**Invitation to Participate**

The AAMC invites you to exhibit at Learn Serve Lead 2022: The AAMC Annual Meeting, held Nov. 11-15, 2022, in Nashville, Tennessee.

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 returning exhibitors and meeting our new exhibitors in Nashville!
The AAMC (Association of American Medical Colleges) is a nonprofit 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; 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 employed across academic medicine, including more than 186,000 full-time faculty members, 94,000 medical students, 145,000 resident physicians, and 60,000 graduate students and postdoctoral researchers in the biomedical sciences. Additional information about the AAMC is available at aamc.org.

About the Meeting
Learn Serve Lead: The AAMC Annual Meeting brings together more than 4,800 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. 11-15, 2022, in Nashville, Tennessee. After two years of successful virtual meetings, we are thrilled to be back in person. Learn Serve Lead 2022 will feature more than 110 concurrent sessions, four plenary sessions, eight Voices of Medicine and Society featured speakers, and more than 50 networking receptions.

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

AAMC Health and Safety Protocol for All In-Person Meetings
The AAMC is committed to providing a safe and healthy environment for all AAMC meeting participants. Beginning Jan. 1, 2022, to minimize risks associated with COVID-19, attendance at AAMC in-person learning offerings requires mask-wearing and proof of vaccination as well as other measures deemed necessary, as informed by guidance from the U.S. Centers for Disease Control and Prevention and federal, state, and local health authorities. Information about the vaccination verification process and other health and safety protocols will be provided on all meeting websites and in event communications.
SCHEDULE AT A GLANCE

Tentative conference schedule (subject to change). Please check the Learn Serve Lead 2022 website in July for the final schedule.

FRIDAY, NOV. 11
7:30 a.m.-5:15 p.m.  AAMC Affinity Group Business and Committee Meetings and Affiliate Meetings
6-7 p.m.  Group Knowledge Sharing and Institutional Team Meetings
5:30-7:15 p.m.  Welcome to Music City Reception
6:30 p.m.  AAMC Group/Affinity Group Receptions

SATURDAY, NOV. 12
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
8:30-10 a.m.  Opening Plenary Session
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
4:30-7 p.m.  Exhibit Hall Kick-Off Reception
6:30 p.m.  AAMC Group/Affinity Group Receptions

SUNDAY, NOV. 13
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
8:30-10 a.m.  Leadership Plenary Session
10 a.m.-12 p.m.  Exhibit Hall Open
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
3:4-4:15 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

MONDAY, NOV. 14
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
8:30-10 a.m.  Plenary Session
10 a.m.-1:30 p.m.  Exhibit Hall Open
10:30-11:45 a.m.  Concurrent Sessions
11:45 a.m.-1 p.m.  Lunch in Exhibit Hall
1:15-2:30 p.m.  Concurrent Sessions
3:4-4:15 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. 15
7-8:15 a.m.  AAMC Service Updates, Affinity Group and Committee Meetings
7-8:45 a.m.  Continental Breakfast
8:30-10 a.m.  Closing Plenary Session
10:15-11:30 a.m.  Concurrent Sessions
11:30 a.m.-noon.  Grab-and-Go Lunch
Noon-1:15 p.m.  Concurrent Sessions
3:4-4:15 p.m.  Concurrent Sessions
4:30-5:30 p.m.  Town Hall With the AAMC Leadership Team
Exhibitor Prospectus

Exhibitor Schedule

Exhibitor Move-In
Friday, Nov. 11 • 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. 12 • 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. Exhibitor personnel do not need to be present for the inspection. If there are any issues, show management will leave a notice in the booth.

Exhibit Hours
Saturday, Nov. 12

4:30-7 p.m. • Exhibit Hall Open

4:30-7 p.m. • Exhibit Hall Kickoff Reception
All attendees will be invited to the Exhibit Hall Kickoff Reception (food, drink, and live music) in the exhibit hall.

Sunday, Nov. 13

10 a.m.-3 p.m. • Exhibit Hall Open
Complimentary Sunday brunch for all attendees will be served from 11:45 a.m. to 1 p.m.

Monday, Nov. 14

10 a.m.-1:30 p.m. • Exhibit Hall Open
Complimentary lunch for all attendees will be served from 11:45 a.m. to 1 p.m.

Exhibitor Dismantle and Move-Out
Monday, Nov. 14 • 1:30-7 p.m.
WHY EXHIBIT?

Exposure
Market your organization and raise brand exposure to the entire medical school and teaching hospital community, including medical school deans, hospital CEOs, faculty, administrators, residents, students, and other medical school and teaching hospital stakeholders.

Insight
Engage in meaningful discussions with more than 4,800 attendees about the issues, trends, and innovations that are shaping the future of medical education, biomedical research, and patient care.

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

Lead Generation
Generate leads by connecting with the leaders, influencers, and managers of medical schools and teaching hospital departments with significant purchasing power for a wide variety of products and services.

Product Demonstration
Give your potential clients hands-on access to your products and services.
Learn Serve Lead 2022: The AAMC Annual Meeting is expected to draw more than 4,800 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 the attendees.

Many attendees are part of the AAMC’s 23 professional development groups. These attendees are often leaders within their professions and volunteer to further the professional and leadership development needs 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 (in person): Attendee Member Groups

<table>
<thead>
<tr>
<th>PRIMARY AAMC AFFILIATION</th>
<th>REGISTRANT RESPONSES*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief Medical Officers Group (CMOG)</td>
<td>29</td>
</tr>
<tr>
<td>Compliance Officers’ Forum (COF)</td>
<td>2</td>
</tr>
<tr>
<td>Council of Deans (COD)</td>
<td>161</td>
</tr>
<tr>
<td>Council of Faculty and Academic Societies (CFAS)</td>
<td>127</td>
</tr>
<tr>
<td>Council of Teaching Hospitals and Health Systems (COTH)</td>
<td>50</td>
</tr>
<tr>
<td>Forum on Conflict of Interest in Academe (FOCI Academe)</td>
<td>5</td>
</tr>
<tr>
<td>Government Relations Representatives (GRR)</td>
<td>47</td>
</tr>
<tr>
<td>Group on Business Affairs (GBA)</td>
<td>41</td>
</tr>
<tr>
<td>Group on Diversity and Inclusion (GDI)</td>
<td>180</td>
</tr>
<tr>
<td>Group on Educational Affairs (GEA)</td>
<td>655</td>
</tr>
<tr>
<td>Group on Faculty Affairs (GFA)</td>
<td>115</td>
</tr>
<tr>
<td>Group on Faculty Practice (GFP)</td>
<td>11</td>
</tr>
<tr>
<td>Graduate Research, Education, and Training (GREAT) Group</td>
<td>28</td>
</tr>
<tr>
<td>Group on Information Resources (GIR)</td>
<td>51</td>
</tr>
<tr>
<td>Group on Institutional Advancement (GIA)</td>
<td>46</td>
</tr>
<tr>
<td>Group on Institutional Planning (GIP)</td>
<td>22</td>
</tr>
<tr>
<td>Group on Regional Medical Campuses (GRMC)</td>
<td>54</td>
</tr>
<tr>
<td>Group on Research Advancement and Development (GRAND)</td>
<td>16</td>
</tr>
<tr>
<td>Group on Resident Affairs (GRA)</td>
<td>121</td>
</tr>
<tr>
<td>Group on Student Affairs (GSA)</td>
<td>443</td>
</tr>
<tr>
<td>Group on Women in Medicine and Science (GWIMS)</td>
<td>76</td>
</tr>
<tr>
<td>Organization of Resident Representatives (ORR)</td>
<td>44</td>
</tr>
<tr>
<td>Organization of Student Representatives (OSR)</td>
<td>256</td>
</tr>
<tr>
<td>No response/not applicable</td>
<td>1,638</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,218</strong></td>
</tr>
</tbody>
</table>

*This number reflects attendees and speakers only. Staff, exhibitors, and guests have been removed.
ATTENDEE DEMOGRAPHICS

Learn Serve Lead: Meeting Attendance

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>4,173</td>
</tr>
<tr>
<td>2017</td>
<td>4,554</td>
</tr>
<tr>
<td>2018</td>
<td>4,600</td>
</tr>
<tr>
<td>2019</td>
<td>4,848</td>
</tr>
<tr>
<td>2020</td>
<td>4,843 (virtual)</td>
</tr>
<tr>
<td>2021</td>
<td>3,971 (virtual)</td>
</tr>
</tbody>
</table>

Learn Serve Lead 2019: Attendance by Region

- Northeast: 31%
- Midwest: 20%
- Southeast: 18%
- Southwest: 12%
- West: 13%
- International: 6%

Learn Serve Lead 2019: Primary Academic Rank or Position Title

<table>
<thead>
<tr>
<th>PRIMARY ACADEMIC RANK OR POSITION TITLE</th>
<th>ATTENDEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjunct professor/instructor</td>
<td>26</td>
</tr>
<tr>
<td>Assistant dean</td>
<td>289</td>
</tr>
<tr>
<td>Assistant professor</td>
<td>299</td>
</tr>
<tr>
<td>Associate dean</td>
<td>617</td>
</tr>
<tr>
<td>Associate professor</td>
<td>340</td>
</tr>
<tr>
<td>CEO</td>
<td>44</td>
</tr>
<tr>
<td>Chair or co-chair</td>
<td>94</td>
</tr>
<tr>
<td>Chief (CMO, CFO, CIO, etc.)</td>
<td>73</td>
</tr>
<tr>
<td>Dean</td>
<td>164</td>
</tr>
<tr>
<td>Directors, including: assistant director, senior director, etc.)</td>
<td>496</td>
</tr>
<tr>
<td>Interim dean</td>
<td>11</td>
</tr>
<tr>
<td>Student</td>
<td>426</td>
</tr>
<tr>
<td>Professional staff</td>
<td>267</td>
</tr>
<tr>
<td>Professor</td>
<td>378</td>
</tr>
<tr>
<td>Researcher/analyst</td>
<td>24</td>
</tr>
<tr>
<td>Other</td>
<td>288</td>
</tr>
</tbody>
</table>

488 students and residents attended Learn Serve Lead 2019 (the last in-person annual meeting).

QUESTIONS

CONTACT
Learn Serve Lead
Exhibits Manager at 301-200-4616 ext.114 or LSL@discoverSB.com
### WHO SHOULD EXHIBIT?

Organizations providing the following products or services should exhibit at Learn Serve Lead 2022.

<table>
<thead>
<tr>
<th>Product/Service</th>
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</thead>
<tbody>
<tr>
<td>Academic journals and publications</td>
</tr>
<tr>
<td>Administrative software</td>
</tr>
<tr>
<td>Alumni relations</td>
</tr>
<tr>
<td>Analytical services</td>
</tr>
<tr>
<td>Appraisal and valuation</td>
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<tr>
<td>Architectural design</td>
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<tr>
<td>Community health services</td>
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<tr>
<td>Consulting services</td>
</tr>
<tr>
<td>Continuing education programs</td>
</tr>
<tr>
<td>Curriculum management</td>
</tr>
<tr>
<td>Customized study plans and practice tests</td>
</tr>
<tr>
<td>Data collection and management</td>
</tr>
<tr>
<td>Diagnostic training software</td>
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<tr>
<td>Educational software</td>
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<tr>
<td>Ethics programs</td>
</tr>
<tr>
<td>Financial aid consultants</td>
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<tr>
<td>Fundraising consultants</td>
</tr>
<tr>
<td>Health care consulting</td>
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<tr>
<td>Health care informatics</td>
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<tr>
<td>Health impact assessments</td>
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<tr>
<td>Insurance</td>
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<tr>
<td>Institutional advancement consultants</td>
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<tr>
<td>Lead programs and services</td>
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<tr>
<td>Legal services</td>
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<tr>
<td>Marketing/visual media</td>
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<tr>
<td>Medical device manufacturing</td>
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<tr>
<td>Medical/health promotion products</td>
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<tr>
<td>Medical simulation</td>
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<tr>
<td>Pharmaceutical/laboratory products</td>
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<tr>
<td>Physician recruitment</td>
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<tr>
<td>Placement and recruitment services</td>
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<tr>
<td>Professional associations</td>
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<tr>
<td>Programming</td>
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<tr>
<td>Publishing</td>
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<tr>
<td>Research</td>
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<tr>
<td>Residency management</td>
</tr>
<tr>
<td>Simulation technology</td>
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<tr>
<td>Software/information systems</td>
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<tr>
<td>Student screening/background checks</td>
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<tr>
<td>Space planning</td>
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<tr>
<td>Student loans</td>
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<tr>
<td>Test preparation software</td>
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<tr>
<td>Training software</td>
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<tr>
<td>Transcription services</td>
</tr>
<tr>
<td>Virtual learning providers</td>
</tr>
<tr>
<td>Wellness</td>
</tr>
</tbody>
</table>
PAST EXHIBITORS

3M Company
Academic Medicine
Accreditation Council for Graduate Medical Education/JGME
Agency for Healthcare Research and Quality
Albert Einstein College of Medicine
Alpha Omega Alpha
Altus Assessments
AMA Insurance Agency, Inc.
AMBOSS
AMEE, an international association for medical education
American Academy of Addiction Psychiatry
American Association of Colleges of Osteopathic Medicine
American College of Lifestyle Medicine
American College of Obstetricians and Gynecologists
American Medical Association
American Medical Student Association
American Psychiatric Association Foundation
American University of Barbados
Anatomage
Anatomic Excellence, LLC
Aquifer
Army Medical Recruiting
Association of Faculties of Medicine of Canada
Association of Pathology Chairs
Baylor College of Medicine
Becker Professional Education
BMJ
BodyViz
BreakAway Games
Burrell College of Osteopathic Medicine
Cardionics
Center for Women in Academic Medicine and Science
Centre for Medical Education, University of Dundee
Certiphi Screening, Inc.
Challenger Corporation
Clinical Skills Evaluation Collaboration
CO Architects
CognaLearn
CollegeNET
DaVinci Education
Discourse LLC’s Virtual Patients
Doctors in Training
Drexel University
EBSCO Health
Education Management Solutions
Educational Commission for Foreign Medical Graduates
Elentra
Elsevier
EMPOWER Student Information System
eMurmur
Enflux
Entrada
ExamSoft
Federation of State Medical Boards
GE Healthcare
GIBLIB
Grant Cooper
Harvard Medical School
Harvard Medical School Center for Biomedical Informatics
Health Sciences Assurance Consulting, Inc.
Indiana University Kelley School of Business
InsMed Insurance Agency, Inc.
International Association of Medical Science Educators
Isaacson Miller
Isabel Healthcare
iSEEK Medical
Jefferson College of Population Health
Johns Hopkins University
Kaiser Permanente
Kaplan Medical
Kaye/Bassman International Corp.
Kent State University

Exhibitor Prospectus and Marketing and Promotional Opportunities aamc.org/learnservelead

QUESTIONS

CONTACT
Learn Serve Lead Exhibits Manager at 301-200-4616 ext.114 or LSL@discoverSB.com
**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, or 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**
**Booth**
- 10-by-10-foot booth space with 8-foot back pipe and drape and 3-foot side pipe and drape.
- 11 total Exhibit Hall hours over three days.
- Complimentary evening reception in the Exhibit Hall on the opening day.
- Complimentary brunch/lunch in the Exhibit Hall on two days.
- 24-hour security.

**Registration**
- 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 registrations.

**Furnishings**
- 2-by-6-foot draped table with two chairs.
- One wastebasket.
- Standard identification sign.
- 36-inch side drape.

**Promotion**
- Listing in the Exhibitor Directory* and exhibits section of the mobile app.

*Exhibitors who do not confirm by Aug. 31, 2022, will NOT be included in the printed Exhibitor Directory.

**Notes:**
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.

Exhibitor marketing and promotional opportunities are only available when purchased in addition to an exhibit booth.

**Booth Payment Terms**
Full payment is due with your online application. Online payment by credit card is required for immediate booth rental. No check payments or ACH payments will be accepted.

**Cancellation Policy**
Cancellation requests must be submitted in writing to the Learn Serve Lead exhibits manager. If written cancellation is received before Aug. 30, 2022, the booth fee will be refunded less 50% of the contracted booth rental fee. No refunds, cancellations, or space reductions will be made after Aug. 30, 2022. If a booth is canceled, all complimentary full-conference and Exhibit Hall-only registrations will be forfeited and immediately canceled. All sponsorships are nonrefundable.
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.

### 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 organizations are acquired, merged, or consolidated, Learn Serve Lead will use the points from the organization with the greatest amount accumulated; they will not be combined. The Learn Serve Lead exhibition manager must be notified in writing for the acquiring organization to assume the higher point total.

- Should an organization sell or split into two separate organizations 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.

<table>
<thead>
<tr>
<th>PARTICIPATION TYPE</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth size (space paid and occupied)</td>
<td>2 per 10-by-10-foot booth</td>
</tr>
<tr>
<td>Consecutive years exhibited</td>
<td>1 per year, starting in 2017</td>
</tr>
<tr>
<td>Promotional items purchased at Learn Serve Lead</td>
<td>5 per $1,000, starting in 2017</td>
</tr>
<tr>
<td>Participation in AAMC professional development conferences and council meetings (must be a current Learn Serve Lead exhibitor to receive points for small meetings)</td>
<td>1 per every $2,500 spent at each meeting* on promotional items or exhibit booth fees, as of Jan. 1, 2022</td>
</tr>
<tr>
<td>Each year missed</td>
<td>-2</td>
</tr>
<tr>
<td>Violation</td>
<td>-1</td>
</tr>
</tbody>
</table>

QUESTIONS

CONTACT
Learn Serve Lead Exhibits Manager at 301-200-4616 ext.114 or LSL@discoverSB.com

Exhibitor Prospectus and Marketing and Promotional Opportunities aamc.org/learnservelead
HOW TO RENT A BOOTH

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

Want to combine multiple 10-by-10-foot booths to create a larger exhibit space? Please contact the exhibits manager at 301-200-4616 ext. 114 or LSL@discoverSB.com to combine your chosen booths BEFORE renting them.
Learn Serve Lead 2022 Exhibitor Hall Floor Plan (As of Dec. 20, 2021)

View live floor plan here.
WHAT EXHIBITORS NEED TO KNOW

Important Dates and Deadlines

**DECEMBER 2021**  Booth sales begin to exhibitors.

**JULY 2022**  Online registration for exhibit booth personnel and housing reservations begin.

**AUG. 17, 2022**  Exhibitor kit sent to confirmed exhibitors.

**OCT. 12, 2022**  First day freight shipments can be received at the Expo Group (decorator/general service contractor) warehouse.

**OCT. 12, 2022**  Deadline for advance order discount from the Expo Group and Encore (audio visual provider).

**OCT. 19, 2022**  Deadline for discounted hotel rate. (You must be registered for the meeting to make your hotel reservation.)

**OCT. 20, 2022**  Deadline to register booth personnel.

**NOV. 9, 2022**  Last day freight items can be received at the Expo Group warehouse.

**Nov. 11-12, 2022**  Learn Serve Lead exhibitor move-in and installation. These are the only two days the Expo Group will receive direct shipments at the convention center for Learn Serve Lead.

**NOV. 12-14, 2022**  Learn Serve Lead Exhibit Hall open.

**NOV. 14, 2022**  Learn Serve Lead exhibitor move-out.
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 online for Learn Serve Lead 2022 before making your hotel reservations. An exhibitor-specific registration link will be provided upon booth payment once conference registration opens in July 2022. Exhibitors are responsible for making their own hotel reservations once registered.

**Credit Card Guarantee**
A credit card valid through November 2022 is required to guarantee 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 makes every effort to keep costs as low as possible for those attending Learn Serve Lead 2022.

The AAMC has negotiated room rates at the following hotels:
- Omni Nashville Hotel
- Renaissance Nashville Hotel
- JW Marriott Nashville
- The Westin Nashville
- Embassy Suites by Hilton Nashville Downtown Convention Center
- Drury Plaza Hotel Nashville Downtown
- Springhill Suites/Residence Inn/AC Hotel Nashville Downtown
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- Hampton Inn & Suites Nashville Downtown
- Hilton Garden Inn Nashville Downtown/Convention Center
- Holston House Nashville by Hyatt
- The Joseph, a Luxury Collection Hotel, Nashville
- Holiday Inn & Suites Nashville Downtown

When choosing where to stay, please consider that the AAMC contains costs for meeting attendees and exhibitors by committing to the host hotels that attendees will occupy a specified number of hotel rooms. In exchange for this commitment, hotels provide the AAMC with complimentary meeting space.

Attendees who choose to stay outside the room block receive the benefit of the conference facilities but do not further the commitments that allow the AAMC to reserve appropriate meeting space. If the AAMC fails to meet its room block commitments, we will pay a penalty, which could affect fees for future meetings.
EXHIBITOR MARKETING AND PROMOTIONAL OPPORTUNITIES

Market and Promote Your Products and Services at Learn Serve Lead 2022

Learn Serve Lead 2022: The AAMC Annual Meeting expects to host more than 4,800 attendees and more than 100 exhibitors throughout the five-day meeting. We welcome you to the largest gathering of attendees and exhibitors for those working at medical schools and teaching hospitals.

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

• Maximize your brand exposure to attendees through exclusive promotional opportunities.
• Provide educational content to your attendees with symposia or at the exhibitor theater.
• 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 information, contact:
Deanne Rockola Altman
Learn Serve Lead 2022 Senior Sales Manager
301-200-4616 ext. 103
LSL@discoverSB.com

Denise Fumagalli
Learn Serve Lead 2022 Sales Manager
301-200-4616 ext. 114
LSL@discoverSB.com
EXHIBITOR MARKETING AND PROMOTIONAL OPPORTUNITIES:
HIGH-VISIBILITY BRANDING OPTIONS

Welcome Reception on Nov. 11
Exclusive Co-supporter — $15,000
Nonexclusive Co-supporters Option — $5,000
(three available)

Sponsor organization(s) will be acknowledged as a co-supporter of this AAMC hosted evening reception to welcome attendees to Learn Serve Lead 2022. The reception is a great way for attendees to network with both exhibitors and fellow attendees alike!

- Acknowledgment of support on agenda and marketing messages to potential and registered attendees wherever the Welcome Reception is mentioned (organization name only; no logos will be shown).
- Acknowledgment of support on welcome reception signage. All supporters will be listed together on “thank you” signage with logos.
- Organization(s) and AAMC logos printed on napkins throughout the reception.
- Opportunity must be confirmed by Aug. 31, 2022, to be included in the printed final program (organization name only; no logos).

Relax and Recharge Lounge
$10,000

Maximize exposure while helping attendees decompress and unwind! Sponsor a wellness lounge within the Exhibit Hall (a 10-by-30-foot space). The lounge will be set with comfortable seating, and a spa water station where attendees can chat with colleagues or relax between visiting booths. A sign in the lounge will display the organization’s logo. At your expense, you may provide brochures, giveaway items, or additional food and beverage.

Benefits include:

- Branded mentions in pre-conference marketing — website, brochures, and e-blast(s).
- On-site visibility.
  - Meter board with logo will be displayed.

QUESTIONS

CONTACT
Learn Serve Lead Exhibits Manager at 301-200-4616 ext.114 or LSL@discoverSB.com
**Symposia**

$10,000

Host an information session on various topics related to medical education, patient care, or biomedical research. Choose your desired speaker and specific topic to optimize your marketing efforts. The satellite symposium can be as long or as short as you choose within the timeframe provided. (No CME credits are available for this programming.) Time slots available upon request.

**Pricing includes:**
- Convention center or hotel space rental (room determined at time of purchase).
- Marketing:
  - Preregistration list of conference attendees who have opted-in to receiving communication (mailing address only).
  - One email to all AAMC attendees with details on all symposia scheduled.
  - Listing of symposium title, faculty, location, and organization with description included in promotional eblast. (Publication deadline Aug. 31, 2022.)
  - Session title included in the conference agenda and mobile app with a link to the event description within the exhibit section of the website and mobile app.
  - Listing of symposium title, faculty, location, and organization with description in the exhibitor events section of the Learn Serve Lead 2022 website.
  - Learn Serve Lead 2022 logo to be used upon receipt of signed agreement form.

- Audio visual:
  - Speaker microphone/wireless lavalier.
  - Projector screen.
  - Audio mixer.
  - A/V tech support before and during presentation.
- Registration:
  - 6-foot desk with two chairs outside of meeting room.
  - Lead retrieval equipment provided in meeting room.

**Notes:**

Purchasing organization is solely responsible for providing speaker and content.

When selecting a time frame around meal times, 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 connect you with the catering staff at the convention center or hotel property once the package has been purchased.

**Exhibit Hall Kickoff Reception Ribbon-Cutting Sponsor**

$5,000

Get your organization’s name in front of enthused attendees at the beginning of the official opening of the Exhibit Hall! Participate in the ribbon-cutting ceremony and welcome attendees to the reception in the Exhibit Hall. This is a valuable photo opportunity to share on social media and give you exposure beyond the meeting.

- Organization logo displayed in on-site signage.
- Organization logo displayed on table tents at food stations for the reception only.
Exhibitor Theater
$2,500
In the Exhibit Hall, a large demonstration area will be devoted to any topic you wish to discuss with Learn Serve Lead attendees. The theater has proven to be a successful vehicle for exhibitors to showcase their products and services to a targeted audience in an intimate setting on the exhibit floor. Presentations will be scheduled for 30 minutes and have audiences of 50+ people. Each presentation will be approximately 20 minutes, plus 10 minutes for Q&A. The AAMC will schedule all presentations and notify you of your assigned time slot. Time slots available upon request.

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 your organization logo and session date and time in front of the theater.
- Organization logo and acknowledgment on all marketing for this area within the Exhibit Hall and exhibit sections of the AAMC’s online website, mobile app, and Exhibitor Directory.
- Listing in materials includes session title, description with speaker’s name (designation, title, company), and company logo.

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. Breakfast events can only be held within these time frames:

SATURDAY, NOV. 12  7-8:15 a.m.
SUNDAY, NOV. 13  7-8:15 a.m.
MONDAY, NOV. 14  7-8:15 a.m.

Event Regulations
- Only Learn Serve Lead 2022 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 organizational name must be listed as the event host. This organization must be a Learn Serve Lead 2022 exhibitor.

Pricing includes:
- Meeting room rental.
- Marketing.
  - Preregistration list of conference attendees (mailing addresses only).
  - Acknowledgment in the mobile app and Exhibitor Directory.

This fee does not include:
- Catering costs.
- Audiovisual equipment and labor.
Exhibitor Reception

$3,500

Host an evening reception for networking with current and potential clients at one of the AAMC’s contracted spaces. Evening events have a maximum capacity of 100 people. Time slots available upon request.

Event Regulations

- Only Learn Serve Lead 2022 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 organizational name must be listed as the event host. This organization must be a Learn Serve Lead 2022 exhibitor.

Pricing includes:

- Hotel meeting room rental.
- Marketing.
  - Preregistration list of conference attendees (mailing addresses only).
  - Acknowledgment in the mobile app and Exhibitor Directory.

This fee does not include:

- Catering costs.
- Audiovisual equipment and labor.
- Preregistration list of conference attendees.

Exhibit Hall Meeting Rooms or Hospitality Suites

$1,000 for 90 minutes

$2,000 for a half day

$3,500 for a full day

Utilize 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 the full day. The AAMC will provide the room assignment and confirm setup needs. Rooms have capacity for 10 to 20 people. Time slots available upon request.

This fee does not include:

- Catering costs.
- Audiovisual equipment and labor.
- Preregistration list of conference attendees.
PROMOTIONAL OPPORTUNITIES

Exhibit Hall Aisle Signs
$7,500 (exclusive)
Maximize booth traffic by increasing brand and product exposure in the Exhibit Hall! Showcase your organization’s 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. The approximate size of your graphic is 3 feet wide by 4 feet high.

Exhibit Hall Column Wrap/Structure
$4,000 (three available)
As attendees navigate the convention center, column structures and wraps are easily seen. Each column wrap has three large vertical panels of your advertising graphics. These structures are placed outside of the Exhibit Hall for maximum visibility.

Escalator Advertising
$6,000 (two available)
Maximize your exposure in high-traffic areas. An organization-branded escalator is sure to grab attendees’ attention.

Window Clings
$3,500 (two packages available)
Make your organization’s brand is highly visible to Learn Serve Lead 2022 attendees with a package of window clings. These will appear on the entrance doors of the Music City Center. Each package includes up to two clings with an approximate size of 2 feet by 2 feet.

Floor Stickers
$4,000 (two packages available)
Floor stickers lead attendees from the Exhibit Hall entrance to your booth. These stickers will feature a sponsor logo and booth number, along with the Learn Serve Lead 2022 logo. This package includes three floor stickers that are each approximately 2 feet by 2 feet.
Step and Repeat
$4,000 (must be two or more organizations)
Let your organization be the ultimate photo bomber with this unique chance to be included in all attendee pictures taken at this fun and exciting station in the Exhibit Hall! Organizations may also provide props. The step and repeat will be available during Exhibit Hall hours.

Charging Station
$5,000 for one standing charging station (one available)
$6,000 for two coffee table charging stations in the AAMC Connect networking area(s) (one package available)
Increase your brand exposure inside and outside the Exhibit Hall! Between conference sessions, attendees can stop by 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. One standing charging station and two round coffee table charging stations will be in an AAMC Connect networking space.

Convention Center Locator Display Advertising
$3,000 (three available)
If you want high visibility, this is a must-do advertising opportunity for exhibitors!
Located in a high-traffic area of the convention center, this display provides a quick view of the convention center layout and identifies AAMC rooms. Your custom graphics will appear on the lower display panel (approximately 3 feet by 8 feet) and be backlit to increase visibility.

Video Advertising
$1,000-$5,000
Show your organization’s message on select monitors throughout the convention center. Create a custom slide show or 60-second advertising message (please include subtitles) to play in a continuous loop throughout the meeting.
**Hotel Room Key**

$1,500 per hotel (subject to availability)

Place your custom graphics on hotel room keycards. All guests attending Learn Serve Lead 2022 will receive a keycard from their respective hotels with your organization’s message on it. Attendees see their room keycard many times throughout their stay, so it will leave an imprint on everyone’s mind.

This promotional item must be purchased by Aug. 1, 2022, to meet production timelines. If purchased after Aug. 1, additional rush fees will be applied to total cost. Estimated costs for hotels within the AAMC’s block are below.

<table>
<thead>
<tr>
<th>HOTEL</th>
<th>PEAK ROOM NIGHTS</th>
<th>NO. OF KEYCARDS</th>
<th>ESTIMATED COST*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omni Nashville Hotel</td>
<td>640</td>
<td>1,280</td>
<td>$3,000</td>
</tr>
<tr>
<td>Renaissance Nashville Hotel</td>
<td>500</td>
<td>1,000</td>
<td>$2,250</td>
</tr>
<tr>
<td>JW Marriott Nashville</td>
<td>400</td>
<td>800</td>
<td>$2,500</td>
</tr>
<tr>
<td>The Westin Nashville</td>
<td>365</td>
<td>730</td>
<td>$2,250</td>
</tr>
<tr>
<td>Embassy Suites by Hilton Nashville Downtown Convention Center</td>
<td>225</td>
<td>550</td>
<td>$1,750</td>
</tr>
<tr>
<td>Drury Plaza Hotel Nashville Downtown</td>
<td>200</td>
<td>400</td>
<td>$1,500</td>
</tr>
<tr>
<td>Springhill Suites/Residence Inn/AC Hotel Nashville Downtown</td>
<td>180</td>
<td>360</td>
<td>$1,500</td>
</tr>
<tr>
<td>Hilton Nashville Downtown</td>
<td>150</td>
<td>300</td>
<td>$1,500</td>
</tr>
<tr>
<td>Hyatt Place Nashville Downtown</td>
<td>125</td>
<td>250</td>
<td>$1,250</td>
</tr>
<tr>
<td>Hampton Inn &amp; Suites Nashville Downtown</td>
<td>120</td>
<td>240</td>
<td>$1,250</td>
</tr>
<tr>
<td>Hilton Garden Inn Nashville Downtown/Convention Center</td>
<td>100</td>
<td>200</td>
<td>$1,000</td>
</tr>
<tr>
<td>Holston House Nashville by Hyatt</td>
<td>75</td>
<td>150</td>
<td>$1,000</td>
</tr>
<tr>
<td>The Joseph, a Luxury Collection Hotel, Nashville</td>
<td>75</td>
<td>150</td>
<td>$1,000</td>
</tr>
<tr>
<td>Holiday Inn &amp; Suites Nashville Downtown</td>
<td>70</td>
<td>140</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

*Additional hotel fees and production costs may apply. This chart gives only estimates of costs, which may vary based on purchase date and final room block/attendee count per hotel. Quotes are based on two keycards per attendee reservation. Subject to approval by the AAMC.
DIGITAL ADVERTISING

Attendee Registration Confirmation Email
$10,000 (exclusive)

Once attendees complete their registration details, they will receive an auto-generated confirmation that includes your organization’s advertisement.

- Reaches approximately 4,800 registrants. (Will not be 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.
- Click-tracking reports are available monthly upon request or in one report provided post-meeting.
- This is available to nonprofit companies or a noncommercial interest subject to approval by the AAMC’s accrediting body.

Attendee Hotel Reservation Acknowledgement Email
$7,500 (two available)

Once attendees complete their hotel reservation details, they will receive an auto-generated reservation confirmation.

- Reaches approximately 4,800 registrants. (Will not be used for exhibitor or guest registrations.)
- Sent to attendees upon completion of their reservation.
- The confirmation can include up to TWO advertisements: one large banner at the top, which would replace the meeting graphic at a maximum size of 600 pixels, or one small graphic at the bottom at 120 x 90 pixels. Hotel reservations are open from June through November.

Note: 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.
E-blast
$3,500 (16 available)
Send your custom message and graphics to Learn Serve Lead 2022 registrants (who have opted in to receiving exhibitor mailings) with an e-blast. Learn Serve Lead will schedule a maximum of two per week in the immediate 10 weeks before the meeting and the two weeks following the meeting. You can choose your date(s) to coordinate with your internal marketing efforts. Materials (text, hyperlinks, and images) are due three weeks prior to email launch.

Dates your e-blast can be sent will be confirmed upon purchase.

Passkey Housing Website Promo Cubes
$3,000 (eight available)
Once attendees have completed their registrations, they are directed to add a hotel. Attendees are then taken to the Passkey housing website, operated by official show vendor Connections Housing.

Promo cubes are static and stacked on the housing pages. Each cube supports one image (120 x 90 pixels) and one hyperlink. Promo cubes are displayed on all booking pages, excluding the “Map” and “Splash” pages.

Mobile App Push Notifications
$750 each (four available; one per day)
Send your message directly to attendees through the official Learn Serve Lead 2022 mobile app. Exhibitors can submit for approval a 140-character message to send on the day of their choice (Saturday, Sunday, Monday, or Tuesday). Please note: Character count includes the website link. We recommend using TinyURL to shorten your URL and access click-tracking data. The push notification will be sent to only those who have opted in to receiving exhibitor communications.