



Welcome

AAIM invites foundations, publishers, recruiters, financial advisors/planners, and companies that create educational tools, software, and patient care management solutions to partner to support Academic Internal Medicine Week 2024.

Academic Internal Medicine Week 2024 will take place in Columbus, OH, at the Greater Columbus Convention Center! This conference is your chance to get in front of key internal medicine faculty, staff, and incoming chief residents through the exhibit hall and a limited number of partnership opportunities.

Who Attends

The conference will bring together more than 2,000 internal medicine residency faculty and staff; from residency and fellowship program directors to business administrators to undergraduate medical educators to education program administrators; these individuals have influence over and authority to make key decisions about the educational and administrative aspects of departments of internal medicine at medical schools and teaching hospitals across the United States.

Internal medicine is almost always the largest body of users of the electronic medical record, evaluation systems, scheduling software, textbooks, application and interview-oriented tools, and educational software. These faculty and staff also have regular contact with and significant influence on the future physician workforce, at all levels of residents, fellows, and students. Faculty generally have multiple clinical and administrative responsibilities in addition to their educational responsibilities.

This conference also convenes more than 900 incoming chief residents (start date July 1, 2024) to build their networks and orient them to their responsibilities as educators, administrators, mentors, counselors, and department leaders. Chief residents directly influence the more than 23,000 internal medicine residents in the United States.

Exhibitor and sponsor registration will open in November. Please contact Anthony O'Shea at aoshea@tradeshowlogic.com or (770) 432-8410, ext. 109 with any questions. AAIM reserves the right to refuse interest in a potential exhibitor or sponsor at any time.

Partnership Package Options

Platinum Partner - \$30,000 (Limited to two per event) Valued at \$46,000

- Five full conference registrations
- Included in the AIMW24 exhibit floor gamification sponsorship
- 10x20 **corner** exhibit booth and one complimentary lead retrieval scanner
- Coffee station during attendee breaks located at your booth in the exhibit hall
- Promotional video opportunity (2-3 minutes) to be played at start of plenary sessions, options include (CR, APDIM, CDIM, etc.)
- Logo on water bottles or attendee lanyards (first come first served)
- A “product learning session” during a breakfast or lunch session to share your expertise and information about your services or sponsored workshop during concurrent workshop sessions. Options are available and assigned as first come first serve.
- A banner advertisement or logo included on the conference website and app*
- Two pre or post registration email blasts
- Two in-app messages during the conference
- Banner advertisement or logo included on conference Wi-Fi splash page
- Logo recognition at Opening Plenary welcome, conference signage, and on the conference attendee bag

Gold Partner- \$20,000 (Limited to three per event) Valued at \$25,000

- Four full conference registrations
- Included in the AIMW24 exhibit floor gamification sponsorship.
- 10x10 corner exhibit booth and one complimentary lead retrieval scanner
- A “product learning session” during a breakfast or lunch session to share your expertise and information about your services or sponsored workshop during concurrent workshop sessions. Options are available and assigned as first come first serve.
- A banner advertisement or logo included on the conference website*
- One pre or post registration email blast
- Two in-app messages during the meeting
- Logo recognition at Opening Plenary welcome, conference signage, and on the conference attendee bag

Silver Partner-\$10,000 Valued at \$12,000

- Three full conference registrations
- Choice of “product learning session”, a sponsored workshop, pre or post registration one email blast, or one in-app message during the meeting
- 10x10 exhibit booth and one complimentary lead retrieval scanner
- A banner advertisement or logo included on the conference website*
- Recognition on conference signage

**AAIM does not provide any banner advertising metrics. Ad purchasers are responsible for providing a URL to link the ad and tracking their own metrics.*

Exhibits

All exhibit booths are 10x10 and include a table, chairs, wastebasket, online exhibitor description in the conference app, two booth representative badges, and one lead retrieval badge scanner. Booth representatives may participate in all educational and social events. Booth representative registration does not include open forums, assemblies, regional meetings, or other roundtable open discussions. Furniture, carpet, electrical drops, and internet access are additional fees available through the general services contractor.

- Inline: \$3,000
- Corner: \$3,300

Additional Registrants for Exhibitors and Partners: \$500 each

Schedule

- Saturday, April 13: Exhibitor setup from 1:00 p.m. to 5:00 p.m.
- Sunday, April 14: Hall Open from 7:00 a.m. to 5:00 p.m.; welcome reception from 5:00 p.m. to 6:30 p.m.
- Monday, April 15: Hall Open from 7:00 a.m. to 5:30 p.m.; poster reception from 5:30 p.m. to 7:00 p.m.
- Tuesday, April 16: Hall Open from 7:00 a.m. to 12:00 p.m.; exhibitor move out from 12:00 p.m. to 3:00 p.m.

Meal Functions/Peak Times in Exhibit Hall

Sunday April 14: (Chief Residents)

Breakfast: 7:00 – 8:30 am
Lunch: 12:45 – 2:15 pm
Breaks: 11:00 – 11:30 am

Monday April 15: (Chief Residents and AIMW)

Breakfast: 7:00 – 8:30 am
Lunch: 12:15 – 2:15 pm
Breaks: 10:45 – 11:30 am
3:15 – 3:30 pm (CR only)

Tuesday, April 16: (AIMW)

Breakfast: 7:00 - 8:30 am
Breaks: 9:45 – 10:15 am
11:15- 11:45 am

All exhibitors will be provided directions on to set up their descriptions in the exhibitor directory conference app; all exhibitor directory entries must be completed by March 15.

Additional Sponsorship Opportunities:

Conference App

Put your products and services in the hands of every conference participant with app sponsorship. The conference app will house the session details, participant directory, exhibitor descriptions, and access to all available presentation material. App sponsorship includes your logo on a splash page, two push notifications/promoted posts, and a banner advertisement. AAIM requests \$10,000 for app sponsorship.

Photography Sponsor

One of the most popular offerings in the AIMW exhibit is the professional headshot booth. Headshot booth sponsorship includes your logo on signage for the headshot booth and two push notifications/promoted posts in the conference app. AAIM requests \$3,500 for headshot booth sponsorship.

Receptions

Highlight your products and services to all conference participants in a social setting. The Alliance hosts two receptions for all participants in the exhibit hall: Welcome Reception and the Poster Reception. Partners will be recognized on signage and cocktail napkins branded with your logo). AAIM requests \$10,000 per reception sponsorship. Breakfast, networking lunch, and break sponsorship opportunities are also available.

Ribbon Walls

Participants love to share who they are with badge ribbons. Add your logo to the “ribbon walls” located near the registration desk and select three custom badge ribbons to offer to participants. AAIM requests \$5,000 for ribbon wall sponsorship; this opportunity is only available until January 31.

AIMW23 Game

Highlight your organization and send participants directly to your exhibit booth or website by being a part of the AIMW23 game. All participants will have the opportunity to play a game to accrue points and win prizes. A limited number of activity slots in the game are reserved specifically to showcase exhibitors and sponsors. AAIM requests \$1,000 per game spot.

Targeted Email

Promote products and services to conference participants via email before, during, or after the conference. HTML code must be provided no later than 72 hours in advance of the selected email date; all mailings are sent to the specified audience by AAIM. Email open and click-through rates are provided 72 hours after sending. AAIM requests \$2,500 for distribution to all conference participants or \$1,250 for distribution to participants of the APDIM Chief Residents Meeting.

Digital Advertising

Lead conference participants to the products and services you provide. Digital advertising is available for multiple locations, including the conference registration microsite, pre-conference orientation emails; and the conference app. Each banner ad is \$1,000; location is assigned on a first-come, first served basis. Discounts are available for the purchase of multiple ads. Exclusive advertising rights are available before January 1. AAIM does not provide any digital advertising metrics. Ad purchasers are responsible for providing a URL to link the ad and tracking their own metrics.

In-App Messaging

Share information about your products and services during the conference with event notifications sent through the online conference app. Message notifications will appear in the app interface for all participants. Messages should be limited to 100 words and can include text and links; all messages must be pre-scheduled. All messages will be scheduled on a first-come, first-served basis. AAIM requests \$1,000 per notification.

Distribution Material

Promote products and services to meeting participants by providing a one or two-sided flier or postcard to be placed on seats in plenary sessions. Sponsors may select the plenary session; no more than two inserts will be allowed per session. AAIM requests \$2,500 for distribution to all participants at Academic Internal Medicine Week or the APDIM Chief Residents Meeting. Sponsors may also place material for distribution on a table near registration for \$1,500.

Looking for Something Else?

In addition to the offerings in this prospectus, the Alliance welcomes your suggestions for other opportunities to collaborate to reach these key influencers. Please contact Anthony O'Shea at aoshea@tradeshowlogic.com or (770) 432-8410, ext. 109 with any questions. AAIM reserves the right to refuse interest in a potential partnership.

Terms and Conditions

By registering to exhibit or sponsor at Academic Internal Medicine Week 2024 (AIMW24), your company agrees to the following terms:

1. Restrictions on Location of Exhibits and Solicitation

Vendors are not permitted to conduct or solicit business in the exhibit hall unless they have purchased exhibit space. Vendors are not permitted to exhibit products and services to the full conference except in the exhibit hall or space designated for Product Learning Sessions; exhibitors may privately demonstrate products to individuals in locations other than the exhibit hall.

2. Booth Assignments

Booth assignments will be made on a first-come, first-served basis. Assignments will not be made until the required registration fee is received. Every effort will be made to place exhibitors in their preferred positions and to separate exhibitors from competitors when requested; however, please note that assignments are subject to space availability.

3. Booths

A standard 10' x 10' booth package is provided to each exhibitor. If an exhibitor plans to install a completely constructed display so that the standard booth equipment is not required or installed, no part of the constructed display shall project so as to obstruct the view of adjacent booths. Booth side dividers of a height in excess of 3' must not extend further than 3' out from the back wall. Booth walls must not exceed 8' feet in height. Any exception must first be approved by AAIM. Carpet is not provided, but can

be rented through the general services contactor. Audiovisual equipment may not be played at a volume that would interfere with adjacent exhibitors. Internet and electrical requirements will be installed at the exhibitor's request and all expenses incurred are the responsibility of the exhibitor. No food and beverage may be served at individual booths unless pre-approved by AAIM and the Greater Columbus Convention Center.

4. Payment and Cancellation

Full payment is required for booth assignment. Cancellations made prior to 5:00 p.m. Friday, February 16, 2024, will receive a full refund less a \$100 administrative fee. No refunds will be issued for cancellations made after 5:00 p.m. Friday, February 16, 2024. Cancellations must be submitted in writing.

5. Use of Space

No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to the signer of this contract, nor shall the exhibitor display articles not manufactured or normally sold by the vendor.

6. Limitation of Liability

AAIM does not assume responsibility for the protection or safety of the exhibitor, its officials, agents, or employees. AAIM does not assume any responsibility for the protection of property of the exhibitor or its representatives, or of the property used in connection with the exhibit from theft, damage, or destruction. Small or easily portable articles shall be properly secured or removed after exhibit hours and placed in safekeeping by the exhibitor. The exhibitor agrees to hold AAIM harmless from all such claims as well as claims of liability of any kind arising from the activities of the exhibitors, its representatives, or from the display or use of property of the exhibitor. AAIM shall not be liable to the exhibitor for failure to provide space to an exhibitor if non-delivery is due to destruction to the building or the exhibit space. The exhibitor shall indemnify the organizers against all claims, demands, actions, expenses, damages, penalties, or proceedings arising out of or in any way connected with the exhibitor's occupancy and use of the exhibit premises or any part thereof. Exhibitors will be required to pay the cost of making good any damage to floors, wall structures, and accessories.

7. Security and Insurance

AAIM will take responsible care to ensure security in the exhibition area. AAIM will not be liable for damage or loss to an exhibitor's property, nor shall the association be liable for any injury that may occur in the exhibition areas. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitors' displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless the hotel agents and employees from any and all such losses, damages, and claims. Exhibitors are responsible for obtaining the insurance they require to participate. AAIM will furnish security guard protection at night in the exhibit area, but neither the management of the hotel, AAIM, the decorator nor their agents shall be responsible for any personal injury to the exhibitor, its agents, or for the safety of exhibits against robbery, damage by fire, accidents, or other causes.

8. Protection of the Exhibit Hall Facility

Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the hotel without permission from the proper building authority and AAIM.

9. Contractor and Shipping

An exhibitor service kit containing information and rates for all labor, services, electrical connections,

shipping, furniture, and miscellaneous equipment will be provided to exhibitors prior to the meeting. An exhibitor service desk will be maintained on the exhibit floor to facilitate service requests from exhibitors during set-up and breakdown of the exhibit hall.

10. Installation and Dismantling

Packing, unpacking, and assembly of exhibits will be done only in designated areas and in conformity with directions of the exhibition manager, the hotel, or their assistants. The specific requirements as to the time for installation and dismantling of exhibits will be supplied to each exhibitor. Such requirements shall be binding. All displays must be in place and set up by the time of the official opening of the exhibit area. Space not occupied or set up by one hour prior to that time may be reassigned for other purposes.

11. Removal of Exhibits by AAIM

AAIM has the right to prohibit, bar, prevent, or remove any exhibit or proposed exhibit, or any part or portion thereof, which in the judgment of AAIM is unsuitable or inappropriate for the exhibition. Such rights shall extend to, but shall not be limited to, all equipment, materials, displays, installations, or other items or things consisting of, part of, used, or distributed in connection with an exhibit. Specific punitive actions may be taken against companies that are determined by AAIM to have violated any provision of these rules and regulations.

12. Default Occupancy

An exhibitor failing to equip space that has been contracted is not relieved of the obligation of paying for such space at the full rental price. AAIM shall have the right to use, as it sees fit, any such booth unoccupied by one hour before the exhibition opening.

13. Code of Conduct

As a professional organization participating in an AAIM event the representatives of the company should display professional conduct towards other companies as well as to AAIM members and staff. All those in attendance must adhere to the AAIM Code of Conduct <https://im.org/aimw24/code-of-conduct>. Only registered booth personnel are permitted to be in the exhibit hall; all booth representatives and registrants must be at least 21 years of age. Booth representative registrants are prohibited from attending open forums, assemblies, regional meetings, or other roundtable open discussions. Unprofessional conduct of any sort will lead to the company being banned by AAIM from exhibiting at future meetings.

14. Advertisement Metrics

AAIM does not provide any digital advertising metrics. Ad purchasers are responsible for providing a URL to link the ad and are responsible for tracking their own metrics using the provided URL.

15. Distribution of Printed Matter or Samples

Neither exhibitors, sponsors, nor non-exhibitors shall distribute to conference participants printed matter, samples, souvenirs, and the like, except from within rented spaces. Special distribution of such matter elsewhere must be approved by AAIM. Distribution of printed matter or samples in the conference material is available for a fee.