



LEARN SERVE LEAD^{20 23}

THE AAMC ANNUAL MEETING

SEATTLE CONVENTION CENTER

SEATTLE, WASHINGTON

NOV. 3-7, 2023

EXHIBITOR PROSPECTUS

aamc.org/meetings

Invitation to Participate

The AAMC invites you to exhibit at Learn Serve Lead 2023: The AAMC Annual Meeting, held Nov. 3-7, 2023, in Seattle, Washington.

The AAMC offers both commercial and nonprofit exhibit booth options, as well as promotional and marketing opportunities, to engage with attendees pre-meeting, on-site, and post-meeting. We look forward to welcoming back our returning exhibitors and meeting our new exhibitors in Seattle!



LEARN SERVE LEAD²⁰²³

THE AAMC ANNUAL MEETING

Exhibitor Prospectus

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

QUESTIONS?

CONTACT

Deanne Rockola Altman,
Learn Serve Lead
Exhibits/Sponsorships Manager
301-200-4616, ext. 103
LSL@discoverSB.com

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 are all 157 U.S. medical schools accredited by the [Liaison Committee on Medical Education](#); 13 accredited Canadian medical schools; approximately 400 teaching hospitals and health systems, including Department of Veterans Affairs medical centers; and more than 70 academic societies. Through these institutions and organizations, the AAMC leads and serves America's medical schools and teaching hospitals and the millions of individuals 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 the AAMC's U.S. membership and expanded its reach to international academic health centers. Learn more at [aamc.org](#).

About the Meeting

Learn Serve Lead brings together more than 4,500 academic medicine leaders and representatives — including medical school deans, hospital CEOs, faculty, administrators, residents, students, and other medical school and teaching hospital stakeholders — to facilitate valuable professional networking and thought-provoking sessions on the future of medical education, biomedical research, and health care.

After two years of virtual meetings, Learn Serve Lead 2022 brought the academic medicine community together again in-person for a much-anticipated reunion in Nashville, Tennessee. This year, Learn Serve Lead attendees will meet for five days on the West Coast in the Emerald City of America – Seattle. Learn Serve Lead 2023 will feature more than 120 concurrent sessions, four plenary sessions, nine Voices of Medicine and Society featured speakers, and more than 50 networking receptions.

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

AAMC Health and Safety Protocol for All In-Person Meetings

The AAMC 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. Although 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 versus outdoor, masked versus unmasked, AAMC-controlled versus public space).

It is recommended that registrants take an antigen test before traveling to an AAMC-hosted meeting. Antigen tests will be available on-site to facilitate additional testing should someone wish. Please note that traveling to and attending a large gathering or event includes the possibility of being exposed to COVID-19. If you are experiencing symptoms of any respiratory virus infection, COVID-19 included, please do not attend the meeting. This is also true if you develop symptoms during the meeting. If you test positive for COVID-19 within four days of returning from this meeting, please contact meetings@aamc.org.

Health and safety measures for in-person AAMC meetings and events are subject to change, and updates will be reflected in various communications.



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SCHEDULE AT A GLANCE

Tentative conference schedule (subject to change). Please check the Learn Serve Lead 2023 website for up-to-date information.

FRIDAY, NOV. 3

7 a.m.-5:15 p.m.	AAMC Affinity Group Business and Committee Meetings and Affiliate Sessions
4:30-5:30 p.m.	First-Time Attendees Information Session and Reception
5:30-7 p.m.	Welcome to Seattle Reception

SATURDAY, NOV. 4

6-7:30 a.m.	Wellness Sessions
7-8:15 a.m.	AAMC Service Updates, Affinity Group and Committee Meetings
7-8:15 a.m.	Continental Breakfast and Meet-and-Greet Networking
8:30-10 a.m.	Opening Plenary Session
10:30-11:45 a.m.	Concurrent Sessions
11:45 a.m.-1 p.m.	Focused Discussion (Table Topics) Luncheon
1:15-2:30 p.m.	Concurrent Sessions
3-4:15 p.m.	Concurrent Sessions
4:15-6:45 p.m.	Exhibit Hall Open
4:15-6:30 p.m.	Exhibit Hall Kickoff Reception
6:30 p.m.	AAMC Group and Affinity Group Receptions

SUNDAY, NOV. 5

6-7:30 a.m.	Wellness Sessions
7-8:15 a.m.	AAMC Service Updates, Affinity Group and Committee Meetings
7-8:15 a.m.	Continental Breakfast
8:30-10 a.m.	AAMC Leadership Plenary Session
10 a.m.-3 p.m.	Exhibit Hall Open

10:30-11:45 a.m.	Concurrent Sessions
11:45 a.m.-1 p.m.	Brunch in Exhibit Hall
1:15-2:30 p.m.	Concurrent Sessions
3-4:15 p.m.	Concurrent Sessions
4:30-7 p.m.	Group Knowledge-Sharing, Institutional Team Meetings, and AAMC Service Updates
6:30 p.m.	AAMC Group and Affinity Group Receptions

MONDAY, NOV. 6

6-7:30 a.m.	Wellness Sessions
7-8:15 a.m.	AAMC Service Updates, Affinity Group and Committee Meetings
7-8:15 a.m.	Continental Breakfast
8:30-10 a.m.	Plenary Session
10 a.m.-1:30 p.m.	Exhibit Hall Open
10:30-11:45 a.m.	Concurrent Sessions
11:45 a.m.-1 p.m.	Lunch in Exhibit Hall
1:15-2:30 p.m.	Concurrent Sessions
3-4:15 p.m.	Concurrent Sessions
4:30-6 p.m.	Group Knowledge-Sharing, Institutional Team Meetings, and AAMC Service Updates
6-7:15 p.m.	Research in Medical Education (RIME) Posters-Up and Wine-Down Reception
7:30 p.m.	AAMC Group and Affinity Group Receptions

TUESDAY, NOV. 7

7-8:15 a.m.	Continental Breakfast
8:30-10 a.m.	Closing Plenary Session
10:15-11:30 a.m.	Concurrent Sessions
11:45 a.m.-12:15 p.m.	Grab-and-Go Lunch
12:30-1:45 p.m.	Concurrent Sessions



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EXHIBITOR SCHEDULE

Exhibitor Move-In

Friday, Nov. 3 • Noon-5 p.m.

If you would like to request an earlier move-in time for your exhibit booth, please contact show management.

Saturday, Nov. 4 • 8 a.m.-3 p.m. (booth inspections: 1 p.m.)

Show management will walk the Exhibit Hall and inspect booths to approve displays. Show management will review booths for proper design to ensure line of sight and safety. Exhibitor personnel do not need to be present for the inspection. If there are any issues, show management will leave a notice in the booth.

Exhibit Hours

Saturday, Nov. 4

4:15-6:45 p.m. • Exhibit Hall Open

4:15-6:30 p.m. • Exhibit Hall Kickoff Reception

All attendees will be invited to the Exhibit Hall Kickoff Reception (food, drink, and live music) in the Exhibit Hall.

Sunday, Nov. 5

10 a.m.-3 p.m. • Exhibit Hall Open

Complimentary Sunday brunch for all attendees will be served from 11:45 a.m. to 1 p.m.

Monday, Nov. 6

10 a.m.-1:30 p.m. • Exhibit Hall Open

Complimentary lunch for all attendees will be served from 11:45 a.m. to 1 p.m.

Exhibitor Dismantle and Move-Out

Monday, Nov. 6 • 1:30-7 p.m.



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WHY EXHIBIT?

Exposure

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

Insight

Engage in meaningful discussions about the issues, trends, and innovations that are shaping the future of medical education, biomedical research, and patient care.

Network

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

Lead Generation

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

Product Demonstration

Give your potential clients hands-on access to your products and services.



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ATTENDEE DEMOGRAPHICS

Our attendees work in diverse areas throughout U.S. and Canadian medical colleges and teaching hospitals. Key audiences for exhibitors include medical school deans, teaching hospital CEOs, chief medical officers, residency directors, faculty physicians from various specialties, C-suite administrators, and learners. Medical education, biomedical research, and clinical care are all represented among the attendees.

Many of the attendees are drawn from the AAMC's 23 professional development groups. These attendees are often leaders within their professions and volunteer to further professional and leadership development needs of their peers.

This is the one conference that brings together such a diverse group of leaders who are all invested in furthering and strengthening the education of current and future physicians, advancing biomedical research, and improving patient care.

Learn Serve Lead 2022 (in-person) Attendee Member Groups

PRIMARY AAMC AFFILIATION	REGISTRANT RESPONSES*
Alliance of Academic Health Centers and AAHCI Members**	26
Chief Medical Officers Group (CMOG)	22
Council of Deans (COD)	113
Council of Faculty and Academic Societies (CFAS)	103
Council of Teaching Hospitals and Health Systems (COTH)	24
Government Relations Representatives (GRR)	35
Group on Business Affairs (GBA)	42
Group on Diversity and Inclusion (GDI)	193
Group on Educational Affairs (GEA)	476
Group on Faculty Affairs (GFA)	109
Graduate Research, Education, and Training (GREAT) Group	10
Group on Information Resources (GIR)	38
Group on Institutional Advancement (GIA)	53
Group on Institutional Planning (GIP)	20
Group on Regional Medical Campuses (GRMC)	39
Group on Research Advancement and Development (GRAND)	20
Group on Resident Affairs (GRA)	66
Group on Student Affairs (GSA)	406
Group on Women in Medicine and Science (GWIMS)	74
Organization of Resident Representatives (ORR)	31
Organization of Student Representatives (OSR)	143
No response/not applicable	1,510
Total	3,553

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

** Alliance of Academic Health Centers and AAHCI (Alliance of Academic Health Centers International) Members is a new category added after the merger of the Association of Academic Health Centers and the Association of Academic Health Centers International with the AAMC in 2022.



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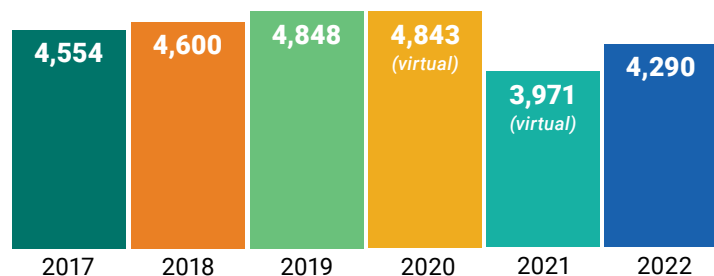
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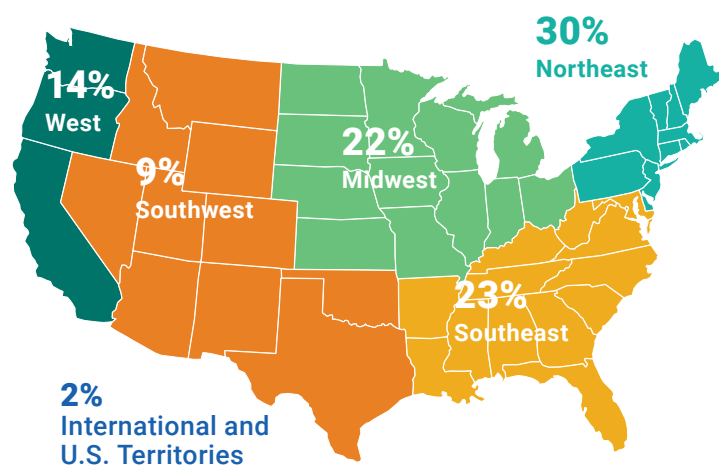
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ATTENDEE DEMOGRAPHICS

Learn Serve Lead: Meeting Attendance



Learn Serve Lead 2022: Attendance by Region



295

students and residents attended
Learn Serve Lead 2022.

Learn Serve Lead 2022: Primary Academic Rank or Position Title

PRIMARY ACADEMIC RANK OR POSITION TITLE*	ATTENDEES
Adjunct professor/instructor	105
Assistant dean	358
Assistant professor	402
Associate dean	568
Associate professor	658
CEO	84
Chair or co-chair	127
Chief (CMO, CFO, CIO, etc.)	66
Dean	115
Director (assistant director, senior director, etc.)	604
Interim dean	17
Vice dean	100
DIO	30
Student	295
Professional staff	207
Faculty	409
Provost	188
Researcher/analyst	15
Educator	35
Resident physician/fellow	52
Other	141

* Self-reported in response to optional question.



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WHO SHOULD EXHIBIT?

Organizations providing the following products or services should exhibit at Learn Serve Lead 2023.

Academic journals and publications

Administrative software

Alumni relations

Analytical services

Appraisal and valuation

Architectural design

Community health services

Consulting services

Continuing education programs

Curriculum management

Customized study plans and practice tests

Data collection and management

Diagnostic training software

Educational software

Ethics programs

Financial aid consultants

Fundraising consultants

Health care consulting

Health care informatics

Health impact assessments

Insurance

Institutional advancement consultants

Lead programs and services

Legal services

Marketing/visual media

Medical device manufacturing

Medical/health promotion products

Medical simulation

Pharmaceutical/laboratory products

Physician recruitment

Placement and recruitment services

Professional associations

Programming

Publishing

Research

Residency management

Simulation technology

Software/information systems

Student screening/background checks

Space planning

Student loans

Test preparation software

Training software

Transcription services

Virtual learning providers

VR learning tool providers

Wellness



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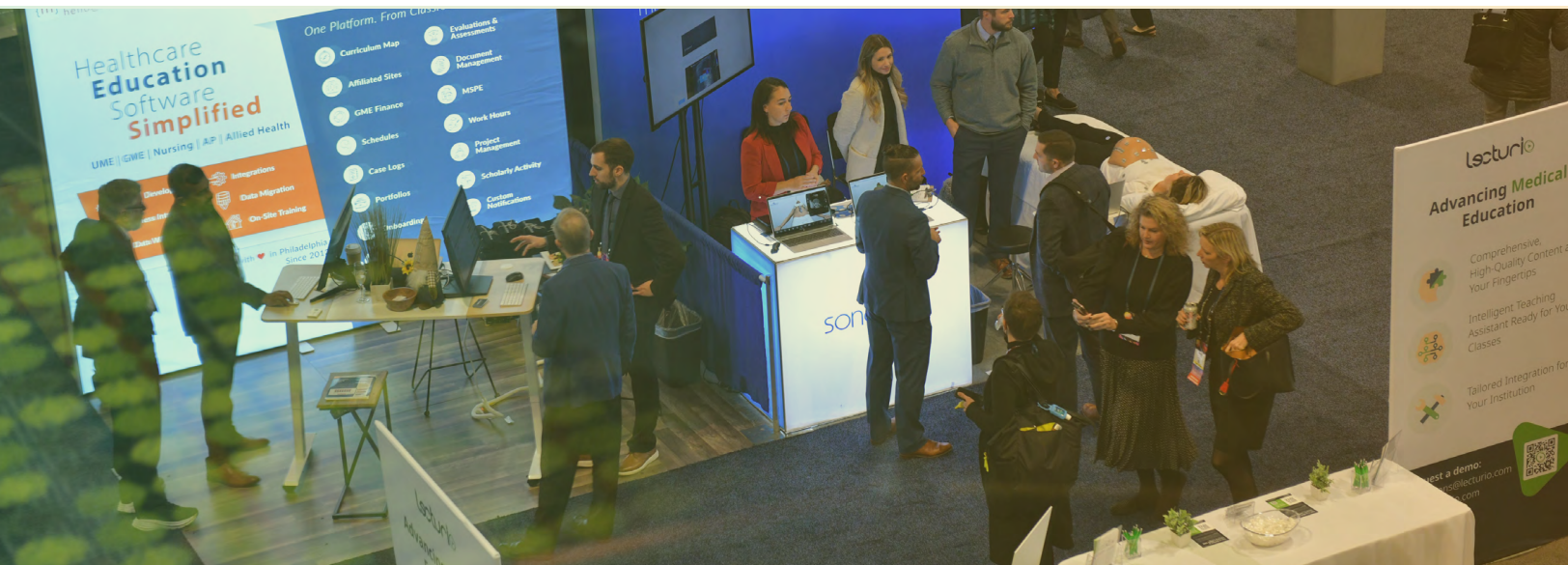
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PAST EXHIBITORS

3M Company

Academic Medicine

Academic Medical Professionals Insurance

Accreditation Council for Graduate Medical Education/JGME

Acuity Insights

Agency for Healthcare Research and Quality

Albert Einstein College of Medicine

Alice L. Walton School of Medicine

Alpha Omega Alpha

Altus Assessments + One45

AMA ChangeMedEd

AMA GME Resource Program

AMA Insurance Agency, Inc.

AMBOSS

AMEE, an international association for medical education

American Academy of Addiction Psychiatry

American Association of Colleges of Osteopathic Medicine

American Board of Medical Specialties (ABMS)

American College of Lifestyle Medicine

American College of Obstetricians and Gynecologists

American College of Radiology

American Medical Association

American Medical Student Association

American Medical Women's Association

American Psychiatric Association Foundation

American University of Barbados

Anatomage

Anatomic Excellence, LLC

Aquifer

Army Medical Recruiting

Association of Faculties of Medicine of Canada

Association of Pathology Chairs

Baylor College of Medicine

Becker Professional Education

BioCloud 3D

Blueprint Test Prep

BMJ

BodyViz

BreakAway Games

Burrell College of Osteopathic Medicine

Butterfly Network

Cardionics

Case Western Reserve University HoloAnatomy

Center for Women in Academic Medicine and Science

Centre for Medical Education, University of Dundee

Certiphi Screening, Inc.

Challenger Corporation

Clinical Skills Evaluation Collaboration

Clinician Nexus

CLOSLER - from Johns Hopkins Medicine

CO Architects

CognaLearn

CollegeNET

Core Ultrasound

DaVinci Education

Discourse LLC's Virtual Patients

Doctors in Training

Drexel University

DxR Development Group, Inc.

EBSCO Health

Education Management Solutions

Educational Commission for Foreign Medical Graduates

Elentra

Elite Medical Prep

Elsevier

EMPOWER Student Information System

eMurmur

Enflux

Entrada

ExamSoft

Federation of State Medical Boards

GE Healthcare

Germane Solutions

GIBLIB

Grant Cooper

Harvard Medical School

Harvard Medical School Center for Biomedical Informatics

HCA Healthcare Graduate Medical Education

Health Resources and Services Administration

Health Sciences Assurance Consulting, Inc.

Indiana University Kelley School of Business

InsMed Insurance Agency, Inc.

Intealth

International Association of Medical Science Educators

International Congress on Academic Medicine

Isaacson Miller

Isabel Healthcare

iSEEK.ai

Jefferson College of Population Health

Journal of Graduate Medical Education (JGME)

Johns Hopkins University

Kaiser Permanente

Kaplan Medical

Karger Publishers

Kaye/Bassman International Corp.

Keck School of Medicine of USC, Department of Medical Education

Kent State University

Kern National Network for Caring & Character in Medicine

Khalifa University of Science and Technology

Kira Talent Inc.

Knowledge4You Corporation

Korn Ferry International

Lecturio

Level 3 Healthcare

Liaison International

Loyola University Chicago



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mapEDU
 Marshall University Medical H.E.L.P. Program
 Maven Med
 Mayo Clinic
 McGraw-Hill Education
 MDF Instruments
 Med School Tutors
 MedHub, Inc.
 Medical College of Wisconsin
 Medical Education Learning Consultants
 Medical Group Management Association
 Medical School Advisory Group
 MedIQ Learning, LLC
 MedStudy
 Medtrics Lab
 Meharry Medical College
 Merritt Hawkins
 Michigan Health Council
 Michigan State University
 Microsoft
 Monroe Carell Jr. Children's Hospital at Vanderbilt
 Mountain Pass Solutions, Inc.
 My Knowledge Map Ltd.
 National Board of Medical Examiners
 National Institute on Alcohol Abuse and Alcoholism
 NEJM Group
 New Innovations, Inc.
 NIH MD/PhD Partnership Training Program
 NYU Grossman School of Medicine
 On Call Medical Coats
 One45 Software Inc.
 OnlineMedEd
 Osmosis: Knowledge Diffusion
 OtoSim Inc.
 PACEMD Mexico A.C.
 Page/PASS Program

PCS
 Pastest
 Peace Corps Response
 Perkins + Will
 Perspectus
 Poznan University of Medical Sciences
 Precheck
 Primal Pictures LTD
 ProgressIQ
 PWC
 Re:course AI
 Resolution Applications, LLC
 risr/
 RosmanSearch
 Sarcix, Inc.
 Schilling Consulting LLC
 Scholar Rx
 Sellers Dorsey
 Siemens Healthineers
 Simpliphy
 Sira Medical
 Sketchy
 SonoSim, Inc.
 SpecialtyCare
 Teton Data Systems
 Terawe
 Thalamus.Org
 The Medical Letter Inc.
 The Medicus Firm
 The Ohio State University College of Medicine
 The Princeton Review & Tutor.com
 The S/L/A/M Collaborative, Inc.
 Touch of Life Technologies
 Tourette Association of America
 TrueLearn
 United States Medical Licensing Examination
 University of Arizona
 University of Illinois at Chicago

University of Illinois Urbana-Champaign
 University of Miami Miller School of Medicine
 University of Michigan
 University of Pennsylvania
 University of South Florida Morsani College of Medicine
 University of Southern California
 University of Texas at Austin Dell Medical School
 University of Texas Health Science Center at San Antonio
 University of Texas Rio Grande Valley
 University of Texas Southwestern Medical School
 University of Toledo College of Medicine and Life Sciences
 University of Utah
 U.S. Department of Veterans Affairs
 USF Health Morsani College of Medicine
 UTRGV School of Medicine
 UWorld
 Vanderbilt Health - Vanderbilt University Medical Center
 vCases
 Veterans Health Council
 VisualDx
 VitalSource Technologies
 Vizient
 Wayne State University
 Well-Being Index
 Whitecoat
 WISE-MD & WISE-OnCall
 WittKieffer
 Wolters Kluwer
 Wolters Kluwer/Academic Medicine
 Wright State University Boonshoft School of Medicine
 ZAP Solutions



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IMPORTANT INFORMATION

Booth Rates

Commercial booth:	\$4,000
Nonprofit booth:	\$2,500
Corner fee:	\$250

Exhibitor Types

Commercial: For-profit organizations with an interest in medical education or those that supply services to AAMC-member medical colleges and teaching hospitals.

Nonprofit: Nonprofit organizations may be medical associations, organizations affiliated with AAMC-member institutions, and advocacy groups with an interest in medical education. Nonprofit exhibitors must meet the criteria for nonprofit status under section 501(c) of the Internal Revenue Code. If you register for nonprofit exhibitor status, you may be asked to provide your organization's IRS determination letter.

Booth Package

- 10-by-10-foot booth space with 8-foot back pipe and drape and 3-foot side pipe and drape.
- 11 total Exhibit Hall hours over three days.
- Complimentary Welcome to Seattle Reception for full conference registration.
- Complimentary evening reception in the Exhibit Hall on the opening day.
- Complimentary brunch/lunch in the Exhibit Hall on Sunday and Monday.
- 24-hour security.

Registration

- One complimentary full-conference registration.
- One complimentary Exhibit Hall-only conference registration.
- Ability to purchase unlimited full-conference registrations.

- Ability to purchase unlimited Exhibit Hall-only registrations.

Furnishings

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

Note: *Carpet is not included in the booth price; however, it is mandatory. You may rent carpet from the general services contractor or bring your own flooring.*

Promotion

- Listing in the Exhibitor Directory* and exhibits section of the mobile app.
- Complimentary one-time use of the pre-conference list (4 weeks out) and the post-conference mailing list (1-2 weeks after Learn Serve Lead). Mailing addresses only; no phone numbers or email addresses.

** Exhibitors who do not confirm by Aug. 31, 2023, will **not** be included in the printed Exhibitor Directory.*

Booth Payment Terms

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

Cancellation Policy

Cancellation requests must be submitted in writing to the Learn Serve Lead exhibits manager. If written cancellation is received before Aug. 30, 2023, the booth fee will be refunded less 50% of the contracted booth rental fee. No refunds, cancellations, or space reductions will be made after Aug. 30, 2023. If a booth is canceled, all complimentary full-conference and Exhibit Hall-only registrations will be forfeited and immediately canceled. All sponsorships are nonrefundable.



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EXHIBITOR PRIORITY POINTS PROGRAM

The Priority Points Program is the participation and loyalty reward system for the AAMC's Learn Serve Lead exhibitors and advertisers. The system ensures a fair and transparent process for all parties.

These points are used in processing the space selection order for the following year's Learn Serve Lead Exhibit Hall. As an added benefit for investing in promotional items and advertising, exhibitors will receive bonus priority points.

In the case of two or more companies with the same number of priority points, the size of the exhibit booth contracted for the previous year will be used as a tiebreaker.

The system began on Jan. 1, 2017, and will be applied for future exhibitor reservations.

PARTICIPATION TYPE	POINTS
Booth size (space paid and occupied)	2 per 10-by-10-foot booth
Consecutive years exhibited	1 per year, starting in 2017
Promotional items purchased at Learn Serve Lead	5 per \$1,000, starting in 2017
Participation in AAMC professional development conferences and council meetings (must be a current Learn Serve Lead exhibitor to receive points for small meetings)	1 per every \$2,500 spent at each meeting* on promotional items or exhibit booth fees, as of Jan. 1, 2023 *Does not include additional registrations purchased.
Each year missed	-2
Violation	-1

Terms and Conditions

- Show management has the right to remove points for not following show rules and regulations while participating at the meeting. Examples: Late setup or early tear-down of booth, violation of height and space restrictions, and unauthorized use of attendee mailing list. Case by case: -1 point for each violation.
- When organizations are acquired, merged, or consolidated, Learn Serve Lead will use the points from the organization with the greatest amount accumulated; they will not be combined. The Learn Serve Lead exhibition manager must be notified in writing for the acquiring organization to assume the higher point total.
- Should an organization sell or split into two separate organizations and desire to exhibit as two organizations, all prior points will be split evenly between the two exhibitors, unless otherwise mutually desired as part of the divestiture agreement.
- Three consecutive absences from the show will result in loss of all accrued priority points.
- Learn Serve Lead show management shall be the final arbiter of all ties or disputes related to the point system.
- Priority points are neither property nor a license and cannot be transferred, sold, or assigned by an exhibitor. The priority point system is subject to cancellation, change, or modification by the AAMC at any time without prior notice.



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HOW TO RENT A BOOTH

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

Want to combine multiple 10-by-10-foot booths to create a larger exhibit space?
Please contact the exhibits manager at 301-200-4616, ext. 103 or LSL@discoverSB.com to combine your chosen booths *before* renting them.



LEARN SERVE LEAD²⁰²³

THE AAMC ANNUAL MEETING

Exhibitor Prospectus

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

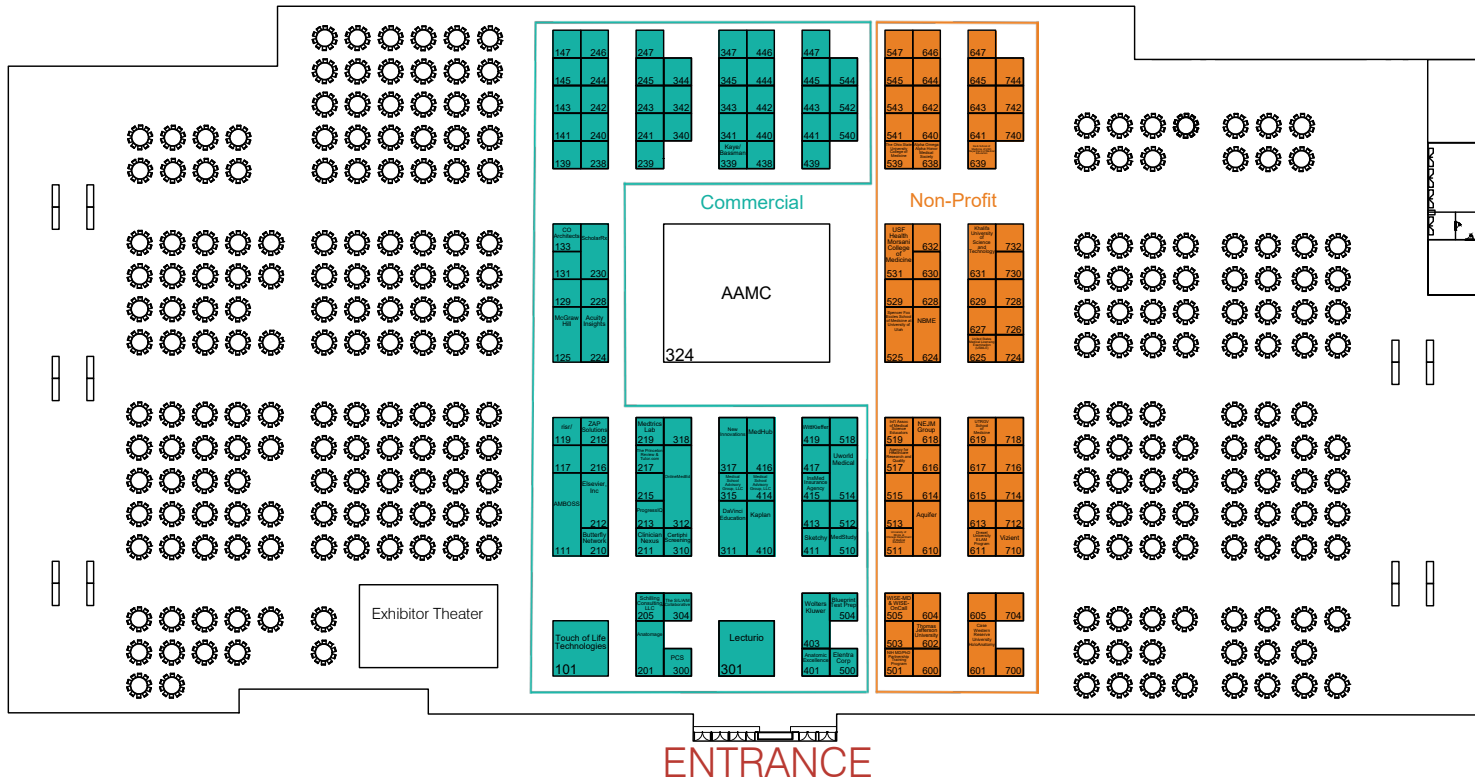
QUESTIONS?

CONTACT

Deanne Rockola Altman,
Learn Serve Lead
Exhibits/Sponsorships Manager
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Learn Serve Lead 2023 Exhibit Hall Floor Plan
(as of Dec. 20, 2022)

View live floor plan here.



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WHAT EXHIBITORS NEED TO KNOW

Important Dates and Deadlines

NOVEMBER 2022	Booth sales begin.
JUNE 2023	Sponsorship sales begin to exhibitors.
JUNE 2023	Online registration for exhibit booth personnel and housing reservations begins.
AUG. 7, 2023	Exhibitor kit sent to confirmed exhibitors.
OCT. 4, 2023	Deadline for advance order discount from the Expo Group and Encore (audiovisual provider).
OCT. 9, 2023	First day freight shipments can be received at the Expo Group (decorator/general service contractor) warehouse.
OCT. 11, 2023	Deadline for discounted hotel rate. You must be registered for the meeting to make your hotel reservation.
OCT. 20, 2023	Deadline to register booth personnel.
OCT. 25, 2023	Last day freight items can be received at the Expo Group warehouse.
NOV. 3-4, 2023	Learn Serve Lead exhibitor move-in and installation. These are the only two days the Expo Group will receive direct shipments at the convention center for Learn Serve Lead.
NOV. 4-6, 2023	Learn Serve Lead Exhibit Hall open.
NOV. 6, 2023	Learn Serve Lead exhibitor move-out.



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HOUSING INFORMATION

Our partner, Connections Housing, is providing housing services. The AAMC does not approve the improper solicitation of hotel reservations by any other company. Reservations made through unaffiliated organizations may appear to offer lower rates, but the reservations may be illegitimate, and the unaffiliated organizations may not have rooms to sell and may have unreasonable cancellation or change penalties; in addition, those reservations may be completely nonrefundable. Please use the information below to book your room in the AAMC hotel block.

You must register for Learn Serve Lead 2023 online before making your hotel reservations. An exhibitor-specific registration link will be provided upon booth payment once registration opens in July 2023. Exhibitors are responsible for making their own hotel reservations once registered.

Credit Card Guarantee

A credit card valid through November 2023 is required to guarantee reservation. American Express, Visa, and MasterCard are accepted. Hotel reservations requested without valid credit card information will not be processed.

Where to Stay

The AAMC continues to make every effort to keep costs as low as possible for those attending Learn Serve Lead 2023.

The AAMC has negotiated room rates available at the following hotels:

- Sheraton (HQ)
- Hyatt Regency (HQ)
- Grand Hyatt (HQ)
- Westin
- Hyatt at Olive 8
- Homewood Suites
- Residence Inn
- Paramount Hotel
- Hilton Garden Inn

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

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



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EXHIBITOR MARKETING AND PROMOTIONAL OPPORTUNITIES

Market and Promote Your Products and Services at Learn Serve Lead 2023

Learn Serve Lead 2023 expects to host more than 4,500 attendees and more than 100 exhibitors throughout the five-day meeting. We welcome you to the largest gathering of attendees and exhibitors for those working at medical schools and teaching hospitals.

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

- Maximize your brand exposure to attendees through exclusive promotional opportunities.
- Provide educational content to your attendees with symposia or at the exhibitor theater.
- Highlight innovations in your products and services in the Exhibit Hall.
- Increase your booth traffic through targeted advertising.
- Network with attendees by hosting a reception or meeting.

For information, contact:

Deanne Rockola Altman

Learn Serve Lead 2023 Exhibits/Sponsorships

Manager

301-200-4616, ext. 103

LSL@discoversb.com



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EXHIBITOR MARKETING AND PROMOTIONAL OPPORTUNITIES: HIGH-VISIBILITY BRANDING OPTIONS

Welcome to Seattle Reception on Friday, Nov. 3

Exclusive co-sponsor: \$15,000

Nonexclusive co-supporters option: \$5,000

(three available)

Sponsor organization(s) will be acknowledged as a co-supporter of this AAMC-hosted evening reception to welcome attendees to Learn Serve Lead 2023. The reception is a great way for attendees to network with both exhibitors and fellow attendees alike!

- Acknowledgment of support on agenda and marketing messages to potential and registered attendees wherever the Welcome Reception is mentioned (organization name only; no logos will be shown).
- Acknowledgment of support on Welcome Reception signage. All supporters will be listed together on “thank you” signage with logos.
- Organizations’ names and the AAMC logo printed on napkins throughout the reception.
- Opportunity must be confirmed by Aug. 31, 2023, to be included in the printed final program (organization name only; no logos).

Relax and Recharge Lounge

\$10,000

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

Benefits include:

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



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EXHIBITOR EVENTS

Symposia \$10,000

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

Pricing includes:

- Convention center or hotel space rental (room determined at time of purchase).
- Marketing:
 - Preregistration list of conference attendees who have opted-in to receiving communication (mailing address only).
 - One email to all AAMC attendees with details on all symposia scheduled.
 - Listing of symposium title, faculty, location, and organization with description included in promotional eblast. Publication deadline is Aug. 31, 2023.
 - Session title included in the conference agenda and mobile app with a link to the event description within the exhibit section of the website and mobile app.
 - Listing of symposium title, faculty, location, and organization with description in the exhibitor events section of the Learn Serve Lead 2023 website.
 - Learn Serve Lead 2023 logo to be used upon receipt of signed agreement form.

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

Notes:

Purchasing organization is solely responsible for providing speaker and content.

If selecting a time frame around mealtimes, the AAMC strongly recommends that the exhibitor provide food and beverages at the session. All food and beverages are at the exhibitor's expense, and the AAMC will connect you with the catering staff at the convention center or hotel property once the package has been purchased.

Exhibit Hall Kickoff Reception Ribbon-Cutting Sponsor \$5,000

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

- Organization logo displayed on-site signage.
- Organization logo displayed on table tents at food stations for the reception only.



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Exhibitor Theater \$2,000

In the Exhibit Hall, a large demonstration area will be devoted to medical education or any topic you wish to discuss with Learn Serve Lead attendees. The theater has proven to be a successful vehicle for exhibitors to showcase their products and services to a targeted audience in an intimate setting on the exhibit floor. Presentations will be scheduled for 20 minutes. Each presentation will be approximately 15 minutes, with 5 minutes for Q&A. The AAMC will schedule all presentations and notify you of the assigned time slot (Sunday and Monday, noon-12:20 p.m. or 12:30-12:50 p.m.).

Benefits include:

- Ability to host a speaker of your choosing (one 20-minute session).
- Ability to display your own posters during sessions only (collateral must be easily set up and removed).
- Floor sticker with organization logo and session date and time in front of the sponsor booth.
- Organization logo and acknowledgment on all marketing for this area within the Exhibit Hall and exhibit sections of the AAMC's online website, mobile app, and Exhibitor Directory.
- Listing includes session title, description with speaker's name (designation, title, company), and company name or logo.
- One email to all Learn Serve Lead 2023 attendees with details on all exhibitor theaters and exhibitor events.
- One push notification on the conference app to all Learn Serve Lead 2023 attendees, 30 minutes to one hour before the exhibitor theater session, including session name, sponsor name, and session time and location.

- Audiovisual:
 - Speaker microphone/wireless lavalier.
 - Projector screen.
 - Audio mixer.
 - AV tech before and during presentation.
- Theater session times: Sunday and Monday, noon-12:20 p.m. or 12:30 p.m.-12:50 p.m.

Exhibitor Reception and Happy Hour \$2,500

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

Event Regulations

- Only Learn Serve Lead 2023 exhibitors are eligible to host events.
- All event marketing must be approved by the AAMC. This includes but is not limited to invitations, announcements, and mailers.
- Space is assigned on a first-come, first-served basis. Space will not be assigned or held without a complete contract and payment.
- Joint ventures or combined exhibitor events are allowed; however, one organizational name must be listed as the event host. This organization must be a Learn Serve Lead 2023 exhibitor.

Time slots available:

- Saturday, Nov. 4, from 6:30 to 10 p.m.
- Sunday, Nov. 5, from 4:30 to 10 p.m. (*Please note there is an invitation-only AAMC Awards Reception that takes place this evening from 6:30 to 7:30 p.m.*)
- Monday, Nov. 6, from 7:30 to 10 p.m.



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Pricing includes:

- Hotel meeting room rental.
- Marketing.
 - Preregistration list of conference attendees (mailing addresses only).
 - Acknowledgment in the mobile app and Exhibitor Directory.
 - Push notification to promote reception (if not invitation only).

This fee does not include:

- Catering costs.
- Audiovisual equipment and labor.

Hotel Meeting Rooms or Hospitality Suites

\$1,000 for 90 minutes

\$2,500 for a half day

\$3,500 for a full day

Use a meeting room for private meetings or one-on-one interviews. These rooms are available for 90-minute blocks during exhibit hours on a first-come, first-served basis. Exhibitors can also purchase a room for the full day. The AAMC will provide the room assignment and confirm setup needs. Rooms have capacity of 20-30 people. Time slots available upon request. Meeting room locations to be confirmed at a later date.

This fee does not include:

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



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PROMOTIONAL OPPORTUNITIES

Exhibit Hall Aisle Signs

\$7,500 (exclusive)

Maximize booth traffic by increasing brand and product exposure in the Exhibit Hall! Showcase your organization's logo and custom graphics on all Exhibit Hall aisles. Hung from the ceiling, the aisle signs are highly visible throughout the Exhibit Hall. Your custom graphics can appear on each aisle sign. The approximate size of your graphics is 3 feet wide by 4 feet high.

Column Wrap

\$6,000 (six available)

As attendees navigate the convention center, column wraps are highly visible branding. Each column wrap includes your custom graphics with the Learn Serve Lead 2023 branding. These wraps may be located inside and/or outside the Exhibit Hall for maximum visibility.

Escalator Advertising

\$6,000 (three areas available: Summit Escalator level 1 to level 2, level 3 to level 4, and level 1 down to Exhibit Hall)

Maximize your exposure in high-traffic areas. An organization-branded escalator with the Learn Serve Lead 2023 branding is sure to grab attendees' attention.

Entry Door Window Clings

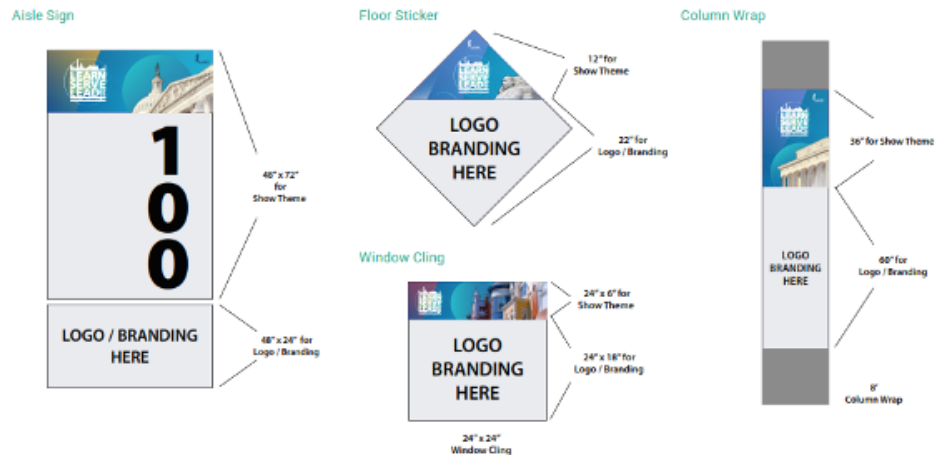
\$3,500 (two packages available: Pine Street Entrance and Olive Way)

Make your organization's brands highly visible to Learn Serve Lead 2023 attendees with a package of window clings. These will be located on the entrance doors of the Seattle Summit Convention Center. Each package includes six clings with an approximate size of 2 feet by 3 feet (approximately 2 feet by 2 feet custom graphics with 1-foot Learn Serve Lead 2023 branding).

Exhibit Hall Floor Stickers

\$3,500 (two packages available)

Floor stickers lead attendees from the Exhibit Hall entrance to your booth. These stickers will feature a sponsor logo and booth number, along with the Learn Serve Lead 2023 logo. This package includes three floor stickers that are each approximately 2 feet by 2 feet.



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Charging Station

\$6,000 for free-standing charging station outside the Exhibit Hall (one available)

Marketing benefits include:

- Exclusive branding opportunity: charging station with your custom graphics.
- Description and recognition in the Exhibitor Directory.
- On-site signage with your organization's name (no logo).

Hotel Room Key

\$1,500 per hotel (subject to availability)

Place your custom graphics on hotel room keycards. All guests attending Learn Serve Lead 2023 will receive a keycard from their respective hotels with your organization's message on it. Attendees see their room keycard many times throughout their stay, so it will leave an imprint on everyone's mind.

This promotional item must be purchased by Aug. 1, 2023, to meet production timelines. If purchased after Aug. 1, additional rush fees will be applied to total cost.

Note: Additional hotel fees and production costs may apply. Costs may vary based on the purchase date and final room block or attendee count per hotel. Quotes are based on two keycards per attendee reservation. Subject to approval by the AAMC.



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DIGITAL ADVERTISING

Attendee Registration Confirmation Email \$5,000 (exclusive)

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

- Reaches approximately 4,000 registrants (will not be used for exhibitor or guest registrations).
- Sent to attendees upon completion of their registration, each time they make an update to their registration, or if they cancel their registration.
- The confirmation will include one *exclusive* advertisement. The image size varies based on placement and includes one hyperlink. Registration is open from June through November.
- Click-tracking reports are available monthly upon request or in one report provided post-meeting.
- This is available to nonprofit companies or a noncommercial interest subject to approval by the AAMC's accrediting body.

Eblast \$3,500 (16 available)

Send your custom message and graphics to Learn Serve Lead 2023 registrants (who have opted in to receiving exhibitor mailings) with an eblast. Learn Serve Lead will schedule a maximum of two per week in the immediate six weeks before the meeting and the two weeks following the meeting. You can choose your date to coordinate with your internal marketing efforts. Materials (text, hyperlinks, and images) are due two to three weeks before email launch.

Content of the eblast, including subject line, must include the AAMC Exhibitor-Sponsored Email disclaimer, which will be provided by the AAMC.

Pre-event:

- Sept. 11-15
- Sept. 18-22
- Sept. 25-29
- Oct. 2-6
- Oct. 9-13
- Oct. 16-20

Post-event:

- Nov. 13-17
- Nov. 20-24



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Mobile App Push Notifications

\$750 each (six available; two per day)

Send your message directly to attendees through the official Learn Serve Lead 2023 mobile app. Exhibitors can submit for approval a 140-character message to send on the day of their choice (Saturday, Sunday, or Monday). Please note: Character count includes the website link. We recommend using TinyURL to shorten your link and to see click-tracking data. The push notification will be sent only to those who have opted in to receive exhibitor mailings.



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NEW OPPORTUNITIES

Specialty Drink

\$5,000 (exclusive)

Your brand will be present at the Welcome Reception in the Exhibit Hall on the evening of Saturday, Nov. 4, 2023. Your company will be acknowledged with two to four 22-by-28-inch on-site posters with Specialty Drink Sponsored by [EXHIBITOR NAME].

Trail Mix Break

\$5,000 (exclusive)

Your brand will be present at the Trail Mix Break on the afternoon of Saturday, Nov. 4, 2023. Your company will be acknowledged with two 22-by-28-inch on-site posters and 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. Must be purchased by Sept. 15, 2023.

Dessert Break

\$5,000 (exclusive)

Your brand will be present at the Dessert Break on the afternoon of Sunday, Nov. 5, 2023. Your company will be acknowledged with two 22-by-28-inch on-site posters and 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. There will be one push notification before the Dessert Break acknowledging the sponsor. Must be purchased by Sept. 15, 2023.

First-Time Attendees Reception

\$3,000 (exclusive)

Align your company name to the First-Time Attendees Reception on Friday, Nov. 3. Meet and greet first-time attendees and AAMC leadership and staff.

Benefits include:

- Company logo or name recognition in all marketing related to the reception.
- 22-by-28 on-site signage with company logo at the reception.
- Push notification on the app recognizing you as a First-Time Attendees Reception Sponsor.
- The sponsor can have two representatives welcome the reception attendees as they enter the room.
- A sponsor representative may give a one-minute welcome.

Sponsored Umbrella

\$10,000 (exclusive)

A highly visible, exclusive promotional opportunity in the registration area. Place your single-color company logo with the AAMC logo on an umbrella offered to attendees when they pick up their registration badges on-site.

Sponsor benefits:

- Single-color logo placed on umbrellas.
- 22-by-28 sign near registration area recognizing the sponsorship.



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Ribbon Bar

\$2,500

Create your fun ribbon for attendees! Put your name and logo front and center in a location that guarantees heavy foot traffic — the registration area. Here, attendees will find the Learn Serve Lead custom Ribbon Bar. As a Ribbon Bar sponsor, you will also create a fun ribbon for attendees that can contain your company's logo.

Hotel Room Drop

\$2,000 (for license fee per hotel)

Have your literature or product sample delivered to each attendee's hotel room. Your product or literature will be placed outside the hotel room of attendees. Additional hotel room fees will apply.

Expo Mingle

\$2,500 (four available Sunday, Nov. 5, 4:30-6 p.m.)

Welcome attendees with networking and fun interaction, such as light fare or entertainment. You have the opportunity to engage attendees in a way that reflects your organization. Use this time to connect with attendees and learn what is important to them in medical education. Each meeting space will include a custom sign to promote your Expo Mingle event, and you will also have a listing in our mobile app and on our conference website. *There will be no other AAMC event during this time. Catering fees are not included in the fee.*



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[Terms and Conditions](#)



**Association of
American Medical Colleges**

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

T 202 828 0400
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