



2023
iaa

2023 Annual Conference Theme: FLOW

2023 International **Anaplastology** Association

sponsorship program

Equip and empower our growing professional network

Greetings,

The International Anaplastology Association's Board of Directors is pleased to invite you to participate in the 2023 Sponsorship Program. Each sponsorship benefit provides an opportunity for your company to be recognized as a valuable leader in the provision of products and services to anaplastologists and their team of rehabilitation healthcare professionals, as well as their patients.

As a sponsor, your company can be promoted in a variety of ways. Our sponsorship packages are organized according to various IAA events or programs through which sponsors may connect with participants, such as webinars, online training courses, the 2023 IAA Annual Conference and/or our social media communities. Our sponsorship program is designed to provide you with the following opportunities:

- To reach an audience of international colleagues in anaplastology and head and neck rehabilitation fields from across the globe, including roughly 20 different disciplines;
- To introduce your products and/or services to your target market;
- Network with your collaborators and peers;
- Engage in real-time feedback on your products and/or services;
- Enhance your market reach;
- And, promote your brand through multiple communication channels.

We hope that you will take a moment to explore the sponsorship opportunities outlined on the following pages and that you will consider participating as a sponsor in 2023. While the pandemic has changed our world and dealt us all a great number of challenges to overcome, the IAA is proud of its success in embracing the potential of virtual learning and making educational opportunities available to a larger and more diverse, global audience. We have laid the groundwork to achieve even greater participation in 2023 and we hope you will take advantage of the platform available to you through our sponsorship benefits.

Thank you in advance for your commitment to our organization and the anaplastology community.

Sincere regards,

The International Anaplastology Association Board of Directors

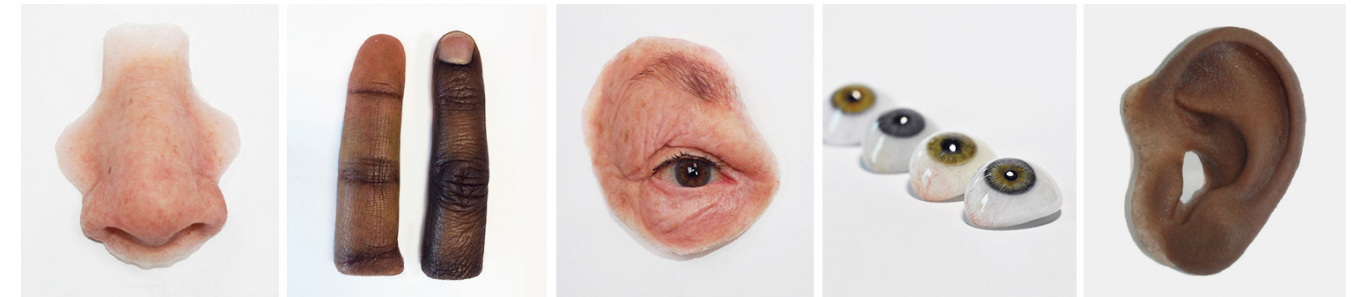
Allison Vest, MS, CCA	President
Akhila Regunathan, MS	President-Elect
David Reisberg, DDS	Vice President
Alejandro Padilla, MS	Secretary
Stephanie Kline, MS	Treasurer
Gillian Duncan, MFA, CCA	Director
Suzanne Verma, MAMS, CCA	Director
Erin Stevens, MS, CFm	Immediate Past President

Anaplastology & the IAA

Anaplastology is a specialized healthcare field focused on providing custom, restorative prostheses for patients who are missing part of their face or body due to cancer, traumatic injury, or congenital differences.

Customized prosthetic rehabilitation serves as an alternative treatment option when surgical reconstruction is unachievable or undesired by the patient. Anaplastology services typically include custom facial, breast, and partial hand and foot prostheses.

The practice of anaplastology draws on advanced scientific data derived from research and best practices in biomedical sciences, dentistry, oncology, reconstructive surgery, materials science and engineering, applications of 3D modeling and printing, as well as artistic application of color theory, painting, sculpting, and mold fabrication.



The International Anaplastology Association is an international organization founded in 1980 as the American Anaplastology Association and incorporated in California as a 501c6 Nonprofit Mutual Benefit Corporation. The association originated to bring together a wide variety of specialists involved in providing restorative prostheses for patients with absent or undeveloped facial and somatic anatomy.

Our Mission – The IAA promotes quality patient care by supporting the development of best practices in anaplastology through educational conferences, networking, publication, and advocacy opportunities.

Our Vision – The International Anaplastology Association is the recognized global forum for excellence in continuing education, research, and innovation in anaplastology.

The IAA embraces these **core values**...

- To create an intellectual climate where members can come from diverse professions and turn information into knowledge.
- To introduce old and new members to ideas that will encourage critical thinking.
- To provide a respectful atmosphere in which members express their view, show their work and listen and learn from the work and views of others.

Virtual Programs & Expanded Reach

Since the spring of 2020, the IAA has developed virtual programming in an effort to avoid pandemic-related health risks of gathering in person, but also to expand the reach of our educational opportunities. The *Access Anaplastology Web Series (AAWS)* was created to make webinars and online training courses more accessible and affordable to members and colleagues around the world. During our first AAWS in the fall of 2020, we engaged over 200 participants from more than 30 countries, reaching a largely new audience. Six months later, we delivered our first Virtual Conference featuring presenters from the Australia, Belgium, Brasil, Canada, France, India, Kenya, the Netherlands, Russia, Turkey, and the United States. The virtual conference registered over 120 participants from more than 20 different countries!

These virtual programs have allowed the IAA to more fully achieve its international mission and have proven to be successful alternatives to our regular in-person programming. We have continued to develop these programs. The next AAWS will become available in late November & December 2022!

Explore the numbers demonstrating expanded reach through our virtual programs!

2020 Access Anaplastology Web Series (AAWS)

- 10 Webinars and 3 Online Training Courses
- > 30 countries represented by registrants
- > 200 individual participants
- > 500 total registrations
- 65% of participants were new to IAA events since 2017
- 92% increase in participation by non-IAA members

2021 AAWS

- > 10 countries represented by presenters
- > 20 countries represented by registrants
- > 120 individual registrants

2021 & 2022 Virtual Conferences

- > 10 countries represented by presenters
- > 20 countries represented by registrants
- > 200 individual registrants

Virtual Benefit Packages

Benefit Packages	Price
I. Social Media & IAA Website <ul style="list-style-type: none"> • One Social Media Spotlight* feature promoted via IAA Facebook & Instagram accounts • 6-month web banner ad on the home page of the IAA website <small>*IAA will create a post containing sponsor-provided images (up to 8) and content to feature the sponsor's services and any relevant sponsor news or promotions)</small>	\$150
II. Webinars (5 AAWS webinars / year, 1 hour each) <ul style="list-style-type: none"> • Logo & Sponsor Level Recognition on IAA website (anaplastology.org) through end of year (Dec. 31, 2023) • Logo on all Announcement Slides during IAA Webinars • Verbal acknowledgement during ALL IAA Webinar Introductions and Closing Remarks • ONE 1-minute commercial during all IAA Webinars (run during mid-session breaks) • Logo included in ALL Webinar social media promotional posts (Instagram & Facebook) 	\$200
III. Online Training Courses (3 AAWS Courses / year, 3-4 hours each) <ul style="list-style-type: none"> • Logo & Sponsor Level Recognition on IAA website (anaplastology.org) through end of year (Dec. 31, 2023) • Logo on all Announcement Slides during IAA Online Training Courses • Verbal acknowledgement during ALL IAA Course Introductions and Closing Remarks • TWO 1-minute commercials (or ONE 2-minute commercial) during all Online Training Courses (run during mid-session breaks) • Logo included in ALL Online Training Course social media promotional posts (Instagram & Facebook) 	\$300
Add-On 10-minute Coffee Talk session (held during mid-way break of Online Training Course)	\$200

Add-On - Benefit is available in a limited amount. If no longer available, item not appear in online sponsor registration form (visit anaplastology.org).

Annual Conference



June 16 & 17, 2023 • Edmonton, Alberta, Canada

- 2-Day Educational Conference
- Keynote Speakers
- Scientific Oral Presentations
- Panel Discussions & Roundtable (Small Group) Sessions
- Poster Presentation Gallery
- Conference Banquet Dinner
- 15-Minute Sponsor Coffee Talk Sessions (sponsors take the podium)
- Diverse in-person and virtual promotional opportunities for sponsors



anaplastology.org



Annual Conference

Benefit Package

Price

IV. Annual Conference – June 16 & 17, 2023 – Edmonton, Alberta, Canada

- Logo on IAA Virtual Conference Website
- Verbal acknowledgement during daily Opening and Closing Remarks
- Logo included in ALL Conference social media promotional posts (Instagram & Facebook)
- Logo & Sponsor Level Recognition on IAA website (anaplastology.org) through Dec. 31, 2023
- Logo & Sponsor Level Recognition in Conference Program (print & online PDF)
- One 1-minute commercials run during a mid-session break (must be pre-recorded and supplied to IAA in advance of the meeting)
- One exhibit space at Annual Conference (includes two complimentary representatives)

\$900

Add-On Benefits (Annual Conference)

Half-page Conference Program Ad

Printed for in-person attendees and viewable on conference website (PDF)

\$100

Full-page Conference Program Ad

Printed for in-person attendees and viewable on conference website (PDF)

\$200

15-Minute Sponsor Coffee Talk Session

Sponsors may take the podium and present to attendees during 15-minute coffee break.

\$350

Pre- or Post-Conference Course – Hosted in-person at the Annual Conference in Edmonton featuring your business services or products. Course can be up to 2 hours long, scheduled on the day before or after the regular meeting. IAA will provide your meeting room and coffee break for attendees, promote your program and apply/process CEUs for all attendees.

\$500

Additional Representative at Annual Conference

The Annual Conference package (IV) includes attendance for 2 representatives. This add-on allows companies to bring additional representatives.

\$200/
person

- Sponsors may select multiple packages, package add-ons, and/or a la carte benefits. *A la Carte* benefits are listed on the following page (page 7).
- Sponsor Level is determined by the total dollar amount paid toward the combination of packages and/or a la carte benefits selected. Sponsor Levels are listed on the following page (page 7).

A la Carte Benefits

A la Carte Benefits

Sponsors may select a la carte benefits in addition to packages and package add-ons.

One E-blast Advertisement sent to entire IAA database. Sponsor must supply HTML or content to IAA (e-mail: executivedirector@anaplastology.org).	\$75
12 Instagram Re-Posts – IAA will repost 12 Sponsor Instagram posts (of the sponsor’s choice) in 2023.	\$250
One Sponsor Q&A Feature Story** hosted on IAA website; promoted via member e-blast and social media. Sponsor may review article proof before publication.	\$175
Sponsor Webinar – Lead a webinar (1-1.5 hours) hosted by the IAA. Free to attend. IAA will manage registration and promote the webinar via e-blast, website, and social media.	\$500
Online Sponsor Workshop – Lead an online workshop (2-4 hours) hosted by the IAA. Free to attend. IAA will manage registration, promote webinar via e-blast, website & social media.	\$1,000

**IAA representative will conduct a Q&A-style interview with sponsor and draft article (1500 words, 4 images plus logo).

Sponsor Levels

Sponsor Level is determined by the total dollar amount paid toward the combination of packages and/or a la carte benefits selected.

Sustaining	\$150 – \$299
Bronze	\$300 – \$499
Silver	\$500 – \$799
Titanium	\$800 – \$1,999
Gold	\$2,000 – \$3999
Platinum	\$4,000+



art & photography courtesy of

Akhila Regunathan, IAA Vice President (cover artwork)
 Michaela Calhoun, Prosthetics at Graphica Medica, Minnesota, USA (page 2)
 International Anaplastology Association (page 4)

BECOME A SPONSOR [Click Here to Apply!](#)