



California Orthopaedic Association



# COA/CBones 2019

## Annual Meeting & QME Course



# *Ortho Expo*

## Exhibitor Prospectus

**May 16-19, 2019**

**Ritz-Carlton Laguna Niguel**

# Why Exhibit?

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

- ▶ Interact with more than **450 Orthopaedic Surgeons** and **50+ Orthopaedic Practice Managers**.
- ▶ Gain more company exposure not only with attendees, but with orthopaedic surgeons and their practice managers statewide.
- ▶ Your company's logo will be posted on COA's Annual Meeting website, mobile app and meeting program. If you support CBones, you will also be listed on their website.
- ▶ 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**).

Take the first step to **MAXIMIZING** your ROI...  
**BECOME AN EXHIBITOR TODAY!**



# Meeting Overview

**Meeting Dates:** **May 16** QME Course / CBores Annual Meeting  
**May 17** Annual Meeting (Practice Management/Clinical)  
**May 18-19** Annual Meeting (Clinical)

**Location:** **Ritz-Carlton Laguna Niguel**  
One Ritz Carlton Dr, Dana Point, CA 92629

**Contact:** **Priscilla Rios**  
Meeting Coordinator  
P: 916-454-9884 F: 916-454-9882  
admin@coa.org  
[www.annualmeeting.coa.org](http://www.annualmeeting.coa.org)

**Ortho Expo Schedule:**

<b>Exhibitor Setup:</b>	Wednesday, May 15	4:00 pm - 9:00 pm
<b>Exhibits Open:</b>	Thursday, May 16	7:00 am - 5:00 pm
<b>Exhibits Open:</b>	Friday, May 17	7:00 am - 5:00 pm
<b>Exhibits Open:</b>	Saturday, May 18	7:00 am - 2:00 pm
<b>Exhibit Tear down:</b>	Saturday, May 18	2:00 pm - 5:00 pm

*\*All times are tentative and subject to change closer to event date.*

**No exhibitors on Sunday. Exhibit hall time for attendees: 9 hours**

**Deadlines:**

December 31, 2018	-->	Exhibit Application Due
April 15, 2019	-->	Rep Names Due
April 15, 2019	-->	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 during breakfast, breaks and lunch.
- Cancellation Policy: 50% refund if canceled by February 1, 2019. No refunds after February 1, 2019.

# Sponsorship Levels

## Exhibitor Booths include:

- ✓ One 6-ft draped table/2 chairs per booth space. Double booths have two 6-ft draped tables/3 chairs.
- ✓ Access to all educational sessions (*Exhibitors must register as an attendee 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
- ✓ Company description in the Final Program (*50-words maximum*)

**\*\*Unless otherwise specified, exhibitor badges do not include access to social events or lunch. Social events and meal tickets are available for purchase.\*\***

### Bronze Level \$3,000

- Booth Size: **10' X 6'**
- Number of Representatives: **2**

### Silver Level \$4,500

- Booth Size: **16' X 6'**
- Number of Representatives: **3**

### Gold Level \$5,000

- **Premier** Location in Ortho Expo
- Booth Size: **10' X 6'**
- Number of Representatives: **2**
- Presidential Reception tickets: **2**
- Flyer in Welcome Bag for all attendees
- Ad in one of COA's e-publications (1/4 page)

### Diamond Level \$6,500

- **Premier** Location in Ortho Expo
- Booth Size: **16' X 8'**
- Number of Representatives: **3**
- Presidential Reception tickets: **3**
- Flyer in Welcome Bag for all attendees
- Logo on e-communications of the Annual Meeting
- Ad in one of COA's e-publications (1/4 page)
- Listing on the Meeting website home page

### (NEW EXHIBITOR LEVEL)

### E-Booth Level \$2,500

(Only 8 available)

**Create brand awareness!** Save cost by utilizing a digital educational/promo video, in a high traffic meeting area. Perfect for companies who want to have a strong presence at our meeting but can not attend **OR** can be used as an enhancement for companies who want to drive more traffic to their manned booth. Level includes:

- Digital display for the 3 meeting days (Electricity Included)
- 4'x4' table to display handouts and/or other marketing material
- Pre/Post meeting attendee list
- Logo, website and company's description on the events mobile app
- Company description in the Final Program (50-words maximum)
- **No exhibitor badges allowed with this level of sponsorship.**

COA's Program Committee will select the "**Featured Exhibitor(s)**" based on if the company is promoting a new product/technology that enhances the topics discussed at the meeting.

# Promotional Opportunities

The following options may be added to the sponsorship levels to optimize your company's presence at COA's/CBones 2019 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.

## WATER BOTTLES - \$2,500 (EXCLUSIVE)

Water bottles will be distributed to all attendees and will include your logo.

## LANYARDS - \$2,000 (EXCLUSIVE)

Provide company lanyards that will be given out at registration to all attendees.

## WELCOME BAG INSERT - \$500

(Price is per double sided page)  
Must mail **500 copies** of flyer/advertisement to COA by Friday April 15, 2019.

## LEAD CAPTURE - \$300

Obtain attendee contact information by scanning their name badges through your mobile device.

## FLOOR DECAL - \$500

Drive traffic to your booth and create awareness by displaying your logo and booth number on floor clings. (Fixed size 3'x3')

## FINAL PROGRAM ADS

FULL PAGE COLOR - \$3,000

1/2 PAGE COLOR - \$1,500

Program will be distributed to all attendees upon on-site registration.

## MOBILE APP

### BANNER AD ON APP HOME PAGE - \$1000 (EXCLUSIVE)

As the exclusive supporter, your company's logo will be displayed prominently on bottom of each page of the app and on the splash screen, which appears each time a user opens the app. The app will feature the meeting schedule, speaker information, maps, and exhibitor listings.

### BANNER AD ON THE APP MENU - \$700

The banner will be at the bottom of the menu linked directly to your website. The app will feature the meeting schedule, speaker information, maps, and exhibitor listings.

## INTERACTIVE CLINICAL FORUM

These informational presentations give you a chance to share innovative knowledge, demonstrate proper use of a new procedure or generate interest in a new product through a dynamic presentation with an engaged audience. Forums are held in either the General Session Ballroom or a breakout session. An email promoting the forums will be sent out to attendees prior to the meeting and listed in meeting materials. **(Limited number of sessions)**

### BREAKFAST OR LUNCH SESSION- \$6,500

- Location - General Session (All Attendees)
- Choose Thursday, Friday, Saturday or Sunday
- 30 minute time slot
- Meeting room rental and set-up included
- Basic A/V included

### EVENING SESSION - \$1,600

- Location - Breakout Room (Sign-up required)
- Thursday Evening Only
- 1- 3 hour time slot
- Meeting room rental and set-up included
- **Fee does NOT include food cost, speaker fees or A/V set up.**

## CBONES Sponsorship

**\*\*To sponsor CBones you must also have a booth in the COA Expo Hall.\*\***

### GOLD SPONSORSHIP - \$3,000

- 2 educational emails through the CBones list-serve
- Host one educational webinar for CBones Members
  - Logo on CBones Homepage
- 5 minute presentation during C-Bones Lunch Thursday
- Company brochure set-up in CBones meeting room
  - Logo on CBones Reception sign and tickets
  - 3 tickets to CBones Reception

### SILVER SPONSORSHIP - \$2,000

- Logo on CBones Home page
- 1 educational emails through the CBones list-serve
- 5 minute presentation during C-Bones Lunch Thursday
- Company brochure set-up in CBones meeting room
  - Logo in CBones Reception sign
  - 2 tickets to CBones Reception

### BRONZE SPONSORSHIP - \$1,000

- 5 minute presentation during CBones Lunch Thursday
- Company brochure set-up in CBones meeting room

# Exclusive Sponsorships

Show Your Support for Attendees & Gain Greater Visibility for Your Brand!

## EXCLUSIVE SPONSORSHIPS INCLUDE:

- ✓ Sign at selected event
- ✓ Name listed in meeting materials and on COA website
- ✓ Company recognition during meeting
- ✓ Logo on EVENT ticket

### GOLF TOURNAMENT: \$6000

Also includes:

- ✓ Golf balls for all attendees. Company may provide branded golf balls.

### 5K BEACH FUN RUN/WALK: \$2,500

Also includes:

- ✓ T-shirt with company logo for all participants
- ✓ Banner, or other presence, at the finish line
- ✓ Two (2) race entries

### TENNIS TOURNAMENT \$2,000

Also includes:

- ✓ Tennis balls for attendees
- ✓ Two (2) free entries

### PRESIDENTIAL RECEPTION - FRIDAY, MAY 17 - \$10,000

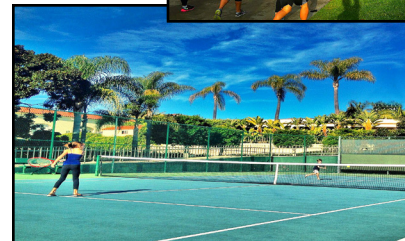
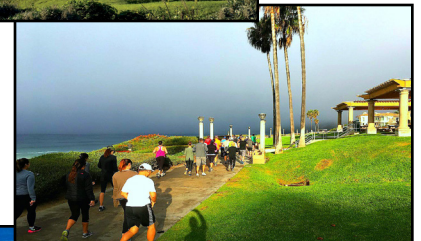
Also includes:

- ✓ Two (2) tickets for event
- ✓ Company may provide branded napkins.

### GALA DINNER- SATURDAY, MAY 18 - \$8,000

Also includes:

- ✓ Two(2) tickets for event
- ✓ Company may provide branded napkins.



## Ortho Expo Raffle Prizes

The exhibit hall raffle is an effective way to promote interaction between meeting attendees and exhibitors. Make the most out of your exhibiting experience by giving attendees another reason to swing by!

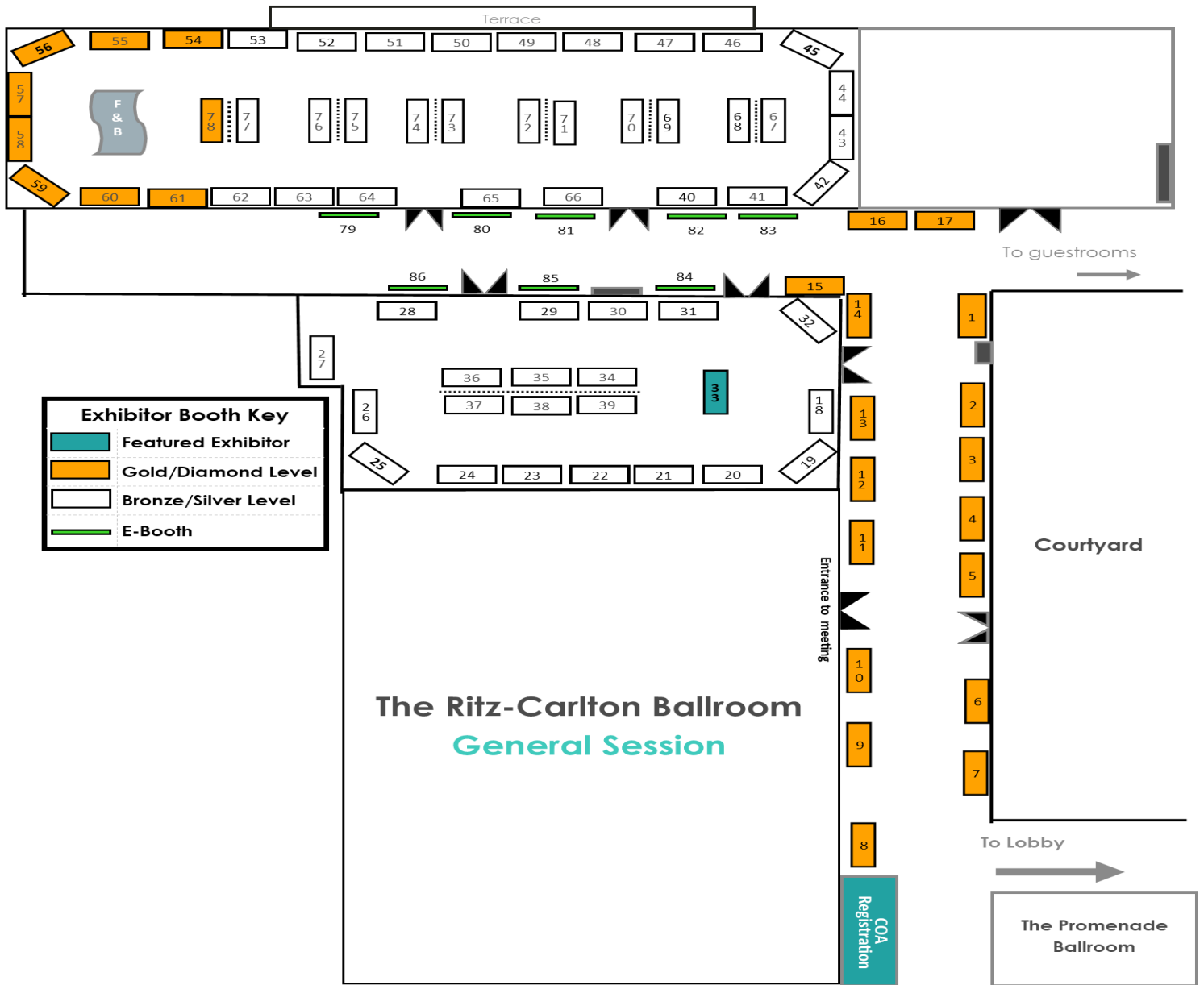
Donate an exhibit hall prize valued at **\$600 or more:**

Receive a special sticker that attendees will have to earn by visiting your booth. Company will also get recognition at meeting and representative will be able to draw winning raffle card and present prize directly to attendee.

Donate an exhibit hall prize valued at **\$100 minimum:**

Company will get recognition at meeting and representative will be able to draw winning raffle card and present prize directly to attendee.

# Ortho Expo Map



**Deadline to apply is December 31, 2018.**

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

Company Name: \_\_\_\_\_ Exhibit Coordinator: \_\_\_\_\_  
 Website: \_\_\_\_\_ Address: \_\_\_\_\_  
 City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Rep. Names: 1. \_\_\_\_\_ 3. \_\_\_\_\_  
 2. \_\_\_\_\_ 4. \_\_\_\_\_

<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.**  
**Returning Exhibitor? No change to previous submitted logo and/or description.**

Sponsorship Benefits	<input type="radio"/> E-Booth Level \$2500	<input type="radio"/> Bronze Level \$3000	<input type="radio"/> Silver Level \$4500	<input type="radio"/> Gold Level \$5000	<input type="radio"/> Diamond Level \$6500
<b>Booth Size</b>	Monitor w/stand 1- 4'x4' draped table	10' x 8'- 1- 6ft. draped table/2 chairs	16' x 8' - 2- 6 ft. draped tables/3 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/ 3 chairs
<b>Complimentary Reps</b> (Extra badges \$350/badge)	<b>None</b>	<b>2 included</b> #____ extra badges	<b>3 included</b> #____ extra badges	<b>2 included</b> #____ extra badges	<b>3 included</b> #____ extra badges
<b>Access to General Sessions</b>	x	✓	✓	✓	✓
<b>Listing on COA's website</b>	✓	✓	✓	✓	✓
<b>Pre/Post attendee list</b>	✓	✓	✓	✓	✓
<b>Logo, company name &amp; description listed on mobile app</b>	✓	✓	✓	✓	✓
<b>Company's name, description &amp; booth location on final program</b>	✓	✓	✓	✓	✓
<b>Flyer in Welcome Bag</b>	<input type="radio"/> \$500/page	<input type="radio"/> \$500/page	<input type="radio"/> \$500/page	✓	✓
<b>Ad in COA's E-Publication</b>	x	x	x	✓	✓
<b>Logo on meeting emails</b>	x	x	x	x	✓
<b>Listing on the meeting website</b>	x	x	x	x	✓
<b>Internet Access</b> (entire meeting)	x	<input type="radio"/> \$225	<input type="radio"/> \$225	<input type="radio"/> \$225	<input type="radio"/> \$225
<b>Electrical Outlet</b> (1 outlet)	✓	<input type="radio"/> \$100	<input type="radio"/> \$100	<input type="radio"/> \$100	<input type="radio"/> \$100
<b>Reception</b> (\$85/person)	x	#____ tickets	#____ tickets	<b>2 included</b> #____ extra tickets	<b>3 included</b> #____ extra tickets
<b>Gala Dinner</b> (\$150/person)	x	#____ tickets	#____ tickets	#____ tickets	#____ tickets
<b>Lunch Tickets</b> (\$60/person)	x	#____ tickets	#____ tickets	#____ tickets	#____ tickets
<b>Exhibit Hall Raffle Prize</b>	x	<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>Subtotal:</b>	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

### Additional Sponsorship Opportunities

Exclusive Sponsorships		Banner Ad Home Page (Exclusive)	\$ 1,000	CBONES	CBones Meeting Sponsorship	\$ 3,000 \$ 2,000 \$ 1,000
Interactive Clinical Forums	<input type="radio"/> \$6,500 General Session <input type="radio"/> Thur <input type="radio"/> Fri <input type="radio"/> Sat <input type="radio"/> Sun <input type="radio"/> \$1,600 Breakout rooms (Thursday Only)	Banner Ad Menu Page	\$ 700		CBones Reception (\$75/person)	#____ tickets
Presidential Reception	\$ 10,000	Lead Capture	\$ 300		<b>Total: \$ _____</b>	
Gala Dinner	\$ 8,000	Floor Decal	\$ 500		<b>Method of Payment</b>	
Golf Tournament	\$ 6,000	Program Ad - Full Page	\$ 3,000		COA's Federal Tax ID #95-3141127	
Welcome Bag	\$ 4,500	Program Ad- 1/2 Page	\$ 1,500		<input type="radio"/> Check is enclosed    Check # _____ <input type="radio"/> Credit/debit card # _____ Exp. Date ____/____ Security Code: _____ If paying by credit card, a <b>3% administrative</b> fee will be charged	
Water Bottle	\$ 2,500					
Lanyards	\$ 2,000					
5K Beach Fun Run	\$ 2,500					
Tennis Tournament	\$ 2,000					

**Send application to: COA, 1246 P Street, Sacramento, CA 95814. Fax: (916) 454-9882 Email: [admin@coa.org](mailto:admin@coa.org)**  
**If you need further information go to [annualmeeting.coa.org](http://annualmeeting.coa.org)**

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. Once submitted company is responsible for payment of exhibit booth.





# Agreement

## **General**

All applications for space must be submitted on an exhibitor application. California Orthopaedic Association (COA) will make every effort to assign a space in your requested area. Space is assigned on a first come basis. COA may, at its discretion, accept or reject any application for space, and reserves the right to relocate or reassign exhibit booths at any time. Space assignments are contingent upon a timely receipt of application with payment, the size of exhibit space requested, physical layout and characteristics of the exhibit hall, compatibility of exhibitors, and other factors (such as overall support of the meeting) as determined by COA.

## **Terms of Payment / Cancellation**

Prices of exhibit booths are listed on the exhibitor application. Applications for each exhibit space must be accompanied by payment of the exhibitor fee in the form of a credit card payment or check made payable to California Orthopaedic Association. Should any contingency prevent COA or the exhibition from occurring, COA shall not be held liable for any expenses incurred by exhibitors. If COA receives written notice of space cancellation prior to February 1, 2019, a 50% refund of the total booth fee will be made or the fee may be applied to next year's meeting at the company's discretion. Cancellations after this date will result in the forfeiture of the total fee. Notice of cancellations must be submitted in writing.

## **Liability**

COA will not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the exhibit hall or any substantial portion thereof by fire, earthquake, the elements, a public enemy, strikes or other public disorder; impossibility of performance created by law or any public authority; and/or for any cause beyond its control or the control of the Ritz-Carlton Laguna Niguel.

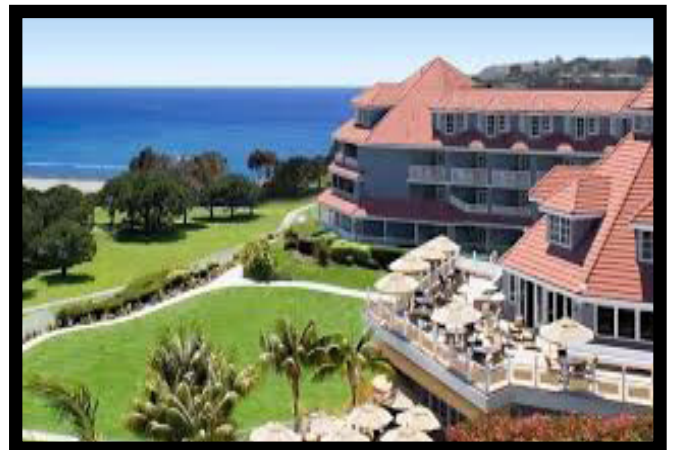
Questions regarding the meeting contact:

Priscilla Rios, Program Coordinator  
California Orthopaedic Association  
1246 P Street, Sacramento, CA 95814  
Phone: 916-454-9884  
Fax: 916-454-9882  
Email: [admin@coa.org](mailto:admin@coa.org)



**Reserve your Space:**

**For your most  
important  
face-to-face sales  
and marketing  
opportunities in  
California with  
Orthopaedic Surgeons/  
Orthopaedic  
Practice Managers**



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