

# THINK BEYOND THE BOOTH—STAND OUT AMONG THE COMPETITION THROUGH ADDITIONAL OPPORTUNITIES AND SPONSORSHIPS



## 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, 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.*

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## 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 2024 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

## Featured Exhibitor Listings

Gain increased exposure on the OMED24 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

# SPONSORSHIP OPPORTUNITIES

## PRESENTATION OPPORTUNITIES:

- **General Session Entertainment:** Align your organization with thought leaders in the osteopathic industry. Don't miss out on sponsoring this main attraction. The Sponsor will receive recognition during the session, as well as on the event platform, mobile app, and onsite signage. (Exhibitor: \$15,000 | Non-Exhibitor: \$19,000)
- **Student Track:** The Sponsor will be provided with recognition on the website, platform, and onsite signage and able to provide a 2-minute welcome greeting on the first day of the meeting. (Exhibitor: \$10,000 | Non-Exhibitor: \$14,000)
- **Lunch & Learn:** Sponsor this hot ticket and hot topic item! The Lunch and Learn allows for a 45-minute presentation with a 5-minute Q&A session for a maximum of 125 in-person participants (Food provided by the AOA). As an added bonus, pre-recording of the presentation provides additional virtual exposure on the event platform and on-demand access until the end of 2024. Sponsors can optionally send gift cards to the virtual audience to purchase lunch. *Cost is per day.* (Exhibitor: \$35,000 | Non-Exhibitor: \$39,000)
- **CME/Non-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 Credit™* by the AOA. (Exhibitor: \$25,000 (60-minutes) | \$37,000 (90-minutes) | Non-Exhibitor: \$29,000 (60 minutes) | \$41,000 (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. (Exhibitor: \$20,000 | Non-Exhibitor: \$24,000)



- **Registration Welcome-Food & Entertainment:** Help make every moment an experience at OMED 2024 starting at Registration. Welcome attendees with music and light refreshments as they check into the conference. Sponsor will receive recognition on signage and logo on the website. *Cost is per day.* (Exhibitor: \$10,000 | Non-Exhibitor: \$14,000)
- **Welcome Reception:** Fully sponsor this highly celebrated networking reception, the official celebration of OMED 2024. Attendees will enjoy an hour of entertainment, networking, and fun! Sponsor will receive recognition on the website, platform, and signage. (Exhibitor: \$45,000 | Non-Exhibitor: \$49,000)
- **Welcome Reception Drink Sponsor:** Pick your signature drink to be served in logo-laden cups along with custom-designed branded napkins with your organization's logo. Event signage will acknowledge your sponsorship at this highlighted event. (Exhibitor: \$10,000 | Non-Exhibitor: \$14,000)
- **Welcome Reception Entertainment Sponsor:** As the entertainment sponsor, your organization will be acknowledged by the band along with recognition on event signage and promotion in daily email. (Exhibitor: \$8,000 | Non-Exhibitor: \$12,000)
- **General Session Coffee Break:** Fuel conference attendees with some much-needed caffeine! Take advantage of this social activity that brings together attendees during a quick break and much-needed coffee fix. The opportunity allows for company representatives to engage with attendees as they grab a cup. Branding opportunities include signage, napkins, and event platform. *Cost is per day.* (Exhibitor: \$20,000 | Non-Exhibitor: \$24,000)
- **General Session Coffee & Continental Breakfast:** Nourish conference attendees before a busy day of learning and networking! Take advantage of this social activity that brings together attendees during a quick continental breakfast. The opportunity allows for company representatives to engage with attendees as they grab a bite. Branding opportunities include signage, napkins, and event platform. *Cost is per day.* (Exhibitor: \$35,000 | Non-Exhibitor: \$39,000)



## SOCIAL & NETWORKING OPPORTUNITIES, continued

- **Main Stage Entertainment Sponsor:** Enjoy recognition from the featured entertainment, event sponsorship signage, and promotion in a daily event email for this session of fun and connection. *Cost is per day.* (Exhibitor: \$8,000 | Non-Exhibitor: \$12,000)
- **Saturday Networking Event Entertainment Sponsor:** As the entertainment sponsor, your organization will be acknowledged by the band along with recognition on event signage and promotion in daily email. (Exhibitor: \$8,000 | Non-Exhibitor: \$12,000)
- **Saturday Networking Event Drink Sponsor:** Pick your signature drink to be served in logo-laden cups along with custom-designed branded napkins with your organization's logo. Event signage will acknowledge your sponsorship at this highlighted event. (Exhibitor: \$10,000 | Non-Exhibitor: \$14,000)
- **Restroom Sponsor:** Your company logo, displayed in a highly visible window corner, will be viewed by all within one set of session hall restrooms. Small bottles of branded hand sanitizers, along with custom-designed paper hand towels featuring your company's logo, will be available for all attendees. (Exhibitor: \$10,000 | Non-Exhibitor: \$14,000 for two sets of restrooms)
- **All Day Coffee Break-One Day of Event:** Fuel conference attendees with some much-needed caffeine! Take advantage of this social activity that brings together attendees during a quick break and much-needed coffee fix. The opportunity allows for company representatives to engage with attendees as they grab a cup. Branding opportunities include signage, napkins, and mobile app. *Cost is per day.* (Exhibitor: \$40,000 | Non-Exhibitor: \$44,000)
- **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. *Cost is per day. Friday 9 a.m.-10 a.m. or Saturday 9 a.m.-10 a.m.* (Exhibitor: \$10,000 | Non-Exhibitor: \$14,000)
- **Lunch in Exhibit Hall:** Sponsorship opportunity provides companies with direct access to attendees, allowing the company to distribute daily lunch vouchers to drive booth traffic. Opportunity provides maximum exposure in the restaurant pavilion, including branding on banners, floor clings, website, and event platform! Opportunity is available either on Friday or Saturday. *Cost is per day.* (Exhibitor: \$50,000 | Non-Exhibitor: \$54,000)



- **Student Mentor Boxed Lunch:** Sponsor this unique opportunity for students to connect with their mentors while enjoying a meal together. The Sponsor will receive recognition during the event, in the program, mobile app, and onsite signage. Sponsor to have one representative available to greet attendees. (Exhibitor: \$8,000 | Non-Exhibitor: \$12,000)
- **Exhibition Booth Enhancement:** Encourage attendees to visit your booth with a food or drink item served during a two-hour period on either Friday or Saturday of the conference. Signage included. Please call for further information. (Exhibitor: \$5,000)

## 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. (Exhibitor: \$15,000 | Non-Exhibitor: \$19,000)
- **Exhibit Hall Carpet Overlays (Floor Clings):** Place your branding on one or multiple 6' x 6' carpet overlays throughout the Exhibit Hall and capture attendees' attention while traveling through the hall. (Exhibitor: \$3,000 | Non-Exhibitor: \$6,000).
- **Hotel Key Cards and Sleeves:** Customized hotel key cards with your personalized design will be distributed to meeting attendees upon check-in to their OMED 2024 hotels. (*rights only*). The sponsor will collaborate with the card and sleeve developer company independently for design and payment. (Exhibitor: \$10,000 | Non-Exhibitor: \$14,000)
- **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. (Exhibitor: \$600 | Non-Exhibitor: \$1,000 per board)



## BRANDING/ADVERTISING OPPORTUNITIES, continued

- **Exhibit Hall Aisle Signs:** Attendees will take notice of your corporate logo on all aisle signs throughout the Exhibit Hall. Opportunity includes the production, installation, and removal of all signs. (Exhibitor: \$10,000)
- **Water Stations and Reusable Water Bottles:** Attendees are always on the lookout for water. Stand out with your branding on the water stations and reusable water bottles that will be handed out at registration to all attendees. (Exhibitor: \$19,000 | Non-Exhibitor: \$23,000)
- **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. The sponsoring company will work directly with the hotel on the Do Not Disturb sign design, production, disbursement, and payment of related expenses. (Exhibitor: \$2,000 | Non-Exhibitor: \$6,000 per hotel)
- **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. (Exhibitor: \$15,000 | Non-Exhibitor: \$19,000)
- **Door Drops:** Deliver your message directly to conference attendees in their rooms with a door drop, featuring marketing materials from your organization. (Exhibitor: \$25,000 | Non-Exhibitor: \$29,000)
- **Roaming Photo Booth:** A popular aspect for OMED, our roaming photo booth in the Exhibit Hall 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. (Exhibitor: \$5,000 | Non-Exhibitor: \$9,000)

## DIGITAL OPPORTUNITIES

- **Conference Mobile App Main Sponsor:** Be the Official Conference Mobile App Sponsor, with guaranteed exposure throughout this amazing event. 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 throughout the weekend. 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. (Exhibitor: \$10,000 | Non-Exhibitor: \$14,000)
- **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. (Exhibitor: \$3,500 | Non-Exhibitor: \$7,500)
- **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) (Exhibitor: \$3,000 | Non-Exhibitor: \$7,000 each)
- **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 (Exhibitor: \$5,000)
- **Bumper Video:** Promote your company with our housekeeping video/slide show, displayed on the Main Stage during the General Session. As one of the optimal times in which nearly all attendees are present, your company can reach the maximum number of viewers. (Exhibitor: \$5,000 | Non-Exhibitor: \$9,000)
- **Headshot Lounge:** Located in the Exhibit Hall, attendees will get high-quality professional photos/headshots with instant delivery. (Exhibitor: \$10,000 | Non-Exhibitor: \$14,000)

## SPONSORSHIP PACKAGES

Take advantage of increased exposure by becoming a leveled sponsor. Sponsorship levels will be awarded based on total spend for OMED24, including exhibit space.

	Platinum	Gold	Silver
	\$60,000+	\$50,000 - \$59,999	\$40,000 - \$49,999
Priority Points	30	20	10
Featured Exhibitor Listing	■	■	■
In-Booth Sponsor Acknowledgement	■	■	■
Leveled Recognition on OMED24 Website, Digital Final Program, and Onsite Signage	■	■	■
Leveled Icon Recognition on Online Exhibitor List and Company Profile	■	■	■
Recognition with Company Logo on Session Walk-In Slides	■	■	
Mobile App Push Alert	2	1	
Digital Final Program Advertisement	Full page	Half page	
Recognition with Company Logo on Registration and Housing Confirmation Emails	■		

## 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. (Exhibitor: \$5,000 per room | Non-Exhibitor: \$9,000 per room)

**Elevate Your Exposure!**

**FOR MORE INFORMATION AND TO SECURE YOUR SPONSORSHIP CONTACT:**

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

