



Tomorrow's Doctors, Tomorrow's Cures®

# 2023

## Council of Deans (COD) and Council of Teaching Hospitals and Health Systems (COTH) Spring Meeting

**March 23-25**

Loews Chicago  
Chicago, Illinois

**EXHIBITOR PROSPECTUS**

The Council of Deans (COD) and the Council of Teaching Hospitals and Health Systems (COTH) meet biennially in the spring. The upcoming meeting takes place Thursday, March 23, to Saturday, March 25, 2023, in Chicago. This event will mark the first in-person convening of COD and COTH since the two councils last met jointly in 2018.

The COD and COTH Spring Meeting is the only national meeting designed exclusively for medical school deans and teaching hospital and health system CEOs. The meeting program will address pressing issues requiring collective, committed leadership across academic medicine. Deans and CEOs at AAMC member institutions have histories of exceptional leadership – in their specialties and academic societies, at their institutions, within their communities and regions, and across the entire health care sector. They drive advancements in education, discovery, and the delivery of health care at their institutions across the country. As demonstrated by the national pandemic response, their leadership on the national stage is perhaps more influential than ever before.

Participants will benefit from opportunities to network with leaders in similar roles while driving informed, forward-thinking leadership for academic medicine.

## Council of Deans

The COD is composed of the deans of all 156 U.S. LCME-accredited medical schools and 14 Canadian dean affiliate members. The Council is the only organization of its kind, working to improve the nation's medical schools, address issues affecting academic medicine, and develop strategies to achieve excellence in medical education, research, and patient care. Together, the U.S. medical school deans and their Canadian counterparts inform the AAMC's service and advocacy functions and advance institutional management and the leadership role of deans.

The council provides resources for deans to:

- Address the concerns of faculty, staff, and learners.
- Fulfill individual school missions.
- Develop consensus among the nation's medical schools.
- Advocate on behalf of the academic medicine community.
- Develop professionally in their roles.

## 2023 COUNCIL OF DEANS (COD) AND COUNCIL OF TEACHING HOSPITALS AND HEALTH SYSTEMS (COTH) SPRING MEETING

Exhibitor Prospectus

### QUESTIONS

#### SALES QUESTIONS

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

#### LOGISTICAL QUESTIONS

Kristina Reardon at kreardon@aamc.org

#### PAYMENT QUESTIONS

Debra K Hollins at dhollins@aamc.org

## Council of Teaching Hospitals and Health Systems

COTH is composed of the CEOs and other health care executives who lead the AAMC's nearly 400 teaching hospital and health system members. Located across the country (and including Veterans Affairs medical centers), these member institutions are recognized nationally for their long-standing excellence and innovation in patient care, research, and medical education. Their CEOs are among the most prominent and influential leaders in health care. The COTH membership focuses on issues of unique importance to academic medicine, including national health policy and advocacy; innovations in graduate medical education; improving workforce resilience and well-being and addressing shortages; building more equitable and diverse institutions; mitigating the carbon footprint of academic medicine; implementing and assessing the impact of delivery and payment reforms and alternative payment models; and aligning payment models with the unique patient populations they serve. COTH is where preeminent voices and ideas come together on these and other critical issues.

## 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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## Meeting Attendee Demographics

**200**  
attendees expected

**180**  
people attended the previous  
meeting in 2018

### Sample Attendee Titles

Chancellor	Dean and vice chancellor for academic affairs	President
Chief executive officer	Dean, school of medicine	Senior vice president and dean
Dean and chief diversity officer	Executive dean and chief academic officer	Vice chancellor for health affairs and dean
Dean and executive director of medical affairs	Executive vice chancellor for medical affairs and dean	Vice president and dean
Dean and professor of medicine	Executive vice president, provost	Vice president for health affairs
Dean and senior vice president for medical affairs	Founding dean and senior vice president for health affairs	Vice president of clinical affairs

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## Exhibitor Opportunities

With the highly visible exhibiting opportunities that the **2023 Council of Deans and Council of Teaching Hospitals and Health Systems Spring Meeting** offers, you will gain invaluable exposure to this high-level audience – and the larger AAMC academic medicine community.

The meeting offers the premier opportunity to network with leaders from the nation's medical schools and teaching hospitals. This is the only gathering of U.S. medical school deans and teaching hospital and health system CEOs in the country.

Establish your company's brand name with the highest level of executive 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 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.

## **2023 COUNCIL OF DEANS (COD) AND COUNCIL OF TEACHING HOSPITALS AND HEALTH SYSTEMS (COH) SPRING MEETING**

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## Who Should Exhibit?

Financial planning consulting firms  
Strategic planning consulting firms  
Data, risk, and governance consulting firms  
Executive coaches  
Executive recruitment firms  
Financial IT system vendors  
Organizational improvement consulting firms  
Personal executive financial management firms  
Space and facilities management firms

## Previous Exhibitors

Altus Assessments (CASPer)  
AMBOSS  
Diversified Search Group  
Exam Soft  
Grant Cooper  
Korn Ferry International  
MedHub  
One45 Software  
Radden Education Institute  
Sellers Dorsey  
TrueLearn  
InsMed Insurance  
Witt/Kieffer  
Wolters Kluwer

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## Connect With COD and COTH Members

As an exhibitor, you will be part of a select group of organizations, and you will 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 \$6,000 exhibitor package, your organization will be entitled to:

- A 6-foot skirted table with two chairs.
- One full meeting registration, including all sessions and receptions.
  - You will have the opportunity to purchase one additional registration at a discounted rate of \$2,250.  
*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: Exhibitors may attend all sessions and receptions, excluding the following (this list is subject to change):*

- All preconference and closed committee sessions on March 23.
- The COD and COTH Business Meetings.
- The AAMC Leadership Plenary.
- Any closed receptions, such as the reception for women deans and CEOs.

Space is limited, and one organization may not purchase multiple exhibit tables. Exhibit tables will be granted on a first-come, first-served basis.

## Exhibit Schedule (all times are tentative and subject to change)

*The exhibits will be in the break areas next to registration. Exhibit tables should be staffed during breaks and the evening receptions; they do not need to be staffed during educational sessions.*

### Installation

**Thursday, March 23**     **10 a.m.-noon**

### Exhibit Hours

**Thursday, March 23**     **3:30-6:30 p.m.**  
Only during breaks  
and evening  
reception

**Friday, March 24**     **7 a.m.-6 p.m.**  
Only during breaks  
and evening  
reception

**Saturday, March 25**     **7 a.m.-noon**  
Only during breaks

### Dismantle

**Saturday, March 25**     **After noon**



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## 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. Information regarding ordering onsite materials (AV and electric, for example) will be distributed approximately one month prior to the start of the meeting.

## Hotel Information

### Loews Chicago

455 North Park Drive  
Chicago, IL 60611

[loewshotels.com/chicago-downtown](https://loewshotels.com/chicago-downtown)

The room rate, which is currently subject to a tax of 17.4%, is \$209.

Complete details and instructions to make hotel reservations will be available on the meeting website when online registration opens in January.

## Checklist

- Complete and submit the AAMC Exhibitor Contract.
- Pay the fee in full 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 January, 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  
2023 COD/COTH Spring Meeting  
March 23-25, 2023  
Loews Chicago

## 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:** If you would like to pay by credit card, you will have the option to pay online when registration for the 2023 Council of Deans (COD) and Council of Teaching Hospitals and Health Systems (COH) Spring Meeting opens in January 2023.

**Check made payable to the AAMC; must be received by Feb. 28, 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-MTW[062-23RC-0004]  
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 Feb. 23, 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 Council of Deans (COD) and Council of Teaching Hospitals and Health Systems (COH) Spring Meeting** may be directed to Deanne Rockola Altman at 301-658-2115 or [AAMC@discoverSB.com](mailto: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 (\$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. 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 Council of Deans (COD) and Council of Teaching Hospitals and Health Systems (COTH) Spring Meeting. 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 Council of Deans (COD) and Council of Teaching Hospitals and Health Systems (COTH) Spring Meeting. 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 constitutes 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 as outlined in the above prospectus and are subject to change. Exhibitors may not dismantle or disturb their exhibits until after the official closing. Exhibitors will have the opportunity to dismantle their exhibit as outlined in the prospectus; all exhibits must be dismantled by noon on Saturday, March 25, 2023.
- 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.
- 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.** 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 Feb. 28, 2023, will result in the forfeiture of the entire exhibit fee. Contact the meeting coordinator, registration, for further assistance.  
**Contact:** Debra Hollins at [dhollins@aamc.org](mailto:dhollins@aamc.org)
21. **The AAMC reserves the right to deny exhibitor opportunities to any organization.**

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