

2023

Group on Business Affairs (GBA)
Group on Institutional Planning (GIP)
Joint Spring Meeting

April 26-27, 2023
Sheraton Puerto Rico Hotel & Casino San Juan, Puerto Rico

EXHIBITOR PROSPECTUS

Two full days of education for leaders in financial and operational administration, human resources, strategic planning, and space and facilities planning in academic medicine across the United States and beyond.

The Group on Business Affairs (GBA) advances administrative and fiscal management in academic medicine institutions to support medical education, research, and health care.

The mission of the Group on Institutional Planning (GIP) is to advance the discipline of planning in academic medicine by enhancing the skills and knowledge of professional planners; to promote the value of planning; and to connect people, resources, and ideas.

GBA-GIP 2023 Joint Spring Meeting

This meeting provides a unique forum to promote and learn from the collaborations that occur daily at academic medical centers by bringing together two important professional groups within the AAMC.

We expect a rich and thoughtful program that addresses some of the many issues, challenges, and successes of academic health centers, particularly with new and emerging models for organizing research, clinical, educational, administrative, and medical center activities.



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Exhibitor Prospectus

QUESTIONS

SALES QUESTIONS

Deanne Rockola Altman 301-658-2115 AAMC@discoverSB.com

LOGISTICAL QUESTIONS

Kristina Reardon kreardon@aamc.org

PAYMENT QUESTIONS



About the AAMC

The AAMC (Association of American Medical Colleges) is a nonprofit association dedicated to improving the health of people everywhere through medical education, health care, medical research, and community collaborations. Its members comprise all 156 accredited U.S. medical schools; 14 accredited Canadian medical schools; approximately 400 teaching hospitals and health systems, including Department of Veterans Affairs medical centers; and nearly 80 academic societies. Through these institutions and organizations, the AAMC leads and serves America's medical schools and teaching hospitals and the millions of individuals across academic medicine, including more than 191,000 full-time faculty members, 95,000 medical students, 149,000 resident physicians, and 60,000 graduate students and postdoctoral researchers in the biomedical sciences. Following a 2022 merger, the Alliance of Academic Health Centers International broadened the AAMC's U.S. membership and expanded its reach to international academic health centers. Learn more at aamc.org.

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Meeting Attendee Demographics

350 attendees are expected

Past Meeting Attendance

283
attended the
2022 meeting

325
attended the
2021 virtual meeting

attended the
2019 meeting
(which was held jointly with the
Group on Diversity and Inclusion)

364 attended the 2018 meeting

477
attended the
2017 meeting
(which was held jointly with the
Group on Information Resources)



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Previous Attendee Titles

Associate/senior associate dean

Chief financial officer

Director

Dean

Executive director

Manager

Vice president

Exhibitor Opportunities

With the prominent exhibiting opportunities that the GBA and GIP 2023 Joint Spring Meeting offers, you will gain invaluable exposure to this high-level audience — and the larger AAMC academic medicine community.

The GBA and GIP 2023 Joint Spring Meeting offers the premier opportunity to network with leaders in financial and operational administration, human resources, strategic planning, and space and facilities planning in academic medicine across the United States and beyond. This is the largest gathering of these professionals outside Learn Serve Lead: The AAMC Annual Meeting.

Establish your company's brand name with senior-level decision-makers in administrative and fiscal management and institutional planning from the nation's medical schools and teaching hospitals.

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 exhibitors and selected speakers.

AAMC Health and Safety Protocol for Off-Site, In-Person Meetings

The AAMC is committed to providing a safe and healthy environment for all AAMC meeting participants. Beginning Sept. 1, 2022, to minimize risks associated with COVID-19, attendees at AAMC off-site, inperson learning offerings are strongly encouraged to wear masks, be fully vaccinated, and take other measures deemed necessary, as informed by guidance from the Centers for Disease Control and Prevention and federal, state, and local health authorities. Information about health and safety protocols will be provided on all meeting websites and in event communications.



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PAYMENT OUESTIONS

What Types of Companies and Organizations Should Exhibit?

Administrative operating system vendors

Architects

Business intelligence tool vendors

Executive recruitment firms

Management consultants

Workforce development firms

Infrastructure guidance consultants

Space management systems and furniture vendors

Previous Exhibitors

Anderson Brule Architects, Inc. MHTN Architects, Inc.

AMN Healthcare Mountain Pass

Cannon Design, Inc.

Lord, Aeck and Sargent

CBO Partners Perkins + Will

CO Architects PwC

ECG Management Consultants, Inc. Steinberg

EYP

HDR Architecture The SLAM Collaborative

HOK Wolverine Building Company

Huron Consulting Group WorkingBuildings, LLC

INSITE ZRG Partners, LLC

Merritt Hawkins



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lkirk@aamc.org



As an exhibitor, you'll be part of a select group of organizations, and you'll distinguish your company from the competition. Talk with potential clients in an intimate setting that maximizes exposure.

Exhibitor Package and Fees

With the purchase of a \$5,000 exhibitor package, your organization will be entitled to:

- A 6-foot skirted table with two chairs.
- Two full meeting registrations, including all sessions and receptions.
- · A description of your organization in the mobile app and on the meeting website.
- The post-conference (opt-in) attendee list for a one-time mailing after the conference.
- Additional networking opportunities with meeting attendees, including dessert in the exhibit area after lunch on Wednesday.

Please note: Space is limited to a maximum of 10 exhibit tables, and one organization may not purchase multiple exhibit tables. Exhibit tables will be granted on a first-come, first-served basis.

Exhibit Schedule

Tuesday, April 25

4-6 p.m.	Installation		
Wednesday, April 26			
7:45 a.m4:30 p.m.	Exhibit Hours		

Thursday, April 27

7:45 a.m2:30 p.m.	Exhibit Hours
2:30-4 p.m.	Dismantle



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2022 Conference Schedule at a Glance

Tuesday, April 26, 2022

5-6:30 p.m. Meet-and-Greet Reception

Wednesday, April 27, 2022

7:45-8:45 a.m.	Breakfast		
9-10:15 a.m.	Plenary		
10:15-10:30 a.m.	Break		
10:30-11:30 a.m.	Breakouts		
11:30-11:45 a.m.	Break		
11:45 a.m12:30 p.m.	Hot Topics		
12:30-2 p.m.	Lunch		
2:15-3:15 p.m.	Breakouts		
3:15-3:45 p.m.	Coffee With Committees		
3:45-4:45 p.m.	Breakouts		
6-8 p.m.	Reception		

Thursday, April 28, 2022

7:45-8:45 a.m.	Breakfasts	
9-10:15 a.m.	Plenary	
10:15-10:30 a.m.	Break	
10:30-11:30 a.m.	Breakouts	
11:30-11:45 a.m.	Break	
11:45 a.m12:30 p.m.	Hot Topics	
12:30-2 p.m.	Poster Session and Lunch	
2-2:30 p.m.	Dessert With Exhibitors	
2:30-3:30 p.m.	Breakouts	
3:30-5 p.m.	Engagement Activities	



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Registration Information

Once the AAMC Exhibitor 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 Puerto Rico Hotel & Casino 200 Convention Boulevard

San Juan, Puerto Rico 00907

The room rate is \$209. The room rate is subject to applicable state and local taxes in effect at the time of check-in (currently an 18% Destination Fee and an 11% Government Tax).

Complete details and instructions to make hotel reservations will be available on the meeting website when online registration opens in early 2023.

Checklist
Complete and submit the AAMC Exhibitor Contract.
Pay the fee in full once you receive the purchaser registration link.
Make your hotel reservations by the cutoff date. Instructions on how to receive our group rate will be sent in early 2023, along with the registration instructions.
Complete staff registration and submit a 100-word description of your company or organization and any other requested information for the mobile app and meeting website.



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AAMC EXHIBITOR CONTRACT

Association of American Medical Colleges Group on Business Affairs (GBA) and Group on Institutional Planning (GIP) 2023 Joint Spring Meeting April 26-27, 2023 Sheraton Puerto Rico Hotel & Casino, San Juan RETURN THIS APPLICATION TO:
Kristina Reardon at
FAX: 202-862-6188 or
kreardon@aamc.org



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Company Information

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

	STATE	ZIP
☐ Yes	□ No	
☐ Yes	□ No	
n-site con	tact name aı	nd email address:
		. <u></u>
	□Yes	

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 Group on Business Affairs (GBA) and Group on Institutional Planning (GIP) 2023 Joint Spring Meeting opens in early 2023.

☐ Check made payable to the AAMC by March 24, 2023. 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-MTW019-23
Meeting Exhibitor Fees (RC-0004)

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. Any cancellation received after March 31, 2023, 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 Group on Business Affairs (GBA) and Group on Institutional Planning (GIP) 2023 Joint Spring Meeting may be directed to Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com.

SIGNATURE

TITLE DATE

Terms and Conditions for Exhibitors and Sponsors

- 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").
- Commitments. The exhibitor benefits, fees (\$5,000 per booth package), timeline, schedules, and logistics outlined in this prospectus represent the duties and obligations of the AAMC and the Organization for the privileges purchased.
- **Exhibit 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 Group on Business Affairs (GBA) and Group on Institutional Planning (GIP) 2023 Joint Spring Meeting. The exhibit area is meant to supplement the professional meetings by providing AAMC members with various types of products, services, and information. Exhibitors 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 that does not abide by these guidelines will not be invited to participate in future AAMC activities.
- Exhibitor Representative Responsibilities. Each exhibitor 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 Group on Business Affairs (GBA) and Group on Institutional Planning (GIP) 2023 Joint Spring Meeting. 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 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 or other commercial representative may be included as a presenter on the program agenda if they have 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.
- 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 as outlined in the above prospectus and are subject to change. Exhibitors may not dismantle or disturb their exhibits until after the official closing. Exhibitors will have the opportunity to

- dismantle their exhibit as outlined in the prospectus; all exhibits must be dismantled by 4 p.m. on Thursday, April 27, 2023.
- 8. Organization's Personnel. The Organization's staff may attend all sessions and receptions, unless otherwise noted in the prospectus. 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.
- Organization's Information. The final program and mobile app (if applicable) will include an exhibitor 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.
- 11. Use of Exhibit Space. No exhibitor 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 is permitted to show goods other than those they manufactured or handled 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 are prohibited from providing meeting accessories (for example, tote bags, 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 onlocation 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.



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- 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 auidelines:
 - 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 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, or emergency declared by any government agency or 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.
- 20. Cancellation Policy. All cancellations must be completed through the online registration of the purchaser. Instructions on how to cancel the agreement are in the registration confirmation email. Online cancellation is required to acknowledge the refund, if applicable. Any cancellation received after March 31, 2023, will result in the forfeiture of the entire exhibit fee. Contact the meeting coordinator, registration, for further assistance.

Contact: Leann Kirk at lkirk@aamc.org

21. The AAMC reserves the right to deny exhibitor opportunities to any organization.



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