



**EDUCATING
LEADERS'23**
BALTIMORE | APRIL 26-28

**EXHIBITOR &
SPONSOR
PROSPECTUS**

AACOM: CELEBRATING 125 YEARS

aacom[®]

AMERICAN ASSOCIATION OF
COLLEGES OF OSTEOPATHIC MEDICINE



AMERICAN ASSOCIATION OF
COLLEGES OF OSTEOPATHIC MEDICINE

We invite you to join us for Educating Leaders 2023, the AACOM Annual Conference. The conference will be held April 26-28, in Baltimore, MD. Next year's conference will be like no other, as we celebrate our 125th anniversary. During this milestone year, we plan to take our conference experience to the next level, including the offering of new sponsorship and exhibitor opportunities.

This prospectus showcases the many ways in which you can highlight your organization and services to this critical audience.

We look forward to seeing you in Baltimore!

PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Enhance your brand visibility and stand out from the crowd by becoming one of our esteemed conference sponsors. As a sponsor, you will receive special access to more than 700 decision-makers and thought leaders, who attend our conference through exclusive branding and networking opportunities. Our promotional sponsorship packages provide you with a variety of customizable options to maximize your brand exposure and highlight your products and services. Many of our sponsors return year after year as a testament to the value they receive as a sponsor.

All Sponsorship Packages Include:

- At least two complimentary full conference registrations (includes all sessions & conference meals)
- Signage displayed onsite with your organization's logo
- Mentions in pre- and post-conference marketing emails
- Company logo displayed during welcome video, which plays during conference kickoff
- One-time use list of pre-registered attendees and a final list of all registered attendees who opt-in for post-conference marketing purposes (USPS addresses only)
- Company listing on Educating Leaders website, app and print program (if available)
- Social media mentions on AACOM's channels

SPONSOR BENEFITS	SOLD OUT	2 LEFT			
	DIAMOND \$50,000	PLATINUM \$25,000	GOLD \$15,000	SILVER \$12,500	BRONZE \$10,000
Exclusive Sponsorship of Grand Opening Reception (0 available)	●				
New! Exclusive Sponsorship of Plenary Session (2 available)	●	●			
New! Sponsored email blast sent to conference registrants from AACOM on your behalf	●	●			
60-second video shown before Plenary	●	●	●		
Premium ad(s) in <i>Inside OME</i> , AACOM's biweekly newsletter, to run on selected dates February–April 2023	3	2	1		
60-second video shown during breaks (for online attendees only)	●	●	●	●	
Updated! Complimentary 10'x10' exhibit space	●	●	●	●	●
Complimentary Full Conference registrations	6	5	4	3	3
Virtual exhibit booth	●	●	●	●	●
Company logo and URL listed in conference marketing emails and on conference website	●	●	●	●	●
Signage displayed onsite with company name and logo	●	●	●	●	●
Updated! Attendee mailing list pre- and post-conference (USPS addresses only)	●	●	●	●	●
Listing on Educating Leaders website, app and print program book (if available)	●	●	●	●	●
Social media mentions (Facebook, Twitter, LinkedIn)	●	●	●	●	●

ADDITIONAL SPONSORSHIP OPPORTUNITIES

 Available On-site  Available Online

125TH ANNIVERSARY CELEBRATION DINNER \$50,000

Available Thursday, April 27

This is your opportunity to serve as the exclusive sponsor of our 125th Anniversary dinner. Attendees will hear from special guests as we celebrate this momentous occasion. It will be a night to remember!

LUNCH IN EXHIBIT HALL \$25,000

Available Thursday, April 27 (2 remaining)

Host lunch in the exhibit hall for all conference attendees to network with colleagues, sponsors and exhibitors.

CONTINENTAL BREAKFAST \$15,000

Available Wednesday, April 26, Thursday, April 27 or Friday, April 28

Sponsor breakfast, the most important meal of the day, for all attendees.

ENTERTAINMENT BREAK \$15,000

Wednesday, April 26 or Thursday, April 27

Leave the attendees talking by hosting headshots, caricature drawings, or live music, the possibilities are endless.

LUNCH & LEARN \$12,500

Available Wednesday, April 26 (1 available)

Sponsor an informative demo or briefing over lunch for up to 40 guests. Includes food, beverage and AV.

REFRESHMENT OR COFFEE BREAK \$10,000

Available Wednesday, April 26, Thursday, April 27 or Friday, April 28

Before the plenaries or between sessions, help attendees perk up with beverages and light snacks.

MOBILE APP \$10,000

Have your company name and logo featured on the app welcome page and footer, as well as your company listing on the sponsor page with logo and URL.

WELCOME GIFT \$7,500

Choose from a wide assortment of office supplies and accessories, novelty pieces and personal use items, and then add your organization's logo. Keep your company's name top of mind for attendees.

CONFERENCE TOTE BAG \$7,500

Co-branded tote bag to be provided to all onsite conference registrants. The tote bag will be handed out to all onsite attendees when they pick up their name badges.

~~LANYARDS \$7,000~~ **[SOLD]**

Reach all onsite attendees by giving them a highly visible lanyard co-branded with your company logo.

PREMIUM AD ON CONFERENCE WEBSITE (ONE MONTH) \$2,500

Stand out with a premier ad on the home page of the Educating Leaders website.

APP ALERT BLAST \$1,000

On your company's behalf, a short promotional message will be sent to all attendees who download the Educating Leaders app in the form of an alert. (subject to availability)

SPONSORED EMAIL \$1,000

This is a special opportunity to sponsor an email blast to all conference attendees highlighting your company's unique products, services or educational offerings. (subject to availability)

KNOW BEFORE YOU GO EMAIL \$500

Exclusive banner ad in our must-read preconference emails, filled with vital information that is sent to all registrants shortly before and during the conference. Two spots available for each blast.

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.

EXHIBIT OPPORTUNITIES

EXHIBIT FEES

REGULAR	Corporate \$3,800
	Nonprofit/Government \$2,800
	COM \$1,800

PREMIUM & LARGER BOOTHS

Premium Booth:

Located at the front of the exhibit hall facing entry

Corporate \$5,500

Two or more booths are priced by adding the cost of each booth being purchased.

EXHIBITS INCLUDES THESE BENEFITS:

- 10' x 10' exhibit space
- Complimentary virtual exhibit
- Two complimentary conference registrations (includes all sessions and conference meals)
- Attendee lists, pre- and post-conference (USPS addresses only)
- Company listing on Educating Leaders website, app and print program (if available)

EXHIBIT SPECIFICATIONS

All exhibit spaces include a 6' draped table, two chairs and a waste basket. Exhibitors may not erect walls, partitions, decorations or obstructions that interfere with the view of any other exhibit or that are beyond their 10' by 10' allocated space.

EXHIBITOR NAME BADGES

Additional badges for booth personnel will be available for purchase. (The cost is TBD)

EXHIBIT RENTAL FEES AND ASSIGNMENTS

AACOM requires full payment of the total exhibit cost with the submission of the application. Exhibit space 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. 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.

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

IMPORTANT INFORMATION

CHECKLIST:

- ☐ Sponsor/Exhibitor application form
- ☐ Company logo for conference website (for sponsorship listing) and signage
- ☐ Payment (Visa, MasterCard, AMEX, wire transfer, electronic)

TENTATIVE EXHIBIT SCHEDULE*

WEDNESDAY, APRIL 26

- | | |
|--------------------|---|
| 11:00 AM – 4:00 PM | Exhibitor Registration and Setup |
| 5:30 PM – 7:00 PM | Reception (complimentary for all attendees) |

THURSDAY, APRIL 27

- | | |
|--------------------|---|
| 12:00 PM – 5:00 PM | Exhibit Hours |
| 12:15 PM – 1:45 PM | Lunch with the Exhibitors (complimentary for all attendees) |
| 4:00 PM – 4:45 PM | Refreshment Break |

FRIDAY, APRIL 28

- | | |
|--------------------|---|
| 8:45 AM – 9:30 AM | Continental Breakfast with the Exhibitors |
| 9:00 AM – 12:00 PM | Exhibit Hours |
| 12:00 PM – 5:00 PM | Tear-Down |

*Subject to change

EDUCATING LEADERS'23

BALTIMORE | APRIL 26-28

aacom.org/educatingleaders2023

Application Deadline: Tuesday, January 31, 2023

EXHIBITOR/SPONSOR APPLICATION AND AGREEMENT

By completing this application, you will reserve a sponsorship and/or exhibit booth for your company/organization at Educating Leaders 2023. This reservation is subject to conditions specified on the conference website. **If you would like to discuss available sponsorship options, please contact RaShonda Riddle or Beth Martino to secure your spot for EL23 at sponsorship@aacom.org.**

COMPANY NAME

CONTACT NAME

TITLE

ADDRESS

CITY

STATE

ZIP

EMAIL ADDRESS

PHONE

COMPANY WEBSITE

EXHIBIT FEE

☐ Premium Booth Space
\$5,500 x _____ = \$ _____

☐ Corporate
\$3,800 x _____ = \$ _____

☐ Nonprofit & Government Agencies
\$2,800 x _____ = \$ _____

☐ AACOM Member Colleges
\$1,800 x _____ = \$ _____

SPONSORSHIP FEE

☐ Diamond Sponsor \$50,000

☐ Platinum Sponsor \$25,000

☐ Gold Sponsor \$15,000

☐ Silver Sponsor \$12,500

☐ Bronze Sponsor \$10,000

☐ Custom Sponsorship Package \$ _____

TOTAL AMOUNT TO BE CHARGED

\$ _____

**PLEASE COMPLETE REGISTRATION ONLINE - tinyurl.com/el23onlinereg
or contact us at sponsorship@aacom.org to request an invoice.**

Cancellation of this agreement by February 3, 2023 will result in a 50% refund. Refunds will not be given after February 3, 2023.

FOR AACOM USE ONLY

Date Received: _____ Payment Submitted: _____ Space Assigned: _____

Total Cost: _____ AACOM Rep: _____