



LEARN SERVE LEAD²⁰₁₉

THE AAMC ANNUAL MEETING

Exhibitor Prospectus and
Marketing and Promotional
Opportunities

PHOENIX
ARIZONA
NOVEMBER 2019
08 | 09 | 10 | 11 | 12
PHOENIX CONVENTION CENTER



Tomorrow's Doctors, Tomorrow's Cures[®]



Association of
American Medical Colleges

Invitation to Participate

The AAMC invites you to exhibit at Learn Serve Lead 2019: The AAMC Annual Meeting, held November 8-12 in Phoenix, Arizona. The AAMC offers both commercial and nonprofit exhibit booth options as well as promotional and marketing opportunities to engage with attendees pre-meeting, on-site, and post-meeting. We look forward to welcoming back our return exhibitors and meeting our new exhibitors in Phoenix!

Association of American Medical Colleges

The AAMC serves and leads the academic medicine community to improve the health of all.

The AAMC is a not-for-profit association dedicated to transforming health care through innovative medical education, cutting-edge patient care, and groundbreaking medical research. Its members are all 154 accredited U.S. and 17 accredited Canadian medical schools; nearly 400 major teaching hospitals and health systems, including 51 Department of Veterans Affairs' medical centers; and more than 80 academic societies. Through these institutions and organizations, the AAMC serves the leaders of America's medical schools and teaching hospitals and their more than 173,000 full-time faculty members, 89,000 medical students, 129,000 resident physicians, and more than 60,000 graduate students and postdoctoral researchers in the biomedical sciences.

Through its many programs and services, the AAMC strengthens the world's most advanced medical care by supporting the entire spectrum of education, research, and patient care activities conducted by our member institutions.

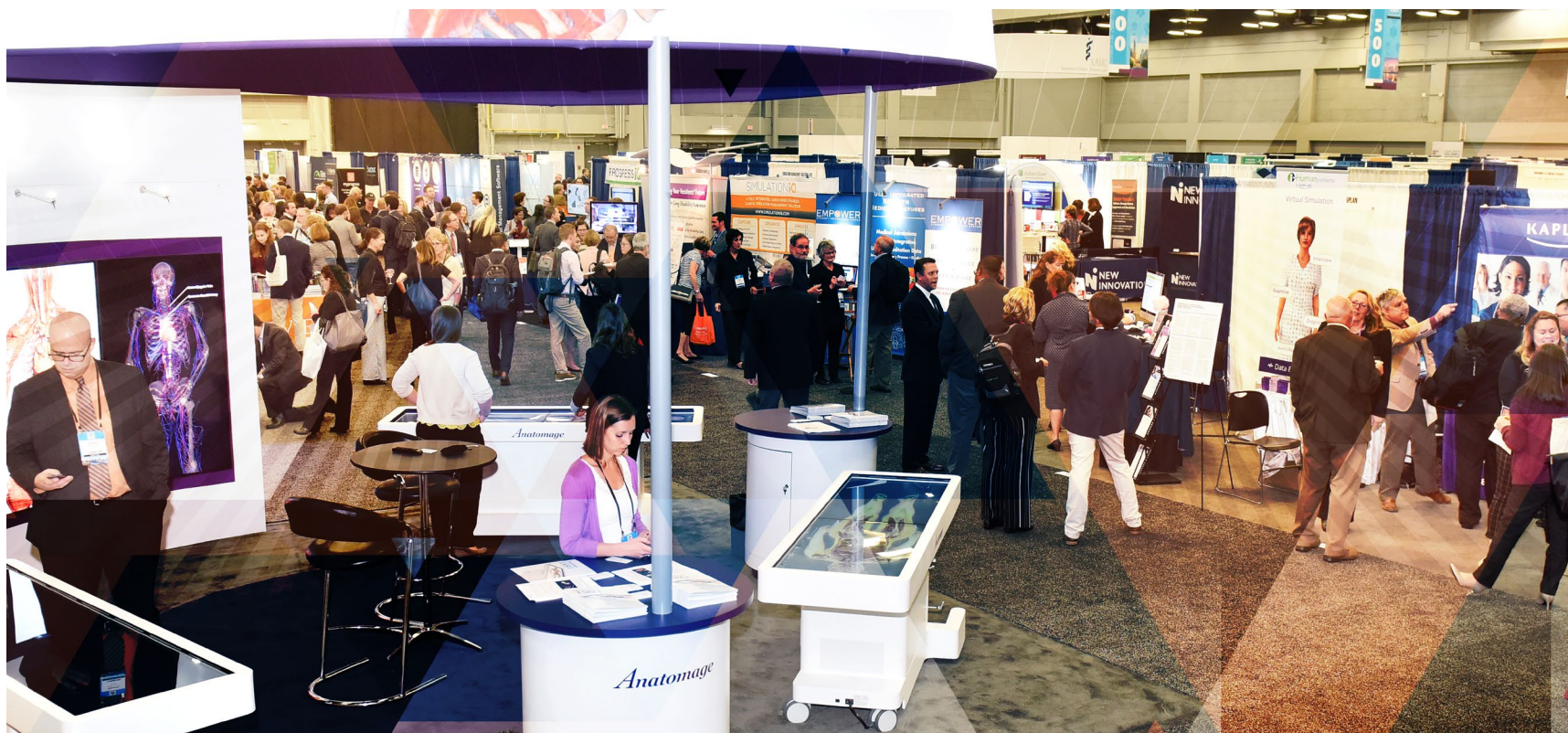


About the Meeting

Learn Serve Lead: The AAMC Annual Meeting brings together academic medicine leaders and representatives — including medical school deans, hospital CEOs, faculty, administrators, residents, students, and other medical school and teaching hospital stakeholders — to facilitate valuable professional networking and thought-provoking sessions on the future of medical education, biomedical research, and health care.

This five-day meeting will be held Nov. 8-12, 2019, at the Phoenix Convention Center and features more than 140 concurrent sessions, four plenary sessions, eight Voices of Medicine and Society featured speakers, and more than 80 networking receptions.

Our community of educators, learners, researchers, patient care providers, administrators, and health system leaders will gather to share experiences, bold visions, and innovations.



Schedule at a Glance

Tentative conference schedule (subject to change). Please check the Learn Serve Lead 2019 website in June for the final schedule.

Friday, Nov. 8

- 7 a.m.-5:15 p.m. ● AAMC Affinity Group Business and Committee Meetings and Affiliate Sessions
- 5:45-7:45 p.m. ● Welcome to Phoenix Reception at the Arizona Science Center

Saturday, Nov. 9

- 6-7:30 a.m. ● Wellness Sessions
- 7-8:15 a.m. ● AAMC Service Updates, Affinity Group and Committee Meetings
- 7-8:45 a.m. ● Continental Breakfast
- 8:45-10 a.m. ● Opening Plenary
- 10:30-11:45 a.m. ● Concurrent Sessions
- 11:45 a.m.-1:15 p.m. ● Table Topics Luncheon
- 1:30-2:45 p.m. ● Concurrent Sessions
- 3:15-4:30 p.m. ● Concurrent Sessions
- 6:30 p.m. ● AAMC Group/Affinity Group Receptions

Sunday, Nov. 10

- 7-8:15 a.m. ● AAMC Service Updates, Affinity Group and Committee Meetings
- 7-8:45 a.m. ● Continental Breakfast
- 8:45-10 a.m. ● Leadership Plenary
- 10:30-11:45 a.m. ● Concurrent Sessions
- 11:45 a.m.-1 p.m. ● Brunch in Exhibit Hall
- 1:15-2:30 p.m. ● Concurrent Sessions
- 3-4:15 p.m. ● Concurrent Sessions
- 4:30-5:45 p.m. ● Group Knowledge Sharing, Institutional Team Meetings, and AAMC Service Updates
- 6 p.m. ● AAMC Group/Affinity Group Receptions

Monday, Nov. 11

- 7-8:15 a.m. ● AAMC Service Updates, Affinity Group and Committee Meetings
- 7-8:45 a.m. ● Continental Breakfast
- 8:45-10 a.m. ● Plenary
- 10:30-11:45 a.m. ● Concurrent Sessions
- 11:45 a.m.-1 p.m. ● Luncheon in Exhibit Hall
- 1:15-2:30 p.m. ● Concurrent Sessions
- 3-4:15 p.m. ● Concurrent Sessions
- 4:30-5:45 p.m. ● Group Knowledge Sharing, Institutional Team Meetings, and AAMC Service Updates
- 6-7:30 p.m. ● Posters-Up and Wine-Down Reception
- 7:30 p.m. ● AAMC Group/Affinity Group Receptions

Tuesday, Nov. 12

- 7-8:15 a.m. ● AAMC Service Updates, Affinity Group and Committee Meetings
- 7-8:45 a.m. ● Continental Breakfast
- 8:45-10 a.m. ● Closing Plenary
- 10:15-11:30 a.m. ● Concurrent Sessions
- 11:30-Noon ● Grab-and-Go Lunch
- Noon-1:15 p.m. ● Concurrent Sessions
- 1:30-5 p.m. ● Business and Committee Meetings

Exhibitor Schedule

Exhibitor Move-In

Friday, Nov. 8

Noon-5 p.m.

If you would like to request an earlier move-in time for your exhibit booth, please contact show management.

Saturday, Nov. 9

8 a.m.-3 p.m. (Booth inspections: 1 p.m.)

Show management will walk the Exhibit Hall and inspect booths to approve displays. Show management will review booths for proper design to ensure line of sight and safety. It is not necessary for exhibitor personnel to be present for the inspection. If there are any issues, show management will leave a notice in the booth.

Exhibit Hours

Saturday, Nov. 9

4:30-7 p.m.

Exhibit Hall open.

4:30-6:30 p.m.

Exhibit Hall Kickoff Reception.

All attendees are invited to this reception (food, drink, and live music).

Sunday, Nov. 10

10 a.m.-3:30 p.m.

Complimentary Sunday brunch for all attendees served from 11:45 a.m. to 1 p.m.

Monday, Nov. 11

10 a.m.-1:30 p.m.

Complimentary lunch for all attendees served from 11:45 a.m. to 1 p.m.

Exhibitor Dismantle and Move-Out

Monday, Nov. 11

1:30-7 p.m.

Why Exhibit?

Exposure

Market your organization and raise brand exposure to the entire medical school and teaching hospital community.

Insight

Engage in meaningful discussions with more than 4,600 attendees about the issues, trends, and innovations that are shaping the future of medical education, biomedical research, and patient care.

Network

Enhance relationships and elevate your exposure to academic medicine and make new industry contacts.

Lead Generation

Increase your exposure to the leaders of medical schools and teaching hospitals with significant purchasing power in a wide variety of products and services.

Product Demonstration

Give your potential clients hands-on access to your products and services.

Policy Comprehension

Learn about the policy issues being discussed within government circles regarding academic medical centers.

“

The AAMC’s annual meeting is a great way to engage with prospective partners, to contribute to the current conversations in health care ed, and to meet up again with long-time client partners for hugs and handshakes. We wouldn't miss it!

”

–Allison Wood, Co-founder and CEO, LCMS Plus Inc.

Attendee Demographics

Learn Serve Lead 2019: The AAMC Annual Meeting is expected to draw more than 4,600 attendees.

Our attendees work in diverse areas throughout U.S. and Canadian medical colleges and teaching hospitals. Key audiences for exhibitors include medical school deans, teaching hospital CEOs, chief medical officers, residency directors, faculty physicians from various specialties, C-suite administrators, and learners. Medical education, biomedical research, and clinical care are all represented among attendees.

Many of the attendees are drawn from the AAMC's 23 professional development groups. These attendees are often leaders within their professions who volunteer to further the professional and leadership development of their peers.

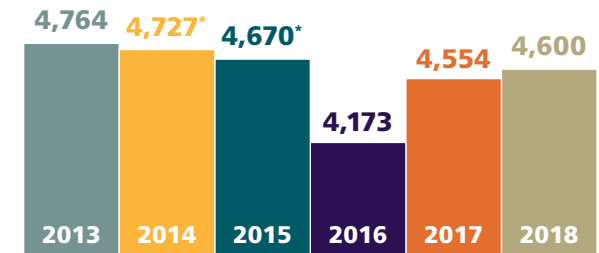
This is the one conference that brings together such a diverse group of leaders who are all invested in furthering and strengthening the education of current and future physicians, advancing biomedical research, and improving patient care.

Learn Serve Lead 2019: Attendee Member Groups

Primary AAMC Affiliation	Attendees*
Group on Educational Affairs (GEA)	699
Group on Student Affairs (GSA)	453
Organization of Student Representatives (OSR)	240
Group on Diversity and Inclusion (GDI)	175
Council of Deans (COD)	166
Council of Faculty and Academic Societies (CFAS)	137
Group on Faculty Affairs (GFA)	112
Group on Resident Affairs (GRA)	95
Group on Business Affairs (GBA)	62
Council of Teaching Hospitals and Health Systems (COTH)	52
Group on Women in Medicine and Science (GWIMS)	51
Group on Institutional Advancement (GIA)	50
Group on Regional Medical Campuses (GRMC)	50
Government Relations Representatives (GRR)	44
Group on Information Resources (GIR)	40
Organization of Resident Representatives (ORR)	35
Chief Medical Officers Group (CMOG)	33
Graduate Research, Education, and Training (GREAT) Group	28
Group on Institutional Planning (GIP)	25
Group for Research Advancement and Development (GRAND)	18
Group on Faculty Practice (GFP)	13
Compliance Officers' Forum (COF)	5
Forum on Conflicts of Interest Academe® (FOCI Academe®)	1
Total	2,584

*The number of attendees and speakers who self-identified as a member of an AAMC professional development group or council. A number of attendees elected to not self-identify during registration. Staff, exhibitors, and guests were excluded.

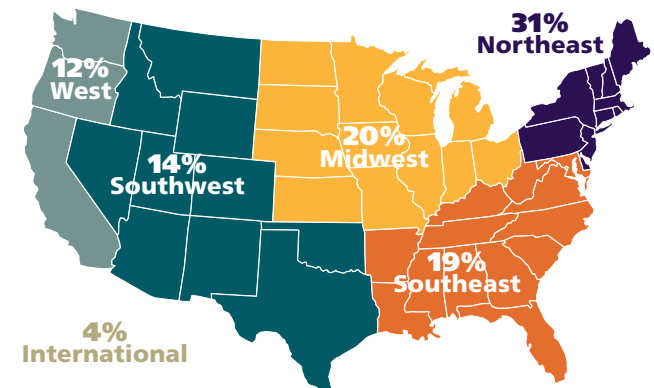
Learn Serve Lead: Meeting Attendance



*Includes co-located medical education meeting.

445
students and residents
attended Learn Serve Lead 2018.

Learn Serve Lead 2018: Attendance by Region



Who Should Exhibit?

Organizations providing the following products or services should exhibit at Learn Serve Lead 2019.

Academic journals and publications

Administrative software

Alumni relations

Analytical services

Appraisal and valuation

Architectural design

Community health services

Consulting services

Continuing education programs

Curriculum management

Customized study plans
and practice tests

Data collection and management

Diagnostic training software

Educational software

Ethics programs

Financial aid consultants

Fundraising consultants

Health care consulting

Health impact assessments

Health care informatics

Insurance

Institutional advancement consultants

Lead programs and services

Legal services

Marketing/visual media

Medical device manufacturing

Medical/health promotion products

Medical schools

Medical simulation

Pharmaceutical/laboratory products

Physician recruitment

Placement and recruitment services

Professional associations

Programming

Publishing

Research

Residency management

Simulation technology

Software/information systems

Student screening/background checks

Space planning

Student loans

Teaching hospitals

Test preparation software

Training software

Transcription services

Wellness

Past Exhibitors

3M Company	Clinical Skills Evaluation Collaboration	Johns Hopkins University: Master of Education in the Health Professions	Music Drive Medical Content	SonoSim
AAMC Pavilion	CollegeNET	Jordan Search Consultants	Myprogress from MyKnowledgeMap	SpecialtyCare
<i>Academic Medicine</i>	Cram Fighter	<i>Journal of Graduate Medical Education</i>	National Board of Medical Examiners	Speedwell Software
Agency for Healthcare Research and Quality	Discourse LLC Virtual Patient	Kaiser Permanente	National Board of Osteopathic Medical Examiners	Teton Data Systems
Albert Einstein College of Medicine: <i>Pulse — voices from the heart of medicine</i>	DocCom	Kaplan Medical	National Institute on Alcohol Abuse and Alcoholism	The Medical Letter, Inc.
Altus Assessments Inc.	Doctors In Training	Kaye/Bassman International Corp.	NEJM Group	The Ohio State University College of Medicine
AMA Insurance Agency, Inc.	Draw it to Know it, Biological & Medical Sciences	Keck School of Medicine of USC, Department of Medical Education	New Innovations, Inc.	The S/L/A/M Collaborative, Inc.
AMBOSS	Drexel University ELAM Program	Kent State University	NHRS, Department of Veterans Affairs	Touch of Life Technologies
AMEE, an international association for medical education	DynaMed Plus, EBSCO Health Education Management Solutions	Kern Institute	NYU School of Medicine	TrueLearn
American Association of Colleges of Osteopathic Medicine	Educational Commission for Foreign Medical Graduates	Knowledge4You Corporation	one45 Software	United States Medical Licensing Examination (USMLE)
American College of Lifestyle Medicine	Elentra	Korn Ferry	OnlineMedEd	University of Arizona College of Medicine - Phoenix
American Medical Association	Ellenzweig	LCMS Plus Inc.	OPENPediatrics, Boston Children's Hospital	University of Illinois at Chicago
American Medical Student Association	Elsevier, Inc.	Lecturio	Osmosis	University of Illinois Urbana-Champaign
American University of Barbados	EMPOWER Student Information System	Liaison International: WebAdMIT	OtoSim Inc.	University of Pennsylvania Society Publications
Anatomage Inc.	Enflux – Driving Academic Excellence	Lifestyle Medicine Education Collaborative	PACEMD Mexico AC	University of Toronto Medical Society Publications
Aquifer, Inc.	Entrada	Lilly USA, LLC	Page/	University of Utah Health Sciences, Algorithms for Innovation
Army Medical Recruiting	ExamSoft	Loyola Bioethics & Reflective MedEd	PASS Program	UPenn Med Ed Master's Program
Association of Pathology Chairs: <i>Academic Pathology</i>	Federation of State Medical Boards	Making Medicines: The Process of Drug Involvement	Pastest	UT Rio Grande Valley School of Medicine
Attending Life	Faculty Practice Solutions Center	Maven Med	Pediatric Environmental Health Specialty Units	UWorld
Baylor College of Medicine, National School of Tropical Medicine	GE Healthcare	McMaster University's Master of Science in Health Science Education	Perkins + Will	Vantage Labs
Becker Professional Education	Goodway Group	MDF Instruments	Precheck	vCases
BodyViz	Grant Cooper	Med-Challenger	PricewaterhouseCoopers, LLC	VisualDx
Breakaway Games	Harvard Medical School: Master's in Medical Education Program	MedHub	ProgressIQ	WebAdMIT
Caduceus Academy	Harvard Medical School: HMX Online Learning	Medical College of Wisconsin Medical School Advisory Group	PWC	VisualDx
Canadian Conference on Medical Education	i-Human Patients, Inc.	Medscape	The Remen Institute for the Study of Health and Illness at Wright State University Boonshoft School of Medicine	VitalSource Technologies
Cardionics	InsMed Insurance Agency, Inc.	Medtrics Lab LLC	Resolution Applications	Well-Being Index
Carle Illinois College of Medicine	International Association of Medical Science Educators	MedU	Sarcix, Inc.	Witt/Kieffer
Certiphi Screening, Inc.	International Medical Solutions	Merritt Hawkins	Schilling Consulting LLC	WOLFPACC, Inc.
CFAR, Inc.	Isabel Healthcare Inc.	Michigan Health Council	ScholarRx	Wolters Kluwer
Challenger Corporation	isek Medical	Michigan State University College of Human Medicine	Sellers Dorsey	ZAP Solutions
		Morehouse School of Medicine	SkillSurvey, Inc.	

Important Information

Standard 10-foot x 10-foot Booth Rates

Commercial booth:	\$4,000
Nonprofit booth:	\$2,250
Corner fee:	\$150

Exhibitor Types

Commercial

For-profit organizations with an interest in medical education or those that supply services to AAMC-member medical colleges and teaching hospitals.

Nonprofit

Nonprofit organizations may be medical associations, organizations affiliated with AAMC member institutions, and advocacy groups with an interest in medical education. Nonprofit exhibitors must meet the criteria for nonprofit status under section 501(c) of the Internal Revenue Code. If you register for nonprofit exhibitor status, you may be asked to provide your organization's IRS determination letter.

Booth Package

- 10-foot x 10-foot booth space
- One complimentary full-conference registration
- One complimentary Exhibit Hall-only conference registration
- Ability to purchase unlimited full-conference registrations
- Ability to purchase unlimited Exhibit Hall-only badges
- 11 total Exhibit Hall hours over three days
- Complimentary evening reception in the Exhibit Hall on the opening day
- Complimentary lunch in the Exhibit Hall on two days
- 2-foot x 6-foot draped table with two chairs
- One wastebasket
- Standard 7-foot x 4-inch identification sign
- 8-foot background drape and 36-inch side drape
- 24-hour security
- Listing in the Exhibitor Directory* and mobile app
- Complimentary one-time use of the post-conference mailing list (mailing addresses only; no phone numbers or email addresses)
- Eligibility to rent the Learn Serve Lead 2019 pre-meeting attendee list (mailing addresses only; no phone numbers or email addresses)

Note: Carpet is not included in the booth price; however, it is mandatory. You may rent carpet from the general services contractor or bring your own flooring.

Exhibitors who do not confirm by **Sept. 2, 2019, will not be included in the printed Exhibitor Directory.*

Booth Payment Terms

Full payment is due with your online application. Online payment by credit card is required and results in immediate booth rental. No check payments or ACH payments will be accepted. AAMC cannot accept partial payment. Payment for exhibit booth rental, advertising, and/or marketing opportunities must be paid in full.

Cancellation Policy

Cancellation requests must be submitted in writing to the Learn Serve Lead exhibits manager. If written cancellation is received before **Sept. 2, 2019**, the booth fee will be refunded less 50% of the contracted booth rental fee. No refunds, cancellations, or space reductions will be made after **Sept. 2, 2019**. If a booth is canceled, all complimentary full-conference and Exhibit Hall-only registrations will be forfeited and immediately canceled.

Exhibitor Priority Points Program

The Priority Points Program is the participation and loyalty reward system for the AAMC’s Learn Serve Lead exhibitors and advertisers. The system ensures a fair and transparent process for all parties.

These points are used in processing the space selection order for the following year’s Learn Serve Lead Exhibit Hall. As an added benefit for investing in promotional items and advertising, exhibitors will receive bonus priority points.

In the case of two or more companies with the same number of priority points, the size of the exhibit booth contracted for the previous year will be used as a tiebreaker.

The system began on Jan. 1, 2017, and will be applied for future exhibitor reservations.

Type of Points	Points Earned
Booth size (space paid and occupied)	2 per 10-foot x 10-foot booth
Consecutive years exhibited	1 per year, starting in 2017
Promotional items purchased at Learn Serve Lead	5 per \$1,000, starting in 2017
Participation in AAMC professional development conferences and council meetings (must be a current Learn Serve Lead exhibitor to receive points for small meetings)	1 per every \$2,500 spent* at each meeting on promotional items or exhibit booth fees, as of Jan. 1, 2019. <i>*Excludes additional registrations.</i>
Each year missed	-2
Exhibitor survey completed and returned by specified date	1
Violation	-1

Terms and Conditions

- Show management has the right to remove points for not following show rules and regulations while participating at the meeting. Examples: Late setup or early tear-down of booth, violation of height and space restrictions, and unauthorized use of attendee mailing list. Case by case: -1 point for each violation.
- When companies are acquired, merged, or consolidated, Learn Serve Lead will use the points from the company with the greatest amount accumulated; points will not be combined. The Learn Serve Lead exhibition manager must be notified, in writing, in order for the acquiring company to assume the higher point total.
- Should a company sell or split into two separate companies and desire to exhibit as two organizations, all prior points will be split evenly between the two exhibitors, unless otherwise mutually desired as part of the divestiture agreement.
- Three consecutive absences from the show will result in loss of all accrued priority points.
- Learn Serve Lead show management shall be the final arbiter of all ties or disputes related to the point system.
- Priority points are neither property nor a license and cannot be transferred, sold, or assigned by an exhibitor. The priority point system is subject to cancellation, change, or modification by the AAMC at any time without prior notice.

What Exhibitors Need to Know

Important Dates and Deadlines

June	Online registration for exhibit booth personnel and housing reservations begin.
June 25	Exhibitor Webinar: Marketing and Promotional Opportunities. AAMC Learn Serve Lead 2019 Promotional Manager will review marketing and promotional opportunities available to exhibitors for 2019. <i>To be held 2-3 p.m. EDT.</i>
Aug. 5	Exhibitor kit sent to confirmed exhibitors.
Sept. 2	Last day to be included in the printed conference program. Booths purchased after this date will be in the mobile app only.
Oct. 7	First day for freight shipments to arrive at the Expo Group (decorator/general service contractor) warehouse.
Oct. 7	Deadline for advance order discount from the Expo Group and the audiovisual provider, PSAV.
Oct. 9	Deadline for discounted hotel rate. (You must be registered for the meeting to make your hotel reservation.)
Oct. 20	Deadline to register booth personnel.
Nov. 1	Last day freight items can be received at the Expo Group warehouse.
Nov. 8-9	Learn Serve Lead exhibitor move-in and installation. These are the <i>only</i> two days the Expo Group will receive direct shipments at the convention center for Learn Serve Lead.
Nov. 9-11	Learn Serve Lead Exhibit Hall open.
Nov. 11	Learn Serve Lead exhibitor move-out.

Housing Information

Our partner, Connections Housing, is providing housing services. *The AAMC does not approve the improper solicitation of hotel reservations by any other company. Reservations made through unaffiliated organizations may appear to offer lower rates, but the reservations may be illegitimate, and the unaffiliated organizations may not have rooms to sell and may have unreasonable cancellation or change penalties; in addition, those reservations may be completely nonrefundable. Please use the information below to book your room in the AAMC hotel block.*

You must register for Learn Serve Lead 2019 online before making your hotel reservations. An exhibitor-specific registration link will be provided upon booth payment once registration opens in June 2019. Exhibitors are responsible for making their own hotel reservations once registered.

Credit Card Guarantee

A credit card valid through November 2019 is required to guarantee a reservation. American Express, Visa, and MasterCard are accepted. Hotel reservations requested without valid credit card information will not be processed.

Where to Stay?

The AAMC continues to make every effort to keep costs as low as possible for those attending Learn Serve Lead 2019.

The AAMC has negotiated discounted room rates with local hotels. A full list of hotels will be available in June.

When choosing where to stay, please consider that one way the AAMC contains costs is by committing to the host hotels that meeting attendees will occupy a specified number of hotel rooms. In exchange for this commitment, the hotels provide the AAMC with complimentary meeting space and other discounts that are passed onto attendees and exhibitors. Attendees who choose to stay outside the block receive the benefit of the conference facilities but do not further the commitments that allow the AAMC to reserve appropriate function space for our meeting. If the AAMC fails to meet its room block commitments, we will pay a penalty, which could affect registration and exhibit fees for future meetings.

How to Purchase a Booth

1. Visit the exhibit sales [website](#) to view the floor plan.
2. Select "Rent Booth."
3. Type your organization's name. As you type, organization names will be suggested to you; select one if it matches your organization.
4. Verify or update the administrative booth sales contact information for your organization.
5. Indicate the booth you would like to rent.
6. Enter the credit card payment information to submit payment.
7. An email confirmation of your contract submission will automatically be sent to the booth coordinator.



Exhibitor Marketing and Promotional Opportunities

Learn Serve Lead 2019: The AAMC Annual Meeting will host more than 4,600 attendees and more than 130 exhibitors throughout the five-day meeting. We welcome you to the largest gathering for those working at medical schools and teaching hospitals.

To help you stand out from the competition, we offer numerous marketing and promotional opportunities that can enhance your presence and visibility at the meeting:

- Maximize your brand exposure to attendees through exclusive promotional opportunities.
- Highlight innovations in your products and services in the Exhibit Hall.
- Increase your booth traffic through targeted advertising.
- Network with attendees by hosting a reception or meeting.

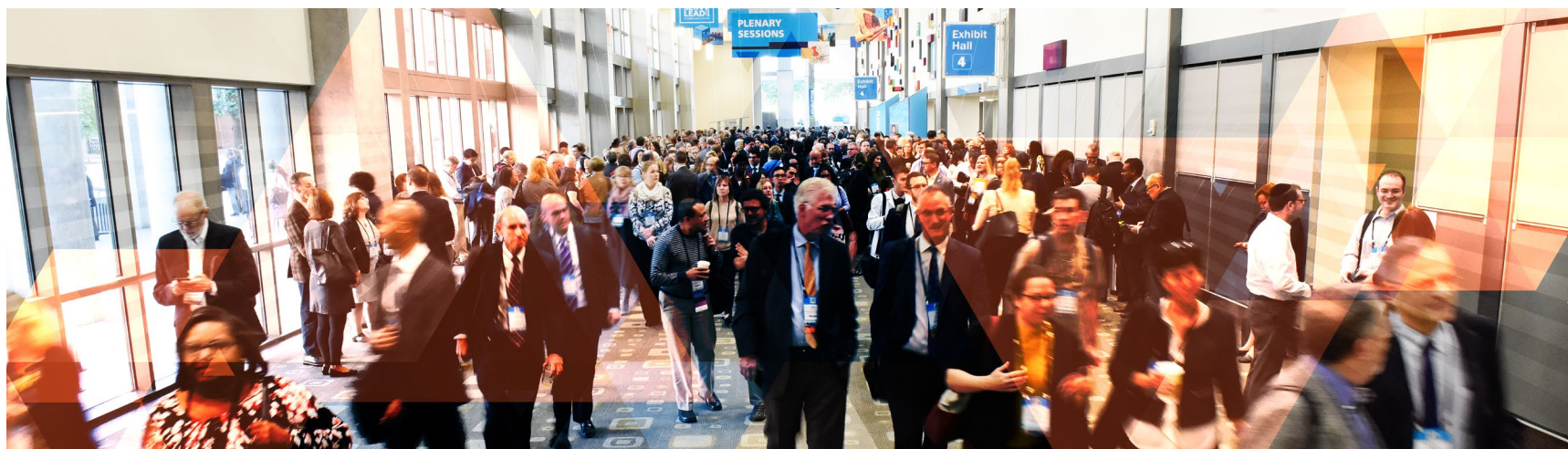
For more information, contact:

Ty Wilson

Learn Serve Lead 2019 Promotional Manager

301-200-4616 ext. 106

LSL@sponsorshipboost.com



Exhibitor Marketing and Promotional Opportunities High-Visibility Options

Welcome Reception

\$15,000 (Co-supporters — five available)

Location: Arizona Science Center

- Acknowledgment of support on agenda and marketing messages to potential and registered attendees with every mention of the welcome reception (company name only; no logos).
- Acknowledgment of support on welcome reception signage. All supporters will be listed together on “thank you” signage with logos.
- Company name and logo printed on napkins throughout the reception.
- Up to five additional badges for company staff members to attend the reception only.
- iLight Mobile Photo Booth: Two to three photographers will walk through the reception and capture photos of attendees enjoying the event. Photos will include a banner with your company logo and the AAMC logo on the bottom. Photos will be emailed directly to attendees who provide their email. The photos are often shared via social media using the meeting hashtag, #AAMC19, increasing your brand visibility.
- Opportunity must be confirmed by Sept. 27, 2019.

Saturday, Sunday, and Monday Continental Breakfast in AAMC Connect

\$15,000 (exclusive)

Attendees will thank you for their morning coffee and breakfast before the plenary.

- Acknowledgement of support on agenda and marketing messages to potential and registered attendees with every mention of the continental breakfast (company name only; no logos).
- Acknowledgement of support on breakfast signage with logo.
- Company name and logo printed on napkins at the breakfast.

Relax and Recharge Lounge in the Exhibit Hall

\$15,000

Purchase a wellness lounge within the exhibit hall (a 10-foot x 20-foot space). Each lounge will be set with two massage stations, a charging station, and a spa water station where attendees can chat with colleagues, relax between visiting booths, or recharge their wireless devices. A sign hanging above the lounge will display your company’s logo. The lounge will be open during exhibit hall hours. At your expense, you may provide brochures, give away items, or additional food and beverage.

- Meter board with logo displayed in the lounge.
- Massage therapist will wear T-shirts with your company logo (if applicable). Exhibitor will be required to provide the T-Shirt.
- Station will offer a giveaway or coupons for an item from your company (if applicable). Your company must provide the item at your booth and is responsible for all associated costs.

Exhibitor Events

Exhibitor Symposia

\$12,500

Host an informational session focused on a topic related to medical education. Choose your desired speaker and specific educational content topic to optimize your marketing efforts. The satellite symposium can be as long or as short as you choose within the timeframe provided. (No continuing medical education (CME) credits are available for this programming.) Exhibitor company is responsible for providing content and speakers for this session.

Friday, Nov. 8	1-3 p.m., 2-4 p.m., or 3-5 p.m.
Saturday, Nov. 9	Noon-1 p.m.*
Sunday, Nov. 10	7-8:30 a.m.* or 4:30-5:45 p.m.
Monday, Nov. 11	7-8:30 a.m.* or 4:30-5:45 p.m.

Pricing includes:

- **Marketing**
 - Preregistration list of conference attendees (mailing address only).
 - One email to all AAMC attendees with details on all promotional sessions scheduled.
 - Listing of symposium title, faculty, location, and company with description in the Exhibitor Guide.
 - Symposium title included in the conference agenda and mobile app with a link to the event description within the exhibit sections of the website and mobile app.
 - Listing of symposium title, faculty, location, and company with description in the exhibitor events section on the Learn Serve Lead 2019 website.
 - Learn Serve Lead 2019 logo may be used upon receipt of signed agreement form.
- **Convention center or hotel space rental**
 - Room rental
 - Seating for up to 200 attendees
 - Podium
- **Audiovisual**
 - Speaker microphone/wireless lavalier
 - Projector screen
 - Audio mixer
 - A/V tech before and during presentation
- **Registration**
 - 6-foot desk with two chairs outside of meeting room
 - Lead retrieval equipment provided in meeting room



Photo courtesy of the Phoenix Convention Center.

*If selecting this time frame, the AAMC strongly recommends that the exhibitor provide food and beverage at the session. All food and beverage is at the exhibitor's expense, and the AAMC will put you in contact with the catering staff at the convention center once the package has been purchased.

Exhibitor Theater

\$2,500

In the Exhibit Hall, a large demonstration area (for about 50 people) will be devoted to medical education or any topic you wish to discuss with Learn Serve Lead attendees. Presentations will be scheduled for 30 minutes and will be presented in front of a group of up to 50 people. Each presentation will be about 20 minutes, with 10 minutes for Q&A. The AAMC will schedule all presentations and notify you of the assigned time slot.

Benefits include:

- Ability to host a speaker of your choosing (one 30-minute session).
- Ability to display your own posters during sessions only (collateral must be easily set up and removed).
- Floor sticker with company logo at your booth.
- Company logo and acknowledgment on all marketing for this area within the Exhibit Hall and the exhibit sections of the AAMC website, mobile app, and Exhibitor Directory.
- Listing includes session title, description with speaker's name (designation, title, company), and company logo.

Times available:

Exhibit Hall Kickoff Reception

Saturday, Nov. 9

4:30-5 p.m.

5:15-5:45 p.m.

6-6:30 p.m.

Lunch in the Exhibit Hall

Sunday, Nov. 10

Noon-12:30 p.m.

12:30-1 p.m.

Lunch in the Exhibit Hall

Monday, Nov. 11

Noon-12:30 p.m.

12:30-1 p.m.

“ The education theater was a great opportunity to quickly connect with clients. The timing and location were very convenient. We will definitely do this again! ”

–Sarah Douville, MBA, Academic Progress Intelligence

Exhibitor Breakfast

\$1,500

Host a breakfast meeting for selected clients or conduct a morning focus group. Morning events have a maximum capacity of 30 people. Events can only be held within these time frames:

Saturday, Nov. 9	7-8:15 a.m.
Sunday, Nov. 10	7-8:15 a.m.
Monday, Nov. 11	7-8:15 a.m.

Exhibitor Reception

\$3,500

Host an evening reception for networking with a gathering of current and potential clients. Evening events have a maximum capacity of 100 people. Events can only be held within these time frames:

Saturday, Nov. 9	6:30-10 p.m.
Sunday, Nov. 10	6-10 p.m.
Monday, Nov. 11	8-10 p.m.

Event Regulations

- Only Learn Serve Lead 2019 exhibitors are eligible to host events.
- All event marketing must be approved by the AAMC. This includes, but is not limited to, invitations, announcements, and mailers.
- Space is assigned on a first-come, first-served basis. Space will not be assigned or held without a complete contract and payment.
- Joint ventures or combined exhibitor events are allowed; however, one company name must be listed as the event host. This company must be a Learn Serve Lead 2019 exhibitor.

Pricing includes:

- Marketing: preregistration list of conference attendees (mailing addresses only)
- Hotel meeting room rental

This fee *does not* include:

- Catering costs (food ordered, set-up, service charges, and taxes)
- Audiovisual equipment and labor
- Signage (not provided, but recommended)

Exhibit Hall Meeting Rooms or Hospitality Suites

\$1,000 for 90 minutes

\$2,000 for a half day

\$4,000 for a full day

Use a meeting room near the Exhibit Hall for private meetings or one-on-one interviews. These rooms are available for 90-minute blocks during exhibit hours on a first-come, first served basis. Exhibitors can also purchase a room for a full or half day. The AAMC will provide the room assignment and confirm set-up needs. Rooms have a capacity of 10 to 20 people.

Dates	Available Times
Sunday, Nov. 10	10-11:30 a.m.
	11:45 a.m.-1:15 p.m.
	1:30-3 p.m.
Monday, Nov. 11	10-11:30 a.m.
	11:45-1:15 p.m.

This fee *does not* include:

- Catering costs
- Audiovisual equipment and labor
- Preregistration list of conference attendees
- Signage (recommended)

Promotional Opportunities On-Site

Exhibit Hall Aisle Signs

\$7,500 (Exclusive)

Maximize booth traffic by increasing brand and product exposure in the Exhibit Hall! Showcase your company logo and custom graphics on all Exhibit Hall aisles. Hung from the ceiling, the aisle signs are highly visible throughout the Exhibit Hall. Your custom graphics can appear on each aisle sign (estimated at eight signs). The approximate size is 3 feet wide x 4 feet high.

Window Clings (Skybridge)

\$3,000 (two packages available)

Have your company name and/or brand(s) highly visible to Learn Serve Lead 2019 attendees with a package of window clings. These will be located on the convention center skybridge, located between the exhibit hall and educational sessions in the West Building Ballrooms. Each custom package includes up to five clings with an approximate size of 2 feet x 2 feet. Only two packages are available.

Coffee Table Charging Station

\$6,000 (one available)

Increase your brand exposure outside of the Exhibit Hall! Includes two round coffee table charging stations in our high-traffic lounge areas in the convention center.

Standing Charging Stations

\$3,000 (three available)

Between educational sessions, attendees can stop to charge their devices. (Electricity, power strips, and seating will be provided, but not individual charging cables.) These stations will be available throughout all days of the meeting. The three individual charging stations for sale are located at the 300 Level Ballroom, North Ballroom Pre-function, and Exhibit Hall.

Marketing benefits include:

- Exclusive branding opportunity: charging station with your custom graphics.
- Description and recognition in Exhibitor Directory.
- On-site signage with your company's name and logo.

Floor Stickers

\$3,000 (two packages available)

Floor stickers lead attendees from the Exhibit Hall entrance to your booth. These stickers will feature your custom graphics, along with the Learn Serve Lead 2019 logo. This package includes six floor stickers (about 2 feet x 2 feet).

Convention Center Locator Display Promotion

\$3,000 (three available)

Located in a high-traffic area of the convention center, this display provides a quick view of the convention center layout and identifies the AAMC rooms. Your custom graphics are on the lower display panel (approximately about 3 feet x 8 feet) and backlit to increase visibility.

Video Promotion

\$2,500

Show your company video on screen within the built-in media displays at the convention center. Your 60-second advertising message (no audio) will play in a continuous loop throughout the meeting. We recommend that the video should include subtitles, such as those used in social media videos.

Publication Bins

\$2,500

Provide your publication for distribution during the event. Your company's name and logo will appear on the bin structure. Exhibitor is responsible for providing appropriate number of publications (2,000-4,000 copies). The publication bins will be available within the exhibit hall. This option is available to nonprofit exhibitors only.

Advertising Opportunities

There are several options to use advertising for your marketing message.

Exhibitor Directory

The Exhibitor Directory is a four-color, high-quality reference publication distributed to each attendee. The directory lists all exhibitors and their products, services, and contact information. Attendees use this expanded directory to navigate the Exhibit Hall and as a year-round reference guide for finding vendors.

If you want year-round visibility, this is a must-do advertising opportunity for exhibitors!

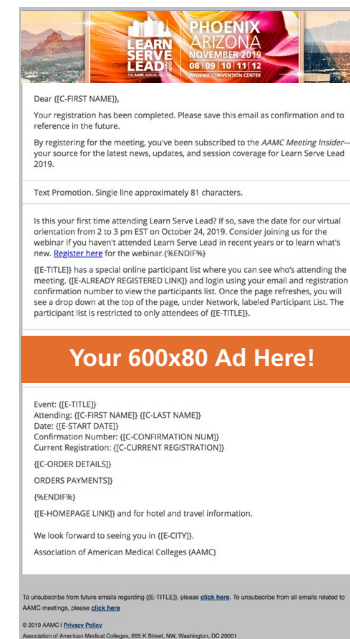
Back cover \$6,000	8.5 inches wide x 11 inches high 1/8-inch bleed
Inside front cover \$5,000	8.5 inches wide x 11 inches high 1/8-inch bleed
Two-page spread (one available) \$3,000	16 inches wide x 11 inches high 1/8-inch bleed
Inside back cover \$3,000	8.5 inches wide x 11 inches high 1/8-inch bleed
Full page \$2,000	8.5 inches wide x 11 inches high 1/8-inch bleed

Attendee Registration Confirmation Email

\$15,000 (Exclusive)

Once attendees complete their registration details, they will receive an auto-generated confirmation email with an advertisement for your company.

- This is available to nonprofit companies or a company that identifies as a non-commercial interest. The purchaser is subject to approval by AAMC's accrediting body.
- Reaches approximately 4,300 registrants (not used for exhibitor or guest registrations).
- Sent to attendees upon completion of their registration, each time they make an update to their registration, or if they cancel their registration.
- The confirmation will include one exclusive advertisement. The image size varies based on placement and includes one hyperlink. Registration is open from June through November. Advertisement is subject to approval by the AAMC.
- Click-tracking results are available monthly upon request or in one report provided post-meeting.

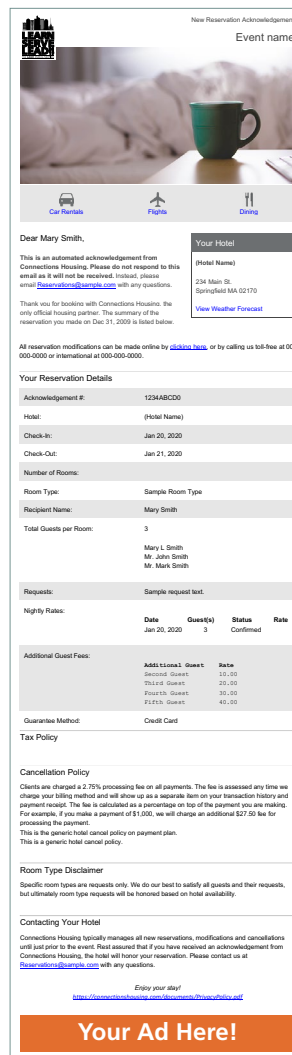


Attendee Hotel Reservation Confirmation Email

\$7,500 (two available)

Once attendees complete their hotel reservation details, they will receive an auto-generated reservation confirmation email with an advertisement for your company.

- This is available to nonprofit companies or a non-commercial interest, subject to approval by AAMC's accrediting body.
- Reaches approximately 4,300 registrants (not used for exhibitor or guest reservations).
- Sent to attendees upon completion of their hotel reservation.
- The confirmation email will include up to two advertisements. The image size varies based on placement and includes one hyperlink. Hotel reservations are open from June through November.
- Click-tracking reports are available monthly upon request or in one report provided post-meeting.



Note: Image is for example purposes. Final confirmation may look different.

Eblast

\$3,500 (12 available)

Send your custom message and graphics to registered Learn Serve Lead 2019 attendees (who have opted in to receiving exhibitor mailings) with an eblast. Learn Serve Lead will schedule a maximum of two per week in the immediate six weeks before the meeting and in the three weeks following the meeting. You can choose the date to complement your internal marketing efforts. Materials (text, hyperlinks, and images) are due one week prior to email launch. Eblast must be paid in full within two weeks of the targeted launch date.

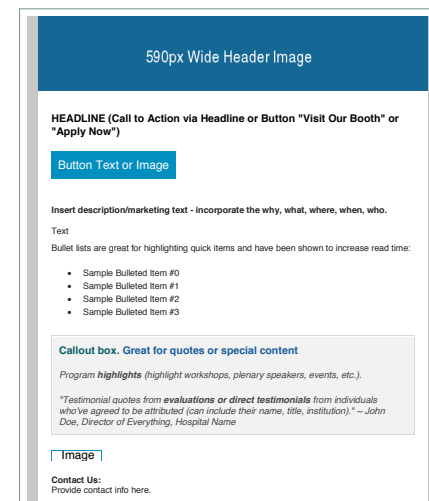
Pre-event:

- Sept. 24-28
- Sept. 31-Oct. 4
- Oct. 7-Oct. 11
- Oct. 14-18
- Oct. 21-25
- Oct. 28-Nov. 1

Post-event:

- Nov. 12-15
- Nov. 18-22
- Nov. 25-29

Exact date of email launch will depend on AAMC event marketing dates. Exhibitor emails cannot be sent on the same date as AAMC marketing emails. Dates are subject to change and will be communicated via email.



Housing Website Promo Cubes (Online Advertising)

\$3,000 (eight available)

Once attendees have completed their registrations, they are directed to “add a hotel.” Attendees are then taken to the housing website, operated by Connections Housing, an official show vendor.

Promo cubes are auto-rotating cubes that support one image at 120 x 90 pixels and one hyperlink. Promo cubes are displayed on all booking pages, excluding the Map page. Promo cubes are featured in a single rotating banner on the main page of the housing site and displayed three at a time on the “Extend Your Stay” page of the housing website. Click-tracking reports are available monthly upon request.

Hotel Room Key

\$1,500 per hotel

(Subject to availability. Each hotel key card is an exclusive purchase and includes related production costs.)

Place your custom graphics on hotel room keycards. All guests attending Learn Serve Lead 2019 will receive a keycard from their respective hotels with your company’s message on it. The keycard is something that attendees see many times throughout their stay, and it will leave an imprint on everyone’s mind. This promotional item must be purchased by Oct. 1, 2019, to meet production timelines. After Oct. 1, additional rush fees will be applied to the total cost. See below for estimated production costs for hotels with AAMC blocks:

Hotel	Peak Room Nights	# of Keys	Estimated Cost
Sheraton Grand	500	1,000	\$2,900
Hyatt Regency	600	1,200	\$4,000*
Renaissance Downtown	400	800	\$2,200*

*Additional hotel fees and production costs may apply. This chart provides estimates only and may vary based on purchase date and final room block/attendee count per hotel. Quote is based on two keys per attendee reservation. Subject to approval by AAMC.

Preregistered Attendee List

\$1,000

Rent the preregistered attendee list (for those who have opted in to receiving exhibitor mailings) to mail postcards or flyers before the meeting. Only mailing addresses are provided (no email addresses or phone numbers). This is a one-time usage rental. You can also request to use the Learn Serve Lead 2019 logo for your mailings.

Push Notifications

\$750 each (eight available; two per day)

Exhibitors can submit for approval a 140-character message to be sent on the day of their choice during the conference. Please note: Character count includes the website link. We recommend using TinyURL to shorten your website link and see click-tracking data. The notification messages will be sent to only those who have opted in to receiving exhibitor mailings.



**Association of
American Medical Colleges**
655 K Street, NW, Suite 100, Washington, DC 20001-2399
T 202 828 0400
aamc.org