EXHIBITOR AND SPONSOR PROSPECTUS

The American Association of Colleges of Osteopathic Medicine (AACOM) leads and advocates for the full continuum of osteopathic medical education to improve the health of the public. Founded in 1898 to support and assist the nation’s osteopathic medical schools, AACOM represents all 38 accredited colleges of osteopathic medicine—educating nearly 31,000 future physicians, 25 percent of all U.S. medical students—at 58 teaching locations in 33 U.S. states, as well as osteopathic graduate medical education professionals and trainees at US medical centers, hospitals, clinics, and health systems.

ABOUT THE CONFERENCE

Educating Leaders 2021, April 20-22 will be held as a virtual, online event. It is the premier learning and networking event for leaders in the osteopathic medical education community and beyond. Attendees will be offered more than 150 education presentations to experience, ranging from inspiring plenaries to oral presentations and posters in a variety of focus areas. This year’s conference will feature programming with the best new research and scholarly work from across the broad osteopathic medical education landscape.

WHY PARTNER WITH US?

Join our esteemed list of sponsors and exhibitors and get access to 500+ of the most influential and respected decision-makers in the osteopathic medical education community and health professions education landscape.

You will have time to network, promote your products and services, generate leads, and grow your brand visibility with our attendees, which include:

- University and College Presidents
- Medical School Deans
- Medical School Faculty and Administration
- Medical Students/Residents/Trainees
- Graduate Medical Education Administrators and Faculty
- Business Partners
- Government Relations Professionals

Conference Attendee Breakdown

- Director, Manager, Other Administrators (Admissions, Student Services, Financial Aid, Government Relations, Marketing, etc.): 20%
- CEO, COO, VP, Dean, Academic Officer: 30%
- Faculty, Research Faculty: 22%
- Medical Education Director, Program Director: 28%
VIRTUAL SPONSORSHIP AND/OR EXHIBIT OPPORTUNITIES

Enhance your brand visibility and stand out from the crowd by becoming one of our esteemed conference sponsors and/or exhibitors. Our virtual packages were designed to give you a variety of options to maximize your brand exposure and highlight your products and services. As a sponsor and/or exhibitor, you will receive access to 500+ decision-makers and thought leaders who attend our conference through exclusive branding and networking opportunities. As a testament to the value you will receive, many of our sponsors and exhibitors return year after year.

Application Deadline: March 12, 2021
educatingleaders.aacom.org

Bronze Level Sponsor: $3,000

- Your Company Name and Logo on the Educating Leaders 2021 website
- Mentions in conference marketing emails
- Mentions in social media promotions
- Mention in morning roundup newscaps
- Sponsor video (no more than 2 minutes) to be shown in Exhibit Hall Lobby
- Two complimentary registrations (valued at $395/per)
- A list of pre-registered attendees for one pre-conference marketing communication and a final list of registered attendees for one post-conference marketing communication (USPS and email addresses).

Silver Level Sponsor: $5,000

- Everything included in the Bronze level PLUS
- Two additional complimentary registrations (total of 4, valued at $395/per)
- Virtual 10x10 booth

Gold Level Sponsor: $10,000

- Everything included in the Silver level PLUS
- One 2-minute speaking opportunity prior to a select plenary session (to be approved by AACOM)
- Branded content session designed by you (15-20 minutes, and to be approved by AACOM)
- Your Company Logo included in registration confirmation email.
SPONSOR BANNERS IN THE MAIN CONFERENCE LOBBY

Clicking on a banner will take meeting participants directly to the sponsor booth. These will be allocated to our top eight sponsors.

SPONSOR VIDEO LOOP IN THE EXHIBIT HALL LOBBY

Available to all sponsor levels. Videos will be no longer than two minutes.
VIRTUAL EXHIBIT BOOTH

Exhibitor Only: $1,500

- Your Company Name and Logo on the Educating Leaders 2021 website
- One complimentary registration (valued at $395)
- A list of pre-registered attendees for one pre-conference marketing communication and a final list of registered attendees for one post-conference marketing communication (USPS and email addresses).

Application Deadline: March 12, 2021
educatingleaders.aacom.org

SAMPLE EXHIBIT HALL

Booths will be listed alphabetically starting at the top left. Clicking on the organization logo will take meeting attendees inside the booth.
SAMPLE EXHIBIT BOOTH

Exhibit Booth Design

- Virtual 10x10 booth
- Booths are fully manageable by exhibitor via portal access
- Booth structure color is customizable
- Four hotspots to customize with: (outlined in red above, can all be different)
  - PDFs
  - Videos
  - External sites
  - Pictures
- Ability to upload staff list and availability for chat(s)
- Can link group video call for attendees to join

Registration lists will be provided before the conference, and attendee lists after the conference. The lists will contain names and addresses, along with email addresses of guests who have opted in to receive communication from our sponsors and exhibitors.
TERMS AND CONDITIONS

1. ACKNOWLEDGEMENT OF APPLICABLE TERMS AND REGULATIONS

We, the participating entity/company (hereafter referred to as the EXHIBITOR and/or SPONSOR), our employees, agents, contractors, representative or guests (together participants) and any person or entity occupying or sharing the contracted space for exhibit space, agree, by our contract and presence at Educating Leaders 2021: The AACOM Annual Conference (hereafter referred to as Educating Leaders 2021), to abide by the following Rules and Regulations, having knowledge of them or not, which govern the AACOM Conference, and any additions and amendments thereto that may be established or put into effect by AACOM in the interest of Educating Leaders 2021.

2. ELIGIBILITY

AACOM reserves the right to determine the eligibility of any company or organization to serve as a sponsor or exhibitor, and further reserves the right to reject any application. All marketing and promotional language and items must be approved by AACOM. Those submitting applications will receive confirmation of acceptance or rejections from annualconf@aacom.org.

3. SCOPE

AACOM will provide appropriate acknowledgement and recognition of EXHIBITOR and/or SPONSOR in accordance with advertised exhibitor and sponsorship benefits, and with applicable laws and Internal Revenue Service rules and regulations. AACOM and EXHIBITOR and/or SPONSOR agree that the purpose of the Annual Conference is educational in nature, that EXHIBITOR and/or SPONSOR participation in the Annual Conference does not convey AACOM's approval, endorsement, certification, acceptance, or referral of any product or service of EXHIBITOR and/or SPONSOR

No materials developed or intended for use in connection with the Annual Conference will be distributed or otherwise used prior to advance review and written approval by AACOM. AACOM requires review of final artwork for any print or digital pieces promoting Educating Leaders 2021. Send artwork for promotional pieces featuring Educating Leaders 2021 to annualconf@aacom.org for review.

4. ADHERENCE TO EDUCATING LEADERS CONFERENCE RULES

On acceptance of this contract by AACOM, the EXHIBITOR and/or SPONSOR agrees to abide by the terms herein, and any revisions or amendments thereto made by AACOM. EXHIBITORS and/or SPONSORS not complying with these rules, whether or not they are aware of the rules, shall be subject to the actions taken by AACOM or their agents.

EXHIBITOR and/or SPONSOR is responsible for adhering to the materials timelines, which includes submitting graphics for the virtual platform.

5. CANCELLATION

ALL EXHIBIT FEES FOR EDUCATING LEADERS 2021 ARE NON-REFUNDABLE.

6. EXHIBIT DISPLAYS AND SIGNAGE

EXHIBITOR and/or SPONSOR is responsible for the content of their exhibitor page per instructions and guidelines provided by AACOM.
7. EXHIBIT OPERATION AND ACTIVITIES

EXHIBITOR and/or SPONSOR is held liable for compliance with the terms as set forth herein and is therefore responsible for informing their representatives of the rules.

At least one exhibit staff person must be registered for Educating Leaders 2021.

Solicitation of business by firms that are not official exhibitors is prohibited.

EXHIBITOR and/or SPONSOR shall not attract attendees into the exhibit portal using demonstrations not germane to EXHIBITOR and/or SPONSOR’s product or services.

AACOM reserves the right to remove materials, advertising, or literature that it feels is not in keeping with the standards of Educating Leaders 2021. The conduct of all EXHIBITORS and/or SPONSORS is subject to the approval of AACOM.

8. NAMES AND TRADEMARKS

AACOM shall have the right to use EXHIBITOR’S and/or SPONSOR’S name, trademark, and logo, limited to the terms of this Agreement. EXHIBITOR and/or SPONSOR shall not have the right to use any of AACOM’s names, trademarks, logos, or copyrights without prior written approval.

9. SECURITY/LIABILITIES/INSURANCE

AACOM, its agents or employees, will not be liable for failure to hold Educating Leaders 2021 as scheduled. Payment for the exhibit space and sponsorship will be returned in that event, less any actual expenses incurred in connection with Educating Leaders 2021, which will be deducted if Educating Leaders 2021 is relocated, delayed or canceled prior to the opening date because of fire, or any act of God, or the public enemy, or strikes, or epidemic, pandemic, or any law or regulation, or public authority, or any reason which makes it impossible or impractical to hold the Conference and/or Exposition.

EXHIBITOR and/or SPONSOR agrees to indemnify and hold harmless AACOM and its officers, directors, employees, and agents from and against any and all claims of any person arising out of acts, omissions, or negligence of Exhibitor or Sponsor, its agents, or employees.

10. ADMISSION

AACOM shall have sole control over all admissions of persons to Educating Leaders 2021. All persons visiting the exhibit area will be admitted according to the rules and regulations of AACOM or as amended by AACOM.

11. AMENDMENTS TO REGULATIONS

All matters and questions not specifically covered by the articles in these Rules and Regulations shall be subject to the decision of AACOM.
AACOM SPONSOR AND/OR EXHIBITOR
APPLICATION AND AGREEMENT

Company Name (as it should appear in the program):

Company Website:

Contact Name:

Title:

Mailing Address:

City:          State:      Zip:

E-mail Address:

Phone:        Fax

SPONSORSHIP

Completion of the following section confirms your company/organization’s request for sponsorship at Educating Leaders 2021. This reservation is subject to the Terms and Conditions specified in this packet.

- Bronze: $3,000
- Silver: $5,000
- Gold: $10,000

Total Amount of Sponsorship: $ __________________________

Sponsorship will be confirmed upon full payment of the total sponsorship cost with the submission of this application. AACOM reserves the right to reject any application.

1. Name for Complimentary Registration (BRONZE, SILVER & GOLD levels):

2. Name for Complimentary Registration (BRONZE, SILVER & GOLD levels):

3. Name for Complimentary Registration (SILVER & GOLD levels):

4. Name for Complimentary Registration (SILVER & GOLD levels):
EXHIBIT SPACE

Completion of the following section confirms your company/organization's request for exhibit space at Educating Leaders 2021. This application is subject to the Terms and Conditions specified in this packet. Exhibit space will be confirmed upon receipt of this application along with full payment of the exhibit booth fee. AACOM reserves the right to reject any application.

Booth Fee: $1,500

AACOM REQUIRES FULL PAYMENT OF THE TOTAL BOOTH COST WITH THE SUBMISSION OF THE APPLICATION.

1. Name for Complimentary Registration (Exhibitor):

______________________________________________________

Deadline for exhibit space is March 12, 2021.

No Cancellation of This Agreement Will Be Accepted After Tuesday, March 30, 2021.

Total Amount to be Charged: $ __________________________

Method of Payment: ☐ Visa ☐ MasterCard ☐ American Express

Name on Credit Card: __________________________________________

Card Number: ________________________________________________

Expiration Date: ____________________ Security Code: ____________________

Signature of Card Holder: ______________________________________

APPLICATION MAY BE SUBMITTED ONLINE AT www.aacom.org/educatingleaders OR VIA EMAIL TO annualconf@aacom.org.

QUESTIONS?
Beth Martino
annualconf@aacom.org
Phone: 301-968-4189

FOR AACOM USE ONLY

Total Cost: __________________________________________

Payment Received: ______________________________________

Representative of AACOM: ____________________________