This year’s conference theme, **Osteopathic Medical Education: A Focus on Resilience**, is expected to bring together respected members of the medical education community and beyond to engage in an exciting program of presentations and discussions on timely issues facing our nation’s health care and medical education systems.

The American Association of Colleges of Osteopathic Medicine (AACOM) was founded in 1898 to lend support and assistance to the nation’s osteopathic medical schools, and to serve as a unifying voice for osteopathic medical education. Having grown from a handful of college administrators a century ago, the organization today represents the administration, faculty, and students of all of the osteopathic medical colleges in the United States.

The AACOM provides leadership for the osteopathic medical education community by promoting excellence in medical education, research, and service, and by fostering innovation and quality across the continuum of osteopathic medical education to improve the health of the American public.
SPONSORSHIPS

Sponsoring an event or conference item provides valuable recognition to companies and organizations working with AACOM and its members. Many of our sponsors return year after year because they recognize the value of the face-to-face interactions afforded by the Annual Conference. Partial sponsorships are available.

Complete the application form today and secure your sponsorship by submitting it with a 50 percent deposit to the American Association of Colleges of Osteopathic Medicine.

**Platinum Sponsor Benefits - $10,000**

- A listing and link on the Annual Conference website
- A sign with your company/organization name/logo on it at the event, if appropriate
- Recognition during Annual Conference plenary sessions
- Opportunity to deliver a brief welcome at the event, if appropriate
- One complimentary exhibit booth
- Two complimentary registrations to attend the conference * Admittance to conference meals
- Opportunity to distribute information to all attendees in the registration packet
- A list of pre-registered attendees for pre-conference marketing purposes (USPS addresses only)
- A final list of all registered attendees for post-conference marketing purposes (USPS addresses only)
- Free full-page ad in the conference program

**Gold Sponsor Benefits - $5,000**

- A listing and link on the Annual Conference website
- A sign with your company/organization name/logo on it at the event, if appropriate
- Recognition during Annual Conference plenary sessions
- One complimentary exhibit booth
- One complimentary registration to attend the conference * Admittance to conference meals
- Opportunity to distribute information to all attendees in the registration packet
- A list of pre-registered attendees for pre-conference marketing purposes (USPS addresses only)
- A final list of all registered attendees for post-conference marketing purposes (USPS addresses only)
- Fifty percent (50%) discount on advertising in the conference program

**Grand Opening Reception / Wednesday, April 6**

Attendees will have a chance to interact with exhibitors while enjoying hors d’oeuvres and beverages.

**Continental Breakfast**

*Thursday, April 7 and/or Friday, April 8*

The day begins with continental breakfast for all attendees.

**Box Lunch in Exhibit Hall / Thursday, April 7**

Attendees will have a chance to interact with exhibitors while getting a bite to eat.

**AACOM Awards Banquet / Friday, April 8**

Sponsor’s materials will be made available at this ceremonial banquet, which includes presentation of several AACOM Leadership Awards, AACOM’s Student DO of the Year and Excellence in Communication awards, and induction of the first members of AACOM’s National Academy of Osteopathic Medical Educators.

**Exclusive Sponsorship of the Mobile App**

*Wednesday, April 6 through Saturday, April 9*

Includes the Welcome Page, Footer, company listing on the Sponsor page with logo and URL.
Silver Sponsor Benefits - $2,500
- A listing and link on the Annual Conference website
- A sign with your company/organization name/logo on it at the conference
- Recognition during Annual Conference plenary sessions
- One complimentary registration to attend the conference
  * Admission to conference meals
- A list of pre-registered attendees for pre-conference marketing purposes (USPS addresses only)
- A final list of all registered attendees for post-conference marketing purposes (USPS addresses only)
- Twenty five percent (25%) discount on advertising in the conference program

Conference Giveaway
We will help you make your selection from a variety of giveaways for attendees. Choose from a wide assortment of office supplies and accessories, novelty pieces, and personal use items, and then add your organization's logo. This is a great way to keep your name in front of attendees.

Bronze & Friend of the Conference Sponsor Benefits - $1,000
- A listing and link on the Annual Conference website
- A sign with your company/organization name/logo on it at the conference
- Recognition during Annual Conference plenary sessions
- A list of pre-registered attendees for pre-conference marketing purposes (USPS addresses only)
- A final list of all registered attendees for post-conference marketing purposes (USPS addresses only)
- Ten percent (10%) discount on advertising in the conference program

Door Prizes
Available Thursday afternoon or Friday morning during the refreshment break in the exhibit hall
This sponsorship opportunity gives your company outstanding visibility throughout the conference and beyond—choose between one of the latest Apple products engraved with your company’s name.

Marketing Materials reach all attendees by having your marketing piece included in the registration packet. Marketing materials cannot be larger than 8 1/2” x 11” in size and may not be more than 4 pages.

Lanyards SOLD
Reach all attendees by giving them a lanyard with your company logo on it. The lanyard will be handed out to all attendees when they register.

Friend of the Conference
- There is no limit to the amount of contribution. Recognition will be given during the conference and in the conference program.
- Your contribution will help defray general conference operating costs.

AACOM reserves the right to determine the eligibility of any company or organization to serve as a sponsor, and further reserves the right to reject any sponsorship application. Early reservations and payment will secure your first choice among these opportunities, as specific requests are fulfilled in order of reservation. Ensure your choice of options by contacting us now.

Deadlines
Sponsorship and Exhibitor applications: January 22, 2016.
All marketing materials must be shipped to AACOM’s office between March 1 and March 11, 2016.
## SPONSORSHIP BENEFITS AT-A-GLANCE

<table>
<thead>
<tr>
<th>Levels</th>
<th>Opportunities</th>
<th>Listing and Link on AACOM Website</th>
<th>Signage at Sponsored Event</th>
<th>Opportunity to Deliver a Brief Welcome at Event</th>
<th>Recognition During Plenary Sessions</th>
<th>Complimentary Exhibit Booth</th>
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<tbody>
<tr>
<td>$10,000 Platinum</td>
<td>Grand Opening Reception</td>
<td>X</td>
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<td>Box Lunch in Exhibit Hall</td>
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<td></td>
<td>AACOM Awards Banquet</td>
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<tr>
<td></td>
<td>Mobile SmartPhone App</td>
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<td></td>
<td>Continental Breakfast</td>
<td>X</td>
<td>X</td>
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<tr>
<td>$5,000 Gold</td>
<td>Morning Coffee Break</td>
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<td>Afternoon Refreshment Break</td>
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<td>goCharge – Cell phone charging kiosk</td>
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<td>$2,500 Silver</td>
<td>Conference Giveaway</td>
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<td>$1,000 Bronze</td>
<td>Door Prizes</td>
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<td></td>
<td>Marketing Materials</td>
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<td>Friend of the Conference</td>
<td>Voluntary Donation</td>
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<tr>
<td>Complimentary Conference Registration</td>
<td>Information Distributed in Registration Packet</td>
<td>List of Pre and Post Conference Registered Attendees</td>
<td>Full Page Ad in Program</td>
<td>50% Discount on Advertising in Program</td>
<td>25% Discount on Advertising in Program</td>
<td>10% Discount on Advertising in Program</td>
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</table>
Advertising in the 2016 Annual Conference Program is another great way to reach conference attendees. The program contains the schedule of oral and poster sessions, and exhibitors and sponsors. Complete the online application today and secure your space by submitting it to the AACOM. Online applications require payment by credit card. If you are unable to pay with a credit card, please complete the mail-in application at the end of this booklet.

<table>
<thead>
<tr>
<th>Ad Sizes and Rates</th>
<th>Production Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page $595</td>
<td>The finished trim size is 8.5” x 11”</td>
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<tr>
<td>Full page $845</td>
<td>- Full page: 7.5”w x 10”h</td>
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<tr>
<td>Inside Cover $995*</td>
<td>- Full page full bleed:</td>
</tr>
<tr>
<td>Inside Back Cover $995*</td>
<td>9”w x 11.5”h — Live matter: 7.5”w x 10”h</td>
</tr>
<tr>
<td>Back Cover $1,095*</td>
<td>1/2 page horizontal: 7.5”w x 4.75”h</td>
</tr>
<tr>
<td>* Add $350 for a four-color ad</td>
<td>1/2 page vertical: 3.5”w x 10”h</td>
</tr>
</tbody>
</table>

**Digital Submission**
All ads must be submitted as CMYK or greyscale digital files and may be sent on disc or emailed. Artwork submitted for print can be accepted in the following formats: EPS, TIFF, JPG, or PDF file. Resolution for jpg files must be 300 dpi or greater.

**Deadlines:**
- Advertising space reservations due: **January 15, 2016**
- Materials due (PDF format preferred): **January 22, 2016**
TERMS AND CONDITIONS

Eligibility
AACOM reserves the right to determine the eligibility of any company or organization to exhibit, sponsor and/or advertise at this conference, and further reserves the right to reject any application and/or limit space assigned. Those submitting applications will receive confirmation of acceptance or rejection from annualconf@aacom.org.

Scope
AACOM will provide appropriate acknowledgement and recognition of Exhibitor or Sponsor in accordance with advertised exhibitor and sponsorship benefits, and with applicable laws and Internal Revenue Service rules and regulations. AACOM and Exhibitor or Sponsor agree that the purpose of the Annual Conference is educational in nature, that Exhibitor or Sponsor participation in the Annual Conference does not convey AACOM’s approval, endorsement, certification, acceptance or referral of any product or service of Exhibitor or Sponsor. No materials developed or intended for use in connection with the Annual Conference will be distributed or otherwise used prior to advance review and written approval by AACOM.

Deadlines
• Exhibit space applications: January 22, 2016
• Complimentary listing and description in the Annual Conference Program: January 27, 2016

Cancellation or Withdrawal
All sponsor/exhibitor cancellations and refund requests must be made in writing by COB, Wednesday, January 27, 2016. A refund of the sponsor/exhibitor fee, less a $150 processing fee, will be given for cancellations received by that date. Submit all requests via email to annualconf@aacom.org or Beth Martino at bmartino@aacom.org. They may also be faxed to 301-968-4101. Refunds are not given to those who are “no-shows” to the conference after said deadline.

Termination of Annual Conference
AACOM reserves the right to cancel this conference and any group activity that does not meet minimal group requirements. If AACOM determines that the premises where the Annual Conference is to be held have become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, terrorist attack or threat, any other emergency, or any act or event not the fault or beyond the control of AACOM, the Agreement may be terminated by AACOM. In the event of such termination, the Exhibitor or Sponsor waives any and all damages and agrees that AACOM may, after deducting all costs and expenses, including a reserve for claims, refund to Exhibitor or Sponsor as a complete settlement and discharge of Exhibitor’s or Sponsor’s claim and demands, its pro rata amount of all monies paid by all Exhibitors and Sponsors, if other Exhibitors or Sponsors are involved in the Annual Conference.

Names and Trademarks
AACOM shall have the right to use Exhibitor’s or Sponsor’s name, trademark, and logo, limited to the terms of this Agreement. Exhibitor or Sponsor shall not have the right to use any of AACOM’s names, trademarks, logos, or copyrights without prior written approval.

Limitation of Liability
Exhibitor or Sponsor agrees to make no claim for any reason whatsoever against AACOM, the hotel, or the city and/or state where the Annual Conference is held for any loss, including theft, damage or destruction of goods, or for any injury to Exhibitor or Sponsor or its employees, including while the Annual Conference is in progress, being set up or being taken down. Exhibitor or Sponsor agrees to indemnify and hold harmless AACOM and its officers, directors, employees, and agents from and against any and all claims of any person arising out of acts, omissions or negligence of Exhibitor or Sponsor, its agents or employees.

For more information on exhibiting, sponsoring or advertising at the AACOM 2016 Annual Conference, please contact:

Beth Martino
bmartino@aacom.org
Manager of Meetings and Events
AACOM
5550 Friendship Blvd, Suite 310
Chevy Chase, MD 20815
Phone: (301) 968-4189
Fax: (301) 968-4101
EXHIBITOR, SPONSOR, AND ADVERTISER APPLICATION & AGREEMENT

Company Name: ______________________________________________________________________________________________

Web Site Address: ______________________________________________________________________________________________

Contact: __________________________________Title: _______________________________________________________________

Complimentary Exhibit Staff: ______________________________________________________________________________________

On-Site Exhibit Staff: ____________________________________________________________________________________________

__________________________________________________________________________________________

Address: _____________________________________________________________________________________________________

City: _________________________________________________________________________________________________________

State: __________________________________________________________________________________________Zip _______________

E-mail Address: ________________________________________________________________________________________________

Phone: __________________________________Fax ______________________________________________________________

Unless you indicate otherwise, the address, web site, and company name provided on this application will appear with your description in the Final Program. Please email a company description (no more than 75 words) to Beth Martino at bmartino@aacom.org.

EXHIBIT SPACE

Completion of the following section confirms your organization’s request for exhibit space at the American Association of Colleges of Osteopathic Medicine (AACOM) Annual Conference. This application is subject to conditions specified on the conference web site. For confirmation of exhibit space, this application must be signed by a representative of AACOM, available space must be confirmed, and a deposit must be received by AACOM. Please describe products/services to be exhibited, in 75 words or fewer, for inclusion in the Conference Program.

Booth Fee:

For-profit vendors $2,000 x____ Number of Booths = $ ____________

Non-profit & gov’t agencies $1,250 x____ Number of Booths = $ ____________

AACOM member colleges $1,000 x____ Number of Booths = $ ____________

Booth Preferences: 1st Choice ___________ 2nd Choice ___________ 3rd Choice ___________

Floor plan subject to change without notice

AACOM requires full payment of the total booth cost with the submission of the application. Booth space in the Exhibit Hall is assigned based upon the order in which exhibit applications/payments are received. AACOM will make every effort to provide exhibitors/sponsors with their first choice; however, if this is not possible, we will assign a space in close proximity. In the event that you must submit a check as form of payment, it should reach AACOM’s office within 2 weeks of your exhibit/sponsor application being submitted. Checks not received by this time, will result in AACOM selecting the best exhibit space possible on your behalf. AACOM reserves the right to revise the exhibit hall floor plan and/or move assigned exhibitors as necessary. Deadline for exhibitor space is January 22, 2016. AACOM reserves the right to reject any application. Please note that only a limited number of booths are available; reserve yours today.
SPONSORSHIP RESERVATION

By completing the following section, you will reserve a sponsorship for your company/organization at the AACOM Annual Conference. This reservation is subject to conditions specified on the conference web site. If you would like to discuss sponsorship options, call Beth Martino, AACOM Manager of Meetings and Events, at (301) 968-4189.

SPONSORSHIP LEVEL

Please select an item or event to sponsor from the Sponsorship Opportunities on AACOM’s website.

- Platinum
- Gold
- Silver
- Bronze
- Friend of the Conference

Item/Event(s) to be Sponsored ________________________________________________________________

Total Amount of Sponsorship $ ____________________________

Sponsorship will be reserved upon receipt of your fifty percent (50%) deposit. All sponsorships must be paid in full by January 27, 2016. AACOM reserves the right to reject any sponsorship.

ADVERTISEMENT IN THE FINAL PROGRAM

Ad Size: (width x height): __________ x __________ Rate: $ __________ [+$350 for four-color (covers only)] = $ ____________

TOTAL COST OF YOUR EXHIBIT, SPONSORSHIP, AND ADVERTISEMENT FEES: $ __________

Amount Enclosed $ ____________________________  ○ Full Payment  ○ 50% Deposit

No cancellation of this agreement will be accepted, or refund made, after January 27, 2016.

Method of Payment:  ○ Check  ○ Visa  ○ MasterCard  ○ American Express

Name on Credit Card: ________________________________________________________________

Card No. ____________________________ Expiration Date: ____________ Security Code: ________

Signature of card holder: ______________________________________________________________

Make checks payable to the American Association of Colleges of Osteopathic Medicine. Return form with payment to: AACOM-Finance Department, 5550 Friendship Blvd., Suite 310, Chevy Chase, MD 20815.

Questions regarding exhibits, sponsorships, or advertising? Contact:

Beth Martino  bmartino@aacom.org
AACOM
Manager of Meetings and Events
5550 Friendship Blvd, Suite 310
Chevy Chase, MD 20815
Phone: (301) 968-4189
Fax: (301) 968-4101

FOR AACOM USE ONLY

Space Assigned ___________________________________ Total Cost ____________________________

Payment Received ___________________________________________

Check # ______________________________________________________

Balance Due __________________________________________________

Representative of AACOM ________________________________________