

MedBiquitous

MedBiquitous[®] 2021

Sept. 20-21, 2021
Virtual Conference

Exhibitor Prospectus
aamc.org/meetings



MedBiquitous 2021

MedBiquitous

MedBiquitous® 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.

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

The MedBiquitous Program is the developer of 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. MedBiquitous 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 2021

MedBiquitous 2021 is a virtual conference for health professions educators and technology innovators.

MedBiquitous 2021 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.

AAMC

The AAMC (Association of American Medical Colleges) is a not-for-profit association dedicated to transforming health through medical education, health care, medical research, and community collaborations. Its members are all 155 accredited U.S. and 17 accredited Canadian medical schools; more than 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 their more than 179,000 full-time faculty members, 92,000 medical students, 140,000 resident physicians, and 60,000 graduate students and postdoctoral researchers in the biomedical sciences. Additional information about the AAMC is available at aamc.org.

MedBiquitous 2021

Meeting Attendance

100

attendees expected at
MedBiquitous 2021

Past attendance

92

attendees at
2018 meeting

100

attendees at
2017 meeting

114

attendees at
2016 meeting

109

attendees at
2015 meeting

MedBiquitous 2021

Exhibitor Opportunities

With the highly visible exhibiting opportunities that MedBiquitous 2021 offers, you will gain invaluable exposure to this high-level audience — and the larger AAMC academic medicine community.

MedBiquitous 2021 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!

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

- American Osteopathic Association
- CECity
- Decision Simulation
- E-Value
- Knowledge4You
- ScholarRX

MedBiquitous 2021

Connect With Health Professions Educators and Technology Innovators

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

Exhibitor Package and Fees

With the purchase of a \$1,000 exhibitor package, your organization will be entitled to:

- Two full meeting registrations, including all sessions and networking events.
- A logo and description of your organization on the meeting website and virtual meeting platform.
- A virtual booth with the ability to post information about your organization, including a video, handouts, banner, booth logo, contact information, and a link to host live conversations with attendees during AAMC-designated dates and times.
 - Company logo: We recommend square images larger than 300x300 pixels.
 - Virtual booth banner: We recommend images that are 1872x320 pixels with an aspect ratio of 936x160 pixels.
 - Video: Supported file types: MOV, MP4, up to 25 files, 5 GB each.
 - Other files: Content files must be less than 20 MB and in one of these formats: .doc, .docx, .gif, .jpg, .jpeg, .pdf, .png, .ppt, .pptx, .txt, .xls, .xlsx
- The post-conference (opt-in) attendee list for a one-time mailing after the conference.

MedBiquitous 2021

Conference Schedule

(subject to change)

Monday, Sept. 20	
11 a.m.-noon ET	Welcome and Keynote Plenary
Noon-12:30 p.m. ET	Exhibitor Break
12:30-1:30 p.m. ET	Speed Networking
1:30-2 p.m. ET	Exhibitor Break
2-5 p.m. ET	Roundtables
5:30-6:30 p.m. ET	Poster Presentations
Tuesday, Sept. 21	
11 a.m.-noon ET	Keynote Plenary
Noon-12:30 p.m. ET	Exhibitor Break
12:30-1:30 p.m. ET	Roundtables
1:30-2 p.m. ET	Exhibitor Break
2-5 p.m. ET	Concurrent Sessions

MedBiquitous 2021

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.

Checklist

- Complete and submit the Exhibitor Contract.
- Full payment of the fee via credit card is due online upon receipt of the purchaser registration link.
- Complete staff registration, and submit a 100-word description of your company or organization and any other requested information for the meeting website and virtual platform.

MedBiquitous 2021

AAMC Exhibitor Contract

Association of American Medical Colleges
MedBiquitous 2021
Sept. 20-21, 2021

1 Company Information

The "contact" is the person responsible for payment and may or may not also be the booth staff.

COMPANY NAME

CONTACT NAME

TITLE

EMAIL ADDRESS

ADDRESS

CITY STATE ZIP

Are you exhibiting? Yes No

Will you be attending the meeting? Yes No

If no, please provide a contact name and email address for booth staff:

RETURN THIS APPLICATION TO:

Kristina Reardon at
kreardon@aamc.org

2 Payment

PAYMENT METHOD

Credit Card: You will pay online when registration for MedBiquitous 2021 opens in late summer.

INTERNAL USE ONLY

Please apply payment to:
61100 / PJ-MTW122-22
Exhibitor Fees (RC-0004)

3 Authorization

This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, specifications, and commitment to the total tallied. Cancellations are allowed. Any cancellation received after Aug. 27, 2021, 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 MedBiquitous 2021 may be directed to Jennifer Kerhin at 301-658-2195 or AAMC@sponsorshipboost.com.

SIGNATURE

TITLE

DATE

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 exhibitor privileges (the "Organization").
- 2. Commitments.** The exhibitor benefits, fees (\$1,000 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.
- 3. Exhibitor Objectives.** The AAMC virtual exhibit area is produced by and is the property of the AAMC. The virtual exhibit area is a practical, educational adjunct to the professional meetings held during MedBiquitous 2021 and 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 virtual space to any applicant that, in the opinion of the AAMC, is unlikely to contribute to the overall objectives of the meeting. The AAMC reserves the right to accept or discontinue 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 may 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 2021. 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 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. Organization's Personnel.** The Organization's staff may attend all sessions and other meeting events, unless otherwise noted in the prospectus. Personnel may not initiate sales or marketing activities while a meeting session is taking place.
- 6. Organization's Information.** The meeting website and virtual meeting platform will include an exhibitor section.
- 7. Use of Virtual Exhibit Space.** No exhibitor shall assign or share the whole or any part of the virtual space allotted without the consent of the AAMC. No exhibitor is permitted to show goods other than those they manufacture or handle in the regular course of business. Only organizations assigned exhibit space will be permitted to solicit business in any manner within the exhibit area.
- 8. Circulation and Solicitation.** Distribution by the Organization of any printed matter, souvenirs, or other articles must be confined to the virtual space assigned or pre-approved by the AAMC. No undignified manner of attracting attention will be permitted. No advertising matter will be allowed to extend beyond the virtual space allotted to the Organization by the AAMC.
- 9. Giveaways.** Raffles are permitted but must be preapproved by AAMC staff. AAMC staff have the right to approve exhibitor materials.
- 10. Direct Selling.** In the event that an Organization engages in on-platform 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.
- 11. Limitation of Liability.** 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.

MedBiquitous 2021

- 12. 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.
 - Once the event is approved, the guest, attendee, or third party is responsible for all costs associated with the function.
- 13. 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 platform is prevented or interfered with by reason of technical issues outside of the association's control that prevents fulfillment of the deliverables, 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 fees paid under the terms of this contract.
- 14. Cancellation Policy.** Cancellations for exhibits are allowed. 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 Aug. 27, 2021, 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.
- 15. The AAMC reserves the right to deny exhibit opportunities to any organization.**



**Association of
American Medical Colleges**

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aamc.org