

Group on
Student Affairs
GSA

Careers
in Medicine
CiM

Organization of
Student Representatives
OSR



Tomorrow's Doctors, Tomorrow's Cures®

2020 GSA-CiM-OSR Professional Development Conference

March 27-29, 2020

Sheraton Grand Chicago
Chicago, Illinois

Exhibitor and Sponsorship Prospectus

aamc.org/meetings

Learn
Serve
Lead

Association of
American Medical Colleges

2020 GSA-CiM-OSR Professional Development Conference

Group on Student Affairs

The Group on Student Affairs (GSA) represents the interests of medical schools, medical students, and institutional representatives with administrative and leadership responsibilities related to medical school admissions, student affairs, student financial assistance, student diversity affairs, and student records, as well as reporting for accreditation reviews, student rotations to affiliated hospitals, and transition to residency.

GSA activities involve project analysis, program development, and data-gathering about emerging trends to help the GSA and the AAMC anticipate and respond effectively to environmental changes as they affect medical education, medical schools, and medical students.

Three days of education and networking for faculty and staff involved in undergraduate medical school student affairs and advising, as well as medical school students.

Careers in Medicine®

The Careers in Medicine® (CiM) program delivers high-quality career-planning services, resources, tools, data, and training to support physicians-in-training and those who advise them in identifying career goals, choosing a specialty, and applying to residency.

Organization of Student Representatives

The Organization of Student Representatives (OSR) is charged with representing the undergraduate medical student body of the United States to the academic medicine community. The OSR's constituency is all medical students.

OSR representatives are selected by AAMC-member medical schools to monitor activities at their institutions, represent student opinions to the OSR Administrative Board, and relay national OSR and AAMC priorities to the students and staff of their institutions.

2020 GSA-CiM-OSR Professional Development Conference

The conference will focus on professional and career development for all student services constituents and learners. The specific session content will be guided and informed by the GSA Professional Development Initiative (PDI), Careers in Medicine principles, and student-related issues.

AAMC

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

Founded in 1876 and based in Washington, D.C., 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.

QUESTIONS

Sales questions: Ty Wilson at 301-658-6929 or AAMC@sponsorshipboost.com

Logistical questions: Alexandra Adsit at 202-741-6456 or aadsit@aamc.org

Payment questions: Emily Koubek at 202-478-9923 or ekoubek@aamc.org

2020 GSA-CiM-OSR Professional Development Conference

Meeting Attendee Demographics

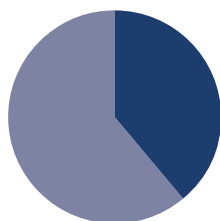
Expected Attendance

675-775

attendees

from across the United States
and Canada

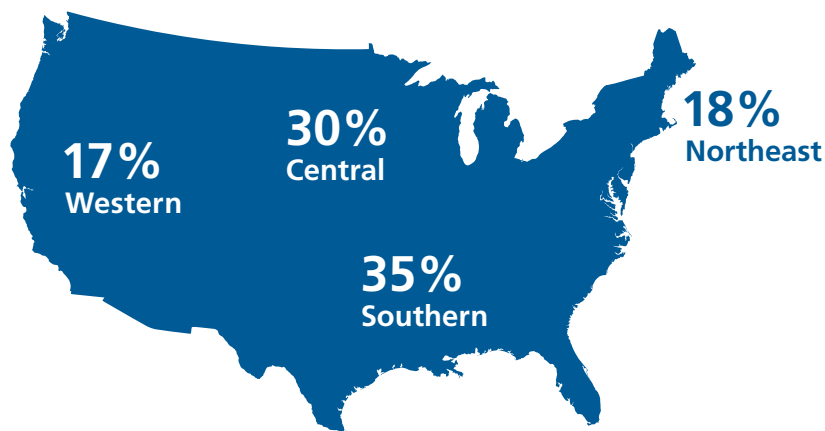
Based on previous meetings:



39%

of attendees have a role
in purchasing products
and services for their employer

Attendance by Region



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Titles of Past Attendees

Academic advisor	Associate professor
Admissions coordinator	Career advisor
Admissions manager	Coordinator, student affairs
Advisor	Director of admissions
Assistant dean of admissions	Director of career services
Assistant dean of student affairs	Director of financial aid
Assistant dean of student diversity	Director of student affairs
Assistant director of admissions	Financial aid administrator
Assistant director of financial aid	Registrar
Associate dean of admissions	Senior associate dean for student affairs
Associate dean of student affairs	Senior associate dean for admissions
Associate dean of students	Specialty advisor
Associate dean of student diversity	
Associate director of financial aid	

Exhibit and Sponsorship Opportunities

With the highly visible advertising, exhibiting, and sponsorship opportunities that the 2020 GSA-CiM-OSR Professional Development Conference offers, you will gain invaluable exposure to this high-level audience and the larger AAMC academic medicine community.

The 2020 GSA-CiM-OSR Professional Development Conference offers the premier opportunity to network with leaders in undergraduate medical student affairs, Careers in Medicine liaisons, and medical students. This is the largest gathering of student affairs professionals and students from the nation's medical schools outside Learn Serve Lead: The AAMC Annual Meeting.

Establish your company's brand name among high-level student affairs decision-makers.

Don't miss your chance to focus on this core audience in an exclusive setting!

Attendance at the conference is prohibited for representatives of any commercial entity except registered sponsors, exhibitors, and selected speakers.

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2020 GSA-CiM-OSR Professional Development Conference

What Types of Companies and Organizations Should Exhibit or Sponsor?

- Admissions software solutions
- Advising solutions
- Application software
- Assessment/screening software
- Curriculum development specialists
- Educational research resources
- Educational software
- Financial education
- Health care education management/software
- Interprofessional training
- Medical education software solutions
- Medical research organizations
- Nonprofit associations and specialty societies
- Performance analytics management
- Private student lending
- Standard certification training modules (ethics, reporting, abuse prevention)
- Student loan servicing
- Student and faculty wellness organizations
- Test prep companies
- Training companies

Past Exhibitors

- Altus Assessments
- AMBOSS
- Army Healthcare
- Army Medical Recruiting
- Citizens Bank
- College Ave Student Loans
- College Board
- CollegeNET
- Discover Student Loans
- Doctors Without Quarters
- InsMed Loan Advisory Services
- Kaplan Medical
- Liaison International
- MedHub
- National Resident Matching Program®
- NIH Loan Repayment
- NYU WISE Programs
- PhysicianLoans
- Sallie Mae
- Well-Being Index
- ZAP Solutions

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Connect With Student Affairs Professionals, Career Advisors, and Medical Students

As an exhibitor, you'll be part of a select group of companies that will distinguish you from the competition. Talk with potential clients in an intimate setting designed to maximize exposure.

Exhibitor Package and Fees

With the purchase of a \$3,500 exhibitor package, your organization will be entitled to:

- 6-foot skirted table with two chairs.
- One meeting registration, including most sessions and receptions. (See exhibit schedule for information on restricted sessions.)
 - You will have the opportunity to purchase one additional registration at a discounted rate of \$1,500.
Note: Exhibiting organizations are limited to a maximum of two attendees.
- Description of your organization in the mobile app and on the meeting website.
- Post-conference (opt-in) attendee list for a one-time mailing after the conference.

Please note: Space is limited to a maximum of 15 exhibit tables, and one organization may not purchase multiple exhibit tables. Exhibit tables will be granted on a first-come, first-served basis.

If you would like to maximize the level of visibility for your organization in addition to purchasing an exhibitor package, please consider the additional sponsorship opportunities available on page 9.

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2020 GSA-CiM-OSR Professional Development Conference

Exhibit Schedule

Installation

Friday, March 27 8-10 a.m.

Exhibit Hours

Exhibitor hours are designed to maximize your visibility with attendees during their breaks between sessions and meals. Please note that exhibitors are allowed to attend most sessions and receptions. Exhibitors may not attend AAMC service updates, regional business meetings, group-specific business or knowledge-sharing sessions, and affiliated activities, such as pre-conference workshops and group-specific or regional breakfast meetings. The hours listed below are the conference hours, but the expectation is only that your booth is staffed during breaks.

Friday, March 27 10 a.m.-6 p.m.

Saturday, March 28 8 a.m.-5 p.m.

Sunday, March 29 7-11:15 a.m.

Dismantle

Sunday, March 29 11:30 a.m.-2 p.m.

We welcome you to choose either Exhibits or Level Sponsorships; you cannot choose both. Additional sponsorship opportunities on page 9 are available to *both* exhibitors and level sponsors.

Tentative Conference Schedule

(subject to change)

Friday, March 27	
8-11:30 a.m.	Pre-conference Workshops and Sessions Closed
11:30-11:45 a.m.	Break
11:45 a.m.-1:15 p.m.	Opening Luncheon and Plenary
1:30-4:15 p.m.	Concurrent Session Blocks <i>Coffee break 2:45-3:15 p.m.</i>
4:45-6 p.m.	GSA and OSR Regional Meetings Closed
6-7:30 p.m.	Networking and Poster Reception
7:30 p.m.	Dinner on Your Own

Saturday, March 28	
7:30-8:30 a.m.	Concurrent Breakfasts <i>(some closed)</i>
8:45-10 a.m.	Plenary Session
10-10:30 a.m.	Coffee Break
10:30-11:45 a.m.	Concurrent Session Block
11:45 a.m.-12:15 p.m.	Break to Visit Exhibitors
12:15-1:30 p.m.	Student Affairs and Programs Update Luncheon
1:45-4:45 p.m.	Concurrent Session Blocks <i>Coffee break 3:15-3:45 p.m.</i>
5-6:15 p.m.	Birds of a Feather Sessions Closed

Sunday, March 29	
7-8:15 a.m.	Networking Breakfast
8:30-11:15 a.m.	Plenary Session and Concurrent Session Block <i>Coffee break 9:30-10 a.m.</i>
11:15 a.m.	Meeting Concludes

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Sponsorship Opportunities

The AAMC understands that sponsorships require a significant commitment of your time and resources to be successful. We view our relationship with you as a partnership and are equally committed to your success and to delivering the most valuable marketing and promotional opportunity possible.

Select from these sponsorship packages to connect with the highest level of decision-makers from medical student affairs and career advising.

ELEVATE YOUR BRAND

Position your organization as a leader in the student affairs industry at this premier event.

STRENGTHEN YOUR MESSAGE

On-site and meeting communications promote your products and services.

MAKE KEY CONNECTIONS

Hosted networking opportunities provide an extremely cost-effective way to build new and existing relationships.

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Level Sponsorship Opportunities

Signature | \$10,000

Your sponsorship includes:

- Three registrations (including attendance at most sessions).
- Exhibit display.
- Opportunity to host an exclusive breakfast or evening reception (all catering and AV is the responsibility of the sponsor).
- One e-blast to (opt-in) attendees with a 350-word company description and hyperlink to your company website (email is exclusive to your company).
- Pre-conference and post-conference (opt-in) attendee lists for a one-time mailing before and after the conference.
- Description of your organization in the mobile app and on the meeting website.

Premium | \$7,500

Your sponsorship includes:

- Two registrations (including attendance at most sessions).
- Exhibit display.
- One e-blast to (opt-in) attendees with a 350-word company description and hyperlink to your company website.
- Pre-conference and post-conference (opt-in) attendee lists for a one-time mailing before and after the conference.
- Description of your organization in the mobile app and on the meeting website.

Partner | \$5,000

Your sponsorship includes:

- One registration (including attendance at most sessions).
- One e-blast to (opt-in) attendees with a 350-word company description and hyperlink to your company website.
- Pre-conference and post-conference (opt-in) attendee lists for a one-time mailing before and after the conference.
- Description of your organization in the mobile app and on the meeting website.

Please note: Partner level sponsorships do not have an exhibit table.

Please note: There is no cancellation refund for level sponsorships.

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Additional Sponsorship Opportunities

You must be a sponsor or an exhibitor to purchase these additional sponsorship opportunities.

Pre-meeting List Rental | \$500

Mail your postcard, brochure, or flyer to all (opt-in) preregistered attendees. The list contains mailing addresses, not email addresses. This list is for a one-time mailing. The list will be emailed to exhibitors on Feb. 24, 2020. If the list is purchased after this date, the list will be sent as soon as possible.

E-blasts | \$2,500

Send your message to all (opt-in) attendees with a custom e-blast. The AAMC will schedule one e-blast per week in the month immediately preceding the meeting. This opportunity is available on a first-come, first-served basis, and there is a limit of three e-blasts per meeting. When you purchase this, you can select to send your e-blast on one of the available dates below, unless it has already been purchased by another exhibiting company.

Must purchase by:	Exhibitor to provide text/artwork by:	E-blast will be sent:
Feb. 13, 2020	Feb. 20, 2020	Feb. 27, 2020
Feb. 18, 2020	Feb. 25, 2020	March 3, 2020
Feb. 26, 2020	March 4, 2020	March 11, 2020

The following options must be purchased by Jan. 30, 2020. Artwork and collateral required to execute the piece must be provided by Feb. 13, 2020.

Charging Station | \$5,000

In the main registration area, attendees can sit and relax while their devices are being charged. A large sign with your custom graphics will acknowledge your sponsorship.

Coffee Break | \$5,000

Your brand is present at all coffee breaks during the meeting. Your sponsorship will be acknowledged with logo napkins and two 22-by-28-inch on-site posters as well as in marketing materials (website and emails). The session will be listed as "Refreshment Break — Sponsored by [EXHIBITOR NAME]" in the on-site signage, online agenda, printed program, and mobile app.

Please note: Multiple organizations may not share sponsorship privileges.

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2020 GSA-CiM-OSR Professional Development Conference

Registration Information

Once the AAMC Support Contract is complete and registration is open, the contact listed on the contract will receive an invitation to register personnel. Payment will be collected during the registration process.

Hotel Information

Sheraton Grand Chicago
301 East North Water Street
Chicago, IL 60611
marriott.com/hotels/travel/chigs-sheraton-grand-chicago

The room rate, which is subject to a tax of 17.4%, is \$189.

Complete details and instructions for making hotel reservations will be available on the meeting website when registration opens in December.

Checklist

- ☐ Complete and submit the Support Contract.
- ☐ Full payment of fee is due online upon receipt of the purchaser registration link.
- ☐ Make your hotel reservations by the cutoff date. Instructions on how to receive our group rate will be sent in December, along with the registration instructions.
- ☐ Complete staff registration and submit your company/organization 100-word description and any other requested information for the mobile app and meeting website.

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2020 GSA-CiM-OSR Professional Development Conference

AAMC Support Contract

Association of American Medical Colleges
2020 GSA-CiM-OSR Professional Development Conference
March 27-29, 2020
Sheraton Grand, Chicago, IL

RETURN THIS APPLICATION TO:

Alexandra Adsit
at aadsit@aamc.org

1 Company Information

The "contact" is the person responsible for payment and may or may not also be the on-site staff member.

<hr/>		
COMPANY NAME		
<hr/>		
CONTACT NAME		
<hr/>		
TITLE		
<hr/>		
EMAIL ADDRESS		
<hr/>		
ADDRESS		
<hr/>		
<hr/>		
CITY	STATE	ZIP

Are you exhibiting? ☐ Yes ☐ No

Are you sponsoring? ☐ Yes ☐ No

Will you be on-site? ☐ Yes ☐ No

If no, please provide on-site contact name and email address:

<hr/>
<hr/>

2 Payment

PAYMENT METHOD

☐ **Credit Card:** If you would like to pay by credit card, you will have the option to pay online when registration for the 2020 GSA-CiM-OSR Professional Development Conference opens in December.

☐ **Check made payable to AAMC** by Feb. 7, 2020. Mail to:

Post Office Remittance Address (regular USPS):

AAMC-Meetings
P.O. Box 419712
Boston, MA 02241-9712

Overnight Mail (rush):

Bank of America Lockbox Services
AAMC-Meetings 419712
MA5-527-02-07
2 Morrissey Blvd.
Dorchester, MA 02125

INTERNAL USE ONLY

Please apply payment to:
61100 / PJ-MTW112-20
Sponsorship Fees (3251)
Meeting Exhibitor Fees (3255)

3 Authorization

This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing to the commitment total tallied. Cancellations for exhibits or nonlevel sponsorships are allowed; however, no cancellations are allowed for level sponsorship options. Any cancellation received after Feb. 14, 2020, will result in the forfeiture of the entire exhibit fee. All cancellations must be completed through the online registration of the purchaser. Any questions regarding exhibiting at the GSA-CiM-OSR Professional Development Conference may be directed to Ty Wilson at 301-658-6929 or AAMC@sponsorshipboost.com.

SIGNATURE

TITLE

DATE

2020 GSA-CiM-OSR Professional Development Conference

Terms and Conditions for Exhibits

1. **The Organization.** These terms and conditions are made between the Association of American Medical Colleges (the AAMC) and the organization purchasing either sponsorship or exhibitor privileges (the "Organization").
2. **Commitments.** The sponsorship and exhibitor benefits, timeline, schedules, and logistics outlined in this prospectus represent the duties and obligations of the AAMC and the Organization for the privileges purchased.
3. **Exhibit/Sponsor Objectives.** The AAMC exhibit area is produced by and is the property of the AAMC. The exhibit area is a practical, educational adjunct to the professional meetings held during the 2020 GSA-CiM-OSR Professional Development Conference. The exhibit area is meant to supplement the professional meetings by providing AAMC members with various types of products, services, and information. Exhibitors and sponsors are expected to display their products and/or discuss their services with awareness of the professional and practical needs of meeting attendees. The AAMC reserves the right to refuse space to any applicant that, in the opinion of the AAMC, is unlikely to contribute to the overall objectives of the meeting. The AAMC may prohibit installation or request removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the character and purpose of the conference. Any exhibitor or sponsor that does not abide by these guidelines will not be invited to participate in future AAMC activities.
4. **Exhibit/Sponsor Representative Responsibilities.** Each exhibitor and sponsor must name at least one person to be the official Representative in Charge and responsible party. The Representative in Charge will receive all relevant materials relating to the 2020 GSA-CiM-OSR Professional Development Conference. That representative shall be authorized to enter into such contracts as may be necessary for fulfillment of obligations to the AAMC and to other contractors and subcontractors. It is recommended that exhibit materials be available on your assigned table/booth at all times. It is the responsibility of the Representative in Charge to ensure that all staff affiliated with the exhibit adhere to these regulations. Exhibitors and sponsors will not have any role in the selection of meeting content, topics, or speakers and cannot attend any planning activities for the meeting. An exhibitor/sponsor or other commercial representative may be included as a presenter on the program agenda if he/she has a particular expertise that would make a significant and relevant contribution to the program and if a representative of an AAMC-member institution (or AAMC staff) is a co-presenter.
5. **Contract for Exhibit Space.** The commitment for exhibit space and full payment of rental charges together constitute a contract for a right to use the space.
6. **Arrangements of Exhibits.** All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others.
7. **Installation and Dismantling.** Tabletop exhibits must be installed in the exhibit area between 8 a.m. and 10 a.m. on Friday, March 27, 2020. The area officially closes at 11:15 a.m. on Sunday, March 29, 2020. Exhibitors may not dismantle or disturb their exhibits until after the official closing. Exhibitors will have the opportunity to dismantle their exhibit from 11:30 a.m. to 2 p.m. on Sunday, March 29, 2020; all exhibits must be dismantled by 2 p.m. on that day.
8. **Organization's Personnel.** The Organization's staff will be able to attend the entire meeting, with the exception of specific restricted sessions. (Exhibitors may not attend AAMC Service Updates, regional business meetings, group-specific business or knowledge-sharing sessions, and affiliated activities, such as preconference workshops and group-specific breakfast meetings.) All personnel are required to display proper name badges throughout move-in, conference hours, and move-out. Personnel may not initiate sales or marketing activities while in the room where a meeting session is taking place.
9. **Organization's Information.** The final program and mobile app (if applicable) will include an exhibit/sponsor section.
10. **Union Labor.** The Organization is required to observe all union contracts in effect among show management, official contractors, facilities, and various labor organizations represented. Any labor required for installation or dismantling, decoration, or use of equipment must be ordered through the official service contractor. Tipping is strictly forbidden for any personnel providing services to the Organization in the exhibit area.

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- 11. Use of Exhibit Space.** No exhibitor or sponsor shall assign, sublet, or share the whole or any part of the space allotted without the consent of the AAMC and approval of the terms thereof. No exhibitor or sponsor is permitted to show goods other than those manufactured or handled by him/her in the regular course of business. No organization not assigned space in the exhibit area will be permitted to solicit business in any manner within the exhibit area.
- 12. Sound Devices and Noise Level.** The use of devices for the mechanical reproduction of sound is prohibited. Any demonstrations or presentations must be conducted at a low volume so that nearby exhibitors are not bothered.
- 13. Circulation and Solicitation.** Distribution by the Organization of any printed matter, souvenirs, or other articles must be confined to the space assigned. (Invitations that can be slid under attendees' room doors or gifts delivered to rooms are not permitted.) No undignified manner of attracting attention will be permitted. All aisle space belongs to the AAMC. No advertising matter will be allowed to extend beyond the space allotted to the Organization.
- 14. Giveaways.** Organizations may provide token giveaways at their exhibit table/booth but cannot distribute these items in any other space, including at the registration desk and meeting rooms. Exhibitors and sponsors are prohibited from providing meeting accessories (for example, tote bags or lanyards) for distribution to all attendees. Raffles are permitted but must be preapproved by AAMC staff. AAMC staff have the right to approve exhibitor materials.
- 15. Direct Selling.** In the event that an Organization engages in on-location transactions, it will be responsible for complying with all federal, state, and local laws regarding sales taxes and laws that may pertain to such sales.
- 16. Location of Exhibit Area.** The AAMC reserves the right to alter the location of the exhibit area as it deems advisable and in the interest of the Exhibit Show; however, no change of location will be made without full discussion with the Organization affected by such changes.
- 17. Security.** The AAMC will take reasonable precautions to safeguard the exhibit hall; however, the AAMC will not be liable for loss or damage to property or personnel from theft, fire, accident, or any other cause beyond its reasonable control. Organizations are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury. The Organization shall indemnify the AAMC against, and hold it harmless from, negligence of the Organization in connection with the Organization's conduct at the Exhibit Show.

THE AAMC'S LIABILITY ARISING FROM OR RELATING TO THIS AGREEMENT IS LIMITED TO THE AMOUNT PAID BY THE ORGANIZATION FOR THE SERVICES DESCRIBED HEREIN.

- 18. Exhibitor-Sponsored Sessions.** Exhibitors may host independent events for meeting attendees under the following guidelines:
 - The event does not conflict with any scheduled meeting session or event.
 - Prior permission has been granted in writing by the AAMC meetings staff.
 - Requests for function or hospitality space or suites must be submitted to the AAMC in writing.
 - Once the event is approved, the guest, attendee, or third party is responsible for all costs (except for meeting room rental) associated with the function or hospitality space or suites.
- 19. Failure to Open the Exhibit Hall.** In the event the AAMC Exhibit Show fails to take place as scheduled or is interrupted and/or discontinued, or access to the hotel or Exhibit Show premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason, this contract may be terminated by the AAMC. In the event of such termination, the Organization waives any and all damages and claims for damages and agrees that the sole liability of the AAMC shall be to return to the Organization the space payments, less the pro rata share of all costs and expenses incurred and committed by the AAMC.

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20. Cancellation Policy. Cancellations for exhibits or nonlevel sponsorships are allowed; however, no cancellations are allowed for level sponsorship options. All cancellations must be completed through the online registration of the purchaser. Instructions on how to cancel the agreement are located in the registration confirmation email. Online cancellation is required to acknowledge the refund, if applicable. Any cancellation received after Feb. 14, 2020, will result in the forfeiture of the entire exhibit fee. Contact the meeting coordinator, registration, for further assistance.

Contact: Emily Koubek at 202-478-9923 or ekoubek@aamc.org.

21. The AAMC reserves the right to deny exhibit space/sponsor opportunities to any organization.

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**Association of
American Medical Colleges**

655 K Street, NW, Suite 100, Washington, DC 20001-2399

T 202 828 0400
aamc.org