AMIA 2020 Annual Symposium is the world’s premier scientific meeting for biomedical and health informatics.

AMIA 2020 Annual Symposium

NOVEMBER 14–18 | CHICAGO

Exhibitor Prospectus

EXPLORE | EXHIBIT | ADVERTISE

2.5-day exhibition
2,500 attendees
75+ exhibitors

amia.org/AMIA2020
#AMIA2020
@AMIInformatics
AMIA is the ‘gold standard’ when it comes to navigating the field of informatics. Exhibiting at the annual AMIA Symposium gives SBMI a larger audience of experienced informaticians to interact with. Being an AMIA exhibitor provides our school with an excellent avenue for reaching a captive and qualified population of industry professionals ready and eager to learn.

Susan Fenton, PhD
Associate Dean for Academic Affairs & Associate Professor
School of Biomedical Informatics, UTHealth Science Center at Houston

DISCOVERING health insights.
ACCELERATING healthcare transformation.

True informaticians are hard to find.

The AMIA 2020 Annual Symposium makes connecting with informatics learners, educators, decision-makers, and influencers simple and personal.

Engaging through AMIA is a fast-track to the most influential researchers, thinkers and doers in the informatics community.
Explore opportunities with the AMIA 2020 Annual Symposium and reach 2,500+ informatics professionals and students

AMIA is recognized across the world of health and healthcare as the leading organization serving professionals and students in informatics. With 5,500 members and growing, AMIA influences the research and practice spanning the informatics field.

AMIA offers educational excellence and high-quality CMD/CE credit. The AMIA 2020 Annual Symposium is the one meeting that brings together the entire field of health and healthcare informatics.

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Explore

the AMIA Annual Symposium

Access and engage with the largest gathering of health informatics professionals and students in the world.
The AMIA 2020 Annual Symposium Experience

SEEK KNOWLEDGE | CREATE NEW NETWORKS | ACCELERATE PROFESSIONAL DEVELOPMENT

The Symposium is the place where 2,500+ informatics professionals and students seek education and recognition, career and professional development, and networking and social connections.

Scientific Presentations
More than 730 paper presentations, workshops, panels and posters spanning 53 keywords and the breadth of biomedical and health informatics research and practice. With 11 concurrent sessions, the Symposium experience offers the most comprehensive coverage of innovative science in the field.

Keynote Keynote Speakers and Thought-leader Presentations
High profile speakers and experts present forward thinking ideas and trends exploring how informatics driven data, research and practice are transforming the future of health and healthcare. Authors, medical visionaries, research giants and academic luminaries, scientific futurists, and government leaders, share the future of informatics science and practice with attendees.

Honors and Awards
The Informatics community recognizes lifetime, professional and student leader achievement with the Signature, Leadership, and Research awards for innovation and scientific discovery, health public policy, nursing informatics, thought leadership, early career contributions, distinguished papers and posters, doctoral dissertation, and volunteer service for AMIA.

Student Recognition and Competition
AMIA's multidisciplinary, interprofessional community includes the pipeline of students from high school through doctoral study. The Student Design Competition and Student Paper awards shine a light on the graduate level candidates and the future of informatics scholarship. The Doctoral Dissertation Award honors two stellar PhD candidates with cash prizes.
Networking and Social Events
Technology links all meeting attendees through a mobile app featuring the program and profiles on all registrants. Events, receptions, coffee breaks, first time and new member networking parties, mentoring sessions, the LEAD Awards and Recognition dinner, a fun run and the dance party, give all attendees an opportunity to connect one-on-one or in high-energy gatherings.

Women in AMIA and Mentoring
The Women in AMIA initiative is a member created and led group committed to informing and inspiring the informatics community toward action around opportunities for women. STEM education and career opportunities matter and the group encourages participation in AMIA activities; aids women to reach their professional goals; and promotes equal opportunity and treatment in the field. The Career Development for Women mentor event; Women in Informatics Networking Event (WINE), and panel presentations reflecting career development concerns unique to women and bring the community together during the Symposium.

High School Scholars and First Look
Stimulating interest in the informatics field among high achieving high school students is AMIA’s goal for the High School Scholars program. Students sponsored by university level informatics programs present papers and posters. The program engages more than 50 students who present their previously peer-reviewed research. First Look is the Women in AMIA one-day immersion initiative for female undergraduate students. The students are paired with women mentors for a day, attend relevant sessions, and enjoy a group lunch.

Exhibition and Learning Showcase
The two and one-half day Exhibition and Learning Showcase features attendee engagement opportunities on the 75+ exhibitor floor. The variety of exhibitors attracts attendees seeking information and opportunity—university, industry, non-profit and government employer recruitment, product and new science demonstrations, research leaders and government science grantors. The Learning Showcase, Welcome Reception, coffee breaks, and the concurrent poster sessions drive traffic to the floor.

Social Media and #AMIA2020
The excitement generated by sharing new information spreads beyond the live Symposium and makes the event a truly social learning event. More than 2,200 people actively participated in the #AMIA2018 social media connection experience.

Continuing Education CME/CE
The Symposium offers professionals significant life-long learning opportunities and up to 25.5 continuing education credits for most clinical professionals.

Membership Connections
Members who work together virtually throughout the year have numerous opportunities to connect live and in-person, through topic specific Working Group meetings and receptions. Non-member attendees are welcome to join the fun.

Career Options — Job board and CV review
Representatives from hundreds of leading organizations in informatics science and practice are available to make career connections. AMIA’s Job Board and CV Review connects attendees with current opportunities and a chance to connect with leaders in academe, government, industry and non-profit organizations.

*Full conference registration is required to participate in the Symposium experience. See Sponsorship benefits.*
Attendee Audience

Engage with over 2,500 informatics Professionals that use the AMIA Annual Symposium as the place to connect, learn, and take home ideas and innovations in health informatics. Our Annual Symposium attendees include professionals in research, academic medical centers, the healthcare C-suite arena, the government, health technology, and academia.

Attendees are subject matter experts in health informatics and include:

- Physicians, nurses, dentists, pharmacists, and other clinicians
- Researchers and educators
- Biomedical and health science librarians
- Advanced Students pursuing a career in informatics
- Scientists and developers
- Government officials and policymakers
- Consultants and industry professionals

Attendee Snapshot

Top 12 Areas of Expertise

- Clinical Decision Support
- Health IT
- Analytics
- Clinical Research
- Patient Safety
- Clinical Care
- Electronic Health Records
- Research
- Big Data
- Analytics
- Bioinformatics
- Education

Work Settings

- 40% Academia
- 30% Health Systems/Hospitals
- 6% Health IT
- 7% Nonprofit
- 5% Industry
- 5% Government

Attendee Titles

Medical Director, Informatics
Director, Information Technology
Chief Technology Officer
Chief Research Information Officer/CRIO
Chief Executive Officer/CEO
Chief Public Health Informatics
Chief Nursing Information Officer/CNIO
Chief Scientific Officer
Interoperability Director
Chief of Staff
Chief Medical Information Officer/CMIO
Senior Researcher
Deputy Division Officer
Professor
Informatics Institute Director
Chief Data Analytics Officer
Senior Software Engineer
Technical Project Lead
Business Architect

Attendee Professions

- 40%
- 22%
- 58%
Past Exhibitors and Sponsors

You’re in Good Company

AMIA 2020 Annual Symposium Sponsors and Exhibitors are established and emerging leaders in care delivery, academia, health systems, and product research and development that engage informatics as a vital part of their operations.

Make sure you’re in the room with your colleagues and competitors.

Past Exhibitors
3M Health Information Systems
Agency for Healthcare Research & Quality
Allscripts*
American Board of Preventive Medicine
American Sentinel University
Apervita, Inc.
Applied Pathways
Arizona State University
Bemoulli
CAHIIM
CAP Consulting Cerner*
Children’s Hospital of Philadelphia
Columbia University
Columbia University School of Nursing*
Deloitte
Department of Veterans Affairs
Distal, Inc.
Drexel University, The iSchool at Drexel
Duke Center for Health Informatics
Duke University School of Nursing
EBSCO Health
Elsevier
Epic*
ESRI
FEI Systems
First Databank (FDB)
Florida International University
GeneLab - NASA Ames Research Center
George Washington University
Grand Valley State University
Harvard Medical School
HealthBreeze Inc.
Healthfinch
IBM*
IBM Research
Icahn School of Medicine at Mount Sinai
Information Consortium*
IMO - Intelligent Medical Objects*
IMS Health
Indiana University, School of Informatics
Inspire
Interbit Data
Intermountain Health Care
IOS Press
JMIR Publications
Johns Hopkins University
Lilly*
Linguamatics
Logan University
M*Modal*
Medical University of South Carolina
Medicomp Systems, Inc.
MEDITech*
Medtronic
MITRE*
MUSC - College of Health Professions
National Library of Medicine
NENIC – New England Nursing*
NORC at the University of Chicago
Northeastern University
Northwestern University
Nova Southeastern University
Office of the National Coordinator
OneFlorida Clinical Research Consortium
Oregon Health and Science University
Oxford University Press
PastRX
Penn Medicine Institute for Biomedical Informatics
QGenda, LLC
Regeneron Pharmaceuticals
Regenstrief Institute
RTI International
RxHealth*
Saint Louis University
Semedy AG
Signet Accel
SNOMED International
Stanford University
Stony Brook University,
BML Department
Streamline Health
Surescripts
TBC*
Technical Frontiers, Inc.
The College of St. Scholastica
The Ohio State University
Triax Appbakery*
TrialX Inc.
TriNetX, Inc.
U.S. Army
UMBC
University of Alabama at Birmingham*
University of North Carolina at Chapel Hill
University of Pittsburgh
University of San Francisco
University of St. Augustine
University of Tennessee Health Science Center
University of Utah
University of Virginia
University of Washington Biomedical and Health Informatics
University of West Florida
University of Wisconsin-Milwaukee
UT Health School of Biomedical Informatics
VA Information Resource Center (VIREC)
Vanderbilt University
Walden University
Washington University School of Medicine in St. Louis
Weill Cornell Medicine
Wolters Kluwer Health

*Past Sponsor

University of Cincinnati MS Health Informatics Program
University of Florida
University of Illinois Chicago
University of Maryland School of Nursing
University of Michigan
University of Minnesota*
University of Missouri
University of New England, Online
University of New Mexico, Health Sciences Lib & Informatics Ctr
University of North Carolina Chapel Hill
University of Ottawa - Telfer School of Management
University of Pennsylvania School of Medicine
University of Pittsburgh
University of San Francisco
University of St. Augustine
University of Tennessee Health Science Center
University of Utah
University of Virginia
University of Washington Biomedical and Health Informatics
University of West Florida
University of Wisconsin-Milwaukee
UT Health School of Biomedical Informatics
VA Information Resource Center (VIREC)
Vanderbilt University
Walden University
Washington University School of Medicine in St. Louis
Weill Cornell Medicine
Wolters Kluwer Health
Nothing beats BEING THERE. Become an AMIA meeting exhibitor and you can:

- Be in the same room as your competition
- Have one-on-one access to front line influencers
- Establish a dialogue with your current and future customers, employees, or students
- Let prospective customers, prospective employees, and students engage with you on the spot
The AMIA Learning Showcase and Exhibition

The AMIA Learning Showcase is hosted in the AMIA 2020 Annual Symposium Exhibit Hall to promote a high level of personal engagement between exhibitors and attendees. This opportunity is offered on a first-come, first-served basis as a complimentary bonus opportunity for exhibitors at the AMIA 2020 Annual Symposium.

ENGAGE beyond your exhibit and present a 20-minute Learning Showcase

The Learning Showcase is fully integrated into the Annual Symposium schedule and gives exhibitors the opportunity to better reach AMIA’s Annual Symposium attendees using a targeted, exclusive, multimedia approach to present on topics of interest to the attendees that will encourage them to learn more at an exhibitor’s tabletop.

- Lead presentations integrated within the meeting program
- Describe the informatics innovations and contributions found in their products and services
- Introduce attendees to talented informatics professionals participating in the exhibition and drive attendees to discoveries at exhibitor tabletops
- Create content that goes beyond traditional sales presentations

RESERVE exhibitor space early—this opportunity is offered on a first-come, first-served basis

AMIA hosts the Learning Showcase in the Annual Symposium Exhibit Hall to promote a high level of personal engagement between exhibitors and attendees. This opportunity is offered on a first-come, first served basis as a complimentary bonus opportunity for exhibitors at the AMIA 2020 Annual Symposium.

Showcase package

- 20-minute time slot
- Theater-style setting
- Prime location in Exhibit Hall
- Listing in AMIA’s conference mobile app
- Signage outside the Learning Showcase and Exhibition Hall entrance
- Learning Showcase easelback to be displayed at tabletop
- Promotion of exhibitors learning showcase via AMIA social media @AMIAinformatics
- Permission to use the AMIA logo on promotional materials related to the Learning Showcase (pending copy approval)
- AMIA provides the following A/V equipment:
  - One LCD projector
  - Screen
  - Podium and microphone
  - Sound amplification and mixer system
  - VGA switcher

Contact: Lauren Koleszar, Senior Meetings and Exhibits Coordinator
Lauren@amia.org | 301-657-5903
AMIA 2020 ANNUAL SYMPOSIUM

The AMIA Learning Showcase and Exhibition

SHARE a compelling presentation to reach informatics professionals and students

- Informatics products, services, and innovations
- Education and research opportunities within your organization
- Expertise in informatics and health information technology
- Professional opportunities and career enrichment

LEAVE attendees with the curiosity to know more and an invitation to “Visit us at our tabletop!”

Presentation Content
Exhibitors are encouraged to create presentations at the Learning Showcase that highlight informatics innovations, novel products, case studies and success stories, opportunities for education and research using these products, or how these products and experiences contribute to the field of informatics. By focusing on materials that will spark the interest of the participants, exhibitors can use the Learning Showcase to attract attendees to spend more time learning about your products in the exhibit tabletops. The Learning Showcase is based on educational value and presents more than marketing.

High-Quality Speakers
Participation in the AMIA 2020 Learning Showcase and Exhibition requires a commitment from supporters to send key personnel to the conference. AMIA’s membership and annual symposium audience is a highly educated and diverse set of health informatics professionals who are analytical and critical in their approach to problem-solving using informatics in the healthcare system.

Exhibitors should consider strategic thinkers, innovators, and those involved in research and development activities—in addition to sales and marketing professionals supporting your organization’s presence at the conference—in order to benefit the most through participating in AMIA 2020.

Deadline
The titles and abstracts will appear as part of the annual symposium conference materials and must be submitted to Lauren Koleszar by August 27, 2020. Submitted abstract should not exceed 250 words.

Schedule

Monday, November 16 (Academic/Work Force Development)
10:30 a.m. - 2:00 p.m., and 4:05 p.m. - 6:30 p.m.

Tuesday, November 17 (Industry)
10:30 a.m. - 2:00 p.m., and 4:05 p.m. - 6:30 p.m.

Each participant has a 20-minute time slot for their presentation, which is assigned by the AMIA staff.

Space in one of the 26 time slots is confirmed on a first-come, first-served basis. Confirmed time slots will be sent to exhibitors on September 3.

Basic Rules

- Learning Showcase slots are available only to Exhibitors at AMIA 2020.
- Material from CME/CE-approved sessions may not be used in Learning Showcase, although referencing other scientific program sessions that are related is encouraged.
- Learning Showcases are not available for CME/CE and the exhibitor provides promotional materials and signage clearly indicating this fact.
- Learning Showcase Education Track schedule and topics will appear in the conference mobile app.

Contact: Lauren Koleszar, Senior Meetings and Exhibits Coordinator
Lauren@amia.org | 301-657-5903
AMIA 2020 ANNUAL SYMPOSIUM

Exhibit Opportunities

Informatics is driving innovation within the world’s fastest growing healthcare challenges.

It’s all about RELATIONSHIPS.

In this age of inbound marketing, one-on-one relationships with your customers are more important than ever. Engaging with your customer through AMIA is like being introduced by a trusted friend.

Nothing beats BEING THERE.

Show off your organization’s services, products, innovations and opportunities in real time. Become an AMIA meeting exhibitor and you can:
• Be in the same room as your competition
• Have one-on-one access to front line influencers
• Establish a dialogue with your current and future customers, employees or students
• Let prospective customers, prospective employees, and students engage with you on the spot

Northwestern University exhibits at the AMIA Annual Symposium to continue building our network, promoting our graduate programs and other related opportunities, and staying up-to-date on informatics research. The greatest benefit is exposure to a larger and more national network. It is the only major meeting focused on the full range of informatics.

Lindsay J. Varasteh
Program Coordinator
Center for Data Science and Informatics
Northwestern University Clinical and Translational Sciences Institute

“AMIA is a great opportunity to catch up with our authors and editors, introduce our latest publications to the American health informatics community, and establish new projects.”

Diana Murray
Marketing Representative
IOS Press

Contact: Lauren Koleszar, Senior Meetings and Exhibits Coordinator
Lauren@amia.org | 301-657-5903
AMIA 2020 ANNUAL SYMPOSIUM

Exhibit Opportunities

Deepen your connection with AMIA members and the health informatics audience. Exclusive sponsorship opportunities are available when you join as an AMIA Corporate Member.

Commercial Exhibit Tabletops

<table>
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<tr>
<th>Tabletop</th>
<th>$2,000</th>
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- **Tabletop**: Facilitate dialogue at a dedicated space with attendees about your organization’s healthcare innovations (includes two (2) complimentary exhibitor staff badges)
- **Brand Recognition**: Receive brand placement in the Symposium’s mobile app.
- The above pricing includes one, 6 ft. table and one chair.

Academic Forum Member Tabletops

<table>
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<tr>
<th>Tabletop</th>
<th>$1,000</th>
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</table>

- **Tabletop**: Facilitate dialogue at a dedicated space with attendees about your institution’s biomedical and health informatics programs (includes five complimentary exhibitor staff badges). The Academic Forum full member discount applies to all tabletop space purchased.
- **Brand Recognition**: Receive brand placement in the Symposium’s mobile app.
- The above pricing includes one, 6 ft. table and one chair.

**Did you know?**

Only Academic Forum members can take advantage of steep discounts on exhibit space.

Learn more about this institutional membership unit within AMIA that’s dedicated to serving the needs of biomedical and health informatics training programs.

Contact: Michelle Martin
Membership Program Manager
Michelle@amia.org | www.amia.org/membership/academic-forum | 301-657-5915

**The Fine Print on Pricing!**

- **Academic Forum Member** Exhibit Tabletops rates apply to Full and Affiliate Program Members of AMIA’s Academic Forum.
- **Affiliate Program Member** pricing applies to one (1), 6’ tabletop only. Any additional tabletop space is priced at the commercial rate.
- **Emerging Program Members** pay the commercial rate.

**Contact**: Lauren Koleszar, Senior Meetings and Exhibits Coordinator
Lauren@amia.org | 301-657-5903

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AMIA 2019 ANNUAL SYMPOSIUM

Mark Your Calendar: Key Dates and Deadlines

Thursday, July 30
Early Bird Conference Registration Deadline

Thursday, August 27
Learning Showcase Title, Abstract (250 words limit), and Presenter Contact Info Deadline (250 words limit)

Thursday, October 22
Advance Conference Registration Deadline

Friday, October 23
Discounted Hotel Reservations Deadline

Exhibit Hours
Sunday, November 15
5:00 p.m. – 7:00 p.m. (Welcome Reception)

Monday, November 16
10:00 a.m. – 2:00 p.m. and 4:05 p.m. – 6:30 p.m.

Tuesday, November 17
10:00 a.m. – 2:00 p.m. and 4:05 p.m. – 6:30 p.m.

Coffee Breaks will be scheduled in the Hall.

Learning Showcase Presentation Hours
Monday, November 16
10:30 a.m. – 2:00 p.m. and 4:05 p.m. – 6:30 p.m.

Tuesday, November 17
10:30 a.m. – 2:00 p.m. and 4:05 p.m. – 6:30 p.m.

Exhibit Dismantling
Tuesday, November 17
6:31 p.m. – 10:00 p.m.

*Dismantling must not start prior to the close of the Hall on Tuesday, November 17 at 6:30 p.m. and must be completed by 11:00 a.m. on Wednesday, November 18.

Onsite Exhibitor Registration
Sunday, November 15
9:00 a.m. – 5:00 p.m.

Monday, November 16
9:00 a.m. – 5:00 p.m.

Tuesday, November 17
9:00 a.m. – 5:00 p.m.

Exhibit Installation
Sunday, November 15
9:00 a.m. – 2:00 p.m.

*All tabletops must be set up during these times. Please note that there will not be security for the exhibit hall. No tabletops will be erected during exhibit hours.

Contact: Lauren Koleszar, Senior Meetings and Exhibits Coordinator
Lauren@amia.org | 301-657-9903
AMIA 2020 ANNUAL SYMPOSIUM

Exhibit Tabletop Rules and Regulations

Please read the rules and regulations included in this brochure before signing the contract. Signature on the contract indicates that the exhibitor agrees to and accepts all terms and conditions as stated.

**Exhibitor Listing in Conference Mobile App**
The conference mobile app will contain a section listing exhibitors highlighting company name, address, contact info, url, tabletop number(s), and description of company/product/service(s). A request for this information will be included in the exhibitor confirmation email sent to you after AMIA has received payment for your tabletop.

**Accommodations**
Reservations should be made directly through the Hilton Chicago, 720 South Michigan Avenue, Chicago, IL; 312-922-4400. Make sure to reference the AMIA block for special rates. For more information, please visit www.amia.org/amia2020/hotel.

**Tabletop Cancellations**
Tabletop cancellations received on or before September 3, 2020 will be charged a penalty equal to 25% of the total cost of the tabletop. Tabletop cancellations received between September 4, 2020 and October 15, 2020 will be charged a penalty equal to 50% of the total cost of the tabletop. Tabletop cancellations received after October 15, 2020 will be charged a penalty equal to 100% of the total cost of the tabletop.

**Contact:** Lauren Koleszar, Senior Meetings and Exhibits Coordinator
Lauren@amia.org | 301-657-9903
Tabletop Space Agreement

NOVEMBER 14 – 16 • CHICAGO
AMIA 2020 Annual Symposium

Please list the company name as it should appear in all conference materials.
The primary contact person will receive all communications related to AMIA 2020. Please notify Lauren Koleszar, should any of this information change.

<table>
<thead>
<tr>
<th>Primary Contact Name</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td></td>
</tr>
<tr>
<td>Street</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>State</td>
</tr>
<tr>
<td>Phone</td>
<td>On-site mobile</td>
</tr>
<tr>
<td>Email</td>
<td>URL</td>
</tr>
</tbody>
</table>

**Fees**

AMIA will closely monitor the social distancing regulations in Chicago and the State of Illinois. The tabletops will be laid out in accordance to those regulations. The floorplan will be distributed to contracted exhibitors and tabletops will be assigned in the order that the contracts were received.

1) 2) 3) 4)

I would prefer not to be placed next to ___________.

☐ YES, my company would like to participate in the Learning Showcase

**Conditions of Contract to Exhibit**

Exhibitors agree to abide by the conditions of the contract stated in the AMIA 2020 Annual Symposium Prospectus. Exhibitors accept responsibility for informing all of their employees of these conditions and agree that they will abide by them also.

**AUTHORIZING SIGNATURES**

We hereby apply for space at the AMIA 2020 Conference on the dates shown above. We understand that tabletop space will be assigned on the basis of application receipt date. If our preferred space is not available, we will accept AMIA’s assignment as close to our choice as possible. We have read, understand, and accept the terms and conditions outlined in this document and agree to abide by all requirements, restrictions, and obligations outlined in the Contract Terms and Conditions that are incorporated herein. Upon acceptance by AMIA, this application becomes firm and binding.

**Method of Payment** (Purchase orders are not acceptable)

☐ Check (make payable to AMIA)

Credit Card: ☐ AmEx ☐ MC ☐ Visa ☐ Discover

Name that appears on the card ___________________________ Exp. Date ____________

Authorized Cardholder Signature ___________________________

Authorized Person (print name) ___________________________

Title ___________________________ Signature ___________________________ Date ____________

By signing this contract, your organization, its employees, representatives, and agents agree to receive communication via telephone, facsimile, e-mail, and regular mail from AMIA show producers and organizers, their employees, representatives and agents that is directly related to your organization’s participation in this exhibition.

Contact: Lauren Koleszar, Senior Meetings and Exhibits Coordinator
Lauren@amia.org | 301-657-5903

**TABLETOP SPACE FEE SCHEDULE**

Please list the number of tabletops you would like next to the correlating price below:

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMERCIAL/NON-ACADEMIC FORUM TABLETOP</td>
<td>$2,000</td>
</tr>
<tr>
<td>AMIA ACADEMIC FORUM MEMBER TABLETOP</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

$ _________ Total Cost for Tabletops

$ _________ One Full Conference Registration ($650)

$ _________ Total to charge now
AMIA 2020 ANNUAL SYMPOSIUM

Tabletop Space Contract Terms and Conditions

Cancellation Policy
Exhibitor must present a signed letter of cancellation on company letterhead to AMIA. Tabletop cancellations received on or before September 3, 2020 will be charged a penalty equal to 25% of the total cost of the tabletop. Tabletop cancellations received between September 4, 2020 and October 15, 2020 will be charged a penalty equal to 50% of the total cost of the tabletop. Tabletop cancellations received after October 15, 2020 will be charged a penalty equal to 100% of the total cost of the tabletop. AMIA may terminate this contract immediately, withhold from the exhibitor possession of the exhibit space, all related exhibitor benefits, and retain all space rental fees paid if: (a) the exhibitor fails to pay all fees as outlined in the Exhibit Space Payment Schedule or (b) the exhibitor fails to comply with or perform any material terms or conditions of the contract or refuses to abide by these Terms and Conditions as well as the AMIA policies as outlined in the service manual. In the event of cancellation because of circumstances beyond the control of AMIA, space rental fees and deposits made to AMIA shall be returned on a pro rata basis after payment of all related show expenses incurred by AMIA through the date of cancellation, plus an administrative fee and overhead charges.

Financial Terms and Conditions
100% of the total tabletop exhibit space cost must accompany this contract. Space is confirmed on a first come, first paid basis. Tabletop space not paid with this contract will be released and reassigned at the discretion of AMIA; there will be NO EXCEPTIONS. Payments sent to AMIA for tabletop space will first be applied to any outstanding balances owed to AMIA for previous exhibit activities or any other amount owed to AMIA. Any exhibitor with an outstanding balance at the time of the event, will be refused by AMIA and will not be permitted to move on to the exhibit hall floor. There will be a $500 service charge for any returned check or declined credit card.

Exhibit Show Rules
Companies exhibiting at AMIA 2020 are required to conduct all business within the confines of their exhibit space. Companies are required to comply with all rules and regulations as outlined in these Contract Terms and Conditions. Only exhibiting companies may host any functions in conjunction with AMIA 2020. Exhibitor shall comply with all conditions imposed by the Hilton Chicago in its contract with AMIA and with the rules and regulations of the Facility. The exhibitor is liable for any damage caused, directly by Exhibitor or Exhibitor’s employees, agents, and contractors, to building floors, walls, or columns, or to standard tabletop equipment, or to other exhibitors’ property. The exhibitor may not mark, tack, make holes, and apply paint/lacquer adhesives, or other coating to building columns and floors or standard tabletop equipment. Exhibitors will be responsible for labor charges incurred in connection with the assembly, draping, repairs, and dismantling of their tabletop(s). All construction materials must conform to standard safety practices. Exhibitors must comply with all provisions outlined in the Americans with Disabilities Act. All display materials, including table, back drapes, textile, paper displays, and decorations, must be flame resistant or flame proof. No combustible decorations may be used at any time. All packaging containers and materials are to be removed from the floor and may not be stored under tables or behind displays. All aisles, corridors, exit areas, and stairways must be maintained at their required width at all times that the exhibition is open. No obstructions will be allowed to protrude into the aisles. Photography or videography of another company’s exhibit is strictly prohibited.

Exhibitor Registration and Access
Badges will be required for entry into the exhibit hall at all times. Badges are not transferable and will be confiscated if worn by other than the person to whom issued. Tabletop personnel will not be permitted access to the exhibit hall earlier than one hour before it opens, later than one hour after it closes, and during scheduled breaks. Only registered exhibitors and their installation personnel may enter the exhibit hall during installation and dismantling hours.

Eligible Exhibits
AMIA shall determine the eligibility of any company, product, or service. AMIA may refuse rental of exhibit space to any company whose display of goods or services is not compatible, in the sole opinion of AMIA, with the character and objectives of the exhibition. In the event this application is not accepted, any paid space rental fees or deposits will be returned.

Installation and Dismantle
Exhibitor agrees to comply with assigned move-in and installation days and hours to be specified in the Exhibitor Prospectus. Exhibits may not be removed from the exhibit hall until the official closing of the show.

Limitation of Liability
AMIA shall not be liable to Exhibitor in any respect for any claims, losses, expenses, injuries, or damages arising out of or related to the event or Exhibitor’s participation in the event due to any act or omission of AMIA, its employees or agents, or any third person, whether based on breach of contract or warranty, negligence or other tort, or strict liability, unless directly and solely caused by the gross negligence or willful misconduct of AMIA. AMIA disclaims all warranties, express or implied, including, without limitation, warranties of merchantability and fitness for a particular purpose. AMIA shall not be liable to Exhibitor for any indirect, special or consequential damages, including lost profits, whether based upon a claim or action of contract, warranty, negligence, strict liability or other tort, even if AMIA is aware of the possibility thereof. Notwithstanding any other provision, the maximum liability of AMIA to Exhibitor will in no event exceed the lesser of (i) the amount of exhibit fees paid by Exhibitor to AMIA or (ii) $5,000; recovery of such amount shall be the exhibitor's sole and exclusive legal remedy. Any claim against AMIA not submitted to AMIA within thirty (30) days of the close of the event shall be forever waived, and no suit or action shall be brought against AMIA more than one (1) year after the event.

Indemnification
Exhibitor shall indemnify and hold harmless AMIA and the Facility, and their respective officers, directors, agents and employees from and against any and all liabilities, damages, actions, losses, claims, costs, and expenses (including reasonable attorney’s fees) on account of personal injury, death, or damage to or loss of property arising out of or contributed to by any act, omission, negligence, fault, or violation of a law or ordinance by Exhibitor, its employees, agents, contractors, members, exhibitors, patrons, or invitees. The foregoing shall not apply with respect to any liability, damage, or loss directly and solely caused by the gross negligence or willful misconduct of AMIA or the Facility.

Exhibitor Insurance
All property of Exhibitor is understood to remain under its custody and control in transit to and from and/or within the confines of the Facility. AMIA and the Facility do not maintain insurance covering Exhibitor's property. Exhibitor shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least $1,000,000 for Personal Injury Liability and $1,000,000 for Property Damage Liability and statutory Worker’s Compensation insurance in full compliance with all federal and state laws and covering all of Exhibitor’s employees with coverage of at least $250,000 per injury. Certificates of insurance shall be furnished if requested by AMIA.

Security
Security service will not be provided for the exhibit hall. Neither AMIA or the facility will be responsible for damage to, loss, or theft of property belonging to any exhibitor, their agents, employees, business invitees, visitors, or guest. Exhibitors are to carry their own insurance.

Force Majeure
In the event that the performance by AMIA or the Facility or any part of the exhibit area thereof is unavailable whether for the entire event, or a portion of the event, making it hazardous, inadvisable, or commercially impractical to provide the facilities, as a result of fire, flood, tempest, inclement weather, or other such cause or as a result of governmental intervention, malicious damage, acts of God, war, strike, lock-out, labor dispute, riot, terrorist acts, curtailment of transportation, pandemic, epidemic, government order or regulation disaster, corporate travel restrictions, civil disorder, any declaration of official health regulation or advisory, or other cause or agency over which AMIA has no control or should AMIA decide that because of any such cause that it is necessary to cancel, postpone, or re-site the event, or reduce the move-in and installation time, show time, or move-out time, AMIA shall not be liable to refund, indemnify, or reimburse the exhibitor in respect of any fees paid, damage or loss, direct or indirect, arising as a result thereof.

Contact: Lauren Koleszar, Senior Meetings and Exhibits Coordinator Lauren@amia.org 301-657-5903
Exhibitor Conduct
No person, firm, or organization which has not contracted with AMIA for occupancy of space in the show will be permitted to display or demonstrate any products, processes, or services, to solicit orders, wear any identification other than that of the contracting exhibitor, or to distribute advertising or other materials at the exposition. Any violations of this regulation will result in prompt removal of the offending person from the Facility. Exhibitors may not enter the tabletop space of other exhibitors without invitation; no exhibitor may call or invite a visitor out of one exhibit into his own. Exhibitors must remain within their own exhibit space in conducting demonstrations or distributing literature, products, samples, or other materials; the aisles may not be used for this purpose.

Printed Matter
Circulars/advertising matter of any description may be used or distributed only within the tabletop assigned to the exhibitor for presenting such material.

Objectionable Practices
Use of noisemakers, promotions, and presentations that may be not in good taste, lacking in dignity, unduly distracting, disruptive, or not in keeping with the purpose of AMIA are prohibited.

Subletting
Exhibitors may not assign, sublet, or share their exhibit space with another business or firm unless approval has been obtained in writing from AMIA. Exhibitors must show goods or services manufactured or dealt with by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor’s display, identification of such article shall be limited to the usual and regular nameplates, imprint, or trademark under which same is sold in the general course of business.

Tabletop Transfers
Exhibitors that wish to transfer their tabletop, in whole or in part, to another company shall be subject to the cancellation policy.

Sound Level/Photography
Use of audio and visual equipment will be permitted, where appropriate to the display. Sound must be maintained at not more than a level of 75 decibels. AMIA reserves the right to restrict exhibitors’ use of sound and other devices which exceed 75 decibels and interferes with the best interests of the exhibition as a whole. Exhibitors may not, under any circumstance, photograph another company’s exhibit for any reason. Violation of these rules is grounds for dismissal from the exhibit hall and forfeiture of all associated monies.

Interpretations and Rulings
Any and all matters not specifically covered herein or in the Exhibitor Service Manual are subject to the decision of AMIA. AMIA shall have the full and exclusive power to interpret and enforce these Contract Terms and Conditions. Decisions of AMIA are final, and Exhibitor agrees to abide by the same

Applicable Law
This agreement shall be governed in accordance with the laws of the State of Maryland, without regard to conflicts principles. Any and all litigation arising from, or as a result of this Agreement, will be conducted in a State or Federal court in Montgomery County, MD.

Industry Guidelines
The purpose of AMIA Annual Symposium is to allow companies an opportunity to complement the educational sessions by informing and educating the course participants on the latest developments in equipment, supplies, and services that are available.

Adherence to the Accreditation Council for Continuing Medical Education (ACCMC) Standards for Commercial Support is mandatory. Standard 4.1 states, Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities. Standard 4.2 further states that Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.

a) Exhibit fees are separate and distinct from educational grants (they are not considered commercial support).

b) Exhibit fees are set by AMIA for each activity prior to solicitation and are standardized for that activity; AMIA may set different fees for industry, not-for-profit organizations/Foundations and publishers; potential exhibitors will have equal access to purchasing exhibit space (first-come, first-served basis).

c) All exhibitors will be situated in a room or area separate from educational activities, and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.

d) Commercial interest (pharmaceutical/industry) representatives may attend CME/CE activities at the discretion of AMIA for the direct purpose of the representatives’ own education; however, they may not engage in sales or marketing activities while in the space or place of the educational activity. Complimentary attendance will not be linked to offering commercial support.

See ACCME Standard for Commercial Support 4.1.

Exhibitors are reminded of the Food and Drug Administration (FDA) regulations on the promotion of investigational and preapproved drugs and devices. Exhibitors are also cautioned about FDA prohibition of promoting approved drugs for unapproved purposes. Exhibitors must comply with the standards established by the Accreditation Council for Continuing Medical Education (www.accme.org), the American Medical Association’s Ethical Opinions on Continuing Medical Education and Gifts to Physicians (www.ama-assn.org), the Food and Drug Administration regulations regarding industry-supported scientific and educational activities (www.fda.gov), the revised PhRMA Code on Interactions with Healthcare Professionals (www.phrma.org), and the revised AdvaMed Code (www.advamed.org).

These contract terms and conditions are nonnegotiable and may not be changed, added to, taken away from, or modified in any way.

AMIA Meeting Anti-Harassment Policy
AMIA is proud to be an organization of diversity and inclusion, and we want all members to have confidence in our collective commitment to efforts and actions that demonstrate that commitment regardless of age, disability, ethnicity, gender, gender identification, sexual orientation, race, or religion.

AMIA is committed to providing an atmosphere that is welcoming and that supports our goals for members to learn and grow professionally. Consistent with this commitment, it is AMIA policy that all participants at AMIA meetings will enjoy a welcoming environment that is professional, collegial, and harassment free. All participants at AMIA meetings are expected to behave in a courteous, professional and civilized manner and to refrain from demeaning, discriminating or harassing behavior or speech. This policy applies to all participants including attendees, speakers, sponsors, exhibitors, guests, staff and contractors.

Unacceptable behaviors include:

- intimidating, harassing, abusive, discriminatory, derogatory or demeaning speech or actions by any participant at an AMIA meeting and in one-on-one communications carried out in the context of the meeting,
- harmful or prejudicial verbal or written statements or visual images (including presentation slides) related to age, disability, ethnicity, gender, gender identification, sexual orientation, race, religion, or other personal characteristics.
- unwelcome and unwarranted attention, contact, or physical harm;
- real or implied threat of professional or personal damage.

Violations should be reported to an AMIA staff member. Any person who has suffered physical harm or believes their physical safety is threatened should notify venue security or call 911.

AMIA reserves the right to remove an individual from a meeting without warning or refund, to prohibit an individual from attendance at future meetings, and to take such other actions as deemed appropriate by the AMIA Board of Directors.

Contact: Lauren Koleszar, Senior Meetings and Exhibits Coordinator Lauren@amia.org | 301-657-5903

Please read the rules and regulations included in this brochure before signing the contract. Signature on the contract indicates that the exhibitor agrees to and accepts all terms and conditions as stated.
Add impact to your impressions at the AMIA Annual Symposium by advertising in these tools and publications that are invaluable to attendees.
# Advertising Opportunities

<table>
<thead>
<tr>
<th>Mobile App (digital)</th>
<th>The official program for the AMIA Annual Symposium – with full session details and presenter material – is housed in real-time on an app. This program is viewable via your desktop as well as through a mobile device.</th>
</tr>
</thead>
</table>
| **Banner Ads**       | **Desktop Top Rotating Banner** | $10,000  
**Mobile App Bottom Banner** | $7,500 |
| AMIA Annual Symposium Pocket Guide (print) | An abbreviated “at-a-glance” mini-program book... extremely popular among attendees. |
| **Full Page 4-Color Ads** | **Covers** | $5,000  
**Inside Page** | $3,500 |
| Conference eNewsletters (digital) | These emails include pre- and post-conference messaging and daily conference Highlights. Open rates average 45% – 53%. |
## Save the Dates

**AMIA Annual Symposium**

<table>
<thead>
<tr>
<th>Year</th>
<th>Dates</th>
<th>Location</th>
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<tbody>
<tr>
<td>2021</td>
<td>October 30 - November 3</td>
<td>San Diego</td>
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<tr>
<td>2022</td>
<td>November 5 - 9</td>
<td>Washington, D.C.</td>
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<tr>
<td>2023</td>
<td>November 11 - 15</td>
<td>New Orleans</td>
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<tr>
<td>2024</td>
<td>November 9 - 14</td>
<td>San Francisco</td>
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<tr>
<td>2025</td>
<td>November 1 - 5</td>
<td>Washington, D.C.</td>
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<tr>
<td>2026</td>
<td>November 7 - 11</td>
<td>Dallas</td>
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<td>2027</td>
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<td>2028</td>
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<td>Washington, D.C.</td>
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<td>2029</td>
<td>November 3 - 7</td>
<td>New Orleans</td>
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Exhibiting at AMIA has been a valuable tradition for Regenstrief and the Center for Biomedical Informatics. We have been exhibitors for more than twenty years and supporters of AMIA since its inception.

Originally the booth began as a way to recruit fellows into our program but it is much more now. Not only do we still work to recruit clinical informatics and NLM public health informatics fellows, but we also use the event to promote collaboration, innovation, and faculty recruitment with other outstanding attendees and organizations.

Participation at AMIA has been a great benefit, and this organization helps our mission as a leader in the Informatics field to improve health and health care.

*Sandy Poremba*
Senior, Center Coordinator
*Clem McDonald Center for Biomedical Informatics, Regenstrief Institute*
See you next year in San Diego for the
AMIA 2021 Annual Symposium
October 30–November 3