



# OMED<sup>®</sup>19

engage › empower › excel ›

OCTOBER 25-28, 2019 || BALTIMORE

## Exhibitor Prospectus

Osteopathic Medical Conference  
& Exposition



**Become an Exhibitor!**

1-703-631-6200 | 1-800-564-4220

[omed.osteopathic.org](http://omed.osteopathic.org) | [omedexhibits@spargoinc.com](mailto:omedexhibits@spargoinc.com)

# The Largest Gathering of Osteopathic Physicians in the World!

Hosted by the American Osteopathic Association, OMED is the largest live event dedicated to the osteopathic medical profession, and attracts an audience of over 5,000 osteopathic physicians, medical students and other health professionals from across the country.

## ABOUT AOA

Serving as the professional family for more than 145,000 osteopathic physicians and medical students, the AOA works to advance the distinctive philosophy and practice of osteopathic medicine. Align your organization with AOA and showcase your dedication to the osteopathic medical community at **OMED 2019!**



**95%**  
of attendees  
would recommend  
OMED!

## THE ONLY PLACE TO CONNECT WITH THE FASTEST-GROWING SEGMENT OF HEALTHCARE PROFESSIONALS.

### Top CME Topics of Interest:

- ▶ Respiratory Disease (e.g., Asthma, COPD)
- ▶ Diabetes Mellitus
- ▶ Cardiovascular Disease (e.g., Dyslipidemia, hypertension)
- ▶ Obesity (behavior, medication, surgery)
- ▶ Skin Conditions
- ▶ Pain
- ▶ Neurological Conditions

## MAKE MEANINGFUL CONNECTIONS AT #OMED19

Be social and connect on and off the show floor! Join the conversation and maximize your social presence with #OMED19



## RESERVE YOUR EXHIBIT SPACE TODAY!

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**88%** of DOs  
prefer to obtain  
their CME through  
“live meetings” and  
“workshops.”



# OMED 2019 Experience Zone – The Center of the Action!

## EXPERIENCE ZONE (EXHIBIT HALL) HIGHLIGHTS:

- ▶ OMED Central – the Hub of the Exhibit Hall
  - ▶ Stage for TED-Style Talks Featuring Innovative Speakers
  - ▶ Career Development and Mentoring for Students/Residents
  - ▶ Networking Area
  - ▶ Charging Stations
  - ▶ Cuddle Station – Meet the Resident Dogs and Cats
- ▶ Exhibit Floor – 175+ Exhibitors
- ▶ Product Theaters
- ▶ Product Forums
- ▶ OMT Sessions
- ▶ Medical Pursuit – Traffic Driver Game
- ▶ Coffee Breaks
- ▶ Monday Morning Breakfast

## BE A PART OF THE PREMIER OSTEOPATHIC EVENT OF THE YEAR!

Become an exhibitor and share your latest advances and services for the osteopathic profession. OMED is the place to meet face-to-face with more than 5,000 osteopathic physicians, students and health professionals seeking the latest and most relevant products, technologies, therapeutics and services to benefit their patients and achieve greater outcomes. Experience three days of networking with the osteopathic medical profession's top doctors.

Whether your organization provides tools for advancing patient care or helps improve everyday activities outside of the workplace, this is the conference to reach an energetic audience of healthcare professionals.

**88%**  
of Attendees  
Visit the  
Experience  
Zone

## WHO EXHIBITS? COMPANIES LIKE YOU SPECIALIZING IN:

Allergy  
Anti-inflammatory  
Asthma/COPD  
Cardiovascular  
CME/Board Prep  
Course  
Dermatology  
Diabetes  
Documentation/EMR/HIT  
Education/Educational  
Institution

Gastrointestinal  
Government  
Hospital/Healthcare  
Institution  
Insurance  
Medical Devices  
Medical Equipment  
Mental Health  
Non-Profit  
Nutraceutical  
Osteopathic Affiliate

Osteopathic Medical  
School  
Osteopathic Specialty  
Pain Management  
Personal Care  
Pharmaceutical  
Physical Therapy  
Practice Management  
Professional Practice  
Psychiatrics  
Publisher

Recruiting  
Scientific  
Software  
Sports Medicine  
Technology  
Weight Loss  
Women's Health  
Wound Care  
And More!



## OMED QUICK FACTS:

**5,500+** Attendees

**175+** Exhibitors

[View the 2018 Exhibitor List](#)

## WHO ATTENDS?

- ▶ DOs
- ▶ MDs
- ▶ PhDs
- ▶ Allied Health Professionals

DOs  
**75%**

## TOP AREAS OF PRACTICE

- ▶ Family Medicine
- ▶ Internal Medicine
- ▶ Pediatrics
- ▶ Emergency Medicine
- ▶ Family Medicine/OMT
- ▶ Psychiatry
- ▶ Physical Medicine & Rehab

## TOP AREAS OF INTEREST IN THE EXPERIENCE ZONE

- ▶ Technology
- ▶ Pharmaceuticals
- ▶ Practice Management
- ▶ Wellness

# What is a DO?

## DOCTORS OF OSTEOPATHIC MEDICINE

*“DOs are trained to first consider the person within the patient.” ~ Doctors That DO*

Doctors of Osteopathic Medicine, or DOs, make up the fastest-growing segment of the healthcare profession. There are currently more than 114,000 DOs in the U.S., with more than half that number practicing in primary care.

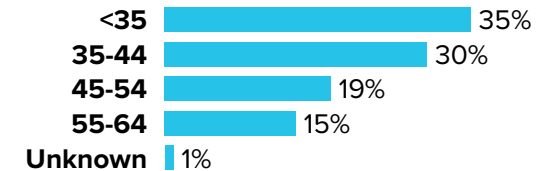
DOs are fully licensed physicians who practice in all areas of medicine. They practice healthcare differently. DOs emphasize a whole-patient approach to treatment and care and are trained to promote the body's natural tendency toward health and self-healing. While they do practice according to the latest science and use the latest technology, they also consider options to complement pharmaceuticals and surgery.

## DO PRESCRIBING AUTHORITY

- ▶ **100** prescriptions per week.
- ▶ Nearly **90%** find talks with pharmaceutical companies very useful and educational.

Align your organization with AOA and showcase your dedication to the osteopathic medical community at **OMED 2019!**

## ACTIVELY PRACTICING DOs BY AGE

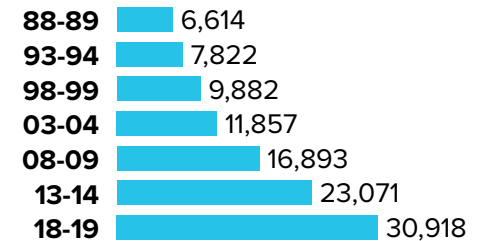


## DO DISTRIBUTION AMONG PRIMARY CARE MEDICAL SPECIALTIES

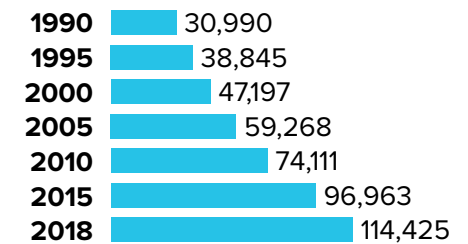


*\*Includes DOs who practice osteopathic manipulative medicine.*

## COM ENROLLMENT BY ACADEMIC YEAR



## TOTAL DOs 1990 – 2018



**145,343** DOs AND OSTEOPATHIC MEDICAL STUDENTS IN THE U.S.

**114,425** DOs IN THE U.S.

**30,918** OSTEOPATHIC MEDICAL STUDENTS



# Become an Exhibitor Today!

## EXHIBITOR INFORMATION

Baltimore Convention Center  
1 W Pratt St.  
Baltimore, MD 21201

## EXPERIENCE ZONE HOURS

**Saturday, October 26, 2019:** 11:30 AM to 4 PM  
**Sunday, October 27, 2019:** 10 AM to 2 PM  
**Monday, October 28, 2019:** 8 AM to 12 PM

## EXHIBIT SPACE RATES

**Standard Rate:** \$35.00 per square foot  
**Premium Rate:** \$38.00 per square foot  
**Corner Rate:** \$200 per corner

### All exhibit space includes the following:

- ▶ Six Exhibit Hall Staff Badges per 10'x10'
- ▶ Two Exhibit Hall Staff Badges per Additional 10'x10'
- ▶ One Basic Exhibitor Listing
- ▶ High Backwall Drape
- ▶ 3' High Sidewall Drape
- ▶ 7" x 44" Identification Sign (Inline booths only)

**“56%**  
of attendees  
search the  
exhibitor directory  
on the exhibition  
website to identify  
booths they want  
to visit” – CEIR

## GET THE MOST OUT OF YOUR PARTICIPATION

### Premium Listings - \$650

Stand out on the OMED website and digital program by purchasing a premium exhibitor profile listing. For \$650, include your company logo, longer company and product descriptions, product photos, and corporate videos.

▶ [Learn More](#)

### Exhibit Hall Traffic Driver – Medical Pursuit \$1,750

Participate in Medical Pursuit, a fun game to test attendee's medical knowledge and drive traffic to your exhibit space! Attendees must visit participating exhibitors to learn the answer to a medical question for their chance to win.

▶ [Contact Us](#)

### Product Forum

Attendees are always looking for what's exciting in the industry. Reach the DO physician audience by hosting a presentation in the Exhibit Hall.

▶ [Contact Us](#)

### Additional Opportunities

Take steps to maximize your investment, enhance your company's visibility, stand out from the competition and drive traffic to your booth. Promotional sponsorship opportunities are available at every price point to meet your organization's exhibiting objectives.

▶ [Contact Us](#)

**DON'T MISS OUT!** For more information on becoming an exhibitor, email [omedexhibits@spargoinc.com](mailto:omedexhibits@spargoinc.com) or call 703-631-6200.