

The background of the entire page is a collage of images related to medical education, overlaid with a geometric pattern of colorful triangles in shades of blue, purple, orange, and red. The collage includes a woman in a patterned jacket, a man looking at a tablet, a group of people in an audience, and various educational materials like a poster and a presentation slide.

AACOM EDUCATING LEADERS'27

APRIL 14-16 | PHILADELPHIA

Exhibitor & Sponsor Prospectus

aacom.org/educatingleaders



WHERE INNOVATION MEETS OPPORTUNITY

Every year, Educating Leaders brings together the people shaping the future of osteopathic medical education. From college presidents and deans to faculty members, students and administrative leaders, this is where new ideas are shared, partnerships are formed and the next generation of medical education takes shape.

As an exhibitor and/or sponsor, you'll be part of those conversations. Throughout the conference, attendees explore the exhibit hall to discover new technologies, educational resources and services that support their institutions. Exhibitors are invited to attend thought-provoking educational sessions led by respected voices in medical education, engage with leaders, faculty members and students presenting research and connect with prospective clients from across the country.

Philadelphia—a city known for bringing people together around ideas that change the future—is the perfect setting for Educating Leaders 2027. Whether you're introducing a new product, strengthening existing relationships or building your presence in the osteopathic medical education community, you'll have the opportunity to engage with the people who influence decisions and drive innovation every day.

We invite you to join us April 14–16 and become part of the conversations, collaborations and connections that continue long after the conference ends.

“ ”

AACOM's Educating Leaders conference is one of the few events where we can connect directly with the people shaping osteopathic medical education (OME)—from deans and curriculum leaders to accreditation and operational teams. The thoughtful conversations we have throughout the conference give us a clearer understanding of the challenges programs are navigating, strengthen existing relationships, and often become the starting point for meaningful new partnerships. It is an exceptionally valuable event for any organization committed to supporting the OME community.

– Chris Husser
Elentra

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EDUCATING LEADERS 2026 DEMOGRAPHICS



546 Medical Education Administrators & Staff

Deans, assistant deans, associate deans, department chairs, provosts and staff

145 Medical Education Faculty

Preclinical, clinical and GME

349 Medical Students/Residents/Trainees

Preclinical, clinical and GME

250 Corporate Partners, Prospective Medical Students and other

POSTERS

78

OME faculty and students presented posters, onsite and online, on a wide variety of topics.

PRESENTATIONS

108

Plenary and educational sessions were delivered by top speakers in various fields important to medical education.

EXHIBITORS

64

Attendees connected with trusted industry leaders offering innovative solutions, products and services.

MEMBER COLLEGES

100%

Representatives from every college of osteopathic medicine attended Educating Leaders 2026.



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SPONSOR BENEFITS

	DIAMOND \$50,000	PLATINUM \$25,000	GOLD \$15,000	SILVER \$12,500
Sponsorship of welcome reception	●			
Sponsored talk (60-minutes)	●			
Sponsorship of plenary session includes 60-second video before plenary	●	●		
Full-page ad in conference program book	●	●		
Sponsored email blast to attendees on selected dates	3	2	1	
Banner ad in <i>Inside OME</i> , AACOM's weekly newsletter	●	●	●	
Complimentary standard exhibit booth	● Premium	●	●	●
Complimentary full conference registrations	6	5	4	3
Company logo and URL in conference marketing emails	●	●	●	●
Company logo and URL on conference website	●	●	●	●
Signage displayed with company name and logo	●	●	●	●
Pre- and post-conference attendee email list (opt-in, one-time use only)	●	●	●	●
Listing in conference mobile app and program	●	●	●	●
Social media mentions	●	●	●	●



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

LUNCH IN EXHIBIT HALL \$15,000

Available Thursday, April 15
(2 available)

Align your brand with one of the conference's highest-traffic networking experiences. As attendees gather for lunch in the exhibit hall, your organization will receive prominent recognition through event signage and onsite branding, placing your company at the center of attendee engagement.

LUNCH & LEARN \$12,000 [SOLD]

Available Wednesday, April 14

Host an exclusive educational session or product demonstration for up to 40 attendees in a focused learning environment. This sponsorship includes food and beverage service, AV support, branded signage and the opportunity to engage directly with a targeted audience for 60 minutes.

BRANDED CONFERENCE TOTE \$10,000 (1 available)

Put your brand in the hands of every attendee from the moment they arrive. Your logo will be featured on the official conference tote distributed at registration and carried throughout the event. Used to collect conference materials, giveaways and personal items, the tote delivers continuous visibility long after attendees return home.

LANYARDS \$7,000 [SOLD]

Every attendee will wear a lanyard featuring your company logo alongside the conference branding, ensuring high visibility throughout the entire event.

POSTER SIP-N-STROLL \$7,500

Available Thursday April 15 (2 available)

Sponsor one of the conference's most interactive networking experiences. During this dedicated, unopposed session, attendees explore research posters, exchange ideas and connect with peers over refreshments. Includes prominent event signage and sponsor recognition throughout the event space.

COFFEE BREAK \$3,000

Available Wednesday, April 14,
Thursday, April 15 or Friday, April 16

Keep attendees energized between sessions by sponsoring a coffee break. Includes branded signage at the refreshment station during this popular networking opportunity.

DAILY CONFERENCE EMAIL BANNER AD \$1,500

Available Wednesday, April 14, Thursday,
April 15 or Friday, April 16
(1 available per day)

Place your brand in a must-read communication delivered directly to attendees each morning. These daily emails feature the conference schedule, key events and important updates, making them one of the most frequently accessed resources during the conference.

WELCOME GIFT \$1,500

Create a memorable first impression with a branded item placed in every attendee tote bag. Sponsor-provided materials are distributed at registration, ensuring attendees engage with your brand from the start of their conference experience. Items must arrive to AACOM by March 1, 2027.

SPONSORED EMAIL BLAST \$1,000

(8 available)

Reach conference registrants through a dedicated email featuring your organization's message. Promote your booth, share thought leadership, invite attendees to an event or spotlight a new product in a focused communication delivered on your behalf.

KNOW BEFORE YOU GO

BANNER AD \$1,000 (2 available)

Secure visibility in one of the most anticipated conference communications. Sent to every registered attendee just before the event, this email contains essential travel information, conference logistics and final reminders, making it a highly effective opportunity to build awareness before attendees arrive.

INSIDE OME BANNER AD \$800

(4 available, select dates March-May)

Extend your reach beyond conference attendees with a banner advertisement in Inside OME, AACOM's weekly newsletter distributed to nearly 10,000 osteopathic medical education leaders, faculty, administrators and students.

MOBILE APP ALERT BLAST \$750

Deliver a custom push notification (up to 100 characters) with a link directly to attendees using the Educating Leaders mobile app. Ideal for driving booth traffic, promoting a session or sharing a timely announcement. Subject to availability.

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.



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CONNECT WITH LEADERS IN OSTEOPATHIC MEDICAL EDUCATION

Stand out from the competition by joining us as an exhibitor. Represent your organization at Educating Leaders 2027, where you will have direct access to speak with potential clients in a setting designed to maximize exposure.

EXHIBITOR PACKAGE

With the purchase of an exhibitor package, your organization will receive:

- **8' x 10' Exhibit Space.**
Includes a 6' draped table, two chairs and a small wastebasket. Exhibit space is fully carpeted.
- **Two Complimentary Full Conference Registrations.**
Includes access to all conference sessions, meals and networking events.
- **Company Listing.**
Featured on the conference website, mobile app and printed program.
- **One-Time Use Attendee Mailing List (Opt-In).**
Provided for both pre- and post-conference outreach (USPS addresses only for non-sponsors).
- **Networking Opportunities.**
Connect with attendees during education sessions, scheduled breaks, meal functions and receptions—all designed to encourage engagement in the exhibit hall.
- **Complimentary Wireless Internet.**
Wi-Fi access provided in the exhibit hall throughout the event.
- **Food & Refreshments in Exhibit Hall.** Available during peak exhibit hours to encourage steady traffic and attendee interaction.

TENTATIVE EXHIBIT SCHEDULE*

Wednesday, April 14

10:00 AM – 4:00 PM	Exhibitor Registration and Setup
5:00 PM – 6:30 PM	Reception in Exhibit Hall

Thursday, April 15

7:30 AM – 8:15 AM	Breakfast in Exhibit Hall
7:30 AM – 3:30 PM	Exhibit Hours
11:00 AM – 11:45 AM	Coffee Break outside Exhibit Hall
12:00 PM – 1:30 PM	Lunch in Exhibit Hall

Friday, April 16

7:30 AM – 8:15 AM	Breakfast in Exhibit Hall
7:30 AM – 12:00 PM	Exhibit Hours
11:00 AM – 11:45 AM	Coffee Break in Exhibit Hall
12:00 PM – 4:00 PM	Exhibitor Tear-Down

**Subject to change*

EXHIBIT HOURS & LOGISTICS

Exhibit hours are strategically designed to maximize your visibility during attendee meal functions and session breaks. While the hours listed reflect the full conference schedule, exhibitors are only expected to staff their booths during designated meals and break times.

Exhibitors are welcome and encouraged to attend conference sessions and receptions.

Additional information regarding shipping instructions, as well as how to purchase electricity, audio-visual equipment and lead retrieval services, will be shared via email in early 2027.



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EXHIBIT FEES

STANDARD BOOTH

EARLY BIRD

Early Bird registration rates expire: **November 15, 2026**

Corporate \$3,800 | Nonprofit/Government \$2,500 | COM \$2,000

ADVANCED

Advanced registration rates begin: **November 16, 2026**

Corporate \$4,000 | Nonprofit/Government \$2,800 | COM \$2,000

PREMIUM & LARGER BOOTHS

Premium Booth: Located at the front of the exhibit hall facing the entrance.

Early Bird Corporate \$5,500

Advanced Corporate \$6,000

Early Bird registration rates expire: **November 15, 2026**

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

For complete information on exhibit booth specifications, rental fees and assignments, exhibit area security, decorator services and more, please visit aacom.org/ELrules

Become an Educating Leaders exhibitor or sponsor today!

REGISTER NOW

**APPLICATION DEADLINE:
FRIDAY, JANUARY 15, 2027**

If you have any questions, contact sponsorship@aacom.org.

Registration Information

Once the AACOM Exhibitor Agreement is completed and conference registration opens, the primary contact listed on the contract will receive an invitation to register booth staff. Completing the booth agreement is the first step in the process.

Please note that all individuals attending the conference must be registered. Each exhibitor booth includes two complimentary full conference registrations. Payment for any additional booth staff, at the full conference registration rate, will be collected during the registration process.

Hotel Information

Philadelphia Marriott Downtown
1201 Market Street
Philadelphia, PA 19107

Complete details and instructions for making hotel reservations will be available on the conference website when online registration opens in late 2026.

Checklist

1. Review the exhibitor terms and conditions.
2. Complete and submit the exhibitor/sponsor registration online.
3. Make your hotel reservations by the cutoff date. Instructions on how to receive our group rate will be sent in the winter, along with the registration instructions.
4. Complete booth staff registration.
5. Upload a 100-word description of your company or organization, logo and any other requested information for the mobile app and conference website. (More details to come.)



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