

# COA

California Orthopaedic Association

## Annual Meeting & QME Course and C-Bones Annual Meeting

**RESERVE YOUR SPACE  
TODAY!**

for the **LARGEST** face-to-face  
marketing opportunity with  
Orthopaedic Surgeons and  
Orthopaedic Practice Managers  
in California!



# Exhibitor Prospectus

**May 18-21, 2017**  
**Omni La Costa Resort**  
(North San Diego County)

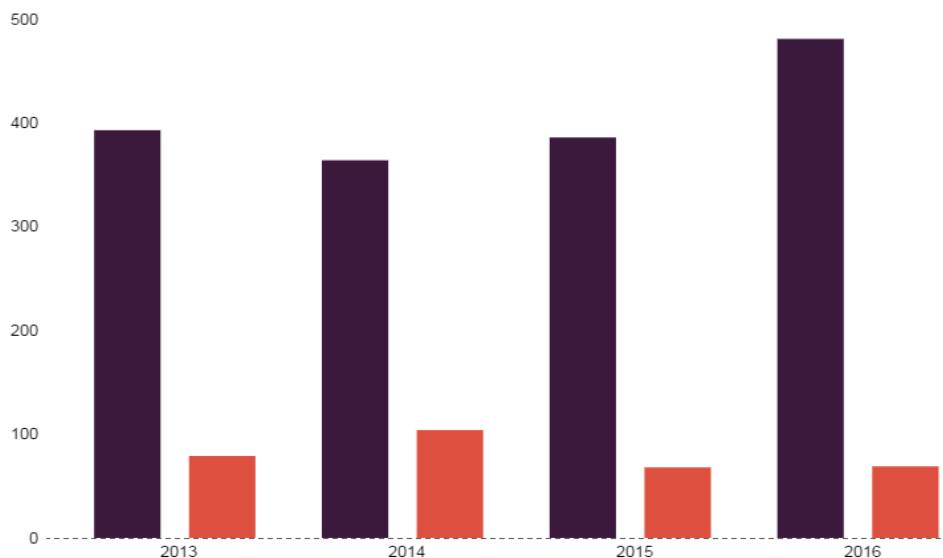
# Why Exhibit?

**COA's Annual Meeting/QME Course** is the largest statewide gathering of Orthopaedic Surgeons and Orthopaedic Practice Managers in California!

- Interact with nearly **500 Orthopaedic Surgeons** and **70 Orthopaedic Practice Managers**.
- Gain more exposure with attendees and other COA members. Your company's logo will be posted on COA's Annual Meeting website and your company description will be on the mobile app.
- Receive a **pre and post meeting attendee list** so that you are able to promote your company before and after the meeting.
- Interact with attendees from different practice settings (**Large Groups, Solo and Small Groups, Workers' Compensation and Academic Centers**).

## Past Meeting's Attendance

- Orthopaedic Surgeons
- Practice Managers



**Join US** to interact with Orthopaedic Surgeons and their Practice Managers statewide.



# MEETING OVERVIEW



**Meeting Dates:** May 18 QME Course / Resident Forum / Practice Managers' Meeting  
May 19 Annual Meeting (Practice Management)  
May 20-21 Annual Meeting (Clinical)

**Location:** Omni La Costa Resort  
2100 Costa del Mar Road, Carlsbad, CA 92009  
[Online Reservations](#) P: 1-800-854-5000

**CME Activity:** This meeting qualifies for Category 1 CME credits, Workers' Compensation QME continuing education credits, and ABOS MOC SAE hours.

## Important Dates & Logistics

**Contact:** Nelly Lopez - Program Coordinator  
coa1@pacbell.net P: 916-454-9884 F: 916-454-9882  
www.annualmeeting.coa.org

### Exhibit Hall Schedule

<b>Exhibit Setup:</b>	Wednesday, May 17	6:00 pm - 9:00 pm
<b>Exhibits Open:</b>	Thursday, May 18	7:00 am - 5:00 pm
<b>Exhibits Open:</b>	Friday, May 19	7:00 am - 6:00 pm
<b>Exhibits Open:</b>	Saturday, May 20	7:00 am - 2:00 pm
<b>Exhibit Tear down:</b>	Saturday, May 20	after 2:00 pm

**Deadlines:**

December 31, 2016	-->	Exhibit Application Due
April 13, 2017	-->	Rep Names Due
April 13, 2017	-->	Welcome Bag Flyers Due

## Reminders:

- Exhibitor space will be assigned, based on your location preference, on a first come basis.
- Additional representatives can register at a discounted registration fee of \$350 per representative.
- Exhibit tables must be manned when the exhibit hall is open.
- Cancellation Policy: 50% refund if canceled by February 1, 2017. No refunds after February 1, 2017.



# Sponsorship Levels

*Same exhibitor rates as 2016!*

## Diamond Level - \$7,200

- Premier Location in Exhibit Hall
- Flyer in Delegate Welcome Bag for all attendees
- 16' x 8' exhibit booth space (Double booth)
- Two 6 foot draped tables and four chairs
- Complimentary registration for 4 representatives
- Access to all educational sessions and keynote (exhibitors must register as an attendee if they want to receive CME/QME hours)
- Pre-Meeting Registration List including mailing addresses (available 30 days prior to the meeting)
- Post-Meeting Registration List including mailing addresses (available 2 weeks after the meeting)
- Logo, website and company's description on the events mobile app
- Description in the Final Program (50 word maximum + logo)
- Logo on COA Annual Meeting's website (home page)
- Logo on e-communications of the Annual Meeting
- 2 Gala Dinner tickets
- 2 Presidential Reception tickets
- 4 lunch tickets
- Ad in one of COA's electronic publications

## Gold Level - \$4,200

- Premier Location in Exhibit Hall
- Flyer in Delegate Welcome Bag for all attendees
- 10' x 8' exhibit booth space
- One 6 foot draped table and two chairs
- Complimentary registration for 2 representatives
- Access to all educational sessions and keynote (exhibitors must register as an attendee if they want to receive CME/QME hours)
- Listing and logo on COA's website
- A pre-list of attendees including mailing addresses (available 30 days prior to the meeting)
- A post-list of attendees including mailing addresses (available 2 weeks after the meeting)
- Logo, website and company's description on the events mobile app
- Description in the Final Program (50 word maximum + logo)
- 1 Gala Dinner ticket
- 1 Presidential Reception ticket
- 2 lunch tickets
- Ad in one of COA's electronic publications

## Silver Level - \$5,000

- 16' x 8' exhibit booth space (Double booth)
- Two 6 foot draped table and four chairs
- Complimentary registration for 4 representatives
- Access to all educational sessions and keynote (exhibitors must register as an attendee if they want to receive CME/QME hours)
- Listing and logo on COA's website
- A pre-list of attendees including mailing addresses (available 30 days prior to the meeting)
- A post-list of attendees including mailing addresses (available 2 weeks after the meeting)
- Logo, website and company's description on the events mobile app
- Description in the Final Program (50 word maximum + logo)
- 2 Gala Dinner tickets
- 2 Presidential Reception tickets
- 2 lunch tickets

## Bronze Level - \$2,750

- 10' x 8' exhibit booth space
- One 6 foot draped table and two chairs
- Complimentary registration for 2 representatives
- Access to all educational sessions and keynote (exhibitors must register as an attendee if they want to receive CME/QME hours)
- Listing and logo on COA's website
- A pre-list of attendees including mailing addresses (available 30 days prior to the meeting)
- A post-list of attendees including mailing addresses (available 2 weeks after the meeting)
- Logo, website and company's description on the events mobile app
- Description in the Final Program (50 word maximum + logo)

**Featured exhibitors** will be selected by COA's Program Committee based on the new technology/products that are featured at the 2017 meeting.



# Partnership Opportunities

The following options may be added to the sponsorship levels to optimize your company's presence at COA's 2017 Annual Meeting/QME Course:

## Welcome Bags - \$4,500 (Exclusive)

Company logo will appear on the Welcome Bags that will be given out to all attendees giving you maximum exposure. **SOLD OUT!**

## Flyer/Advertisement in Welcome Bag \$500/ per double sided page

Must mail 550 copies of flyer/advertisement to COA by Friday April 14, 2017.

## Registration - \$5,000 (Exclusive) **SOLD OUT!**

Have your logo appear on the registration signage and the registration confirmation email for attendees. (You can also provide lanyards with your logo for the attendee's name badges.)

## LeadCapture - \$300

Obtain attendees contact information by scanning their name badges.

## Convention WiFi - \$3,000 Exclusive

As the wifi sponsor, your logo will appear on signage and the program materials. **SOLD OUT!**

## Educational Sessions

### Thursday/Friday/Saturday/Sunday

7:30 am – 8:00 am—\$6,500

During Lunch —\$6,500

Includes: Presentation in the General Session room, set-up, and basic A/V. **(Choose any day of the meeting- on a first come first serve basis)**

### Thursday May 18—5:30 pm –7:30 pm—\$1,600

These sessions will be in *breakout rooms*.

Includes meeting room rental and set-up. Other costs such as food, speaker fees and A/V are the responsibility of the exhibitor.

*An email promoting the sessions will be sent out prior to the meeting and listed in meeting materials.*

**\*\* (Limited number of sessions)\*\***

## Final Program Ads

Program will be distributed to all attendees.

Full Page Color

\$3,000

1/2 Page Color

\$1,875

## MOBILE APP

### Mobile App Splash Page Ad

\$3,000 (Exclusive)

\$1,500 (Co-sponsor)

Full Splash page

1/2 of the Splash page

### Banner ad on the App's Home page

\$700 (Exclusive)

The banner will be located in the quick menu of the app. It can be a message or image. Message limited to 20 words.

### Banner ad on the menu \$700 (Exclusive)

The banner will be at the bottom of the menu linked directly to your web-page.

## C-BONES SPONSORSHIP

You must have a booth in the COA exhibit area in order to participate in any of the following

### Gold - \$3,000

- Send 1 educational email through the C-Bones list serve
- Logo on C-Bones Landing web-page
- 5 minute presentation during C-Bones Lunch Thursday May 18
- Logo in C-Bones Reception sign
- Logo in C-Bones Reception ticket
- 3 tickets to C-Bones Reception

### Silver - \$2,000

- Logo on C-Bones web-page
- 5 minute presentation during C-Bones Lunch Thursday May 18
- Logo in C-Bones Reception sign
- 2 tickets to C-Bones Reception

### Bronze - \$1,000

- 5 minute presentation during C-Bones Lunch Thursday May 18

**C-Bones Reception Tickets available for \$60/person**

# Social Events Sponsorship



## Gala Dinner

**\$5,000 (Co-sponsor)**

2 signs at event, exhibitor name listed in meeting materials, logo on attendee ticket, 2 tickets to the event. You also have the option of providing branded napkins.

**\$10,000 (Exclusive)**

Signage at event, exhibitor name listed in meeting materials, logo on attendee ticket, logo on photo booth pictures, 2 tickets to the event. You also have the option of providing branded napkins.

## Presidential Reception

**\$10,000 (Co-sponsor)**

2 signs at event, exhibitor name listed in meeting materials, logo on attendee ticket, 2 tickets to the event. You also have the option of providing branded napkins.

**\$20,000 (Exclusive)**

Signage at event, exhibitor name listed in meeting materials, logo on attendee ticket, and 2 tickets to the event. You also have the option of providing branded napkins.

## Golf Tournament

**\$5,000 (Co-sponsor)**

1 sign at event and exhibitor name listed in meeting materials.

**\$8,000 (Exclusive)**

Signage at event, sponsorship of lunch, exhibitor name listed in meeting materials and on COA's website, and logo on tickets.

## Breakfast(4)/Breaks (6)/Lunch (3)

**\$3,000 (Co-sponsor)**

1 sign at event, and exhibitor name listed in meeting materials. You also have the option of providing branded napkins.  
*(You can choose any day of the meeting.)*

**\$5,000 (Exclusive)**

2 signs at event, exhibitor name listed in meeting materials and on COA's website, and 2 lunch tickets. You also have the option of providing branded napkins. *(You can choose any day of the meeting.)*

## Exhibit Hall Raffle Prizes

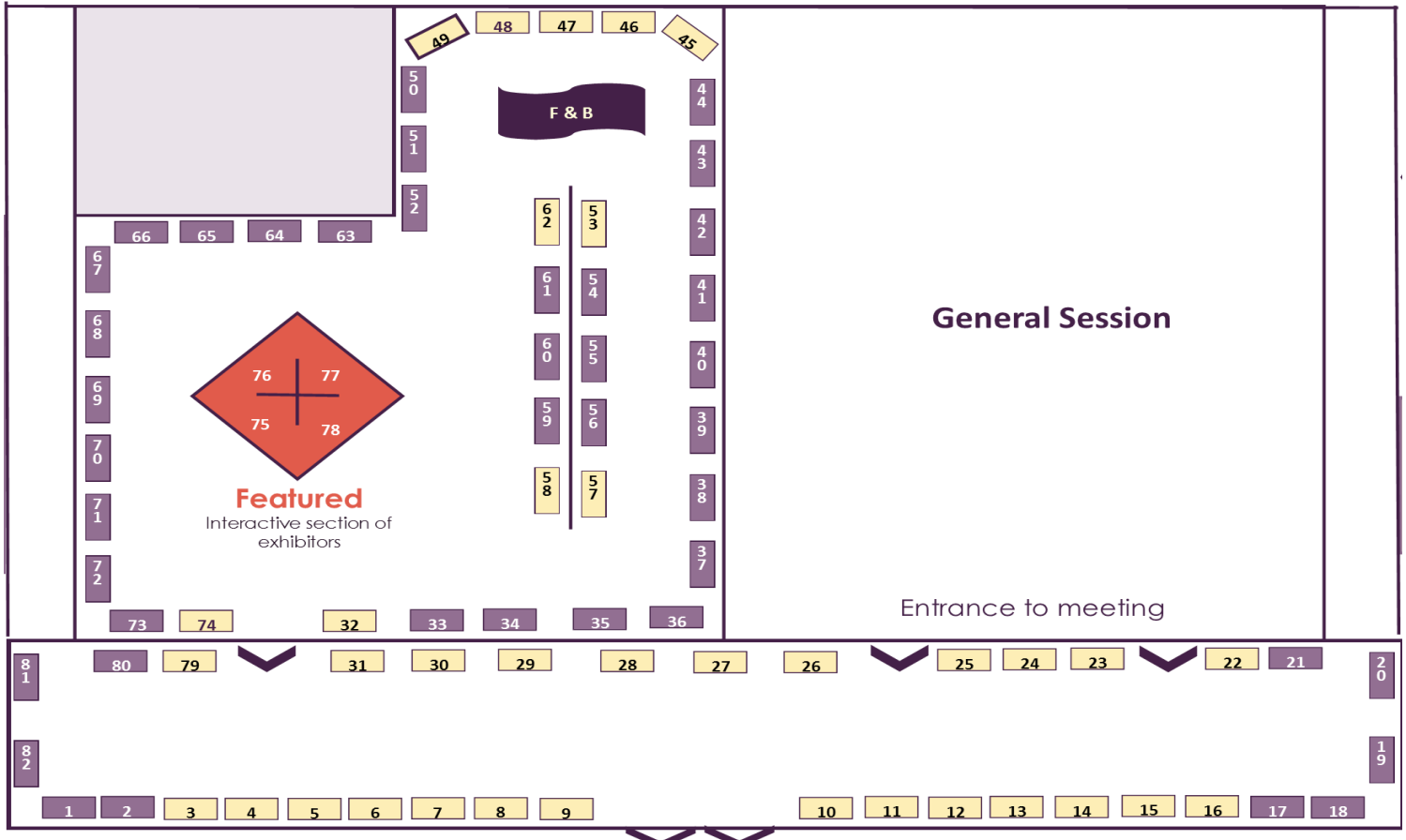
The exhibit hall raffle is an effective way to promote interaction between meeting attendees and exhibitors. Winners will be drawn from the attendees who have visited the exhibitors and participated in exhibit hall raffle.

Donate an exhibit hall prize valued at \$600 or more and receive a special badge that attendees will have to earn by visiting your booth in order to win any of the special prizes.

Donate an exhibit hall prize valued at \$100 minimum and select the winner from attendees visiting your booth and participating in exhibit hall raffle.



# Exhibit Hall Map



- Silver / Bronze
- Diamond / Gold

\*\*\* You can combine any two of the Gold booths to create a **Diamond Level** or any two Bronze booths to create a **Silver level**. \*\*\*

**Deadline to apply is December 31, 2016.**

(Applications received after the deadline will be reviewed on space availability).

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Website: \_\_\_\_\_ Twitter: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

<b>Booth #</b>
_____

List your booth location preferences: \_\_\_\_\_ Do not locate me near: \_\_\_\_\_

**Please attach a paragraph description of your company (no more than 50 words) and a logo with transparent background.**

Rep names: 1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_ 4. \_\_\_\_\_

Sponsorship Benefits	<input type="radio"/> Bronze Level \$2,750	<input type="radio"/> Silver Level \$5,000	<input type="radio"/> Gold Level \$4,200	<input type="radio"/> Diamond Level \$7,200
<b>Complimentary Reps</b> <small>(Extra badges \$350 per badge)</small>	<b>2 included</b> # _____ extra badges	<b>4 included</b> # _____ extra badges	<b>2 included</b> # _____ extra badges	<b>4 included</b> # _____ extra badges
<b>Booth Size</b>	10' x 8' - 1- 6ft. draped table/2 chairs	16' x 8' - 2- 6 ft. draped tables/4 chairs	10' x 8' <b>Premier Location</b> 1-6 ft. draped table/2 chairs	16' x 8' <b>Premier Location</b> 2-6 ft. draped tables/4 chairs
<b>Access to all educational sessions</b>	✓	✓	✓	✓
<b>Listing on COA's website</b>	✓	✓	✓	✓
<b>Pre/Post attendee list</b>	✓	✓	✓	✓
<b>Logo, company name and description listed on mobile app</b>	✓	✓	✓	✓
<b>Company's description &amp; booth # listed on final program</b>	✓	✓	✓	✓
<b>Flyer in Welcome Bag</b> (1 pg-2 sided)	<input type="radio"/> \$500/page	<input type="radio"/> \$500/page	✓	✓
<b>Ad in one of COA's Publications</b>	x	x	✓	✓
<b>Company's logo on meeting emails</b>	x	x	x	✓
<b>Listing on the meeting home webpage</b>	x	x	x	✓
<b>C-Bones Sponsorship</b> <small>C-Bones Reception \$60/person</small>	<input type="radio"/> \$3,000 <input type="radio"/> \$2,000 <input type="radio"/> \$1,000 # _____ (tickets)	<input type="radio"/> \$3,000 <input type="radio"/> \$2,000 <input type="radio"/> \$1,000 # _____ (tickets)	<input type="radio"/> \$3,000 <input type="radio"/> \$2,000 <input type="radio"/> \$1,000 # _____ (tickets)	<input type="radio"/> \$3,000 <input type="radio"/> \$2,000 <input type="radio"/> \$1,000 # _____ (tickets)
<b>Exhibitor Educational Sessions</b>	<input type="radio"/> \$1,600 Breakout rooms <input type="radio"/> \$6,500 General Session <input type="radio"/> Breakfast <input type="radio"/> Lunch	<input type="radio"/> \$1,600 Breakout rooms <input type="radio"/> \$6,500 General Session <input type="radio"/> Breakfast <input type="radio"/> Lunch	<input type="radio"/> \$1,600 Breakout rooms <input type="radio"/> \$6,500 General Session <input type="radio"/> Breakfast <input type="radio"/> Lunch	<input type="radio"/> \$1,600 Breakout rooms <input type="radio"/> \$6,500 General Session <input type="radio"/> Breakfast <input type="radio"/> Lunch
<b>Internet Access (entire meeting)</b>	<input type="radio"/> \$225	<input type="radio"/> \$225	<input type="radio"/> \$225	<input type="radio"/> \$225
<b>Electrical Outlet (1 outlet all meeting)</b>	<input type="radio"/> \$50	<input type="radio"/> \$50	<input type="radio"/> \$50	<input type="radio"/> \$50
<b>Presidential Reception</b> \$75/person	# _____ (tickets)	2 included # _____ extra tickets	1 included # _____ extra tickets	2 included # _____ extra tickets
<b>Gala Dinner Tickets</b> \$140/person	# _____ (tickets)	2 included # _____ extra tickets	1 included # _____ extra tickets	2 included # _____ extra tickets
<b>Lunch Tickets</b> \$50/person	# _____ (tickets)	2 included # _____ extra tickets	2 included # _____ extra tickets	4 included # _____ extra tickets
<b>Golf Tickets</b> \$200/person	# _____ (tickets) HDCP: _____	# _____ (tickets) HDCP: _____	# _____ (tickets) HDCP: _____	# _____ (tickets) HDCP: _____
<b>Exhibit Hall Raffle Prize</b>	<input type="radio"/> \$100 or <input type="radio"/> \$600	<input type="radio"/> \$100 or <input type="radio"/> \$600	<input type="radio"/> \$100 or <input type="radio"/> \$600	<input type="radio"/> \$100 or <input type="radio"/> \$600
<b>Welcome Bag with Logo</b>	<input type="radio"/> \$4,500	<input type="radio"/> \$4,500	<input type="radio"/> \$4,500	<input type="radio"/> \$4,500
<b>Subtotal:</b>	<b>\$</b> _____	<b>\$</b> _____	<b>\$</b> _____	<b>\$</b> _____

### Additional Sponsorship Opportunities

Registration - \$5,000 <input type="radio"/> Convention Wifi - \$3,000 <input type="radio"/> LeadCapture - \$300 <input type="radio"/> Splash ½ Page - \$1,500 <input type="radio"/> Splash Page Full Page-\$3,300 <input type="radio"/> Banner Home Page - \$700 <input type="radio"/> Banner Menu Page - \$700 <input type="radio"/> Full Color Page - \$3,000 <input type="radio"/> Full Color 1/2 Page - \$1,875 <input type="radio"/>	Social Events	Presidential Reception <input type="radio"/> \$10,000 <input type="radio"/> \$20,000 Gala Dinner <input type="radio"/> \$5,000 <input type="radio"/> \$10,000 Golf Tournament <input type="radio"/> \$5,000 <input type="radio"/> \$8,000 Breakfast <input type="radio"/> \$3,000 <input type="radio"/> \$5,000 <input type="radio"/> Tue <input type="radio"/> Fr <input type="radio"/> Sat <input type="radio"/> Sun Break <input type="radio"/> \$3,000 <input type="radio"/> \$5,000 <input type="radio"/> Tue <input type="radio"/> Fr <input type="radio"/> Sat <input type="radio"/> Sun Lunch <input type="radio"/> \$3,000 <input type="radio"/> \$5,000 <input type="radio"/> Tue <input type="radio"/> Fr <input type="radio"/> Sat <input type="radio"/> Sun
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**Total:** \$ \_\_\_\_\_

### Method of Payment

Check is enclosed    Check # \_\_\_\_\_

Please charge \$ \_\_\_\_\_ credit/debit card.  
# \_\_\_\_\_

Exp. Date \_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_

**COA's Federal Tax ID #95-3141127**

Please email, fax or mail this completed application to: COA, 1246 P Street, Sacramento, CA 95814. Fax: (916) 454-9882. Email: [coa1@pacbell.net](mailto:coa1@pacbell.net). If you need further information go to [annualmeeting.coa.org](http://annualmeeting.coa.org) or call (916) 454-9884. If paying by credit card, a **3% administrative** fee will be charged.

**By submitting this application the company listed above agrees to comply with all the policies, rules, and regulations contained in the Exhibitor Prospectus, which we accept as part of this agreement.**

Ads Mobile App