



# VIRTUAL CONFERENCE CHANGEMEDED® 2021

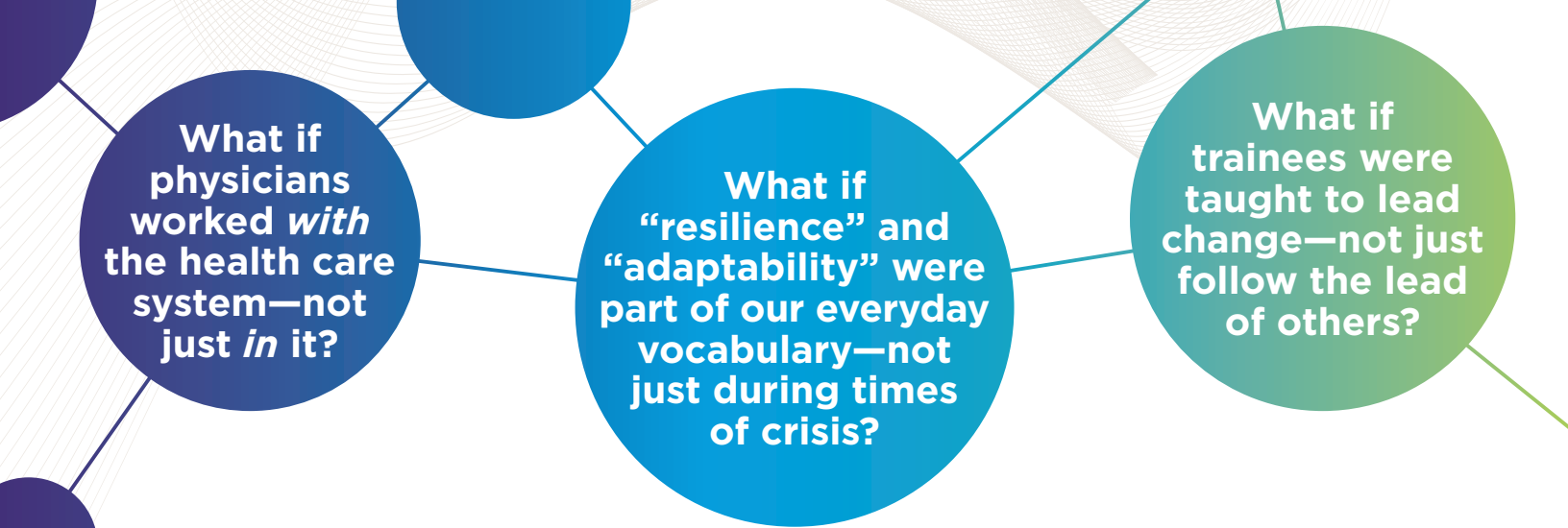
*The future of medical education is now*

## VIRTUAL EXHIBITOR AND SPONSOR PROSPECTUS

SEPT. 29-OCT. 1, 2021

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What if physicians worked *with* the health care system—not just *in* it?

What if “resilience” and “adaptability” were part of our everyday vocabulary—not just during times of crisis?

What if trainees were taught to lead change—not just follow the lead of others?

## The American Medical Association is making this vision a reality.

Be part of the AMA's Change**MedEd**® 2021 virtual conference where the focus is on training our next generation of physicians—physicians who adapt to and lead change, physicians who innovate and proactively respond to challenges, physicians who improve health care quality for their patients, their communities and the greater population.

We are creating a medical education continuum that nurtures these traits in learners using cutting-edge technology, faculty innovators and the latest approaches to training.

## Shaping the future of medical education

The AMA Accelerating Change in Medical Education Consortium, comprised of 37 leading medical schools and 11 “Reimagining Residency” grant teams, has spent the last eight years transforming medical education to better train physicians to meet the needs of patients today and in the future.

We are now entering a new phase of our work—applying our learnings and innovations to health care and learning environments during the Covid-19 pandemic. The future is here—and we are ready to tackle it head on. We hope you'll join us.

### Your invitation: Be part of the change

This year, Change**MedEd**® 2021 will bring together a virtual community of innovators in medical education, including faculty, learners and influencers from related health care fields to network, collaborate and drive change in medical education across the continuum. We expect Change**MedEd** 2021 to be our highest-attended conference yet! We've partnered with a robust virtual meeting platform that provides a variety of exciting opportunities to promote your product or organization—and connect with attendees in a meaningful way.

New this year, Second City Works, the professional services arm of the world-renowned Second City improvisational comedy theatre, will join us to explore new ways to think about and sustain innovation.

# Virtual exhibitor and sponsorship opportunities

Virtual exhibitor and sponsorship opportunities at Change**MedEd** 2021 offer a unique opportunity to engage and network with visionaries from undergraduate medical education (UME) and graduate medical education (GME). The virtual exhibit hall will be open throughout the entire meeting, and attendees will be able to connect with exhibitors via live or video chat, as well as easily view and download materials featured in the booth. Each day we will encourage attendees to visit the virtual exhibit hall during specific blocks of time. We will also feature a variety of daily games and contests to incentivize attendees to visit the hall and interact with booth staff. Exciting new virtual sponsorship opportunities also offer additional ways to amplify your message to conference attendees.

Change**MedEd** 2021: Sponsorship and exhibitor opportunities

## Virtual sponsorship opportunities

**Coffee break**—sponsor a coffee break for conference attendees. Includes logo placement and recognition in all promotions—\$5,000 (one coffee break sponsorship available per day of the conference)

**Lunch**—sponsor lunch for conference attendees. Includes logo placement and recognition in all promotions—\$15,000 (one lunch sponsorship available per day of the conference)

**Virtual networking lounge**—sponsorship includes logo placement, welcome video in the virtual networking lounge and recognition in all networking lounge promotions—\$5,000

**Virtual reception**—sponsor a virtual reception for conference attendees on an evening of the conference. Includes logo placement in all promotions and recognition during the event—\$5,000 (exclusive)

**Wellness activity**—sponsor a live wellness activity (meditation or yoga) on a morning of the conference; activity will be available on-demand as well. Includes logo placement in all wellness activity promotions and recognition during the activity—\$2,000 (one wellness activity sponsorship available per day of the conference)

**Scavenger hunt**—sponsor a scavenger hunt throughout the virtual meeting platform and provide clues for attendees to find hidden objects—\$2,500 (exclusive)

**Logo placement**—sponsor a promotional item sent to registrants pre-event (will be distributed to registrants who give permission and provide contact information at time of registration)—\$7,500 (exclusive)

**Dedicated promotional email to all conference registrants**—promote your virtual exhibit booth or service in one of three promotional emails distributed to conference registrants (one email per day); copy subject to review and approval by the American Medical Association—\$2,500 each (one promotional email available per day of the conference)

## Virtual exhibitor opportunities

**Virtual exhibit booth**—\$500 (see the next page for an overview of virtual exhibit booth features)

Contact Emily Harding at [emily.harding@ama-assn.org](mailto:emily.harding@ama-assn.org) to learn more about Change**MedEd** 2021 exhibitor and sponsorship opportunities today.

Change**MedEd** 2021 is co-sponsored by the **AMA Foundation**.

Grant funding/medical education support opportunities for Change**MedEd** 2021 are also available. Please contact Ivy Gard, AMA Foundation, at [ivy.gard@ama-assn.org](mailto:ivy.gard@ama-assn.org) or 312-464-5354 for more information.

## VIRTUAL EXHIBIT HALL HOURS

**Wednesday, Sept. 29**

9 a.m.–1 p.m.  
Central time

**Thursday, Sept. 30**

9 a.m.–1 p.m.  
Central time

**Friday, Oct. 1**

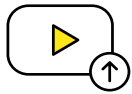
9 a.m.–1 p.m.  
Central time

*\*Schedule subject to change.*



During the conference, attendees will receive communications promoting the virtual exhibit hall and opportunities to connect with exhibitors.

Virtual exhibit booth features:



**Ability to upload  
a pre-recorded  
promotional video**



**Ability to upload  
promotional materials  
(downloadable by  
attendees)**



**Ability to live chat  
with attendees**



**Ability to schedule  
one-on-one  
appointments with  
attendees**



**Contact information  
for up to two booth  
staff members**



**Link to your  
website and social  
media accounts**



**Logo in the  
virtual exhibit hall  
directory**



**One complimentary  
conference  
registration**



**Detailed reporting  
and metrics for  
booth activity**

## Connect with change makers at ChangeMedEd 2021

We are expecting this year's conference to have the highest attendance in the history of the event! See below for a breakdown of ChangeMedEd 2019 attendees.








**524** registrants representing 85 medical schools and 30 hospitals and health systems

**25%** of attendees were **deans/DIOs**

**16%** of attendees were **institutional administrators**



# Apply to be an exhibitor or sponsor

-  **To visit the Conference Harvester sales site, [click here](#).**
-  **Under new user, select “Begin” to access the exhibitor portal.**
-  **Enter your company name and additional information, including on-site contact information.**
-  **Indicate whether you would like to purchase a standard virtual exhibitor booth.**
-  **Select any sponsorship opportunities that you would like to secure.**
-  **Enter your credit card information to submit payment.**
-  **Once you have completed your purchase, an email confirmation will be sent to you.**

Contact Emily Harding at [emily.harding@ama-assn.org](mailto:emily.harding@ama-assn.org) if you need assistance using the exhibit sales site or have any additional questions regarding exhibit booth purchase and sponsorship options.

# Rules and regulations

**Approval**—the American Medical Association reserves the right to reject the proposed exhibitorship of, or the exhibitor payment offered by, a company. Rejected exhibitors will receive a full refund.

**Payment**—all payments for virtual exhibit space must be received by **Sept. 1, 2021**. Unpaid exhibit space may be released if payment is not received by the deadline.

**Sharing of virtual exhibit space**—exhibitors may not share, sublet or lease exhibit space to another company or individual. Under no circumstances can two companies or entities share a single exhibit booth.

**Exhibit materials**—exhibitor is responsible for timely uploading all exhibitor materials, including videos, documents, logos and contact information. All exhibitor booth materials must be uploaded to the virtual exhibit area by Sept. 15, 2021.

**Acceptance of terms**—I, the duly authorized representative of the above company, on behalf of said company, have read and agree to abide by the rules and regulations outlined. Registering for this event constitutes the agreement by my company of these rules and regulations. I acknowledge that these terms are legally valid and binding on my company. I understand that violations of any of these regulations by my company are subject to such penalties as may be recommended by the AMA, including possible exclusion from future AMA events. If AMA cancels the event, AMA will provide your company a full refund.

**Cancellation Policy**—cancellation of virtual exhibit space must be made in writing and sent to [emily.harding@ama-assn.org](mailto:emily.harding@ama-assn.org). In event of cancellation, the following fees or withholding of funds will apply. If the cancellation occurs between contract signature and June 1, 2021, the vendor pays 25% of total amount due; from June 2, 2021–Sept. 1, 2021, 50% of total amount due. No refunds will be given after Sept. 1, 2021.