



American Academy of Thermology

## **Exhibitor/Sponsorship Prospectus**

### **American Academy of Thermology (AAT) Annual Scientific Sessions and Meetings**

#### **Meeting Description**

**The AAT Annual Scientific Session and Meeting** brings together U.S. and International healthcare professionals from many disciplines to collaborate and learn about the evolving medical thermology practices and guidelines in medical infrared imaging delivery. AAT provides a forum for those who have interest in medically related conditions.

Your company or organization can play a part in helping thermography professionals thrive and succeed. You will be able to showcase how your company's services and products can help clients and prospects embrace and leverage the changing thermography industry.

The AAT Annual Meeting offers the perfect opportunity for your company or organization to reach clients and prospects who are coping with this ever- expanding thermography environment. You will be able to contribute to the educational experience by sharing your knowledge and expertise with attendees and become part of the solutions thermography professionals are seeking for their challenges and needs.

#### **Attendance**

Prior and anticipated attendance for this program includes a wide array of physicians and medical professionals including psychiatrists, neurologists, pain management specialists, oncologists, primary care, internal medicine, orthopedics, surgeons, dentists, veterinarians, technicians, nurse practitioners, nurses, dental hygienists, therapists, and any healthcare professional with a clinical interest in medical thermology and the applications of medical infrared imaging.

## **The American Academy of Thermology (AAT)**

The American Academy of Thermology (AAT) is the premiere organization in North America for the advancement of scientific development and education for medical infrared imaging. It was founded in 1971 as a 501(c)(3) tax exempt multi-disciplinary organization that promotes education, research and the clinical application of medical thermology. The AAT provides a forum for those who have interest in medically related conditions.

The objectives of AAT are to establish and maintain standards and guidelines of excellence in the practice of medical thermology, for education and research in thermology, and to promote and encourage contributions to the medical and scientific literature pertaining to thermology. **AAT** serves as the voice of its members in medical practice, health care finance, legislative and regulatory related matters.

AAT also strives to establish personal contacts between those interested in thermology who seek advice and assistance on technical, interpretive and economic aspects of thermology, and to present scientific and professional papers.

In cooperation with the international thermology community, AAT publishes and updates internationally peer reviewed guidelines for the use of medical infrared imaging-Neuromusculoskeletal Thermography, Breast Thermography, Oral Systemic Thermography, and Veterinary Thermography.

## **ACCME Guidelines Related to the Separation of Promotional Activities from ACCME Accredited Educational Activities**

As in previous years, AAT will be applying for AMA Physician Category 1 CME credit hours to be awarded. This activity will be planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint provider ship of the CME sponsoring entity and the American Academy of Thermology. The CME sponsoring entity will be accredited by the ACCME to provide continuing medical education for physicians.

In compliance with the ACCME *Standards for Commercial Support*, all exhibiting companies must abide by the following:

- Exhibit and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere, or in any way compete with the learning experience prior to, during, or immediately after the activity.
- All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space only. Canvassing or

distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.

- Company representatives may attend educational sessions as observers; however, representatives must refrain from holding any discussions in the educational sessions.
- Onsite Monitoring - The separation of promotional materials and activities from the educational arena is strictly enforced throughout the activity by the ACCME joint provider and/or the meeting planner's onsite staff.

## **Compliance with State and Federal Regulation**

AAT, a 501(c)(3) non-profit, tax exempt organization, does not endorse, promote, or authenticate any commercial product, service, or technology available to support thermography services or advance the field of thermography. Commercial support from commercial industry does not influence AAT educational content, faculty selection, and/or product usage at the Annual Meeting.

**Device and software vendors must demonstrate that they are registered and listed with the FDA if promoting medical applications. For those that are not FDA listed, labeling should clearly state that they are for display purposes only, and not for commercial distribution in the U.S. If the display devices are imported from another country, the import paperwork should indicate that the devices shall be returned to their country of origin at the end of the trade show.**

---

**Each year the Scientific Session conference topics include timely topics and are delivered by nationally and internationally recognized physicians, technicians, healthcare and scientific professional. Please refer to the AAT Annual Meeting Scientific Session web site link at <https://annualmeeting.aathermology.org/> for this year's topics and speakers.**

The Exhibitor Area offers you valuable one-on-one contact with current and prospective clients.

### **The Benefits of being an Exhibitor/ Sponsor:**

- **Networking Opportunities**  
Specific times will be set aside to draw attendees to the Exhibit Area include registration, breakfast, lunch, and all breaks
- **Exhibitors/Sponsor Listing**  
A list of exhibitors will appear on the AAT Web site, [www.aathermology.org](http://www.aathermology.org) with special exhibitor/sponsorship recognition including your company's logo being mentioned on the AAT Annual Meeting information section.

- **Mailing List Usage**

Based upon the benefit level of sponsorship package purchased the AAT will send a complimentary email to attendees either before or after the meeting on the benefits and services of the exhibitor or sponsor.

- **Digital Marketing**

The AAT also offers different levels of digital marketing to its sponsor/exhibitors. These packages typically include retargeting campaigns that place your company's creative ad on the desktop, mobile device, or Email client of the audience who has visited our website.

**Sign up TODAY to ensure your company's recognition and maximum visibility. Full details of the different marketing programs offered can be found in the Exhibitor/Sponsor Application.**