



Tomorrow's Doctors, Tomorrow's Cures®

2023

Health Professions Financial Aid Administrators Conference

Feb. 27-March 1
New Orleans Marriott
New Orleans, Louisiana

EXHIBITOR AND SPONSORSHIP PROSPECTUS

Three days of professional development programming for financial aid administrators from the medical, dental, pharmacy, veterinary, and other health professions communities.

The 2023 Health Professions Financial Aid Administrators Conference provides a unique opportunity to network with financial aid administrators in the medical, dental, pharmacy, veterinary, and other health professions communities.

With a focus on key issues affecting financial aid professionals in the health disciplines, this conference will feature sessions geared toward both new and seasoned financial aid administrators, covering important legislative, regulatory, debt management, and professional development topics.

It will continue to offer timely content, networking, and learning opportunities that have become a hallmark of our financial aid conferences.

Attendees can expect:

- Engaging financial aid session offerings.
- Health professions specific in-person meeting time.
- Roundtable and small group discussions.
- Networking and mentoring opportunities.
- An exhibitor hall and more.

The conference will consist of approximately one full day and two half days of programming. It is expected to attract more than 200 financial aid professionals from a wide array of health professions institutions.

**2023 HEALTH
PROFESSIONS
FINANCIAL AID
ADMINISTRATORS
CONFERENCE**

Exhibitor and
Sponsorship
Prospectus

QUESTIONS

SALES QUESTIONS

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

LOGISTICAL QUESTIONS

Emily Koubek
ekoubek@aamc.org

PAYMENT QUESTIONS

Debra K. Hollins
dhollins@aamc.org

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 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](https://www.aamc.org).

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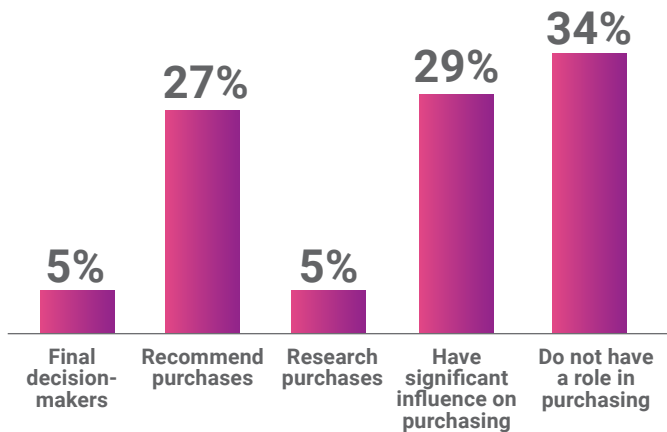
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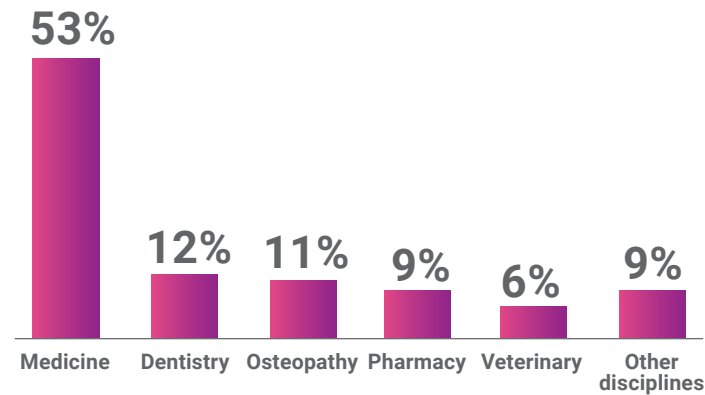
Meeting Attendee Demographics

200
attendees are expected

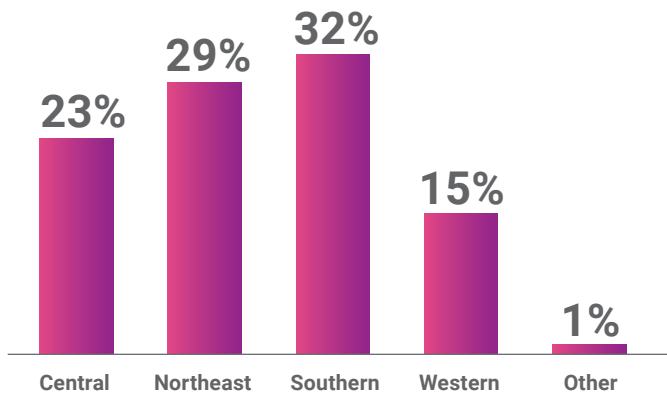
Attendees have the following purchasing roles:



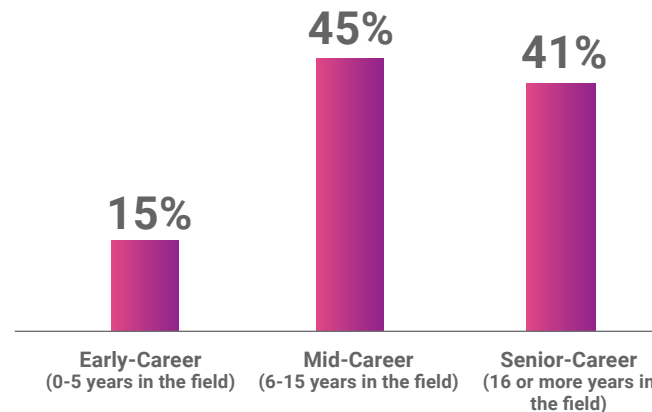
Attendees come from the following disciplines:



Attendees come from the following regions:



Attendees are in the following career stages:



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31%
of attendees attended the
conference for the first time

Sample Titles From 2022 Attendees

Assistant Dean and Director of Financial Aid	Director of Financial Aid
Assistant Dean for Student Affairs	Director of Records and Registration
Assistant Dean for Student Enrollment/Registrar	Executive Director of Financial Aid
Assistant Director of Financial Aid	Financial and Enrollment Services Administrator
Assistant Director of Financial Aid and Scholarships	Financial Affairs Officer
Assistant Director of Student Records	Financial Aid Coordinator
Assistant Director of Student Services	Financial Aid Outreach and Literacy Coordinator
Assistant Financial Aid Officer	Financial Aid Program Manager
Associate Dean for Student Affairs and Diversity	Financial Wellness Counselor
Director of Student Activities and Student Financial Planning	Manager, Educational Debt Counseling and Financial Planning Program
Associate Director Financial Aid/Financial Aid Literacy Coordinator	Scholarship Director and Financial Aid Counselor
Associate Director of Financial Aid	School of Medicine Registrar
Director of Enrollment Services	Senior Associate Director of Financial Aid
	Senior Manager, Financial Aid

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Exhibitor and Sponsor Opportunities

With the highly visible advertising, exhibiting, and sponsorship opportunities that the 2023 Health Professions Financial Aid Administrators Conference offers, you will gain invaluable exposure to this high-level audience – and the larger AAMC academic medicine community.

The 2023 Health Professions Financial Aid Administrators Conference offers the premier opportunity to network with leaders in financial aid from the nation's medical schools and teaching hospitals. This is the largest gathering of financial aid administrators in health professions outside Learn Serve Lead: The AAMC Annual Meeting.

Establish your company's brand name with the highest level of financial aid decision-makers.

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

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

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, in-person 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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What Types of Companies and Organizations Should Exhibit or Sponsor?

Collections management	Financial aid software
Compliance management	Financial education
Debt management and default prevention	Performance analytics management
Disbursement systems	Private student lenders
Executive search	Student information systems
Financial aid consulting	Student loan servicers
Financial aid software	

Previous Exhibitors and Sponsors

Army Medical Recruiting	Navient
Citizens Bank	NIH Division of Loan Repayment
College Ave Student Loans	PhysicianLoans
Discover Student Loans	PNC Bank
Health Resources Service Administration	Radden Education Institute
InsMed Insurance Agency	Sallie Mae
Kentucky Higher Education Assistance Authority	Wells Fargo
National Health Service Corps	White Coat Investor
National Institutes of Health	

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Connect With Financial Aid Professionals

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 \$3,000 exhibitor package, your organization will be entitled to:

- A 6-foot skirted table with two chairs.
- One full meeting registration, including receptions (excluding discipline-specific business sessions).
 - You will have the opportunity to purchase one additional registration at a discounted rate of \$1,500. *Note: Exhibiting organizations are limited to a maximum of two attendees.*
- 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.

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

If you would like to maximize the level of visibility for your organization in addition to purchasing an exhibitor package, please consider the additional sponsorship opportunities available on page 11.

Exhibit Schedule

Monday, Feb. 27

9-11 a.m.	Installation
11 a.m.-5:30 p.m.	Exhibit Hours

Tuesday, Feb. 28

8:45 a.m.-5:30 p.m.	Exhibit Hours
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Tuesday, March 1

8 a.m.-noon	Exhibit Hours
11 a.m.-1 p.m.	Dismantle

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Conference Schedule (subject to change)

Monday, Feb. 27

11 a.m.-1:30 p.m.	Meet the Exhibitors
1:30-3 p.m.	Welcome and Opening Plenary
3-5:30 p.m.	Concurrent Sessions
5:30-6:45 p.m.	Welcome Reception

Tuesday, Feb. 28

8:45-10 a.m.	Concurrent Sessions
10-10:30 a.m.	Exhibitor Break
10:30-11:45 a.m.	Hot Topics Table Discussion
12-1:15 p.m.	Lunch and Plenary Session
1:30-2:30 p.m.	Concurrent Sessions
2:30-3 p.m.	Exhibitor Break
3-4:15 p.m.	Concurrent Sessions
4:15-5:30 p.m.	Networking

Wednesday, March 1

8-9 a.m.	Networking Breakfasts
9-10:15 a.m.	Concurrent Sessions
10:15-10:45 a.m.	Exhibitor Break
10:45-noon	Plenary and Conference Conclusion

We invite you to choose either an Exhibitor or a Level Sponsorship; you cannot choose both. The additional sponsorship opportunities on page 11 are available to *both* exhibitors and level sponsors.

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Sponsorship Opportunities

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

Select from among these sponsorship packages to connect with the highest level of decision-makers from financial aid.

ELEVATE YOUR BRAND

Position your organization as a leader in the health professions financial aid industry at this premier event.

STRENGTHEN YOUR MESSAGE

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

MAKE KEY CONNECTIONS

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

Level Sponsorship Opportunities

Signature | \$10,000

Your sponsorship includes:

- Three full meeting registrations, including receptions (excluding discipline-specific business sessions).
- Exhibit display.
- The opportunity to host an exclusive breakfast or evening reception (all catering and AV is the responsibility of the sponsor).
- One e-blast to (opt-in) attendees with a 350-word company description and hyperlink to your company website (email is exclusive to your company).
- Pre-conference and post-conference (opt-in) attendee lists for a one-time physical mailing before and after the conference.
- A description of your organization in the mobile app and on the meeting website.

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Premium | \$7,500

Your sponsorship includes:

- Two full meeting registrations, including receptions (excluding discipline-specific business sessions).
- Exhibit display.
- One e-blast to (opt-in) attendees with a 350-word company description and hyperlink to your company website.
- Pre-conference and post-conference (opt-in) attendee lists for a one-time physical mailing before and after the conference.
- A description of your organization in the mobile app and on the meeting website.

Partner | \$5,000

Your sponsorship includes:

- One full meeting registration, including receptions (excluding discipline-specific business sessions).
- One e-blast to (opt-in) attendees with a 350-word company description and hyperlink to your company website
- Pre-conference and post-conference (opt-in) attendee lists for a one-time physical mailing before and after the conference
- A description of your organization in the mobile app and on the meeting website

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

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

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Additional Sponsorship Opportunities

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

Pre-meeting List Rental | \$1,000 (2 available)

Mail your postcard, brochure, or flyer to all (opt-in) preregistered attendees. The list contains mailing addresses, not email addresses. This list is for a one-time mailing. The list will be emailed to exhibitors on Tuesday, Feb. 7, 2023. If the list is purchased after this date, the list will be sent as soon as possible.

Meeting Room Space Rental | \$1,000 (3 available)

Host your own event: a breakfast, focus group, or evening reception for invited guests. This option includes only the space during an approved date and time. All AV, catering, and marketing is the responsibility of the host.

Charging Lounge | \$6,000 (EXCLUSIVE)

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

Coffee Break | \$5,000 (EXCLUSIVE by day – 2 available)

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

Please note: Multiple organizations may not share sponsorship privileges.

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Registration Information

Once the AAMC Support Contract is complete and registration is open, the contact listed on the contract will receive an invitation to register personnel. Payment will be collected during the registration process. Once registered, exhibitors will be able to book hotel reservations in the group block.

Hotel Information

New Orleans Marriott

555 Canal Street, New Orleans, LA 70130

marriott.com/en-us/hotels/msyla-new-orleans-marriott

The room rate, which is subject to applicable state and local taxes in effect at the time of check-in (currently 14.45%), plus a \$3 Occupancy fee and 1.75% New Orleans & Company Tourism Fee, is \$219.

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

Checklist

- Complete and submit the AAMC Support Contract.
- Pay the full fee online 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 November, 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
2023 Health Professions Financial Aid Administrators Conference
Feb. 27- March 1, 2023
New Orleans Marriott
New Orleans, Louisiana

RETURN THIS APPLICATION TO:

Emily Koubek at
ekoubek@aamc.org



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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

Are you sponsoring? Yes No

Will you be onsite? Yes No

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 the 2023 Health Professions Financial Aid Administrators Conference opens in November.

Check made payable to the AAMC by Friday, Jan. 13, 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-MTW011-23

3 Authorization

This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing to the commitment total tallied. Cancellations for exhibits or nonlevel sponsorships are allowed; however, no cancellations are allowed for level sponsorship options. Any cancellation received after **Friday, Jan. 20, 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 2023 Health Professions Financial Aid Administrators Conference 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

- 1. The Organization.** These terms and conditions are made between the Association of American Medical Colleges (the "AAMC") and the organization purchasing either sponsorship or exhibitor privileges (the "Organization").
- 2. Commitments.** The sponsorship and exhibitor benefits, fees (\$3,000 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. 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 2023 Health Professions Financial Aid Administrators Conference. The exhibit area is meant to supplement the professional meetings by providing AAMC members with various types of products, services, and information. Exhibitors and sponsors are expected to display their products and/or discuss their services with awareness of the professional and practical needs of meeting attendees. The AAMC reserves the right to refuse space to any applicant that, in the opinion of the AAMC, is unlikely to contribute to the overall objectives of the meeting. The AAMC may prohibit installation or request removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the character and purpose of the conference. Any exhibitor or sponsor that does not abide by these guidelines will not be invited to participate in future AAMC activities.
- 4. Exhibitor Representative Responsibilities.** Each exhibitor and sponsor must name at least one person to be the official Representative in Charge and responsible party. The Representative in Charge will receive all relevant materials relating to the 2023 Health Professions Financial Aid Administrators Conference. That representative shall be authorized to enter into such contracts as may be necessary for fulfillment of obligations to the AAMC and to other contractors and subcontractors. It is recommended that exhibit materials be available on your assigned table/booth at all times. It is the responsibility of the Representative in Charge to ensure that all staff affiliated with the exhibit adhere to these regulations. Exhibitors and sponsors will not have any role in the selection of meeting content, topics, or speakers and cannot attend any planning activities for the meeting. An exhibitor/sponsor or other commercial representative may be included as a presenter on the program agenda if 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 constitute a contract for a right to use the space.
- 6. Arrangements of Exhibits.** All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others.
- 7. Installation and Dismantling.** Tabletop exhibits must be installed in the exhibit area between 7 a.m. and noon on Monday, Feb. 27, 2023. The area officially closes at noon on Wednesday, March 1, 2023. Exhibitors may not dismantle or disturb their exhibits until after the official closing. Exhibitors will have the opportunity to dismantle their exhibit from 11 a.m. to 1 p.m. on Wednesday, March 1, 2023; all exhibits must be dismantled by 1 p.m. on that day.
- 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/sponsor section.
- 10. Union Labor.** The Organization is required to observe all union contracts in effect among show management, official contractors, facilities, and various labor organizations represented. Any labor required for installation or dismantling, decoration, or use of equipment must be ordered through the official service contractor. Tipping is strictly forbidden for any personnel providing services to the Organization in the exhibit area.
- 11. Use of Exhibit Space.** No exhibitor or sponsor shall assign, sublet, or share the whole or any part of the space allotted without the consent of the AAMC and approval of the terms thereof. No exhibitor or sponsor is permitted to show goods other than those 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 and sponsors 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.



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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 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.** Cancellations for exhibits or nonlevel sponsorships are allowed; however, no cancellations are allowed for level sponsorship options. All cancellations must be completed through the online registration of the purchaser. Instructions on how to cancel the agreement are in the registration confirmation email. Online cancellation is required to acknowledge the refund, if applicable. Any cancellation received after Friday, Jan. 20, 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 exhibit space and sponsor opportunities to any organization.**

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T 202 828 0400
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