

# NEW in 2017!

- Enhanced Digital Listings in the mobile app and website
- 10' x 20' Island Booths

*Online Booth Selection  
opens Mid June, 2017.*

- Product Demo Theatre
- NEW Sponsorship Opportunities



## INVITATION TO EXHIBIT



**2017 ANNUAL MEETING**

The Premier Trauma Educational  
and Networking Event of the Year

**OCTOBER 11-14  
VANCOUVER  
CONVENTION CENTRE  
VANCOUVER, CANADA**

**EXHIBIT DATES  
OCTOBER 12-14**

Secure Your Space Today

# WELCOME

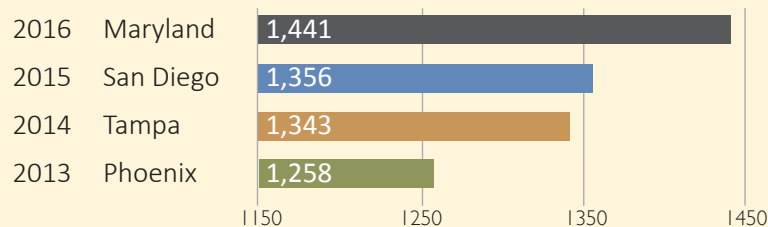
We encourage you to exhibit and participate in the Orthopaedic Trauma Association's (OTA) 2017 Annual Meeting. The OTA Annual Meeting is an outstanding opportunity to support the world's premier society dedicated to the scientific and educational advancement of musculoskeletal trauma care.

We had a record attendance at the 2016 meeting and given the growth of our organization, this year's venue (Vancouver, Canada), and the strength of the US dollar, we anticipate even greater participation in 2017. Given our common goals to provide the best possible care for patients with musculoskeletal injuries, the OTA, our industry partners, and meeting participants benefit from collaboration and the information disseminated at the Annual Meeting. Industry support is critical to achieve these goals.

There are multiple ways that your company or organization can participate in the Annual Meeting ([click here](#)):

- Education Grants (counts toward donor levels)
  - Resident Education
  - Pre-Meeting Educational Programs
  - International Orthopaedic Trauma Care Forum
  - On-line Education – webinars/video and much more.
- Sponsorship of Industry Sessions / Product Theatre
- Corporate Branding
- Exhibit

## ATTENDANCE AT OTA ANNUAL MEETINGS



We look forward to seeing you in Vancouver!

William Ricci, MD  
OTA 2017-18 President



Michael D. McKee, MD  
Annual Meeting Program Chair



## 2017 ANNUAL MEETING PROGRAM COMMITTEE

### Program Chair:

Michael D. McKee, MD

### Program Co-Chair:

Michael J. Gardner MD

### Committee:

Brett D. Crist, MD, FACS  
Gregory J. Della Rocca, MD, PhD, FACS  
David J. Hak, MD, MBA  
Stephen A. Kottmeier, MD  
Gilbert R. Ortega, MD  
David W. Sanders, MD  
Gerard P. Slobogean, MD

### Local Hosts:

Pierre Guy, MD  
Kelly Lefavre, MD  
Peter J. O'Brien, MD

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# WAYS TO REACH ATTENDEES

## 1 EXHIBIT HALL

- The OTA Exhibit hall offers exhibitors access to our loyal attendees.
- 91% of attendees surveyed indicated that they were very satisfied or satisfied with the Exhibit hall - *per exit survey from 2016 OTA Annual Meeting Attendee Survey*

## 2 SPONSORSHIPS

- OTA provides multiple sponsorship opportunities at varying price points to help you build a meaningful marketing strategy and activate your brand.
- **New in 2017:** Product Demo Theater and Enhanced Digital Listings that will include an online interactive exhibitor floor plan, where our exhibitors will have the opportunity to share their products with meeting attendees.

## 3 INDUSTRY SESSIONS

- 90% of our attendees are on site when these sessions occur.
- Industry Sessions occur during an open time block where there are no competing events.
- This is your opportunity to showcase products, demonstrate techniques, or present research to a captive audience at the 2017 OTA Annual Meeting.
- Be sure reserve your spot and connect BEFORE the exhibit floor opens.

## 4 BECOME AN EDUCATION GRANT DONOR

- Our Education and Research Donors have priority booth and sponsorship selections. Email [Bonnie Emberton](#) to learn how even a small financial Education and Research Grant investment can benefit OTA members and your organization.
- OTA is an Education and Research mission based association.
- We invite you to help advance Orthopaedic Trauma Education and Research; such collaboration ultimately leads to improved patient care.

\* Please note, industry session sponsorship, marketing and exhibit fees do not count towards Education and Research donor levels.

*We hope you will consider supporting the OTA in 2017. More information about how to contribute and participate at the 2017 OTA Annual Meeting can be found on our website [www.ota.org](http://www.ota.org).*

*We would be happy to discuss ways to maximize your involvement in this premier orthopaedic event.*

## WHO ARE OTA MEMBERS?

As an authoritative source for trauma professionals, the OTA draws a massive group of high-level influential decision-makers to its Annual Meeting.

OTA's Exhibit Hall is an ideal way to meet, influence, educate and connect with top trauma physicians.

## WHY EXHIBIT AT THE OTA MEETING?

- OTA Meeting attendees specialize in the fast pace of trauma medicine. They are eager to learn about the cutting-edge technology they experience at the show.
- Our attendees recognize how important our industry sponsors are to the success of their association.
- Attendees visit the exhibit hall during all breaks where breakfast and lunch is served.

### EDUCATION GRANTS

—Counts towards Award Levels—

Opportunities abound to support resident education and pre-meeting events:

#### Pre-meeting Events

—\$5,500 per event or \$25,000 for all—

- International Trauma Care Forum
- Basic Science Focus Forum
- Coding Course
- Boot Camp
- Young Practitioners Forum
- NP/PA Course

#### Residents Course Grants and Scholarships

- Please contact OTA



## BOOTH FEES

Online Booth Selection  
opens Mid June, 2017.

- 10' x 10' Exhibit Booth ~ \$3,800 USD
- 10' x 20' Island Exhibit Booth ~ \$8,000 USD **NEW**
- 2 comp badges per 10' x 10' booth.
- 4 comp badges per 10' x 20' island booth.
- Additional Reps ~ \$750 USD
- Additional Reps (On-site) ~ \$850 USD
- Booth cancellation fee ~ \$500 USD.  
Send in writing by September 1.  
Absolutely no booth refunds after September 1.

## BOOTH OFFICE FEES

Secure a 10x10 hard wall office on the OTA show floor. Bring leads from the chaos of your booth to the peace and quiet of your exhibit show office. Additional fees apply for carpet, furniture and branding.

- 10' x 10' Office ~ \$5,000 US
- 2 comp badges per 10' x 10' office.
- Additional Reps ~ \$750 USD
- Additional Reps (On-site) ~ \$850 USD
- Office cancellation fee ~ \$500 USD.  
Send in writing by September 1.  
Absolutely no office refunds after September 1.

Booth and office fees must be received in FULL along with completed application to reserve your exhibit booth and/or office space.

## ASSIGNMENT OF SPACE

- Booth and office space will be chosen on a first-come, first-served basis.
- Grant donors will have priority selection.
- Assigned booths are subject to change pending final Fire Marshall approval.
- Receipt of full payment is necessary to reserve space.

## SCHEDULE

### EXHIBIT HALL HOURS

**Thursday, October 12:** 2:30 PM–6:30 PM

Meeting attendees will be available during the 30 minute afternoon break where food and beverages will be served in the exhibit hall.

**Friday, October 13:** 7:00 AM–10:00 AM  
12:10 PM–1:10 PM  
3:00 PM–6:15 PM

Meeting attendees will be available from 7 am until end of morning break, at lunch, and from start of afternoon break until end of day.

**Saturday, October 14:** 7:00 AM–1:45 PM

Meeting attendees will be available from 7 am until end of morning break and at lunch.

### MOVE IN & SET UP

**Thursday, October 12:** 7:00 AM–2:00 PM

### BADGE PICK UP

Wednesday-Friday: 6:15 AM–5:00 PM; Saturday: 6:15 AM–1:00 PM

### DISMANTLE

Booth breakdown is not permitted until after the lunch break on Saturday, October 14th at 1:30 pm. See terms and conditions on page 15.

## REGISTRATION AND BADGE FEES

All representatives of exhibiting companies must register and wear the official exhibitor's badge for admission to and while in the exhibit hall. One-day passes are available on-site at \$350 per day.

Each representative registration includes:

- Admission to the Annual Meeting Scientific Sessions (No Skill Labs)
- Welcome Reception (Thursday night)
- Lunches and breaks
- Final program

Representatives are invited to attend the pre-meeting courses at an additional charge and must register online at [www.ota.org](http://www.ota.org).

Once your booth space has been confirmed, the OTA will contact you with representative registration information.



# CORPORATE EXPOSITION INFORMATION

## REP BADGE ONLY

Companies interested in purchasing individual rep badges only (without a booth), will need to contact the OTA directly.

The cost per badge is \$750. Please note: On-site, the badge fee increases to \$850.

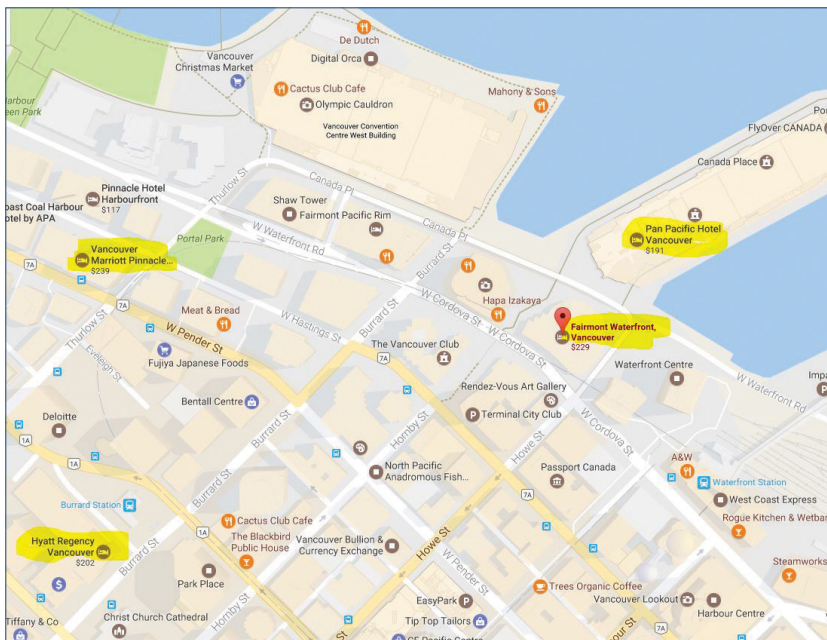
## HOUSING INFORMATION

### ANNUAL MEETING HOTELS (In order of distance from the Vancouver Convention Centre)

Hotel reservations must be made thru the [OTA Housing Bureau](#),  
ConferenceDirect: email: [ota@conferencedirect.com](mailto:ota@conferencedirect.com)  
phone: (877)632-8165 (M-F: 8:30 AM - 9:00 PM EST)

- **Pan Pacific Vancouver** (.17 mile) (HQ Hotel)  
Deluxe Room: single/double-\$229 CAD/Approx. \$172 USD  
Deluxe Harbour: single/double-\$249 CAD/Approx. \$186 USD
- **Marriott Vancouver Pinnacle Downtown** (.18 mile)  
Single/Double: \$199 CAD/Approx. \$149 USD  
Suites: \$299 CAD/Approx. \$223 USD
- **The Fairmont Waterfront** (.19 mile)  
City View Rooms: single/double-\$225 CAD/Approx.\$168 USD  
Water View Rooms: single/double-\$245 CAD/Approx.\$183 USD
- **Hyatt Regency** (.31 mile)  
Single/Double: \$219 CAD/Approx. \$164 USD  
Triple: \$254 CAD /Approx. \$190 USD  
Quad: \$289 CAD/Approx. \$216 USD

*Please wait until you receive your Housing Form to make your hotel reservations.*



## ANCILLARY MEETINGS / RECEPTIONS

These events should not overlap any OTA related activities. This includes all scientific sessions as well as the Welcome Reception on Thursday, October 12. To request meeting space, please select the Affiliate Meeting Request Form Link below:

[Affiliate Meeting Request Form](#)

## IMPORTANT DEADLINE DATES

- **July 5 ~ Service Kit Available**
- **August 25 ~ Housing**  
Housing list of names due to Conference Direct (name changes until September 11)
- **September 1 ~ Booth and Office Cancellation**  
Booth Cancellation Deadline
- **September 15 ~ Registration**  
Individual Rep Registration Deadline  
Registrations after this date will be handled on-site.
- **September 22 ~ Booth Order Forms Due to EES/Levy**

# CORPORATE EXPOSITION INFORMATION



## DECORATOR / OFFICIAL SERVICES CONTRACTOR

Eddy Exhibition Services/Levy Show Service, Inc..

EES: (407)257-9227 (9:00 AM - 4:00 PM EST)

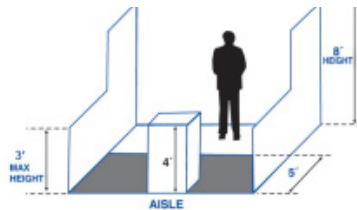
JEddy@EddyExhibitionServices.com or

Levy Show Service, Inc.: (604)277-1726 (9:00 AM - 4:00 PM EST)

- Material handling, drayage, furniture, extra draperies, labor and storage are available.
- Exhibitor kits will be provided online to all confirmed exhibit companies by July 5.

## BOOTH CONSTRUCTION

- Standard booth construction = (one) 10' x 10' exhibit booth, show color blue draperies 8' high in back and 3' high on the sides. Additional furnishings will be outlined in the exhibitor kit.
- Ceiling Height is 30 feet, with 50% visibility so as not to obstruct the view of other booths.
- Island booths should have access in and out on all four sides.
- Hanging signs/banners may not exceed the perimeter or height of the assigned space. Attachment to exhibit hall beams must be rigged by Rigg-it Services, Inc. Advance rigging order is mandatory. Forms are included in the exhibitor kit.



## ELECTRICAL NEEDS & RIGGING

Electricity and rigging are solely handled by designated show representative and MUST be pre-ordered. Forms are included in the exhibitor kit.

## SALES LEAD RETRIEVAL

Please visit the OTA website for the order form.





# 2016 TOP LEVEL DONORS



The Orthopaedic Trauma Association gratefully acknowledges 2016 Research and Education Donors. The continued success and increased impact of the Orthopaedic Trauma Association's research and education effort is dependent upon foundation and industry support. The OTA expresses sincere appreciation to these contributors for their generous financial support.

## Platinum Award Donors (\$150,000 - \$249,999)



## Gold Award Donor (\$100,000 - \$149,999)



## Bronze Award Donor (\$50,000 - \$74,999)



## Copper Award Donor (\$25,000 - \$49,999)



## Sponsor Award Donors (\$5,000 - \$24,999)



# THANK YOU!



## 2017 OTA RESEARCH & EDUCATION AWARD LEVELS

### Diamond Award

\$250,000 and above

### Silver Award

\$75,000 - \$99,999

### Sponsor Award

\$5,000 - \$24,999

### Platinum Award

\$150,000 - \$249,999

### Bronze Award

\$50,000 - \$74,999

### Gold Award

\$100,000 - \$149,999

### Copper Award

\$25,000 - \$49,999

### Acknowledgments

	Diamond	Platinum	Gold	Silver	Bronze	Copper	Sponsor
• OTA Diamond Award lapel pins	X						
• Website banner on the OTA Annual Meeting webpage	X						
• Two (2) complimentary badges to attend the OTA Specialty Day Meeting	X						
• Ten (10) complimentary badges to attend OTA Annual Meeting Pre-meeting Courses	X	X					
• Company Representatives invited to meet with the OTA Presidential Line during the OTA Annual Meeting	X	X	X				
• Opportunity to support labs at the Annual Meeting and courses	X	X	X	X			
• Award sign placed in donor booth	X	X	X	X	X		
• Invitation to support and participate at OTA Resident and Fellows Courses with table top exhibit space	X	X	X	X	X	X	
• Opportunity to purchase multiple booth spaces	X	X	X	X	X	X	X
• Research grant support credited to OTA grants; investigators requested to acknowledge corporate advertiser in resulting publications	X	X	X	X	X	X	X
• Recognition on OTA Website	X	X	X	X	X	X	X
• Donor award ribbons distributed at the Annual Meeting	X	X	X	X	X	X	X
• Acknowledgment printed in the Annual Meeting Program, Specialty Day Program and course programs	X	X	X	X	X	X	X
• Sign acknowledging donors prominently located at meeting and courses	X	X	X	X	X	X	X
• Presentation of a donor award plaque at Annual Meeting General Session	X	X	X	X	X	X	X

# 2016 ANNUAL MEETING EXHIBITORS



## OTA ACKNOWLEDGES THE FOLLOWING COMPANIES THAT EXHIBITED AT THE 2016 ANNUAL MEETING

Aap Implantate AG	FORE	RTI Surgical, Inc.
Acelity / KCI	Gannet	Sawbones/Pacific Research Labs
Accumed	Gauthier Biomedical, Inc.	Sectra
Advanced Orthopaedic Solutions	GPC Medical USA	Shukla Medical
AO Trauma North America	gSource, LLC	Si-Bone, Inc.
Arthrex, Inc	Innomed, Inc.	Skeletal Dynamics
Augmented Reality Systems	IntraFuse	Smith & Nephew Inc
BioAccess, Inc	Invibio	SMV Scientific
Biocomposites Inc.	Invuity, Inc	Sonoma Orthopedic Products, Inc.
Bionova Medical, Inc.	ITS	Starr Frame, LLC
Bioventus Academy	Mallinckrodt Pharmaceuticals	Stryker
Bone Foam Inc.	Medartis, Inc.	Synergy Surgicalists
BONESUPPORT	Medtronic Spinal and Biologics	The Orthopaedic Implant Company
CarboFix Orthopedics, Inc.	MicrogenDX	TIDI Products
Citieffe, Inc.	Microwave Precision Co., LTD	TriMed, Inc.
CoNextions Medical	Mizuho OSI	Whale Imaging
Conventus Orthopaedics, Inc.	New Clip Technics	Wolters Kluwer Health   Lippincott
DePuy Synthes	NuVasive Specialized Orthopedic	Williams & Wilkins
DJO, Inc.	Orthofix	Wright Medical Technology
ECA Medical Instruments	Pacific Instruments	X-Bolt Orthopaedics
Emcare Acute Care Surgery	Paradigm BioDevices, Inc.	Ziehm Imaging
February Point Resort Estates	Pikeville Medical Center, Inc.	Zimmer Biomet
FH Orthopedics	Quintus Composites	Zyga Technology, Inc



# INDUSTRY SESSIONS/PRODUCT THEATRES



## THREE SEPARATE INDUSTRY SESSION OPPORTUNITIES OFFERED AT THE 2017 ANNUAL MEETING

- ☐ Date: **Wednesday, October 11**  
Time: **6:30 pm - 8:00 pm** Fee: **\$7,000**
- ☐ Date: **Thursday, October 12**  
Time: **11:15 am - 12:45 pm** Fee: **\$14,000**
- ☐ Date: **Friday, October 13**  
Time: **6:30 pm - 8:00 pm** Fee: **\$7,000**

This is your opportunity to showcase products, demonstrate techniques or present research to a captive audience at the 2017 OTA Annual Meeting. OTA does not provide CME.

### Benefits:


- Meeting Room
- Meeting space offered during unopposed meeting time (OTA programming is not scheduled during Thursday industry session time slots)
- Advertised in Annual Meeting Program - Deadline: May 22, 2017
- Advertised on OTA Website and in OTA Newsletter
- E-Communication to Attendees
- On-site Signage and Recognition
- OTA-Provided Lunch (Thursday lunch sessions only)
- Pre-Registration Session Attendee List
- Complimentary On-site Lead Retrieval Scanner



### Advertising Company Responsible For:

- Agenda
- Faculty / Speaker Commitment
- Room Set-Up
- A/V Set-Up and Costs

**Sessions will sell fast and space is limited.**

 **Return this form to OTA to secure your session.**



# CORPORATE ADVERTISING OPPORTUNITIES

➔ Reserve Online Corporate Advertising Opportunities [here](#)

## EDUCATION GRANTS

—COUNTS TOWARDS AWARD LEVELS—

Resident scholarships help fund residents attendance at OTA courses.

## PRE-MEETING EVENTS

\$5,500 per event or \$25,000 for all

- |  |  |
|--|--|
| <input type="checkbox"/> Int'l Trauma Care Forum   | <input type="checkbox"/> Coding Course             |
| <input type="checkbox"/> Basic Science Focus Forum | <input type="checkbox"/> Young Practitioners Forum |
| <input type="checkbox"/> NP/PA Course              | <input type="checkbox"/> Boot Camp                 |

## CORPORATE BRANDING

—DOES NOT COUNT TOWARDS AWARD LEVELS—

*Items must be pre-approved by OTA. Pricing excludes production and installation. Advertiser is responsible for all fees.*

### ☐ Ad on Meeting Registration Badge Confirmation

- |  |  |
|--|--|
| <input type="checkbox"/> \$2,000 Half page | <input type="checkbox"/> \$4,000 Full page |
|--|--|

Company logo or image will appear on Meeting Registration confirmation email that all attendees are required to bring with them to the Annual Meeting.

Sign thanking company for support will be displayed at functions below:

### ☐ Refreshment/Lunch Break

- |                                  |    |   |
|----------------------------------|----|---|
| <input type="checkbox"/> \$1,500 | or | <input type="checkbox"/> \$5,000 Exclusive Advertiser |
|----------------------------------|----|---|

### ☐ Resident Course Lunch

- |                                  |    |   |
|----------------------------------|----|---|
| <input type="checkbox"/> \$1,500 | or | <input type="checkbox"/> \$5,000 Exclusive Advertiser |
|----------------------------------|----|---|

### ☐ Women in Orthopaedic Trauma Luncheon

- |                                  |    |   |
|----------------------------------|----|---|
| <input type="checkbox"/> \$1,500 | or | <input type="checkbox"/> \$5,000 Exclusive Advertiser |
|----------------------------------|----|---|

### ☐ Preliminary Program Ad **NEW** *Space is limited!*

Preliminary Program is sent to over 25,000 prospective attendees.

- |   |         |
|---|---------|
| <input type="checkbox"/> Quarter Page (3.92" w x 4.68" h)                           | \$1,500 |
| <input type="checkbox"/> Half Page (V: 3.92" w x 9.375" h OR H: 8.375" w x 4.68" h) | \$3,000 |
| <input type="checkbox"/> Full Page (8.375" w x 10.875" h)                           | \$4,500 |
| <input type="checkbox"/> Full Page Inside Back Cover (8.375" w x 5.438" h)          | \$6,000 |
| <input type="checkbox"/> Half Page Outside Back Cover (8.375" w x 5.438" h)         | \$8,000 |

### ☐ Full-Page Ad in Program-at-a-Glance Brochure (5.5" x 8.5")

- |   |         |
|---|---------|
| <input type="checkbox"/> Interior Page      | \$3,000 |
| <input type="checkbox"/> Front inside cover | \$4,500 |
| <input type="checkbox"/> Back inside cover  | \$4,500 |
| <input type="checkbox"/> Back outside cover | \$6,000 |

*\*Please note: Items that have been sold will not appear online.*

## CORPORATE BRANDING, cont'd

### ☐ Java Sleeves\* (Exclusive – SOLD)

\$3,000 ea  
Your logo or message on java sleeves.



### ☐ Napkins\*

\$3,000 ea  
Your logo or message on napkins.

### ☐ Refreshment Plates\*

\$3,000 ea  
Your logo or message refreshment plates.

### ☐ Table Top Decals & Signage\*

\$4,000  
Display your message or logo with table top ten (10) table tops. High boys will be provided at registration and throughout the exhibit hall.



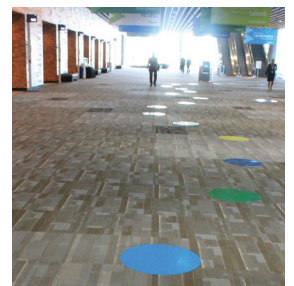
### ☐ 'Make It Stick' Clings Package\* **NEW**

\$5,000  
(Limit one set of three per company)  
Display your message or logo on clings. Please note the location that these items may be displayed in the convention center. Your choice of the following 3 items:  
**Glass Decals** (Level 1 ocean foyer and Level 2 ocean foyer); **Convention Centre Interior Glass Windows** (West Meeting Rooms 201, 301-306 - Within OTA booked spaces); **Floor Decals** (Anywhere within the west bldg. Price inclusive of labor fee.

Company is responsible for production costs.

All graphics must be pre-approved by the Vancouver Convention Centre and OTA.

Preferred vendor is Colorific Digital Printing Solutions.



### ☐ Elevator Cling\* **NEW**

\$2,000 per elevator  
Display your message or logo in an elevator located within the west building.

*\*Client to provide materials.*

# CORPORATE ADVERTISING OPPORTUNITIES

\*Please note: Items that have been sold will not appear online.

## CORPORATE BRANDING, cont'd

—DOES NOT COUNT TOWARDS AWARD LEVELS—

*Items must be pre-approved by OTA.*

*Pricing excludes production and installation.*

*Advertiser is responsible for all fees.*

### ☐ Escalator Well Runner Cling\*

- ☐ \$2,000 per exhibition level escalator or
  - ☐ \$1,000 per escalator in other area
- Display your message or logo in an escalator in the west building from level 1 to level 2 or level 1 to the exhibit hall.

### ☐ Column Wrap Cling\*

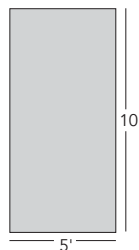
- \$5,000 (Limit 1)
- Display your message or logo on a column wrap cling. All west building pillars can be used.
- Please note: ballroom pillars must wait until Oct. 11.*

### ☐ Gobo Lighting\*

- \$3,000 per display
- Gobo lighting consists of a glass or metal cut out placed inside a lighting fixture that has a design or graphic, such as a company logo, which can then be projected on a wall or designated area. They are a great tool used for showing off your company logo, rather than banners or signage.

### ☐ Banner\*

- \$7,000 per banner (Limit one)
- Banners must be professionally printed or computer generated. Price inclusive of rigging and hanging fee. Company is responsible for production costs.



### ☐ Door Hanger/Drop\*

- \$4,000 (plus Hotel Fee)
- (Limited to one drop per company per night)
- Deliveries placed outside guest room at partner hotel.

- ☐ Tuesday Night      ☐ Thursday Night
- ☐ Wednesday Night      ☐ Friday Night

### ☐ Hotel Key Cards\* (Exclusive – SOLD)

### ☐ Stair Clings\* (Exclusive – SOLD)

\*Client to provide materials.

## ➔ Reserve Online Corporate Advertising Opportunities [here](#)

### ☐ Annual Meeting Break – Industry Product Theatre\* **NEW**

\$4,000 (Limit one)

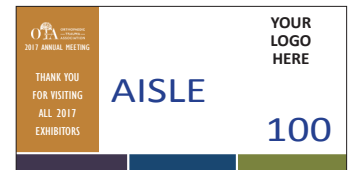
Companies can hold 20 minute theater sessions which will provide attendees with up to date information from the industry about the products, equipment and services they offer via video demonstrations or live presentations in the room. Company is responsible for faculty commitments. OTA will assist with the marketing of the session through on-site signage and email marketing.

- ☐ Thursday PM Break      ☐ Friday Lunch Break
- ☐ Friday AM Break      ☐ Friday PM Break

### ☐ Exhibit Hall Aisle Sign\*

\$2,000 (Limit one)

Display your message or logo on an Exhibit Hall aisle sign.



### ☐ OTA Fracture Lines Newsletter Digital Ads\*

\$3,000 - \$6,000

Your 1/4 page (3.66" w x 5.45" h) ad will appear in *Fracture Lines*, OTA's newsletter read by over 2,700 orthopaedic trauma surgeons and decision makers.

- ☐ \$6,000 Year round Ad: Winter, Spring & Fall
- ☐ \$3,000 Fall (only) Ad



### ☐ Website Banner Ads\* **NEW**

\$2,000 - \$8,000

These ads appear on top of each page for 10 seconds for 90 days.

- ☐ \$8,000 Year round Banner Ad
  - ☐ \$3,000 Summer Banner Ad    OR    ☐ \$3,000 Fall Banner Ad
  - ☐ \$2,000 Winter Banner Ad    OR    ☐ \$2,000 Spring Banner Ad
- Banner ads should be submitted as 960 x 127 pixels (300 dpi)

### ☐ Easel Sign\*

\$1,000

Your logo or message advertising your meeting or event in the Convention Centre pre-function area.

### ☐ Other

The Corporate Branding ideas offered are sampling of what is available. The OTA welcomes your ideas and is open to discussing your suggestions.

### ☐ Pre-Meeting Attendee Mailing List

\$1,000 (one time usage)

# CORPORATE ADVERTISING OPPORTUNITIES

➔ Reserve Online Corporate Advertising Opportunities [here](#)

## DIGITAL SIGNAGE

### ❑ Wireless Access

\$15,000

Your company logo will appear on computer/phone screen upon login.



### ❑ Video Theatre Banner Ad/On-site Signage

\$3,000

Your company logo or message will appear as a banner ad on Video Theatre home screens.

### ❑ Mobile App Splash Screen (Exclusive)

\$5,000

### ❑ Mobile App Banner Ad

\$3,000

Your company logo or message (image) will display as a rotating banner on the top portion of the main navigation menu (you can choose to link it to a website URL). Save as .jpg files – Dimensions (px): 640 x 130.

2016 OTA  
Annual Meeting  
Active Users:  
**Over 1,300**



### ❑ Digital Monitor Advertisements\* **NEW**

\$2,000 - \$7,000

Flat screen monitors display your logo or message in a looping video (no audio) within the Conventional Hall.

**Room Signs** (Please Note: Displayed outside of Resident Courses ONLY)

\$5,000 (Exclusive)

- Displayed for 3 days, in 5 rooms

**Pre-Function Signs**

\$4,000 per screen (Limit 2)

- Displayed for 3 days

**Entrance Signs** - Burrard Entrance

\$3000/day/loop

\$7000/day (3 loops) (Exclusive)

**Entrance Signs** - Thurlow or Canada Entrance

\$2000/day/loop

\$5000/day (3 loops) (Exclusive)

\*Client to provide materials.

\*Please note: Items that have been sold will not appear online.

## RECEPTIONS

### WELCOME RECEPTION

#### ❑ \$25,000 (Exclusive)

OTA invites its corporate supporters to join the OTA in welcoming all 2017 meeting attendees.

Benefits include:

- Onsite Signage
- (10) Complimentary Table Top Clings
- Recognition on OTA Website
- Acknowledgment in the Annual Meeting App and Annual Meeting Program



### NEW MEMBER RECEPTION

#### ❑ \$5,000 (Exclusive)

Sponsor this special reception welcoming all new OTA members.

Benefits include:

- Recognition on OTA Website
- Acknowledgment in the Annual Meeting App and Annual Meeting Program

### MILITARY RECEPTION

#### ❑ \$5,000 (Exclusive)

Sponsor this reception honoring all active duty military, retired military, and Landstuhl Distinguished Visiting Scholars.

Benefits include:

- Recognition on OTA Website
- Acknowledgment in the Annual Meeting App and Annual Meeting Program

### INTERNATIONAL RECEPTION

#### ❑ \$5,000 (Exclusive)

Sponsor this reception welcoming all our international guests, including those from our Guest Nation, the United Kingdom.

Benefits include:

- Recognition on OTA Website
- Acknowledgment in the Annual Meeting App and Annual Meeting Program



# OTA SPONSORSHIP & SUPPORT OPPORTUNITIES



*\*Please note: Items that have been sold will not appear online.*

➔ Reserve Online Corporate Advertising Opportunities [here](#)

## EDUCATION GRANTS <sup>(†COUNTS TOWARDS AWARD LEVELS)</sup>

☐ Resident Education<sup>†</sup> \$15,000

### Pre-meeting Events<sup>†</sup>

☐ Int'l Trauma Care Forum<sup>†</sup>

☐ Basic Science Focus Forum<sup>†</sup>

☐ \$5,500 per event or ☐ \$25,000 for all

☐ NP/PA Course<sup>†</sup>

☐ Coding Course<sup>†</sup>

☐ Young Practitioners Forum<sup>†</sup>

☐ Boot Camp<sup>†</sup>

## SPONSORSHIP

*\*Client to provide materials.*

### Receptions

☐ OTA Welcome Reception \$25,000 Exclusive Advertiser

☐ Military Reception \$5,000 Exclusive Advertiser

☐ New Member Reception \$5,000 Exclusive Advertiser

☐ International Reception \$5,000 Exclusive Advertiser

☐ Refreshment/Lunch Break

☐ \$1,500

or

☐ \$5,000 Exclusive Advertiser

☐ Resident Course Luncheon

☐ \$1,500

or

☐ \$5,000 Exclusive Advertiser

☐ Women Trauma Luncheon

☐ \$1,500

or

☐ \$5,000 Exclusive Advertiser

## CORPORATE BRANDING *(Items must be pre-approved by OTA. Prices are exclusive of labor and production)*

☐ OTA Meeting Registration Badge Confirmation

☐ Half Page \$2,000

☐ Full Page \$4,000

☐ Preliminary Program Ad

☐ Quarter Page \$1,500

☐ Half Page (Vertical) \$3,000

☐ Half Page (Horizontal) \$3,000

☐ Full Page \$4,500

☐ Full Page (Inside Back Cover) \$6,000

☐ Half Page (Outside Back Cover) \$8,000

☐ Program-at-a-Glance Brochure Ad

☐ One page interior \$3,000

☐ Front inside cover \$4,500

☐ Back inside cover \$4,500

☐ Back outside cover \$6,000

☐ Java Sleeves\* \$3,000

☐ Napkins\* \$3,000

☐ Refreshment Plates\* \$3,000

☐ Table Top Decals\* \$4,000

☐ 'Make It Stick' Clings\* \$5,000 (Limit one set)

☐ Elevator Cling\* \$2,000

☐ Escalator Cling\* \$2,000 (Exhib. Level)

☐ Escalator Cling\* \$1,000

☐ Column Wrap Cling\* \$5,000 (Limit one)

☐ Gobo Lighting\* \$3,000 per display

☐ Banner\* \$7,000 (Limit one)

☐ Door Hanger/Drop\* \$4,000 (Limit one) Indicate Night

☐ Hotel Key Cards\* \$8,000

☐ Stair Clings\* \$5,000

☐ Industry Product Theatre \$4,000 (Limit one)

☐ Exhibit Hall Aisle Sign\* \$2,000 (Limit one)

☐ OTA Newsletter Ad (Year round) \$6,000

☐ OTA Newsletter Ad (Fall only) \$3,000

☐ Website Banner Ad (Year round) \$8,000

☐ Website Banner Ad (Summer OR Fall) \$3,000

☐ Website Banner Ad (Winter OR Spring) \$2,000

☐ Easel Sign\* \$1,000

☐ Pre-Meeting Attendee Mail List \$1,000

## DIGITAL SIGNAGE

☐ Wireless Access \$15,000

☐ Video Theatre Banner Ad/On-site Signage \$3,000

☐ Mobile App Splash Screen \$5,000

☐ Mobile App Banner Ad \$3,000

☐ Digital Monitor Advertisements\*

☐ Room Signs (Outside Resident Courses) \$5,000 (Exclusive)

☐ Pre-Function Signs \$4,000 (Limit two)

Entrance Signs (Burrard) ☐ \$3,000/day/loop or ☐ \$7,000/day (3 loop Exclusive)

Entrance Signs (Thurlow or Canada) ☐ \$2,000/day/loop or ☐ \$5,000/day (3 loop Exclusive)

Selection of Sponsorship and Support can only be made via this [link](#).



Orthopaedic Trauma Association

9400 W. Higgins Road, Suite 305, Rosemont, IL 60018

Phone: (847)698-1631 Fax: (847)430-5140

e-mail: Elizabeth Oshinson at [oshinson@ota.org](mailto:oshinson@ota.org) web: [www.ota.org](http://www.ota.org)

Online Booth Selection opens Mid June, 2017.

# TERMS AND CONDITIONS

## Exhibitor Rules & Regulations

By applying for exhibit space, a company agrees to adhere to all conditions and regulations outlined in this prospectus. Whenever practical or appropriate, in the view of the OTA, disciplinary action will be progressive according to the violation of the listed rules and regulations. However, the OTA reserves the right to levy a more severe penalty, including refusal, or termination of the exhibit, at its sole discretion. In the event of such restriction or eviction, the OTA will not be liable for any refunds on rentals or other exhibit expenses incurred. Please be sure that your promotional department or anyone else involved in the arrangements of your exhibit has a copy of these rules and regulations. It is the responsibility of the exhibitor to see that all booth staff are aware of, and adhere to, these rules and conduct themselves in a professional manner throughout the conference.

## Booth Policy

Exhibit personnel may not enter another exhibitor's booth without obtaining permission. This is in respect to the rights of other vendors to conduct business during the exhibit hours without interference or improper intervention. The OTA, its representatives, and staff shall have free access to any exhibit at all times in their performance of their assigned duties.

## Acceptability of Exhibits

All exhibits shall serve the interest of the OTA members and shall be operated in a way that will not distract from other exhibits, exhibitors, or the conference as a whole.

## Advertising/Promotion Policies

Advertising or promoting meetings or other activities conflicting with OTA-meeting hours is not permitted. Please contact the OTA before scheduling any meetings.

## Use of the OTA Name, Insignia or Logotype

The use of the name, insignia, logotype or other identifying marks of the OTA may not be used on signs, advertising or promotions in any media or descriptive product literature or products without written permission of the OTA. The only exception is that exhibitors may reference the Annual Meeting (with date and place) of the OTA on materials associated with the Annual Meeting.

## Subletting/Sharing of Booth Space

Exhibitors may not let, sublet, share or transfer the exhibit privilege or space in whole or in part without the express written consent of the OTA Meetings Manager.

## Dismantling of Exhibits

Dismantling or removing an exhibit or materials including packing literature or products, before the official closing of the exhibit hall is prohibited. Companies in violation of this rule will not be permitted to exhibit at future OTA Annual Conferences.

## Space Occupancy

Exhibits must be staffed by qualified individuals who are bona fide employees or representatives of the exhibitor. An exhibitor directly responsible for the conduct and appearance of the exhibitor's employees or agents must be present in the exhibit space during all open hours. An exhibiting company

whose booth is not completed and staffed by the close of the exhibit installation period will forfeit all exhibit rights. The OTA reserves the right to reassign space without notification or refund.

## Security

OTA will provide security for the overall exhibit area from the beginning of move-in to the end of move-out, but not for any particular exhibit. However, neither the OTA nor the Vancouver Convention Centre will be held responsible for the loss or damages to exhibitor property, and urges the exhibitor to exercise precautions to discourage theft.

## Damage to Property

Exhibitors will be held responsible for any damage done to the Vancouver Convention Centre by them, their employees, or agents. No nails, tacks, or screws may be driven into the floor, wall, or woodwork of the building.

## FDA Compliance

All products that are not FDA approved for a particular use in humans or which are not commercially available in the U.S. will be permitted to be exhibited only when accompanied by the appropriate signs that indicate the device's FDA clearance status. The following signs should be displayed: ***This Device is not cleared by the FDA for distribution in the United States. This Device is intended to be used in the United States as described in the product's labeling (pending review).***

The signs must be easily visible and placed near the devices themselves and on any graphics depicting the device. The exhibitors shall have available at the booth a letter from the FDA, which describes the allowable use status of the product or products. Exhibitors are cautioned about the FDA's prohibition on promoting cleared for marketing devices for unapproved use. For additional information, please go to the FDA/CDRH/Office of Device Evaluation at [www.fda.gov/cdrh](http://www.fda.gov/cdrh).

## Americans with Disability Act

Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act of 1992 (ADA) with regard to their booth space, including, but not limited to, wheelchair access provisions.

## Compliance with Local Ordinances

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the exhibitor. Each exhibitor will be individually responsible for compliance with local health, fire and safety ordinances and regulations. All products or services exhibited must comply with all state and local regulations.

# TERMS AND CONDITIONS

## Fire Ordinances

Local fire codes and ordinances require that the aisles be clear at all times. Demonstration areas shall not be placed on the aisle sideline of an exhibit. Sufficient space within an exhibit area must be left to absorb any crowd. Should spectators interfere with other exhibits, the OTA may, in its sole discretion, require that the demonstration be limited or canceled.

## Indemnification

The Exhibitor agrees to indemnify and hold harmless the OTA, its officers, directors, agents, and employees from any and all claims of liability of third parties arising out of or related to the acts or omissions of the Exhibitor in connection with the Exhibitor's participation in the 2017 Annual Meeting. The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the OTA and the Vancouver Convention Centre and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges of fines and attorney fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Vancouver Convention Centre, its employees and agents. Additionally, the Exhibitor acknowledges that neither the OTA nor the Vancouver Convention Centre carries business interruption and property damage to the Exhibitor's property. The Exhibitor agrees to obtain adequate insurance during the dates of the 2017 Annual Meeting, including move-in and move-out days, and shall be prepared to furnish a **Certificate of Insurance to the OTA, and if requested, to the Vancouver Convention Centre.**

## Insurance

Insurance protection will not be afforded to the exhibitor either by the OTA or the Vancouver Convention Centre. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance of at least \$1 million per occurrence and \$1 million per aggregate, against injury to the person and the property of others. Policies shall name the OTA as a named additional insured. Certificates of Insurance shall be furnished to the OTA, by July 1, 2017.

## Loss or Damage

All property of the exhibitor remains under the exhibitor's custody and control in transit to and from the Vancouver Convention Centre, during installation and removal, and while it is in the confines of the Vancouver Convention Centre. Neither the OTA, EES/Levy, the Vancouver Convention Centre nor any other of the officers, directors, agents, or employees of any of the same are responsible for the safety of the exhibitor's property from theft, damage by fire, accident, vandalism, or any other causes, and the exhibitor expressly waives and releases any claim or demand against any of them by reason of any damage to or loss of any property, except where the damage or loss is due to gross negligence or willful misconduct of the person or entities mentioned above, their agents or employees. The exhibitor expressly releases the OTA, EES/Levy and the Vancouver Convention Centre, their directors, officers, agents and employees from any such loss, damage, or injury.

## Floor Plan

Exhibits will be located in the Vancouver Convention Centre. Floor plans will be shared during the space selection process.

## General Service Contractor

Material handling, drayage, furniture, carpet, extra draperies, labor, telephone, audiovisual equipment, electrical services, and crate storage are available through the decorator. Exhibitor shall be fully responsible for all fees associated with the construction, maintenance, utility, shipping, storage, and use of exhibit. All shipments must be prepaid. Exhibitor Service Kits will be available online from EES/Levy services contractor by July 5, 2017. If you have general questions regarding the services provided by EES/Levy, please contact customer service at EES: (407)257-9227 (9:00 AM - 4:00 PM EST). JEDdy@EddyExhibitionServices.com or Levy Show Service, Inc.: (604)277-1726 (9:00 AM - 4:00 PM EST).

## Transportation Services

UPS Freight is the official tradeshow carrier. Phone number will be provided in the exhibitor kit.

If you choose to contract with a transportation company other than UPS Freight, EES/Levy's ability to solve problems on-site is severely compromised.

## Exhibitor Service Kits

The Exhibitor Service Kit contains show information, important dates, and order forms for all show services. This will be available online to all exhibiting companies July 5, 2017. All forms should be completed online by EES/Levy's deadline September 22, 2017 to ensure adequate labor and equipment for a smooth setup.

## Reservation of Right to Make Changes

Any matters not specifically covered herein are subject to decision by the OTA Board of Directors and Executive Director. The OTA reserves the right to make such changes, amendments, and additions to these rules as it considers advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any changes.

## Warranties

The OTA makes no warranties, either express or implied, as to the availability or suitability of the facilities and the equipment of the conference site.

## Policy on Fund Raising, Contributions and Relations with Industry

Please review the [Orthopaedic Trauma Association's Policy on Fund Raising, Contributions and Relations with Industry](#).





# INVITATION TO EXHIBIT

## OTA

9400 West Higgins Rd, Suite 305  
Rosemont, IL 60018  
Ph 847.698.1631  
Fax 847.430.5140  
Email [ota@ota.org](mailto:ota@ota.org)  
[www.ota.org](http://www.ota.org)

## MARKETING & MEETINGS MANAGER

Elizabeth Oshinson  
847.430.5134



## 2017 ANNUAL MEETING PROGRAM COMMITTEE

### Program Chair:

Michael D. McKee, MD

### Program Co-Chair:

Michael J. Gardner MD

### Committee:

Brett D. Crist, MD, FACS

David J. Hak, MD, MBA

Gilbert R. Ortega, MD

Gerard P. Slobogean, MD

Gregory J. Della Rocca, MD, PhD, FACS

Stephen A. Kottmeier, MD

David W. Sanders, MD

### Local Hosts:

Pierre Guy, MD

Kelly Lefavre, MD

Peter J. O'Brien, MD

## DATES TO REMEMBER

- **May 23** ~ Block Housing Form Due
- **Mid June** ~ Online Booth Selection Opens
- **July 5** ~ Exhibitor Service Kits Available Online
- **August 15** ~ Booth and Office Application Deadline
- **August 25** ~ Housing List of Names Due
- **September 1** ~ Booth and Office Cancellation Deadline
- **September 15** ~ Individual Rep Registration Deadline
- **September 22** ~ Booth Order Forms Due to EES/Levy



OCTOBER 11-14  
VANCOUVER  
CONVENTION CENTRE

EXHIBIT DATES  
OCTOBER 12-14

Apply at [www.OTA.org](http://www.OTA.org)