



## EXHIBITOR INFORMATION

The Ohio Osteopathic Foundation and the Ohio University Heritage College of Osteopathic Medicine proudly welcome you to the 11<sup>th</sup> Annual **Ohio Osteopathic Symposium!**

**Ohio Osteopathic Symposium**  
**April 22 – 26, 2020**  
Columbus Hilton at Easton Town Center

As a supporter of osteopathic medicine and patient care, we extend to you the opportunity to participate as an exhibitor and financial supporter of our Symposium. The Ohio Osteopathic Symposium is the state's largest CME program for osteopathic physicians, with an anticipated attendance of more than 500 physicians. Due to the distinctive nature of this program and the educational quality and overall value, many physicians cite it as the only CME program they will attend during the year.

## EXHIBITOR BENEFITS

- Direct and targeted access and visibility to physicians and decision-makers from across Ohio and the region. Attendee traffic is designed to maximize your exposure.
- Incentives for physicians to visit each exhibitor. To be eligible for the Symposium grand prizes, physicians are required to visit all displays and secure exhibitors' initials.
- Three (3) refreshment breaks, listed in the program, to network with physicians. (1.5 hours)
- Continental Breakfast with Symposium attendees on Thursday and Friday. (2.0 hours)
- Exhibitor awards for *Most Educational Exhibit*, *Judges Choice*, and *Best Overall*.
- Complimentary pre and post Symposium mailing lists.
- Listing in the OOS program.
- Listing in the summer edition of the *Buckeye Osteopathic Physician*.
- One (1) skirted 6' x 30" table with two (2) chairs, skirted in black.
- Boxed lunches will be provided upon request for Thursday lunch.

## **SPONSOR/EXHIBITOR OPPORTUNITIES**

### **Sponsor Package** (limited quantity available) - **\$1,500**

- A *prime* exhibit location will be assigned.
- An exclusive, pre-Symposium email blast will be sent to Ohio DO's highlighting your sponsorship.
- An acknowledgement (with logo) as a sponsor will be listed in the program\*
- Signage will be on display recognizing sponsorship.

### **Exhibitor Package** - **\$1,200**

- Tables will be assigned on a first come, first served basis.

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

### **TITLE SPONSOR - \$20,000**

Your company will receive recognition prior to and throughout the Symposium, including signage and verbal acknowledgement, in marketing material, logo on the Symposium website, special social media posts on Twitter and Facebook, ten tickets to the Symposium luncheons and Friday evening awards reception, your pamphlet or brochure in the registration packets, a display table during the trade show.

### **FAREWELL BRUNCH - \$7,500**

The traditional farewell brunch on Sunday morning closes the four-day conference. Your sponsorship includes recognition at the event with signage and acknowledgement during the program, eight tickets to the brunch, recognition on all marketing material including the Symposium website. In addition, your company representative can pull the winning grand prize ticket in the physician drawing for \$2,500.

### **PRESIDENTIAL LUNCHEON - \$5,000**

Honor the Ohio Osteopathic Association's incoming president, Sandra L. Cook, DO, a family physician in Geneva. Sponsors receive eight tickets to the luncheon, recognition at the event with signage and acknowledgement during the program, and recognition on all marketing material including the Symposium website.

### **LANYARD - \$3,500**

*1 available, deadline: 2 weeks prior*

Have your company logo and name prominently displayed on the lanyards of all Symposium attendees. Your company will also receive recognition on the Symposium website.

### **BREAKFAST SPONSOR - \$ 2,500/day**

Sponsor the continental breakfast, Thursday through Saturday. Sponsorships are offered per day. Signage will be placed at the buffet with your company's name and logo along with recognition on the Symposium website.

**REFRESHMENT BREAK - \$2,500/day**

Sponsor a refreshment break, Thursday through Saturday. Sponsorships are offered per day. Signage will be placed at the buffet with your company's name and logo along with recognition on the Symposium website.

**COFFEE STATION - \$2,500/day**

Attendees will be refreshed after visiting the coffee station throughout the day, Thursday through Saturday. Sponsorships are offered per day. Signage will be placed at the station with your company's name and logo along with recognition on the Symposium website.

**OHIO ACOFP MEETING & INSTALLATION - \$2,500**

DOs represent nearly a third of practicing family physicians in Ohio. Sponsor the Ohio Society of the American College of Osteopathic Family Physicians (ACOFP) event to celebrate the family medicine specialty. The event includes the installation of Lili A. Lustig, DO, of Bedford, as Ohio ACOFP president. Your company will receive recognition at the event with special signage and acknowledgement during the program, admission to the event, and recognition on all marketing material including the Symposium website.

**WiFi SPONSOR - \$2,000**

*1 available*

All attendees will be required to enter an access code in order to log onto the Wi-Fi in the lecture hall. Your company's name will be featured as sponsoring the access code and will receive proper recognition on all marketing material, including the Symposium website.

## **ADVERTISING OPPORTUNITIES**

**Program Booklet Sponsorship**

- Full page, full color ad on the *back cover* of the overall program (limit 1) - \$1,200  
AD SIZE: 8.5" wide x 11" high, LIVE SPACE: 8" wide x 10.5" high, FULL BLEED: 8.75" wide x 11.25" high
- One ½ page, full color ad on *inside, front cover* in the overall program (limit 2) - \$600  
AD SIZE: 8.5" wide x 5.5" high, LIVE SPACE: 8 wide x 5" high, FULL BLEED: 8.75" wide x 5.65" high
- One ½ page, full color ad on *inside, back cover* in the overall program (limit 2) - \$500  
AD SIZE: 8.5" wide x 5.5" high, LIVE SPACE: 8 wide x 5" high, FULL BLEED: 8.75" wide x 5.65" high

You must contact *Carol Tatman* at the Ohio Osteopathic Foundation at (614) 299-2107 with payment and advertising information by MARCH 2<sup>nd</sup> for ad placement in the program. Your high-resolution photographs/artwork must be complete and submitted as a jpeg 300 dpi or a high-resolution PDF.

## EXHIBITOR INFORMATION

<b>Symposium Dates:</b>	Wednesday, April 22, 2020 - Sunday, April 26, 2020
<b>Exhibit Hours:</b>	Thursday, April 23 8:00 am – 5:00 pm Friday, April 24 8:00 – 12:00 noon Saturday, April 25 7:00 – 11:00 am (additional cost \$350)
<b>Exhibitor Set-Up:</b>	Wednesday, April 22 6:00 – 9:00 pm Thursday, April 23 6:00 – 7:00 am
<b>Deadlines:</b>	<b>Participation</b> deadline - March 2, 2020 <b>Advertising/Logo</b> deadline – March 2, 2020 <a href="#">*see rules and regulations</a>

### Exhibitor Registration:

Download the [exhibitor participation form](#), or  
For secure on-line processing, click on the [On-line Exhibitor Participation Form](#).

### Exhibit Pricing:

Sponsorship Package - \$1,500; double Sponsorship Package - \$2,600; Exhibitor Package - \$1,200; double Exhibit Package - \$2,000. Make check payable to the Ohio Osteopathic Foundation, and submit payment to: PO Box 8130, Columbus OH 43201.

### Exhibit Needs:

If electrical service or internet access is needed, click here to download the [Exhibit Service Order form](#). Please send your payment directly to the Hilton.

### Exhibit Shipping:

You may forward exhibit materials directly to the hotel. All packages must be shipped **no earlier** than April 20, 2020 and must be labeled ***“HOLD FOR OHIO OSTEOPATHIC SYMPOSIUM, April 22 – 26, 2020”***, c/o Receiving Department, Hilton Columbus at Easton, 3900 Chagrin Drive, Columbus, OH 43219. Make sure that your company name is marked clearly on each package.

### Questions:

If you have further questions regarding exhibit or advertising details, please contact **Carol Tatman** at the Ohio Osteopathic Foundation at (614) 299-2107 or email [ctatman@ooanet.org](mailto:ctatman@ooanet.org).

Ohio University Heritage College of Osteopathic Medicine (OU-HCOM) is the accredited CME sponsor of the Ohio Osteopathic Symposium. OU-HCOM also agrees to: 1) abide by the AOA Guidelines for Relationships between Accredited Sponsors and Commercial Supporters of CME, 2) Acknowledge educational support from the Commercial Supporter in program brochures and other appropriate program materials, and 3) upon request, furnish the Commercial Supporter a report concerning the expenditures of the funds provided. All Commercial Supporters must agree to abide by all requirements of the AOA Guidelines for Relationships between Accredited Sponsors and Commercial Supporters of CME.

## **2020 OHIO OSTEOPATHIC SYMPOSIUM EXHIBITOR RULES AND REGULATIONS**

1. **GENERAL:** All exhibitors agree to be bound by the following rules and regulations, which are part of this Exhibition Agreement: All points not covered will be subject to the decision of the Exhibit Committee.
2. **EXHIBIT CONTENT:** The Exhibit Committee reserves the right to decline or prohibit any exhibit or any part of an exhibit or proposed exhibit which, in its judgment is not suitable to or in keeping with the character of the exhibition. This reservation is all-inclusive and pertains to any person, product or printed material.
3. **EXHIBIT PRICING:** Sponsorship Package - \$1,500, double Sponsorship Package - \$2,600. Exhibitor Package - \$1,200, double Exhibit Package - \$2,000. Internet and electrical service for exhibitors is available from the hotel at additional cost.
4. **EXHIBIT ASSIGNMENTS:** Show management will make allocations of space guided by requirements of individual exhibitors and reserves the right to, upon notice to exhibiting firm, arrange the floor plans and/or relocate any exhibit if deemed advisable in the best interests of the exposition.
5. **DEADLINES:** The deadline for participation as a sponsor or exhibitor at the 2020 OOS is **March 2, 2020**. The deadline for advertising/logos is **March 2, 2020**. If deadlines are missed, sponsors will forfeit opportunities related to logos/advertising/signage or emails.
6. **SUBLETTING:** Subletting or changing of space is prohibited. Persons from non-exhibiting firms are prohibited from any detailing within the exhibition areas or the meeting rooms.
7. **MARKETING ACTIVITIES OUTSIDE EXHIBIT SPACE:** Exhibiting firm may not extend its marketing activities in any way or at any height level beyond the three-dimensional boundaries of its exhibit space. Displays of any kind, including products, advertising, promotional signs, literature, novelties, personal interaction, etc., will not be permitted in other exhibit spaces or public areas such as aisles, entranceways, lounges, approaches, corridors, meeting rooms, or other areas of the exposition hall or surrounding areas of hotel properties.
8. **EXHIBIT PERSONNEL:** The exhibitor agrees to furnish a complete list of exhibit personnel to the Ohio Osteopathic Foundation at least 15 days prior to the set up. The exhibitor shall see that the table is properly staffed at all times during the announced exhibit hours to initial physician cards which are entered into a prize drawing. The exhibitor agrees that at least one person remains in the booth until the closing of the exhibits at 12:00 pm, Friday, April 24, 2020.
9. **SECURITY:** The sponsors do not provide security during or after hours of exhibition. Each exhibiting firm has the responsibility of safeguarding its own exhibit materials or goods from the time they are placed in the exhibit space until they are removed.
10. **LIABILITY:** The exhibiting firm agrees to make no claim against the Ohio Osteopathic Association, the Ohio Osteopathic Foundation, the Ohio University Heritage College of Osteopathic Medicine or any of its sponsoring organizations, agents, or employees on account of loss occasioned by fire, accident, theft, or storm; or on account of any injury to the exhibitor or exhibitor's employees while in the exhibit quarters; or for damage of any other nature or character, including any damage to the exhibiting firm's business as a result of the exhibit, or as a result of its installation or removal; or excepting claim for refund of amounts previously paid for failure to hold the exposition as scheduled; except where any losses, injuries, damages, or claims arise out of any negligent act or omission of the Ohio Osteopathic Association, the Ohio Osteopathic Foundation, the Ohio University Heritage College of Osteopathic Medicine, or any of its sponsoring organizations, agents, or employees.

**11. CANCELLATION POLICY:** The OOF must receive written notification of cancellation by **March 2, 2020** to grant refunds. Cancellations received after this date will be charged a \$100 cancellation fee. **There will be no refunds for cancellations made after April 2, 2020.**

**12. TERMS AND CONDITIONS:** As an accredited provider of continuing medical education, the Ohio University Heritage College of Osteopathic Medicine must ensure the separation of educational activities from promotional activities. Continuing medical education is for scientific and educational purposes only and will not promote any products or services, directly or indirectly. The exhibitor agrees to adhere to the AOA Standards for Commercial Support, adapted from the policy set forth in the Accreditation Council on Continuing Medical Education (ACCME) standards for commercial support. When commercial exhibits are part of an overall program, arrangements for these must not influence educational planning or interfere with the presentation of CME activities. Exhibit placement must not be a condition of support for a CME activity. Exhibits at scientific meetings are marketing, not educational activities and are beyond the scope of the present report. The physical separation of exhibits from conference rooms and meeting halls in which teaching activities take place underscores the distinction between education and marketing/promotional efforts.

All exhibitors must be in a room or area separate for the education; the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity. Promotional material cannot be displayed or distributed in the educational space immediately before, during or after a CME activity.

- Exhibitors may not engage in sales or promotional activities while in the space or place of the CME activity.
- No other payment shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.
- Social events or meals at CME activities cannot compete with or take precedence over the educational events.
- Exhibit space will not be given as a condition of commercial support. A separate exhibit fee is for rental space and shall be paid to the sponsoring organization, department or division.
- Information and identity of learners at CME activities is considered to be confidential. Information on learners will only be released to third parties when learners have prospectively signed a document authorizing this release of information.