for the coming year. This can be the entire Board or a subset of the partner's choice to achieve set objectives.

### ADVISORY PANELS



**\$15,000**

- **KOL panel discussing a topic of the partner's interest.**
  - Additional costs may occur if conducting face to face



### JOURNAL CLUB



**\$7,500 Partial/\$15,000 Full Year**

- Partial sponsorship (non-exclusive) and Full sponsorships (exclusive) are limited to Gold & Platinum Sponsors.
- Using contemporary peer-reviewed literature, the AAWC Journal Club creates a venue to explore current evidence, impart key learnings, and provide an opportunity for discourse on selected subject matter most relevant to members and potential members working in wound care. Speakers include AAWC member experts in wound care and leaders. Journal Club meets on the second Wednesday of each month from 1:00 – 2:00 PM Eastern. Throughout the session, participants can share comments on the research and ask questions of the presenter.
- **Journal Club partners will be recognized through inclusion in:**
  - Promotional Journal Club emails and social media posts
  - Logo recognition on the AAWC homepage journal club banner advertisement, within the journal club newsletter banner advertisement, and at the beginning and conclusion of each monthly Journal Club webinar.
- **Learn more about the AAWC Journal Club at:** <https://bit.ly/2P4VrE5>

### JOURNAL CLUB PLUS (OR PODIUM) SPONSORSHIP:



**Accreditation: An additional \$3,000 per session**

- Application for accreditation will be made through an accrediting body who is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team. Additionally, this activity will be submitted for review to the Texas Board of Physical Therapy. (Please allow 30 days for processing).

## MEMBER ACCESS SPONSORSHIP

### KEYNOTE WEBINAR SPONSORSHIP

**\$10,000**

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, health care policy trends, and best practices to keep our members on the leading edge of our industry. Each webinar culminates with a question-and-answer session, ensuring that attendees leave with the most current and relevant information.



#### Benefits include:

- Logo recognition on related marketing materials
- Link to the partner's website on the follow up survey distributed via email
- Prominent logo placement on the webinar presentation
- Post-program access to the attendee registration list

#### Keynote Webinar Additional Enhancements:

- **Accreditation – additional \$3,000**
  - Application for accreditation will be made through an accrediting body who is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team. Additionally, this activity will be submitted for review to the Texas Board of Physical Therapy. (Please allow 30 days for processing).
- **Webinar Host – additional \$2,500**
  - Welcome and introduce a webinar presenter. This opportunity allows the partner to connect with the AAWC webinar audience and connect with wound care subject matter experts.

### SPONSORED WEBINAR

**\$5,000**

Promote partner webinar to AAWC audience through email, newsletter, social media. The partner will have the opportunity to coordinate, manage, and produce the live webinar on the platform of their choice.



### EXCLUSIVE DIGITAL SPONSORSHIP

**\$10,000 (1 available)**

- Year-long exposure on all AAWC webinars
- The partner will be credited and publicly recognized for sponsoring the AAWC's virtual platform at the beginning and end of all AAWC webinars.



**Social Media Posts on LinkedIn, Twitter,  
or Facebook of up to ten (10) posts: \$2,000**



## AAWC SURVEYS & RESEARCH

### CLINICAL SURVEYS

**\$10,000**

AAWC partner can solicit members for feedback on concepts/ products, new clinical approaches, marketing, educational needs assessments, etc.



### 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 the AAWC with a disclaimer included.





## PUBLISHING OPPORTUNITIES

### AAWC AUTHORED MANUSCRIPT

**\$15,000**

- State of the Science
- Scoping Review



### OPINION PAPER

**\$10,000 (maximum of 4 pages)**

- State of the Science
- Scoping Review



### CONSENSUS PAPER

**\$10,000 (maximum of 4 pages)**

- A comprehensive analysis of Partner product by a panel of AAWC Key Opinion Leaders
- Approximate time to complete: 6 months



### OP ED IN NATIONAL OR INDUSTRY NEWSPAPER

**\$5,000**



## ADVERTISING 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.



### COMPANY ADVERTISEMENT IN THE AAWC ANNUAL REPORT

**\$10,000**



### BANNER ADS ON THE WEBSITE

**\$2,000 Up to 30 days**



### WOUNDERFUL BOX

**\$12,000**

- Opportunity to send product and/or promotional information to the AAWC membership

