

More Buzz. More Visibility. Beyond the Booth.

PRODUCT THEATER

Product Theaters provide a forum to gather and discuss issues on patient education, specific products, services or new clinical science. Lasting 45-minutes in the Exhibit Hall, each Product Theater slot includes food and beverage provided by AOA. Due to popular demand, a second theater has been added for OMED26 and we are pleased to offer two morning slots and two afternoon slots. The afternoon slots are unopposed to CME sessions.

The AOA recognizes that Product Theaters are promotional and may concentrate on a specific product or drug. These sessions do NOT receive CME credit.

What is Included?

- Theater-style seating for up to 180 attendees
- Food and beverage
- Listing in the digital program
- Listing on the event mobile app
- (2) lead retrieval units and (2) temporary staff to scan attendee badges as they enter the theater
- Onsite signage/recognition
- Logo on OMED website
- Riser and lectern with wired microphone
- Audio visual equipment (wired microphone, presentation laptop computer, remote slide advancer/ laser pointer, projector, screen, AV technician)
- Attendee list prior to the meeting

LEARN MORE

FEATURED EXHIBITOR LISTINGS

Gain increased exposure on the OMED26 Exposition website by securing a Featured Exhibitor Listing! Attendees will be drawn to Featured Exhibitor Listings with logos, longer company descriptions, product photos with descriptions, videos, press releases, and more.

LEARN MORE

FOR MORE INFORMATION ON PRODUCT THEATERS OR FEATURED EXHIBITOR LISTINGS CONTACT:

1-703-631-6200 | 1-800-564-4220 | omedexhibits@spargoinc.com

WEBSITE

FLOOR PLAN

RESERVE A BOOTH

EXHIBITOR LIST

Sponsorship Opportunities

PRESENTATION OPPORTUNITIES

CME Symposia: CME Symposia are a valued educational component of the OMED Annual Meeting. OMED offers several opportunities to hold these dynamic sessions, supported by educational grants and certified for AOA CME credit and *AMA PRA Category 1.5 Credit™* by the AOA. (\$44,500 90-minutes)

SOCIAL & NETWORKING OPPORTUNITIES

Puppy Cuddle Station: Sponsor the exhibit hall's most-loved four-legged attraction. Back by popular demand, this sponsorship opportunity is a great way to include your branding in a highly visited stop inside the exhibit hall. Sponsor receives recognition on the website, platform, and signage. The sponsor is allowed to have one representative at the cuddle station to interact with attendees. (\$11,000)

Registration Welcome-Food & Entertainment: Help make every OMED moment an experience starting at Registration. Welcome attendees with music and light refreshments on Thursday, Friday, and Saturday as they check into the conference. Sponsor will receive recognition on signage and their logo on the website. (\$10,000)

Welcome Reception: Fully sponsor this highly celebrated networking reception, the official celebration of OMED. Attendees will enjoy an hour of entertainment, networking, and fun! Pick your signature drink to be served in logo-laden cups along with custom-designed

branded napkins with your organization's logo. Sponsor will be acknowledged by the band and receive recognition on the website, platform, and signage, in addition to promotion in a daily email. (\$15,000)

General Session Coffee Break: Fuel conference attendees with some much-needed caffeine on Friday morning! Take advantage of this social activity that brings together attendees during a quick break and much-needed coffee fix. The opportunity allows company representatives to engage with attendees as they grab a cup. Branding opportunities include signage, napkins, and event platform. (\$10,000)

Saturday Networking Event Sponsor: As the networking event sponsor, your organization will pick your signature drink to be served in logo-laden cups along with custom-designed branded napkins with your organization's logo. In addition to being acknowledged by the band, you will receive recognition on event signage and promotion in a daily email. (\$10,000)

Morning Coffee with Exhibitors: Increase your marketplace visibility by sponsoring the 'Coffee with Exhibitors' hour. Signage will include company name, logo, and location in the Exhibit Hall; inclusion as a sponsor of the 'Coffee with Exhibitors' hour in the conference program and sponsorship recognition. *Friday 9:30 - 10 am or Saturday 8 - 9 am* (\$5,000)

Exhibition Booth Enhancement: Encourage attendees to visit your booth with a hot breakfast, specialty coffee, or mimosa bar from 8 - 9 am on Saturday morning. Signage included. (Please call for further information and pricing.)



BRANDING/ADVERTISING OPPORTUNITIES

Lanyards: Lanyards are considered one of the best options for brand visibility. Stay on attendees' minds by having your company's logo on all conference lanyards. This is a rights-only opportunity. (\$12,000)

Exhibit Hall Carpet Overlays (Floor Clings): Place your branding on one or multiple 6' x 6' carpet overlays and capture attendees' attention while they travel through the Exhibit Hall. (\$1,500)

Half-Meter Boards: Attendees won't miss your branding and message on these boards placed in high-traffic areas of the convention center. Opportunity includes the production, installation, and removal of all boards. Sponsor will design all art files to provided specifications. (Single-Sided: \$500 / Double-Sided: \$700)

Personalized Do Not Disturb Signs: Help the attendees get some privacy with a personalized Do Not Disturb sign. This is a great way to get your company name out to the attendees and anyone staying in the hotel. As a rights-only opportunity, the sponsor will work directly with the hotel on design, production, disbursement, and payment of related expenses. (\$2,000)

Convention Center Wi-Fi Partial Sponsor: Help in sponsoring complimentary Wi-Fi access for all attendees throughout the duration of the event. Sponsorship includes customized sponsorship recognition & log-in when accessing Wi-Fi, sponsorship recognition on the event website, and sponsorship recognition through general on-site signage. (\$10,000)

Roaming Photo Booth: A popular aspect for OMED, our roaming photo booth will feature your company's logo and/or image as part of the background, so each attendee has a keepsake and reminder of the event and your company. The photo booth will be active for a two-hour period on both Friday and Saturday. (\$5,000)

Restroom Sponsor: Your company logo will be displayed on four 10"x10" mirror clings to be viewed by all within one set of session hall restrooms. You may also supply additional items such as mouthwash, floss, mints, etc. at your own expense. (\$2,000)

**READY TO MAXIMIZE YOUR EXPOSURE?
CONTACT US FOR MORE INFORMATION AND
TO SECURE YOUR OPPORTUNITY!**

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DIGITAL OPPORTUNITIES

Conference Mobile App Main Sponsor: The conference app is the central hub for attendees, designed to assist them in building schedules, locating exhibitors in the Exhibit Hall, and staying current on conference items. Your organization will be branded as the official sponsor of the app, with several opportunities for logo and ad placements within the app and event signage. (\$10,000)

Mobile App Newsfeed Banner: Mobile App Newsfeed Banners are displayed as a slideshow above the conference feed messages and rotate every seven seconds. Ads can be configured to open a sponsor details page within the app or link out to external web pages. Image files should be in .png or .jpg format with 2400 x 600 px dimensions and up to 2 MB in size. (\$3,500)

Daily Event Emails: This is your chance to brand the meeting's Know Before You Go and daily emails. These emails will be sent to all registered attendees containing key information and meeting highlights. Include your hyperlinked ad in these emails and gain visibility before and during the meeting. (4 emails - cost is per email) (\$2,500)

Conference Push Notifications: Alerts can be sent through the mobile app designed to promote your booth, new product, service, or even a giveaway. This opportunity provides one message to all in-person and virtual attendees. (\$1,500)

MEETING ROOMS

Exhibit Hall Meeting Rooms offer convenient meeting space to hold staff meetings, meet privately with potential clients, host hospitality events, and more. Meeting Rooms are available in 10'x10' increments and include furniture. (\$5,000 per room)