



## Exhibitor Prospectus

# OMED<sup>®</sup>2020

Osteopathic Medical Education Conference & Exposition

AUSTIN, TX — ★ — OCT 15-19

**The Premier Osteopathic Medical Event of the Year!**

**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!

**88%**

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



Position your organization front and center among the fastest growing medical profession in the U.S., Doctors of Osteopathic Medicine. The osteopathic profession continues to grow and evolve within a changing health care landscape. Reach our audience of osteopathically-trained physicians (DOs) who practice in the most in-demand specialties: Family Medicine, Internal Medicine, and Emergency Medicine.

As guardians of wellness, these medical professionals will be actively searching for the latest advances in medical technology. Your technology and services, combined with their whole-person approach, will empower our attendees to provide their patients with the most comprehensive care.

**SHOWCASE YOUR DEDICATION TO CHANGING LIVES – BODY, MIND & SPIRIT.**

[WEBSITE](#)

[FLOOR PLAN](#)

[RESERVE A BOOTH](#)

[EXHIBITOR LIST](#)

# The Largest Gathering of Osteopathic Physicians in the World!

**95%**

of attendees  
would  
recommend  
OMED!



**GET IN FRONT OF  
KEY LEADERS IN  
THE OSTEOPATHIC  
COMMUNITY BY  
EXHIBITING AT  
OMED®2020!**

**Top CME Topics of Interest:**

- Cardiovascular Disease
- Musculoskeletal Health
- Infectious Diseases
- Physician Wellness
- Diabetes Mellitus

**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.



Connect on and off the show floor using **#OMED2020!**



**ALIGN YOUR ORGANIZATION WITH AOA  
AND DEMONSTRATE YOUR DEDICATION  
TO THE OSTEOPATHIC MEDICAL COMMUNITY  
AT OMED 2020!**

**WEBSITE**

**FLOOR PLAN**

**RESERVE A BOOTH**

**EXHIBITOR LIST**

**RESERVE YOUR EXHIBIT  
SPACE TODAY!**

1-703-631-6200

1-800-564-4220

[omed.osteopathic.org](http://omed.osteopathic.org) |

[omedexhibits@spargoinc.com](mailto:omedexhibits@spargoinc.com)



# OMED®2020 Experience Zone – The Center of the Action!

*“We booked (OMED19) and experienced a very positive reception – Great venue, great participation of the attendees.”*

—2019 EXHIBITOR



## WHAT'S HAPPENING IN THE EXPERIENCE ZONE?

- Medical School Central
- Medical Pursuit – Traffic Driver Game
- Product Theaters
- Product Forums
- OMT Sessions
- Coffee Breaks
- Monday Morning Breakfast
- 150+ Exhibitors

## RESERVE YOUR EXHIBIT SPACE TODAY!

1-703-631-6200 | 1-800-564-4220 | [omed.osteopathic.org](http://omed.osteopathic.org) | [omedexhibits@spargoinc.com](mailto:omedexhibits@spargoinc.com)

## ATTENDEES WILL VISIT THE EXPERIENCE ZONE IN SEARCH OF YOUR PRODUCTS AND SERVICES RELATED TO:

- |                                     |                              |
|-------------------------------------|------------------------------|
| ■ Addiction                         | ■ Non-Profit                 |
| ■ Allergy                           | ■ Nutraceutical              |
| ■ Anti-inflammatory                 | ■ Osteopathic Affiliate      |
| ■ Asthma/COPD                       | ■ Osteopathic Medical School |
| ■ Cardiovascular                    | ■ Osteopathic Specialty      |
| ■ CME/Board Prep Course             | ■ Pain Management            |
| ■ Dermatology                       | ■ Personal Care              |
| ■ Diabetes                          | ■ Pharmaceutical             |
| ■ Documentation/EMR/HIT             | ■ Physical Therapy           |
| ■ Education/Educational Institution | ■ Practice Management        |
| ■ Gastrointestinal                  | ■ Professional Practice      |
| ■ Government                        | ■ Psychiatrics               |
| ■ Hospital/Healthcare Institution   | ■ Publisher                  |
| ■ Insurance                         | ■ Recruiting                 |
| ■ Medical Devices                   | ■ Scientific                 |
| ■ Medical Equipment                 | ■ Software                   |
| ■ Mental Health                     | ■ Sports Medicine            |
| ■ Neurology                         | ■ Technology                 |
|                                     | ■ Weight Loss                |
|                                     | ■ Women's Health             |
|                                     | ■ Wound Care                 |

**WEBSITE**

**RESERVE A BOOTH**

**FLOOR PLAN**

**EXHIBITOR LIST**

# OMED®2020 Experience Zone – The Center of the Action!

**RESERVE YOUR EXHIBIT  
SPACE TODAY!**

1-703-631-6200

1-800-564-4220

[omed.osteopathic.org](http://omed.osteopathic.org) |

[omedexhibits@spargoinc.com](mailto:omedexhibits@spargoinc.com)



## OMED CENTRAL – THE HUB OF THE EXHIBIT HALL

- Stage for TED-Style Talks Featuring Innovative Speakers
- Mentoring Zone
  - Career Development
  - Mentoring Sessions for Students
- Recharge Zone
  - Networking Area
  - Charging Stations
- Wellness Zone
  - Cuddle Station – Meet Cats and Dogs from the Local Shelter!
  - Health and Wellness Activities



# Attendee Overview | 5,000+ Attendees

[View the 2019 Exhibitor List](#)

*"We had good conversations for recruitment to our COM and our residency programs and fellowships. We also enjoyed having Med School Central where all of the COMs were grouped together."*

— SARAH BOWMAN,  
CAMPBELL UNIVERSITY

## WHO ATTENDS?

- DOs — **78%**
- MDs
- PhDs
- Allied Health Professionals

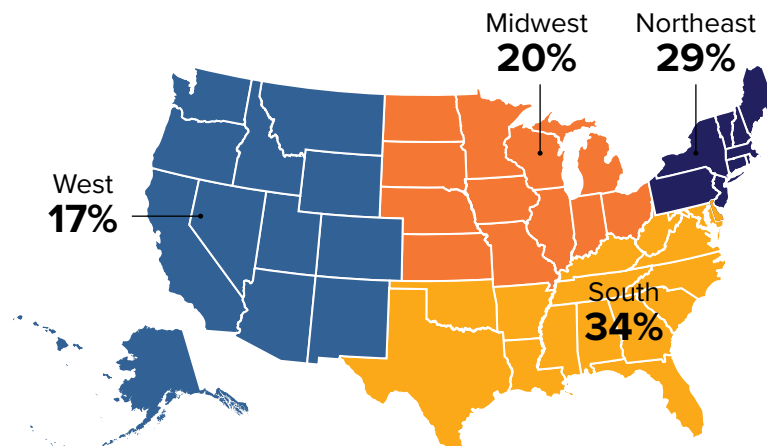
## TOP AREAS OF PRACTICE

- Family Medicine — 51%
- Internal Medicine — 6%
- Pediatrics — 6%
- Family Medicine/OMT — 5%
- Psychiatry — 5%
- Emergency Medicine — 3%
- Physical Medicine & Rehab — 3%

## TOP AREAS OF INTEREST IN THE EXPERIENCE ZONE

- Technology
- Pharmaceuticals
- Practice Management
- Wellness

## ATTENDANCE BY REGION



On average DOs see

**50-149**

patients per week

**15:1**

Physician to  
Exhibitor Ratio

[WEBSITE](#)

[FLOOR PLAN](#)

[RESERVE A BOOTH](#)

[EXHIBITOR LIST](#)

## PRESCRIBING AUTHORITY\*

- 25-149 prescriptions per week
- More than 25% write over 100 prescriptions per week
- Nearly 90% of DOs find the talks by the pharmaceutical companies very useful and educational.

## Top Prescribing Categories\*:

- Cardiovascular Disease
- Musculoskeletal System
- Endocrine System
- Immune System
- Central Nervous System

*\*Based on AOA 2018 Member Survey*

## RESERVE YOUR EXHIBIT SPACE TODAY!

1-703-631-6200

1-800-564-4220

[omed.osteopathic.org](http://omed.osteopathic.org) |

[omedexhibits@spargoinc.com](mailto:omedexhibits@spargoinc.com)

# Attendee Overview | 5,000+ Attendees

[View the 2019 Exhibitor List](#)

*"DOs are trained to first consider the person within the patient."*

—DOCTORS THAT DO



## REACH DOCTORS OF OSTEOPATHIC MEDICINE

Doctors of Osteopathic Medicine, or DOs, are fully licensed physicians who practice in all medical specialties and use a unique whole-person approach to help prevent illness and injury.

DOs practice according to the latest science and use the latest technology, however, they also consider options to complement pharmaceuticals and surgery.

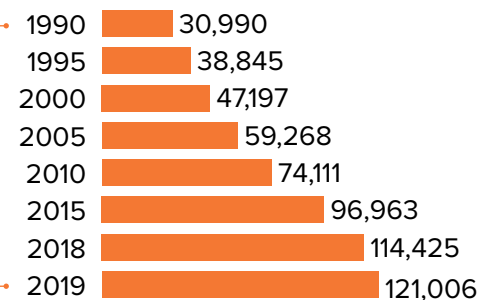
[WEBSITE](#)[RESERVE A BOOTH](#)[FLOOR PLAN](#)[EXHIBITOR LIST](#)

## FASTEST-GROWING HEALTH CARE PROFESSION

Total DOs

**63%**

Increase in number of DOs from 2010 to 2019



## 151,373 DOs AND OSTEOPATHIC MEDICAL STUDENTS IN THE U.S.

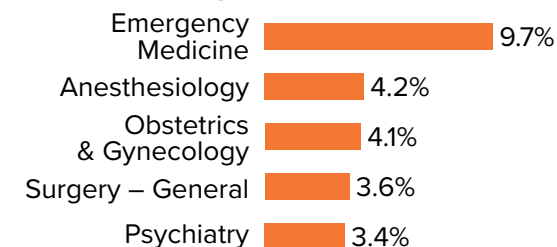
### PASSION FOR PRIMARY CARE

#### Primary Care Medical Specialties



\*Includes DOs who practice osteopathic manipulative medicine.

#### Practice in All Specialties





# Become an Exhibitor

*"We have had more successful leads and sales at this conference than any other event we have attended."*

—DOREA SHOEMAKER, TROKIE



## VENUE

**Austin Convention Center**  
500 E Cesar Chavez St.  
Austin, TX 78701



## EXHIBIT HOURS

**Thursday, October 15, 2020**

4 PM to 6 PM

**Friday, October 16, 2020**

9:15 AM to 3 PM

**Saturday, October 17, 2020**

11:00 AM to 6 PM



## EXHIBIT SPACE RATES

**Standard Rate** \$36.00 per square foot

**Premium Rate** \$39.00 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)

## RESERVE YOUR EXHIBIT SPACE TODAY!

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

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



[WEBSITE](#)

[RESERVE A BOOTH](#)

[FLOOR PLAN](#)

[EXHIBITOR LIST](#)



# Maximize Your Presence at OMED® 2020

**56%**

of attendees  
search the exhibitor  
directory on the  
exhibition website to  
identify booths they  
want to visit – CEIR

## 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 about Premium Listings](#)

## 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 win.



## PRODUCT THEATER

Providing a forum to gather and discuss issues on patient education, products, service or new clinical science, each theater lasts 45-minutes in the Exhibit Hall.

## PRODUCT FORUM

Attendees are always looking for what's exciting in the industry. Reach the DO physician audience by hosting a 30-minute presentation in the Exhibit Hall.



## 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.

[Learn more](#)

[WEBSITE](#)

[RESERVE A BOOTH](#)

[FLOOR PLAN](#)

[EXHIBITOR LIST](#)

## RESERVE YOUR EXHIBIT SPACE TODAY!

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

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