The Premier Osteopathic Medical Event of the Year!

BECOME AN EXHIBITOR!
1-703-631-6200 | 1-800-564-4220
omed.osteopathic.org | omedexhibits@spargoinc.com
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.
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

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

“...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

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

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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

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**Attendee Overview | 5,000+ Attendees**

**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**
- West 17%
- Midwest 20%
- Northeast 29%
- South 34%

**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

**On average DOs see 50-149 patients per week**

**15:1**
Physician to Exhibitor Ratio

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“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

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**WEBSITE**

**FLOOR PLAN**

**RESERVE A BOOTH**

**EXHIBITOR LIST**
Attendee Overview | 5,000+ Attendees

“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.

FASTEST-GROWING HEALTH CARE PROFESSION
Total DOs

<table>
<thead>
<tr>
<th>Year</th>
<th>DOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>30,990</td>
</tr>
<tr>
<td>1995</td>
<td>38,845</td>
</tr>
<tr>
<td>2000</td>
<td>47,197</td>
</tr>
<tr>
<td>2005</td>
<td>59,268</td>
</tr>
<tr>
<td>2010</td>
<td>74,111</td>
</tr>
<tr>
<td>2015</td>
<td>96,963</td>
</tr>
<tr>
<td>2018</td>
<td>114,425</td>
</tr>
<tr>
<td>2019</td>
<td>121,006</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Medicine*</td>
<td>31.4%</td>
</tr>
<tr>
<td>Internal Medicine</td>
<td>18.1%</td>
</tr>
<tr>
<td>Pediatrics</td>
<td>6.9%</td>
</tr>
</tbody>
</table>

*Includes DOs who practice osteopathic manipulative medicine.

Practice in All Specialties

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency Medicine</td>
<td>9.7%</td>
</tr>
<tr>
<td>Anesthesiology</td>
<td>4.2%</td>
</tr>
<tr>
<td>Obstetrics &amp; Gynecology</td>
<td>4.1%</td>
</tr>
<tr>
<td>Surgery – General</td>
<td>3.6%</td>
</tr>
<tr>
<td>Psychiatry</td>
<td>3.4%</td>
</tr>
</tbody>
</table>
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)

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Maximize Your Presence at OMED®2020

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.

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

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.

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