

Exhibition & Brand
Opportunities Prospectus

Annual Conference
Vienna, Austria
24-28 August 2019

Highlighted conference themes

- ▶ The patient as educator
- ▶ Activity Theory and the facilitation of learning
- ▶ Threshold concepts
- ▶ Surgery education
- ▶ Humanities
- ▶ Global health

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AMEE Conference

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AMEE Conference

AMEE 2019 Annual Conference will take place from 24 – 28 August 2019 at the Austria Center Vienna, Austria.

As the leading medical education event across Europe, AMEE attracts over 4,000 participants from over 90 countries who come together to network and share best practice in the field of healthcare professions education and research.



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▶ Highlighted Conference Themes:

All aspects of healthcare professions education are relevant for AMEE 2019, including undergraduate, postgraduate and continuing education. Creating the foundations of the extensive five-day scientific conference programme, the following are highlighted themes:

- ▶ **The patient as educator**
- ▶ **Activity theory and the facilitation of learning**
- ▶ **Threshold concepts**
- ▶ **Surgery education – a Surgery Track will run throughout the conference**
- ▶ **Humanities**
- ▶ **Global health**

▶ Why do participants choose to attend AMEE Conferences?

There are many reasons to attend, depending on individual responsibilities and needs:

- ▶ Network with like-minded colleagues and peers from around the world who are passionate about excellence in education and healthcare
- ▶ Hear about innovations and developments in healthcare professions education across the continuum which they can take back to try in their school or institution
- ▶ Present their ideas and work to others in an interactive forum and to continue their personal development by reflecting on what they see at the Conference
- ▶ Expand their horizons by attending sessions on a wide range of topics, including sessions outside of their immediate area of interest or expertise

▶ Get Exposure to the World's Best

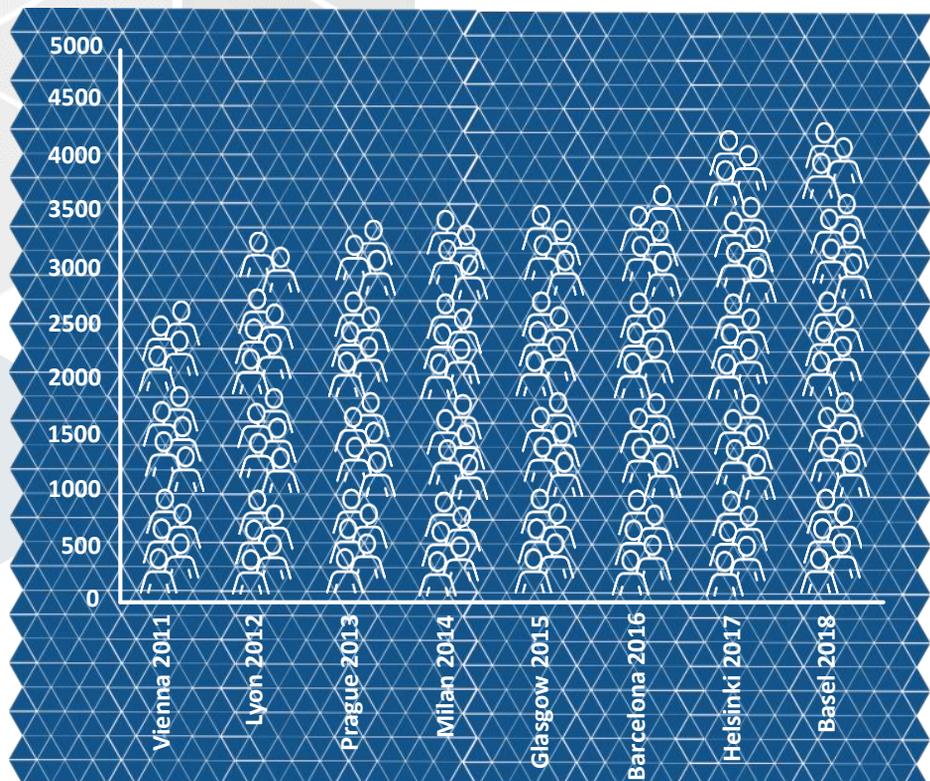
The AMEE exhibition is always an integral part of the Conference, showcasing a wide variety of companies, institutions and associations to healthcare education professionals. It's the perfect opportunity to promote and discuss your latest products, services and research in a relaxed and vibrant environment.

Tap into the largest market of healthcare educational professionals from Europe's leading medical education event.

- ▶ Over 20% of attendees are key decision-makers and 52% are decision-influencers
- ▶ 85% of attendees are working in the field of healthcare education
- ▶ Over 71% of attendees have a professional interest in teaching and learning

The AMEE Conference continues to be the leading medical education event across Europe. Attendance has grown by 50% over the last seven years, and this trend is expected to continue in 2019.

The growing attendance at AMEE conferences



Let the AMEE 2019 exhibition help your company:

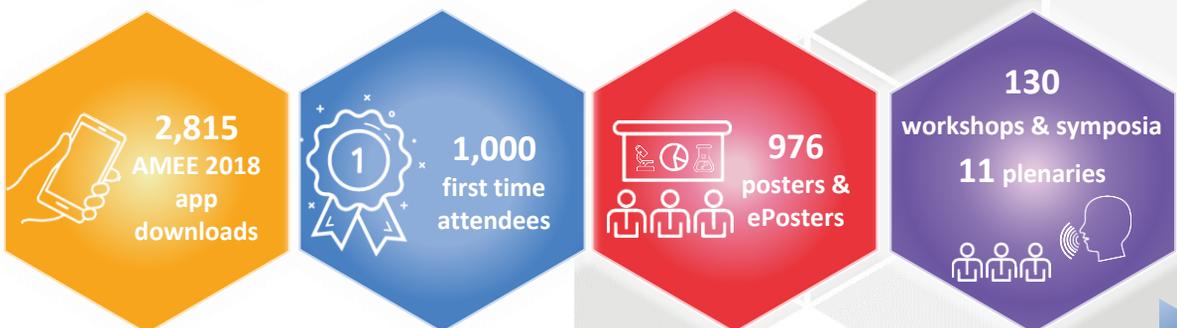
- ▶ Pave the way for tomorrow's sales by building your brand
- ▶ Launch and promote new and key product lines
- ▶ Close sales by meeting directly with decision-makers
- ▶ Meet strategic industry players and build relationships
- ▶ Gain competitive intelligence and stay up-to-date with industry trends

AMEE Basel 2018 – Key Facts

Who attended AMEE 2018



AMEE 2018 saw attendees from over 90 countries on five continents.





AMEE 2019 Programme Overview

Sunday 25
August

08:00 – 16:30	Space-only exhibitors/contractor build-up (<i>pre agreed only</i>)
13:00 – 16:30	General exhibitor set-up
18:45	Exhibition opens
19:15 – 21:00	Welcome Reception – Networking in the Exhibition Hall to be clear of exhibitors by 21:15

Monday
26 August

08:30	Exhibitor access
09:30	Exhibition opens
09:45 – 10:15	Refreshment break
12:00 – 14:00	Lunch break
15:30 – 16:00	Refreshment break
17:45	Exhibition closes – Hall to be clear of exhibitors by 18:00

Tuesday
27 August

08:30	Exhibitor access
09:30	Exhibition opens
09:45 – 10:15	Refreshment break
12:00 – 14:00	Lunch break
15:30 – 16:00	Refreshment break
17:45	Exhibition closes – Hall to be clear of exhibitors by 18:00

Wednesday
28 August

08:30	Exhibitor access
09:30	Exhibition opens
10:15 – 10:45	Refreshment break
11:00	Exhibition Closes
11:00 – 16:00	Exhibitor breakdown of stands
11:00 – 18:00	Space-only exhibitors/contractor breakdown of stands
16:00	All general exhibitors to be clear of halls

▶ Vienna

Vienna's reputation for magnificent heritage, exceptional music and scientific innovations makes it the perfect location for AMEE 2019. Its artistic and intellectual legacy was shaped by residents including Mozart, Beethoven and Sigmund Freud.

With access to more than 240 cities worldwide, Vienna International Airport is a major hub between east and west due to its location in the heart of Europe. Located on the famous Danube River, this compact and walkable city is anything but average, with over 7,400 bars and restaurants offering visitors the opportunity to sample the world-famous Viennese cuisine.



▶ Vienna – A Centre for Scientific & Medical Research

Vienna has a long history of excellent scientific and medical research: Semmelweis, Billroth and Landsteiner are all part of this proud history. The traditions of the Vienna Medical School are expressed today in a focus on medical biotechnology centring on vaccinations, anti-infectives, immunology and oncology. In the 1990s, a vibrant life sciences scene began to develop in Vienna alongside the larger international corporations already located in the area. Today, Vienna is becoming one of Europe's most important locations for research in this field.



Gerard van Swieten (1700-1772)
Reformed the teaching of medicine and laid the foundations of the first Vienna School of Medicine (c. 1745)



Theodor Billroth (1829-1894)
World's first successful gastrectomy and the Rudolfinerhaus, training institution for nurses, was built on his initiative.



Adolf Lorenz (1854-1946)
Developed methods for "dry surgery".



Sigmund Freud (1856-1939)
Founded the psychoanalytic school of psychology and introduced a new concept of psychic treatment



Karl Landsteiner (1868-1943)
Discovered blood groups and Rhesus factor. Nobel Prize in Medicine



Hans Fischer (1881-1945)
Researcher in the constitution of haemin & chlorophyll



Lorenz Böhler (1885-1973)
Developed special techniques in the treatment of bone fractures. (The Böhler Method).



Hedy Lamarr (1914-2000)
The inventor of Spread Spectrum Technology and pioneer in wireless technology



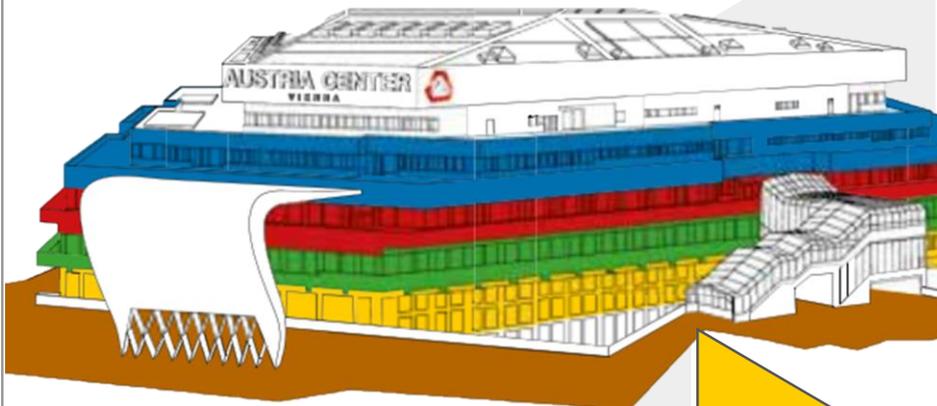
Austria Center, Vienna

The Austria Center Vienna (ACV) is situated in Vienna's Donaustadt district, which is one of the most cosmopolitan and modern parts of the city. Surrounded by contemporary architecture, it is just 7 minutes from the city centre and a few minutes' walk from the Danube and the Donaupark.

Austria's largest conference centre has a wide range of halls and rooms and is unrivalled in Europe. The versatility of the rooms means event concepts can be tailored to both conventional and innovative meeting formats creating successful events by bringing people together.

As a purpose-built conference centre, exhibitors' needs were taken into consideration with dedicated vehicle access routes and parking on-site for cars, vans and lorries.

From catering to logistics, and furniture to technology, the specialist partners at the ACV can offer a range of services to make the most of your time at AMEE 2019.



Plenary,
Workshops &
Symposia



Workshops
& Symposia



Exhibition,
Posters &
Catering



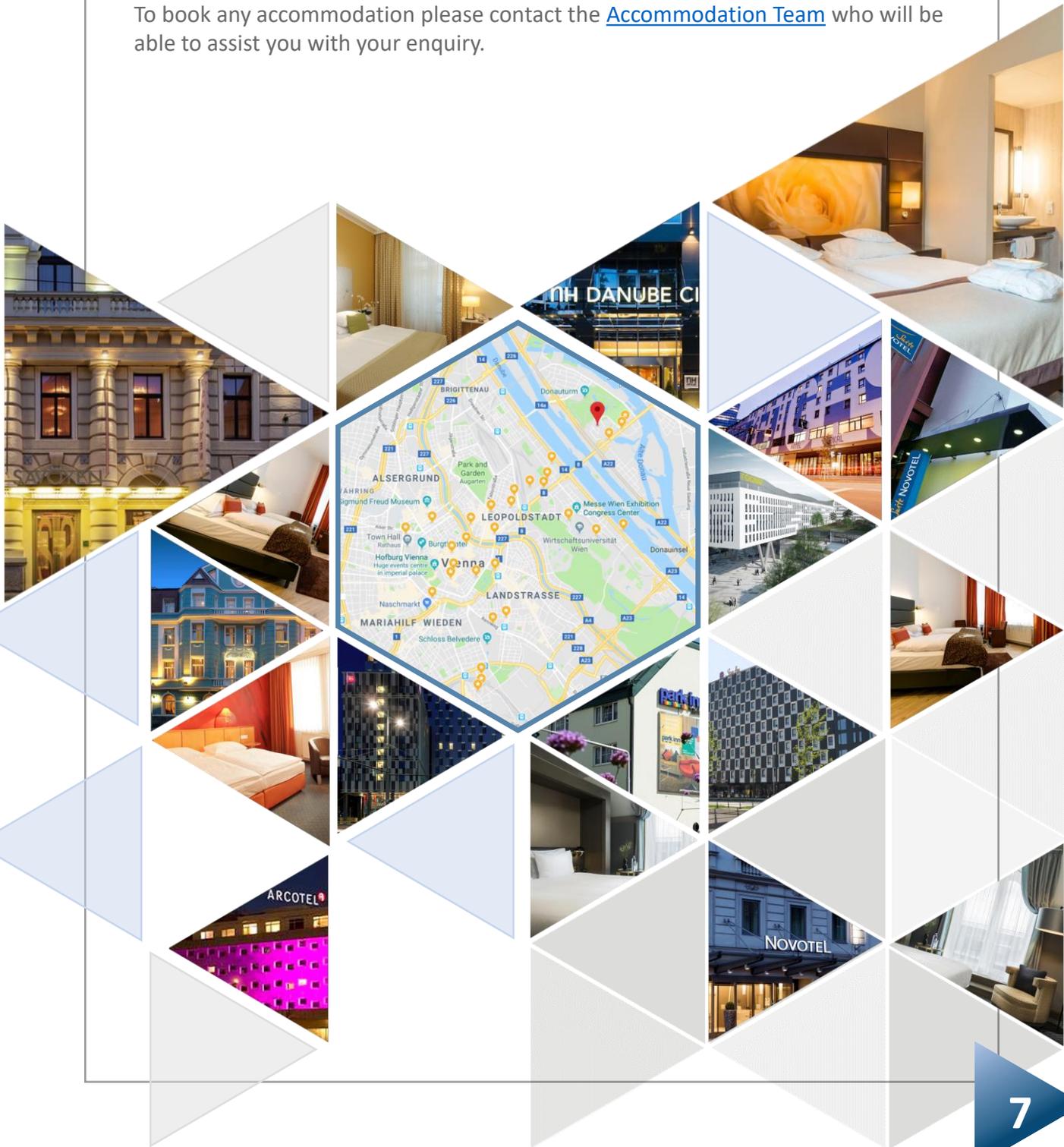
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► Accommodation in Vienna

Worldspan have been appointed as the official accommodation partner for AMEE 2019 and have sourced a wide range of hotels to suit all budgets.

Full details of the hotels are available at AMEE2019.org where you will be able to get further information and check rates.

To book any accommodation please contact the [Accommodation Team](#) who will be able to assist you with your enquiry.





Commercial Exhibition Packages

For profit organisations with an interest in medical education or businesses who supply services to individuals, universities, medical institutions or teaching hospitals

Package Inclusions	Premium Commercial	Standard Commercial
Costs	€7,000	€6,000
Exhibition Space	3m x 3m (9m ²) shell scheme stand* For more information see the Commercial Exhibition Package – Stand Information	
Exhibitor Conference Passes <i>(inc. conference sessions, opening ceremony/reception, access to the exhibition and catering; not entitled to CME points)</i>	3	2
AMEE 2019 Website, Conference App and Printed Programme	Company name, logo, contact details and link to website. A banner advert (600 pixels wide x 110 pixels high) shown on the bottom of the screen on rotation with other exhibitor banner adverts.	
<i>Additional elements</i>	<i>100 word biography</i>	<i>50 word biography</i>
Plenary Session <i>Logo displayed on holding slide at start of sessions.</i>	✓	✗
Meeting Space** <i>Option to book a meeting room for one lunchtime or evening meeting.</i>	✓	✗
Soapbox Stage Slot** <i>Option to book a slot on the Soapbox Stage, which is positioned in the exhibition space during either a refreshment break or a lunchtime</i>	✓	✗
Documents <i>A conference programme on-site and link to download an electronic delegate list post-event.***</i>	✓	✓
MedEdWorld Advert <i>July or August or September**</i>	✓	✗

*If you are intending building your own stand and do not require shell scheme please ensure that you inform the exhibition team as soon as possible.
** Where space available – first come, first served basis. *** The delegate list will consist of only those delegates who have opted in to receive information regarding AMEE 2019 and contact from third parties



Commercial Exhibition Packages – Stand Information

The package prices include the following:

- 3m x 3m white shell scheme stand
- blue fascia nameboard with white text
- triple socket (2.2kW rated)
- 3 x 100W spotlights
- 9m² blue carpet
- 1 table (1.2m x 0.7m)
- 2 x Tosca chairs
- waste paper bin
- venue-inclusive WiFi is included for basic web browsing*



Furniture and graphics used above are for illustration purposes only.

If you wish to build your own stand, and do not require a shell scheme, please contact a member of the Exhibition Team prior to booking.

Additional items which can be ordered via the AMEE Exhibitor Booking Site include**:

- Furniture
- Power supplies
- Lights
- Stand graphics
- Stand catering
- Computers
- Internet (wired and WiFi connections)
- LED flat screen TV's
- Printers
- Flooring
- Exhibitor Passes

AMEE have appointed the following ACV partners to help you make the most of your time at AMEE 2019:

STAND^{OUT}
or stay invisible.

Official Exhibition Partner



Official ICT Partner



Official Logistics Partner



Official Catering Partner

* Not suitable for showcasing products or services which are web-based or require Internet access. Additional Internet connections can be ordered via the AMEE Exhibitor Booking Site. ** Additional services are provided by the nominated contractors.

▶ Not-for-Profit Exhibition Packages

Not-for-profit organisations for AMEE 2019 may include: medical associations, organisations affiliated with AMEE, member institutions and advocacy groups with an interest in medical education.

Package Inclusions	Premium Not-for-Profit	Standard Not-for-Profit
Costs	€2,000	€1,500
Exhibition Space	2m x 2m (4m ²) shell scheme stand (see below)	
Passes	1 Exhibitor Conference Pass <i>(inc. conference sessions, opening ceremony/reception, access to the exhibition and catering; not entitled to CME points)</i>	1 Exhibitor Pass <i>(inc. access to the exhibition and catering; not entitled to CME points)</i>
AMEE 2019 Website, Conference App and Printed Programme	Company name, logo, contact details and link to website.	
<i>Additional elements</i>	<i>50 word biography</i>	<i>25 word biography</i>
Documents <i>A conference programme on-site.</i>	✓	✓

The package prices include the following:

- 2m x 2m white shell scheme stand
- blue fascia nameboard with white text
- triple socket (2.2kW rated)
- 2 x 100W spotlights
- 4m² blue carpet
- 1 table (1.2m x 0.7m)
- 2 x Tosca chairs
- waste paper bin
- venue-inclusive WiFi is included for basic web browsing*



Furniture and graphics used above are for illustration purposes only.

Additional items which can be ordered via the AMEE Exhibitor Booking Site include**:

- Furniture
- Power supplies
- Lights
- Stand graphics
- Stand catering
- Computers
- Internet (wired and WiFi connections)
- LED flat screen TV's
- Printers
- Flooring
- Exhibitor Passes

► Academic Exhibition Packages

Academic stands are intended for conference participants who wish to promote their institution or research through a table/poster board display within the exhibition.

Academic stands are only available to full conference delegates who have already registered. All institution representatives wishing to be on the Academic stand must be registered as either a full conference delegate or an exhibitor.

Package Inclusions	Academic Member	Academic Non-Member
Costs	€550	€850
Exhibition Space	Poster board display (4m ²) (see below)	
AMEE 2019 Website, Conference App and Printed Programme	Institution name and contact details	

The poster board display package prices include the following:

- poster board (1.94m x 1.15m landscape)
- nameboard
- 1 table (1.2m x 0.7m)
- 2 x Tosca chairs
- venue-inclusive WiFi is included for basic web browsing*

Additional items which can be ordered via the AMEE Exhibitor Booking Site include**:

- Power supplies
- Internet (wired and WiFi connections)



Furniture and graphics used above are for illustration purposes only.

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Partner



Official Logistics
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Official ICT
Partner

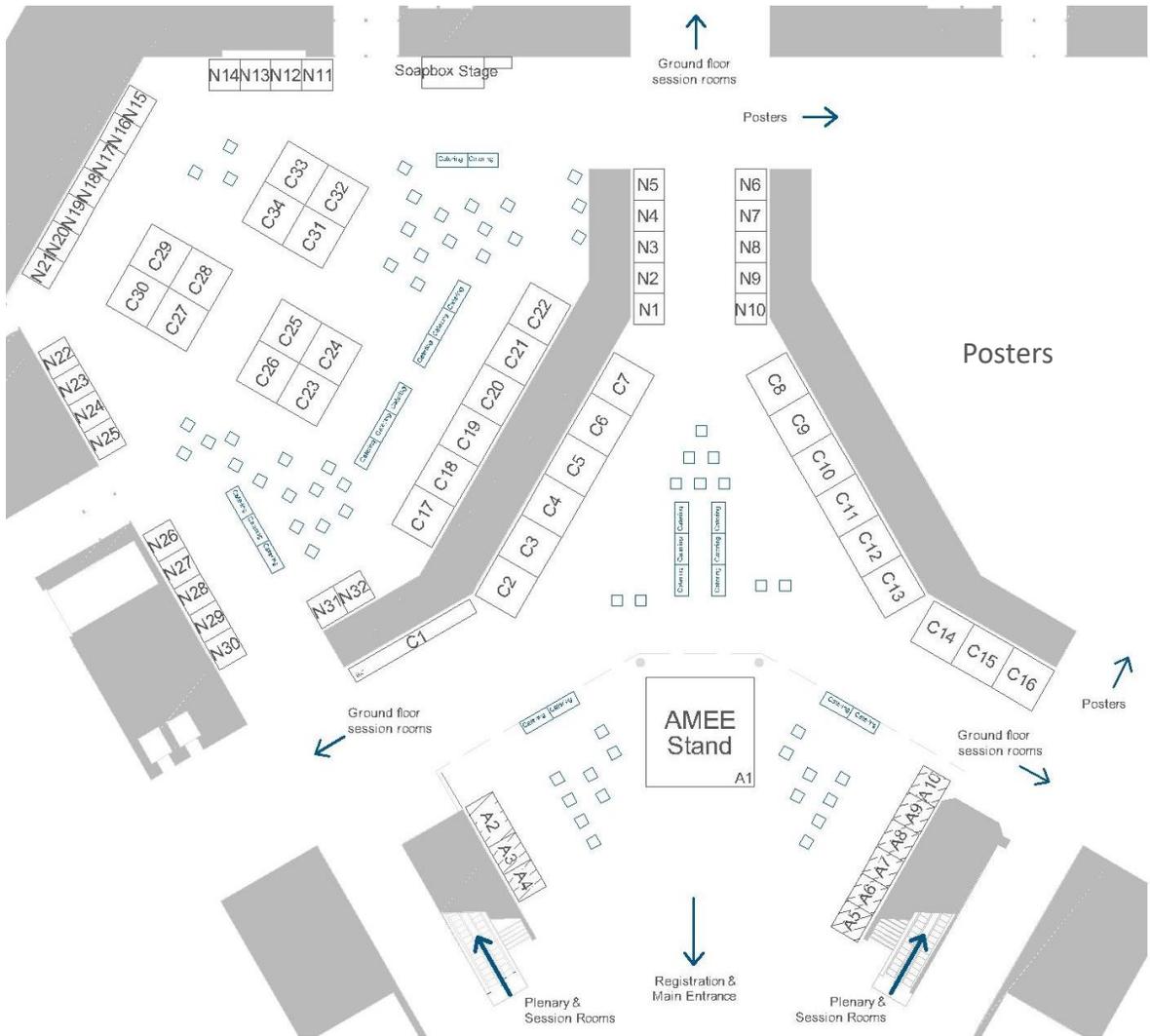


Official Catering
Partner

* Not suitable for showcasing products or services which are web-based or require Internet access. Additional Internet connections can be ordered via the AMEE Exhibitor Booking Site. ** Additional services are provided by the nominated contractors.

Exhibition Floor Plans

Ground Floor



Commercial Stands

- C1 • C11 • C21 • C31
- C2 • C12 • C22 • C32
- C3 • C13 • C23 • C33
- C4 • C14 • C24 • C34
- C5 • C15 • C25
- C6 • C16 • C26
- C7 • C17 • C27
- C8 • C18 • C28
- C9 • C19 • C29
- C10 • C20 • C30

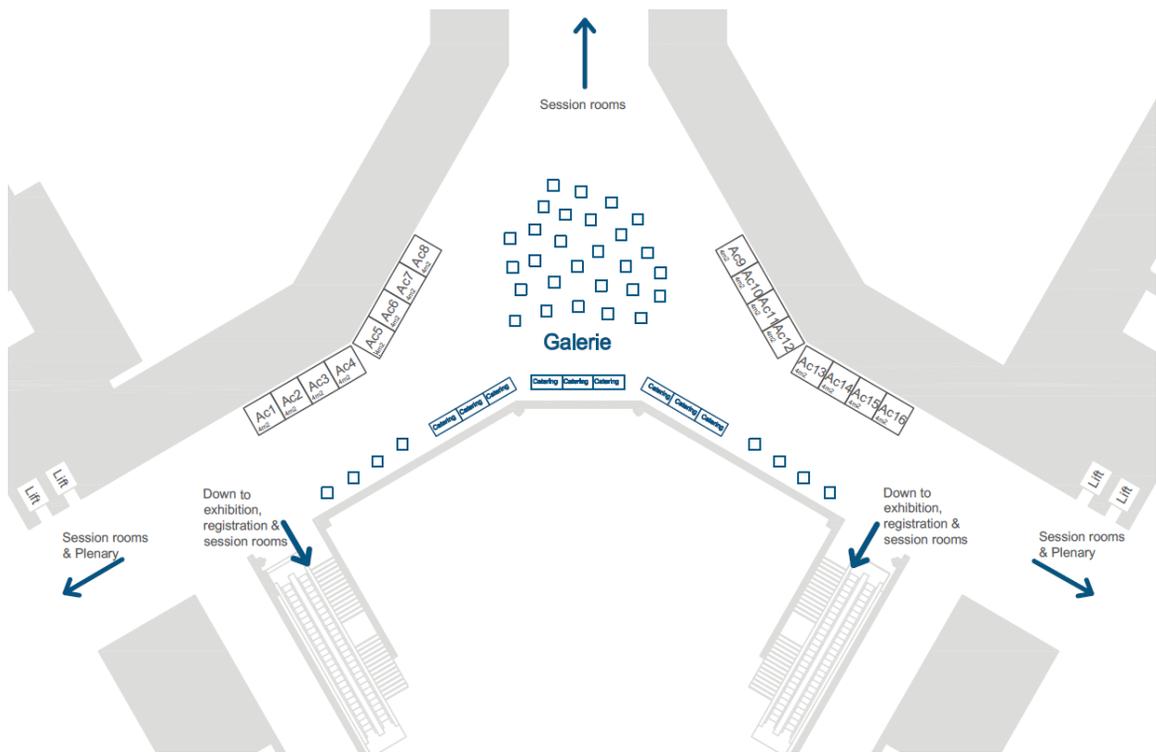
Not-for-Profit

- N1 • N11 • N21 • N31
- N2 • N12 • N22 • N32
- N3 • N13 • N23
- N4 • N14 • N24
- N5 • N15 • N25
- N6 • N16 • N26
- N7 • N17 • N27
- N8 • N18 • N28
- N9 • N19 • N29
- N10 • N20 • N30

Stands A1 to A10 are reserved for AMEE official stands

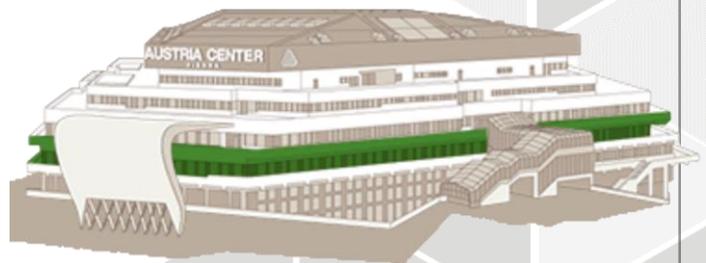
Exhibition Floor Plans

First Floor



Academic Stands

- Ac1
- Ac2
- Ac3
- Ac4
- Ac5
- Ac6
- Ac7
- Ac8
- Ac9
- Ac10
- Ac11
- Ac12
- Ac13
- Ac14
- Ac15
- Ac16



▶ AMEE Goes Green in 2019

No-one can fail to be moved by the documentaries highlighting the devastation to our planet through deforestation and overuse of non-recyclable products. AMEE is keen to play its part in reducing waste and is considering all aspects of its activities.

As a result, we are cutting down on the use of paper and non-reusable plastic during AMEE 2019. The practice of inserting flyers into conference packs and using seat-drops has been suspended this year, and alternative promotional opportunities have been introduced. We hope our exhibitors and participants will support us in this initiative and will be asking for their feedback after the conference.

Whether a first-time exhibitor or a regular at AMEE conferences, exhibition stands can be both economic and eco-friendly, without cutting back on the design of your stand. With a little planning you can join us and make your stand green in 2019.

▶ Top Tips to be a Green Exhibitor

- ▶ Choose a long-lasting, reusable modular stand and re-use bespoke elements for multiple shows.
- ▶ Choose other materials for your displays, that can be recycled.
- ▶ Source environmentally-friendly promotional items – are they made from recycled materials? Are they multiple use? Can they be recycled at the end? Or, better still, do you need them at all?
- ▶ Instead of producing printed marketing materials, email your brochures, use scannable QR codes or provide attendees with UBS sticks with your brochures and information.
- ▶ Brief your stand staff to separate out recyclable waste at the event, turn off electrical items when not in use and consider bringing a reusable water bottle or cup for use at the event.
- ▶ Promote your green credentials and spread the word about sustainability.

AMEE have sourced local suppliers, who are able to help with everything from catering to logistics, and furniture to technology to make the most of your time at AMEE 2019.

STAND^{OUT}
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Official Exhibition
Partner



Official Logistics
Partner



Official ICT
Partner



Official Catering
Partner

▶ Brand Opportunities at AMEE 2019

	Cost
<p>Conference Bags - Be the brand that delegates can carry away with them, by sponsoring the official AMEE reusable coloured cotton shopper tote bag. These must-have bags will include your company logo, or design, on the reverse side of the official AMEE print.</p> <p>Only 1 opportunity available</p>	€4,000
<p>Conference Lanyards - It's where all the best brands hang out! So let every delegate hang out with your company on the AMEE Conference Lanyard. Each delegate will receive a printed recyclable 15mm flat poly lanyard with your company logo.</p> <p>Only 1 opportunity available</p>	€3,000
<p>A5 Delegate notepads - Whether writing session notes, today's to-do-list or just jotting down ideas, let your brand help delegates remember the important things. Your company logo and details can be printed (full colour to one position) onto each page of the recycled paper pads distributed within the delegate bags.</p> <p>Only 1 opportunity available</p>	€2,000
<p>Delegate Pens - Make a note of that! Every delegate will be using your branded pen for all their important session notes during the Conference. Your company name and website can be printed (one colour) onto the recyclable pens and distributed within the delegate bags.</p> <p>Only 1 opportunity available</p>	€2,000
<p>Refillable Water Bottles - Ensure that the delegates stay hydrated, whilst promoting your company. AMEE offers free, clean water throughout the Austria Center Vienna for delegates to keep your branded bottle topped up.</p> <p>Only 1 opportunity available</p>	€1,500
<p>Internet Café - Help keep the delegates online at the Internet Café, including branded banner stands within the Café area and the option for a printer to help delegates print their boarding passes, all thanks to your brand.</p> <p>Only 1 opportunity available</p>	€3,000
<p>Social Media Promotion with @AMEEOnline - Work with the AMEEOnline Team in promoting your Facebook posts and tweets in the two months prior to AMEE 2019.</p> <p>Limited number of opportunities available</p>	€600



Brand Opportunities at AMEE 2019

		Cost
<p>Coffee Breaks - Give the delegates a caffeine fix by sponsoring our coffee breaks. These high traffic times will allow your brand to be seen at the catering points, with banner stands, and throughout the designated seating areas with tent cards featuring your company logo.</p> <p style="text-align: center;">2 opportunities available</p> <p>Alternatively be the official coffee provider and help the delegates keep going throughout the Conference by sponsoring all the coffee breaks for the entire event.</p> <p style="text-align: center;">Only 1 opportunity available</p>	<p>One Day (2 breaks)</p>	€6,000
	<p>Entire Event</p>	€13,500
<p>MedEdWorld Advert - Website advertising is available on the MedEdWorld (www.mededworld.org) website, AMEE's online health professions education community. Please contact the Exhibition & Sponsorship Team if you are interested in this opportunity for more detailed information. <i>(Already included in Premium Commercial Package).</i></p> <p style="text-align: center;">Limited number of opportunities available</p>	<p>Commercial Organisation</p>	€685 pcm (€800 August or September)
	<p>Academic Institutions</p>	€515 pcm (€600 August or September)
<p>Delegate Communication - Start talking to delegates before arriving in Vienna by taking advantage of one pre-event email to delegates* to advertise your product/services at the event.</p> <p style="text-align: center;">Limited number of opportunities available</p>		€2,000
<p>Soapbox Stage Slot** - Get on your Soapbox! Don't miss this great opportunity to get your message across to delegates on our Soapbox Stage. Slots will be available during the busy refreshment and lunch breaks during the conference. <i>(Already included in Premium Commercial Package).</i></p> <p style="text-align: center;">Limited number of opportunities available</p>		€500
<p>Evening Private Meeting** - AMEE 2019 is a great opportunity to have a meeting on site with current and potential customers. There are a limited number of private meeting opportunities available on a first come, first served basis.</p> <p style="text-align: center;">Limited number of opportunities available</p>		€500



Exhibition Packages

Full details can be found on the Exhibitor Booking Site including floor plans, available stand locations, specifications and exhibitor information. Full terms and conditions are also available

Brand Opportunities

Full details of all brand opportunities can be found on the Exhibitor Booking Site, including opportunities, number available and specifications. Full terms and conditions are also available

WHO TO CONTACT

Should you wish to talk about other potential opportunities, please do not hesitate to contact the AMEE Exhibition Team.



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exhibitions@worldspan.co.uk



<https://amee.org/conferences/amee-2019/exhibition>

Check our social media platforms for regular updates

