

Group on Institutional
Advancement
GIA



Tomorrow's Doctors, Tomorrow's Cures®

/ **2023 AAMC CONFERENCE** *for*
INSTITUTIONAL ADVANCEMENT

GROW INNOVATE ADVANCE

EXHIBITOR PROSPECTUS
aamc.org/meetings

/ **MARCH 29-APRIL 1, 2023**
SHERATON PHOENIX DOWNTOWN

Association of
American Medical Colleges

2023 AAMC CONFERENCE *for* INSTITUTIONAL ADVANCEMENT

Group on Institutional Advancement

The AAMC Group on Institutional Advancement (GIA) is the only national professional development group devoted exclusively to the role of institutional advancement in academic medicine. The GIA supports all advancement professionals whose work largely falls within five broad disciplines: alumni relations, communications, development, marketing, and public affairs.

GIA events, activities, resources, and peer-to-peer connections enable members to increase awareness, understanding, and support among the public, the media, alumni, policymakers, and donors for medical education, health care, and biomedical research.

Four days of education for 600 leaders in alumni relations, communications, development, marketing, and public affairs from the nation's medical schools, teaching hospitals, and health systems.

2023 AAMC Conference for Institutional Advancement

Join 600 academic medicine professionals in alumni relations, communications, development, marketing, and public affairs.

The 2023 AAMC Conference for Institutional Advancement features a peer-to-peer educational model. GIA members and their colleagues are the primary conference speakers. They are complemented by consultants, deans and CEOs, faculty members, AAMC leaders, and other industry experts.

This four-day conference features a combination of plenary speakers, practical concurrent sessions, networking events, and an exhibit hall. Exciting and inspiring thought leaders will anchor the conference and provide insights into audience engagement and the national health care landscape.

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.

QUESTIONS

Sales questions: Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com

Logistical questions: Shana Schwartz at 202-828-0417 or sschwartz@aamc.org

Payment questions: Jabryl Tolson at 202-862-6254 or jtolson@aamc.org

2023 AAMC CONFERENCE *for* INSTITUTIONAL ADVANCEMENT

Meeting Attendee Demographics

Expected Attendees
in 2023

600

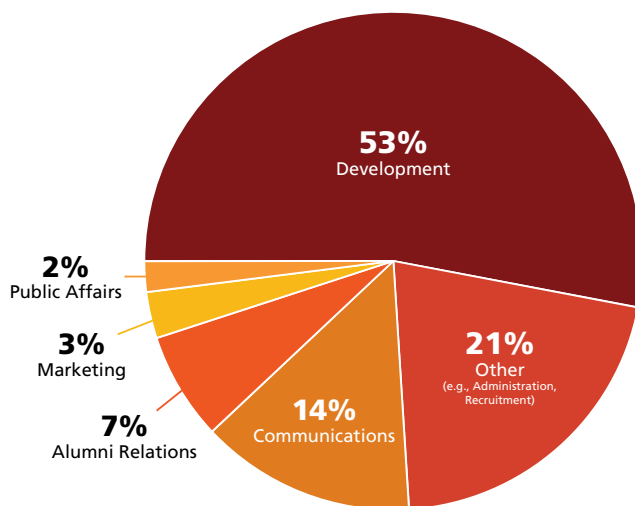
Attendees
in 2022

568

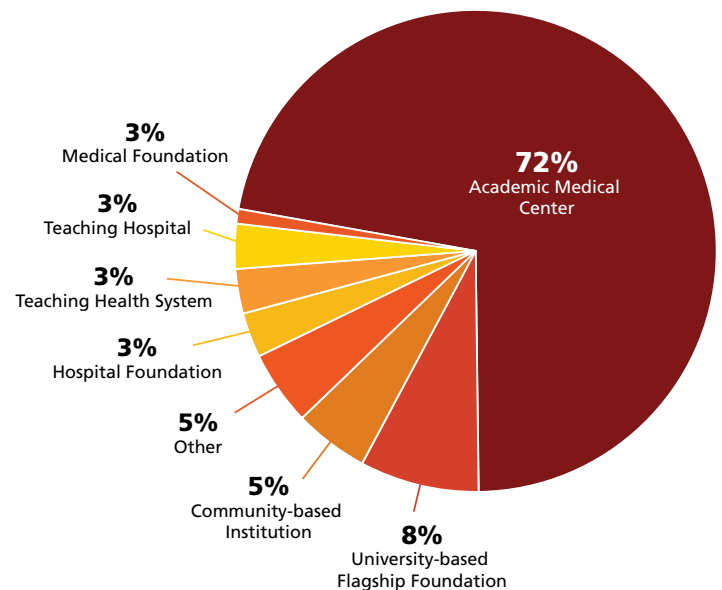
First-Time Attendees
in 2022

55%

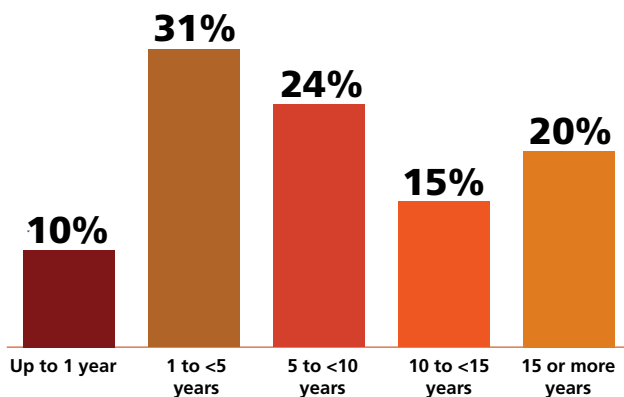
Attendee Primary Function (2022)



Attendee Institution Type (2022)



Attendees' Years of Experience (2022)



In 2022

29% of attendees had purchasing power.

32% were final decision-makers.

68% recommended or researched purchases.

QUESTIONS

Sales questions: Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com

Logistical questions: Shana Schwartz at 202-828-0417 or sschwartz@aamc.org

Payment questions: Jabryl Tolson at 202-862-6254 or jtolson@aamc.org

2023 AAMC CONFERENCE *for* INSTITUTIONAL ADVANCEMENT

Exhibitor Opportunities

With the highly visible exhibiting and advertising opportunities the 2023 AAMC Conference for Institutional Advancement offers, you will gain invaluable exposure to this high-level audience — and the broader academic medicine community.

The 2023 AAMC Conference for Institutional Advancement offers the premier opportunity to engage and network with leaders in alumni relations, communications, development, marketing, and public affairs from the nation's medical schools, teaching hospitals, and health systems. Unlike many other conferences, the AAMC Conference for Institutional Advancement welcomes and encourages exhibitors to participate in all conference sessions — allowing you to maximize your experience by meeting prospective clients and learning in educational sessions, small group discussions, networking events, and social activities.

Establish your company's brand name with the highest level of academic medicine's decision-makers in alumni relations, communications, development, marketing, and public affairs.

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

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

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

The AAMC is committed to providing a safe and healthy environment for all AAMC meeting participants. Beginning Sept. 1, 2022, to minimize risks associated with COVID-19, attendees at AAMC off-site, in-person learning offerings are strongly encouraged to wear masks and be fully vaccinated 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 health and safety protocols will be provided on all meeting websites and in event communications.

Unlike many other conferences,
the AAMC Conference for
Institutional Advancement
welcomes and encourages
exhibitors to participate in all
conference sessions.

QUESTIONS

Sales questions: Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com

Logistical questions: Shana Schwartz at 202-828-0417 or sschwartz@aamc.org

Payment questions: Jabryl Tolson at 202-862-6254 or jtolson@aamc.org

2023 AAMC CONFERENCE *for* INSTITUTIONAL ADVANCEMENT

What Types of Companies and Organizations Should Exhibit?

- Advancement services consultants
- Affinity programs
- Alumni consultants
- Alumni directories
- Alumni merchandise
- Alumni services
- Alumni surveys
- Alumni travel and fundraising
- Annual giving
- Branding and marketing
- Content marketing
- Digital assets and trends
- Direct mail services
- Diversity and inclusion
- Donor recognition
- Donor relations consulting
- Events and activation
- Fundraising analysis
- Fundraising consultants
- Fundraising publications
- Fundraising software
- Fundraising systems consultants
- Health care communications
- Health care marketing
- Influencers
- Market research
- Mobile communities
- Mobile fundraising
- Planned giving consultants
- Planned giving software
- Prospect management systems
- Prospect research
- Reunions
- Social media
- Sponsored content
- Strategic communications consultants
- Strategic planning
- Survey software
- Telemarketing services
- Writing

Previous Exhibitors and Sponsors

- Academy for Breakthrough Performance
- Accordant Philanthropy
- Advanced Marketing Direct
- Advancement Resources
- Aspen Leadership Group
- August Jackson
- Bentz Whaley Flessner (BWF)
- Borns Group/VDM
- CCS Fundraising
- C.I. Partners Direct, Inc.
- Coffey Communications
- DeLauro and Associates
- Development Guild/DDI
- Digital Health Strategies
- DonorSearch
- forMD
- Gelb Consulting
- Giftmap, by Presentation Design Group
- GOBEL
- Goodway Group
- Graham-Pelton
- Grenzebach Glier and Associates (GG+A)
- gSight
- Harris Connect, LLC
- Health Philanthropy Services Group, LLC
- Heaton Smith Group, LLC
- Jarrard Phillips Cate & Hancock
- Lindauer
- London Automation
- Marketing Communication Resource, Inc.
- Marts&Lundy
- MDF Instruments
- Mindseye Project Partners
- Mitchell Associates
- Monigle
- Paschal Murray Executive Search
- Presentation Design Group
- Pursuant
- SPM Marketing & Communications
- Swanson Russell
- Thompson & Associates
- TrueSense
- Vision Philanthropy Group
- Werremeyer Creative
- Witt/Kieffer
- WriterGirl & Associates

QUESTIONS

Sales questions: Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com

Logistical questions: Shana Schwartz at 202-828-0417 or sschwartz@aamc.org

Payment questions: Jabryl Tolson at 202-862-6254 or jtolson@aamc.org

2023 AAMC CONFERENCE *for* INSTITUTIONAL ADVANCEMENT

Connect with leaders in alumni relations, communications, development, marketing, and public affairs from the nation's medical schools, teaching hospitals, and health systems.

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. Engage with and learn from conference attendees throughout the educational, networking, and social sessions.

Exhibitor Package and Fees

With the purchase of a \$6,000 exhibitor package, your organization will be entitled to:

- A 6-foot skirted table with two chairs.
- Three full meeting registrations, including access to all sessions and receptions.
Note: Exhibiting organizations are limited to a maximum of three attendees.
- **NEW IN 2023!** The opportunity for one representative to participate in a one-hour panel with other exhibitor representatives as part of a two-hour Deep Dive session on Wednesday, March 29. Deep Dive sessions are longer sessions for in-depth development of skills featuring high levels of interactivity. Exhibitor panels will focus on such topics as national trends, case studies, and other expertise related to the academic medicine institutional advancement community. Panelists will have the opportunity to briefly share insights; the majority of the session will feature a question and answer section. The conference planning committee requests diverse representation for the panels and will assign representatives to panels according to discipline and theme.
 - The first planning meeting will be held no later than the end of February, so be sure to sign up early!
- A description of your organization in the event 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 20 exhibit tables, and one organization may not purchase multiple exhibit tables. Exhibit tables will be granted on a first-come, first-served basis. This is not a traditional exhibit space that holds a regular booth. If you would like to request a high-top/cocktail table, please let us know.

Exhibitors will receive an email with instructions on how to purchase electricity and/or audio-visual equipment in early 2023.

If you would like to maximize the level of visibility for your organization, in addition to purchasing an exhibitor package, please consider the additional advertising opportunities available on page 7.

QUESTIONS

Sales questions: Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com
Logistical questions: Shana Schwartz at 202-828-0417 or sschwartz@aamc.org
Payment questions: Jabryl Tolson at 202-862-6254 or jtolson@aamc.org

2023 AAMC CONFERENCE *for* INSTITUTIONAL ADVANCEMENT

Exhibit Schedule

Installation

Wednesday, March 29

9 a.m.-noon

Exhibit Hours

Exhibitors will be in a partially walled-off section of the general session ballroom, next to where all plenary sessions and lunches will be held. An open exhibitor lounge will be connected to the exhibiting space to allow for casual conversations with attendees. Refreshment breaks will be held in the lounge area. Attendees will need to walk through the exhibitor area to get refreshments and enter the general session ballroom for plenary sessions and lunches. Exhibitor hours are designed to maximize your visibility with attendees during their lunch and breaks between sessions. **Please note that exhibitors are welcome and encouraged to attend all sessions and receptions.**

Wednesday, March 29

1-5 p.m. During breaks between sessions

Thursday, March 30

9 a.m.-4:45 p.m. During lunch and breaks between sessions

4:45-5:15 p.m. Exhibitor Happy Half-Hour

Friday, March 31

9 a.m.-4:15 p.m. During lunch and breaks between sessions

Saturday, April 1

9-11:30 a.m. During breaks between sessions

Dismantle

Saturday, April 1

11:30 a.m.-1:30 p.m.

Tentative Conference Schedule

(subject to change)

Wednesday, March 29

All day	Registration
11 a.m.-noon	Newcomer Meet and Greet
Noon-1 p.m.	Lunch on Your Own
1-2:45 p.m.	Opening Plenary and GIA Awards for Excellence Bronze Awards Celebration
3-5 p.m.	Deep Dive Sessions
5:30-7:30 p.m.	Welcome Reception (off-site)

Thursday, March 30

All day	Registration
8-9 a.m.	Networking Breakfasts
9:15-11:30 a.m.	Concurrent Sessions (including breaks)
11:45 a.m.-1:40 p.m.	Literary Lunch and GIA Awards for Excellence Silver Awards Celebration
2:15-4:45 p.m.	Concurrent Sessions (including breaks)
4:45-5:15 p.m.	Exhibitor Happy Half-Hour
5:30-7:30 p.m.	Dine-Arounds
8-10 p.m.	Late Night Social

Friday, March 31

All day	Registration
8-9 a.m.	Networking Breakfasts
9-10:15 a.m.	Leadership Plenary and GIA Awards for Excellence Gold, Pandemic Pivot, and Best in Show Celebration
10:30-11:30 a.m.	Concurrent Sessions
11:45 a.m.-1:30 p.m.	Special Interest Lunch and GIA Distinguished Service Award Presentation
2-4:15 p.m.	Concurrent Sessions (including breaks)
5-7 p.m.	Film Festival 10th Anniversary Celebration

Saturday, April 1

7:30-11:30 a.m.	Registration
8-9 a.m.	Networking Breakfasts
9:15-11:30 a.m.	Concurrent Sessions (including breaks)

QUESTIONS

Sales questions: Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com

Logistical questions: Shana Schwartz at 202-828-0417 or sschwartz@aamc.org

Payment questions: Jabryl Tolson at 202-862-6254 or jtolson@aamc.org

2023 AAMC CONFERENCE *for* INSTITUTIONAL ADVANCEMENT

Additional Advertising Opportunities

The AAMC views our relationship with you as a partnership, and we are committed to your success and to delivering the most valuable marketing and promotional opportunities possible.

ELEVATE YOUR BRAND

Position your organization as a leader in institutional advancement 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.

You must be an exhibitor to purchase these additional advertising opportunities.

Pre-meeting List Rental | \$1,000

Mail your postcard, brochure, or flyer to all (opt-in) preregistered attendees. The list contains mailing addresses, not email addresses. The list is for a one-time mailing. It will be emailed to exhibitors on Feb. 23, 2023. If the list is purchased after this date, the list will be sent as soon as possible.

E-blasts | \$3,500 (three available)

Send your message to all (opt-in) attendees with a custom e-blast. This opportunity is available on a first-come, first-served basis, and there is a limit of three e-blasts sent per meeting. The AAMC will schedule one e-blast on three days in the month immediately preceding the meeting. When you purchase this option, you can select to send your e-blast on one of the available dates noted below, unless it has already been purchased by another exhibiting company.

Must be purchased by	Exhibitor to provide text and artwork by	E-blast will be sent
Feb. 15, 2023	Feb. 22, 2023	March 1, 2023
Feb. 22, 2023	March 1, 2023	March 8, 2023
March 1, 2023	March 8, 2023	March 15, 2023

Literary Lunch Dessert | \$5,000 (exclusive)

Must be purchased by Feb. 1, 2023.

Your brand will be present at the post-lunch dessert break on Thursday. Your company will be acknowledged with two 22-by-28-inch on-site posters as well as in marketing materials (website and emails). The session will be listed as "Dessert Break — Sponsored by [EXHIBITOR NAME]" in the on-site signage, online agenda, printed program, and event app.

Thursday Trail Mix Break | \$5,000 (exclusive)

Must be purchased by Feb. 1, 2023.

Your brand will be present at the "famous" trail mix break on Thursday afternoon. Your company will be acknowledged with two 22-by-28-inch on-site posters as well as in marketing materials (website and emails). The session will be listed as "Trail Mix Break — Sponsored by [EXHIBITOR NAME]" in the on-site signage, online agenda, printed program, and event app.

QUESTIONS

Sales questions: Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com

Logistical questions: Shana Schwartz at 202-828-0417 or sschwartz@aamc.org

Payment questions: Jabryl Tolson at 202-862-6254 or jtolson@aamc.org

2023 AAMC CONFERENCE *for* INSTITUTIONAL ADVANCEMENT

Shuttle Transportation to Welcome Reception | \$10,000 (exclusive)

Must be purchased by Feb. 1, 2023.

Your company will be acknowledged with two 22-by-28-inch on-site posters as well as in marketing materials (website and emails). The sponsorship will be listed as "Welcome Reception Shuttle Transportation — Sponsored by [EXHIBITOR NAME]" in the on-site signage, online agenda, printed program, and event app.

Be a Featured Exhibitor in the Event App | \$1,500 (eight available)

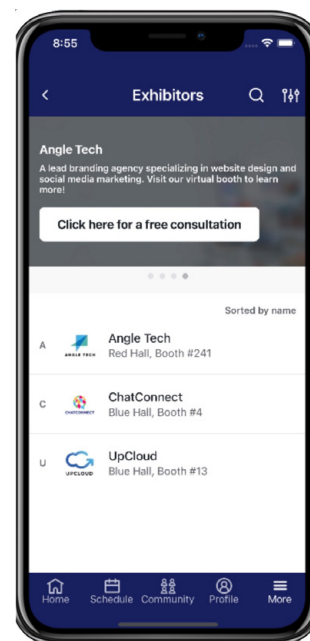
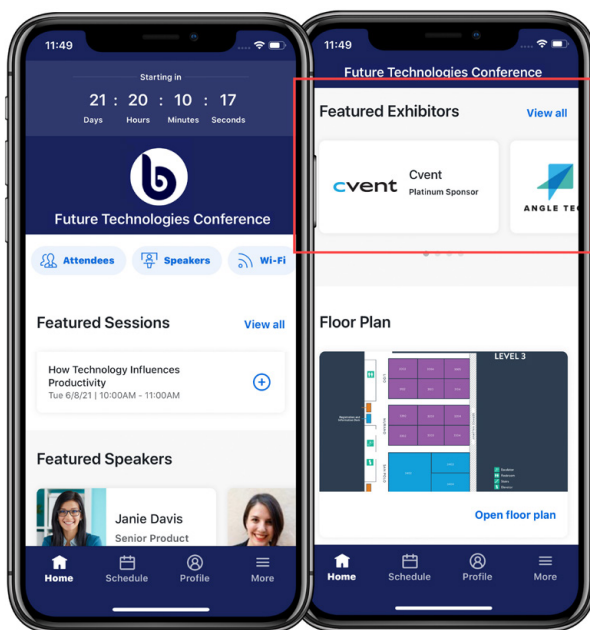
Must be purchased by March 15, 2023.

Your organization's name and logo will appear on the homepage of the event app. This opportunity is available on a first-come, first-served basis, and there is a limit of eight per meeting.

Event App Banner | \$2,500

Must be purchased by March 15, 2023.

The event app banner will be viewed by app users on the Exhibitors tab within the app. Your company name and brief text (120 characters) will be displayed as well as a button that links to your website or your exhibitor page within the app (your choice).



Please note: Multiple organizations may not share advertising privileges.

QUESTIONS

Sales questions: Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com
 Logistical questions: Shana Schwartz at 202-828-0417 or sschwartz@aamc.org
 Payment questions: Jabryl Tolson at 202-862-6254 or jtolson@aamc.org

2023 AAMC CONFERENCE *for* INSTITUTIONAL ADVANCEMENT

Registration Information

Once the AAMC Exhibitor Contract is complete and registration is open, the contact listed on the contract will receive an invitation to register personnel. Payment will be collected during the registration process.

Hotel Information

Sheraton Phoenix Downtown
340 N 3rd Street
Phoenix, AZ 85004

The room rate, which is subject to a tax of 12.57%, is \$269.00.

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

Checklist

- ☐ Complete and submit the AAMC Exhibitor 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 December, 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 event app and meeting website.
- ☐ Secure electricity and/or audio-visual equipment with the hotel. Instructions on how to place these orders will be sent in early 2023.

QUESTIONS

Sales questions: Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com
Logistical questions: Shana Schwartz at 202-828-0417 or sschwartz@aamc.org
Payment questions: Jabryl Tolson at 202-862-6254 or jtolson@aamc.org

2023 AAMC CONFERENCE *for* INSTITUTIONAL ADVANCEMENT

AAMC EXHIBITOR CONTRACT

Association of American Medical Colleges
2023 AAMC Conference for Institutional Advancement
March 29-April 1, 2023
Sheraton Phoenix Downtown
Phoenix, Arizona

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

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

RETURN THIS APPLICATION TO:

Shana Schwartz at sschwartz@aamc.org

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 AAMC Conference for Institutional Advancement opens in December.

☐ **Check made payable to AAMC** by March 1, 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-MTW010-23
Sponsorship Fees (RC-0038)
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. Cancellations for exhibits or additional advertising opportunities are allowed. Any cancellation received after March 1, 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 AAMC Conference for Institutional Advancement may be directed to Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com.

SIGNATURE

TITLE

DATE

2023 AAMC CONFERENCE *for* INSTITUTIONAL ADVANCEMENT

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 either sponsorship or exhibitor privileges (the "Organization").
- 2. Commitments.** The exhibitor benefits, fees (\$6,000 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 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 AAMC Conference for Institutional Advancement. 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 the 2023 AAMC Conference for Institutional Advancement. 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 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 9 a.m. and noon on Wednesday, March 29, 2023. The area officially closes at 11:30 a.m. on Saturday, April 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 11:30 a.m. to 1:30 p.m. on Saturday, April 1, 2023; all exhibits must be dismantled by 1:30 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 event 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.

QUESTIONS

Sales questions: Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com
Logistical questions: Shana Schwartz at 202-828-0417 or sschwartz@aamc.org
Payment questions: Jabryl Tolson at 202-862-6254 or jtolson@aamc.org

2023 AAMC CONFERENCE *for* INSTITUTIONAL ADVANCEMENT

- 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 March 1, 2023, will result in the forfeiture of the entire exhibit fee. Contact the meeting coordinator, registration, for further assistance.

Contact: Jabryl Tolson at 202-862-6254 or jtolson@aamc.org

- 21. The AAMC reserves the right to deny exhibit space and sponsor opportunities to any organization.**

QUESTIONS

Sales questions: Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com

Logistical questions: Shana Schwartz at 202-828-0417 or sschwartz@aamc.org

Payment questions: Jabryl Tolson at 202-862-6254 or jtolson@aamc.org



**Association of
American Medical Colleges**

655 K Street, NW, Suite 100, Washington, DC 20001-2399

T 202 828 0400
aamc.org