2024
Information Technology in Academic Medicine Conference
Sponsored by the Group on Information Resources (GIR)

May 29-31, 2024
The Ritz-Carlton, New Orleans
New Orleans, Louisiana

EXHIBITOR PROSPECTUS

Two days of education and networking for leaders and specialists in the field of information technology in academic medicine (e.g., CIOs, IT directors, education technologists, informaticians, and librarians) from our nation's medical schools and teaching hospitals, as well as some in Canada.

Group on Information Resources

The Group on Information Resources (GIR) provides a forum for individuals in relevant roles of leadership and responsibility to promote excellence in the application and integration of information resources in academic medicine, including medical education, clinical care, and health sciences research.

Information Technology in Academic Medicine Conference

The Information Technology in Academic Medicine Conference, sponsored by the GIR, is the premier event for the academic medicine technology and data communities to share how they address challenges and develop successful strategies for meeting organizational goals.

Association of American Medical Colleges

The AAMC (Association of American Medical Colleges) is a nonprofit association dedicated to improving the health of people everywhere through medical education, health care, medical research, and community collaborations. Its members are all 158 U.S. medical schools accredited by the Liaison Committee on Medical Education; 13 accredited Canadian medical schools; approximately 400 academic health systems and teaching hospitals, 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, academic health systems and teaching hospitals, and the millions of individuals across academic medicine, including more than 193,000 full-time faculty members, 96,000 medical students, 153,000 resident physicians, and 60,000 graduate students and postdoctoral researchers in the biomedical sciences. Following a 2022 merger, the Alliance of Academic Health Centers and the Alliance of Academic Health Centers International broadened participation in the AAMC by U.S. and international academic health centers.

AAMC

2024 INFORMATION TECHNOLOGY IN ACADEMIC MEDICINE CONFERENCE

Exhibitor Prospectus

QUESTIONS

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

LOGISTICAL QUESTIONS
Amy Beers
202-828-0625
abeers@aamc.org

PAYMENT QUESTIONS
Leann Kirk
202-478-9862
lkirk@aamc.org

Meeting Attendee Demographics
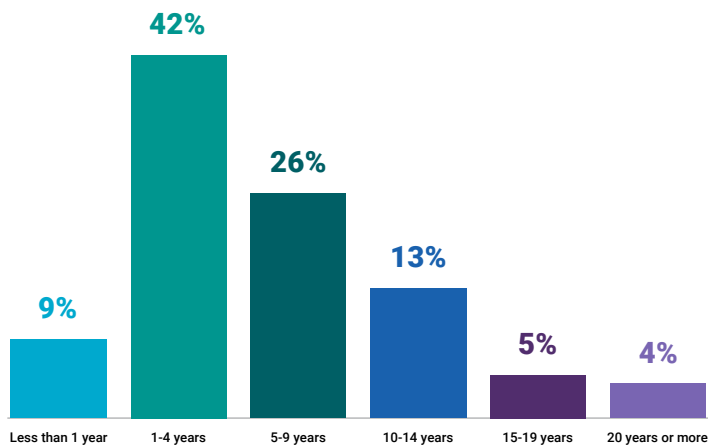
195
attendees expected

2023 Meeting Attendees
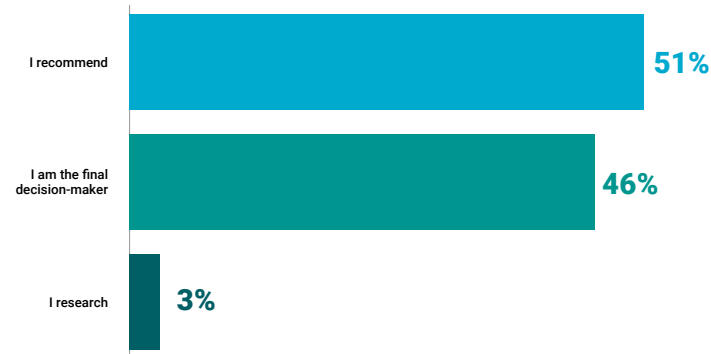
195
attendees

74
first-time attendees

Attendees came from **30 states**, the District of Columbia, Great Britain, and Canada

Length of Time in Role
(2023 meeting attendees)

- Less than 1 year: 9%
- 1-4 years: 42%
- 5-9 years: 26%
- 10-14 years: 13%
- 15-19 years: 5%
- 20 years or more: 4%

Purchasing Power
(2023 meeting attendees)

What is your role in the purchasing of products and services?

- I recommend: 51%
- I am the final decision-maker: 46%
- I research: 3%

Sample of Previous Attendee Titles

Assistant dean for educational information resources

Assistant dean for information management

Assistant dean for medical education technology

Assistant director of information security

Assistant director of library computing and systems

Associate dean for academic technology and curriculum innovation

Associate dean for information resources and technology

Associate vice president, academic and administrative information resources

Associate vice president, informatics and system development

Chief, education data section

Chief information officer

Chief research informatics officer

Chief technology officer

Director, academic computing and technology

Director, constituent engagement

Director, curriculum programs

Director, data architecture and strategy

Director, data solutions

Director, educational technology

Director, health sciences library

Director, instructional design and technology unit

Director, learning informatics, medical school information services

Director, medical archives and digital library initiatives

Director of assessment and evaluation

Director of digital innovations

Director of educational technology

Director of information technology

Director of instructional design

Director of operations, health and information technology

Director of research training

Director of software delivery

Head of library computing services

Instructional technologist

Lead developer

Manager, application development and academic technology support

Manager, blended curricular learning resources

Manager, collaboration technologies operations

Manager, education technology

Manager, instructional design and production, education technology

Manager, research data repositories

Manager, systems infrastructure

Manager, technology and innovation

Manager of eLearning

Manager of software development for education, academic IT

President and system architect

Program manager, information resources

Project manager, eLearning and educational technologies

Project manager, learner systems integration

Senior data architect

Senior manager, application services

Senior multimedia developer

Senior project manager, information services

Vice president, clinical transformation

Vice president, research, grants, and information systems

Vice president for information systems

Vice president for technology innovation and consumer experience

Exhibitor Opportunities

With the highly visible exhibiting opportunities that the Information Technology in Academic Medicine Conference offers, you will gain invaluable exposure to this influential audience — and the larger AAMC academic medicine community.

The Information Technology in Academic Medicine Conference offers the premier opportunity to network with leaders in academic health IT from the nation's medical schools and teaching hospitals. This is the largest gathering of chief information officers, data science directors, education technology directors, and research technology administrators outside Learn Serve Lead: The AAMC Annual Meeting.

Establish your company's brand name with the highest level of academic health IT 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 exhibitors and selected speakers.

AAMC Health and Safety Protocol for All In-Person Meetings

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

2024 INFORMATION TECHNOLOGY IN ACADEMIC MEDICINE CONFERENCE

Exhibitor Prospectus

What Types of Companies and Organizations Should Exhibit?

Business intelligence tool vendors

Technology and management consultants

Health care informatics companies

Medical simulation vendors

Educational resource delivery providers

AI health care companies

IT software and hardware providers

Cybersecurity companies

Network infrastructure providers

Consultants

Application developers

Previous Exhibitors

Acuity Insights

Alcatel-Lucent

AMBiT Consulting, Inc.

Appian Corporation

BEST Network

Blackboard

BreakAway, Ltd.

DaVinci Education

Dell, Inc.

Elentra Corporation

Emergent

EMPOWER Student Information System

Enduvo

ExamSoft

Knowledge4You Corporation

LaSalle Solutions

LCMS Plus

MarkIII Systems

ProgressIQ

risr Global

ScholarRx

Sienex

Starfish Storage

The S/L/A/M Collaborative

USMLE-Rx

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Connect With Leaders in Academic Health IT

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

Exhibitor Package and Fees

With the purchase of a $5,000 exhibitor package, your organization will be entitled to:

- A 6-foot skirted table with two chairs.
- Two full meeting registrations, including all sessions and receptions.
  - Attendance at the Leading Information Technology in Academic Medicine Alumni Reception (formerly the GIR Leadership Institute) is restricted to alumni of the program.
- Description of your organization in the mobile app and on the meeting website.
- Post-conference (opt-in) attendee list for a one-time physical mailing after the conference.
- Other opportunities to interact with attendees during the conference, including breakfast table topics and collaborations with GIR members in breakout sessions and during the poster session.
- Networking opportunities at social receptions and during breaks that are scheduled in the exhibitor area.

Please note: Space is limited to a maximum of eight 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 hall with 8 × 10 booths; all tabletop exhibits will be prominently featured and incorporated within the event. Exhibitor hours are designed to maximize your visibility with attendees during their breaks between sessions and meals. Please note that exhibitors are allowed to attend most sessions and receptions. Exhibitors may not attend AAMC service updates, regional business meetings, group-specific business or knowledge-sharing sessions, and affiliated activities, such as pre-conference workshops. The hours listed to the right are the meeting hours, but the expectation is only that your booth is staffed during breaks. Tables will be assigned by the AAMC. Exhibitors will receive an email in spring 2024 with instructions on how to purchase electricity and/or audio-visual equipment.

Tentative Exhibit Schedule

Installation

Wednesday, May 29	**4-6 p.m.**

Exhibit Hours

Thursday, May 30	**8:15 a.m.-5 p.m.** *(during breaks)*
	1:30-2 p.m. **Mix and Mingle With Exhibitors** *Dessert to be served in the exhibitor area.*
Friday, May 31	**8:15 a.m.-2 p.m.** *(during breaks)*
	1:30-2 p.m. **Mix and Mingle With Exhibitors** *Dessert to be served in the exhibitor area.*

Dismantle

Friday, May 31	**2-3 p.m.**

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

The Ritz-Carlton, New Orleans
921 Canal Street
New Orleans, LA 70112

The room rate, subject to tax (currently 14.45% plus $2.00 and a 1.75% New Orleans assessment tax), is $269.

Complete details and instructions for making hotel reservations will be available on the meeting website when online registration opens in spring 2024.

Checklist

- ☐ Complete and submit the Exhibitor Contract.

- ☐ Make full payment of the fee online upon receipt of the purchaser registration link.

- ☐ Make your hotel reservations by the cutoff date. Instructions on how to receive our group rate will be sent in the spring, 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 EXHIBITOR CONTRACT

Association of American Medical Colleges
2024 Information Technology in Academic Medicine Conference
May 29-31, 2024
The Ritz-Carlton, New Orleans

① Company Information

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

COMPANY NAME

CONTACT NAME

TITLE

EMAIL ADDRESS

PHONE

ADDRESS

CITY   **STATE**   **ZIP**

Are you exhibiting?   ❏ Yes   ❏ No

Will you be onsite?   ❏ Yes   ❏ No

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

_____

_____

② Payment

PAYMENT METHOD

❏ **Credit Card:** You will pay online when registration opens for the 2024 Information Technology in Academic Medicine Conference.

INTERNAL USE ONLY
Please apply payment to:
61100 / PJ-MTW021-23
Meeting Exhibitor Fees (RC-0004)

③ Authorization

This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing to the commitment total tallied. Any cancellation received after April 29, 2024, 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 2024 Information Technology in Academic Medicine Conference may be directed to Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com

_____

SIGNATURE

_____

TITLE   **DATE**

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Terms and Conditions for Exhibitors

1. **The Organization.** These terms and conditions are made between the Association of American Medical Colleges (the "AAMC") and the organization purchasing exhibitor privileges (the "Organization").

2. **Commitments.** The exhibitor benefits, fees ($5,000 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 2024 Information Technology in Academic Medicine Conference. 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 2024 Information Technology in Academic Medicine 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 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 4 p.m. and 6 p.m. on Wednesday, May 29, 2024. The area officially closes at 2 p.m. on Friday, May 31, 2024. Exhibitors may not dismantle or disturb their exhibits until after the official closing. Exhibitors will have the opportunity to dismantle their exhibit from 2 p.m. to 3 p.m. on Friday, May 31, 2024; all exhibits must be dismantled by 3 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 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.

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.

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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 April 29, 2024, will result in the forfeiture of the entire exhibit fee. Contact the meeting coordinator, registration, for further assistance.

    Contact: Leann Kirk at lkirk@aamc.org

21. **The AAMC reserves the right to deny exhibit opportunities to any organization.**

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