

/ **2025 AAMC CONFERENCE** *for*
/ INSTITUTIONAL ADVANCEMENT

Group on Institutional
Advancement
GIA



AAMC

Tomorrow's Doctors, Tomorrow's Cures®

GROW INNOVATE ADVANCE

EXHIBITOR PROSPECTUS

/ **APRIL 23-26, 2025**
/ **NEW ORLEANS MARRIOTT**

aamc.org/meetings

Association of
American Medical Colleges

Four days of education for 650+ leaders in alumni relations, communications, development, marketing, and public affairs from the nation's medical schools, academic health systems, and teaching hospitals.

Group on Institutional Advancement

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

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

2025 AAMC Conference for Institutional Advancement

Join 650+ academic medicine professionals in alumni relations, communications, development, marketing, and public affairs.

The 2025 AAMC Conference for Institutional Advancement features a peer-to-peer educational model. GIA members and their colleagues are the primary conference speakers. They are complemented by consultants, deans and CEOs, faculty members, AAMC leaders, and other industry experts.

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

AAMC

The AAMC (Association of American Medical Colleges) is a nonprofit association dedicated to improving the health of people everywhere through medical education, health care, medical research, and community collaborations. Its members 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. Learn more at aamc.org.



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QUESTIONS?

SALES

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

LOGISTICS

Shana Schwartz
202-828-0417
sschwartz@aamc.org

PAYMENTS

Jabryl Tolson
202-862-6254
jtolson@aamc.org

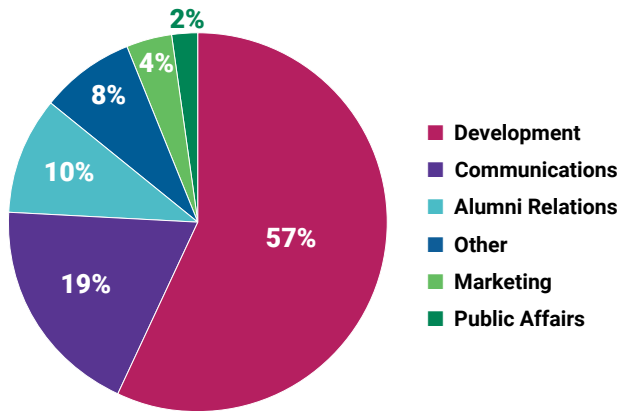
Meeting Attendee Demographics

650+
Expected Attendees
in 2025

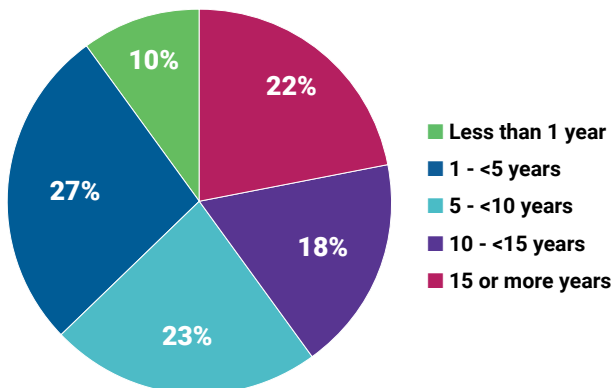
728
Attendees
in 2024

49%
First-Time
Attendees in 2024

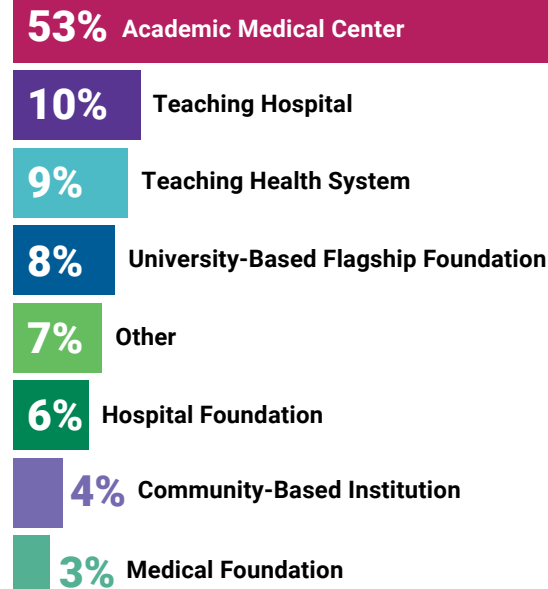
Attendee Primary Function (2024)



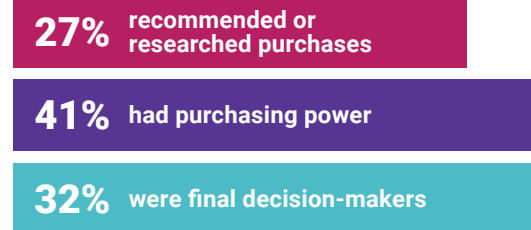
Attendees' Years of Institutional Advancement Experience in Academic Medicine (2024)



Attendee Institution Type (2024)



Among attendees in 2024 ...



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Exhibitor Opportunities

With the highly visible advertising and exhibiting opportunities the 2025 AAMC Conference for Institutional Advancement offers, you will gain invaluable exposure to this high-level audience — and the broader AAMC academic medicine community.

The 2025 AAMC Conference for Institutional Advancement offers the premier opportunity to engage and network with leaders in alumni relations, communications, development, marketing, and public affairs from the nation's medical schools, academic health systems, and teaching hospitals. Unlike many other conferences, the AAMC Conference for Institutional Advancement welcomes and encourages exhibitors to participate in all conference sessions — allowing you to maximize your experience by meeting prospective and current clients and learning in educational sessions, small group discussions, networking events, and social activities.

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

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

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

AAMC Health and Safety Protocol for In-Person Meetings

The AAMC continues to support vaccination for all as a way to reduce the severity of COVID-19 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, there are likely to be gatherings associated with this meeting 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).

Please note that traveling to and attending a large gathering or event includes the possibility of being exposed to COVID-19, RSV, influenza, and other respiratory illnesses. If you are experiencing any symptoms of a respiratory virus infection, please refrain from attending the meeting for at least 24 hours. Before returning to the meeting, your symptoms should be improving overall, and any fever will have been resolved without use of a fever-reducing medication. If you return to the meeting while your symptoms continue to improve, please wear a well-fitting mask around participants, which the AAMC will have available for use.



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What Types of Companies and Organizations Should Exhibit?

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

Previous Exhibitors and Sponsors

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



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

As an exhibitor, you'll be part of a select group and distinguish your organization from the competition. Talk with potential clients in an intimate setting that maximizes exposure. Engage with and learn from conference attendees throughout the educational, networking, and social sessions.

Exhibitor Package and Fees

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

- A 6-foot skirted table with two chairs.
- Three full meeting registrations, including all sessions and receptions.
Note: Exhibiting organizations are limited to a maximum of three attendees. If educational session proposals from exhibiting organizations have been accepted, additional registrations will be approved on a case-by-case basis.
- **BACK BY POPULAR DEMAND:** The opportunity for one representative to participate in a one-hour panel with other exhibitor representatives as part of a two-hour Deep Dive session on **Wednesday, April 23**. Deep Dive sessions are longer sessions for in-depth development of skills featuring high levels of interactivity. Exhibitor panels will focus on such topics as national trends, case studies, and other expertise related to the academic medicine institutional advancement community. Panelists will have the opportunity to briefly share insights; the other half of the session will feature a Q&A section. The conference planning committee requests diverse representation for the panels and will assign representatives to panels according to discipline and theme.
- **ALSO BACK BY POPULAR DEMAND:** The opportunity for your organization to host a breakout room on a selected topic during one of two free, hour-long, preconference educational sessions on **Feb. 27 at 2-3 p.m. ET** or **April 2 at 3-4 p.m. ET**. This is an optional activity, and **to be eligible, organizations must have submitted a signed contract application to exhibit by Dec. 12, 2024**. Exhibitors will submit topics of expertise for the conference planning committee's consideration. This year, there will be two preconference sessions to minimize topic overlap, and exhibitors will have the opportunity to rank the two dates. The conference planning committee will determine the final schedule, and there is no guarantee that exhibitors will be assigned their date of choice. During the educational session, attendees will join a main room and select the breakout room of interest. Breakout rooms will be facilitated by an AAMC Group on Institutional Advancement (GIA) volunteer leader, who will work with the exhibitor representatives to structure breakout room discussions. Prospective attendees will be GIA members and other institutional advancement professionals. Attendance will not be limited to conference registrants, and attendee registration information will not be shared. This is an expansion of the 2024 pilot program, and more details will be available later in 2024 and early in 2025.
- A description of your organization in the mobile app.
- The postconference (opt-in) attendee list for a one-time mailing after the conference.



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Please note: Space is limited to a maximum of 22 exhibit tables, and one organization may not purchase multiple exhibit tables.

The AAMC reserves the right in its sole discretion to determine the eligibility of any applicant to be an exhibitor. The AAMC further reserves the right to decline, prohibit, deny access to, or remove any exhibit, which in its sole judgment is contrary to the character, objectives, and best interests of the AAMC Conference for Institutional Advancement or the AAMC mission.

Exhibitors who submit a contract by Dec. 12, 2024, will hear of their acceptance or rejection by Jan. 7, 2025.

Exhibitors who submit a contract after Dec. 12 will hear of their acceptance or rejection by Feb. 4.

Exhibitors will receive an email with instructions on how to purchase electricity and audiovisual equipment in early 2025.

If you would like to maximize your organization's level of visibility in addition to purchasing an exhibitor package, please consider the additional advertising opportunities available on page 8.

Exhibit Schedule

Installation

Wednesday, April 23 9 a.m.-noon

Exhibit Hours

Wednesday, April 23 1-4:30 p.m.
During breaks between sessions

Thursday, April 24 9 a.m.-4:30 p.m.
During lunch and breaks between sessions

4:30-5:00 p.m.
Exhibitor Happy Half-Hour

Friday, April 25 9 a.m.-4:15 p.m.
During lunch and breaks between sessions

Saturday, April 26 9-11:30 a.m.
During breaks between sessions

Dismantle

Saturday, April 26 11:30 a.m.-1:30 p.m.



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Tentative Conference Schedule *(subject to change)*

Wednesday, April 23

All Day	Registration
10:30-11:30 a.m.	Meet and Greet for New Attendees
11:30 a.m.-1 p.m.	Lunch on Your Own
1-2:20 p.m.	Opening Plenary
2:20-2:45 p.m.	Post-speaker Conversation and Book Signing
2:45-4:45 p.m.	Deep Dive Sessions
6:00-7:30 p.m.	Welcome Reception (off-site)

Thursday, April 24

All Day	Registration
8-9 a.m.	Networking Breakfasts
9:15-11:45 a.m.	Concurrent Sessions (including breaks)
Noon-1:30 p.m.	Literary Lunch Plenary
1:30-2:00 p.m.	Post-speaker Conversation, Book Signing, and Dessert Break
2:00-4:30 p.m.	Concurrent Sessions (including Trail Mix Break)
4:30-5:00 p.m.	Exhibitor Happy Half-Hour
6-8 p.m.	Dine Around New Orleans

Friday, April 25

All Day	Registration
8-9 a.m.	Networking Breakfasts
9-10:30 a.m.	Leadership Plenary and GIA Awards for Excellence Best in Show Winner Celebration
10:45-11:45 a.m.	Concurrent Sessions
Noon-1:45 p.m.	Special Interest Lunch With Table Topics and GIA Distinguished Service Award Celebration
1:45-2:15 p.m.	Dessert Break
2:15-4:45 p.m.	Concurrent Sessions (including breaks)
5-6 p.m.	Film Festival
6-8 p.m.	Dinner on Your Own

Saturday, April 26

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



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Additional Advertising Opportunities

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

ELEVATE YOUR BRAND

Position your organization as a leader in institutional advancement at this premier event.

STRENGTHEN YOUR MESSAGE

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

MAKE KEY CONNECTIONS

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

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

Pre-meeting List Rental | \$1,000

Mail your postcard, brochure, or flyer to all (opt-in) preregistered attendees. The list contains mailing addresses, not email addresses. The list is for a one-time mailing. It will be emailed to exhibitors on March 7, 2025. If the list is purchased after this date, it will be sent as soon as possible.

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

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

Must be purchased by	Exhibitor to provide text and artwork by	E-blast will be sent
Feb. 28, 2025	March 7, 2025	March 14, 2025
March 7, 2025	March 14, 2025	March 21, 2025
March 14, 2025	March 21, 2025	March 28, 2025



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

Must be purchased by Feb. 13, 2025

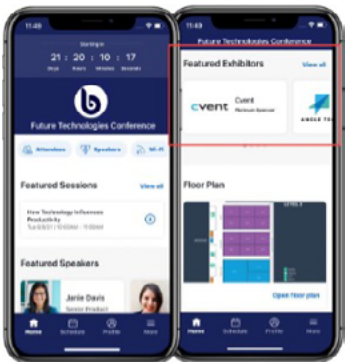
Your brand will be present during the literary lunch dessert break on Thursday. Your company will be acknowledged with two 22-by-28-inch posters and via digital marketing materials (i.e., conference website and emails). The session will be listed as “Dessert Break – Sponsored by [EXHIBITOR NAME]” in the on-site signage, online agenda, and event app.

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

Must be purchased by Feb. 13, 2025

Your brand will be present during the “famous” trail mix break on Thursday afternoon. Your company will be acknowledged with two 22-by-28-inch posters and via digital marketing materials (i.e., conference website and emails). The session will be listed as “Trail Mix Break – Sponsored by [EXHIBITOR NAME]” in the on-site signage, online agenda, and event app.

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



Must be purchased by March 28, 2025

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

Event App Push Notification | \$1,000 *(seven available)*

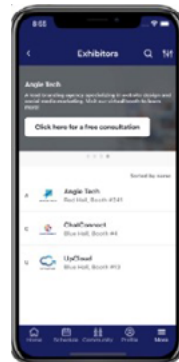
Send your message directly to attendees through the official event app. Your organization can submit, for approval, a message no more than 140 characters to send on the day of your choice: Wednesday, Thursday, Friday morning or afternoon, or Saturday morning.

Please note: Character count includes the website link; we recommend using a URL-shortening app to minimize characters and see click-tracking data. The push notification will be sent only to those who have opted in to receive exhibitor mailings.

This opportunity is available on a first-come, first-served basis, and there is a limit of seven.

Event App Banner | \$2,500

Must be purchased by March 28, 2025



The event app banner will be viewed by app users on the Exhibitors tab within the app. Your company name and brief text (no more than 120 characters) will be displayed along with a button that links to your website or your exhibitor page within the app (your choice).

Please note: Multiple organizations may not share advertising privileges.



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Registration Information

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

Hotel Information

New Orleans Marriott

555 Canal Street

New Orleans, LA 70130

Hotel in New Orleans | New Orleans Marriott

The room rate, which is subject to state and local taxes (currently 16.2% + \$3.00 occupancy tax), is \$259.00.

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

Checklist

- ☐ Complete and submit the AAMC Support Contract.
 - o Exhibitors who submit a contract by Dec. 12, 2024, will hear of their acceptance or rejection by Jan. 7, 2025.
 - o Exhibitors who submit a contract after Dec. 12 will hear of their acceptance or rejection by Feb. 4.
- ☐ Once accepted, pay the full fee online when you receive the purchaser registration link.
- ☐ Make your hotel reservations by the cutoff date of **April 2, 2025**. Instructions on how to receive our group rate will be sent in December, along with the registration instructions.
- ☐ Complete staff registration and submit a 100-word description of your organization and any other requested information for the mobile app and meeting website.
- ☐ Secure electricity and/or audiovisual equipment with the hotel. Instructions on how to place these orders will be sent in early 2025.



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AAMC SUPPORT CONTRACT

Association of American Medical Colleges
2025 AAMC Conference for Institutional Advancement
April 23-26, 2025
New Orleans Marriott, New Orleans, Louisiana

1 Company Information

The "contact" is the person responsible for payment and may or may not also be the on-site staff member.

COMPANY NAME

CONTACT NAME

TITLE

EMAIL ADDRESS

PHONE

ADDRESS

CITY

STATE

ZIP

Indicate what you intend to purchase:

☐ Exhibitor package only

☐ Exhibitor package + Additional advertising opportunity (specify here:)

Will you be on-site? ☐ Yes ☐ No

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

RETURN THIS APPLICATION TO:

Shana Schwartz at

sschwartz@aamc.org and

AAMC@discoversb.com

2 Online Payment

PAYMENT METHOD

Credit Card: You will have the option to pay online when registration for the 2025 AAMC Conference for Institutional Advancement opens in December.

INTERNAL USE ONLY

Please apply payment to:

61100 / PJ-MTW010-25

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 March 14, 2025, 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 2025 AAMC Conference for Institutional Advancement may be directed to Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com.

SIGNATURE

TITLE

DATE

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. Exhibitor Objectives.** The AAMC exhibit area is produced by and is the property of the AAMC. The exhibit area is a practical, educational adjunct to the professional meetings held during the 2025 AAMC Conference for Institutional Advancement. The exhibit area is meant to supplement the professional meetings by providing AAMC members with various types of products, services, and information. Exhibitors are expected to display their products and/or discuss their services with awareness of the professional and practical needs of meeting attendees. The AAMC reserves the right to refuse space to any applicant that, in the opinion of the AAMC, is unlikely to contribute to the overall objectives of the meeting. The AAMC may prohibit installation or request removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the character and purpose of the conference. Any exhibitor that does not abide by these guidelines will not be invited to participate in future AAMC activities.
- 4. Exhibitor Representative Responsibilities.** Each exhibitor must name at least one person to be the official Representative in Charge and responsible party. The Representative in Charge will receive all relevant materials relating to the 2025 AAMC Conference for Institutional Advancement. That representative shall be authorized to enter into such contracts as may be necessary for fulfillment of obligations to the AAMC and to other contractors and subcontractors. It is recommended that exhibit materials be available on your assigned table/booth at all times. It is the responsibility of the Representative in Charge to ensure that all staff affiliated with the exhibit adhere to these regulations. Exhibitors will not have any role in the selection of meeting content, topics, or speakers and cannot attend any planning activities for the meeting. An exhibitor or other commercial representative may be included as a presenter on the program agenda if they have a particular expertise that would make a significant and relevant contribution to the program and if a representative of an AAMC-member institution (or AAMC staff) is a co-presenter.
- 5. Contract for Exhibit Space.** The commitment for exhibit space and full payment of rental charges together constitute a contract for a right to use the space.
- 6. Arrangements of Exhibits.** All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others.
- 7. Installation and Dismantling.** Tabletop exhibits must be installed in the exhibit area between 9 a.m. and noon on Wednesday, April 23. The area officially closes at 11:30 a.m. on Saturday, April 26. Exhibitors may not dismantle or disturb their exhibits until after the official closing. Exhibitors must dismantle their exhibits between 11:30 a.m. and 1:30 p.m. on Saturday, April 26.
- 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.



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SALES

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301-658-2115
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LOGISTICS

Shana Schwartz
202-828-0417
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PAYMENTS

Jabryl Tolson
202-862-6254
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- 14. Giveaways.** Organizations may provide token giveaways at their exhibit table/booth but cannot distribute these items in any other space, including at the registration desk and meeting rooms. Exhibitors are prohibited from providing meeting accessories (for example, tote bags, lanyards) for distribution to all attendees. Raffles are permitted but must be preapproved by AAMC staff. AAMC staff have the right to approve exhibitor materials.
- 15. Direct Selling.** In the event that an Organization engages in on-location transactions, it will be responsible for complying with all federal, state, and local laws regarding sales taxes and laws that may pertain to such sales.
- 16. Location of Exhibit Area.** The AAMC reserves the right to alter the location of the exhibit area as it deems advisable and in the interest of the Exhibit Show; however, no change of location will be made without full discussion with the Organization affected by such changes.
- 17. Security.** The AAMC will take reasonable precautions to safeguard the exhibit hall; however, the AAMC will not be liable for loss or damage to property or personnel from theft, fire, accident, or any other cause beyond its reasonable control. Organizations are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury. The Organization shall indemnify the AAMC against, and hold it harmless from, negligence of the Organization in connection with the Organization's conduct at the Exhibit Show.

THE AAMC'S LIABILITY ARISING FROM OR RELATING TO THIS AGREEMENT IS LIMITED TO THE AMOUNT PAID BY THE ORGANIZATION FOR THE SERVICES DESCRIBED HEREIN.

- 18. Exhibitor-Sponsored Sessions.** Exhibitors may host independent events for meeting attendees under the following guidelines:
- The event does not conflict with any scheduled meeting session or event.
 - Prior permission has been granted in writing by the AAMC meetings staff.
 - Requests for function or hospitality space or suites must be submitted to the AAMC in writing.
 - Once the event is approved, the guest, attendee, or third party is responsible for all costs (except meeting room rental) associated with the function or hospitality space or suites.

- 19. Failure to Open the Exhibit Hall.** In the event the AAMC Exhibit Show fails to take place as scheduled or is interrupted and/or discontinued, or access to the hotel or Exhibit Show premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, or emergency declared by any government agency or any other reason, this contract may be terminated by the AAMC. In the event of such termination, the Organization waives any and all damages and claims for damages and agrees that the sole liability of the AAMC shall be to return to the Organization the space payments, less the pro rata share of all costs and expenses incurred and committed by the AAMC.
- 20. Cancellation Policy.** All cancellations must be completed through the online registration of the purchaser. Instructions on how to cancel the agreement are in the registration confirmation email. Online cancellation is required to acknowledge the refund, if applicable. Any cancellation received after March 14, 2025, will result in the forfeiture of the entire exhibit fee. Contact the meeting coordinator, registration, for further assistance.

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

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



2025 AAMC CONFERENCE for
INSTITUTIONAL ADVANCEMENT

GROW INNOVATE ADVANCE

EXHIBITOR PROSPECTUS

QUESTIONS?

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