



ASME Annual Scholarship Meeting 2023
Developing a diverse workforce

Sponsorship & Exhibition Opportunities



12 - 14 July 2023

The Eastside Rooms, Woodcock St, Birmingham, UK

www.asme.org.uk/events/asm2023 #asme2023

About ASME

The Association for the Study of Medical Education (ASME) was originally established in 1957 by the GMC to conduct, promote and disseminate medical education research and scholarship. It now stands alone as an independent Charity Association and in 2016 became a Limited company. It has a Board of Directors (Trustees) and its aims and objectives are achieved through its Committees, Career Groups and SIGs (Special Interest Groups). It has both individual and institutional members.

It holds several annual conferences including its flagship Annual Scholarship Meeting (ASM) which includes the AGM; the Researching Medical Education (RME) Conference as well as delivering the “Developing Leaders in Healthcare Education” residential course in Windsor.

ASME has two regular publications Medical Education and The Clinical Teacher and two occasional publications-Researching Medical Education and Understanding Medical Education.

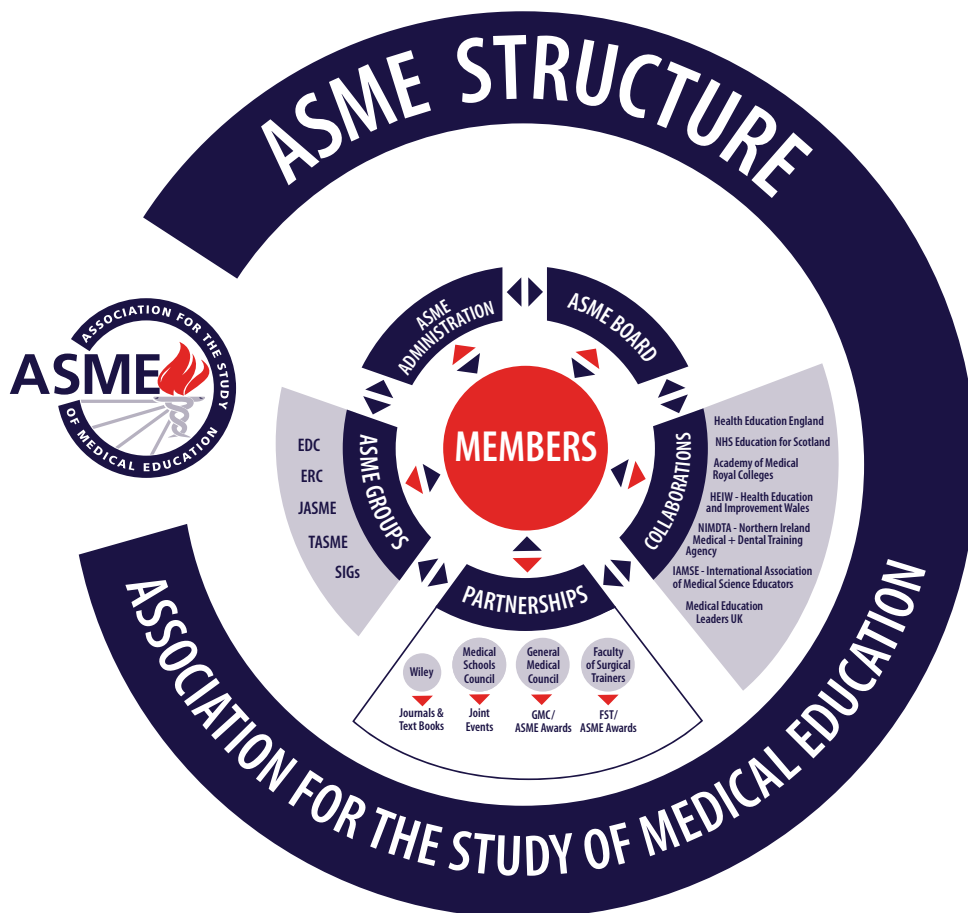
The Association for the Study of Medical Education is a company limited by guarantee and incorporated in Scotland. Company number: SC534566.

Registered office: Suite 1A, Q Court, 3 Quality Street, Edinburgh, EH4 5BP.

Telephone: 0131 225 9111

ASME is registered with OSCR (the Independent Scottish Charity Regulator) and our Charity Number is SC040103.

[View or download our Complete Guide to ASME](#)



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What are we about?

Our Vision

To work collaboratively with educators, learners, researchers and policy makers to promote scholarship and excellence in medical education to meet the changing needs of the future healthcare workforce.

Our Mission

Advancing Scholarship in Medical Education

ASME is dedicated to supporting clinicians, teachers and learners to explore and learn about how medical education is undertaken and provide a platform for discussion, networking and support in their medical careers.

Our Values

ASME's top 5 values are to foster:

- 🔥 Collaboration
- 🔥 Enabling
- 🔥 Scholarliness
- 🔥 Future-focus
- 🔥 Excellence



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Who does what?



Under the umbrella of 'ASME', various groups work within its organisational structures. Although each group is focused on different activities, the expectation is that ideas, support and information flow across the groupings.

Responsibilities are as follows:

The Board of Directors

The Board has responsibility for the overall management of ASME, setting and maintaining its strategic vision and upholding its constitution and regulations as a charity. Individual directors have specific responsibility for developing a core ASME function (awards, events, networks, journals, membership and training groups), or for activities central to its governance (secretariat, treasurer, Chair & special projects). Also on the Board is a director representing the membership. The Board is supported by non-executive members who have a wide range of experiences & expertise both in and outside of medical education (President, Non- Executive Director).

More info about our Board of Directors can be found [HERE](#)

ASME Office

The ASME Office is located in Edinburgh and it is responsible for organising, maintaining, enhancing and conducting all ASME's operations.

The Committees (Education Research Committee & Educator Development Committee)

Central to ASME's mission of advancing scholarship in medical education, the ERC and EDC provide the operational arms of ASME's key elements: educational research and educational development. These groups create their own work streams but also help to operationalise the strategic vision of the Board. The ERC and EDC may also work with, and support, individual directors on projects aligned to the director's remit. They therefore work on behalf of all ASME's membership albeit within broad conceptual frames.

Learn more about the EDC or the ERC.

JASME and TASME

These are also committees that work on behalf of specific career groups: JASME for medical students and F1s, TASME for F2 and all other trainee groups. These committees generate activities, resources and opportunities for the groups they represent. As members of JASME and TASME move into and out of their roles more frequently than 'established' medical educators, they have the support of the Director of Career Groups to ensure continuity and to link with the Board of Directors. JASME and TASME may also work closely with directors who have responsibility for awards, events and networks, helping to inform what needs to be done and how.

Learn more about JASME or TASME.

Special Interest Groups (SIGs)

The SIGs are network groups that are focused on specific topics or areas of interest. They are generated by the membership for the membership but may also stem from an identified need by the Committees or Board. Whilst the ERC, EDC, JASME and TASME enhance, support and undertake activities for their broader communities, the SIGs are responsible only for those who are part of that Special Interest Group. To keep these groups fresh and aligned to current practices, all SIGs are set up for three years in the first instance and may change over time.

Learn more about our SIGs.

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What's in it for me?



ASME provides a platform for medical educators and students to meet and share the latest theories and studies and best practice, face to face and online, through its Committees, Groups and SIGs and its Conferences. We also provide many ways for you to develop your career through networking, awards, and opportunities to present posters, workshops, attend conferences, etc.

Your membership also provides you with access to ASME's leading and highly regarded medical journals – **Medical Education** and **The Clinical Teacher** online.

ASME Awards

ASME has a number of prestigious awards that its members can apply for.

Please visit the [Awards page for more information.](#)

Research Grants

In 2017 ASME launched a new research funding stream, designed to build capacity in the field by supporting doctoral-level (PhD) research in medical education.

Please visit the [Awards page for more information.](#)

External Awards - supported by ASME

Our external awards page is [HERE](#)

ASME's Main Events Are:

- 🔥 ASM – Annual Scholarship Meeting
- 🔥 RME Researching Medical Education (ERC)
- 🔥 EDC led annual meetings
- 🔥 TASME Conference
- 🔥 DLHE Developing Leaders in Healthcare Education (Windsor)
- 🔥 JASME Conference

Being a member of ASME from the start of your career will provide you with first class access to the latest ideas, methodologies and best practice in the medical education world. Through our Committees, Groups and SIGS, you will have access to a national resource and network of like- minded people with whom you can discuss and share best practice in medical education, whether you are a student or a long established educator.

ASME provides an excellent forum to discuss your career in all its stages, fantastic networking opportunities and the chance to learn more about medical education, and should you wish to get more involved you can apply to join one of the committees and the ASME Board. This will provide you with excellent exposure and experience in how committees work and is a great addition to your CV!

As you progress through your career, ASME provides a forum for you to share your knowledge and experience with people starting out in their career, helping to develop and enhance medical education for our future workforce in the UK and globally.

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How can I contribute?

ASME and its Committees, Groups and SIGs are all keen to attract new members to their committees – please visit their pages to learn more about what they do and how you can contribute. A lot of the committees have local branches throughout the UK and also hold online meetings, workshops, pop up events throughout the year.

To view our SIGs please click [HERE](#)

We look forward to welcoming you to ASME – if you have any questions, please just email us at: info@asme.org.uk

To Join ASME please view our membership page by clicking [HERE](#)

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An Invitation to Sponsors & Exhibitors



ASME are delighted to invite you to exhibit at our Annual Scholarship Meeting, 12th - 14th July 2023, Eastside Rooms in Birmingham, UK

The conference theme is “Developing a Diverse Workforce.”

The conference programme will comprise plenary lectures, workshops, parallel sessions, pop-up events and e-poster presentations. Refreshment and lunch breaks will allow delegates to network with exhibitors. There will be a welcome drinks reception in the evening of the first day attended by the majority of the delegates offering a further opportunity for networking. The annual conference dinner will take place on the Thursday evening at 7:30 pm (venue tbc).

Exhibitors and Sponsors have the opportunity to engage with 500+ UK and internationally based participants.



Annual Scientific Meeting Delegates Include:

- 🔥 Teachers in medicine and the healthcare professions
- 🔥 Medical school deans, University undergraduate and postgraduate deans
- 🔥 Faculty of medicine department heads
- 🔥 Students of medicine and the healthcare professions
- 🔥 F1/F2
- 🔥 Clinical educators and clinical teachers
- 🔥 Members of international organizations with interests in undergraduate and postgraduate healthcare education
- 🔥 Multidisciplinary educators

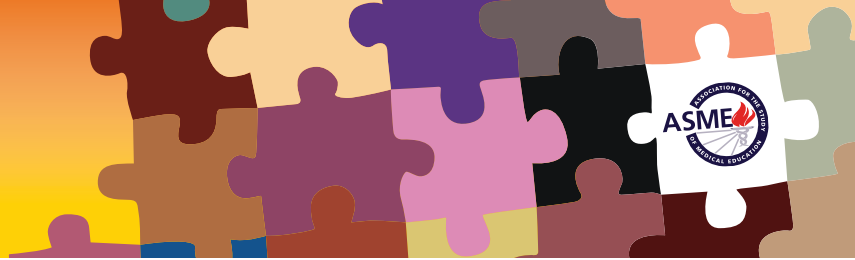
Enquiries:

For exhibitor and sponsorship enquiries please contact events@asme.org.uk

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Sponsorship Opportunities



ASM e-Posters Platform Sponsor Package **SOLD**

e-Posters platform sponsor will appear on the platform with text “ASM e-Posters platform sponsored by...”

Logo placement on promotional materials both online and in print

Including your logo and website link published in:

- 🔥 Pre-event Conference Marketing Mailings to all ASME institutional and individual members
- 🔥 the ASME Website as a continuous feature in the months preceding the conference

Prominent Logo Placement on conference materials including:

- 🔥 Logo on conference auditorium holding slides
- 🔥 Conference e-documents – Given to all delegates
- 🔥 Conference holding slides – Displayed in main plenary auditorium
- 🔥 Social Media Coverage
- 🔥 One prime location Exhibition Table (refer to exhibitor opportunities for inclusions)
- 🔥 Coverage in ASM 2023 app
- 🔥 Logo on General Holding Slides
- 🔥 Logo displayed before each plenary
- 🔥 Exclusive article on ASM communications
- 🔥 Post-conference list of opt-in participants
- 🔥 Two complimentary Full Delegate Registrations inclusive of conference catering

£5,000 + VAT

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Sponsorship Opportunities



ASM Conference App Sponsor Package

App sponsor will appear on the app with text “ASM app sponsored by...”

Logo placement on promotional materials both online and in print

Including your logo and website link published in:

- 🔥 Pre-event Conference Marketing Mailings to all ASME institutional and individual members
- 🔥 the ASME Website as a continuous feature in the months preceding the conference

Prominent Logo Placement on conference materials including:

- 🔥 Logo on conference auditorium holding slides
- 🔥 Conference e-documents – Given to all delegates
- 🔥 Conference holding slides – Displayed in main plenary auditorium
- 🔥 Social Media Coverage
- 🔥 One prime location Exhibition Table (refer to exhibitor opportunities for inclusions)
- 🔥 Prime coverage in ASM 2023 app
- 🔥 Logo on General Holding Slides
- 🔥 Logo displayed before each plenary
- 🔥 Exclusive article on ASM communications
- 🔥 Post-conference list of opt-in participants
- 🔥 Two complimentary Full Delegate Registrations inclusive of conference catering

£4,000 + VAT

Sponsorship Opportunities



The ASME Gold Medal 2023 Sponsor

- 🔥 One Pop-Up Banner “The ASME Gold Medal 2023 Sponsored By...” on plenary auditorium stage during the ASME Gold Medal 2023 session, as well as on our Gold Medal website page
- 🔥 Logo placement on promotional materials both online and in print
- 🔥 Including your logo and website link published in:
 - 🔥 Pre-event Conference Mailings to all ASM delegates
 - 🔥 The ASME Website as a continuous feature in the months preceding the conference
- 🔥 Prominent Logo Placement on conference materials including:
 - 🔥 Conference e-documents– Given to all delegates
 - 🔥 Conference holding slides – Displayed in main plenary auditorium
- 🔥 Social Media Coverage
- 🔥 Logo displayed before the Gold Medal plenary
- 🔥 One prime location Exhibition Table (refer to exhibitor opportunities for inclusions)
- 🔥 Coverage in ASM 2023 app
- 🔥 Two complimentary Full Delegate Registrations inclusive of conference catering (Discount available if you wish to sponsor more than one year, please enquire via events@asme.org.uk)

£3,000 + VAT

Sponsorship Opportunities



ASM Illustrations Sponsor Package

Illustrations sponsor logo placed on the print and digital illustrations created for the ASM. Illustrations will also be included in the supplement published by the journal The Clinical Teacher.

Logo placement on promotional materials both online and in print

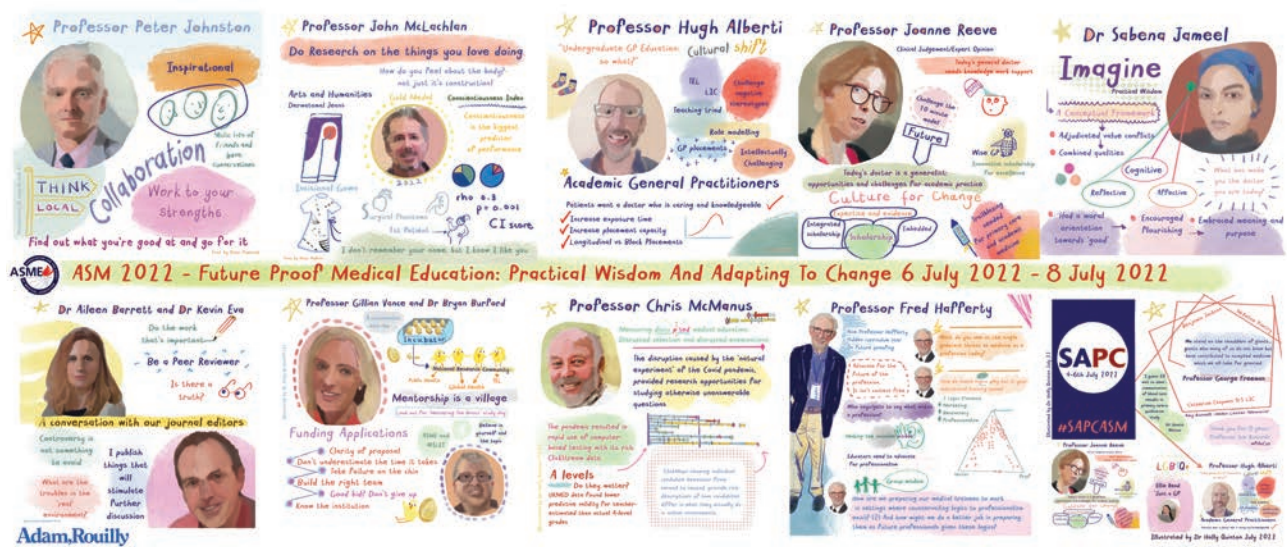
Including your logo and website link published in:

- Pre-event Conference Marketing Mailings to all ASME institutional and individual members
- the ASME Website as a continuous feature in the months preceding the conference

Prominent Logo Placement on conference materials including:

- Conference e-documents – Given to all delegates
- Conference holding slides – Displayed in main plenary auditorium
- Social Media Coverage
- One prime location Exhibition Table (refer to exhibitor opportunities for inclusions)
- Coverage in ASM 2023 app
- Logo on conference auditorium holding slides
- Logo on General Holding Slides
- Logo displayed before each plenary
- Exclusive article on ASM communications
- Post-conference list of opt-in participants
- Two complimentary Full Delegate Registrations inclusive of conference catering

£5,000 + VAT



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Sponsorship packages



Package	Gold Medal	App	e-Posters platform	Illustrations
Price	£3,000	£4,000	SOLD	£5,000
Logo placement on conference e-documents	✓	✓	✓	✓
Logo in event promo mailings (to all ASME mailing lists)			✓	✓
Logo in pre-event mailings (to event delegates)	✓	✓	✓	✓
Logo and profile on conference's page on ASME's website	✓	✓	✓	✓
Prime location exhibition table	✓	✓	✓	✓
Sponsor coverage in ASM 2023 app	✓	✓	✓	✓
Prime coverage in ASM 2023 app		✓		
Prime coverage in ASM 2023 e-Posters platform			✓	
Logo highlighted in printed dinner menus				
Two complimentary full delegate registrations with conference catering included	✓	✓	✓	✓
Two complimentary places at the annual dinner				
Pop-Up banner "The ASME Gold Medal 2023 is sponsored by..."	✓			
Social Media Coverage (with interview, talking head or sharing their promo video)			✓	✓
Logo placed on illustrations prints				✓
Logo placed on illustrations on TCT supplement (available on Wiley's website too)				✓
Logo on conference auditorium holding slides		✓	✓	✓
Logo on general holding slides	✓	✓	✓	✓
Logo displayed before each plenary			✓	✓
Logo displayed before Gold Medal plenary	✓			
Exclusive article on ASM communications		✓	✓	✓
Post-conference list of opt-in participants	✓	✓	✓	✓

Exhibitor Opportunities



The exhibition area will be in Belmont Suit at Eastside Rooms. Conference refreshments and lunch will be served in this area.

Provisional Exhibition Timings

Wednesday 12th July	
09:00-12:00	Exhibitor setup
12:40-13:30	Lunch, viewing of posters and exhibits
15:30-16:00	Refreshment break – viewing of exhibits
18:00-19:30	Welcome Reception

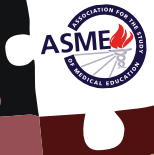
Thursday 13th July	
08:00	Exhibition open – arrival refreshments
10:10-10:40	Refreshment break – viewing of exhibits
12:30-13:30	Lunch – viewing of posters and exhibits
15:45-16:15	Refreshments – viewing of exhibits
18:30	Exhibition close

Friday 14th July	
08:30	Exhibition open – arrival refreshments
11:00-11:25	Refreshment break – viewing of exhibits
12:40	Close of Annual Scholarship Meeting 2022
14:00-17:00	Collection of exhibition materials

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Exhibitor Opportunities



Commercial Organisations

Table Top Stand:

1 x table approx. 4 ft. x 2 ½ ft. size – Please note without table cloth

2 x chairs

Space for 2 x maximum single Pop-Up Banners behind allocated table

Wi-Fi access (not hardwire)

Profile on ASM 2023 app

One complimentary Full Delegate Registration inclusive of catering

One complimentary Delegate Place at the Welcome Reception

£1050 + VAT

Additional full delegate registration fee: £450

Non Profit Organisations

Table Top Stand:

1 x table approx. 4 ft. x 2 ½ ft. in size – Please note without table cloth

2 x chairs

Space for 2 x maximum single Pop-Up Banners behind allocated table

Wi-Fi access (not hardwire)

Profile on ASM 2023 app

One complimentary Full Delegate Registration inclusive of catering

One complimentary Delegate Place at the Welcome Reception

£650 + VAT

Additional full delegate registration fee: £250

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Terms & Conditions



The terms and conditions set out below relate to the exhibition for ASME Annual Scholarship Meeting 2023 (ASM 2023) taking place at the Eastside Rooms in Birmingham.

Applications

Exhibition packages and sponsorship opportunities are available on a first-come, first-served basis, as are all elements of the packages. ASME should receive all exhibition registrations by Friday 3rd June

Cancellation

Any cancellation or replacement must be conveyed to the organiser via email at: events@asme.org.uk

Kindly take note that a cancellation fee of 50% will be levied for cancellations received before Monday 29th May 2023

Please note that on or after Monday 29th May 2023 there will be no refund granted on cancellation

Power

Please advise if you wish electricity/power to your stand when registering

Payment

Payment will be processed immediately upon receipt of your registration form

Exhibitors Insurance

Exhibitors should secure their own insurance for equipment and goods to cover all liabilities and risks. The organisers and ASME will not be held responsible for any loss or damage to any items at the event. Please note that ASME will request a copy of your insurance certificate together with relevant info for your profile.

Shipping

All exhibitors are required to make their own arrangements for the shipping and handling of their materials. Detailed shipping instructions will be included in the ASM 2023 exhibitor manual which will be available in due course. Instructions must be followed and packages labelled properly to avoid any delay in locating packages on-site at the P&J Live Aberdeen and consequently materials arriving at your booth late.

For Reference

Kindly prepare your own marketing materials such as leaflets and Pop up Banners* as these will not be produced by ASME.

Please note that ASME is a registered charity and unfortunately unable to negotiate further reduced rates.

The exhibitor manual with full details and instructions and exhibition plan will be available in due course.

Local COVID-19 rules will be adhered to at the time of the conference. More information will be included in the exhibitor manual.

* with the exception of the Gold medal sponsor banner, which will be provided by ASME

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