

AAMI **NEW** Product Spotlight

Elevate your innovations with an AAMI Product Spotlight.

- Announce your new product by leveraging AAMI's extensive 15,000+ HTM audience
- Drive product recognition on a platform dedicated to featuring new and innovative products
- Reach the HTM leaders that influence purchasing decisions



AAMI is pleased to provide its extensive HTM community a platform to learn about new and innovative products released by medical and test equipment manufacturers, software and service providers, and other suppliers to the HTM industry.

With stakeholders drawn from across the medical device ecosystem, AAMI offers the broadest platform for reaching industry leaders and influencers. Reaching an audience of over 15,000 HTM professionals that are actively plugged into AAMI, an AAMI NEW Product Spotlight can quickly generate interest in your new product.

New Product Spotlight Features

- Exclusive video interview with an AAMI leader highlighting your new product
- Configurable content leveraging your company's marketing language and materials
- Campaign promotion across AAMI social channels including direct links to your website and new product
- Interview video made available on AAMI's website and to your company for further distribution
- Marketing KPIs including delivery rate, email open rate and click through rate
- 10% discount for AAMI's corporate members

For more information please contact **Madison Crawley** at mcrawley@aami.org.