

EDUCATING LEADERS '24

KANSAS CITY | APRIL 17-19



**EXHIBITOR &
SPONSOR PROSPECTUS**

AACOM
American Association of Colleges of
Osteopathic Medicine



JOIN US IN KANSAS CITY!

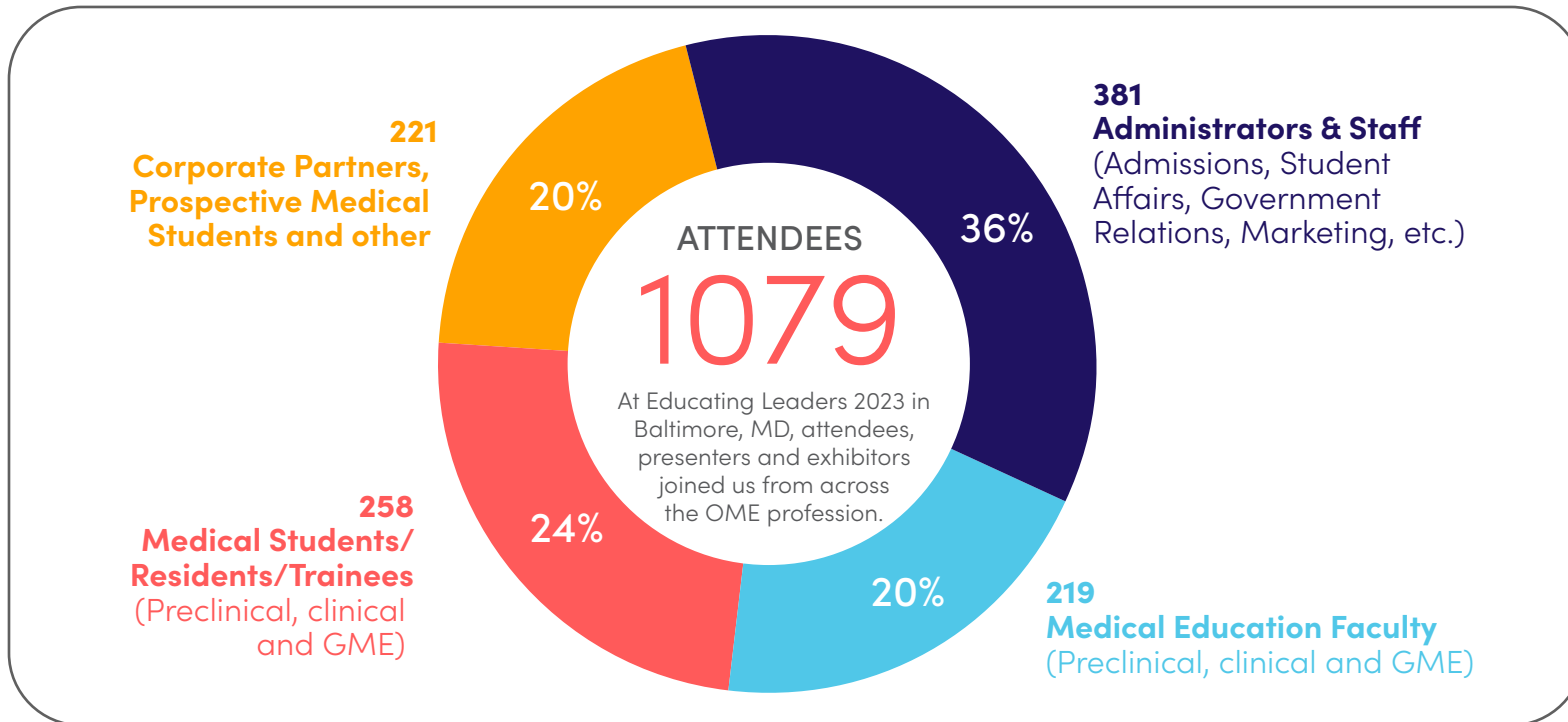
The American Association of Colleges of Osteopathic Medicine (AACOM) is thrilled to present an exciting array of opportunities for all types of exhibitors – whether you are a college of osteopathic medicine, non-profit or commercial entity. With our diverse exhibit booth options and a range of promotional and marketing opportunities, you'll have the perfect platform to engage with osteopathic medical educators, administrators and students before, during and after the event.

Your sponsorship will also help support AACOM's first ever Friday Forum! The entire last day of Educating Leaders will be dedicated to exploring a core issue through the osteopathic lens. In 2024, the Friday Forum will be focused on **"Food as Medicine."** Key faculty and leaders from across the country will contribute to re-envisioning nutrition education at our colleges of osteopathic medicine – an issue of vital importance to future physicians, their patients and the health of our nation.

Educating Leaders 2024, the AACOM Annual Conference, will be held April 17-19, in Kansas City, Missouri. We can't wait to reconnect with our valued returning sponsors and exhibitors and extend a warm welcome to all our new partners.



EDUCATING LEADERS 2023 DEMOGRAPHICS



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



Nearly 90 sessions were available onsite, with another 30 available exclusively on-demand.



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



Representatives from every college of osteopathic medicine attended Educating Leaders 2023.

PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Elevate your brand presence and make a lasting impression by becoming one of our esteemed conference sponsors. By joining us as a sponsor, you gain exclusive access to more than 700 influential decision makers and thought leaders who attend our conference.

Through our specially crafted sponsorship packages, you'll enjoy unique branding opportunities and networking privileges, ensuring your brand shines brightly amidst the crowd. With customizable options galore, you can tailor your sponsorship to maximize your brand exposure and effectively showcase your exceptional products and services. It's no wonder that many of our sponsors return year after year, a testament to the remarkable value they experience. Don't miss out on this unique chance to leave a lasting impact!

All Sponsorship Packages Include:

- A minimum of two complimentary full conference registrations (includes all sessions & meals)
- Signage displayed onsite with your organization's logo
- Mentions in pre- and post-conference marketing emails
- Company logo displayed during welcome slides, which play before conference plenary sessions
- One-time use list of pre-registered attendees and a final list of all registered attendees who opt in for post-conference marketing purposes (*email addresses for sponsors only*)
- Company listing on Educating Leaders website, mobile app and print program
- Social media mentions on AACOM's channels

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SPONSOR BENEFITS

	DIAMOND \$50,000	PLATINUM \$25,000	GOLD \$15,000	SILVER \$12,500	BRONZE \$10,000
Sponsorship of grand opening reception with brief remarks	●				
Sponsored talk (60-minutes)	●				
Sponsorship of plenary session includes 60-second remarks before plenary session (in-person)	●	●			
Full-page ad in conference program book	●	●			
Sponsored email blast to attendees on selected dates	3	2	1		
Premium ad in <i>Inside OME</i> , AACOM's weekly newsletter	●	●	●		
Complimentary standard exhibit space	● Premium	●	●	●	●
Complimentary full conference registrations	6	5	4	3	2
Company logo and URL in conference marketing emails	●	●	●	●	●
Company logo and URL on conference website	●	●	●	●	●
Signage displayed onsite with company name and logo	●	●	●	●	●
Attendee email list pre- and post-conference (one-time use)	●	●	●	●	●
Listing in conference mobile app and program	●	●	●	●	●
Social media mentions	●	●	●	●	●

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

LUNCH IN EXHIBIT HALL \$20,000

Available Thursday, April 18

Host lunch in the exhibit hall for all conference attendees to network with colleagues, sponsors and exhibitors. Includes logo on signage, menu and other items.

CONTINENTAL BREAKFAST

\$12,000

Available Thursday, April 18 or Friday, April 19

Sponsor breakfast, the most important meal of the day, for all attendees in the exhibit hall before the plenary. Includes branded signage, menu and other items.

LUNCH & LEARN \$10,000 **SOLD**

Available Wednesday, April 17
(2 available)

Sponsor an informative demo or educational offering for up to 40 guests. Includes food, beverage, AV and branded signage.

LANYARDS \$7,000 **SOLD**

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

MOBILE APP \$5,000

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.

REFRESHMENT OR COFFEE BREAK \$5,000

Available Wednesday, April 17, Thursday, April 18 or Friday, April 19

Between sessions, help attendees perk up with beverages and light snacks. Includes branded signage and other items.

POSTER SIP-N-STROLL \$5,000

Available Thursday, April 18 (2 available)

Sponsor refreshments for those enjoying the poster walk on Thursday afternoon. This time will be unopposed. Includes branded signage.

PHONE CHARGING STATION

\$4,000

Enhance attendee experience and promote your brand's visibility by sponsoring a convenient and branded cell phone charging station, ensuring participants stay connected throughout the event.

WELCOME GIFT \$4,000

Keep your company's name top of mind 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.

HOTEL KEY CARD \$3,000

Have your company's logo and a QR code directing to your website prominently displayed on conference attendees' room keys.

PREMIUM AD ON CONFERENCE WEBSITE (ONE MONTH) \$2,000

Stand out with a premier ad on the Educating Leaders landing page.

INSIDE OME BANNER AD \$800

Have your business featured with a premier banner ad in *Inside OME*, our weekly e-newsletter sent to more than 11k OME administrators, professionals, educators and students.

MOBILE APP ALERT BLAST \$500

On your company's behalf, a short promotional message will be seen by all attendees who download the Educating Leaders app. (subject to availability)

KNOW BEFORE YOU GO EMAIL \$500 **SOLD**

Exclusive banner ad in our must-read email, filled with vital information that is sent to all registrants a few days before the conference.

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OSTEOPATHIC MEDICAL STUDENT RECRUITMENT FAIR SPONSORSHIPS

SATURDAY, APRIL 20

Join us at this highly anticipated annual event, attracting hundreds of prospective osteopathic medical students from across the nation. Engage with representatives from more than 40 esteemed colleges of osteopathic medicine, participate in informative sessions on osteopathic manipulative medicine and gain valuable insights from student advisors. As a sponsor, your organization will enjoy prominent visibility through online and onsite event materials, showcasing your logo to thousands of students via emails, the event website and onsite signage. Additionally, your sponsorship grants you a dedicated table at the recruitment event. Discover more about our sponsorship levels below and seize this exceptional opportunity to help make a difference in a future physician's life.

~~CHAMPION \$7,500~~ **SOLD**

(1 available)

In addition to being listed as our top sponsor, your organization will have the opportunity to send a sponsored email blast to future osteopathic medical students be included in social media and will have a table in a prime location at the event.

~~TRAILBLAZER \$5,000~~ **SOLD**

(2 available)

Your organization will be listed as a sponsor in event emails, featured on onsite signage and will have a table at the fair.

~~MEAL PLAN \$2,500~~ **SOLD**

(2 available)

Elevate your brand's presence by sponsoring a convenient grab & go lunch for the attendees, with your organization's logo prominently showcased at the lunch site.

FUEL BOOSTER \$1,000

(2 more available)

Indulge students with delightful snacks and refreshments as they explore their options during the recruitment event.

APPLICATION JUMP START \$200

(limited to COMs)

Attendees will receive a ticket for the chance to win a voucher to cover the cost of their application submission. Colleges of osteopathic medicine (COMs) are

invited to support this unique offering. If there is only one COM to support, there will only be one winner. We will award as many vouchers as the fund will allow. COMs will be identified as supporting this opportunity.

STUDENT GROUP TABLE \$150

Share insights and member benefits with prospective students who want to learn more about your student-based organization.



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EXHIBIT OPPORTUNITIES

EXHIBIT FEES

EARLY BIRD Early Bird registration rates expire: **October 15, 2023**
Corporate \$3,500 | Nonprofit/Government \$2,500 | COM \$1,800

REGULAR Regular registration rates begin: **October 16, 2023**
Corporate \$3,800 | Nonprofit/Government \$2,800 | COM \$1,800

PREMIUM & LARGER BOOTHS

Premium Booth: Located at the front of the exhibit hall facing the entrance or in other prime locations throughout the exhibit hall.

Early Bird Corporate \$5,000 | Regular Corporate \$5,500

Early Bird registration rates expire: **October 15, 2023**

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

EXHIBITS INCLUDES THESE BENEFITS:

- 10' x 10' exhibit space (includes 6' draped table, 2 chairs and small waste basket)
- Two complimentary full conference registrations (includes sessions and conference meals)
- One-time use attendee lists for pre- and post-conference mailings (USPS)
- Company listing on Educating Leaders website, mobile app and print program

For complete information on exhibit booth specifications, rental fees and assignments, exhibit area security, decorator services and more, please visit aacom.org/EL24rules

TENTATIVE EXHIBIT SCHEDULE*

WEDNESDAY, APRIL 17

11:00 AM – 4:00 PM

Exhibitor Registration and Setup

5:00 PM – 6:30 PM

Grand Opening Reception

THURSDAY, APRIL 18

7:15 AM – 3:00 PM

Exhibit Hours

7:15 AM – 8:00 AM

Continental Breakfast

12:00 PM – 1:30 PM

Lunch

FRIDAY, APRIL 19

7:00 AM – 12:00 PM

Exhibit Hours

7:00 AM – 7:45 AM

Continental Breakfast

10:50 AM – 11:30 AM

Refreshment Break

12:00 PM – 5:00 PM

Tear-Down

*Subject to change

Complete your [exhibitor or sponsor application](#) online today!
Learn more about the conference – aacom.org/educatingleaders

Application Deadline: Tuesday, January 31, 2024

For inquiries, please contact sponsorship@aacom.org.

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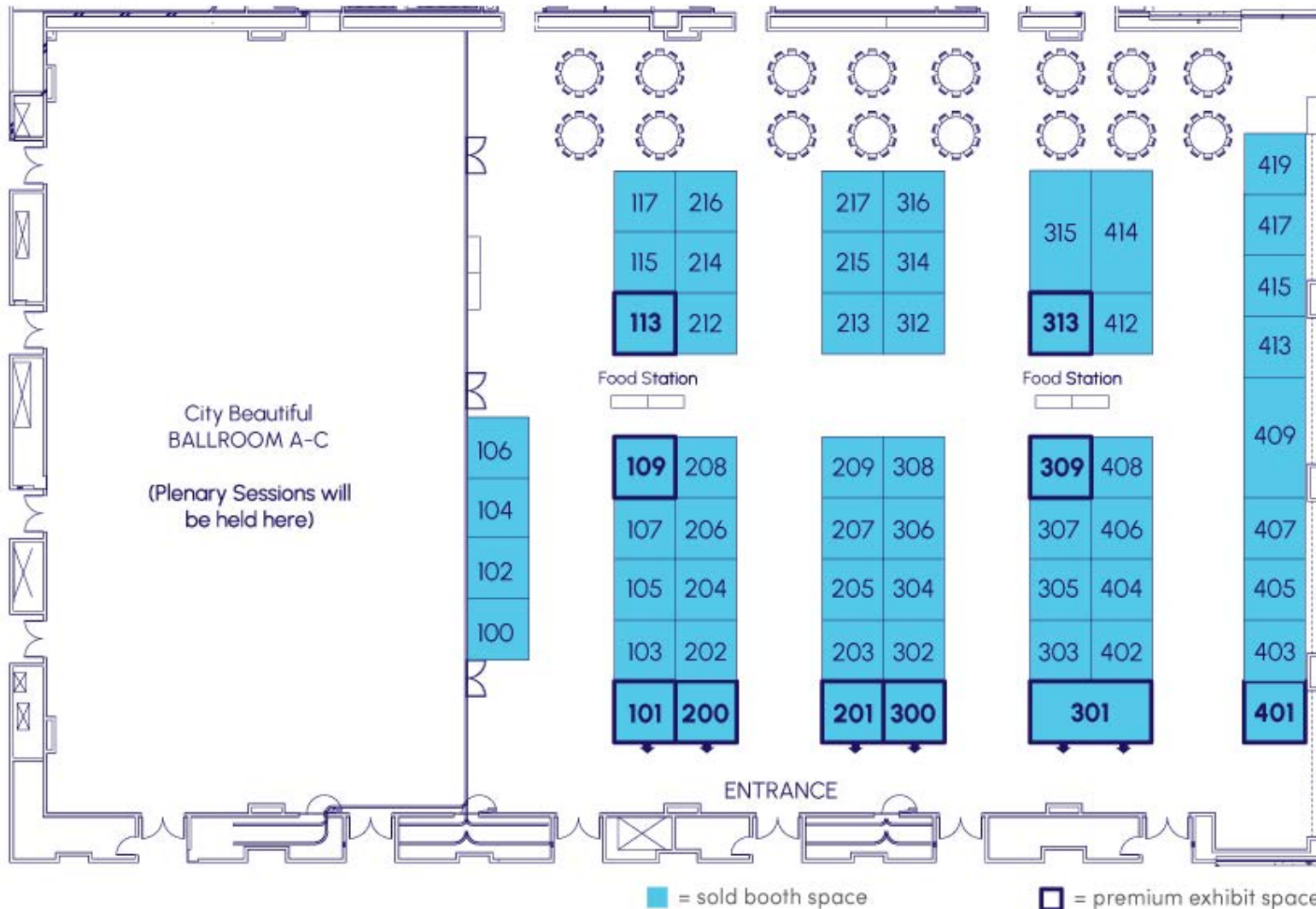
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EXHIBIT HALL FLOOR PLAN



*The floor plan layout is subject to change. For complete information on exhibit booth specifications, rental fees and assignments, exhibit area security, decorator services and more, please visit aacom.org/EL24rules.

