



# **LEARN SERVE LEAD** <sup>20</sup>/<sub>24</sub>

THE AAMC ANNUAL MEETING

**GEORGIA WORLD CONGRESS CENTER  
ATLANTA, GEORGIA  
NOV. 8-12, 2024**

**EXHIBITOR PROSPECTUS**  
[aamc.org/meetings](https://aamc.org/meetings)



## Invitation to Participate

The AAMC invites you to exhibit at Learn Serve Lead 2024: The AAMC Annual Meeting, held Nov. 8-12, 2024, in Atlanta, Georgia.

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



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THE AAMC ANNUAL MEETING

## EXHIBITOR PROSPECTUS

Exhibitor Prospectus and  
Marketing and Promotional  
Opportunities  
[aamc.org/learnservlead](https://aamc.org/learnservlead)

### QUESTIONS?

#### CONTACT

Deanne Rockola Altman  
Learn Serve Lead  
Exhibits Manager  
301-200-4616, ext. 103  
[LSL@discoverSB.com](mailto:LSL@discoverSB.com)

## 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.

## About the Meeting

Learn Serve Lead brings together more than 4,700 academic medicine leaders and representatives — including medical school deans, hospital CEOs, faculty, administrators, residents, students, and other medical school and teaching hospital stakeholders — to facilitate valuable professional networking and thought-provoking sessions on the future of medical education, biomedical research, and health care.

This year, Learn Serve Lead attendees will meet in Atlanta for five days of programming that includes insightful discussions on the plenary stage and in the Voices of Medicine and Society Lecture Series ballroom. The meeting also features more than 120 concurrent sessions and many networking opportunities.

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

### AAMC Health and Safety Protocol for All In-Person Meetings

The AAMC continues to support vaccination for all as a way to reduce the severity of infection and continues to believe high-quality, well-fitting masks are effective in reducing infection. Although we will continue to encourage attendees to be vaccinated and wear masks in all venues, there are likely to be gatherings associated with this conference with people who may not have been vaccinated, and we recognize that mask wearing is now optional. Moreover, there have been reported instances of transmission of the COVID-19 virus even among vaccinated people who are not wearing masks (for example, while eating and drinking). For this reason, attendees should consider and determine for themselves whether they are comfortable with the risks associated with different events (for example, indoor versus outdoor, masked versus unmasked, AAMC-controlled versus public space).

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

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



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# SCHEDULE AT A GLANCE

Tentative conference schedule (subject to change). Please check the Learn Serve Lead 2024 website in June for the final schedule.

## FRIDAY, NOV. 8

- 7 a.m.-5:15 p.m. • AAMC Affinity Group Business and Committee Meetings and Affiliate Sessions
- 4:30-5:30 p.m. • First-Time Attendees Information Session and Reception
- 6:15-8:15 p.m. • Welcome to Atlanta Reception

## SATURDAY, NOV. 9

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

## SUNDAY, NOV. 10

- 6-7:30 a.m. • Wellness Sessions
- 7-8:15 a.m. • AAMC Service Updates, Affinity Group and Committee Meetings
- 7-8:15 a.m. • Continental Breakfast
- 8:30-10 a.m. • Plenary Session
- 10 a.m.-3 p.m. • Exhibit Hall Open
- 10:30-11:45 a.m. • Concurrent Sessions

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

## MONDAY, NOV. 11

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

## TUESDAY, NOV. 12

- 7-8:15 a.m. • Continental Breakfast
- 8:30-9:45 a.m. • Concurrent Sessions
- 10:15-11:30 a.m. • Concurrent Sessions
- 11:30 a.m.-noon • Grab-and-Go Break



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# EXHIBITOR SCHEDULE

## Exhibitor Move-In

**Friday, Nov. 8 • Noon-5 p.m.**

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

**Saturday, Nov. 9 • 8 a.m.-3 p.m. (booth inspections: 1 p.m.)**

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

## Exhibit Hours

**Saturday, Nov. 9**

4:15-6:45 p.m. • Exhibit Hall Open

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

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

**Sunday, Nov. 10**

10 a.m.-3 p.m. • Exhibit Hall Open

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

**Monday, Nov. 11**

10 a.m.-1:30 p.m. • Exhibit Hall Open

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

## Exhibitor Dismantle and Move-Out

**Monday, Nov. 11 • 1:30-7 p.m.**



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# WHY EXHIBIT?

## Exposure

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

## Insight

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

## Network

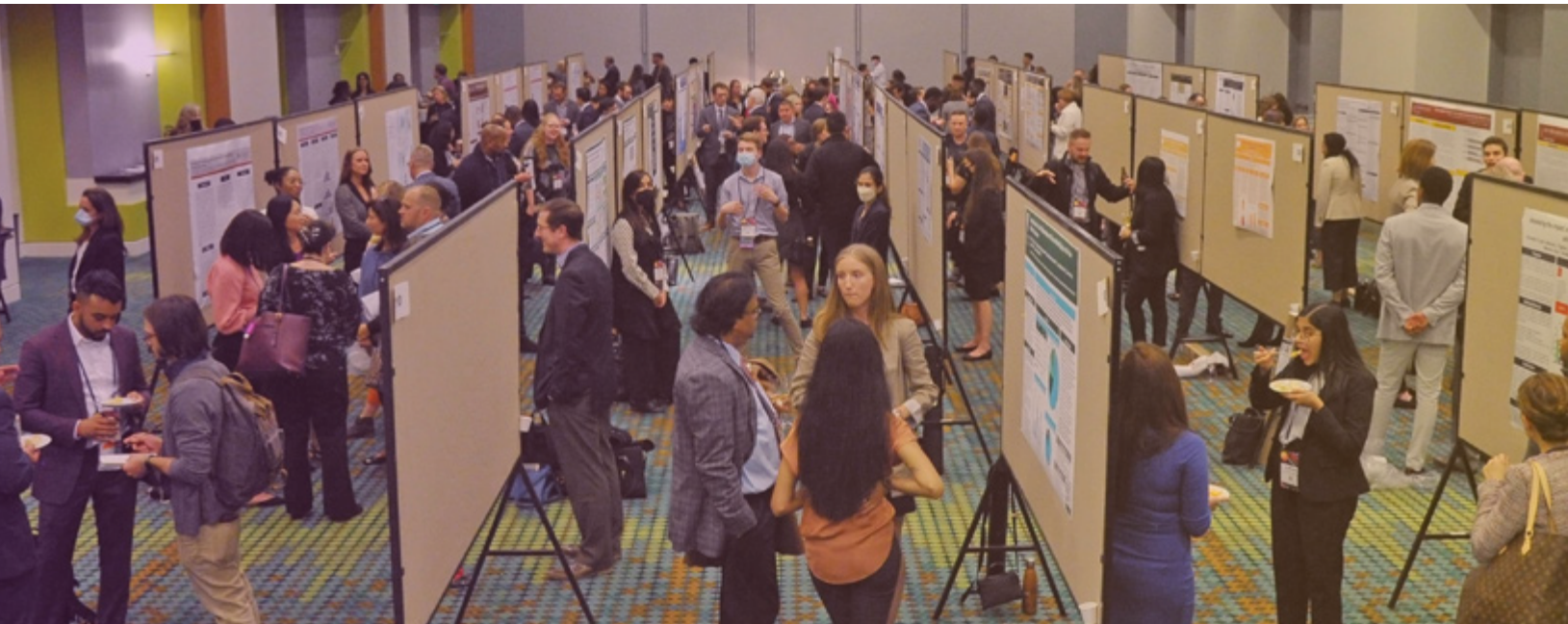
Enhance relationships, elevate your exposure to academic medicine, and make new industry contacts.

## Lead Generation

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

## Product Demonstration

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



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# ATTENDEE DEMOGRAPHICS

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

Many of the attendees are drawn from the AAMC's 19 professional development groups. These attendees are often leaders within their professions and volunteer to further the professional and leadership development needs of their peers.

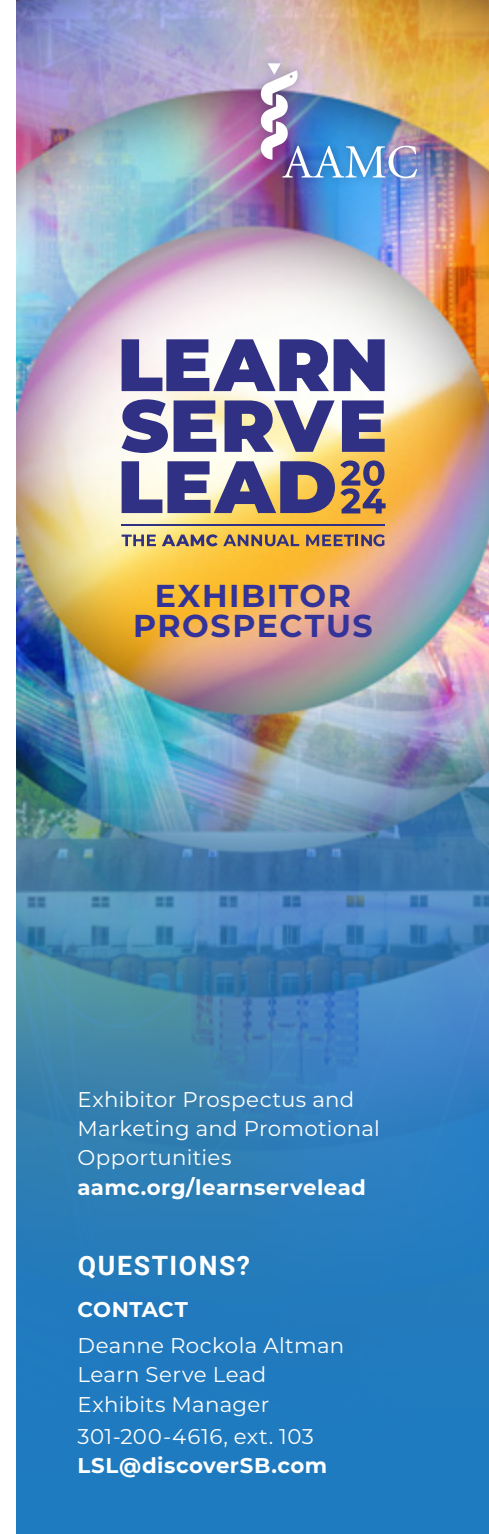
This is the *one* conference that brings together such a diverse group of leaders who are all invested in furthering and strengthening the education of current and future physicians, advancing biomedical research, and improving patient care.

## Learn Serve Lead 2023 In-Person Attendee Member Groups

PRIMARY AAMC AFFILIATION	REGISTRANT RESPONSES*
Alliance of Academic Health Centers and AACHI Members	33
Chief Medical Officers Group (CMOG)	24
Compliance Officers' Forum (COF)	2
Council of Deans (COD)	118
Council of Faculty and Academic Societies (CFAS)	114
Council of Teaching Hospitals and Health Systems (COTH)	24
Forum on Conflict of Interest in Academe	2
Government Relations Representatives (GRR)	27
Graduate Research, Education and Training (GREAT) Group	15
Group on Business Affairs (GBA)	48
Group on Diversity and Inclusion (GDI)	203
Group on Educational Affairs (GEA)	501
Group on Faculty Affairs (GFA)	118
Group on Faculty Practice (GFP)	7
Group on Information Resources (GIR)	41
Group on Institutional Advancement (GIA)	43
Group on Institutional Planning (GIP)	16
Group on Regional Medical Campuses (GRMC)	47
Group on Research Advancement and Development (GRAND)	19
Group on Resident Affairs (GRA)	87
Group on Student Affairs (GSA)	383
Group on Women in Medicine and Science (GWIMS)	71
Organization of Resident Representatives (ORR)	39
Organization of Student Representatives (OSR)	183
I have not been involved with any AAMC group to date	1,210
I don't know	540
<b>Total</b>	<b>3,915</b>

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

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



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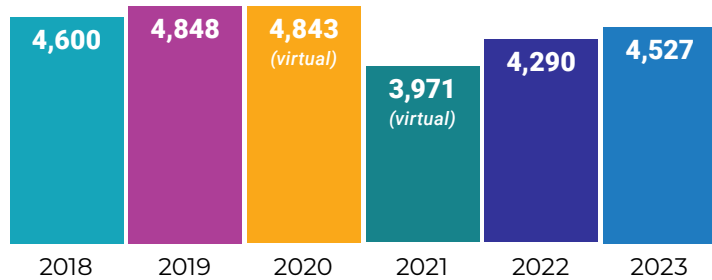
### QUESTIONS?

#### CONTACT

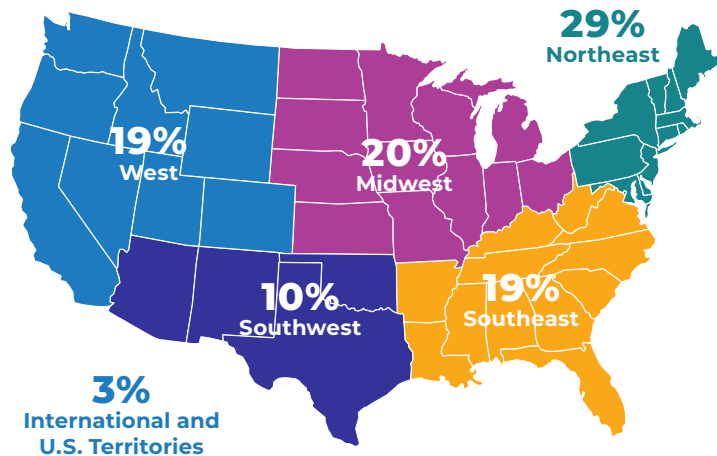
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# ATTENDEE DEMOGRAPHICS

## Learn Serve Lead: Meeting Attendance



## Learn Serve Lead 2023: Attendance by Region



**419**

students and residents attended Learn Serve Lead 2023.

## Learn Serve Lead 2023: 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 2024.

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



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# PAST EXHIBITORS

3M Company  
Academic Analytics  
*Academic Medicine*  
Academic Medical Professionals Insurance  
Accreditation Council for Graduate Medical Education/JGME  
Acuity Insights  
Agency for Healthcare Research and Quality  
Albert Einstein College of Medicine  
Alice L. Walton School of Medicine  
Alpha Omega Alpha 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 Academy of Addiction Psychiatry  
American Association of Colleges of Osteopathic Medicine  
American Board of Medical Specialties (ABMS)  
American College of Lifestyle Medicine  
American College of Obstetricians and Gynecologists  
American College of Radiology  
American Medical Association  
American Medical Student Association  
American Medical Women's Association  
American Psychiatric Association Foundation  
American University of Barbados  
AMC Healthcare  
Anatomage  
Anatomic Excellence, LLC  
Aquifer  
Army Medical Recruiting  
Association of Faculties of Medicine of Canada  
Association of Pathology Chairs  
Baylor College of Medicine  
Becker Professional Education  
BioCloud 3D  
Blueprint Test Prep  
BMJ  
BodyViz  
BreakAway Games

Burrell College of Osteopathic Medicine  
Butterfly Network  
Cardionics  
Case Western Reserve University HoloAnatomy  
Center for Women in Academic Medicine and Science  
Centre for Medical Education, University of Dundee  
Centers for Medicare & Medicaid Services Office of Minority Health  
Certiphi Screening, Inc.  
Challenger Corporation  
Clinical Skills Evaluation Collaboration  
Clinician Nexus  
CLOSLER - from Johns Hopkins Medicine  
CO Architects  
Coalition on Physician Education in Substance Use Disorders (COPE)  
CognaLearn  
CollegeNET  
Common Ground International, LLC  
CommonSpirit Health  
Core Ultrasound  
Covidence  
Curative Executive & Academic Search  
DaVinci Education, Inc  
Discourse LLC's Virtual Patients  
Doctors in Training  
Drexel University ELAM Program  
DxR Development Group, Inc.  
EBSCO Health  
ECG Management Consultants  
EchoNous  
Education Management Solutions  
Educational Commission for Foreign Medical Graduates  
Elentra  
Elite Medical Prep  
Elsevier, Inc  
EMPOWER Student Information System  
eMurmur  
Enflux  
Entrada  
ExamSoft  
Federation of State Medical Boards

Fenix Alma Solutions Inc  
GE Healthcare  
Germane Solutions  
GIBLIB  
Grant Cooper  
Great Road Leadership, LLC  
H.E.L.P Program  
Hallmark Health Care Solutions  
Harvard Medical School  
Harvard Medical School Center for Biomedical Informatics  
HCA Healthcare Graduate Medical Education  
Health Resources and Services Administration  
Health Sciences Assurance Consulting, Inc.  
Indiana University Kelley School of Business  
InfoReady  
InsMed Insurance Agency, Inc.  
Intealth  
Interfolio  
International Association of Medical Science Educators  
International Congress on Academic Medicine (ICAM)  
Isaacson Miller  
Isabel Healthcare  
iSEEK.ai iSeek Enterprise (USA), LLC  
IVI  
Jefferson College of Population Health  
Johns Hopkins University – Master of Education in the Health Professions  
*Journal of Graduate Medical Education (JGME)*  
Kaiser Permanente  
Kaplan Medical  
Karger Publishers  
Kaye/Bassman International Corp.  
Keck School of Medicine of USC, Department of Medical Education  
Kent State University  
Kern National Network for Flourishing in Medicine  
Khalifa University of Science and Technology  
Kira Talent Inc.  
Knowledge4You Corporation  
Korn Ferry International  
Lecturio  
Level 3 Healthcare



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# PAST EXHIBITORS

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

Perkins + Will  
Perspectus  
Poznan University of Medical Sciences  
Precheck  
Primal Pictures LTD  
ProgressIQ  
PWC  
PYA  
RadClerk – Virtual Radiology Clerkship  
Re:course AI  
Resolution Applications, LLC  
risr/  
RosmanSearch  
Rowan-Virtua School of Osteopathic Medicine  
Sarcix, Inc.  
Schilling Consulting LLC  
Scholar Rx  
Sellers Dorsey  
Siemens Healthineers  
Simpliphy – physician compensation software  
Sira Medical  
Sketchy  
SonoSim, Inc.  
SpecialtyCare  
Spencer Fox Eccles School of Medicine at University of Utah  
Stonewater Financial Group  
Tactuum  
TDS Health  
Teton Data Systems  
Terawe  
Thalamus.Org  
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. First, Jr College of Medicine at Belmont University  
Touch of Life Technologies  
Tourette Association of America  
TrueLearn  
UCLA Health  
United States Medical Licensing

Examination (USMLE)  
University of Arizona  
University of Florida College of Medicine  
University of Illinois at Chicago Department of Medical Education  
University of Illinois Urbana-Champaign  
University of Louisville Graduate Programs – Health Professions Education  
University of Miami Miller School of Medicine  
University of Michigan  
University of Pennsylvania Med Ed Master's Program  
University of South Florida Morsani College of Medicine  
University of Southern California  
University of Texas at Austin Dell Medical School  
University of Texas Health Science Center at San Antonio  
University of Texas Rio Grande Valley  
University of Texas Southwestern Medical School  
University of Toledo College of Medicine and Life Sciences  
University of Utah  
U.S. Department of Veterans Affairs  
USF Health Morsani College of Medicine  
UTRGV School of Medicine  
UWorld  
Vanderbilt Health - Vanderbilt University Medical Center  
vCases  
Veterans Health Council  
VisualDx  
VitalSource Technologies  
Vizient  
Wake Forest University School of Medicine  
Wayne State University  
Well-Being Index  
Whitecoat  
Wiki Education  
WISE-MD & WISE-OnCall  
WittKieffer  
Wolters Kluwer  
Wolters Kluwer/Academic Medicine  
Wright State University Boonshoft School of Medicine  
ZAP Solutions



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# IMPORTANT INFORMATION

## Booth Rates

Commercial booth:	\$4,100
Nonprofit booth:	\$2,600
Corner fee:	\$250

## Exhibitor Types

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

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

## Booth Package

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

## Registration

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

## Furnishings

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

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

## Promotion

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

\*Exhibitors who do not confirm by Aug. 30, 2024, will **not** be included in the printed Exhibitor Directory.

## Booth Payment Terms

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

## Cancellation Policy

Cancellation requests must be submitted in writing to the Learn Serve Lead exhibits manager. If written cancellation is received before Aug. 30, 2024, the booth fee will be refunded less 50% of the contracted booth rental fee. No refunds, cancellations, or space reductions will be made after Aug. 30, 2024. If a booth is canceled, all complimentary full-conference and Exhibit Hall-only registrations will be forfeited and immediately canceled. All sponsorships are nonrefundable.



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## QUESTIONS?

### CONTACT

Deanne Rockola Altman  
Learn Serve Lead  
Exhibits Manager  
301-200-4616, ext. 103  
[LSL@discoverSB.com](mailto:LSL@discoverSB.com)



# 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

## 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. Enter the credit card information to submit payment.
7. An email confirmation of your contract submission will automatically be sent to the booth coordinator.

### Want to combine multiple 10-by-10-foot booths to create a larger exhibit space?

Please contact the exhibits manager at 301-200-4616, ext. 103 or [LSL@discoverSB.com](mailto:LSL@discoverSB.com) to combine your chosen booths *before* renting them.



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### QUESTIONS?

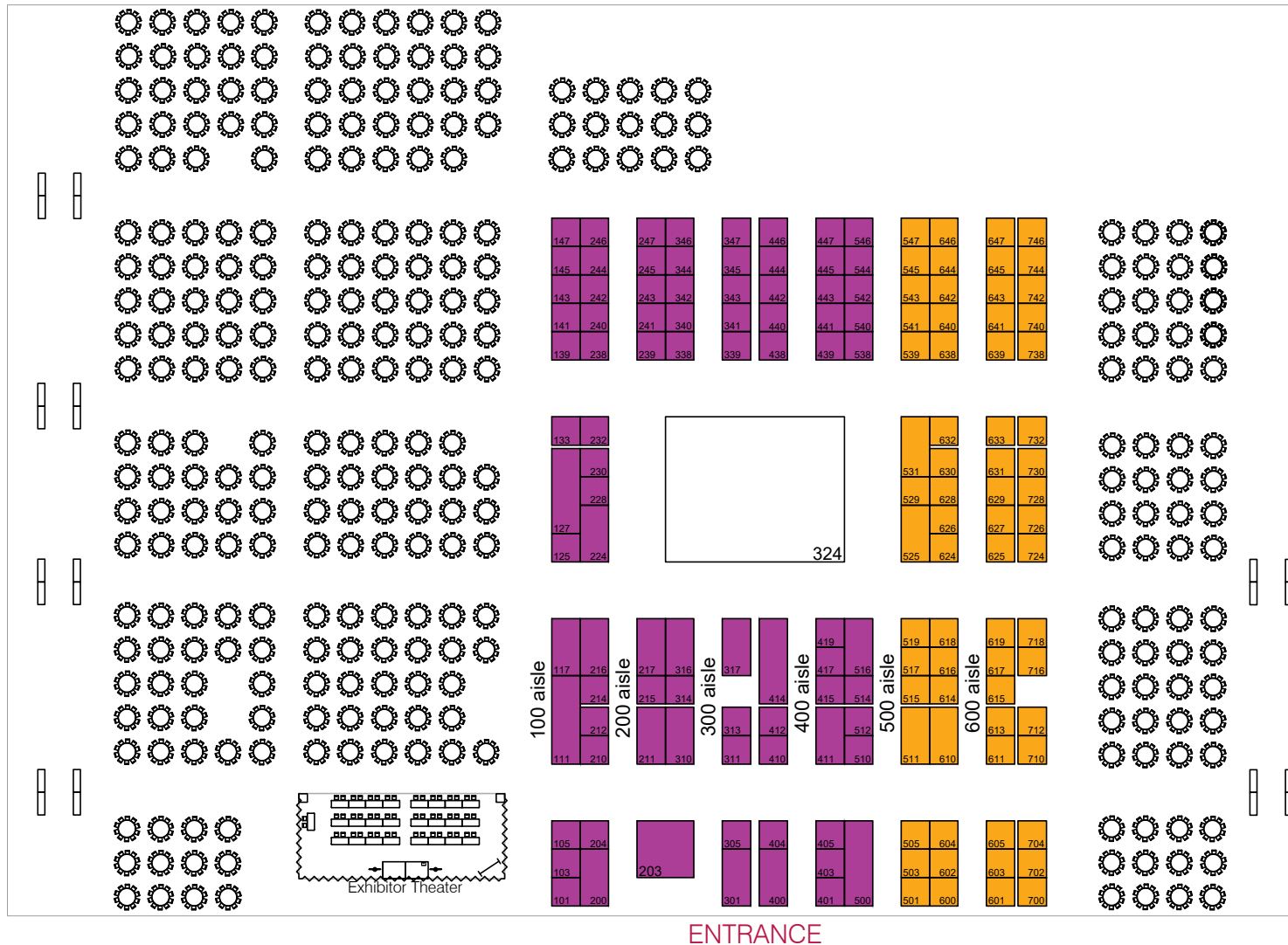
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# Learn Serve Lead 2024 Exhibit Hall Floor Plan (as of March 15, 2024)

[View live floor plan here.](#)



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# WHAT EXHIBITORS NEED TO KNOW

## Important Dates and Deadlines

<b>NOVEMBER 2023</b>	Booth sales begin.
<b>APRIL 2024</b>	Sponsorship sales to exhibitors begin.
<b>JUNE 2024</b>	Online registration for exhibit booth personnel and housing reservations begins.
<b>AUG. 16, 2024</b>	Exhibitor kit sent to confirmed exhibitors.
<b>OCT. 7, 2024</b>	Deadline for advance order discount from the Expo Group and Encore (audio visual provider).
<b>OCT. 10, 2024</b>	Deadline for discounted hotel rate. You must be registered for the meeting to make your hotel reservation.
<b>OCT. 21, 2024</b>	First day freight shipments can be received at the Expo Group (decorator/general service contractor) warehouse.
<b>OCT. 21, 2024</b>	Deadline to register booth personnel.
<b>OCT. 31, 2024</b>	Last day freight items can be received at the Expo Group warehouse.
<b>NOV. 8-9, 2024</b>	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.
<b>NOV. 9-11, 2024</b>	Learn Serve Lead Exhibit Hall open.
<b>NOV. 11, 2024</b>	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 2024 online before making your hotel reservations. An exhibitor-specific registration link will be provided upon booth payment once registration opens in June 2024. Exhibitors are responsible for making their own hotel reservations once registered.

## Credit Card Guarantee

A credit card valid through November 2024 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 2024.

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

- *Omni Atlanta at Centennial Park (HQ)*
- *Signia by Hilton (HQ)*
- *Marriott Marquis*
- *Hyatt Regency*
- *Westin*

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

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



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# EXHIBITOR MARKETING AND PROMOTIONAL OPPORTUNITIES

## Market and Promote Your Products and Services at Learn Serve Lead 2024

Learn Serve Lead 2024 expects to host more than 4,600 attendees and more than 100 exhibitors throughout the five-day meeting. We welcome you to the largest gathering of attendees and exhibitors for those working at medical schools and teaching hospitals.

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

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

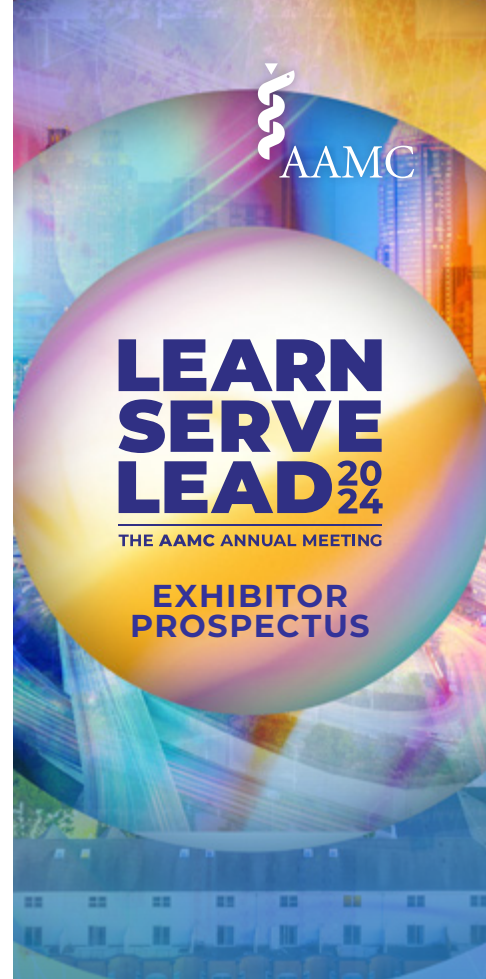
### For information, contact:

**Deanne Rockola Altman**

Learn Serve Lead 2024 Exhibits/Sponsorships Manager

301-200-4616, ext. 103

[LSL@discoversb.com](mailto:LSL@discoversb.com)



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# EXHIBITOR MARKETING AND PROMOTIONAL OPPORTUNITIES: HIGH-VISIBILITY BRANDING OPTIONS

## Welcome to Atlanta Reception on Friday, Nov. 8, at the Georgia Aquarium

Exclusive co-sponsor: \$20,000

Nonexclusive co-sponsors option: \$5,000 (five available)

Sponsor organizations will be acknowledged as co-sponsors of this AAMC-hosted evening reception to welcome attendees to Learn Serve Lead 2024. 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 in rotation with AAMC graphics on LED wall in aquarium centrum.
- Push notification on meeting app recognizing sponsor (character limitations apply).
- Opportunity must be confirmed by Aug. 31, 2024, to be included in the printed final program if applicable (organization name only; no logos).

## Relax and Recharge Aquarium Viewing Gallery

\$5,000 (exclusive)

Maximize exposure while helping attendees decompress and unwind! Sponsor the relaxation aquatic viewing gallery lounge. The lounge will be set with pillows and blankets where attendees can chat with colleagues or relax. Two signs in the lounge will display the organization’s logo/graphic. At your expense, you may provide brochures or giveaway items.

### Benefits include:

- Branded mentions in pre-conference marketing: website, brochures, and eblast(s).
- Push notification on meeting app recognizing sponsor (character limitations apply).
- Exclusive on-site visibility with logo/custom graphic displayed on two digital displays in the viewing gallery.



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## First-Time Attendees Reception

**\$5,000 (exclusive)**

Align your company name to the First-Time Attendees Reception on Friday, Nov. 8. 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 Reception sponsor (character limitations apply).
- The sponsor can have two representatives welcome the reception attendees as they enter the room.
- A sponsor representative may give a one-minute welcome.
- Light refreshments are included in this sponsorship.

## Ribbon Bar

**\$2,500**

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. As a Ribbon Bar sponsor, you will also create a fun ribbon for attendees that can contain your company's logo.



  
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## EXHIBITOR EVENTS

### Exhibit Hall Kickoff Reception Ribbon-Cutting Sponsor

**\$5,000**

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

#### Benefits include:

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

### Exhibitor Theater

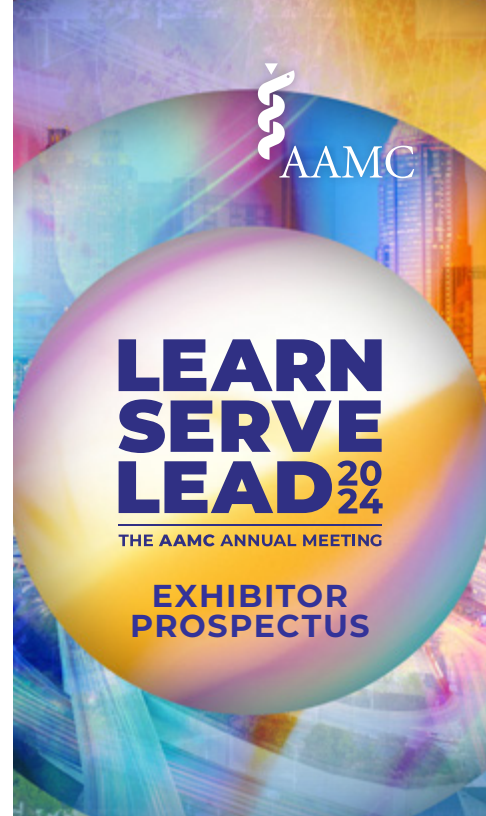
**\$2,500**

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

#### Benefits include:

- Ability to host a speaker of your choosing (one 20-minute session).
- Floor sticker with organization logo and session date and time in front of the sponsor booth.

- Organization logo and acknowledgment on all marketing for this area within the Exhibit Hall and exhibit sections of the AAMC's online website, mobile app, and Exhibitor Directory.
- Listing includes session title, description with speaker's name (designation, title, company), and company name or logo.
- One email to all Learn Serve Lead 2024 attendees with details on all exhibitor theaters and exhibitor events.
- One push notification on the conference app to all Learn Serve Lead 2024 attendees, 30 minutes to one hour before the exhibitor theater session, including session name, sponsor name, and session time and location (character limitations apply).
- Audiovisual:
  - 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: Sunday and Monday, noon-12:20 p.m. or 12:30-12:50 p.m.



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## Exhibitor 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 2024 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 2024 exhibitor.

### Time slots available:

- Saturday, Nov. 9, from 6:30 to 10 p.m.
- Sunday, Nov. 10, from 4:30 to 10 p.m.  
*(Please note there is an invitation-only AAMC Awards Reception that takes place this evening from 6:30 to 7:30 p.m.)*
- Monday, Nov. 11, from 7:30 to 10 p.m.

### Pricing includes:

- Georgia World Congress Center (GWCC) or hotel meeting room rental.
- Marketing:
  - Preregistration list of conference attendees 4 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.
- Audiovisual equipment and labor.

## GWCC 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.
- Audiovisual equipment and labor.
- Preregistration list of conference attendees.



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# PROMOTIONAL OPPORTUNITIES

## Exhibit Hall Aisle Signs

\$7,500 (exclusive)

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

## Column Wrap

\$6,000 (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 2024 branding. These wraps will be located outside the Exhibit Hall for maximum visibility.

## Escalator Advertising

\$6,000+ (pricing varies; limited availability)

Three areas available:

- GWCC Building C Registration/Exhibit Hall to GWCC Meeting Space (\$7,000).
- Signia Hotel/GWCC Hall C connector level 2 up to level 3 (\$6,500).
- Signia Hotel Lobby up to level 2 (\$6,000).

Maximize your exposure in high-traffic areas. An organization-branded escalator with the Learn Serve Lead 2024 branding is sure to grab attendees' attention. Each package includes two center runners on one set of escalators.

## Entry Door Window Clings

\$3,500+

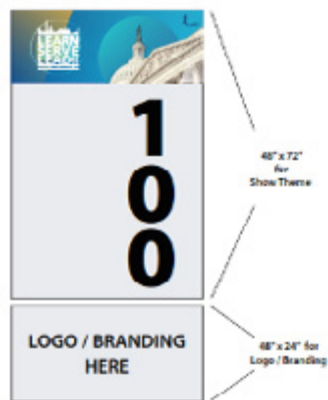
Three total available:

- Signia Hotel/GWCC connector (two available at \$3,500).
- GWCC Building C entrance (one available at \$4,500).

Make your organization's brands highly visible to Learn Serve Lead 2024 attendees with a package of window clings. These will be located on the entrance doors of the Georgia World Congress Center. Each package includes

up to four clings (sponsor custom graphic with Learn Serve Lead 2024 branding). Size and location TBD. Organizations are limited to sponsoring 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 sponsor logo and booth number, along with the Learn Serve Lead 2024 logo. This package includes three floor stickers that are each approximately 2 feet by 2 feet.

## Charging Station

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

Marketing benefits include:

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

## Video Advertising

**\$1,500 (10 seconds)**

**\$2,500 (30 seconds)**

Show your organization's video on screens in the convention center. Your 10- to 30-second advertising message (please include subtitles, no sound) will play in a continuous loop throughout the meeting with videos of other sponsors and with Learn Serve Lead 2024 branding. Limited opportunities available. Locations, number of displays, and rotation frequency TBD.

## Hand Sanitizers

**\$750 per unit (10 available)**

Place your custom graphics on hand sanitizing stations. All guests attending Learn Serve Lead 2024 will view your custom graphic on each sponsored hand sanitizing station placed in high-traffic areas throughout the convention center.

This promotional item must be purchased by Aug. 1, 2024, to meet production timelines. If purchased after Aug. 1, additional rush fees will be applied to total cost.



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# DIGITAL ADVERTISING

## Attendee Registration Confirmation Email

**\$5,000 (exclusive)**

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

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

## Eblast

**\$3,500 (16 available)**

Send your custom message and graphics to Learn Serve Lead 2024 registrants (who have opted in to receiving exhibitor mailings) with an eblast. Learn Serve Lead will schedule a maximum of two per week in the immediate 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 eblast, including subject line, must include the AAMC Exhibitor-Sponsored Email disclaimer, which will be provided by the AAMC.

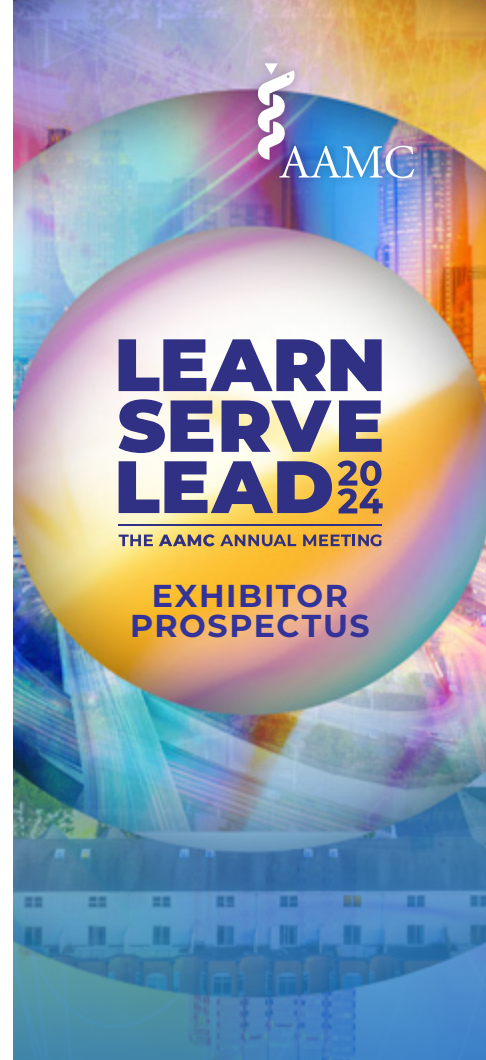
Pre-event:

- Sept. 16-20
- Sept. 23-27
- Sept. 30-Oct. 4
- Oct. 7-11
- Oct. 14-18
- Oct. 21-25
- Oct. 28-Nov. 1

Post-event:

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

## Mobile App Push Notifications



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

Send your message directly to attendees through the official Learn Serve Lead 2024 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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LEAD<sup>2024</sup>**  
THE AAMC ANNUAL MEETING  
**EXHIBITOR  
PROSPECTUS**

Exhibitor Prospectus and  
Marketing and Promotional  
Opportunities  
[aamc.org/learnservelead](https://aamc.org/learnservelead)

**QUESTIONS?**

**CONTACT**  
Deanne Rockola Altman  
Learn Serve Lead  
Exhibits Manager  
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# FOOD AND BEVERAGE SPONSORSHIPS

## Specialty Drink

**\$5,000 (exclusive)**

Your brand will be present at the Welcome Reception in the Exhibit Hall on the evening of Saturday, Nov. 9, 2024. Your company will be acknowledged with two to four 22-by-28-inch on-site posters with Specialty Drink Sponsored by [EXHIBITOR NAME].

## Trail Mix Break

**\$5,000 (exclusive)**

Your brand will be present at the Trail Mix Break on the afternoon of Saturday, Nov. 9, 2024. Your company will be acknowledged with two 22-by-28-inch on-site posters and in marketing materials (website and emails). The session will be listed as “Trail Mix Break — Sponsored by [EXHIBITOR NAME]” in the on-site signage, online agenda, printed program, and event app. Must be purchased by Sept. 16, 2024.

## Dessert Break

**\$5,000 (exclusive)**

Your brand will be present at the Dessert Break on the afternoon of Sunday, Nov. 10, 2024. Your company will be acknowledged with two 22-by-28-inch on-site posters and in marketing materials (website and emails). The session will be listed as “Dessert Break — Sponsored by [EXHIBITOR NAME]” in the on-site signage, online agenda, printed program, and event app. There will be one push notification before the Dessert Break acknowledging the sponsor. Must be purchased by Sept. 15, 2024.



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# NEW UNIQUE OPPORTUNITIES

## Branded Nursing Pod

\$5,000 (exclusive)

Make your organization's brand highly visible to Learn Serve Lead 2024 attendees and align your organization with this unique space with a package of clings covering the Nursing Pod in Building C. These clings will be located on both sides, the door, and the inside of the pod. The pod is located in a prime location close to the session rooms.

## AAMC ATL "Hollywood of the South" Film Festival Sponsor

\$3,500 (exclusive)

Align your organization with this new opportunity. Demonstrate your support of the innovative films created by institutions from across academic medicine. Make your organization's brand highly visible to Learn Serve Lead 2024 attendees for three days during the film festival at Learn Serve Lead 2024. Film showings take place in between session breaks on Saturday, Sunday, and Monday.

Benefits include:

- Sponsor name on all marketing materials related to the film festival.
- Push notification on the meeting app acknowledging sponsorship.
- 10-second video advertisement to be played between each film.
- Sponsor logo on a 22-by-28-inch sign placed outside auditorium.

## AAMC ATL "Hollywood of the South" Film Festival Advertiser

\$750 (three available)

Showcase your organization's branding to attendees of the film festival. Your 10-second advertising message will play between each film over the three days of the festival. Film showings take place in between session breaks on Saturday, Sunday, and Monday. Limited opportunities are available.



## Can't Join Us on the Exhibit Hall Floor?

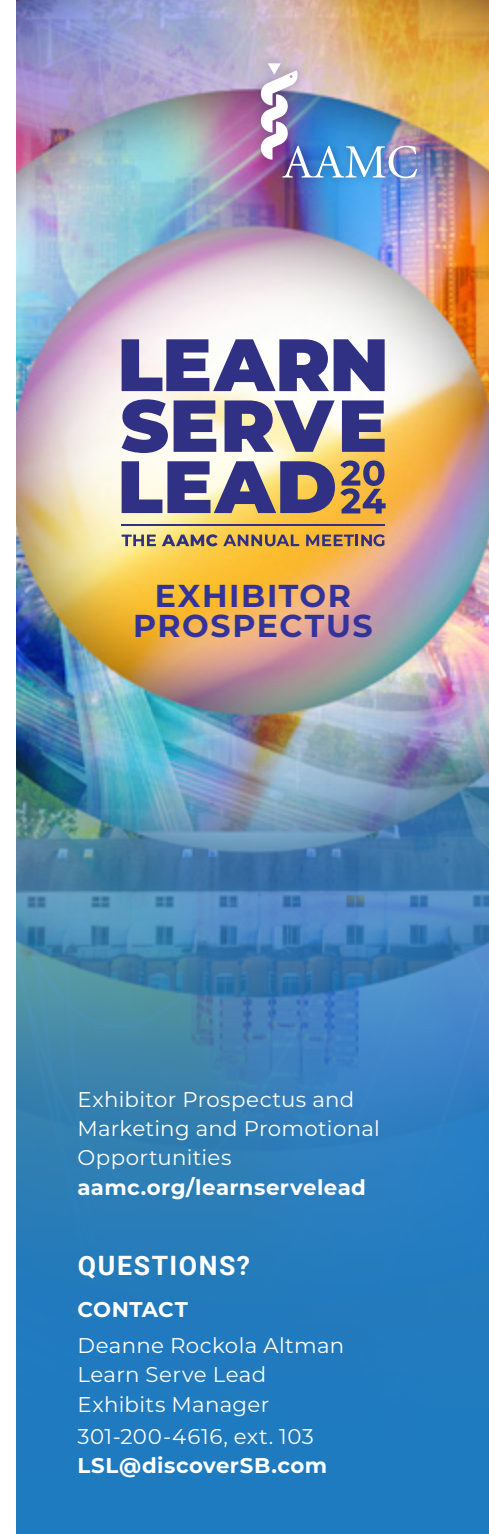
You can still place your brand in front of Learn Serve Lead 2024 attendees. New this year, you can secure select sponsorships without being an exhibitor.

Rules for non-exhibiting sponsors:

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

Benefits for non-exhibiting sponsors:

- Logo recognition on the Learn Serve Lead 2024 app and website.
- Logo recognition on Learn Serve Lead 2024 signage associated with the sponsorship.
- All sponsor benefits except exhibitor full-conference registration badges.



Exhibitor Prospectus and Marketing and Promotional Opportunities  
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**Terms and Conditions**



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