



# 2018 ANNUAL MEETING

The Premier Trauma Educational and Networking Event of the Year

## Exhibit & Sponsorship Invitation



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October  
17-20

Gaylord Palms  
Convention Center

Kissimmee (Orlando),  
Florida

**Exhibit Dates**  
**October 18-20**

Sponsorship Opportunities  
and Exhibit Booth/Office Space  
Selection Opens June 2018

# WELCOME

We encourage you to exhibit and participate in the Orthopaedic Trauma Association's (OTA) 2018 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 2017 meeting and given the growth of our organization, this year's venue (Orlando, Florida), we anticipate even greater participation in 2018. 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
  - On-line Education – webinars/video and much more.
- **Sponsorship of Industry Sessions / Product Theatre**
- **Corporate Branding**
- **Exhibit**



## 2018 ANNUAL MEETING PROGRAM COMMITTEE

**Program Chair:**

Michael J. Gardner MD

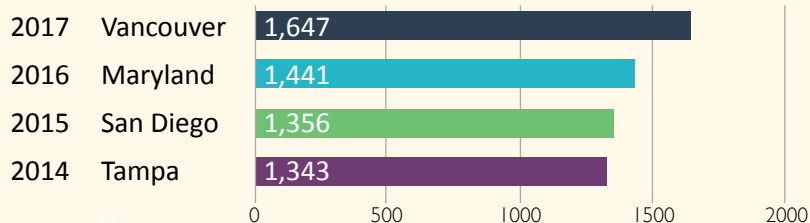
**Program Co-Chair:**

Stephen A. Kottmeier, MD

**Committee:**

- Andrew M. Choo, MD
- Brett D. Crist, MD
- Gregory J. Della Rocca, MD, PhD, FACS
- David J. Hak, MD
- Gilbert R. Ortega, MD
- David W. Sanders, MD
- Gerard P. Slobogean, MD

### ATTENDANCE AT OTA ANNUAL MEETINGS



We look forward to seeing you in Orlando!



William Ricci, MD  
OTA President



Michael J. Gardner, MD  
Annual Meeting Program Chair

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# WAYS TO REACH ATTENDEES

## 1 EXHIBIT HALL

- The OTA Exhibit hall offers exhibitors access to our loyal attendees.

## 2 SPONSORSHIPS

- OTA provides multiple sponsorship opportunities at varying price points to help you build a meaningful marketing strategy and activate your brand.
- 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 2018 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 a 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.

## 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 food and beverage breaks.

## 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

*We hope you will consider supporting the OTA in 2018. More information about how to contribute and participate at the 2018 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.*



# CORPORATE EXPOSITION INFORMATION

Online Booth Selection  
opens June, 2018.

## BOOTH FEES

- 10' x 10' Exhibit Booth ~ \$3,800 USD
- 10' x 20' Island Exhibit Booth ~ \$8,000 USD
- 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 August 31.  
**Absolutely no booth refunds after August 31.**

## 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 August 31.  
**Absolutely no office refunds after August 31.**

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 18

2:30 PM–5:00 PM

5:00 PM–6:00 PM **Exhibitors' Reception**

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

#### Friday, October 19

9:00 AM–5:00 PM

(Unopposed times)

9:10 AM–9:55 AM

12:10 PM–1:10 PM

3:30 PM–4:00 PM

#### Saturday, October 20

9:00 AM–1:45 PM

(Unopposed times)

10:17 AM–11:02 AM

12:55 PM–1:45 PM

### MOVE IN & SET UP

**Thursday, October 18:** 7:00 AM–2:00 PM

### BADGE PICK UP

Wednesday-Friday: 9:00 AM–5:00 PM; Saturday: 9:00 AM–1:00 PM

### DISMANTLE

Booth breakdown is **NOT** permitted until after the lunch break on Saturday, October 20th 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 \$400 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

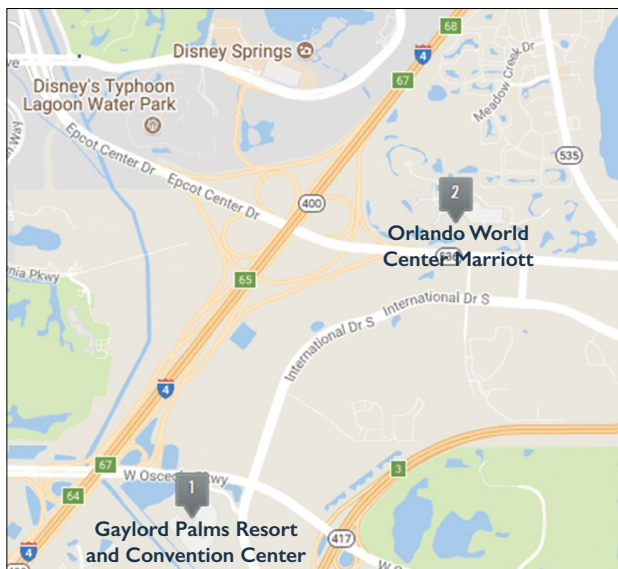
OTA Housing Contact Information  
Available 8:30 am - 9:00 pm EST, Monday - Friday  
phone: (877)632-8165  
email: [ota@conferencedirect.com](mailto:ota@conferencedirect.com)

- **Gaylord Palms Resort and Convention Center (1)** (HQ Hotel)  
Single/Double: \$249, Triple: \$269, Quad: \$289  
Executive Suites: \$625, Deluxe Suites: \$850
- **Orlando World Center Marriott (2)** (2.4 miles)  
Single/Double: \$209

**Housing Now Open** – Make your reservations [here](#)

Sleeping rooms are at the Gaylord Palms and the Orlando World Center Marriott. Reservations close on September 23rd.

If you have already submitted your sub-block request and your rooms are being held at one of the contracted OTA hotels, please remember that all reservations must be submitted by **September 3, 2018**. As of September 4, 2018, rooms not assigned will be released, and you will not be able to make any new reservations within your sub-block. Modifications to existing reservations within your sub-block can be made until **September 23, 2018**.



## 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 18. To request meeting space, please select the Affiliate Meeting Request Form (link below). **Space is very limited.**

[Affiliate Meeting Request Form](#)

## IMPORTANT DEADLINE DATES

- **June ~ Service Kit Available**
- **August 31 ~ Booth and Office Cancellation**  
Booth Cancellation Deadline
- **September 3 ~ Housing**  
Housing list of names due to Conference Direct (name changes until September 11)
- **September 26 ~ Booth Order Forms Due to GES**
- **September 28 ~ Registration**  
Individual Rep Registration Deadline  
Registrations after this date will be handled on-site.



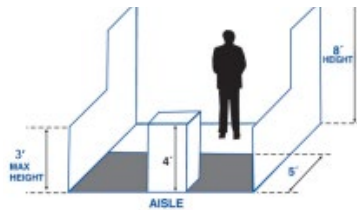
# CORPORATE EXPOSITION INFORMATION

## DECORATOR / OFFICIAL SERVICES CONTRACTOR

GES is the official services contractor for the OTA.  
GES Contact Person: Laura Robinson-Ivey  
Account Manager, Preferred Properties  
Office 407.370.4023 Mobile 407.748.8536  
4805 West Sand Lake Road, Orlando, Florida, 32819  
lrobinson-ivey@ges.com www.ges.com

## 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 GES. **Advance rigging order is mandatory.** Forms are included in the exhibitor kit.
- Material handling, drayage, furniture, extra draperies, labor and storage are available.
- Exhibitor kits will be provided online to all confirmed exhibit companies by July 2018.



## ELECTRICAL NEEDS & RIGGING

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

## SALES LEAD RETRIEVAL

Please visit the OTA website for the order form.



# 2017 TOP LEVEL DONORS



The Orthopaedic Trauma Association gratefully acknowledges 2017 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.

## Diamond Award Donors (\$250,000 +)



## 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!

# RESEARCH & EDUCATION AWARDS\*

\*Research and Education Grants are credited towards donor levels.

## 2018 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						
• 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



# 2017 ANNUAL MEETING EXHIBITORS



## OTA ACKNOWLEDGES THE FOLLOWING COMPANIES THAT EXHIBITED AT THE 2017 ANNUAL MEETING

Aap Implantate AG	GPC Medical USA	Precision OS
Acelity / KCI	Histogenics	Quintus Composites
Acumed	Hologic	Sawbones/Pacific Research Labs
Advanced Orthopaedic Solutions	Innomed Inc.	Sectra NA Inc.
AO Trauma North America	Invibio	Shukla Medical
Arbutus Medical	ITS	Si-Bone, Inc.
Arthrex, Inc.	LinkBio Corp	Skeletal Dynamics
Austin Medical Ventures	Medartis	Smith & Nephew, Inc.
BioAccess, Inc	Medtronic	SMV Scientific
Biocomposites	Miami Device Solutions	Starr Frame LLC
Bioventus LLC	Microwave Precision Co Ltd	Structure Medical
Bone Foam Inc.	MiMedx Group, Inc.	Stryker
BONESUPPORT	Mizuho OSI	Surgionix
Carbofix Orthopedics, Inc.	New Clip Technics	Synergy Surgicalists
Conventus Orthopaedics	NuVasive Specialized Orthopedics	Synovis Micro Companies Alliance, Inc.
Depuy Synthes	Orthofix	TriMed, Inc.
ECA Medical	Orthomed inc.	Wright Medical Technology
EDGE Surgical, Inc.	The Bone & Joint Journal	Ziehm Imaging
Envision Physician Services	The Orthopaedic Implant Company	Zimmer Biomet
Gauthier Biomedical, Inc.	Pacific Instruments	
Globus Medical	Pikeville Medical Center, Inc.	

# INDUSTRY SESSIONS



## THREE SEPARATE INDUSTRY SESSION OPPORTUNITIES OFFERED AT THE 2018 ANNUAL MEETING

Date: **Wednesday, October 17**  
Time: **6:30 pm - 8:00 pm** Fee: **\$7,000**

**ONLY 2 SPOTS  
REMAINING**

Date: **Thursday, October 18**  
Time: **11:15 am - 12:45 pm** Fee: **\$14,000**

**SOLD OUT**

Date: **Friday, October 19**  
Time: **6:30 pm - 8:00 pm** Fee: **\$7,000**

**SOLD OUT**

This is your opportunity to showcase products, demonstrate techniques or present research to a captive audience at the 2018 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 Online Preliminary Program
- Advertised on OTA Website and in OTA Newsletter
- E-Communication to Attendees
- On-site Signage and Recognition
- 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

## 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

- Int'l Trauma Care Forum
- Coding Course
- Basic Science Focus Forum
- Young Practitioners Forum
- NP/PA Course
- 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

- \$2,000 Half page
- \$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

- \$1,500
- or
- \$5,000 Exclusive Advertiser

### Resident Course Lunch

- \$1,500
- or
- \$5,000 Exclusive Advertiser

### Women in Orthopaedic Trauma Luncheon

- \$1,500
- or
- \$5,000 Exclusive Advertiser

### Online Preliminary Program Ad *Space is limited!*

Preliminary Program will be available on OTA's website ONLY and will be updated frequently.

- Quarter Page (3.92" w x 4.68" h) \$1,500
- Half Page (V: 3.92" w x 9.375" h OR H: 8.375" w x 4.68" h) \$3,000
- Full Page (8.375" w x 10.875" h) \$4,500

Ad will be featured in the on-line annual meeting information program.

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

- Interior Page \$3,000
- Front inside cover \$4,500
- Back inside cover \$4,500
- Back outside cover \$6,000

*\*Client to provide materials.*

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

## CORPORATE BRANDING, cont'd

### Refreshment Package: Java Sleeves\*, Napkins\* and Refreshment Plates\* (Exclusive)

\$10,000 **SOLD**

Your logo or message on java sleeves, napkins, and refreshment plates.



### Table Top Decals & Signage\*

\$4,000

(Limit one per company)

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



### Window Clings\*

\$5,000

(Limit one set of three per company)

Display your message or logo on clings in the hallway between the hotel and convention center. Company is responsible for production costs. All graphics must be pre-approved by the Gaylord Convention Center and OTA.



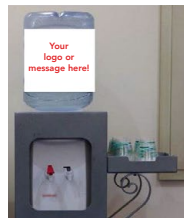
### Floor Decals\*

\$1,000 each (Limit 4)

### Water Cooler Insert\*

\$3,000 (Limit 3)

Display your message or logo on water coolers located throughout the Gaylord Convention Center Lobby and Exhibit Hall.



### Lamp Post Signs\*

\$4,000 (Limit one set of five per company)

Display your message or logo on lamp post signs in hotel atrium. Price inclusive of rigging and hanging fee. Company is responsible for production costs.





# CORPORATE ADVERTISING OPPORTUNITIES

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

## CORPORATE BRANDING, cont'd

–DOES NOT COUNT TOWARDS AWARD LEVELS–

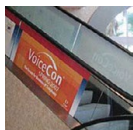
Items must be pre-approved by OTA.

Pricing excludes production and installation.

Advertiser is responsible for all fees.

### Escalator Well Runner Cling\*

\$3,000 per escalator side



### Column Wrap Cling\*

\$5,000 (Limit 1)

Display your message or logo on a column wrap cling.

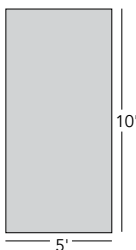
### Gobo Lighting\*

\$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)

### Stair Clings\* (Exclusive)

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

\$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 Newsletter Digital Ads\*

\$3,000

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

- \$3,000 Winter       \$3,000 Spring
- \$3,000 Summer     \$3,000 Fall



### Website Banner Ads\*

\$2,000 - \$8,000

These ads appear for 90 days.

- \$8,000 Year round Banner Ad
  - \$4,000 Summer Banner Ad    OR     \$4,000 Fall Banner Ad
  - \$2,000 Winter Banner Ad    OR     \$3,000 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.

### Pre-Meeting Attendee Mailing List

\$1,500 (one time usage)

### Other

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

\*Client to provide materials.

# CORPORATE ADVERTISING OPPORTUNITIES

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

## 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

**SOLD**

- ❑ **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.

2017 OTA  
Annual Meeting  
Active Users:  
Almost 1,000



## RECEPTIONS

### EXHIBITORS RECEPTION **NEW**

- ❑ \$5,000 (Exclusive)  
OTA invites its corporate supporters to join the OTA in welcoming all 2018 meeting attendees in a pre-reception to be held in the Annual Meeting exhibit hall.  
Benefits include:
  - Onsite Signage
  - Recognition on OTA Website
  - Acknowledgment in the Annual Meeting App and Online Annual Meeting Program

## RECEPTIONS, cont'd WELCOME RECEPTION

- ❑ \$15,000 (Exclusive)  
OTA invites its corporate supporters to join the OTA in welcoming all 2018 meeting attendees.  
Benefits include:
  - Onsite Signage
  - (10) Complimentary Table Top Clings
  - Recognition on OTA Website
  - Acknowledgment in the Annual Meeting App and Online 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 Online 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 Online Annual Meeting Program

## NEW MEMBER LUNCHEON

- ❑ \$5,000 (Exclusive)  
Sponsor this special luncheon welcoming all new OTA members.  
Benefits include:
  - Recognition on OTA Website
  - Acknowledgment in the Annual Meeting App and Online Annual Meeting Program

# OTA SPONSORSHIP & SUPPORT OPPORTUNITIES

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

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

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

### Pre-meeting Events<sup>†</sup>

- |   |   |
|---|---|
| <input type="checkbox"/> Int'l Trauma Care Forum <sup>†</sup>   | <input type="checkbox"/> \$5,500 per event or <input type="checkbox"/> \$25,000 for all |
| <input type="checkbox"/> Basic Science Focus Forum <sup>†</sup> | <input type="checkbox"/> NP/PA Course <sup>†</sup>                                      |
| <input type="checkbox"/> Young Practitioners Forum <sup>†</sup> | <input type="checkbox"/> Coding Course <sup>†</sup>                                     |
|   | <input type="checkbox"/> Boot Camp <sup>†</sup>   |



## SPONSORSHIP

### Receptions

- |  |   |
|--|---|
| <input type="checkbox"/> OTA Exhibitors Reception \$5,000 Exclusive Advertiser | <input type="checkbox"/> OTA Welcome Reception \$15,000 Exclusive Advertiser  |
| <input type="checkbox"/> Military Reception \$5,000 Exclusive Advertiser       | <input type="checkbox"/> International Reception \$5,000 Exclusive Advertiser |
| <input type="checkbox"/> New Member Luncheon \$5,000 Exclusive Advertiser      |   |
| <input type="checkbox"/> Refreshment/Lunch Break \$1,500                       | or <input type="checkbox"/> \$5,000 Exclusive Advertiser                      |
| <input type="checkbox"/> Resident Course Luncheon \$1,500                      | or <input type="checkbox"/> \$5,000 Exclusive Advertiser                      |
| <input type="checkbox"/> Women Trauma Luncheon \$1,500                         | or <input type="checkbox"/> \$5,000 Exclusive Advertiser                      |

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


- |  |   |   |
|--|---|---|
| <input type="checkbox"/> OTA Meeting Registration Badge Confirmation | <input type="checkbox"/> Half Page \$2,000                                    | <input type="checkbox"/> Full Page \$4,000                            |
| <input type="checkbox"/> Online Preliminary Program Ad               |   |   |
| <input type="checkbox"/> Quarter Page \$1,500                        | <input type="checkbox"/> Half Page (Vertical) \$3,000                         | <input type="checkbox"/> Half Page (Horizontal) \$3,000               |
| <input type="checkbox"/> Full Page \$4,500                           | <input type="checkbox"/> Full Page (Inside Back Cover) \$6,000                | <input type="checkbox"/> Half Page (Outside Back Cover) \$8,000       |
| <input type="checkbox"/> Program-at-a-Glance Brochure Ad             |   |   |
| <input type="checkbox"/> One page interior \$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                  |   |   |
| <input type="checkbox"/> Refreshment Package* \$10,000               | <input type="checkbox"/> Table Top Decals* \$4,000                            | <input type="checkbox"/> Window Clings* \$5,000 (Limit one set)       |
| <input type="checkbox"/> Floor Decal* \$1,000 (Limit four)           | <input type="checkbox"/> Water Cooler Insert* \$3,000 (Limit three)           | <input type="checkbox"/> Lamp Post Signs* \$4,000 (Limit one set)     |
| <input type="checkbox"/> Escalator Cling* \$3,000 (per side)         | <input type="checkbox"/> Column Wrap Cling* \$5,000 (Limit one)               | <input type="checkbox"/> Gobo Lighting* \$3,000 (per display)         |
| <input type="checkbox"/> Banner* \$7,000 (Limit one)                 | <input type="checkbox"/> Door Hanger/Drop* \$4,000 (Limit one) Indicate Night | <input type="checkbox"/> Hotel Key Cards* \$8,000                     |
| <input type="checkbox"/> Stair Clings* \$5,500                       | <input type="checkbox"/> Industry Product Theatre \$4,000 (Limit one)         | <input type="checkbox"/> Exhibit Hall Aisle Sign* \$2,000 (Limit one) |
| <input type="checkbox"/> Easel Sign* \$1,000                         | <input type="checkbox"/> OTA Newsletter Ad (Winter) \$3,000                   | <input type="checkbox"/> OTA Newsletter Ad (Spring) \$3,000           |
| <input type="checkbox"/> OTA Newsletter Ad (Summer) \$3,000          | <input type="checkbox"/> OTA Newsletter Ad (Fall) \$3,000                     | <input type="checkbox"/> Website Banner Ad (Year round) \$8,000       |
| <input type="checkbox"/> Website Banner Ad (Summer OR Fall) \$4,000  | <input type="checkbox"/> Website Banner Ad (Winter) \$2,000                   | <input type="checkbox"/> Website Banner Ad (Spring) \$3,000           |
| <input type="checkbox"/> Pre-Meeting Attendee Mail List \$1,500      |   |   |

\*Client to provide materials.

## DIGITAL SIGNAGE

- |   |  |
|---|--|
| <input type="checkbox"/> Wireless Access \$15,000         | <input type="checkbox"/> Video Theatre Banner Ad/On-site Signage \$3,000 |
| <input type="checkbox"/> Mobile App Splash Screen \$5,000 | <input type="checkbox"/> Mobile App Banner Ad \$3,000                    |

Please visit the OTA website to select your sponsorship opportunity.

 Orthopaedic Trauma Association  
9400 W. Higgins Road, Suite 305, Rosemont, IL 60018  
Fax: (847)430-5140 web: www.ota.org

Online Booth Selection opens June, 2018.



# 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 Gaylord Orlando Convention Center 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 Gaylord Orlando Convention Center 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 2018 Annual Meeting. The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the OTA and the Gaylord Orlando Convention Center 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 Gaylord Orlando Convention Center, its employees and agents. Additionally, the Exhibitor acknowledges that neither the OTA nor the Gaylord Orlando Convention Center carries business interruption and property damage to the Exhibitor's property. The Exhibitor agrees to obtain adequate insurance during the dates of the 2018 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 Gaylord Orlando Convention Center.**

## Insurance

Insurance protection will not be afforded to the exhibitor either by the OTA or the Gaylord Orlando Convention Center. 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, 2018.

## Loss or Damage

All property of the exhibitor remains under the exhibitor's custody and control in transit to and from the Gaylord Orlando Convention Center, during installation and removal, and while it is in the confines of the Gaylord Orlando Convention Center. Neither the OTA, GES, the Gaylord Orlando Convention Center 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, GES and the Gaylord Orlando Convention Center, their directors, officers, agents and employees from any such loss, damage, or injury.

## Floor Plan

Exhibits will be located in the Gaylord Orlando Convention Center. 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 GES services contractor in July. If you have general questions regarding the services provided by GES, please contact:

GES Contact Person: Laura Robinson-Ivey  
Account Manager, Preferred Properties  
Office 407.370.4023 Mobile 407.748.8536  
4805 West Sand Lake Road, Orlando, Florida, 32819  
lrobinson-ivey@ges.com www.ges.com

## 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, GES'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 in July 2018 on the OTA website. All forms should be completed online by GES's deadline September 26, 2018 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.

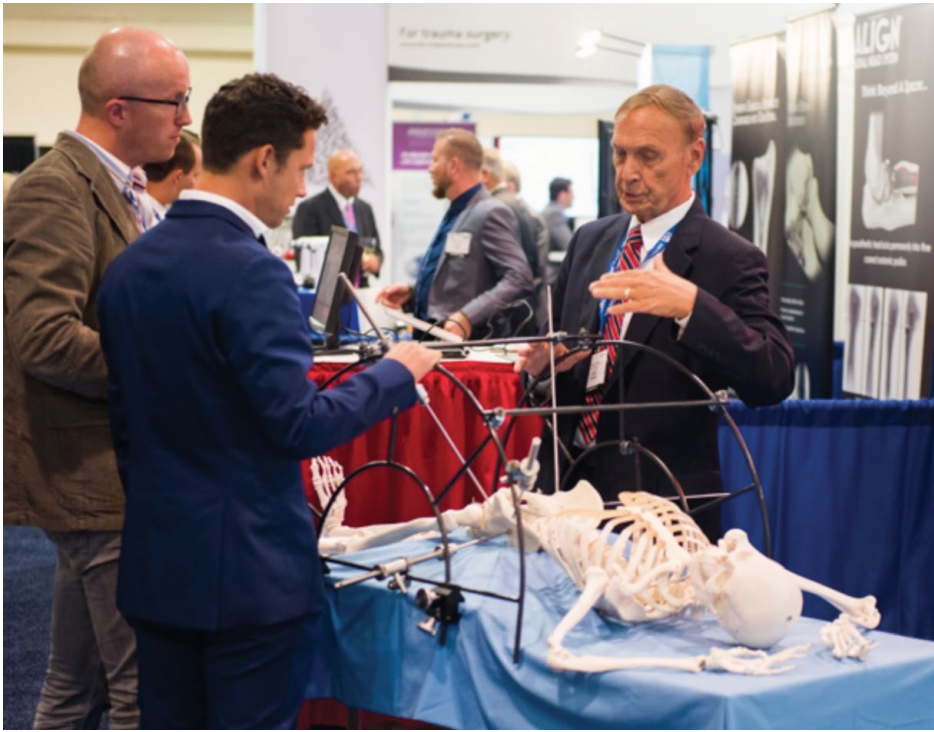
## Warranties

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](#).

# Exhibit & Sponsorship Invitation



## OTA

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

### EXHIBITS and EDUCATION COORDINATOR

[Jennifer Gangler](#)  
847.430.5132



## 2018 ANNUAL MEETING PROGRAM COMMITTEE

### Program Chair:

Michael J. Gardner MD

### Program Co-Chair:

Stephen A. Kottmeier, MD

### Committee:

Andrew M. Choo, MD

Brett D. Crist, MD

Gregory J. Della Rocca, MD, PhD, FACS

David J. Hak, MD

Gilbert R. Ortega, MD

David W. Sanders, MD

Gerard P. Slobogean, MD

## DATES TO REMEMBER

- **June** ~ Online Sponsorship and Booth Selection Opens
- **June** ~ Exhibitor Service Kits Available Online
- **August 31** ~ Booth and Office Application Deadline
- **September 3\*** ~ Housing List of Names Due
- **September 7** ~ Booth and Office Cancellation Deadline
- **September 26** ~ Booth Order Forms Due to GES
- **September 28** ~ Individual Rep Registration Deadline

\*If you have already submitted your sub-block request and your rooms are being held at one of the contracted OTA hotels, please remember that all reservations must be submitted by September 3, 2018. As of September 4, 2018, rooms not assigned will be released, and you will not be able to make any new reservations within your sub-block. Modifications to existing reservations within your sub-block can be made until September 23, 2018.



## 2018 ANNUAL MEETING

October 17-20

Gaylord Palms  
Convention Center

Kissimmee (Orlando), Florida