

**2024 ADVERTISER AND EXHIBITOR GUIDE
THE 60TH ANNUAL MEDICAL EDUCATION
CONFERENCE**

**MARCH 27-31, 2024
NEW ORLEANS, LA**



**FROM
PRESSURE
TO PURPOSE:**

illuminating the Path to Excellence

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FOR MORE INFORMATION, VISIT SNMA.ORG/AMEC2024

ABOUT AMEC



ANNUAL MEDICAL EDUCATION CONFERENCE (AMEC)

The Annual Medical Education Conference attracts students from all levels of medical education and is the largest annual gathering of medical students of color in the country. AMEC features a slate of workshops and programs focused on the academic and clinical success, development, and preparedness of our cohort of physicians-in-training. Our conference not only prepares premed and medical students in their journey to become socially competent and clinically excellent physicians but also provides a unique opportunity to network with students and physicians from all over the country.

WHICH EXHIBIT?

The Professional Exhibits and the annual Premedical Forum (PmF) Recruitment Fair are separate components of the AMEC, each with its own separate programming, schedule, management, and fee administration. Persons registered to participate in one are not automatically registered for participation in the other. Participation in both must be clearly distinguished on the application form and will be invoiced accordingly.

PROFESSIONAL EXHIBITS

The Professional Exhibits are intended for organizations that wish to present programs or services that are of particular interest to medical students, residents, interns and physicians and others at a higher level of education. The Professional Exhibits open to attendees on Thursday, March 28 at 1:00 PM. About sixteen (16) total hours of exhibit time have been scheduled for the duration of the conference, including time unopposed by major program events for the professional exhibit attendees.

All professional exhibits should be fully set up and staffed by 1:00 PM on Thursday. Exhibitors may move out after 3:00 PM on Saturday. Dismantling and packing shall not begin prior to 3:00 PM on Saturday.

ABOUT AMEC

PROGRAM TRACKS

- General Track
- Medical Student
- Premedical Forum
- Fourth Year & Beyond
- Physician-Research Initiative
- Health Policy & Advocacy
- Pipeline
- Wellness

155 EXHIBITORS

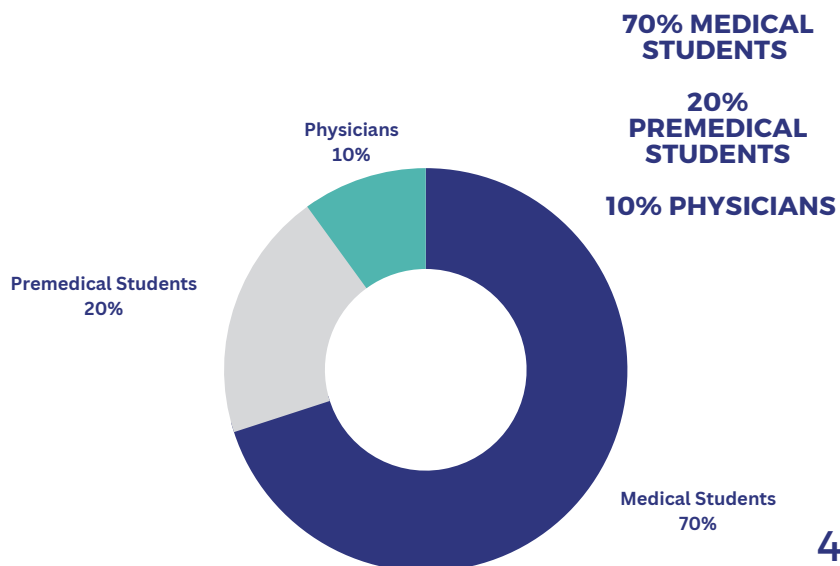
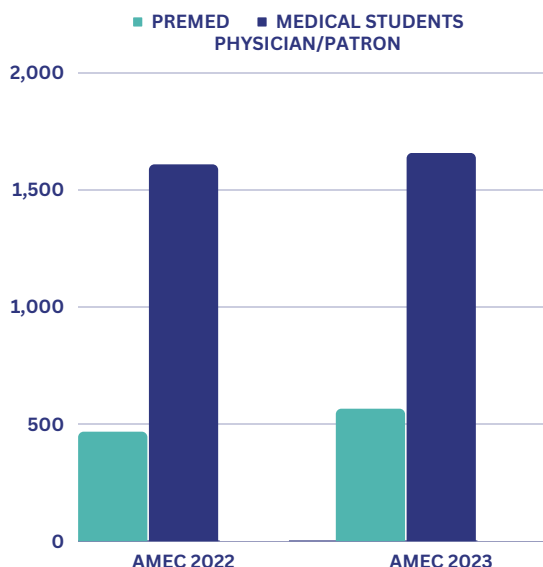


AMEC 2022

PREMED STUDENTS: 467
MEDICAL STUDENTS: 1,607

AMEC 2023

PREMED STUDENTS: 565
MEDICAL STUDENTS: 1,656



ABOUT AMEC



PROFESSIONAL EXHIBITS

Wednesday, March 27, 2024

1:00pm-6:00pm - Exhibit Hall Move-In

Thursday, March 28, 2024

9:30am-1:00pm - Registration and Move-In (Continued)

1:00pm-6:00pm - Exhibit Hall Open (1pm-3pm unopposed by other conference events)

4:00pm-6:00pm - Welcome Reception in Exhibit Hall

Friday, March 29, 2024

8:30am-12Noon - Exhibit Hall Open

12Noon-2:00pm - Break for Lunch-President's Luncheon

2:00pm-5:00pm - Exhibit Hall Open

Saturday, March 30, 2024

8:30am-12Noon - Exhibit Hall Open

12Noon-1:00pm - Break for Lunch

1:00pm-3:00pm - Exhibit Hall Open

3:00pm-5:00pm - Exhibitor Move Out

ABOUT AMEC

PREMEDICAL FAIR

The PmF Recruitment Fair is intended for programs admitting undergraduates and postbaccalaureate students to medical and healthcare programs. Presentations of services and information should be relevant to undergraduate level students and be in accordance with the stated mission and goals of the SNMA. Materials are encouraged that inform students about training and educational opportunities. Typically, this includes information about allopathic and osteopathic medical school admissions, test preparation, and academic enhancement opportunities.

Note: Organizations registering for the PmF Recruitment Fair are not automatically registered to participate in the Professional Exhibits! **The Premedical Forum (PmF) Recruitment Fair is a separate component of the Annual Medical Education Conference, with a separate schedule and requiring separate registration and fees.**

Wednesday, March 27, 2024

1:00pm-6:00pm – Exhibit Hall Move-In

Thursday, March 28, 2024

9:30am-1:00pm – Registration and Move-In
(Continued)

Friday, March 29, 2024

8:30am-12Noon – Registration and Move-In
(Continued)
12Noon-5:00pm – Fair Open (12Noon-2pm,
unopposed by other Premed conference events)

Saturday, March 30, 2024

8:30am-12Noon – Fair Open
12Noon-1:30pm – Break for Lunch – Premed
Luncheon
2:00pm-3:00pm – Fair Open
3:00pm-5:00pm – Exhibitor Move Out



EXHIBITING AT AMEC 2023

AMEC 2024 Exhibiting Fees

Type: Exhibiting	Regular (until Dec 7)	Late (Dec 8 - sold out)
Premed - Single	1,650	2,000
Professional - Single	3,100	3,800
Professional - Double	5,860	-
Combo - Premed & Professional	4,260	4,760
Island (4 booths/pro only)	10,000	
Exhibitor Attendee*	325 (until 11/14); 378 (11/15-2/15); 460 (after 2/16)	

**Exhibitors who wish to attend the full conference must register separately as an SNMA Attendee*

Type: Optional Tickets	Until Mar 22
Each Additional Booth Staff	250
President's Luncheon (Fri)	150
Premed Forum Luncheon (Sat)	100
BOD Banquet (Sat)	175
Sponsored Event**	1,500

***For breakfasts and receptions. Fee is waived for diamond and platinum sponsors
You are responsible for cost of AV, food, and beverage*

AMEC 2024 Advertising Fees

Type: Advertisements	Until Jan 18 or sold out
Exhibitor - Back Cover	3,000
Exhibitor - Inside Covers (f/b)	2,500
Exhibitor - Full Page	1,800
Exhibitor - Half Page	1,400
Non-Exhibitor - Back Cover	5,000
Non-Exhibitor - Inside Covers (f/b)	3,300
Non-Exhibitor - Full Page	2,100
Non-Exhibitor - Half Page	1,800

ADVERTISING SUBMISSION AND DEADLINE

Preferred Choice for Finished Ads

High resolution (high-res) PDF file with all fonts embedded or JPEG.

Resolution & File Format

Artwork needs to be 300 dpi at 100%. Anything over 300 dpi is subject to being reduced. Any artwork under 300 dpi may affect print quality and reproduce blurry or pixilated images. To ensure reliable output, always "Create Outlines" when using fonts in Illustrator. Finished ads must include fonts (both "Printer" and "Screen" fonts) and images. RGB for online, CMYK for print if possible. PDF or Jpeg.

ADVERTISING AT AMEC 2023

SUBMITTING ARTWORK

Upon receipt of payment, please submit your artwork to amecadvertising@snma.org. We will run ads only for those who have paid. Please attach your FULL-PAGE, or HALF-PAGE or QUARTER-PAGE and include your Organization Name in the subject line. Your file must also include the name of your organization within the filename and date submitted; otherwise, it may be rejected. "Example: SNMA Half-page ad_01-03-24.jpeg."

LINKED ADS (OPTIONAL)

You have the option to hyperlink your ad. Include the hyperlink within your artwork OR attach a word document with your URL by the deadline (one link only). Make sure it is active! Late changes may not be reflected in the book.

DEADLINE FOR ARTWORK

We MUST receive your final artwork by COB Thursday, January 18, 2024 (5 pm ET/2pm PT)

CANCELLATION OF ADVERTISEMENT

No refunds will be provided for advertisement orders.

If we do not receive your ad by January 18, 2024, or it does not meet our visual design standards, SNMA reserves the right to compose an advertisement of the reserved size, and the advertiser will be billed separately for this service. The ad will be composed of the organization's name and link as fulfillment of the advertisement order.

CANCELLATION OF EXHIBITS

All requests for cancellation must be made in writing to conferences@snma.org by January 18, 2024, and shall become effective upon receipt by SNMA. If written notice of cancellation is received by SNMA on or before January 18, 2024, SNMA will retain or shall be owed a cancellation fee of \$200. If written notice of the cancellation is received after January 18, 2024, SNMA will retain or shall be owed a cancellation fee equal to 100% of the total exhibit fee.

EXHIBIT PERSONNEL

The posted exhibit fee covers includes representation at the booth by two (2) individuals in the exhibit space. An additional fee of \$250 is charged for each additional person staffing a single booth, up to four (4) additional staff per single booth. We recommend institutions send at least two representatives per booth, this will permit breaks, but ensure that the booth will be attended throughout the conference. No refunds will be given for NO SHOW booth representatives.

ADVERTISER AND EXHIBITOR TERMS AND CONDITIONS

REGISTERING EXHIBIT PERSONNEL

Booth staff names must be received by March 20, 2024, for printing in a timely manner. If two (2) staff have been registered—whether they are named or not—and a third representative shows up on-site, the exhibiting company must pay for the additional person who has come before a badge can be issued. Additions or substitutions of booth personnel cannot be processed expeditiously onsite in Hartford and generic "Exhibitor" name badges may be issued. There will be a fee of \$25 imposed to remake a lost name badge.

IMPORTANT! Exhibitor registration is only for recruitment activity. Exhibitors who want to participate in other conference activities must also register as an attendee, paying a separate attendee fee or purchase a ticket in advance to a specific event (President's Luncheon, Premed Luncheon and Board of Directors Banquet). If you have questions, email us at conferences@snma.org

EXHIBITOR DIRECTORY

A listing of your program or organization will be included in the Exhibitor Directory section of the AMEC 2024 Conference Book, which will be viewable on snma.org/AMEC for one year (until next year's AMEC).



ADVERTISER AND EXHIBITOR TERMS AND CONDITIONS

OFFICIAL EXHIBITOR SERVICES AND DECORATOR COORDINATION

SNMA has contracted with Fern Expo to provide pre and post exhibit show management services. Fern Expo will set up the booths and will be responsible for other services such as shipping, on-site handling, rental of additional furnishings, audiovisual equipment and/or other display items. You will receive exclusive access to an online service manual where items can be purchased. The service manual contains forms for ordering labor, additional furniture (beyond those that SNMA provides), drayage, plants, carpeting and other booth decorations, insurance, and other support services. All must be procured through Fern Expo. Fern Expo will staff and operate a service center onsite to ensure overall coordination of exhibit installations and to help during and after the conference.

BOOTH PROVISIONS

The Exhibits will be comprised of booth spaces that are 10' x 10' in size (or approximately 100 square feet). The booth spaces will consist of exhibition "pipe-and-drape". "Islands" will be comprised of a cluster of four booth spaces placed together. To reserve side-by-side booths or several booths together, be sure to register your participation as early as possible, while there is still flexibility to design the desired space.

BOOTH UTILIZATION

Exhibit space is for the exclusive use of the registered organization and is to be used by that entity. In the Professional Exhibits, an exhibitor representing one large organization may bring literature that describes different departments within that organization. However, only the organization's primary name will be displayed at the booth. For example, Howard University Hospital (HUH) may reserve one booth and their representatives may bring materials describing HUH's Surgery, Internal Medicine and Emergency Medicine departments, but only one sign, "Howard University Hospital", will be displayed at the booth. If a common name for all HUH units cannot be achieved or is unsuitable for the booth, then each department should reserve its own unique booth. Similarly, large educational systems, with multiple branches or operating units should register separately. For example, UC-Davis and UCSF should each register separately; Massachusetts General Hospital and Beth Israel Deaconess Medical Center should register separately, even though they are both a part of Harvard Medical School's affiliate system. Separate agencies within NIH would each reserve their own booth. In agreeing to exhibit at this venue, you acknowledge being advised that the floor plan, when published, shows does not show exhibit booth spaces where there is a permanent pillar or other permanent structure in the hall. Booth spaces are created in such a way as to avoid any impediment, if present. SNMA reserves the right to adjust the exhibit hall layout and/or schedule based on significant programmatic changes and/or as may be dictated by the Fire Marshal. SNMA's exhibit space assignment decisions are considered final.

ADVERTISER AND EXHIBITOR TERMS AND CONDITIONS

BOOTH ALLOWANCES AND LIMITATIONS

Certain arrangements for the physical handling of exhibits are dictated by the New Orleans Morial Convention Center, Fern Expo, and local ordinances. These include booth furnishings, shipping and handling, storage, safety, and other requirements. Power, Internet services, and audiovisual equipment are to be procured through the hotel. Fern Expo will share with exhibitors all the appropriate guidelines for the AMEC location.

PROGRAM MANAGEMENT

SNMA makes every effort to assure the enjoyment and safety of all program participants and to maintain the integrity of this special program. Our program and management structure are bound by certain contractual obligations or local ordinance, which are enumerated here and elsewhere on our website. Any exceptions or exclusions from these guidelines shall be at the discretion of the SNMA Chairperson. You may direct any questions, considerations, or concerns to conferences@snma.org.

NON-DISCRIMINATION POLICY

The SNMA is committed to providing an environment that is conducive to sharing information and open communications. Organizations with declared restrictions in recruitment, training, and employment, based on race, gender, religion, sexual orientation, national origin, or handicap will be viewed as non-compliant. SNMA does not restrict or limit participation by anyone who has met the participation criteria, including payment of the required fees.

CANCELLATION OR TERMINATION OF EXHIBIT BY SNMA

SNMA reserves the right to withdraw its acceptance of the Application and this Contract if it determines in its sole discretion that the exhibitor or vendor is not eligible to participate, or the exhibitor's product or services is not eligible to be displayed in this exhibit. If because of fire, strike, exhibit facility construction or renovation project, government regulation, public catastrophe, Act of God, terrorist, war, public enemy or other cause beyond the control of SNMA, the exhibit or any part thereof is prevented from being held, is cancelled by SNMA, or the exhibit space becomes unavailable, SNMA in its sole discretion shall determine and refund to the exhibitor or vendor its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by SNMA and reasonable compensation to SNMA. In no case shall the amount of refund to exhibitor or vendor exceed the amount of the exhibit fee paid.

ADVERTISER AND EXHIBITOR TERMS AND CONDITIONS

APPLICANTS WITH DISABILITIES OR OTHER SPECIFIC REQUIREMENTS

New Orleans Morial Convention Center, and the SNMA provide such arrangements as are required under Title III of the Americans with Disabilities Act (ADA). In helping SNMA to meet these requirements, applicants are asked to provide to the SNMA Headquarters detailed instructions in writing concerning any needs for auxiliary aids that a registered individual may require in any sleeping room, meeting room or function space, to assure that person's full participation at the meeting. Send a letter or e-mail to conferences@snma.org by February 27, 2024, which is also the hotel's cutoff date. Appropriate accommodation cannot be guaranteed unless we have received timely notification and specific instructions in writing.

SECURITY AND INSURANCE

All property of an exhibitor or vendor is understood to be in its care, custody, and control in transit to or from or within the confines of the hotel. Exhibitor or vendor agrees to waive its rights of subrogation against SNMA, its officers, directors, and employees. Exhibitor or vendor is solely and fully responsible for its own exhibit material and should insure its exhibit against property damage or other loss from any cause whatsoever. The Exhibitor or vendor understands that neither the SNMA, New Orleans Morial Convention Center, nor Fern Expo maintain insurance covering business interruption of the exhibitor's or vendor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

CARE OF BUILDING AND EQUIPMENT

Exhibitors or vendors, or agents must not injure or deface the walls or floors of the building, the exhibit spaces, or the equipment in the exhibit spaces. When such damage appears, the Exhibitor or vendor is liable to the owner of the property so damaged. All materials used in decoration must be flame-proof. The exhibitor or vendor shall comply with all reasonable requests of officials of the exhibit hall, and SNMA, with respect to the installation, conduct, and disassembly of its exhibit.

GOVERNING LAW

This agreement shall be governed by, interpreted, and construed in accordance with the laws of the District of Columbia, exclusive of choice of law statutes.

ADVERTISER AND EXHIBITOR TERMS AND CONDITIONS

CONFERENCE PROGRAM PARTICIPATION

Booth personnel in either of the exhibitor halls are not permitted free access to certain program events, including workshops, banquets, Specialty networking receptions, plenaries, House of Delegates sessions or Premedical Forum component activities for which fees are generally charged. Exhibit personnel wishing to experience the full conference program must pay an Attendee registration fee (in addition to the exhibit registration fee) and/or they must purchase selected Event tickets, in advance.

INDEMNITY AND LIMITATION OF LIABILITY

Neither the SNMA, nor any of its officers, employees or other representatives, nor New Orleans Morial Convention Center, its owners, operators, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents, Fern, their owners, operators, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents shall be held liable for and they are hereby released from liability for any damage, loss, harm or injury to the person or property of the Exhibitor or vendor or any of its visitors, officers, agents, employees or other representatives, resulting from their theft, fire, water or accident or any other cause. The exhibitor or vendor shall hold harmless the SNMA nor New Orleans Morial Convention Center, and Demers, their respective owners, operators, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents from any claims, demands, suits, liability damages, loss, costs, attorney's fees and expenses of any kind which might result from or arise out of any action or failure to act on the part of the exhibitor or vendor or its officers, agents, employees or other representatives.

AGREEMENT TO TERMS, CONDITIONS, AND RULES

Advertisers, exhibitors, sponsors vendor agrees to observe and abide by the foregoing Terms, Conditions and Rules and by such additional Terms, Conditions and Rules as may be established in writing from time to time by SNMA, including but not limited to those contained in this registration Contract or the Sponsorship and Exhibitor Prospectus posted on the SNMA website, as well as other advisories that will be furnished in writing, as follow-up. In addition to SNMA's right to close an Exhibit and withdraw its acceptance of the application and Contract, SNMA in its sole judgment, may refuse to consider for participation in future Exhibits an Exhibitor or Vendor who violates or fails to abide by all such Terms, Conditions and Rules. The documents, AMEC Participant Registration Application, Exhibitor and Advertiser Registration, and Sponsorship and Exhibitor Prospectus, are the governing documents for this engagement and comprise a "Contract" with the registered entity. The rights and declarations of the SNMA under this Contract and the Sponsorship and Exhibitor Prospectus shall not be deemed as waived except as specifically stated in writing by an authorized executive of the SNMA