

# EDUCATING LEADERS '25

ARLINGTON, TX | APRIL 9-11

## EXHIBITOR & SPONSOR PROSPECTUS

**AACOM**  
American Association of Colleges of  
Osteopathic Medicine





The American Association of Colleges of Osteopathic Medicine (AACOM) is thrilled to invite you to join us for Educating Leaders 2025, taking place from April 9 to 11, 2025, at the Loews Arlington Hotel & Convention Center in Arlington, Texas. This premier event offers an unparalleled platform for exhibitors to connect with a vibrant community of osteopathic medical educators, administrators and students. Whether you represent a college of osteopathic medicine, a non-profit organization or a commercial entity, our conference provides a unique opportunity to showcase your products, services and innovations to a highly engaged and influential audience.

Our diverse range of exhibit booth options and promotional opportunities ensures that you can maximize your visibility and impact. Interact with attendees before, during and after the event through our targeted marketing initiatives and networking opportunities. Educating Leaders 2025 promises to be an exciting and productive experience for all participants, offering invaluable connections and insights into the future of osteopathic medical education. We look forward to partnering with you to make this event a resounding success.

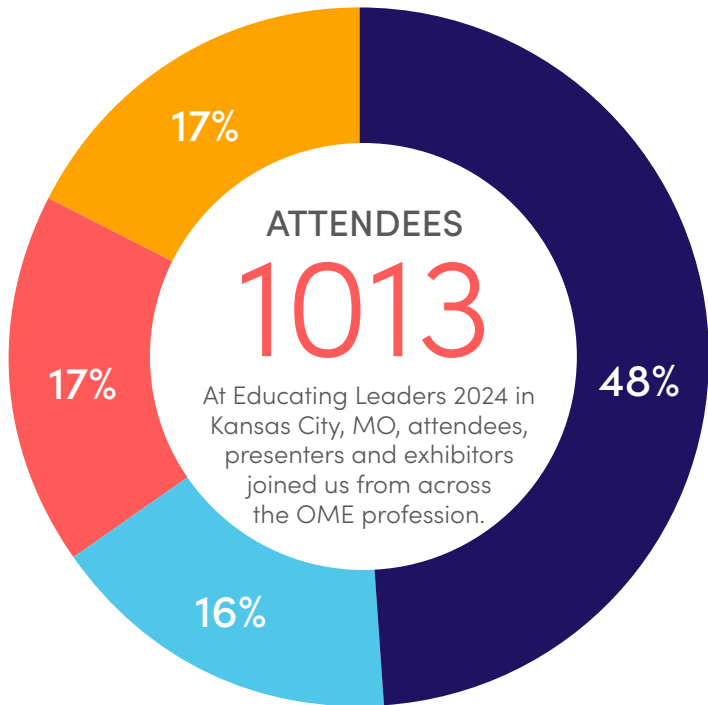


DaVinci Education is proud to have supported AACOM Educating Leaders as an exhibitor for over a dozen years. Connecting with our colleagues here is one of the high points of the year for us! We always gain valuable insights from both the program sessions and our conversations in the exhibit hall. Maintaining a prominent sponsorship role at Educating Leaders helps us continually identify new ways to support our clients' success across the field of osteopathic medical education.

- Hailey Diaz, DaVinci



# EDUCATING LEADERS 2024 DEMOGRAPHICS



- 484 Medical Education Administrators & Staff**  
Deans, assistant deans, associate deans, department chairs, provosts and staff
- 160 Medical Education Faculty**  
Preclinical, clinical and GME
- 196 Medical Students/Residents/Trainees**  
Preclinical, clinical and GME
- 173 Corporate Partners, Prospective Medical Students and other**

POSTERS

**99**

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

PRESENTATIONS

**86**

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

EXHIBITORS

**58**

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 2024.



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# SPONSOR BENEFITS

|  | DIAMOND<br>\$50,000 | PLATINUM<br>\$25,000 | GOLD<br>\$15,000 | SILVER<br>\$12,500 |
|--|---------------------|----------------------|------------------|--------------------|
| Sponsorship of grand opening reception with brief remarks                        | ●                   |                      |                  |                    |
| Sponsored talk (60-minutes)  | ●                   |                      |                  |                    |
| Sponsorship of plenary session includes 60-second remarks before plenary session | ●                   | ●                    |                  |                    |
| 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   | ●<br>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                                     | ●                   | ●                    | ●                | ●                  |
| Attendee email list (opt-in) 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 \$15,000

Available Thursday, April 10

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

### LUNCH & LEARN \$10,000

Available Wednesday, April 9

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

### RISE & SHINE BREAKFAST \$7,500

Available Thursday, April 10 or Friday, April 11

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.

### LANYARDS \$7,000

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.

### POSTER SIP-N-STROLL \$5,000

Available Thursday, April 10 (2 available)

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

### WELLNESS APP \$4,000

Sponsor a wellness challenge with prizes designed to encourage healthy competition among attendees. The app and signage will be cobranded with your logo.

### REFRESHMENT OR COFFEE BREAK \$3,000

Available Wednesday, April 9, Thursday, April 10 or Friday, April 11

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

### PHONE CHARGING STATION \$2,000

(2 available)

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.

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

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

### HOTEL KEY CARD \$1,500

Your company's logo and a QR code linking to your website will be prominently displayed on hotel room keys.

### WELCOME GIFT \$1,500

Your company's name will be top of mind for attendees. Your custom-branded item and/or materials will be inserted into each conference tote for maximum impact. Materials must arrive at the Advanced Warehouse by March 7, 2025.

### 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

(2 available)

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

### SPONSORED EMAIL \$500

(limited availability)

Select dates February-May available.



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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.

## CONNECT WITH LEADERS IN OSTEOPATHIC MEDICAL EDUCATION

Stand out from the competition by joining us as an exhibitor. Represent your organization at Educating Leaders 2025, where you will have direct access to speak with potential clients in a setting designed to maximize exposure.

### EXHIBITOR PACKAGE

With the purchase of your exhibitor package, your organization will be entitled to:

- 10' x 10' exhibit space (includes 6' draped table, two chairs and a small wastebasket)
- Two complimentary full conference registrations (includes all sessions and conference meals)
- Company listing on the conference website, mobile app and program
- One time use attendee list for pre- and post-conference (opt-in) mailings (only USPS addresses provided for non-sponsors)
- Networking opportunities at education sessions, meal functions, receptions and during breaks that are scheduled in the exhibit hall.

Exhibitor hours are designed to maximize your visibility with attendees during meal functions and their breaks between sessions. Please note that exhibitors are allowed to attend sessions and receptions. The hours listed are the conference hours, but the expectation is only that your booth is staffed during meal functions and during breaks. Exhibitors will receive an email in early 2025 with instructions on how to arrange for shipping to and from the event, along with how to purchase electricity, audio-visual equipment and/or lead retrieval services.

### TENTATIVE EXHIBIT SCHEDULE\*

#### Wednesday, April 9

|                    |                                  |
|--------------------|----------------------------------|
| 11:00 AM - 4:00 PM | Exhibitor Registration and Setup |
| 5:00 PM - 6:30 PM  | Grand Opening Reception          |

#### Thursday, April 10

|                    |               |
|--------------------|---------------|
| 7:15 AM - 3:00 PM  | Exhibit Hours |
| 7:15 AM - 8:00 AM  | Breakfast     |
| 12:00 PM - 1:30 PM | Lunch         |

#### Friday, April 11

|                     |                   |
|---------------------|-------------------|
| 7:15 AM - 12:00 PM  | Exhibit Hours     |
| 7:15 AM - 8:00 AM   | Breakfast         |
| 11:00 AM - 11:45 AM | Refreshment Break |
| 12:00 PM - 5:00 PM  | Tear-Down         |

\*Subject to change



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# EXHIBIT FEES

## STANDARD BOOTH

### EARLY BIRD

Early Bird registration rates expire: **October 15, 2024**

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

### REGULAR

Regular registration rates begin: **October 16, 2024**

Corporate \$3,800 | 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 \$5,000

Regular Corporate \$5,500

Early Bird registration rates expire: **October 15, 2024**

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/EL25rules](https://aacom.org/EL25rules)

Complete your exhibitor or sponsor application online today!

**REGISTER**

**APPLICATION DEADLINE:  
FRIDAY, JANUARY 31, 2025**

If you have any questions, contact [sponsorship@aacom.org](mailto:sponsorship@aacom.org).

## Registration Information

Once the AACOM exhibitor agreement is complete and registration is open, the primary contact listed on the contract will receive an invitation to register booth staff. Completion of the agreement is the first step. Everyone attending the conference must register. A promotional code will be provided to waive the payment of up to two registrants. Payment for additional staff will be collected during the registration process.

## Hotel Information

Loews Arlington Hotel & Convention Center  
888 Nolan Ryan Expressway  
Arlington, Texas 76011

Complete details and instructions for making hotel reservations will be available on the conference website when online registration opens in late 2024.

## 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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# OSTEOPATHIC MEDICAL SCHOOL RECRUITMENT FAIR SPONSORSHIP OPPORTUNITIES

APRIL 12, 2025





# OSTEOPATHIC MEDICAL SCHOOL RECRUITMENT FAIR

## SATURDAY, APRIL 12

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]**  
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 have a table in a prime location at the event.

### TRAILBLAZER \$5,000

**(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]**  
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

**(1 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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