

A scenic view of a waterfront town, likely Monterey, California. The buildings are built on wooden stilts over the water. The buildings are colorful, with yellow, white, and teal. The water is blue and calm. The sky is clear and blue.

2021

COA Annual Meeting/QME Course
CBones Annual Meeting

EXHIBITOR PROSPECTUS

MAY 20-23, 2021

MONTEREY CONVENTION CENTER

REASONS TO EXHIBIT

Your Company has the opportunity to participate **IN-PERSON** or **VIRTUALLY** at the largest statewide gathering of Orthopaedic Surgeons and Orthopaedic Practice Managers in California!

BENEFITS INCLUDE:

- ✓ Interactions with more than 450 Orthopaedic Surgeons and 50+ Orthopaedic Practice Managers.
- ✓ Build your brand and gain company exposure not only with Orthopaedic Surgeons but with their practice managers and other medical office decision-makers statewide.
- ✓ Company will be posted on COA's Annual Meeting website, mobile app and meeting program. If you support the CBones, company will also be listed on CBones' website.
- ✓ Receive a "Pre" and "Post" meeting attendee list 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!

COA SPONSORSHIP LEVELS



BOOTH SPONSORSHIP BENEFITS	BRONZE LEVEL \$3,000	SILVER LEVEL \$4,500	GOLD LEVEL \$5,000	DIAMOND LEVEL \$6,500
Booth Size	10' x 8' (1)- 6 ft. draped table 2 chairs	20' x 8' (2)- 6 ft. draped tables 3 chairs	10' x 8' Premier Location (1)- 6 ft. draped table 2 chairs	20' x 8' Premier Location (2)- 6 ft. draped tables 3 chairs
Representative Badges	2 Badges	3 Badges	2 Badges	3 Badges
Continental Breakfast	X	X	X	X
Access to General Sessions	X	X	X	X
Pre/Post attendee list	X	X	X	X
Company & Description Listing on Meeting Website	X	X	X	X
Company, Description & Booth # in Meeting Program	X	X	X	X
Flyer in Welcome Bag			X	X
Ad in COA's E-Publication			X	X
Logo on meeting emails				X
Logo on the meeting Website Homepage				X
NEW This Year! Link to 5-minute Educational Video on COA Annual Meeting Website				X
Presidential Reception Tickets			2 Tickets	3 Tickets

CBones Sponsorship Levels

CBones is the non-profit association that provides a forum for the advancement and sharing of best practices for Orthopaedic Practice Managers in California.

IMPORTANT NOTE: To sponsor CBones you must also have a booth in the COA Expo Hall

Sponsorship Level Benefits	BRONZE \$1,000	SILVER \$2,000	GOLD \$3,000
5 minute presentation during CBones Lunch on Thursday	X	X	X
Company brochure set-up in CBones meeting room	X	X	X
Logo on CBones Homepage		X	X
# tickets to CBones Reception		2	3
# of educational emails through the CBones list-serve		1	2
Logo on CBones Reception sign and tickets		X	X
Host one educational webinar for CBones Members			X

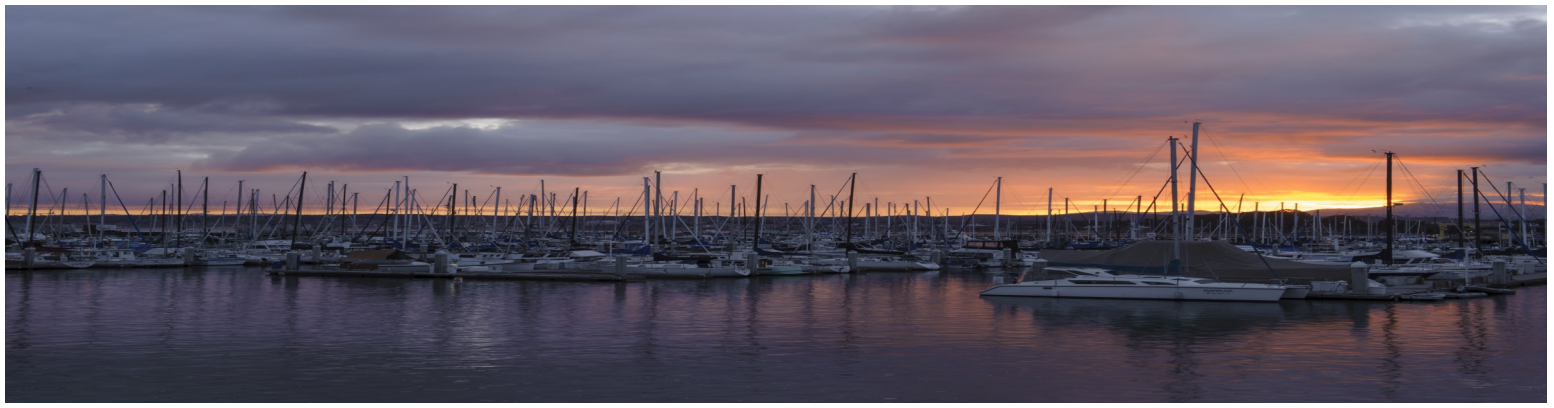
CBONES DEADLINE DATES

December 31, 2020	-->	Exhibit Application Deadline
April 1, 2021	-->	Rep Names Due
April 15, 2021	-->	Welcome Bag Flyers Due

Questions?

Contact Kristy Schrimsher
at admin@coa.org.





EXCLUSIVE SPONSORSHIPS

ALL EXCLUSIVE SPONSORSHIPS INCLUDE:

- Logo on Event Sign (if applicable)
- Logo on EVENT ticket
- Name listed in meeting materials and on COA website

PRESIDENTIAL RECEPTION - \$10,000

- Friday Evening, May 21
- Two (2) tickets for event
- Company may provide branded napkins



GOLF TOURNAMENT - \$6,000

Saturday Afternoon, May 22

- Golf balls for golfers
- Lunch for golfers
- Company may provide branded golf balls



GALA DINNER - \$10,000

Saturday Evening, May 22—Monterey Aquarium

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

5K FUN RUN/WALK - \$1,500

Saturday Morning, May 22

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



PROMOTIONAL OPPORTUNITIES

WELCOME BAGS - \$4,500 (EXCLUSIVE)

Company logo will appear on the Welcome Bags that will be given out to all attendees giving your Company maximum exposure.

WATER BOTTLES - \$3,000 (EXCLUSIVE)

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

LANYARDS - \$2,500 (SOLD)

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 March 30, 2021.

FLOOR DECAL - \$400

Drive traffic to your booth and create awareness by displaying your logo and booth number on a floor decal in high traffic area. (Fixed size 3'x3')

LEAD CAPTURE - \$350

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

FINAL PROGRAM ADS

FULL PAGE COLOR - \$3,000

1/2 PAGE COLOR - \$1,500

Program will be distributed to attendees at on-site registration.

INTERACTIVE CLINICAL FORUM

These informational presentations give you a chance to share innovative knowledge, demonstrate proper use of new procedures 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 as 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 available)

Potential times for Interactive Clinical Forums:

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

Ortho Expo Raffle

The Ortho Expo Raffle is an effective way to promote interaction with meeting attendees. Attendees love to win. Make the most out of your exhibiting experience by giving attendees another reason to swing by!

Consider donating a prize for our Ortho Expo Raffle. Prizes must be valued at a minimum of \$150. Company will get recognition at meeting and representative will be able to draw winning raffle card and present prize directly to attendee!



MEETING INFORMATION

MEETING

DATES:

May 20 QME Course / CBoles Annual Meeting

May 21 COA Annual Meeting (Practice Management/
Clinical)

May 22-23 COA Annual Meeting (Clinical)

LOCATION:

Monterey Conference Center

One Portola Plaza, Monterey, CA 93940

CONFERENCE

HOTEL:

Portola Hotel & Spa at Monterey Bay

Two Portola Plaza Monterey, CA 93940

CONTACT:

Kristy Schrimsher

Program Coordinator

P: 916-454-9884 F: 916-454-9882

admin@coa.org

www.annualmeeting.coa.org

EXHIBITOR SCHEDULE

Exhibitor Setup:	Wednesday, May 19	5:00 pm - 9:00 pm
Exhibits Open:	Thursday, May 20	7:00 am - 5:00 pm
Exhibits Open:	Friday, May 21	7:00 am - 5:00 pm
Exhibits Open:	Saturday, May 22	7:00 am - 1:00 pm
Exhibitor Tear down:	Saturday, May 22	1:00 pm - 5:00 pm

**All times are tentative and subject to change.*

All Exhibitor Booths Include:

- ✓ (1) 6-ft draped table /2 chairs per booth space. Double booths have (2) 6-ft draped tables / 3 chairs.
- ✓ Access to all educational sessions.
- ✓ 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).
- ✓ Company description and website in the Final Program (50-words maximum)
- ✓ Continental Breakfast each day



ORTHO EXPO MAP

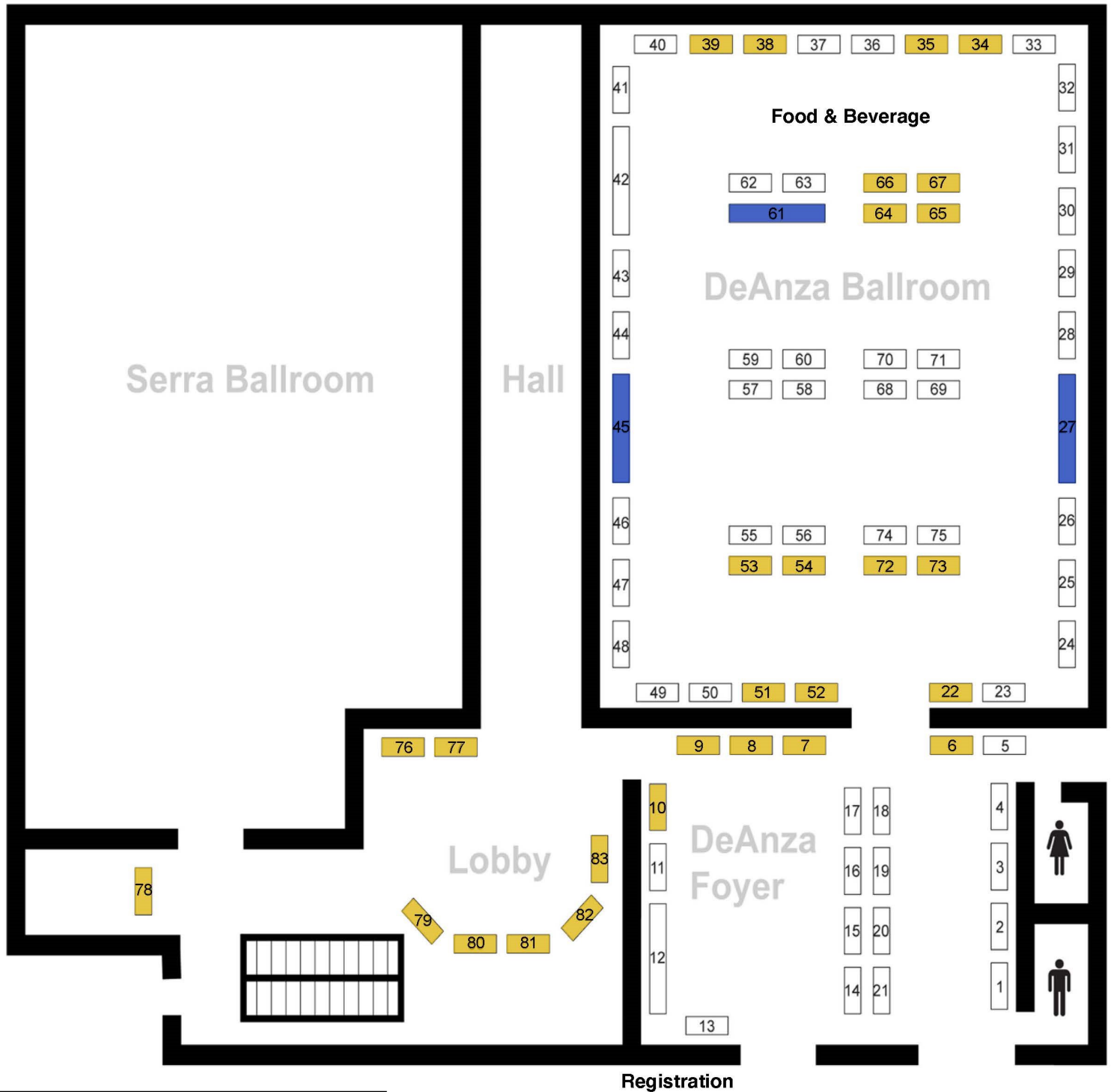


Exhibit Hall Color Key:

- Diamond Level: Blue
- Gold Level: Gold
- Silver & Bronze Level: White

Deadline to apply is December 31, 2020.

Applications received after the deadline will be reviewed and assigned a booth space based on availability.

EXHIBITOR 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. Booth assignments will not be released to company until COA has received full payment for booth sponsorship.

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 January 1, 2021, a 50% refund of the total booth fee will be made, or 100% of 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 including a pandemic, a public enemy, strikes or other public disorder; impossibility of performance created by lay or any public authority; and/or for any cause beyond its control or the control of the Hotel.

Questions regarding the meeting:

Kristy Schrimsher, Program Coordinator
California Orthopaedic Association
1246 P Street, Sacramento, CA 95814
Phone: 916-454-9884
Fax: 916-454-9882
Email: admin@coa.org



Company Name: _____

Website: _____

Address: _____

City: _____ ST: _____ Zip: _____

Exhibit Coordinator: _____

Email: _____

Phone: _____

Representative Names:

Rep. Email:

List your booth location preferences:

1.	_____
2.	_____
3.	_____
4.	_____

_____ # _____ # _____

Do not locate me near:

(Please list specific company names)

1. _____

2. _____

3. _____

Booth Sponsorship Benefits	<input type="checkbox"/> Bronze Level \$3000	<input type="checkbox"/> Silver Level \$4500	<input type="checkbox"/> Gold Level \$5000	<input type="checkbox"/> Diamond Level \$6500
Booth Size	10' x 8' (1)- 6 ft. draped table 2 chairs	20' x 8' (2)- 6 ft. draped tables 3 chairs	10' x 8' Premier Location (1)- 6 ft. draped table 2 chairs	20' x 8' Premier Location (2)- 6 ft. draped tables 3 chairs
Complimentary Reps (Extra badges \$350/badge)	2 included # _____ extra badges	3 included # _____ extra badges	2 included # _____ extra badges	3 included # _____ extra badges
Continental Breakfast each day	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to General Sessions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pre/Post attendee list	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company name & description listed on hosted meeting website/app	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company's name, description & booth # in meeting program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Flyer in Welcome Bag	<input type="checkbox"/> \$500/2-sided page	<input type="checkbox"/> \$500/2-sided page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ad in COA's E-Publication			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on meeting emails				<input checked="" type="checkbox"/>
Logo on the meeting website Homepage				<input checked="" type="checkbox"/>
Internet Access (entire meeting)	<input type="checkbox"/> \$225	<input type="checkbox"/> \$225	<input type="checkbox"/> \$225	<input type="checkbox"/> \$225
Electrical Outlet (1 outlet)	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100
Presidential Reception (\$75/person)	# _____ tickets	# _____ tickets	2 included # _____ extra tickets	3 included # _____ extra tickets
Gala Dinner (\$125/person)	# _____ tickets	# _____ tickets	# _____ tickets	# _____ tickets
Lunch Tickets (\$60/Person/Day) Exhibitor Badges DO NOT include lunch	# _____ tickets	# _____ tickets	# _____ tickets	# _____ tickets
Subtotal:	\$ _____	\$ _____	\$ _____	\$ _____

Sponsorship Opportunities	
Presidential Reception	<input type="checkbox"/> \$10,000
Golf Tournament	<input type="checkbox"/> \$6,000
Gala Dinner	<input type="checkbox"/> \$10,000
Welcome Bag	<input type="checkbox"/> \$4,000
Water Bottle	<input type="checkbox"/> \$3,000
Lanyards	<input type="checkbox"/> \$2,500
5K Beach Fun Run	<input type="checkbox"/> \$1,500
Program Ad - Full Page	<input type="checkbox"/> \$3,000
Program Ad - 1/2 Page	<input type="checkbox"/> \$1,500
Floor Decal	<input type="checkbox"/> \$400
Lead Capture	<input type="checkbox"/> \$350

CBONES SPONSORSHIP	
CBones Meeting Sponsorship	<input type="checkbox"/> Gold- \$3,000 <input type="checkbox"/> Silver- \$2,000 <input type="checkbox"/> Bronze-\$1,000
To sponsor CBones you must also have a booth in the COA Expo Hall.	
CBones Reception (\$75/person)	# _____ tickets

PAYMENT INFORMATION	
<input type="checkbox"/> Check is enclosed	Check #: _____
<input type="checkbox"/> Credit/Debit Card #:	_____ Exp. Date: ____/____/____ Security Code: _____

INTERACTIVE CLINICAL FORUMS (Select preferred day& time)
<input type="checkbox"/> \$6,500 General Session <input type="checkbox"/> THURS <input type="checkbox"/> FRI <input type="checkbox"/> SAT <input type="checkbox"/> SUN <input type="checkbox"/> Breakfast or <input type="checkbox"/> Lunch
<input type="checkbox"/> \$6,500 Virtual Clinical Session
<input type="checkbox"/> \$1,600 Breakout Session (Thursday Evening Only)

VIRTUAL EXHIBITOR PACKAGE
<input type="checkbox"/> \$3,000
Virtual E-Poster - <input type="checkbox"/> \$1,000
Virtual E-Marketing Video: <input type="checkbox"/> \$1,500

Total:	\$ _____
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If paying by credit card, a 3% surcharge will be added to your purchase.



Strong as individuals. More powerful together.

Questions? Contact Us!

1246 P Street
Sacramento, CA 95814
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Phone: 916-454-9884
Fax: 916-454-9882
E-mail: admin@coa.org
www.coa.org



MONTEREY
CONFERENCE CENTER



PORTOLA HOTEL & SPA
AT MONTEREY BAY
