



MedBiquitous[®] 2023

OCT. 16-18, 2023 · AAMC LEARNING CENTER · WASHINGTON, D.C.

Exhibitor Prospectus

aamc.org/meetings

Two days of dialogue and education for health professions educators and technology innovators.

MedBiquitous® Program

The MedBiquitous® Program is three offerings in one unique package:

- A **community** of health professions educators and technology innovators.
- A **process** to develop, approve, and disseminate health professions education data standards.
- A **collection** of open, health professions education data standards and technology guidelines.

The MedBiquitous program develops information technology standards for health professions education and credentialing. The community is creating infrastructure to support technologies in the digital transformation of the health professions. This infrastructure can seamlessly support the learner in ways that will improve patient care and simplify the administrative work associated with education and quality improvement. The [MedBiquitous website](#) also provides a neutral forum for educators and industry alike to exchange ideas about innovative uses of interconnected technologies for health professions education and quality improvement.

MedBiquitous 2023

MedBiquitous 2023 is a two-day, in-person conference for health professions educators and technology innovators.

MedBiquitous 2023 is an opportunity to network with colleagues from around the world and examine how digital technologies can facilitate data exchange, realize time and cost efficiencies, and promote continuous improvement and better outcomes across the continuum of health professions education.

The comprehensive and engaging program will offer general sessions, workshops, digital demonstrations, and robust discussions on how to use data to drive improved education and clinical health care outcomes. Our special focus is for those with an interest in technologies that enable systems integration and data sharing.

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 are all 157 U.S. medical schools accredited by the [Liaison Committee on Medical Education](#); 13 accredited Canadian medical schools; approximately 400 teaching hospitals and health systems, including Department of Veterans Affairs medical centers; and more than 70 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 193,000 full-time faculty members, 96,000 medical students, 153,000 resident physicians, and 60,000 graduate students and postdoctoral researchers in the biomedical sciences. Following a 2022 merger, the Alliance of Academic Health Centers and 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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QUESTIONS

SALES QUESTIONS:

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

LOGISTICAL QUESTIONS:

Kristina Reardon
kreardon@aamc.org

PAYMENT QUESTIONS:

Debra K. Hollins
dhollins@aamc.org

[aamc.org/meetings](#)

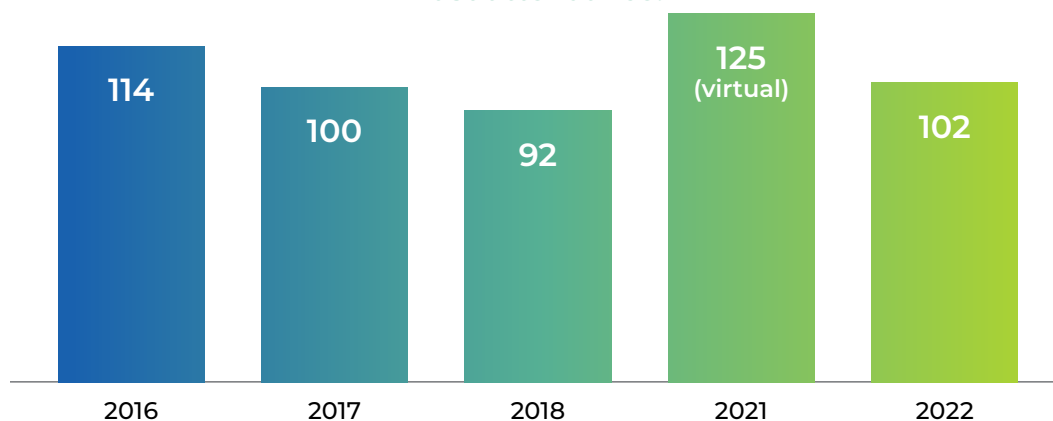
Meeting Attendee Demographics



100 attendees

are expected at MedBiquitous 2023.

Past attendance:



Exhibitor Opportunities

With the highly visible exhibiting opportunities that MedBiquitous 2023 offers, you will gain invaluable exposure to this high-level audience — and the larger AAMC academic medicine community.

MedBiquitous 2023 offers the premier opportunity to network with leaders in health professions education, credentialing and accreditation, and education technology innovation from U.S. and international organizations.

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

AAMC Health and Safety Protocol for In-Person Meetings

The AAMC continues to support vaccination for all as a way to reduce the severity of infection and continues to believe high-quality, well-fitting masks are effective in reducing infection. While we will continue to encourage attendees to be vaccinated and wear masks in all venues, there are likely to be gatherings associated with this meeting with people who may not have been vaccinated, and we recognize that mask wearing is now optional. Moreover, there have been reported instances of transmission of the COVID-19 virus even among vaccinated people who are not wearing masks (for example, while eating and drinking). For this reason, attendees should consider and determine for themselves whether they are comfortable with the risks associated with different events (for example, indoor vs. outdoor, masked vs. unmasked, AAMC-controlled vs. public space).

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What Types of Companies and Organizations Should Exhibit or Sponsor?

- Education technology software and platform vendors.
 - Administration platforms.
 - Teaching and learning software.
 - Simulation software and hardware.
- Master of health professions education programs.
- Other education programs.
- Other IT credentialing programs.
- Other relevant associations.

Previous Exhibitors and Sponsors

- AMBOSS
- American Osteopathic Association
- CECity
- Decision Simulation
- Elsevier
- E-Value
- Knowledge4You
- Logibec
- MapEDU
- Medtrics
- New Innovations, Inc.
- ScholarRX

Connect With Health Professions Educators and Technology Innovators

As an exhibitor, you'll be part of a select group of organizations and 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 \$2,500 exhibitor package, your organization will be entitled to:

- A 6-foot table with two chairs.
- One full meeting registration, including all sessions and receptions.
 - You will have the opportunity to purchase one additional registration at a discounted rate of \$1,000. *Note: Exhibiting organizations are limited to a maximum of two attendees.*
- A description of your organization on the meeting website.
- The post-conference (opt-in) attendee list for a one-time mailing after the conference.

Please note: Space is limited to a maximum of six exhibit tables, and one organization may not purchase multiple exhibit tables. Exhibitor contracts will be reviewed and accepted on a first-come, first-served basis. The AAMC reserves the right to deny any exhibit application.

The AAMC Learning Center has limited electrical access points for exhibitors. Only the first five contracted exhibitors who indicate they require electricity in their contract are guaranteed this access.

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Exhibit Schedule (subject to change)

Exhibit displays may be open all-day Tuesday and Wednesday.

Exhibit table locations are not assigned and will be available on a first-come, first-served basis.

We suggest you have your display staffed during the peak hours noted below. During other times, attendees will be in educational sessions or at luncheons. As an exhibitor, you are invited to attend all plenary sessions and luncheons/receptions.

INSTALLATION

MONDAY, OCT. 16

2-4 p.m.

Reception is 5-7 p.m. (not in exhibit space)

EXHIBITS OPEN

TUESDAY, OCT. 17

7:30 a.m.-5:30 p.m.

During meals, networking, and break times

WEDNESDAY, OCT. 18

7:30 a.m.-1:30 p.m.

During meals, networking, and break times

DISMANTLE

WEDNESDAY, OCT. 18

1:30-3 p.m.

All exhibits must be dismantled and removed no later than 3 p.m.

Conference Schedule (subject to change; all times are Eastern Time)

MONDAY, OCT. 16

5-7 p.m.

Welcome Reception

TUESDAY, OCT. 17

7:30-8:30 a.m.

Breakfast and Working Groups

8:30-10 a.m.

Introduction and Keynote Plenary

10-10:30 a.m.

Break

10:30-11:20 a.m.

Presentations

11:20-11:30 a.m.

Break

11:30 a.m.-12:30 p.m.

Roundtables

12:30-2 p.m.

Networking Lunch

2-3:30 p.m.

Digital Demos

3:30-4 p.m.

Break

4-5:30 p.m.

Digital Demos

5:30-7 p.m.

Reception

WEDNESDAY, OCT. 18

7:30-8:30 a.m.

Breakfast and Working Groups

8:30-10 a.m.

Town Hall

10-10:30 a.m.

Break

10:30-11:20 a.m.

Presentations

11:20-11:30 a.m.

Break

11:30 a.m.-12:30 p.m.

Roundtables

12:30-2 p.m.

Networking Lunch

2-3:30 p.m.

Plenary Session

3:30

Adjourn

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Registration Information

Once the AAMC Support Contract is completed 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

AC Hotel Washington DC Convention Center

601 K Street, NW

Washington, D.C. 20001

marriott.com/en-us/hotels/wasae-ac-hotel-washington-dc-convention-center/overview

The room rate, which is subject to tax of 14.95%, is \$269.00.

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

Checklist

- Complete and submit the AAMC Support Contract.
- Submit full payment of the fee 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 summer 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 SUPPORT CONTRACT

Association of American Medical Colleges
MedBiquitous 2023
Oct. 16-18, 2023
AAMC Learning Center, Washington, D.C.

RETURN THIS APPLICATION TO:
Kristina Reardon at
kreardon@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.

COMPANY NAME

CONTACT NAME

TITLE

EMAIL ADDRESS

PHONE

ADDRESS

CITY STATE ZIP

Are you exhibiting? Yes No

Will you be on-site? Yes No

Does exhibit require access to electricity? Yes No

The AAMC Learning Center has limited electrical access points for exhibitors. Only the first five contracted exhibitors who indicate they require electricity are guaranteed this access.

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

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 MedBiquitous 2023 opens in summer 2023.

Check made payable to the AAMC by Sept. 18, 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-MTW112-24
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 Sept. 18, 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 MedBiquitous 2023 may be directed to Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com.

SIGNATURE

TITLE

DATE

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Terms and Conditions for Exhibitors

- 1. The Organization.** These terms and conditions are made between the Association of American Medical Colleges (the "AAMC") and the organization purchasing exhibitor privileges (the "Organization").
- 2. Commitments.** The exhibitor benefits, fees (\$2,500 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.
- 3. 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 MedBiquitous 2023. 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.
- 4. 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 MedBiquitous 2023. 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.

- 5. Contract for Exhibit Space.** The commitment for exhibit space and full payment of rental charges together constitutes 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 2 p.m. and 4 p.m. on Monday, Oct. 16, 2023. The area officially closes at 3:30 p.m. on Wednesday, Oct. 18. Exhibitors may not dismantle or disturb their exhibits until after the official closing. Exhibitors will have the opportunity to dismantle their exhibit from 4 p.m. to 5:30 p.m. on Oct. 18, 2023; all exhibits must be dismantled by 4:30 p.m. on that day. These dates and times are subject to change and will be communicated to the Organization's representative(s) by AAMC staff.
- 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.
- 9. 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.



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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 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 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 Sept. 18, 2023, will result in the forfeiture of the entire exhibit fee. Contact the meeting coordinator, registration, for further assistance.
Contact: Debra K. Hollins at dhollins@aamc.org
21. **The AAMC reserves the right to deny exhibitor opportunities to any organization.**

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