

2021
iaa



art & photography courtesy of

Patrick Palmer, Houston, TX, USA (cover artwork)

Michaela Calhoun, Prosthetics at Graphica Medica, Minnesota, USA (page 2)

International Anaplastology Association (page 4)



2021 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 2021 Sponsorship Program. Each sponsorship opportunity provides an avenue for your company to be recognized as a valuable leader in the provision of products and services to anaplastologists and their entire rehabilitation team of health care 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 2021 IAA Virtual 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 more than 30 countries, 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 2021. While the past year has undoubtedly 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 believe we have laid the groundwork to achieve even greater participation in 2021 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

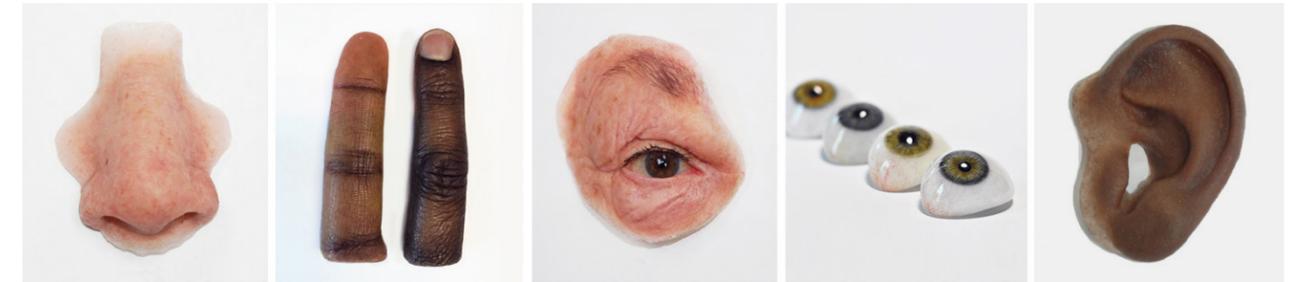
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Anaplastology & the IAA

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.

Access Anaplastology Web Series

The *Access Anaplastology Web Series (AAWS)* was created in an effort to make educational content more flexible, accessible, and affordable to members and colleagues during the challenging and uncertain times caused by the COVID-19 outbreak. The IAA aimed to transform its traditional 2-day conference event into a series of CEU-eligible Webinars and Online Training Courses (OTCs) that would unfold throughout the remainder of 2020.

AAWS 2020 proved to be a successful alternative to our regular in-person programming. Moreover, by providing virtual learning events, the IAA opened up opportunities for significantly greater participation among new individuals and non-IAA members across the globe.

2020 Participation Highlights

- 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

AAWS 2021

The IAA will continue to provide educational programming through the *Access Anaplastology Web Series*. Sponsor packages include promotional and networking benefits through AAWS programs.

WEBINARS (total of 4 to 6)

1-2 hour virtual education events open to IAA members and non-members; [see benefits on page 5](#)

ONLINE TRAINING COURSES (total of 4 to 6)

3-4 hour virtual education events open to IAA members and non-members; [see benefits on page 5](#)

VIRTUAL TOWN HALLS

1 hour FREE discussion events open to IAA members and non-members

Virtual Conference

June 4 & 5

- 2-Day Virtual Conference
- Keynote Speakers
- Scientific Oral Presentations
- Roundtable (Small Group) Sessions
- Poster Presentation Gallery
- Virtual Happy Hour Social Event
- [Playback recording available to registrants for 2 weeks](#)
- [15-Minute Sponsor Coffee Talk Sessions](#)
- [Sponsor Commercial Opportunities](#)



Sponsor Benefits

Package	Benefits	Price
I. Social	One Social Media Spotlight* feature promoted via IAA Facebook and Instagram accounts 6-month web banner advertisement on the home page of the IAA website	\$150
II. Webinars	Logo & Sponsor Level Recognition on IAA website (anaplastology.org) through Dec. 31, 2021 Logo on all Announcement Slides during IAA Webinars (minimum 4/year) 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	Logo & Sponsor Level Recognition on IAA website (anaplastology.org) through Dec. 31, 2021 Logo on all Announcement Slides during IAA Online Training Courses (minimum 4/year) 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
FCFS	15-minute Coffee Talk** session (held mid-way during Online Training Course)	\$200
IV. Virtual Conference	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, 2021 SIX 1-minute commercials run during mid-session breaks	\$600
FCFS	15-minute Coffee Talk** session (held mid-way during AM & PM sessions)	\$200

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

A la Carte Benefits

One E-blast Advertisement sent to entire IAA database in 2021. 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 2021.	\$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. 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. IAA will manage registration, promote webinar via e-blast, website & social media.	\$1,000

*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
 **Coffee Talk sessions are 15-minute time allotments included in each AM and PM half of the virtual conference schedule. Coffee Talk sessions are a dedicated section of time in the conference program for sponsors to deliver a presentation and answer questions from attendees.
 ***IAA representative will conduct a Q&A-style interview with sponsor and draft article (1500 words, 4 images plus logo).

- Packages are organized based upon the virtual "venue" where sponsor promotion occurs.
- Sponsors may select multiple packages and a la carte benefits.
- 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+

BECOME A SPONSOR. Complete the ONLINE Application today!

anaplastology.org

