

LEARN SERVE LEAD **2025**

THE AAMC ANNUAL MEETING

NOV. 1-5, 2025

HENRY B. GONZÁLEZ CONVENTION CENTER
SAN ANTONIO, TEXAS

EXHIBITOR PROSPECTUS

aamc.org/learnservelead

Invitation to Participate

The AAMC invites you to exhibit at Learn Serve Lead 2025: The AAMC Annual Meeting, held Nov. 1-5, 2025, in San Antonio, Texas.

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



LEARN SERVE LEAD²⁰²⁵

THE AAMC ANNUAL MEETING

EXHIBITOR PROSPECTUS

Exhibitor Prospectus and
Promotional Opportunities
aamc.org/learnservelead

QUESTIONS?

CONTACT

Deanne Rockola Altman
Learn Serve Lead
Exhibits 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, biomedical research, and community collaborations. Its members are all 160 U.S. medical schools accredited by the [Liaison Committee on Medical Education](#); 12 accredited Canadian medical schools; nearly 500 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 210,000 full-time faculty members, 99,000 medical students, 162,000 resident physicians, and 60,000 graduate students and postdoctoral researchers in the biomedical sciences. Through the Alliance of Academic Health Centers International, AAMC membership reaches more than 60 international academic health centers throughout five regional offices across the globe. Learn more at [aamc.org](#).

About the Meeting

Learn Serve Lead is the AAMC's premier annual meeting, bringing together **4,600+ leaders and decision-makers** from medical schools, teaching hospitals, and health systems. This year in **San Antonio**, deans, hospital CEOs, faculty, administrators, residents, students, and more will convene to exchange ideas, tackle academic medicine's biggest challenges, and drive innovation in medical education, research, and health care. With a **dynamic lineup of sessions, networking opportunities, and a dedicated exhibit hall**, this is where influential change-makers seek solutions, forge partnerships, and shape the future of the field. Exhibiting at Learn Serve Lead puts your organization at the center of these conversations, connecting you with an engaged audience ready to discover new tools, services, and collaborations that advance their institutions and improve health care.



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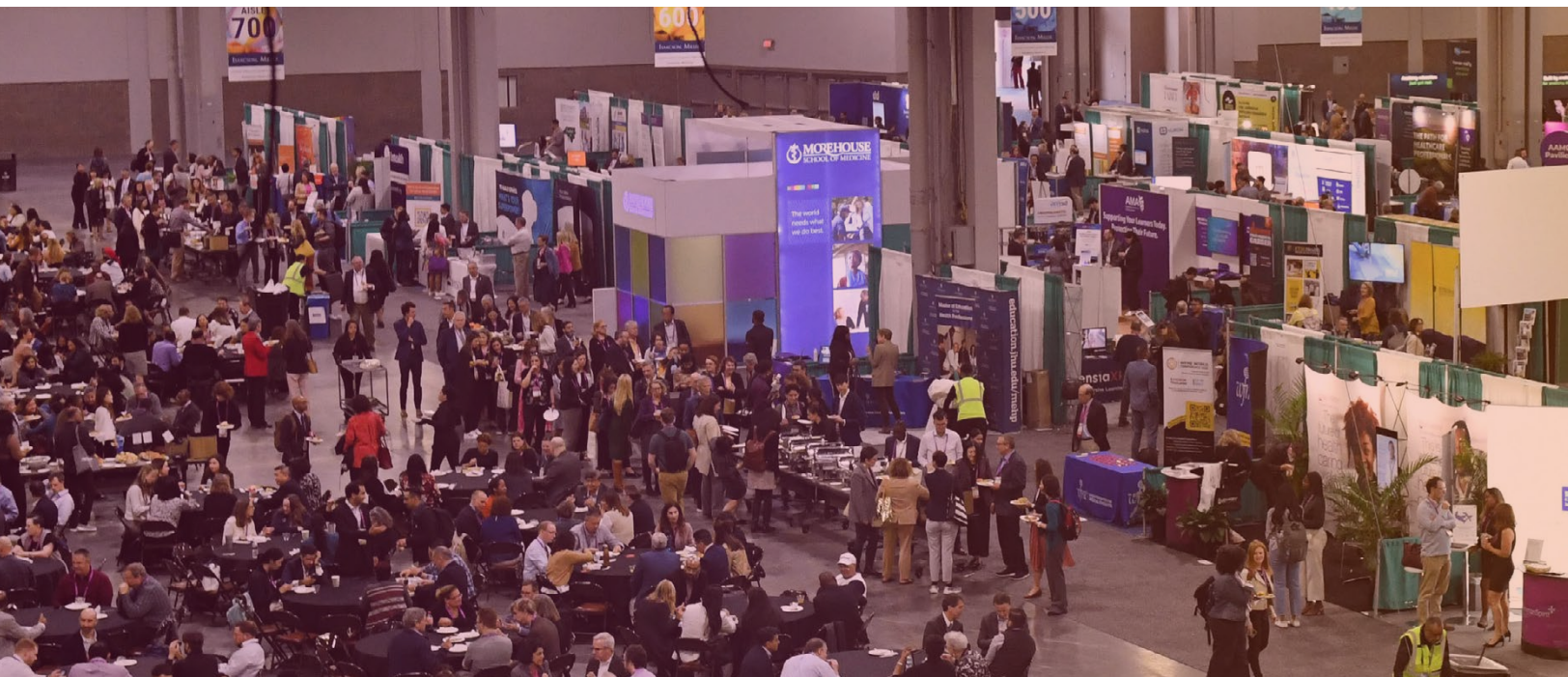
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WHY EXHIBIT?

Maximize Visibility

Supercharge your brand's visibility and engage directly with the key decision-makers driving the future of academic medicine and health care. From deans and hospital CEOs to faculty, administrators, and other pivotal stakeholders, Learn Serve Lead offers you the platform to amplify your organization's presence.

Strategic Insight

Dive into dynamic conversations about the emerging trends, innovations, and challenges shaping the future of medical education, biomedical research, and patient care. Gain invaluable insight from industry leaders and experts.

Network

Strengthen existing relationships, broaden your influence within the academic medicine community, and forge new, lasting connections with industry trailblazers.

Lead Generation

Create valuable connections with decision-makers and influencers from medical schools and teaching hospital departments, driving key opportunities in a wide range of products and services.

Product Demonstration

Showcase your products and services in action, offering potential clients a hands-on experience that highlights how your innovations can elevate their goals and objectives.



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SCHEDULE AT A GLANCE (SUBJECT TO CHANGE)

Please check the Learn Serve Lead 2025 website for schedule updates.

SATURDAY, NOV. 1

- 7 a.m.-5:45 p.m. AAMC Affinity Group Business and Committee Meetings and Affiliate Sessions
- 4:45-5:45 p.m. First-Time Attendees Information Session and Reception
- 6-7:30 p.m. Welcome to San Antonio Reception

SUNDAY, NOV. 2

- 7:15-8:15 a.m. Continental Breakfast and Jump-Start Networking
- 8:30-9:45 a.m. Day 1 Plenary
- 9:45-10:30 a.m. Break
- 10:30-11:30 a.m. Concurrent Sessions
- 11:45 a.m.-1 p.m. Focused Discussions With Lunch (Table Topics)
- 1:15-2:15 p.m. Concurrent Sessions
- 2:15-3 p.m. Break
- 3-4 p.m. Concurrent Sessions
- 4:15-6:30 p.m. Exhibit Hall Kick-Off Reception
- 6:30 p.m. AAMC Group and Affinity Group Receptions

MONDAY, NOV. 3

- 7:15-8:15 a.m. AAMC Service Updates, Affinity Group and Committee Meetings
- 7:15-8:15 a.m. Continental Breakfast
- 8:30-9:45 a.m. Day 2 Plenary
- 9:45-10:15 a.m. Break
- 10:15-11:15 a.m. Concurrent Sessions
- 11:30 a.m.-4:30 p.m. Exhibit Hall Open (Lunch)
- 1:45-2:45 p.m. Concurrent Sessions
- 2:45-3:30 p.m. Break

- 3:30-4:30 p.m. Concurrent Sessions
- 5-6:30 p.m. Group Knowledge-Sharing, Institutional Team Meetings
- 6:30 p.m. AAMC Group and Affinity Group Receptions

TUESDAY, NOV. 4

- 7:15-8:15 a.m. AAMC Service Updates, Affinity Group and Committee Meetings
- 7:15-8:15 a.m. Continental Breakfast
- 8:30-9:45 a.m. Day 3 Plenary
- 9:45-10:15 a.m. Break
- 10:15-11:15 a.m. Concurrent Sessions
- 11:30 a.m.-2 p.m. Exhibit Hall Open (Lunch)
- 2-3 p.m. Concurrent Sessions
- 3-3:30 p.m. Break
- 3:30-4:30 p.m. Concurrent Sessions
- 5-6:30 p.m. Group Knowledge-Sharing, Institutional Team Meetings, and AAMC Service Updates
- 6:30-7:30 p.m. Research in Medical Education (RIME) Posters-Up and Wine-Down Reception
- 7:30 p.m. AAMC Group and Affinity Group Receptions

WEDNESDAY, NOV. 5

- 7:15-8:15 a.m. AAMC Service Updates, Affinity Group and Committee Meetings
- 7:15-8:15 a.m. Continental Breakfast
- 8:30-9:30 a.m. Concurrent Sessions
- 9:30-10 a.m. Break
- 10-11 a.m. Concurrent Sessions
- 11 a.m. Grab-and-Go Snack



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EXHIBITOR SCHEDULE

Exhibitor Move-In

Saturday, Nov. 1 • Noon-5 p.m.

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

Sunday, Nov. 2 • 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

Sunday, Nov. 2

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

All attendees will be invited to the opening of the Exhibit Hall (food, drink, and live music).

Monday, Nov. 3

11:30 a.m.-4:30 p.m. • Exhibit Hall Open

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

Tuesday, Nov. 4

11:30 a.m.-2 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

Tuesday, Nov. 4 • 2-7 p.m.



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ATTENDEE DEMOGRAPHICS

Our attendees come from medical colleges and teaching hospitals across the U.S. and Canada, serving in key roles that shape medical education, research, and health care leadership. 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 18 professional development groups. These attendees are often leaders within their professions and volunteer to further the professional and leadership development needs of their peers.



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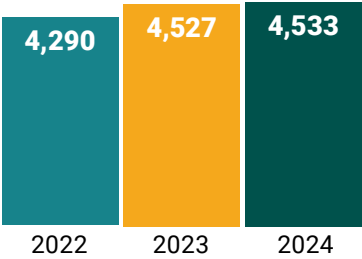
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ATTENDEE DEMOGRAPHICS

Learn Serve Lead: Meeting Attendance



356

students and residents attended
Learn Serve Lead 2024.

Do you have a role in the
purchasing of products and
services for your employer?

984

people said yes, they do

Out of 984 attendees that indicated purchasing power*:

Final decision-maker	319
Significant influence	599
Recommend	381
Research	153

*The sum may not add up to 984; responses were multi-select.

Learn Serve Lead 2024: Primary Academic Rank or Position Title

PRIMARY ACADEMIC RANK OR POSITION TITLE*	ATTENDEES
Assistant dean	376
Associate dean	600
CEO, president, or vice president	84
Chair or co-chair	133
Chancellor or vice chancellor	17
Chief (CMO, CFO, CIO, etc.)	70
Dean	131
DIO	40
Director (all levels)	689
Educator	48
Faculty	366
Interim dean	12
Professional staff	226
Provost or vice provost	22
Researcher/analyst	20
Resident physician/fellow	72
Student	347
Vice dean	104
Other	188

* 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 2025.

Academic journals and publications	Financial aid consultants	Practice management/operations
Administrative software	Fundraising consultants	Professional associations
Admissions software	Health care consulting	Programming
Alumni relations	Health care informatics	Publishing
Analytical services	Health impact assessments	Research
Appraisal and valuation	Institutional advancement consultants	Residency management
Architectural design	Insurance	Simulation technology
Community health services	Lead programs and services	Software/information systems
Compliance consultants	Legal services	Space planning
Consulting services	Marketing/visual media	Student loans
Continuing education programs	Medical device manufacturing	Student screening/background checks
Curriculum management	Medical/health promotion products	Test preparation software
Customized study plans and practice tests	Medical simulation	Training software
Data collection and management	Pharmaceutical/laboratory products	Transcription services
Diagnostic training software	Physician compensation	Virtual learning providers
Educational software	Physician recruitment	Virtual reality learning tool providers
Ethics programs	Placement and recruitment services	Wellness



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PAST EXHIBITORS INCLUDE:

Academic Analytics
Academic Medical Professionals Insurance
Acuity Insights
Agency for Healthcare Research and Quality
Albert Einstein College of Medicine
Alice L. Walton School of Medicine
Alpha Omega Alpha Honor Medical Society
Altus Assessments + One45
AMA ChangeMedEd
AMA GME Resource Program
AMA Insurance Agency, Inc.
AMBOSS
AMEE - The International Association For Health Professions Education
American Association of Medical Assistants
American Board of Medical Specialties (ABMS)
American College of Emergency Physicians
American College of Radiology
American Medical Student Association (AMSA)
American Medical Women's Association
American Psychiatric Association Foundation
AMN Healthcare
Anatomage, Inc.
Anatomic Excellence, LLC
Aquifer
Army Medical Recruiting
Baylor College of Medicine
BioCloud 3D
Blueprint Test Prep
BMJ
Butterfly Network
Case Western Reserve University HoloAnatomy
Centers for Medicare & Medicaid Services Office of Minority Health
Certiphi Screening, Inc.
Champions of Wellness
Charles R. Drew University of Medicine and Science
Clinician Nexus
CLOSLER by Johns Hopkins Medicine
Coalition on Physician Education in Substance Use Disorders (COPE)
CO Architects
CollegeNET

Common Ground International, LLC
CommonSpirit Health
Core Ultrasound
Covidence
Curative Executive & Academic Search
DaVinci Education, Inc.
DDx by Sketchy
DistrictZero
Drexel University ELAM Program
DxR Development Group, Inc.
East Tennessee State University
ECG Management Consultants
EchoNous
Education Management Solutions (EMS)
Elentra
Elite Medical Prep
Elsevier, Inc.
EmrId Health
Exxat
Fenix Alma Solutions Inc.
Financial Wellness for Medical Students and Trainees course at the University of Nebraska Medical Center
Florida International University
GE HealthCare
Germane Solutions
Great Road Leadership, LLC
Hallmark Health Care Solutions
HCA Healthcare Graduate Medical Education
Health Resources and Services Administration
H.E.L.P Program
Huron
InfoReady
InsMed Insurance Agency, Inc.
Intealth
Interfolio
International Association of Medical Science Educators
International Congress on Academic Medicine (ICAM)
Isaacson, Miller
Isabel Healthcare Inc.
iseek.ai
iSeek Enterprises (USA), LLC

IVI, Inc.
Jefferson College of Population Health
Johns Hopkins University - Master of Education in the Health Professions
Journal of Graduate Medical Education (JGME)
Kaplan
Kaplan Medical
Karger Publishers
Kaye/Bassman International Corp.
Keck School of Medicine of the University of South Carolina, Department of Medical Education
Kern National Network
Kern National Network for Flourishing in Medicine
Khalifa University of Science and Technology
Kira Talent Inc.
Korn Ferry
Lecturio
LGI Healthcare Solutions
Liaison International - WebAdMIT
mapEDU
Marshall University
Mayo Clinic
McGraw Hill Education
MDaudit
Med2Lab
MedAffinity Corp.
MedHub
MedHub | BoardVitals
Medical Education Learning Consultants
Medical Group Management Association (MGMA)
Medical Organization for Latino Advancement - National Association of Medical Spanish (MOLA-NAMS)
Medical School Advisory Group, LLC
MedStudy
Medtrics Lab
Meharry Medical College
Methodist University Cape Fear Valley Health School of Medicine
Metta Solutions, LLC
MGH Institute of Health Professions
Microsoft
Monroe Carell Jr. Children's Hospital at Vanderbilt
Morehouse School of Medicine
Mountain Pass Solutions, Inc.



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PAST EXHIBITORS INCLUDE:

National Board of Medical Examiners (NBME)
NEJM Group
New Innovations, Inc.
NIH MD/PhD Partnership Training Program
Northwestern University, Health Professions Education Master's Program
NYU Grossman School of Medicine
On Call Medical Coats
OnlineMedEd
PACEMD Health / MedSpanish
PASS Program, Inc.
PCS
Peace Corps Response
Perkins&Will
Perspectus
Piedmont Healthcare
ProgressIQ
PYA
RadClerk - Virtual Radiology Clerkship
Re:course AI
risr/
Robert A. Winn Diversity in Clinical Trials Award Program
RosmanSearch
Rowan-Virtua School of Osteopathic Medicine
Samuel Merritt University
Schilling Consulting LLC
Scholarly
ScholarRx
Scout Strategy
Sellers Dorsey
Siemens Healthineers
Simplify
Sira Medical
Sketchy
Soma Lab
SonoSim Ultrasound Training
Spencer Fox Eccles School of Medicine at University of Utah
Stonewater Financial Group
Tactuum
TDS Health
Terawe
Thalamus.org
The Arnold P. Gold Foundation

The Business of Financial Wellness
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.
Thomas F. Frist, Jr. College of Medicine at Belmont University
Toronto Notes
Touch of Life Technologies
Tourette Association of America
TrueLearn
UCLA Health
United States Medical Licensing Examination (USMLE)
University of Florida College of Medicine
University of Florida Graduate Medical Education
University of Illinois at Chicago Department of Medical Education
University of Louisville Graduate Programs - Health Professions Education
University of Miami Leonard M. Miller School of Medicine
University of Michigan Department of Learning Health Sciences
University of Pennsylvania Med Ed Master's Program
University of South Florida Morsani College of Medicine
University of Texas at Tyler School of Medicine
University of Texas Rio Grande Valley School of Medicine
University of Utah Health
U.S. Navy Medical Recruiting
UWorld
UWorld Medical
Vanderbilt Health – Vanderbilt University Medical Center
Vave Health
Vizient
Wake Forest University School of Medicine
Wiki Education
WISE-MD & WISE-OnCall
WittKieffer
Wolters Kluwer
World Federation for Medical Education
ZAP Solutions



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IMPORTANT INFORMATION

Booth Rates

Commercial rate:	\$4,225
Nonprofit rate:	\$2,700
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
- 9.75 total Exhibit Hall hours over three days (4.75 hours are exclusive Exhibit Hall hours without other conference programming taking place)
- Complimentary Welcome to San Antonio Reception for full meeting registration
- Complimentary evening reception in the Exhibit Hall on the opening day
- Complimentary lunch in the Exhibit Hall on Monday and Tuesday
- 24-hour security

Registration

- One complimentary full-meeting registration
- One complimentary Exhibit Hall-only meeting registration
- Ability to purchase unlimited full-meeting 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 premeeting list (four weeks out) and the postmeeting mailing list (one to two weeks after Learn Serve Lead). Mailing addresses only; no phone numbers or email addresses.**

* Exhibitors who do not pay by Sept. 19, 2025, will **not** be included in the printed Exhibitor Directory (if applicable).

**Only attendees who have opted in to receiving marketing or promotional materials will be included in the list.

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. 29, 2025, you will be refunded 50% of the contracted booth rental fee. No refunds, cancellations, or space reductions will be made after Aug. 29, 2025. If a booth is canceled, all complimentary full-meeting and Exhibit Hall-only registrations will be forfeited and immediately canceled. All support is 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
Promotional items purchased at Learn Serve Lead	5 per \$1,000
Participation in AAMC professional development conferences and council meetings (must be a current Learn Serve Lead exhibitor to receive points for small meetings)	2 per every \$2,000 spent at each meeting on promotional items or exhibit booth fees *Does not include additional registrations purchased
Each year missed	-2
Violation	-1

Priority Points 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.
- 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. Sign the Terms and Conditions.
7. Enter the credit card information to submit payment.
8. 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.



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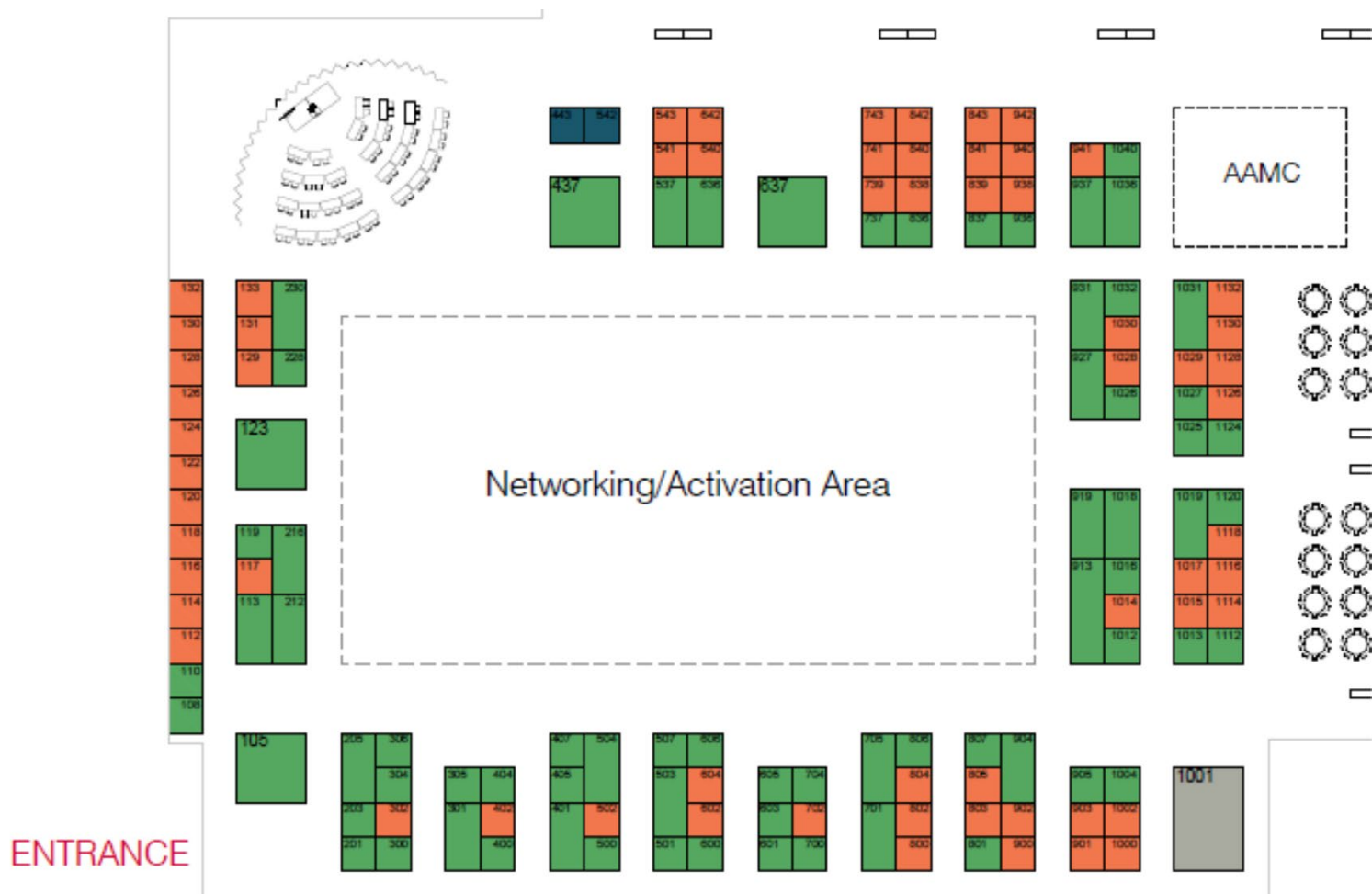
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Learn Serve Lead 2025 Exhibit Hall Floor Plan (as of March 15, 2025)

[View live floor plan here.](#)



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WHAT EXHIBITORS NEED TO KNOW

Important Dates and Deadlines

NOVEMBER 2024	Booth sales begin.
MAY 2025	Support sales to exhibitors begin.
JUNE 2025	Online registration for exhibit booth personnel and housing reservations begins.
JULY 31, 2025	Exhibitor kit sent to confirmed exhibitors.
SEPT. 29, 2025	Deadline for advance order discount from the Expo Group (decorator/general service contractor) and Encore (audiovisual provider).
OCT. 1, 2025	Deadline for discounted hotel rate. You must be registered for the meeting to make your hotel reservation.
OCT. 6, 2025	First day freight shipments can be received at the Expo Group warehouse.
OCT. 10, 2025	Deadline to register booth personnel.
OCT. 22, 2025	Last day freight items can be received at the Expo Group warehouse.
NOV. 1-2, 2025	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. 2-4, 2025	Learn Serve Lead Exhibit Hall open.
NOV. 4, 2025	Learn Serve Lead exhibitor move-out.



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HOUSING INFORMATION

Our partner, Connections Housing, provides 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 2025 online before making your hotel reservations. An exhibitor-specific registration link will be provided upon booth payment once registration opens in June 2025. Exhibitors are responsible for making their own hotel reservations once registered.

Credit Card Guarantee

A credit card valid through November 2025 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 2025.

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

- *Grand Hyatt San Antonio River Walk*
- *Hilton Palacio del Rio*
- *Hyatt Regency San Antonio Riverwalk*
- *La Quinta Inn & Suites by Wyndham San Antonio (students only)*
- *San Antonio Marriott Riverwalk*
- *San Antonio Marriott Rivercenter*

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 meeting 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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Learn Serve Lead
Exhibits Manager
301-200-4616, ext. 103
LSL@discoverSB.com

MARKETING OPPORTUNITIES

Market and Promote Your Products and Services at Learn Serve Lead 2025

Join us at Learn Serve Lead 2025, where over 4,600 attendees and 100+ exhibitors will come together for an impactful event. This is the largest gathering of professionals from medical schools and teaching hospitals — and an unmissable opportunity for you to showcase your brand.

To ensure you stand out and make a lasting impression, we offer a range of dynamic marketing and promotional opportunities to boost your presence:

- **Maximize Brand Exposure:** Leverage exclusive promotional opportunities to get your brand in front of a targeted audience.
- **Engage With Educational Content:** Share valuable insights and expertise with attendees at the exhibitor theater.
- **Showcase Innovations:** Highlight your latest products and services in the Exhibit Hall to captivate and inspire.
- **Drive Traffic to Your Booth:** Increase visibility and attract more visitors with strategic, targeted advertising.
- **Expand Your Network:** Build meaningful connections by hosting a reception or meeting with industry leaders and decision-makers.



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MARKETING OPPORTUNITIES: HIGH-VISIBILITY BRANDING OPTIONS

Welcome to San Antonio Reception on Saturday, Nov. 1, at the Henry B. González Convention Center Grotto and Waterfall Patio

Exclusive co-supporter: \$20,000

Nonexclusive co-supporter option: \$7,500 (five available)

Support organizations will be acknowledged as co-supporters of this AAMC-hosted evening reception to welcome attendees to Learn Serve Lead 2025. The reception is a great way for attendees to network with both exhibitors and fellow attendees alike!

Benefits include:

- 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 and digital 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
- Organizations' custom graphic displayed with AAMC graphics on window clings and water floats
- Push notification on meeting app recognizing supporter (character limitations apply)
- Two Welcome Reception tickets per supporter

This opportunity must be confirmed by Sept. 15, 2025, to be included on on-site signage (organization name only; no logos).

Relax and Recharge in the LDR (Lonesome Dove Room)

\$5,500 (exclusive)

Maximize exposure while helping attendees decompress and unwind! Support the LDR. The LDR will be set with San Antonio-themed decor where attendees can chat with colleagues or relax. Two signs in the LDR will display the organization's logo/graphic. At your expense, you may provide brochures or giveaway items.

Benefits include:

- Branded mentions in preconference marketing: website, brochures, and e-blast(s)
- Push notification on meeting app recognizing supporter (character limitations apply)
- Exclusive on-site visibility with logo/custom graphic displayed on two signs
- Two Welcome Reception tickets for supporter representatives



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First-Time Attendees Information Session and Reception

\$5,500 (exclusive)

Align your company name with the First-Time Attendees Information Session and Reception on Saturday, Nov. 1. Meet and greet first-time attendees and AAMC leadership and staff. Room location to be decided at a later date.

Benefits include:

- Company logo or name recognition in all marketing related to the reception
- 22-by-28-inch on-site signage with company logo at the reception
- Push notification on the app recognizing you as a First-Time Attendees Information Session and Reception supporter (character limitations apply)
- The supporter can have two representatives welcome the reception attendees as they enter the room
- A supporter representative may give welcome remarks (up to three minutes)
- Company logo included on welcome slide
- Supporter can place promotional items on the table (item must be preapproved by the AAMC)
- Light refreshments

Ribbon Bar

\$2,500 (exclusive)

Create your fun ribbon for attendees! Put your name and logo front and center in a location that is guaranteed to receive heavy foot traffic — the registration area. Here, attendees will find the Learn Serve Lead custom Ribbon Bar.

Benefits include:

- Company logo on Ribbon Bar display
- Recognition as Ribbon Bar supporter in push notification
- Create a fun ribbon for attendees that can include your company's logo or slogan (ribbon produced by the AAMC)



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EXHIBITOR EVENTS

Exhibitor Theater

\$2,500

In the Exhibit Hall, we've dedicated a dynamic space for you to engage directly with Learn Serve Lead attendees on the topics that matter most. This theater-style setup provides an intimate environment with seating for 50, perfect for showcasing your products or services. Each session is 10 minutes long, with five minutes reserved for Q&A. It's a high-impact, interactive opportunity to connect with a targeted audience. The AAMC will handle scheduling and notify presenters of their assigned time slots. (Monday and Tuesday, noon-12:20 p.m. or 12:30-12:50 p.m.).

Benefits include:

- Ability to host a speaker of your choosing (one 15-minute session)
- Floor sticker with organization logo and session date and time in front of the supporter 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 2025 attendees with details on all exhibitor theaters and exhibitor events
- One push notification on the meeting app to all Learn Serve Lead 2025 attendees, 30 minutes to one hour before the exhibitor theater session, including session name, supporter name, and session time and location (character limitations apply)

- Audiovisual (AV):
 - Speaker microphone/wireless lavalier
 - Projector screen
 - Audio mixer
 - AV tech before and during presentation

(Additional AV requests and needs must be ordered and paid for in advance.)

Theater session times: Monday and Tuesday, noon-12:20 p.m. or 12:30-12:50 p.m.



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Exhibitor-Hosted Evening Reception

\$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 2025 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 2025 exhibitor.

Time slots available:

- Sunday, Nov. 2, 6:30-10 p.m.
- Monday, Nov. 3, 6:30-10 p.m.
- Tuesday, Nov. 4, 7:30-10 p.m.

Pricing includes:

- Henry B. González Convention Center or hotel meeting room rental
- Marketing:
 - Preregistration list of meeting attendees four weeks out (mailing addresses only)
 - Acknowledgment in the mobile app
 - Push notification to promote reception (if not invitation only)

This fee does not include:

- Catering costs
- AV equipment and labor

Henry B. González Convention Center or Hotel Meeting Rooms or Hospitality Suites

\$1,500 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 a 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
- Additional specialty furniture
- AV equipment and labor
- Preregistration list of meeting 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

\$7,000 (four 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 2025 branding. These wraps will be located outside the Exhibit Hall for maximum visibility.

Escalator Advertising

\$6,000 - \$7,500 (limited availability)

Three areas available:

- Street level at convention center main entrance up to meeting level
- Street level by registration to meeting level
- Ballroom level to meeting level

Maximize your exposure in high-traffic areas. An organization-branded escalator with the Learn Serve Lead 2025 branding is sure to grab attendees' attention. Each package includes two center runners on one set of escalators.

Entry Door Window Clings

\$3,500 - \$5,000

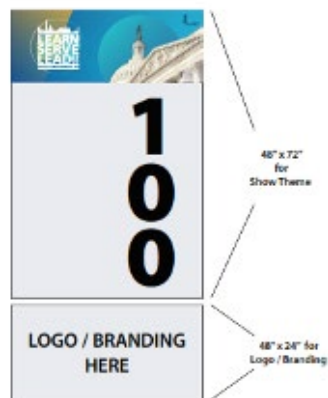
Two areas available: Main entrance and secondary entrance of the Henry B. González Convention Center.

Make your organization's brands highly visible to Learn Serve Lead 2025 attendees with a package of window clings. These will be located on the entrance doors of the Henry B. González Convention Center. Each package includes up to four clings (supporter custom graphic with Learn Serve Lead 2025 branding).

Size and location TBD.

Organizations are limited to supporting only one entrance.

Aisle Sign



Floor Sticker



Window Cling



Column Wrap



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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 supporter logo and booth number, along with the Learn Serve Lead 2025 logo. This package includes three floor stickers that are each approximately 2 feet by 2 feet.

Charging Station

\$6,000

Marketing benefits include:

- Exclusive branding opportunity: two charging stations with your custom graphics
- On-site signage with your organization's name (no logo)

Video Advertising

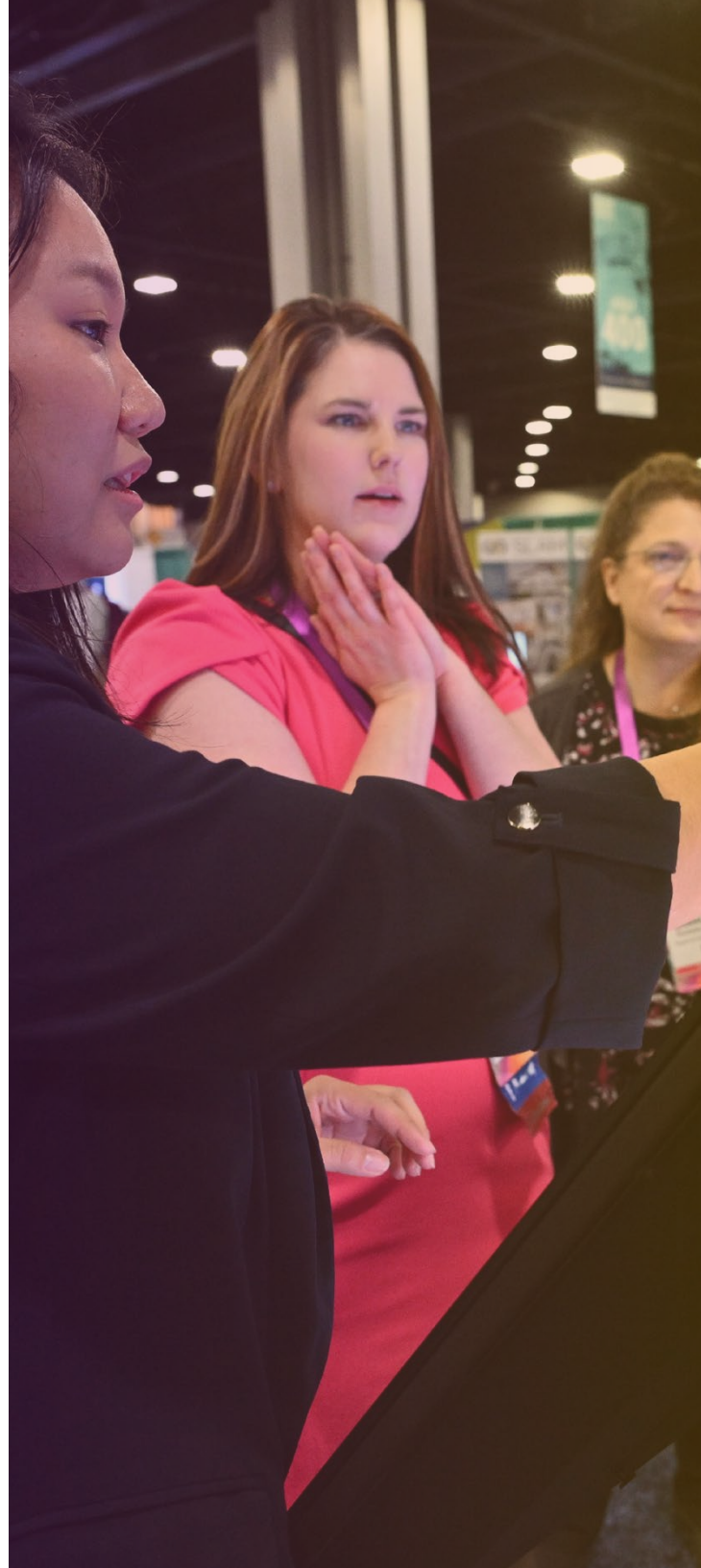
\$1,500 (10 seconds — 6 available)

\$2,500 (30 seconds — 2 available)

Show your organization's video on screens in the convention center. Your 10- to 60-second advertising message (please include subtitles, no sound) will play in a continuous loop throughout the meeting with videos of other supporters and with Learn Serve Lead 2025 branding. Limited opportunities available. Three displays: Main Lobby, West Lobby, and West Video Wall.

Graphic Size Requirements

- Main Lobby Displays: 1483 x 2227 (JPG format) (Portrait layout)
- West Lobby Displays: 1920 x 1080 (JPG format) (Landscape layout)
- West Lobby Video Wall: 1824 x 1020 (JPG format)



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DIGITAL ADVERTISING

Attendee Registration Confirmation Email

\$5,000 (exclusive)

Must be purchased before registration opens early June 2025.

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

- The email reaches approximately 4,000 registrants (will not be used for exhibitor or guest registrations).
- A confirmation will be 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 postmeeting.
- This is available to nonprofit companies or a noncommercial interest subject to approval by the AAMC's accrediting body.

Attendee Know Before You Go (KBYG) Email

\$5,000 (exclusive)

Must be purchased by Oct. 1, 2025.

Include your custom graphic on the KBYG email communications sent to all registered attendees.

- The KBYG email reaches approximately 4,000 registrants (will not be used for exhibitor or guest registrations).
- The KBYG email will include one *exclusive* advertisement. The image size varies based on placement and includes one hyperlink.

- Click-tracking reports are available monthly upon request or in one report provided postmeeting.
- This is available to nonprofit companies or a noncommercial interest subject to approval by the AAMC's accrediting body.

E-blast

\$4,000 (12 available)

Send your custom message and graphics to Learn Serve Lead 2025 registrants (who have opted in to receiving exhibitor mailings) with an e-blast. Learn Serve Lead will schedule a maximum of two per week in the immediate seven 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 three weeks before email launch.

This is available to nonprofit companies or a noncommercial interest subject to approval by the AAMC's accrediting body. Content of the e-blast, including subject line, must include the AAMC Exhibitor-Supported Email disclaimer, which will be provided by the AAMC.

Pre-event:

- Sept. 16-20
- Sept. 23-27
- Sept. 30-Oct. 4
- Oct. 7-11
- Oct. 14-18
- Oct. 21-25

Post-event:

- Nov. 18-22
- Nov. 25-29



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Mobile App Push Notifications

\$1,000 each (six available; two per day)

Send your message directly to attendees through the official Learn Serve Lead 2025 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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FOOD AND BEVERAGE SUPPORT

Mocktail Specialty Drink

\$5,000 (exclusive)

Make an impression at the Welcome Reception in the Exhibit Hall on Sunday, Nov. 2, 2025, by supporting the event's signature Mocktail Specialty Drink. Your brand will shine with exclusive recognition through two to four eye-catching, 22-by-28-inch on-site posters with Specialty Drink Supported by [EXHIBITOR NAME]. This is your chance to create a memorable experience while elevating your company's presence at this highly anticipated event.

Trail Mix Break

\$5,000 (exclusive)

Your brand will be present at the Trail Mix Break on the afternoon of Sunday, Nov. 2, 2025. Your company will be acknowledged with two 22-by-28-inch on-site signs and in marketing materials (website and emails). The session will be listed as "Trail Mix Break — Supported by [EXHIBITOR NAME]" in the on-site signage, online agenda, printed program, and event app. There will be one push notification before the Trail Mix Break acknowledging the supporter. Must be purchased by Sept. 15, 2025.

Dessert Break

\$5,000 (exclusive)

Your brand will be present at the Dessert Break on the afternoon of Monday, Nov. 3, 2025. Your company will be acknowledged with two 22-by-28-inch on-site signs and in marketing materials (website and emails). The session will be listed as "Dessert Break — Supported 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 supporter. Must be purchased by Sept. 15, 2025.



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NEW UNIQUE OPPORTUNITIES

Quiet Room Support

\$5,000 (exclusive)

Provide a much-needed retreat for attendees by supporting the Quiet Room at Learn Serve Lead 2025. As the second-most-requested accommodation last year, this peaceful space offers a serene environment for rest and rejuvenation. Your brand will be prominently displayed in the room, offering exclusive visibility and recognition as the supporter of this highly valued resource.

This support includes:

- Prominent branding in the Quiet Room (22-by-28-inch sign)
- Recognition on event materials and website as the official supporter
- Recognition in app push notification as Quiet Room supporter
- Opportunity to provide branded calming items (e.g., blankets, pillows, or wellness kits) to enhance the experience

Align your company with attendee well-being and create a lasting impression by supporting a space that promotes relaxation and focus.

Badge/Lanyard

\$12,000 (exclusive)

Place your logo alongside the AAMC's logo on the lanyards offered to attendees at registration. Mobilize your company's logo throughout the annual meeting. This is available to nonprofit

companies or a noncommercial interest subject to approval by the AAMC's accrediting body.

Benefits include:

- Your logo alongside the AAMC logo on the badge and lanyard for all attendees
- Company logo will be included in supporter listing and on-site supporter signage

This opportunity must be confirmed by July 31, 2025.

Coat/Luggage Check

\$3,500 (exclusive)

Be recognized in signage in the coat/luggage check area at the event.

Benefits include:

- Your logo alongside the AAMC logo or meeting logo in the coat/luggage check area
- Recognition as luggage check supporter in any mentions about the coat/luggage check
- Opportunity to place marketing materials at the drop-off/pick-up station
- Company logo will be included in supporter listing and on-site supporter signage

This opportunity must be confirmed by Sept. 15, 2025.



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Make My Day Supporter

\$3,500 (exclusive)

Sometimes the smallest things can make the biggest impact! Let your brand enhance attendees' meeting day with simple pleasures sure to improve their Learn Serve Lead 2025 experience! This is available to nonprofit companies or a noncommercial interest subject to approval by the AAMC's accrediting body.

Benefits include:

- One hundred vouchers (\$10.00 gift cards) to distribute to attendees to use in the convention center outlets
- Recognition as Make My Day Supporter
- Company logo will be included in supporter listing and on-site supporter signage

This opportunity must be confirmed by Sept. 15, 2025.

Passport for Prizes

\$1,000 (limited to 12)

Drive traffic to your booth with Passports for Prizes! Each in-person attendee may choose to pick up a passport card with their registration materials. With this card, attendees stopping by participating exhibitor booths can receive a "stamp" on their passport. Attendees who submit their completed passport cards by the deadline are entered into a random prize drawing (rules and conditions apply) at the end of the last day of the exhibit hall.

Benefits include:

- Recognition as Passport for Prizes participant in contest promotions
- Your logo alongside the AAMC logo or Learn Serve Lead 2025 logo on the Passport for Prizes
- Supporter will receive a stamp to mark attendees' passports when they visit their booth
- Company logo will be included in supporter listing and on-site supporter signage

This opportunity must be confirmed by Sept. 15, 2025.

Poster Reception Supporter

\$5,000

Support the highly popular poster reception on Tuesday, Nov. 5, 2025, and support scientific research.

Benefits include:

- Recognition as poster reception supporter in all poster reception marketing
- Your logo alongside the AAMC logo or meeting logo on two 22-by-28-inch signs at the reception
- Company logo will be included in supporter listing and on-site supporter signage

This opportunity must be confirmed by Sept. 15, 2025.



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Sustainable Water Bottle

\$20,000 (exclusive)

Support the meeting's environmental sustainability journey and partner with the AAMC and [Fill It Forward](#) to place your company logo alongside the meeting's logo on a refillable water bottle. Mobilize your company's logo throughout the annual meeting. Attendees may pick up their bottles as they receive their meeting badges at registration. This is available to nonprofit companies or a noncommercial interest subject to approval by the AAMC's accrediting body.

Benefits include:

- Recognition as the sustainable water bottle supporter in all water bottle promotions
- Company logo alongside the meeting's logo on a refillable water bottle
- Company logo will be included in supporter listing and on-site supporter signage

This opportunity must be confirmed by July 15, 2025.

Exterior Sidewalk Planter Graphics

\$3,500 (exclusive)

Custom design a sidewalk planter graphic to advertise your company. This is available to nonprofit companies or a noncommercial interest subject to approval by the AAMC's accrediting body.

Benefits include:

- Three 24-by-48-inch custom graphics alongside the meeting logo, which will be positioned on a planter outside near the main entrance
- Company logo will be included in supporter listing and on-site supporter signage

This opportunity must be confirmed by July 15, 2025.



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Can't Join Us on the Exhibit Hall Floor?

You can still place your brand in front of Learn Serve Lead 2025 attendees. Back by popular demand this year, you can secure select support without being an exhibitor.

Rules for nonexhibiting supporters:

- A 25% surcharge will be added to your support purchase within 48 hours of purchase.
- Any support that has a speaking or photo opportunity (e.g., reception co-supporter) or an introduction benefit will be available only if a meeting registration is purchased.
- Exhibitor theater presentations and receptions by nonexhibiting companies are not permitted.

Benefits for nonexhibiting supporters:

- Logo recognition on the Learn Serve Lead 2025 app and website.
- Logo recognition on Learn Serve Lead 2025 signage associated with the support.
- All supporter benefits except exhibitor full-meeting registration badges.



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[Terms and Conditions](#)



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25-000H (05/25)