

PENNSYLVANIA ORTHOPAEDIC SOCIETY Exhibitor Prospectus

2021 Annual Meeting October 13-15, 2021 • Hershey, PA



PENNSYLVANIA
Orthopaedic
SOCIETY



paorthosociety.org

BENEFITS OF EXHIBITING

Who Attends the PAOrtho Annual Meeting?

The Pennsylvania Orthopaedic Society's (PAOrtho's) Annual Meeting is the meeting of choice for orthopaedic surgeons practicing in Pennsylvania and surrounding Mid-Atlantic states. DOs and Allied Health Professionals also attend the meeting to stay ahead of the curve in the field of orthopaedics. PAOrtho provides continuing medical education to those individuals who are on the forefront of both scientific and socioeconomic orthopaedic causes.

Why Choose PAOrtho To Exhibit?

Understanding the importance of our exhibit partners, PAOrtho strives to make sure your exhibiting funds afford you plenty of face-time with our attendees. We believe these connections are as valuable to our attendees as they are to you. Exhibiting with PAOrtho provides you the benefit of the following:

Dedicated Time With The Attendees

Continental breakfasts and breaks are served in the exhibit hall. We arrange the exhibit hall so that food and beverages are strategically placed to maximize traffic for everyone. Additionally, we have an **Exhibitor Reception**, a two-hour social event with drinks and heavy hors d'oeuvres in the exhibit hall. This event is well attended and usually exceeds the time scheduled because of the positive experience. It's a great setting to develop relationships with the doctors. We have several **breaks each day** and give out prizes valued at approximately \$275 per day in the exhibit hall. Doctors are required to have a card stamped by numerous exhibitors in order to be eligible for the prize. We find that in addition to the general interest in your products and services, the prize is a great incentive to drive traffic to you.

FREE Pre-Meeting Attendee Mailing List

Exhibitors will receive a complimentary pre-registered attendee mailing list when it becomes available before the meeting. You can use the list to promote your products/services in advance and potentially boost traffic at your booth.

FREE Post-Meeting Attendee Mailing List

To assist you in your post-meeting marketing efforts, PAOrtho will supply, upon request, a FINAL list of registrants which will allow you to conduct follow-up correspondence with registrants via mail.

Attendance at the Scientific Portion of the Meeting

To better prepare and equip your sales force, PAOrtho welcomes and encourages your registered representatives to attend the scientific program portion of the meeting. This will enable your company to gather the most current and relevant information in the orthopaedic field, further build rapport with the attendees, and gain a competitive advantage in the industry.

Acknowledgement in the Scientific Program

Your company will be listed in the Scientific Program along with contact information, website address, and a brief company description.

Personalized Onsite Assistance

PAOrtho strives to make your exhibiting experience the best business investment possible. We appreciate your involvement and look forward to partnering with you for many years to come. To ensure a positive experience and productive meeting, we have a dedicated PAOrtho Onsite Coordinator available to assist you with locating doctors and making exhibit arrangements. Friday morning, breakfast is on us and delivered fresh to your booth!

Travel and Hotel Information



Meeting Hotel

Hotel Hershey
100 Hotel Rd
Hershey, PA 17033

The Hotel Hershey is located in Hershey PA and is about 12 minutes from Harrisburg International Airport, 2 hours from Philadelphia, and 3.5 hours from Pittsburgh. To reserve a room, please call the hotel at **844-330-1711**. Complimentary valet and self-parking are available.

Interested in maximizing your exposure to PAOrtho attendees? Become a meeting sponsor!

PAOrtho offers sponsorship levels that allow you to stand out and enable you access to additional social environments to meet with medical professionals. Sponsorship levels either include or provide a discount on the additional opportunities below. Please see page 4 for a list of the sponsorship levels and the benefits included or the discount available to purchase additional opportunities.

Pre-Meeting Advertising

As a sponsor, you will have the opportunity to include side-advertising for your company in one of the pre-meeting emails sent to every member of PAOrtho. This is a great way to reach every member of the association, even if they are unable to attend the meeting. As a Gold or Silver sponsor, you will also have the ability to run a banner ad on the PAOrtho website, which receives additional traffic as our registrants sign up for the meeting.

Welcome Packet Advertising

Provide us with a flyer or advertisement to include in our meeting registration packets. There is no better way to immediately make your presence known to meeting attendees.

Showtime Breakfast/Lunch Presentation

Have a new product or procedure you want to debut or promote? As a Gold or Silver sponsor, you may have the opportunity to give a presentation over breakfast or lunch in our main scientific program room. There will be no competing scientific events during this time period.



PAOrtho Meeting IMPORTANT DATES

September 13, 2021

Deadline for Exhibitor Application and \$500 Deposit

September 27, 2021

Deadline for Cancellation and Partial Refund

September 27, 2021

Final Deadline for Balance of Exhibitor fees

October 4, 2021

Deadline to Submit Copy for Final Program

October 13, 2021

Booth Set-up (2:00pm – 5:00pm)

October 14, 2021

Exhibits Open (6:30am – 5:00pm)

October 15, 2021

Exhibits Open (6:30am – 3:05pm)

October 15, 2021

Exhibit Booth Break Down

Registration and Badge Pick-Up

Exhibitor check-in and set-up is scheduled for Wednesday, October 13, 2021 from 2:00 pm - 5:00 pm. A meeting packet with exhibitor identification badges will be distributed upon check-in at the Exhibitor Registration Desk. All onsite representatives and spouses / guests who will attend the meeting must coordinate participation through their respective company. The number of onsite representatives varies by exhibit level (please see chart on page 4).

**EXHIBITOR BADGES MUST
BE WORN THROUGHOUT
THE DURATION OF
THE MEETING.**

**They are proof of registration
and are required for
admittance to all functions
and social events.**

APPLICATION FOR EXHIBIT SPACE

Pennsylvania Orthopaedic Society • 2021 Annual Meeting • Hotel Hershey
Hershey, PA • October 13-15, 2021

Mail, email, or fax form and payment to: Pennsylvania Orthopaedic Society | Attn: Liza Connor | 110 West Rd, Suite 227, Towson, MD 21204
Phone: 717-909-8901 | Fax: 410-494-0515 | Email: Lconnor@datatrace.com | Tax ID 23-2184602

Company Information

Company Name _____

Contact Name _____ Title _____

Email _____ Phone _____

Street _____

City/State/Zip Code _____

Exhibiting Level (check one)

Benefits Available	Gold \$15,000	Silver \$10,000	Bronze \$3,500
Complimentary Representatives*	6	4	2
Booth Size	8 x 16	8 x 10	8 x 10 **
Breakfast/Lunch Industry Presentation +	30 minutes ++	20 minutes ++	N/A
Door Drop	Included	N/A	N/A
Banner on PAOrtho Website	Included	Included	N/A
Flyer/ad in Registrant Packet	Included	Included	\$1,000

WiFi Access Sponsorship / Power Up Station Sponsorship / JSOA Special Edition

* Additional representative badges are \$300 each | ** Possible reduction to 8 x 8 depending on space availability

+ No refunds. Payment must be paid in full at time of booking

++ Please reserve presentation slot 60 days prior to the meeting

Fees Calculation of Total Fee (insert fees from section above).

Exhibiting Level \$ _____

Additional Representatives \$ _____

Flyer in Registration Packet (Bronze) \$ _____

Total Fee \$ _____



Payment Information

- \$500 non-refundable deposit is due with the receipt of the application by September 13, 2021
- Full payment must be received by the Pennsylvania Orthopaedic Society by September 27, 2021

To Pay by Credit Card: Deposits and exhibit amounts of \$5,000 or less may be paid by credit card. Please use our secure payment processing server at www.paorthosociety.org. Simply click "Exhibit Information" in the menu on the right side.

To Pay by Check: Any exhibit level may be paid by check. Please return a copy of this form with your check, made payable to:

Pennsylvania Orthopaedic Society
110 West Road, Suite 227
Towson, MD 21204