The American Association of Colleges of Osteopathic Medicine (AACOM) leads and advocates for the full continuum of osteopathic medical education to improve the health of the public. Founded in 1898 to support and assist the nation’s osteopathic medical schools, AACOM represents all 35 accredited colleges of osteopathic medicine—educating nearly 31,000 future physicians, 25 percent of all U.S. medical students—at 56 teaching locations in 33 U.S. states, as well as osteopathic graduate medical education professionals and trainees at U.S. medical centers, hospitals, clinics, and health systems.
ABOUT THE CONFERENCE

*Educating Leaders 2020*, March 25–27 in Washington, DC, is the premier learning and networking event for leaders in the osteopathic medical education community and beyond. Under this year’s theme, “Advocating Wellness, Advancing Education,” attendees will engage in three days of thought-provoking plenary presentations, interactive concurrent sessions, special receptions, and other exciting events and collaborative programming focused on timely issues facing our nation’s health care and medical education systems.

WHY PARTNER WITH US?

Join our esteemed list of sponsors and exhibitors and get access to nearly 800 of the most influential and respected decision-makers in the osteopathic medical education community and health professions education landscape. You will have dedicated time to network, promote your products and services, generate leads, and grow your brand visibility with our attendees, which include:

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

CONFFERENCE ATTENDEE BREAKDOWN

![Conference Attendee Breakdown Diagram]

- 20% Director, Manager, Other Administration (Admissions, Student Services, Government Relations, Marketing, etc.)
- 30% CEO, COO, VP/Dean, Academic Officer
- 22% Faculty, Research Faculty
- 28% Director of Medical Education, Program Director
PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Enhance your brand visibility and stand out from the crowd by becoming one of our esteemed conference sponsors. Our promotional sponsorship packages provide you with a variety of customizable options to maximize your brand exposure and highlight your products and services. As a sponsor, you will receive special access to the nearly 800 decision-makers and thought leaders who attend our conference through exclusive branding and networking opportunities. As a testament to the value you will receive as a sponsor, many of our sponsors return year after year.

All Sponsorship Packages Include:
• One complimentary conference registration (includes conference meals)
• Signage with your company/organization name and logo
• Company name and logo displayed during welcome video, which plays prior to plenary sessions
• A list of pre-registered attendees for pre-conference and a final list of all registered attendees for post-conference marketing purposes (USPS and email addresses)
• Company listing on Educating Leaders’ website, app, and print program (if available)

Contact us today to discuss your custom promotional and marketing sponsorship package:
301-968-4189 | annualconf@aacom.org
MARKETING OPPORTUNITIES

Grand Opening Reception $30,000
Wednesday, March 25
Attendees will have a chance to interact with exhibitors while enjoying hors d’oeuvres and beverages.

Awards Cocktail Hour (before Awards Banquet) $25,000
Friday, March 27
The Awards Banquet and Cocktail Hour is a popular event where attendees gather to network and watch leaders from the community receive national awards. Napkins with your company logo, cocktail table cards, as well as a special exhibiting table at the cocktail hour give you premium access to interact with attendees while enjoying hors d’oeuvres and beverages.

Mobile App $8,000
Wednesday, March 25 through Saturday, March 28
Includes your company name and logo on the app Welcome Page and Footer, as well as your company listing on the sponsor page with logo and URL.

Premium Ad Space on Conference Website $3,000
Registration Opening through Saturday, March 28 (end of conference)
Features a custom ad on the homepage of the Educating Leaders website.

WIFI $5,000
Wednesday, March 25 through Saturday, March 28

Lunch in Exhibit Hall $25,000
Thursday, March 26

Plenary Speaker Book Signing at Your Booth $8,000
Available Thursday, March 26 and Friday, March 27

Continental Breakfast $20,000
Available Wednesday, March 25; Thursday, March 26; and Friday, March 27
The day begins with continental breakfast for all attendees and a chance to visit with colleagues before the plenary session.

Morning Coffee Break $15,000
Available Wednesday, March 25; Thursday, March 26; and Friday, March 27
Between sessions, attendees gather for coffee and conversations.

Afternoon Refreshment Break $15,000
Available Wednesday, March 25 and Thursday, March 26
Between sessions, attendees gather to rejuvenate with beverages and light snacks.

Welcome Gift $5,000
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.

Lanyards $3,500
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.

Plenary Session Seat Drop $3,000
Available Wednesday, March 25; Thursday, March 26; and Friday, March 27
This sponsorship opportunity gives your company outstanding visibility throughout the conference and beyond.

Cell Phone Charging Kiosk $8,000
The charging kiosks allow mobile device users the opportunity to charge virtually every model of cellphone, smartphone, and mp3 device on the go. Cell Phone Charging Stations will be located in the Educating Leaders registration area.

App Alert Blast $3,000
Your organization’s name and logo, as well as a short promotional message, will be sent to all attendees who download the Educating Leaders app in the form of an app alert.

Special Events
Call to inquire about hosting a special after-hours event for attendees.

Tailored Digital Marketing Campaign to Prospective and Registered Attendees
Increase your reach to prospective and registered attendees through marketing emails, ad placements, social media messaging, and more.

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. All marketing and promotional language and items must be approved by AACOM.

Partial sponsorships are available.
EXHIBITORS

Exhibit Fee Includes These Benefits:
• Exhibit space in a high-traffic area with reception, lunch, and refreshment breaks scheduled in the exhibit hall
• One complimentary conference registration (includes conference meals)
• One complimentary exhibitor badge
• A list of pre-registered attendees for pre-conference and a final list of all registered attendees for post-conference marketing purposes (USPS and email addresses)
• Company listing on Educating Leaders’ website, app, and print program (if available)

Exhibit Booth Specifications
All exhibit spaces are 8’ x 10’ and include a 6’ draped table, two side chairs, a wastepaper basket, and one identification sign (44” x 7”). Exhibitors may not erect walls, partitions, decorations, or obstructions that interfere with the view of any other exhibit.

Exhibit Rental Fees and Booth Assignments
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 two 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.

Space not occupied by the close of the exhibit installation period as specified in these terms and conditions will be forfeited by the exhibitor. This space may be resold, reassigned, or used by the exhibit manager.

Exhibit Area Security
AACOM will not provide 24-hour security for exhibitors. The safekeeping of exhibitors’ property shall remain the responsibility of the exhibitor. AACOM advises exhibitors to consult their insurance brokers for proper coverage of display material from the time it is shipped from their premises until the time it is returned.

Decorator Services, Shipping, and Drayage
Alliance Exposition Services will send an exhibitor service kit containing complete shipping instructions, production information, and other forms for all services needed during the installation, show period, and removal of exhibits about 45 days before the opening of the show.

Please Note: Do not ship exhibits directly to the hotel. Shipments will not be accepted. Shipping instructions and drayage fees will be included in the exhibitor service kit.

Exhibitor Name Badges
One complimentary conference registration (includes conference meals) and one exhibitor name badge are included with each booth.

Exhibitor Visibility
In order to maximize your visibility, we encourage all exhibitors to schedule their breaks and lunches during times when the exhibit hall has the least amount of traffic (such as during sessions).

Exhibit Fee*

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<table>
<thead>
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<tbody>
<tr>
<td>Premium booths</td>
<td>$4,000</td>
</tr>
<tr>
<td>For-profit vendor</td>
<td>$3,000</td>
</tr>
<tr>
<td>Non-profit &amp; gov’t agencies</td>
<td>$2,250</td>
</tr>
<tr>
<td>AACOM member colleges</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

*Subject to change

THE AACOM ANNUAL CONFERENCE | MARCH 25–27 | WASHINGTON, DC
IMPORTANT INFORMATION

Checklist:
- Exhibit Booth Application Form
- Booth Preference (list up to three)
- Sponsorship Reservation (if applicable)
- Logo for *Educating Leaders* Website (if sponsorship item is purchased) and Signage (email 300 dpi JPG or EPS logo to annualconf@aacom.org)
- Payment (Visa, MasterCard, AMEX, or check)
- Ship Marketing Items to AACOM’s office by February 27, 2020 (if sponsorship item is purchased)

### Exhibit Schedule*

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 25</td>
<td>Exhibitor Registration and Setup:</td>
<td>11:00 AM – 4:00 PM</td>
</tr>
<tr>
<td></td>
<td>Reception (all attendees are invited):</td>
<td>5:30 PM – 7:00 PM</td>
</tr>
<tr>
<td>March 26</td>
<td>Exhibit Hours:</td>
<td>9:00 AM – 3:00 PM</td>
</tr>
<tr>
<td></td>
<td>Refreshment Break:</td>
<td>9:15 AM – 10:15 AM</td>
</tr>
<tr>
<td></td>
<td>Lunch (complimentary for all attendees):</td>
<td>11:30 AM – 1:15 PM</td>
</tr>
<tr>
<td>March 27</td>
<td>Exhibit Hours:</td>
<td>9:00 AM – 12:00 PM</td>
</tr>
<tr>
<td></td>
<td>Refreshment Break:</td>
<td>10:30 AM – 11:30 AM</td>
</tr>
<tr>
<td></td>
<td>Tear-Down:</td>
<td>12:00 PM – 5:00 PM</td>
</tr>
</tbody>
</table>

*Subject to change

March 25–27, 2020
Washington Marriott Wardman Park

[**aacom.org/educatingleaders**](http://aacom.org/educatingleaders)

**Application Deadline: Friday, January 31, 2020**

**Contact:**
301-968-4189
[annualconf@aacom.org](mailto:annualconf@aacom.org)
Eligibility
AACOM reserves the right to determine the eligibility of any company or organization to exhibit and/or sponsor 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. AACOM requires review of final artwork for any print or digital pieces promoting Educating Leaders 2020. Send artwork for promotional pieces featuring Educating Leaders 2020 to annualconf@aacom.org for review.

Deadlines
Application Deadline: Friday, January 31, 2020
All sponsor/exhibitor cancellations must be made in writing by Tuesday, February 4, 2020. A refund of the sponsor/exhibitor fee, less 50%, will be given for cancellations received by that date. Submit all requests via email annualconf@aacom.org. 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 promotional sponsorships and exhibiting at Educating Leaders 2020, please contact:

Beth Martino
annualconf@aacom.org
AACOM
7700 Old Georgetown Road, Suite 250
Bethesda, MD 20814
Phone: 301-968-4189  Fax: 301-968-4101
EXHIBITOR/SPONSOR APPLICATION AND AGREEMENT

Company Name: ____________________________________________________________
Website: _________________________________________________________________
Contact Name: ___________________________ Title: ____________________________
Address: _______________________________ City: ___________________ State: _____ Zip _________
E-mail Address: __________________________________ Phone: ______________ Fax ____________
Name for Complimentary Conference Badge: _______________________________________

Name for Complimentary Exhibit Badge: (For Exhibitors Only)

Company Description (75-Word Limit; Email Typed Description to annualconf@aacom.org):

Unless you indicate otherwise, the address, website, and company name provided on this application will appear with your description in the conference program.

Exhibit Space
Completion of the following section confirms your organization’s request for exhibit space at Educating Leaders 2020. This application is subject to conditions specified on the conference website. For confirmation of exhibit space, this application must be signed by a representative of AACOM, available space must be confirmed, and payment must be received by AACOM. Sponsors have first preference for booth space (except Premium Booths). Floor plan subject to change without notice.

Booth Fee
Premium Booths $4,000 x ____ Number of Booths = $ _______
For-Profit Vendors $3,000 x ____ Number of Booths = $ _______
Non-Profit and Government Agencies $2,250 x ____ Number of Booths = $ _______
AACOM Member Colleges $1,000 x ____ Number of Booths = $ _______

Booth Preference*: First Choice ___________ Second Choice ___________ Third 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 two 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 Friday, January 31, 2020. AACOM reserves the right to reject any application.

Only a limited number of booths are available; reserve yours today.
PROMOTIONAL SPONSORSHIP

By completing the following section, you will reserve a sponsorship for your company/organization at Educating Leaders 2020. This reservation is subject to conditions specified on the conference website. If you would like to discuss available sponsorship options, contact annualconf@aacom.org or 301-968-4189.

Sponsorship Description:

__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

Total Amount of Sponsorship $ _________________________________________

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

No Cancellation of This Agreement Will Be Accepted After Tuesday, February 4, 2020.

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, 7700 Old Georgetown Road, Suite 250, Bethesda, MD 20814

Questions Regarding Exhibits or Sponsorships?

Beth Martino
annualconf@aacom.org
AACOM
7700 Old Georgetown Road, Suite 250
Bethesda, MD 20814
Phone: 301-968-4189
Fax: 301-968-4101

FOR AACOM USE ONLY

Space Assigned: ________________________________ Total Cost: ________________________________

Payment Received: ________________________________

Check #: ________________________________

Balance Due: ________________________________

Representative of AACOM: ________________________________