



#DOProud Experience the Distinction

Oct. 27-30 | Boston, MA | Hybrid

EXHIBITOR PROSPECTUS

The Premier Osteopathic Medical Event of the Year!

BECOME AN EXHIBITOR!

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

omedexhibits@spargoinc.com

omed.osteopathic.org



AMERICAN OSTEOPATHIC ASSOCIATION

ENGAGE THE ENTIRE OSTEOPATHIC COMMUNITY AT OMED 2022!



You are invited to become an exhibitor at The Osteopathic Medical Education Conference (OMED), the American Osteopathic Association's (AOA) premier educational event and position your organization front and center among the fastest growing medical profession in the U.S.

The osteopathic profession continues to grow and evolve within a changing health care landscape. Planned in conjunction with AOA specialty college affiliates, OMED showcase osteopathic medicine across multiple specialties and provides an opportunity for attendees to obtain high quality

education, network with peers, and learn about your latest products and services in the Exhibit Hall. In addition, the annual meeting will allow AOA to continue to strengthen its relationship and partnership with osteopathic affiliated organizations, including colleges of osteopathic medicine.

88%

**OF DOs PREFER
TO OBTAIN THEIR
CME THROUGH "LIVE
MEETINGS" AND
"WORKSHOPS."**

Join us as an exhibitor and reach this audience of osteopathic physicians (DOs) in primary care specialties such as family medicine, internal medicine, and pediatrics as well as those who provide care in specialties like emergency medicine, obstetrics & gynecology, surgery, and many more.

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, AND SPIRIT.

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GET IN FRONT OF THE LARGEST GATHERING OF OSTEOPATHIC PHYSICIANS IN THE WORLD!

95%

**OF ATTENDEES WOULD
RECOMMEND
OMED!**

Top CME Topics of Interest:

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

"We experienced a very positive reception – Great venue, great participation of the attendees."

—PREVIOUS EXHIBITOR

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Share your latest innovations and solutions that support the osteopathic industry in their facilities and beyond. 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.

ABOUT AOA

Advancing the distinctive philosophy and practice of osteopathic medicine AOA represents more than 168,000 osteopathic physicians and medical students across the U.S.

As the primary certifying body for DOs and the accrediting agency for all osteopathic medical schools, the AOA works to accentuate the distinctiveness of osteopathic principles and the diversity of the profession.

In addition to promoting public health and encouraging scientific research, the AOA advocates at the state and federal levels on issues that affect DOs, osteopathic medical students and patients.

Connect on and off the show floor using **#OMED2022!**



AMERICAN
OSTEOPATHIC
ASSOCIATION

LEARN MORE

ALIGN YOUR ORGANIZATION WITH AOA AND DEMONSTRATE YOUR DEDICATION TO THE OSTEOPATHIC MEDICAL COMMUNITY AT OMED 2022!

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OMED 2022 EXHIBIT HALL – THE CENTER OF THE ACTION!

OMED CENTRAL – THE HUB OF THE EXHIBIT HALL

Learn more about AOA services at
OMED Central.

WHAT'S HAPPENING IN THE EXHIBIT HALL?

- Medical School Central
- Product Theaters
- Product Forums
- OMT Treatments
- Coffee Breaks
- 100+ Exhibitors



ATTENDEES WILL VISIT THE EXHIBIT HALL IN SEARCH OF YOUR PRODUCTS AND SERVICES:

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

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IT'S ALL IN THE NUMBERS

AOA IS LOOKING FORWARD TO OVER 3,000 PARTICIPANTS!

WHO ATTENDS?

- DOs
- 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%

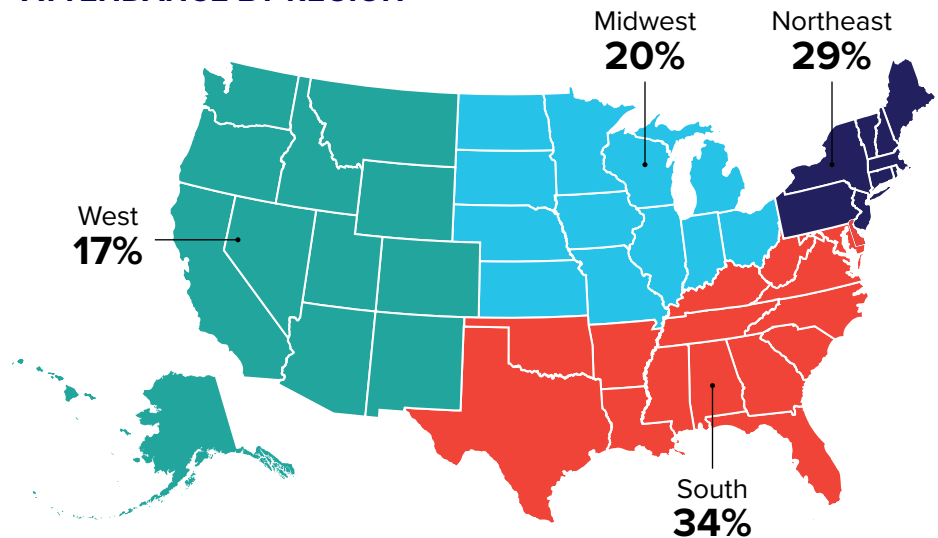
TOP AREAS OF INTEREST IN THE EXHIBIT HALL

- Technology
- Pharmaceuticals
- Practice Management
- Wellness

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ATTENDANCE BY REGION



50-149

**AVERAGE NUMBER
OF PATIENTS DOs SEE
PER WEEK**

15:1

**PHYSICIAN TO
EXHIBITOR RATIO**

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*

"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."

— CAMPBELL UNIVERSITY

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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.

7,300

OSTEOPATHIC PHYSICIANS (DOs) WERE ADDED TO THE PHYSICIAN WORK FORCE IN 2022.

1 in 4

MEDICAL STUDENTS ARE TRAINING IN COLLEGES OF OSTEOPATHIC MEDICINE.

6 out of the 10

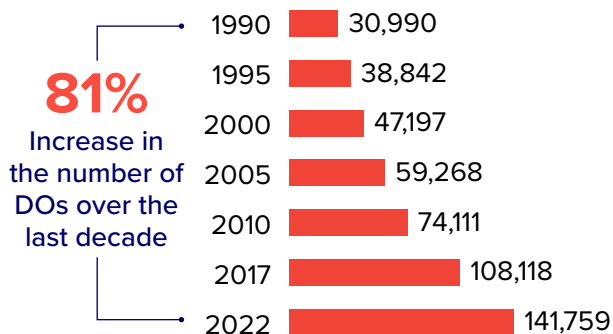
U.S. MEDICAL SCHOOLS THAT PRODUCE THE MOST PRIMARY CARE RESIDENTS ARE OSTEOPATHIC MEDICAL SCHOOLS.

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

—DOCTORS THAT DO

FASTEST-GROWING HEALTH CARE PROFESSION

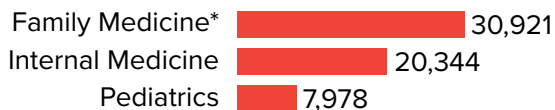
Total DOs



**178,259 TOTAL DOs AND STUDENTS
141,759 DOs IN THE U.S.**

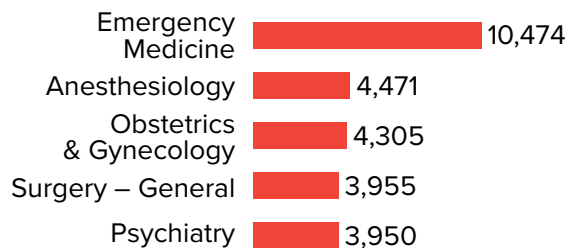
PASSION FOR PRIMARY CARE

Primary Care Medical Specialties



*Includes DOs who practice osteopathic manipulative medicine.

Practice in All Specialties



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BECOME AN EXHIBITOR



VENUE

Hynes Convention Center

900 Boylston Street
Boston, MA 02115



EXHIBITS OPEN*

Friday, October 28, 2022: 9 am - 3 pm

Saturday, October 29, 2022: 9 am - 3 pm

**schedule subject to change*



EXHIBIT SPACE RATES

Standard Rate \$39.00 per square foot

Premium Rate \$42.00 per square foot

Corner Rate \$200.00 per corner

Nonprofit Rate \$25.00 per square foot

COM Rate \$2,850 per first 10'x10'

All exhibit space includes the following:

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



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

—PREVIOUS EXHIBITOR

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EXTEND YOUR REACH THROUGH ADDITIONAL OPPORTUNITIES

Product Theater

\$35,000

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 is unopposed and takes place during lunch.

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?

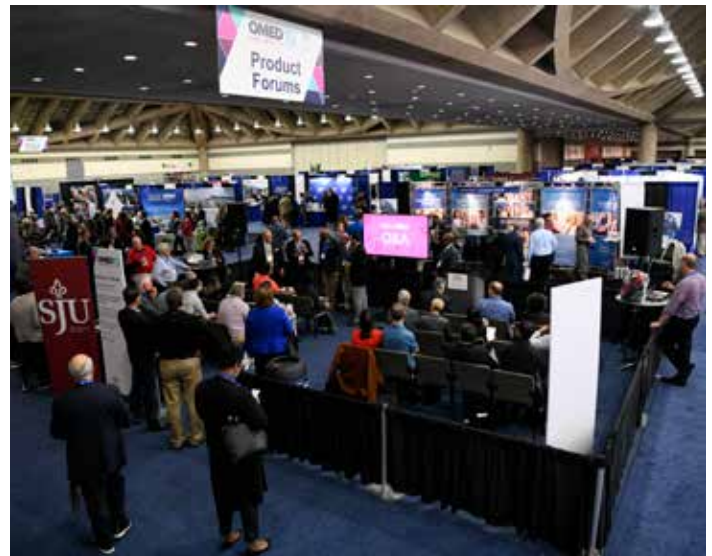
- Theater-style seating for up to 180 attendees
- Food and beverage
- Listing in the digital program
- Listing on the event mobile app
- (2) lead retrieval units and (2) temporary staff to scan attendee badges as they enter the theater
- Onsite signage/recognition
- Logo on OMED 2022 website
- Riser 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

Deadline to be included in promotional material and signage produced by AOA is August 2, 2022.

Featured Exhibitor Listings

Gain increased exposure and stand out on the OMED 2022 Exposition website by securing a Featured Exhibitor Listing! Attendees will be drawn to Featured Exhibitor Listings with logos, longer company and product descriptions, press releases, product photos, and corporate videos.

LEARN MORE



Product Forum

LUNCH \$12,500

REFRESHMENT \$10,000

NO FOOD \$5,000

Product Forums are 30-minute presentations in the Exhibit Hall designed for companies offering a hands-on educational component.

Product Forums do NOT receive CME credit.

WHAT IS INCLUDED?

- Theater-style seating for up to 30 attendees
- Food and beverage if applicable
- Listing in the digital program
- Listing on the event mobile app
- Onsite signage/recognition
- Logo on OMED 2022 website
- Audio Visual Equipment (standing lectern with wired microphone, presentation laptop computer, remote slide advancer/laser pointer, monitor, AV technician)
- Attendee list prior to the meeting

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