

PENNSYLVANIA ORTHOPAEDIC SOCIETY

Exhibitor Prospectus

2023 Annual Meeting

September 27-29, 2023 | Pittsburgh, PA



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:

Concierge Personalized Onsite Assistance

Pennsylvania Orthopaedic Society (PAOrtho) actually brings doctors to you. If you would like to connect with a specific doctor or a particular institution, let us know and we will find them and introduce you to them. 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 Onsite Coordinator available to assist you with locating doctors and making exhibit arrangements.

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 as 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.

Travel and Hotel Information



Meeting Hotel

The Landing Hotel at Rivers Casino
757 Casino Dr
Pittsburgh, PA 15212

To reserve a room, call the hotel at 412-231-7777. Mention you are attending the PAOrtho Annual Meeting to ensure you receive the discounted group rate.

The hotel is 20 miles from Pittsburgh International Airport.

Interested in maximizing your exposure to attendees?

Become a meeting sponsor.

PAOrtho offers multiple sponsorship levels to allow you to stand out and enable you access to additional social environments to meet with medical professionals. Sponsorship levels provide you with additional representative badges, and at the Platinum & Gold levels, increased booth size. Each level either includes or provides a discount on the additional opportunities below. Please see page 4 for a list of all 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 sidebar 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 Platinum, 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 Platinum, Gold or Silver sponsor, you may have the opportunity to give a 20 or 30-minute presentation over breakfast or lunch in our main scientific program room. There will be no competing scientific events during this time period.

Door Drop Advertising

Hosting an Industry Workshop or have products to promote? As a sponsor, you may have the opportunity to provide PAOrtho with a door drop to be distributed to all the PAOrtho attendees staying in the meeting hotel.

IMPORTANT DATES

August 4, 2023

Deadline for Exhibitor Application and \$500 Deposit

August 18, 2023

Deadline for Cancellation and Partial Refund

August 18, 2023

Final Deadline for Balance of Exhibitor fees

September 1, 2023

Deadline to Submit Copy for Final Program

September 27, 2023

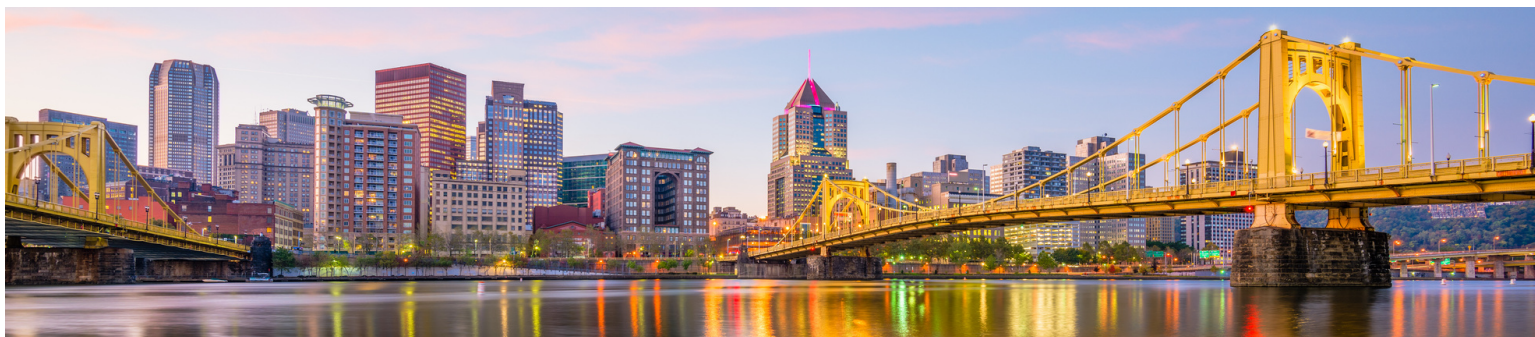
Booth Set-up (12:00pm – 5:00pm)

September 28, 2023

Exhibits Open (6:30am – 5:00pm)

September 29, 2023

Exhibits Open (6:30am – 12:00pm)



Registration and Badge Pick Up

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 attend the meeting must coordinate participation through their respective company. The number of onsite representatives varies by exhibit level (see chart on p. 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 | 2023 Annual Meeting | Pittsburgh, PA | September 27-29, 2023

Apply online at: paorthosociety.org/exhibiting

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

Company Information

Company Name _____

Contact Name _____ Title _____

Email _____ Phone _____

Address _____

City/State/Zip Code _____

Exhibiting Levels

Benefits Available	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$3,500
Complimentary Representatives*	8	6	4	2
Booth Size	20 x 20 (or larger)	8 x 16	8 x 10	8 x 10 **
Workshop +	Included ++	N/A	N/A	N/A
Breakfast/Lunch Presentation +	1x 30-minute presentations ++	1x 30-minute presentation ++	1x 20-minute presentation ++	N/A
Door Drop Advertising	Included	Included	N/A	N/A
Banner on Website	Included	Included	Included	N/A
Flyer ad in Registrant Packets	Included	Included	Included	\$1,000

Exclusive Opportunities: Contact Keith Levin at 717-909-8901 or klevin@datatrace.com

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

+ No refunds. Fee 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 \$_____ TOTAL FEE \$_____

☐ Additional Representatives \$_____ AMOUNT PAID \$_____

☐ Flyer in Registrant Packet \$_____

Payment Information

- \$500 non-refundable deposit is due with the receipt of the application by August 4, 2023
- Full payment must be received by PAOrtho by August 18, 2023

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

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, to:

PAOrtho
110 West Road, Suite 227
Towson, MD 21204