

2025

Health Professions Financial Aid Administrators Conference

Feb. 19-21, 2025
Downright Austin
Austin, Texas

EXHIBITOR AND SPONSORSHIP PROSPECTUS

Two-and-a-half days of professional development programming for financial aid administrators from the medical (MD and DO), dental, pharmacy, veterinary, and other health professions communities.

About the Meeting

The 2025 Health Professions Financial Aid Administrators Conference is expected to attract more than 200 financial aid professionals from various health professions institutions.

Focusing on key issues affecting financial aid professionals in the health disciplines, this conference will feature sessions geared toward new and seasoned financial aid administrators, covering critical legislative, regulatory, debt management, and professional development topics.

It will continue to offer timely content, networking, and learning opportunities that have become a hallmark of our financial aid conferences.

About the 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.

2025 HEALTH PROFESSIONS FINANCIAL AID ADMINISTRATORS CONFERENCE

Exhibitor and
Sponsorship
Prospectus

QUESTIONS

SALES QUESTIONS

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

LOGISTICAL QUESTIONS

Emily Koubek
ekoubek@aamc.org

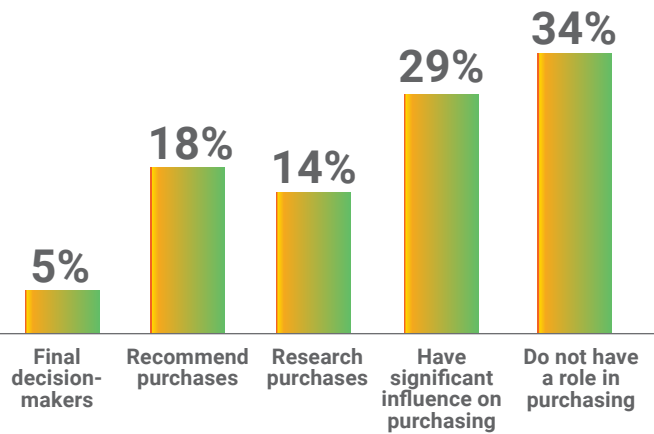
PAYMENT QUESTIONS

Susan Rush
srush@aamc.org

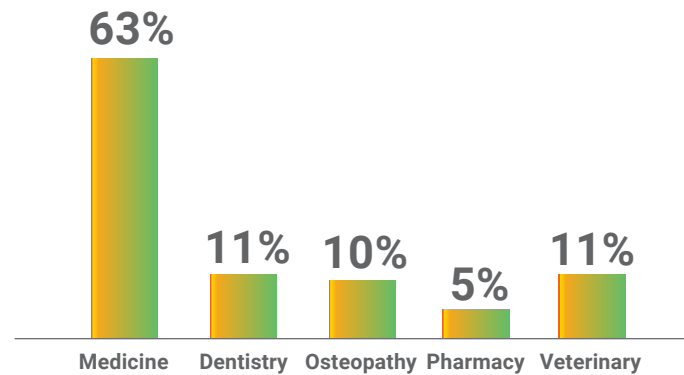
Meeting Attendee Demographics

197
attendees in 2023

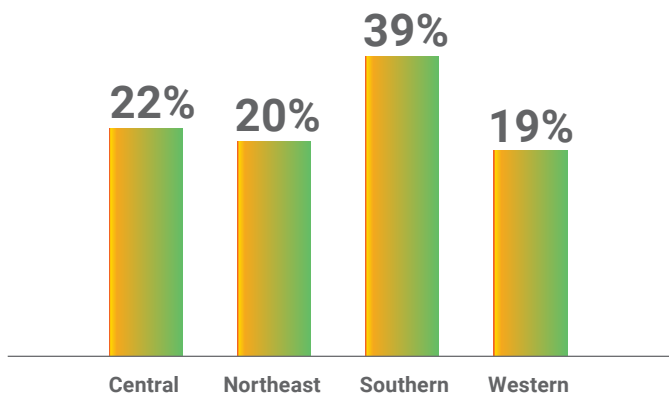
Attendees have the following purchasing roles:



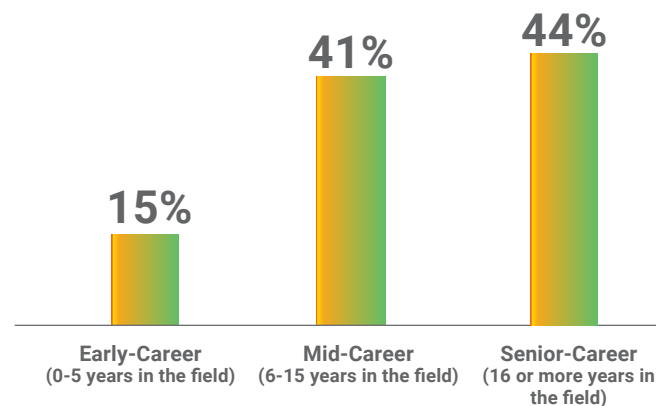
Attendees come from the following disciplines:



Attendees come from the following regions:



Attendees are in the following career stages:



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29%
of attendees attended the
conference for the first time

Sample Attendees Titles

Assistant Dean and Director of Financial Aid	Director of Financial Aid
Assistant Dean for Student Affairs	Director of Records and Registration
Assistant Dean for Student Enrollment/Registrar	Executive Director of Financial Aid
Assistant Director of Financial Aid	Financial and Enrollment Services Administrator
Assistant Director of Financial Aid and Scholarships	Financial Affairs Officer
Assistant Director of Student Records	Financial Aid Coordinator
Assistant Director of Student Services	Financial Aid Outreach and Literacy Coordinator
Assistant Financial Aid Officer	Financial Aid Program Manager
Associate Dean for Student Affairs and Diversity	Financial Wellness Counselor
Director of Student Activities and Student Financial Planning	Manager, Educational Debt Counseling and Financial Planning Program
Associate Director Financial Aid/Financial Aid Literacy Coordinator	Scholarship Director and Financial Aid Counselor
Associate Director of Financial Aid	School of Medicine Registrar
Director of Enrollment Services	Senior Associate Director of Financial Aid
	Senior Manager, Financial Aid

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What Types of Companies and Organizations Should Exhibit or Sponsor?

AI communication/data processing platforms

Financial aid consulting

AI underwriting and claims management solutions

Financial aid software

Collections management

Financial education

Compliance management

Performance analytics management

Debt management and default prevention

Private student lenders

Disbursement systems

Student information systems

Executive search

Student loan servicers

Previous Exhibitors and Sponsors

Army Medical Recruiting

Navient

Citizens Bank

NIH Division of Loan Repayment

College Ave Student Loans

PhysicianLoans

Discover Student Loans

PNC Bank

Doctors Without Quarters

Radden Education Institute

Earnest

Sallie Mae

Health Resources and Services Administration

SoFi

InsMed Insurance Agency

Wells Fargo

Kentucky Higher Education Assistance Authority

White Coat Investor

National Health Service Corps

National Institutes of Health

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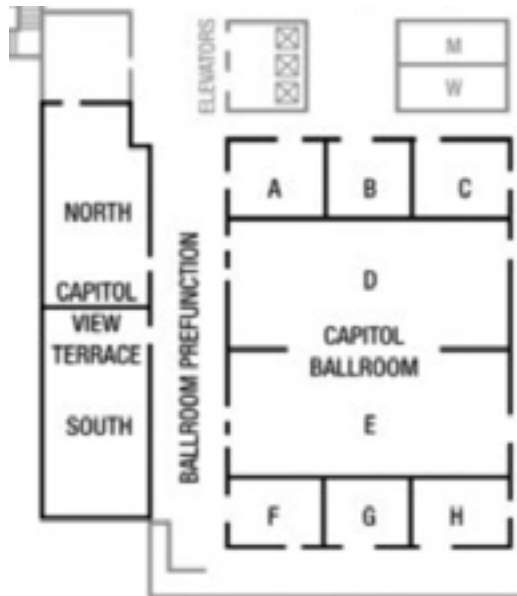
Exhibitor and Sponsor Opportunities

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

Connect With Financial Aid Professionals

With the highly visible exhibiting and sponsorship opportunities the 2025 Health Professions Financial Aid Administrators Conference offers, you will gain invaluable exposure to this high-level audience — and the larger AAMC academic medicine community. Talk with potential clients in an intimate setting that maximizes exposure.

This is not a traditional exhibit hall with 8-by-10-foot booths; all tabletop exhibits will be prominently featured and incorporated within the event. Exhibits will be in the 2,400-square-foot Ballroom Prefunction with the meeting registration and information desk. All sessions will be in the Capitol Ballroom and Capitol View Terrace. Space is limited to a maximum of 10 exhibit tables.



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Conference Schedule at a Glance (Subject to change. Please check the meeting website in December for the final schedule.)

Wednesday, Feb. 19

10-11 a.m.	New Member Orientation
1:30-5:15 p.m.	Concurrent Sessions
5:15-6:30 p.m.	Welcome Reception

Thursday, Feb. 20

8-9 a.m.	Breakfast
9:15-11:30 a.m.	Concurrent Sessions
11:45 a.m.-1 p.m.	Lunch
1:30-4 p.m.	Concurrent Sessions
4:15-5:30 p.m.	Structured Networking

Friday, Feb. 21

8-9 a.m.	Breakfast
9:15-noon	Concurrent Sessions

Exhibit Schedule

Installation

Wednesday, Feb. 19, 9:30 a.m.-12:30 p.m.

Exhibit Hours

Wednesday, Feb. 19, 1-5 p.m.

Meet the Exhibitors Break at 1-1:30 p.m.

Exhibitors are welcome to attend the Welcome Reception from 5:15 to 6:30 p.m.

Thursday, Feb. 20, 9 a.m.-4 p.m.

Exhibitors are welcome to attend the networking breakfast and lunch.

Dessert With Exhibitors at 1-1:30 p.m.

Friday, Feb. 21, 9-11 a.m.

Exhibitors are welcome to attend the networking breakfast.

Last Call Connect: Exhibitor Networking and Grab-and-Go Break at 10:30-11 a.m.

Dismantle

Friday, Feb. 21, 11 a.m.-noon



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Exhibitor Package and Fees

With the purchase of an exhibitor package, your organization will be entitled to the following:

- One tabletop exhibit (6-foot table with two chairs OR a high-top/cocktail table).
- One meeting registration, including plenary and concurrent sessions and receptions (excludes closed sessions and business meetings).
 - **You will have the opportunity to purchase one additional registration at the conference rate.**
Note: Exhibiting organizations are limited to a maximum of two attendees.
- Your organization's information, including description, logo, website link, and social media handles, will be included on the mobile app and meeting website.
- Your logo will be included on the Exhibitor Bingo Card. Attendees will collect stamps and submit their completed cards for a chance to win one of two \$50 Amazon gift cards (provided by the AAMC).
- The postconference (opt-in) attendee list for a one-time physical mailing after the conference. Email addresses will not be provided.

Fees

\$3,500 if the contract is submitted by Oct. 31, 2024.

\$4,000 if the contract is submitted on or after Nov. 1, 2024.

Please note: One organization may not purchase multiple exhibit tables. Exhibit tables will be granted on a first-come, first-served basis. The AAMC will assign tables.

If you would like to maximize your organization's level of visibility, in addition to purchasing an exhibitor package, please consider the additional sponsorship opportunities available on page 10.

We invite you to choose either an exhibitor package or a level sponsorship package; you cannot choose both. The additional sponsorship opportunities on page 10 are available to exhibitors and level sponsors.

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Level Sponsor Packages and Fees

Signature | \$7,500

Your sponsorship includes:

- One tabletop exhibit (6-foot skirted table with two chairs OR a high-top/cocktail table).
- Three meeting registrations, including plenary and concurrent sessions and receptions (excludes closed sessions and business meetings).
 - o *Note: Level sponsors are limited to a maximum of three attendees.*
- The opportunity to host your own event: a breakfast, focus group, or evening reception for invited guests. These rooms are available for 90-minute blocks during an approved date and time on a first-come, first-served basis. The AAMC will provide the room assignment and confirm setup needs. Time slots are available upon request. Meeting room locations will be confirmed at a later date.
- This does not include catering costs, additional specialty furniture, additional audiovisual equipment and labor, or a preregistration list of conference attendees.
- One e-blast to (opt-in) attendees with a 350-word company description and hyperlink to your company website. (E-blast is exclusively for your company).
- The postconference (opt-in) attendee list for a one-time physical mailing after the conference. Email addresses will not be provided.
- Your organization's information, including description, logo, website link, and social media handles, in the mobile app and meeting website. Level sponsors will also be highlighted as a "Featured Exhibitor" on the homepage of the event app.
- Your logo will be included on the Exhibitor Bingo Card. Attendees will collect stamps and submit their completed cards for a chance to win one of two \$50 Amazon gift cards (provided by the AAMC).



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Premium | \$5,500

Your sponsorship includes:

- One tabletop exhibit (6-foot skirted table with two chairs OR a high-top/cocktail table).
- Two meeting registrations, including plenary and concurrent sessions and receptions (excludes closed sessions and business meetings).
 - You will have the opportunity to purchase one additional registration at the conference rate.
Note: Level sponsors are limited to a maximum of three attendees.
- One e-blast to (opt-in) attendees with a 350-word company description and hyperlink to your company website. (E-blast is exclusively for your company).
- The postconference (opt-in) attendee list for a one-time physical mailing after the conference. Email addresses are not provided.
- Your organization's information, including description, logo, website link, and social media handles, in the mobile app and meeting website. Level sponsors will also be highlighted as a 'Featured Exhibitor' on the homepage of the event app.
- Your logo will be included on the Exhibitor Bingo Card. Attendees will collect stamps and submit their completed cards for a chance to win one of two \$50 Amazon gift cards (provided by the AAMC).

Please note: There is no cancellation refund for level sponsorships.

We invite you to choose either an exhibitor package or a level sponsorship package; you cannot choose both. The additional sponsorship opportunities on page 10 are available to exhibitors and level sponsors.



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Additional Sponsorship Opportunities

You must be a sponsor or an exhibitor to purchase these additional sponsorship opportunities.

New Member Orientation | \$3,500 (EXCLUSIVE)

Must be purchased by Jan. 29, 2025. Elevate your company name at the New Member Orientation on Wednesday, Feb. 19. Meet and greet first-time attendees and AAMC leadership and staff. Room location to be confirmed.

Benefits include:

- Company logo or name recognition in all marketing related to the orientation.
- 22-by-28-inch on-site signage with company logo at the orientation.
- Push notification on the app recognizing you as a New Member Orientation sponsor (character limitations apply).
- The sponsor can have two representatives welcome the orientation attendees as they enter the room.
- A sponsor representative may give a three-minute welcome.
- Light refreshments are included in this sponsorship.

Custom Wi-Fi SSID | \$3,500 (EXCLUSIVE)

Must be purchased by Jan. 29, 2025.

Choose the custom SSID (network name and password) for the Wi-Fi in the meeting space (character limits apply).

You will receive a usage report within 60 days of the end of the meeting.

Know Before You Go Email | \$2,500 (EXCLUSIVE)

Must be purchased by Jan. 29, 2025. Exhibitor to provide text/artwork by Jan. 31, 2025.

Attendees will receive the Know Before You Go email one week before that conference, including your organization's ad.

- Reaches approximately 200 registrants.
- The Know Before You Go will include one exclusive advertisement. The image size varies based on placement and includes one hyperlink.
- Click-tracking will be available in one report provided after the meeting.

Meeting Room Space Rental | \$1,000

Must be purchased by Jan. 29, 2025.

Host your own event: a breakfast, focus group, or evening reception for invited guests.

These rooms are available for up to 90-minute blocks during an approved date and time on a first-come, first-served basis.

The AAMC will provide the room assignment and confirm setup needs. Time slots are available upon request. Meeting room locations will be confirmed at a later date.

This fee does not include:

- Catering costs.
- Additional specialty furniture.
- Audiovisual equipment and labor. (Standard A/V equipment available at no cost upon request.)
- Preregistration list of conference attendees.

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E-blasts | \$1,500 (three available)

Send your message to all (opt-in) attendees with a custom e-blast. Open rate and click-tracking will be available in one report provided after the meeting. When you purchase this option, you can choose to send your e-blast on one of the available dates noted below unless another exhibiting company has already purchased it.

Must be purchased by:	Exhibitor to provide text/artwork by:	E-blast will be sent :
Wednesday, Jan. 8	Wednesday, Jan. 15	Wednesday, Jan. 22
Wednesday, Jan. 15	Wednesday, Jan. 22	Wednesday, Jan. 29
Wednesday, Jan. 22	Wednesday, Jan. 29	Wednesday, Feb. 12

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

Must be purchased by Feb. 7, 2025.

Your organization's name and logo will appear on the event app's homepage.

This opportunity is available on a first-come, first-served basis, with a limit of eight per meeting.



Event App Banner | \$1,000

Must be purchased by Feb. 7, 2025.

The event app banner will be visible on the Exhibitors tab. Your company name and brief text (120 characters) will be displayed, and a button will link to your website or your exhibitor page within the app (your choice).



Please note: Multiple organizations may not share sponsorship privileges.

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Registration Information

Once the AAMC Support Contract is complete and registration is open, the contact listed on the contract will receive an invitation to register their organization and any on-site contacts.

Payment is due online via credit card when registration for the 2025 Health Professions Financial Aid Administrators Conference opens in December. No check payments or ACH payments will be accepted.

Hotel Information

Downright Austin

701 E. 11th St., Austin, Texas 78701

The negotiated group rate for single/double occupancy is \$259. Room rates do not include applicable state and local taxes (currently 17%, subject to change).

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

Checklist

- ☐ Complete and submit the Support Contract.

Once registration opens in December:

- ☐ Complete the purchaser's registration and submit organization information for the mobile app and meeting website, including logo, description, website, and social media handles.
- ☐ Submit the full fee payment online upon receipt of the purchaser's registration link.
- ☐ Submit names and email addresses of on-site staff. They will receive an email with registration instructions.
- ☐ Make your hotel reservations by Wednesday, Jan. 29, 2025. More information will be available on the meeting website.

In early February:

- ☐ You will receive further communication regarding conference logistics, including shipping and purchasing electrical or audiovisual equipment.



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AAMC SUPPORT CONTRACT

Association of American Medical Colleges
2025 Health Professions Financial Aid Administrators Conference
Feb. 19-21, 2025
Downright Austin | Austin, Texas

RETURN THIS APPLICATION TO:
aamc@discoversb.com



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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

Will you be on-site? ☐ Yes ☐ No

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

2 Indicate which package you are purchasing:

- ☐ Exhibitor Package (\$3,500 if contract submitted by Oct. 31, \$4,000 if contract submitted on Nov. 1 or later)
- ☐ Signature Level Sponsor Package (\$7,500)
- ☐ Premium Level Sponsor Package (\$5,500)

3 Authorization

This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing to the commitment total tallied. Cancellations for exhibits or nonlevel sponsorships are allowed; however, no cancellations are allowed for level sponsorship options. Any cancellation received after **Dec. 1, 2024**, will result in the forfeiture of the entire exhibit fee. All cancellations must be completed through the online registration of the purchaser. Any questions regarding exhibiting at the 2025 Health Professions Financial Aid Administrators Conference may be directed to Deanne Rockola Altman at 301-658-2115 or AAMC@discoverSB.com.

SIGNATURE

TITLE

DATE

Terms and Conditions for Exhibitors and Sponsors

- 1. The Organization.** These terms and conditions are made between the Association of American Medical Colleges (the "AAMC") and the organization purchasing either sponsorship or exhibitor privileges (the "Organization").
- 2. Commitments.** The sponsorship and exhibitor benefits, fees (\$3,500, \$4,000, \$7,500, or \$5,500 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 2025 Health Professions Financial Aid Administrators Conference. The exhibit area is meant to supplement the professional meetings by providing AAMC members with various types of products, services, and information. Exhibitors and sponsors 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 or sponsor that does not abide by these guidelines will not be invited to participate in future AAMC activities.
- 4. Exhibitor Representative Responsibilities.** Each exhibitor and sponsor 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 Health Professions Financial Aid Administrators Conference. That representative shall be authorized to enter into such contracts as may be necessary for fulfillment of obligations to the AAMC and to other contractors and subcontractors. It is recommended that exhibit materials be available on your assigned table/booth at all times. It is the responsibility of the Representative in Charge to ensure that all staff affiliated with the exhibit adhere to these regulations. Exhibitors and sponsors 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/sponsor 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 9:30 a.m. and 12:30 p.m. on Wednesday, Feb. 19. The area officially closes at 11 a.m. on Friday, Feb. 21. Exhibitors may not dismantle or disturb their exhibits until after the official closing. Exhibitors will have the opportunity to dismantle their exhibit from 11 a.m. to noon on Friday, Feb. 21; all exhibits must be dismantled by noon on that day.
- 8. Organization's Personnel.** The Organization's staff may attend all sessions and receptions, unless otherwise noted in the prospectus. All personnel are required to display proper name badges throughout move-in, conference hours, and move-out. Personnel may not initiate sales or marketing activities while in the room where a meeting session is taking place.
- 9. Organization's Information.** The final program and mobile app (if applicable) will include an exhibitor/sponsor 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 or sponsor 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 or sponsor 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 and sponsors 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.** Cancellations for exhibits or nonlevel sponsorships are allowed; however, no cancellations are allowed for level sponsorship options. 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 Dec. 1, 2024, will result in the forfeiture of the entire exhibit fee. Contact the meeting coordinator, registration, for further assistance.
- Contact:** Susan Rush at srush@aamc.org.
21. **The AAMC reserves the right to deny exhibit space and sponsor opportunities to any organization.**

2025 HEALTH PROFESSIONS FINANCIAL AID ADMINISTRATORS CONFERENCE

Exhibitor and
Sponsorship
Prospectus

QUESTIONS

SALES QUESTIONS

Deanne Rockola Altman
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LOGISTICAL QUESTIONS

Emily Koubek
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PAYMENT QUESTIONS

Susan Rush
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