

EXHIBITION & SPONSORSHIP OPPORTUNITIES 26 – 31 AUGUST 2022



Welcome to AMEE 2022 and Ottawa 2022

We are delighted to be able to invite you to participate in this, the first major international health professions meeting to take place physically in almost three years! No-one could have anticipated the challenges we have all faced in the intervening period as a result of the Covid-19 pandemic. Looking positively, it has been a huge learning experience for everyone. Teaching, learning and assessment practices have been forced to change, not necessarily all for the better, but undoubtedly we have become more resourceful, more efficient, more resilient, and more aware of the fragility of the world in which we live. Never has there been a more important time to share what we have learned since we last met, and participants tell us they can't wait to meet face-to-face once again. Exhibitors tell us that virtual booths don't produce the same number of leads and that they miss the personal connections generated at face-to-face conferences, both with participants and with other exhibitors. We greatly look forward to welcoming both our regular exhibitors and sponsors to AMEE 2022 and Ottawa 2022 in Lyon, together with others new to the AMEE conference. This year's conference will be different for a number of reasons.

Unprecedented this year is the opportunity to participate in both AMEE 2022 and Ottawa 2022 sequentially in the same venue. The Ottawa Conference on the Assessment of Competence in Medicine and the Health Professions is held biennially, usually in the Spring. The decision was taken that for 2022 the conferences, whilst retaining their separate identity, would be held sequentially in Lyon, in order to permit those with limited time and funding to experience both conferences if they wished. The Exhibit Hall is open throughout both conferences, offering the opportunity to reach out to both participant groups.

Not only are booths open throughout AMEE 2022 and Ottawa 2022, but exhibitors are offered a virtual booth on the Swapcard platform to communicate with our virtual participants. The truly hybrid nature of both conferences means that participants unable to travel to Lyon may join in many sessions remotely through Swapcard – even when the physical exhibition is closed, participants across multiple timezones can connect with you.

We believe there has never been a better time for exhibitors and sponsors to participate in AMEE 2022 and Ottawa 2022. This Prospectus gives details of the booth options and opportunities to present workshops. We are pleased to discuss any sponsorship suggestions you may have – please contact the AMEE Exhibition Team.

Whether you are a regular exhibitor at AMEE conferences or we are meeting for the first time, we will do all we can to make your AMEE and Ottawa conference experience rewarding and enjoyable. Come to Lyon to celebrate 50 years of AMEE, and help us to prepare health professions education for the next 50 years.

Best wishes
AMEE 2022 and Ottawa 2022 Conference Committees

About AMEE

AMEE is a worldwide organisation with members in over 90 countries on five continents. Members include teachers, educators, researchers, administrators, curriculum developers, deans, assessors, students and trainees in medicine and the health professions. AMEE promotes excellence in medical education internationally by

- Promoting the sharing of information through networking, conferences, publications and online activities;
- Identifying improvements in traditional approaches and supporting innovation in curriculum planning, teaching and learning, assessment, and education management;
- Encouraging research in health professions education;
- Promoting the use of evidence-informed education;
- Setting standards for excellence in health professions education;
- Acknowledging achievement and scholarship both at an individual and an institutional level;
- Recognising the global nature of health professions education;
- Influencing the continuing development of health professions education through collaboration with relevant national, regional and international bodies.

About Ottawa Conferences

The Ottawa Conferences on the Assessment of Competence in Medicine and the Healthcare Professions were set up by Professor Ian Hart (Ottawa, Canada) and Professor Ronald Harden (Dundee, UK) in 1985. Held biennially they provide a forum for medical and other health professions educators, both assessment specialists and those new to the discipline, to network and share ideas on all aspects of the assessment of competence in both clinical and non-clinical domains, throughout the continuum of education.

Ottawa Conferences are held in venues around the world and attract between 1,000 to 1,200 participants. Since 2010 AMEE has shared responsibility for organising Ottawa Conferences with an appointed local organising committee. For 2022 AMEE has sole responsibility for organising the Ottawa Conference.

About Lyon

Lyon is the second largest urban area in France, situated at the confluence of the rivers Rhone and Saone, about 470 km south east of Paris. Lyon is a major centre for banking, as well as for the chemical, pharmaceutical and biotech industries. It is also known for its growing software industry, with a focus on video games. Other important sectors include medical research and technology, non-profit institutions and universities.

Easy to get to, Lyon is served by Lyon-Saint-Exupéry Airport, with a range of domestic and European flights, and has excellent road and rail links, being connected to the TGV network through Gare de Lyon Saint-Exupéry. Designated a UNESCO World Heritage Site in 1998, Lyon is steeped in history, and has a wealth of buildings and sites of interest. It is also known as the gastronomic capital of France, with a range of excellent restaurants and with its own traditional cuisine. Lyon has a humid, subtropical climate, with daytime temperatures in August likely to be around 25°C.

Lyon Convention Centre is situated close to the centre of the city in the Cité Internationale complex designed by world-renowned architect Renzo Piano. The Tête d'Or Park is close by, offering a pleasant space for a short break away from the hustle and bustle of the Conference.

Hotel Accommodation

An extensive offering of hotel options have been sourced for you to book your hotel in Lyon with confidence.

The official AMEE hotel booking system will allow you to review the list of hotel options available, check their locations, compare room rates and reserve your chosen hotel room. The booking system also contains the COVID cancellations policies, so you can book with confidence.

Seren Events Limited is the only official registration and housing provider for AMEE Conferences. Individuals unaffiliated with AMEE or Seren Events Limited may entice prospective attendees into booking hotel rooms through their illegal, third-party websites. Please be sure to book your hotels in Lyon by using the official hotel booking system.



AMEE & OTTAWA 2022 – Two conferences in one!

AMEE 2022 and Ottawa 2022 – Sequential Conferences in the same venue!

AMEE 2022 and Ottawa 2022 will take place sequentially at Lyon Convention Centre. Participants may register to join in person, or to attend virtually through our Swapcard platform.

Physical and virtual booths!

As well as a physical exhibition stand, you can choose to add on a virtual stand so participants can connect from wherever they are in the world at any time of day or night. You can get back to them at your convenience, and your Swapcard stand will remain active until the end of 2022, extending the opportunity to connect with participants.

Who should exhibit?

The exhibition offers opportunities for commercial, not-for-profit and academic exhibitors, including:

- Manufacturers and suppliers of patient simulators including manikins, task trainers and other devices used for teaching and assessment;
- Manufacturers of mobile technology and e-learning packages;
- Publishers of medical and basic science textbooks, and books and journals relevant to teachers in medicine and the healthcare professions;
- Institutions offering a service in medical education e.g. testing, data handling;
- Institutions and bodies offering courses for healthcare professionals across the continuum of education;
- Institutions responsible for administration or regulation in medicine and the healthcare professions;
- Professional bodies and medical schools;
- Pharmaceutical companies with an education remit.

Who are our participants?

Attendance at AMEE conferences has grown steadily over the past two decades, with 3056 participants at the previous Lyon conference in 2012, increasing to 3982 in Vienna in 2019, which was the last face-to-face AMEE Conference. The number attending the 2020 virtual conference was approximately 3,600, with 3,200 at the virtual conference in 2021.

The Ottawa 2020 Conference in Kuala Lumpur had 1,150 registrants. There is approximately 50% crossover with AMEE participants.

Around 3,000 participants are expected in Lyon, with a further 2,000 attending online, representing approximately 90 countries in total. Over 20% of attendees are estimated to be key decision-makers and 52% are decision-influencers. Participants typically include:

- Medical teachers, approximately 55% of whom are practising doctors
- Teachers from other healthcare professions
- Heads of schools
- Deans and administrators of medical, veterinary medicine, dental and nursing schools
- Deans of postgraduate institutions
- Curriculum developers
- Assessment specialists
- Course leads
- Faculty developers
- CPD professionals
- Researchers
- Students



Programme Overview

Friday 26 August

0930 – 1630 **Ottawa preconference workshops**
0800 – 1800 **Exhibitor set up (times tbc)**

Saturday 27 August

0800 – 1900 **Exhibition open**
0800 – 1900 **Ottawa conference sessions**
AMEE pre-conference workshops & courses
1030 – 1130 **Refreshments in Exhibition**
1230 – 1430 **Lunch in exhibition**
1500 – 1630 **Refreshments in Exhibition**
1800 – 1900 **Ottawa 2022 reception in exhibition**

Sunday 28 August

0800 – 2130 **Exhibition open**
0800 – 1945 **Ottawa conference sessions**
AMEE pre-conference workshops & courses
0930 – 1100 **Refreshments in Exhibition**
1230 – 1430 **Lunch in Exhibition**
1500 – 1630 **Refreshments in Exhibition**
1945 – 2130 **Ottawa 2022 & AMEE 2022 Reception in exhibition**

Monday 29 August

0800 – 1800 **Exhibition open**
0930 – 1000 **Refreshments in Exhibition**
1315 – 1445 **Lunch in Exhibition**
1600 – 1630 **Refreshments in Exhibition**

Tuesday 30 August

0800 – 1800 **Exhibition open**
1100 – 1130 **Refreshments in Exhibition**
1300 – 1430 **Lunch in Exhibition**
1600 – 1630 **Refreshments in Exhibition**

Wednesday 31 August

0800 – 1230 **Exhibition open**
0930 – 1000 **Refreshments in Exhibition**
1130 – 1230 **Brunch in Exhibition**
1230 – 2000 **Exhibition breakdown**



Key: **AMEE 2022 conference times**
Ottawa 2022 conference times
Joint conference times





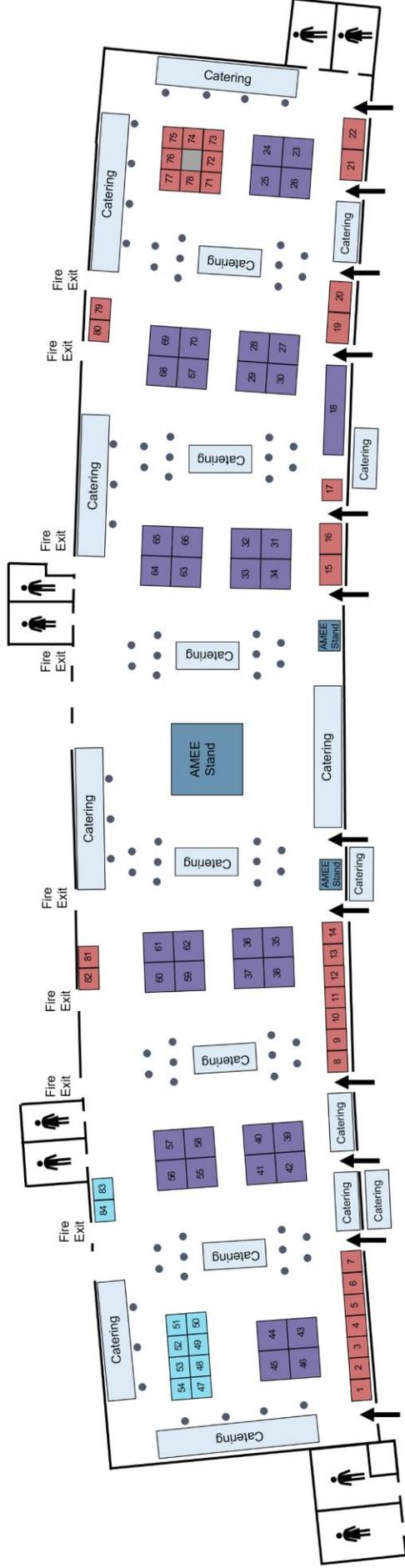
AMEE LYON 2022
HYBRID CONFERENCE 27-31 AUGUST

REDEFINING HEALTH PROFESSIONS EDUCATION TOGETHER



OTTAWA LYON 2022
HYBRID CONFERENCE 26-28 AUGUST

REIMAGINING ASSESSMENT ACROSS THE CONTINUUM



AMEE 2022 & OTTAWA 2022
Exhibition Booking Form

-  **Commercial Stand**
Available as either a Premium Commercial or Standard Commercial
-  **Not for Profit Stand**
Available as either a Premium Not for Profit or Standard Not for Profit
-  **Academic Stand**
Available as either an Academic Institutional Member or Academic Institutional Non-Member

If you would like to discuss your requirements, then please contact a member of the AMEE Exhibition Team:

 amee-exhibition@serenevents.com
 + 44 (0) 1745 776505

LYON CONVENTION CENTRE
LYON, FRANCE



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CELEBRATING

Stand Packages

Commercial Stand – 3m x 3m (9m²)



Premium and Standard options available

- 3m (l) x 3m (w) x 2.5m (h) wood effect booth walls
- 9m² blue carpet
- A LED light for the booth
- A LED spotlight for the fascia
- A 3kw power socket with two outlets available
- 2 standard chairs and rectangular table (1.2m x 0.7m x 0.7m)
- White fascia board with company name in black text

Not for Profit Premium Plus Stand – 3m x 2m (6m²)



- 3m (l) x 2m (w) x 2.5m (h) wood effect booth walls (*size not shown in image*)
- 6m² blue carpet
- A LED light for the booth
- A LED spotlight for the fascia
- A 3kw power socket with two outlets available
- 2 standard chairs and rectangular table (1.2m x 0.7m x 0.7m)
- 0.4m x 0.4m sign board on corner of stand with company name in black text

N.B. All images are for illustration purposes and changes may be made to the packages i.e. furniture or walling. Any changes will be communicated to confirmed stand holders.

Book your stand here:
AMEE 2022 & OTTAWA 2022
Exhibition Booking Form



Stand Packages

Not for Profit Stand – 2m x 2m (4m²)



- 3m (l) x 2m (w) x 2.5m (h) wood effect booth walls
- 6m² blue carpet
- A LED light for the booth
- A LED spotlight for the fascia
- A 3kw power socket with two outlets available
- 2 standard chairs and rectangular table (1.2m x 0.7m x 0.7m)
- 0.4m x 0.4m sign board on corner of stand with company name in black text

Academic Stand – Posterboard display (4m²)



- A 1.86m (h) x 1.21m (w) wood effect posterboard
- 2 standard chairs and rectangular table (1.2m x 0.7m x 0.7m)
- 0.4m x 0.4m sign board with organisation/institutions name in black text

N.B. All images are for illustration purposes and changes may be made to the packages i.e. furniture or walling. Any changes will be communicated to confirmed stand holders.

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Exhibition Booking Form**



Exhibitor Packages

Package	Premium Commercial	Standard Commercial	Premium Plus NFP ★ Limited availability ★	Premium NFP	Standard NFP	Academic* Non-Member	Academic* Institutional Member
Package Cost†	£7,000	£6,000	£3,000	£2,500	£1,750	£950	£750
Exhibition Space	3m x 3m (9m ²)	3m x 3m (9m ²)	2m x 2m (4m ²)	2m x 2m (4m ²)	2m x 2m (4m ²)	Poster board display (4m ²)	Poster board display (4m ²)
Additional Virtual Booth**	✓	Additional charge £500	Additional charge £500	Additional charge £500	Additional charge £500	Additional charge £500	Additional charge £500
Exhibitor Conference passes***	3	2	2	1	1	-	-
AMEE Website listing: organisation name, logo and weblink	✓	✓	✓	✓	✓	✓	✓
Bio on AMEE website	100 words	50 words	25 words	25 words	-	-	-
Banner ad on AMEE conference home page	✓	✓	✓	✓	-	-	-
Logo displayed before each plenary	✓	✓	-	-	-	-	-
1 x 30 minute Exhibitor demo session	✓	Additional charge £500	-	-	-	-	-
1 x 90 minute conference workshop	Additional charge £1,000	Additional charge £1,000	-	-	-	-	-
Post conference participant list (for opt-in participants)	✓	✓	-	-	-	-	-

Other sponsorship opportunities are available upon request, please contact a member of the AMEE Exhibition Team to discuss your requirements.



amee-exhibition@serenevents.com



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† The exhibition and sponsorship fees are listed in GBP £ exclusive of VAT, which will be added if applicable. Invoices will be issued in GBP £ unless the exhibitor is a non-taxable entity. In this case the invoice will be issued in Euros at the exchange rate pertaining at the date of the invoice and French VAT will be charged..

* Does not include conference registration fee, at least one participant must register for the in-person conference.

** Virtual booth only available if physical booth is purchased. Includes 1 x virtual conference pass to the Swapcard platform.

*** Including Conference sessions, Opening Ceremony/ Reception, access to the exhibition, onsite catering and access to the Swapcard platform; not entitled to CME points). Additional exhibitor conference passes: £350.



**Book your stand here:
AMEE 2022 & OTTAWA 2022
Exhibition Booking Form**

Book your space now!

BOOKING FORM LINK



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