REDEFINING OBSTACLES AS OPPORTUNITIES TO TRANSCEND

AMEC 2021
A VIRTUAL EXPERIENCE

A Guide to Exhibit & Advertise at the 57th Annual Medical Education Conference
April 1-4, 2021
WHAT IS 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.

We are excited to host our second virtual AMEC via Hopin, our online venue, and present engaging workshops, dynamic speakers and panels that will provide unique insights for inspiring both student and professional audiences. Mainstage plenary sessions and panels will address topics such as: tackling the complexities of implicit bias and microaggressions in medical education, the impact of violence on public health, and the importance of physician advocacy in health care.

PROGRAM TRACKS
- General Audience
- Premed Student
- Medical Student
- 4th Year and Beyond (for senior students and residents)

SPECIAL TOPICS AND INTERESTS PROGRAMMING
- Physician-Researcher
- Advocacy
- Pipeline Initiatives
WHY ATTEND AMEC

Our in-person events draw between

2000-2400
ATTENDEES

200
EXHIBITORS & SPONSORS

including medical schools and residency programs from around the nation, biomedical technology companies, book publishers, financial institutions, community associations, federal and local government agencies, private health care practices, and retailers

2020 AMEC

In Spring 2020, our first virtual AMEC attracted

1500+
MEDICAL STUDENTS, PREMEDICAL STUDENTS & PHYSICIANS

2020 STUDENT EXHIBIT FAIR

In Fall 2020, our virtual exhibit fair attracted

600+
4TH YEAR MINORITY MEDICAL STUDENTS

90+
EXHIBITORS

WHY EXHIBIT WITH US?

AMEC has consistently been a national cornerstone event for minority medical students, and professionals. With three days of scheduling combined with a versatile virtual platform, students will have more flexibility than ever to participate in our online programming each day. Our proven track record of attracting students, exhibitors, sponsors, and professionals to our events, makes AMEC a premiere choice for exhibitors.
We are excited to have you be part of our virtual conference in 2021!

**EXHIBIT HALL/EXPO**

AMEC 2021 will feature one virtual expo hall; however, all exhibitors will be listed under their appropriate category in SNMA’s digital Annual Medical Education Conference program. Both Professional and Premed Exhibitors will register using the same form on the [SNMA website](https://www.snma.org). Fees apply to all exhibitors.

Please note: Registration for Exhibitors and Advertisers is separate from Attendee Registration. Exhibitors cannot also register as Attendees.

**TIMELINE**

The Exhibit Fair opens the AMEC 2021 conference on Thursday, April 1st at 2:00 pm ET.

**Thursday, April 1, 2021**
2:00 PM – 6:00 PM
Dedicated exhibit time, unopposed by other conference events.

**Friday, April 2, 2021**
11:00 AM – 5:30 PM
Exhibit Hall Is Open

11:00 AM – 1:00 PM
Dedicated exhibiting hours

**Saturday, April 3, 2021**
11:00 AM – 5:30 PM
Exhibit Hall Is Open

12:00 PM – 2:00 PM
Dedicated Exhibiting Hours

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**Important!**
To register as an Exhibitor or Advertiser, you must have an SNMA profile. If you have not registered for an SNMA event before, you must create a profile first. Make sure to select Exhibitor Advertiser when signing up. You will then be able to register for SNMA events >> [REGISTER NOW](https://www.snma.org)
EXHIBITOR FEATURES

HOPIN EXHIBIT BOOTH FEATURES

• Manage and customize your own booth(s) with your branding.
• Post-event Booth Analytics: this data will include attendee contact information, transcript of chat messages, number of unique user interactions, and URL clicks.
• Live Video + Chats: Engage with booth attendees in live video sessions and group chats or setup private meetings directly with attendees on your team’s schedule.
• Unique booth URL: to promote your AMEC 2021 participation. Booths must first be built.
• Video Recordings: Upload pre-recorded videos presentations, via Google Slides or Go Live, and send streams to your booth.
• Call to Action button: Get visitor’s email address or re-direct them to your website
• For a complete Virtual Booth Guide, click here.

INCLUSION IN AMEC 2021 CONFERENCE BOOK

A complimentary description of your program, office, or organization will be included in SNMA’s Annual Medical Education 2021 Conference Book, which will be viewable on the SNMA website for one year (until next year's AMEC). You may also advertise in the digital conference book HERE.
EXHIBITING & ADVERTISING FEES

AMEC 2021 FEES
You can purchase a maximum of four (4) virtual booths:
One primary exhibit booth – $2,110
Additional booth space (up to 3) – $1,055 each

Deadline for Exhibitor Registration is February 28, 2021.

EXHIBITOR + ADVERTISING (optional) >> REGISTER

Exhibit Personnel
Exhibit fee covers up to three (3) individuals in the exhibit space, per exhibit unit reserved. This policy applies to both the Professional Exhibit and the PreMed exhibit registrations. We recommend 2–3 representatives per booth unit each day to allow for breaks while ensuring proper coverage throughout the program.

ADVERTISING
Full-page display (8.5” X 11”) $2,110
Half-page display (8.5” X 5.5”) $1,055

Deadline for Submitting Ads is February 28, 2021.

ADVERTISING ONLY >> RESERVE YOUR SPACE

AMEC 2021 Conference Book
Advertising is open to both exhibiting and non-exhibiting organizations. This 40+ page publication includes the AMEC 2021 schedule, a listing of all workshops and other sessions, listings of SNMA leadership, and other features of the current SNMA administrative year. It is active on the SNMA website for one year (until the next AMEC).
DEADLINES

All advertisements must be received no later than February 28, 2021. This date is firm to allow for proper design and layout of the virtual publication. Once the reservation is made, refunds will not be issued for Exhibitors who do not send advertisement copy according to SNMA’s ad specifications by the deadline of February 28, 2021.

SUBMITTING ARTWORK

- Reserve your ad placement via the registration module.
- Read and acknowledge the Exhibiting Terms and Conditions included in this document and the registration module.
- Submit ad collateral (high-resolution artwork, text and linking URL) via Dropbox only. We will acknowledge receipt of artwork via return mail only if payment has been received.
- Please give your file(s) a unique name that includes your organization’s name and date submitted so that the file is easily identifiable.
- Please do not send artwork more than once (unless requested by Marketing).
- All ad collateral is subject to SNMA approval. We reserve the right to compose an advertisement of the required size, including the name of the organization that has reserved the advertising space, booth space, if appropriate, and/or a website URL designation as fulfillment of the advertisement order.
- Email marketing@snma.org for questions or if you need more information. Again, please do not send artwork via email.
NATURE OF EXHIBITS AND ADVERTISEMENTS
Exhibits shall be in good taste and shall be within the range of those products and services deemed appropriate for a student audience and which are aligned with SNMA’s mission and/or theme for the annual conference. Exhibits or displays of a political nature are strictly prohibited. SNMA claims its right to decline the display of an applicant that it feels may be unsuitable to the presentation or character of the Annual Medical Education Conference (AMEC) program.

The service provider, working in partnership with SNMA to conduct the virtual fair, is Hopin. A brief glimpse of the platform is available at their website, [here](#). Set-up of exhibit spaces, using Hopin, will be provided following registration and there will be daily support available during show hours. It is urged also that you review the *Exhibit and Advertising Guide*, which is posted on the website, to become more familiar with the conference’s overall program design. This will help you is choosing appropriate material for your virtual presentation.

Most of the on-line programming is geared toward current medical students and pre-medical students. You are at liberty to choose for your exhibit content that you feel is appropriate for either group. However, SNMA reserves the right to withdraw its acceptance of the exhibit application, if it determines in its sole discretion that the Exhibitor is ineligible to participate in the 2021 Virtual AMEC or the exhibitor’s product or service presentation is unsuitable for the on-line environment or can’t be reasonably amended in a timely manner.

EXHIBIT FEES
Fees for Virtual AMEC exhibit participation are approved by the SNMA Board of Directors, as stated on this registration form and they are also posted on the SNMA website, [www.nmna.org](http://www.nmna.org). The fees for exhibiting in the 2021 Virtual AMEC are $2,110 for one exhibit space on the platform and $1,055 for each additional exhibit space, up to a total of four (4) in all. A total of three (3) representatives are permitted to be registered within each space for the fee paid. Advertising fees are additional (see below).

Fees are to be paid to SNMA by credit card at the time of registration. A statement of payment (receipt) will be immediately generated for your records. If your office or department requires an invoice to be presented prior to payment, please contact [conferences@nmna.org](mailto:conferences@nmna.org) as soon as possible prior to the posted deadline. Any payment that is incomplete within ten days of initiating the registration and invoicing (or payment has not been prearranged with SNMA), shall be deemed not registered and will not be admitted to the exhibit platform. If you completed the on-line form, but the payment was not completed—e.g., your credit card was declined—you will not be registered for the virtual conference.

ASSIGNMENT OF EXHIBIT SPACE
2021 Virtual AMEC is on-line. Exhibitors will be placed within the space in order of registration, with these exceptions:

- Sponsors have priority placements.
- Exhibitors who in 2020 preregistered to participate in 2021 (Roll-over exhibitors) will be listed next.

All new exhibitors will be placed after these groups, in order of their registration (by invoice number). Holders of multiple booth spaces will each be listed separately, by the name with which they registered and in the on-line directory.

DEADLINES
Understanding that the individual who signs-up for the exhibit and arranges for payment may not be the same individual who will set-up and manage the organization’s booth, please be sure that key members of your team have confirmed payment and have received the set-up and management instructions for your virtual presentation in a timely manner. Exhibitors must make required payments for their virtual booth(s) by [February 28th, 2021](#).

Thereafter, exhibitors are further responsible for ensuring that there are no outstanding amounts owed to them by SNMA. Exhibitors may not appear virtually until payment in full is received. If payment is not received prior to the start of the virtual meeting, SNMA will not allow for the display of the booth or access to their registrations.

OPERATING PARAMETERS
By registering to exhibit in the 2021 Virtual AMEC, you are agreeing to the following:

- The individual registering is responsible for arranging his/her own on-line presentations or will designate an exhibit manager. Instructions for managing set-ups will be made available.
- Every effort will be made to assure sound mechanics of the virtual experience. However, SNMA shall be held liable, should there be an interruption of service due to technical failure of the service platform. Neither shall SNMA be responsible for computer or Internet disruptions. Make sure you have strong Internet interface with the equipment you will use on the virtual platform. Some technical assistance will be available but may be limited.
- There is no requirement to sit for the entire on-line program or segments of the Virtual AMEC. You may set up your entire program using pre-filmed videos and print documentation. It’s up to you, but we recommend that you arrange for some time each day when live communication time is made available for the Attendees.
- A link to the Virtual AMEC will only be given to the individual who is designated as “Manager” for the organization’s exhibit. That person is responsible for advising others in their group about the link and instructing them on how to register on the platform.
- The National Headquarters staff is the final determiner of when registrations are complete and virtual participation is confirmed and may be governed by the receipt of payment.
CANCELLATION OF EXHIBIT and REFUNDS

Cancellation by Exhibitor
All requests for cancellation must be made in writing to SNMA—by email to conference@snma.org—by February 28th, 2021 and shall become effective upon receipt by SNMA. If written notice of cancellation is received by SNMA on or before February 28th, 2021, SNMA will retain or shall be owed a cancellation fee of $200. If written notice of the cancellation is received by SNMA after February 28, 2021, SNMA will retain (or shall be owed) a cancellation fee equal to 100% of the total exhibit fee paid.

All payments made to SNMA shall be deemed fully earned as liquidated damage incurred by SNMA and SNMA’s lost or deferred opportunity to provide exhibit space for others. If the Professional or Pre-medical exhibit space is not occupied by the scheduled opening time on Thursday, April 1, 2021 or at other times that may be advertised as “Open” for exhibits in the “Final Schedule,” the Exhibitor shall be viewed as having vacated its space and forfeited the total amount paid.

Cancellation or Termination of Exhibit(s) 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 is not eligible to participate or the Exhibitor’s product or service is not eligible to be displayed in this exhibit arena. If because of If because of internal or external interruption, including curtailments brought about by pandemic, fire, strike, exhibit platform compromise, 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 its proportionate share of the balance of the aggregate exhibit fees received and which remain after deducting expenses incurred by SNMA as reasonable compensation to SNMA. In no case shall the amount of refund to the Exhibitor exceed the amount of the exhibit fee paid in 2020 or in 2021.

INDEMNITY AND LIMITATION OF LIABILITY
All visual presentations, moving or still, displayed within the Hopin exhibit space are the property of the exhibitor and it is assumed by SNMA that the exhibitor has approval and/or rights to display the material in a third-party platform.

PHOTO RELEASE
SNMA has arranged for its official photographers, videographers and other production partners to document AMEC activities. Photos and videos taken may be used in future SNMA publications, including the Journal of the Student National Medical Association, the President’s News, and other informational and promotional materials, on its social media pages, and on the SNMA website, www.snma.org. In registering, you agree to permit SNMA to use photos and videos, which may include exhibit personnel or representatives, in all media formats.

SECURITY AND INSURANCE
As there is no physical presence required for this virtual conference, the Exhibitor agrees to sole and full responsibility for its own exhibit material and will insure its exhibit material against property damage from any cause whatsoever. This may include arranging for backup copies of original art and graphics or copyright text.

ADA COMPLIANCE
Be aware that the Hopin platform nor the SNMA website are designed for, nor can they fully accommodate persons with visual impairments. However, we will be able to offer effective communication post-conference via taped sessions and participant data to exhibitors and attendees who request this means of extended access.

GOVERNING LAW
This Agreement shall be governed by and construed and enforced in accordance with the laws of the District of Columbia, irrespective of its conflicts of law rules.

AGREEMENT TO TERMS, CONDITIONS, AND RULES
Exhibitor or Vendor agrees to observe and abide by the foregoing Terms and Conditions or any 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 Exhibit and Advertising Guide or the 2021 Sponsorship 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 SNMA exhibits an Exhibitor that violates or fails to abide by all such Terms and Conditions. The documents, AMEC Participant Guide, Exhibitor and Advertising Guide, and the Sponsorship Prospectus, are the directive documents for this engagement and underlie our assumption of a “Contract” with the registrant entity. Contents or elements of any of these guiding documents shall not be deemed as waived except as specifically stated in writing by an authorized executive of the SNMA.
The 2021 Virtual AMEC Magazine will appear on-line, on the SNMA website, and will run to about 40-50 pages and shall include the AMEC conference schedule, listing of all workshops and other mainstage sessions, listings of SNMA leadership, and other features of the current SNMA administrative year. Please look for ad specifications and placement instructions in the Exhibit and Advertising Guide.

AD PLACEMENTS
To place an advertisement in the conference program magazine, please reserve the space early, via your on-line registration, as this will enable us better to plan layout and print specifications. The actual advertisement material can be sent later, as long as the material is received at SNMA Headquarters prior to the established deadline.

ADVERTISING FEES
Fees for advertisements placed in the conference program magazine for 2021 are $2,110 for a full-page ad and $1,055 for a half-page ad. The full amount, inclusive of a small administrative fee, is posted to each invoice or transaction. SNMA does not pay advertising agencies' fees, nor will we accept them.

SUBMISSION OF ADS AND DEADLINE
All advertisements must be received at SNMA by February 28, 2021. This date is firm, since advance time is needed to prepare the advertisement media for placement in the on-line publication. Although every reasonable effort will be made to accommodate late ad submissions, SNMA cannot assure that the material will appear in the magazine, if our office receives it after February 28, 2021. All advertising graphics must be sent electronically, by e-mail.

PRINTED ADVERTISEMENT COMPOSITION
Advertisers must compose their own advertisements! SNMA will not provide typesetting or design services; we will not reformat your ad or make modifications to advertisements that may have appeared elsewhere. If you prepare your ad yourself, we recommend using Microsoft Publisher, Adobe Creative Suite, or a similar design program to compose and format your ad.

ADVERTISEMENT FULFILLMENT AND CANCELLATION
Refunds will not be given for advertising space that has been reserved, but for which the advertisement copy has not been received in the SNMA Headquarters by the deadline. To fill the missing space, SNMA will compose a simple substitute ad utilizing the information provided on the application form. If we receive an advertisement that is different in size from the one that was ordered on the application, we will place the advertisement you have sent, but reserve the right to adjust the invoicing consistent with the size that is received or the space contracted, whichever is higher in cost.

No refunds are made for advertising that is ordered, but where the Exhibitor fails to send the advertisement copy by the deadline of February 28, 2021. SNMA reserves the right to compose an advertisement of the required size, including the name of the organization that has reserved the advertising space, booth space, if appropriate, and/or a website URL designation as fulfillment of the advertisement order.

QUESTIONS?
If you have questions about the 2021 Virtual AMEC exhibit program, please contact SNMA at conferences@snma.org.