2020 ANNUAL MEETING
September 30 – October 3

Exhibit & Sponsorship Invitation
Exhibit Dates – October 1-3

Sponsorship Opportunities and Exhibit Booth/Office Space

The Premier Orthopaedic Trauma Educational and Networking Event of the Year

Music City Center
Nashville, Tennessee

ota.org
We encourage you to exhibit and participate in the Orthopaedic Trauma Association’s (OTA) 2020 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.

Each year, we top the previous year’s record attendance. Given the growth of our organization, this year’s venue (Nashville, Tennessee), we anticipate even greater participation in 2020. 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**
- **Corporate Branding**
- **Exhibit**

We look forward to seeing you in Nashville!

Michael D. McKee, MD
OTA President

Stephen A. Kottmeier, MD
Annual Meeting Program Chair
WHO ARE OTA MEMBERS?
The OTA is an international organization of orthopaedic surgeons and medical professionals dedicated to the care and treatment of patients with injuries to the musculoskeletal system, especially fractures and dislocations. OTA’s Exhibit Hall is an ideal way to meet, influence, educate and connect with top orthopaedic 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.
• Over 1,800 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 and Exhibitor Reception.

EDUCATION GRANTS
–Counts towards Award Levels–
Opportunities abound to support resident education and pre-meeting events:

Annual Meeting Pre-meeting Events
–$5,500 per event or $25,000 for all–
• International Trauma Care Forum
• Basic Science Focus Forum
• E/M and Surgical Coding Course
• Boot Camp
• Young Practitioners Forum
• NP/PA Course
• Pelvis and Acetabulum Course
• Soft Tissue Coverage Skills Course

Residents Course Grants and Scholarships
• Please contact OTA

We hope you will consider supporting the OTA in 2020. More information about how to contribute and participate at the 2020 OTA Annual Meeting can be found on our website www.ota.org. We would be happy to discuss ways to maximize your involvement in this premier orthopaedic event.
Booth and office fees must be received in FULL along with completed application to reserve your exhibit booth and/or office space. If your company has not exhibited at an OTA Annual Meeting you will need to first successfully complete the OTA Company Review Process in order to be eligible to participate as an exhibitor.

**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’ space
- Additional Reps ~ $800 USD
- Additional Reps (after Sept. 1) ~ $900 USD
- Booth cancellation fee ~ $500 USD

Send written request by August 14
Absolutely no office refunds after August 14

**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 USD
- 2 comp badges per 10’ x 10’ office
- Additional Reps ~ $800 USD
- Additional Reps (after Sept. 1) ~ $900 USD
- Office cancellation fee ~ $500 USD

Send written request by August 14
Absolutely no office refunds after August 14

**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.
- Booth breakdown is NOT permitted until after the lunch break on Saturday, October 3rd 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. Each representative registration includes:
- Admission to the Annual Meeting Scientific Sessions
- Welcome Reception (Thursday night)
- Lunches and breaks

Representatives are invited to attend the pre-meeting courses at an additional charge and must register online at www.ota.org.

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

Booth and office fees must be received in FULL along with completed application to reserve your exhibit booth and/or office space. If your company has not exhibited at an OTA Annual Meeting you will need to first successfully complete the OTA Company Review Process in order to be eligible to participate as an exhibitor. New Vendor Form.

**EXHIBIT HALL HOURS – Will be updated in April, 2020**

<table>
<thead>
<tr>
<th>DATE</th>
<th>HOURS OPEN</th>
<th>UNOPPOSED TIME TO VISIT EXHIBITS</th>
<th>LUNCH BREAK AND TIME TO VISIT EXHIBITS</th>
<th>UNOPPOSED TIME TO VISIT EXHIBITS</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badge Pick Up</td>
<td>Move In and Set Up for 20’ x 20’ and Larger Booths: 10:00 AM–5:00 PM Move In and Set Up for 10’ x 20’ and Smaller Booths: 1:00 PM–5:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday, 9/30</td>
<td>6:30 AM–5:00 PM / Saturday 6:30 AM–1:00 PM</td>
<td>N/A</td>
<td>N/A</td>
<td>5:15 PM–6:15 PM Exhibitors’ Reception (Happy Hour)</td>
<td></td>
</tr>
<tr>
<td>Thursday, 10/1</td>
<td>2:30 PM–5:00 PM</td>
<td>N/A</td>
<td>2:50 PM–3:20 PM</td>
<td>5:15 PM–6:15 PM Exhibitors’ Reception (Happy Hour)</td>
<td></td>
</tr>
<tr>
<td>Friday, 10/2</td>
<td>9:00 AM–5:00 PM</td>
<td>9:00 AM–9:30 AM</td>
<td>2:10 PM–4:10 PM</td>
<td>5:20 PM–6:05 PM Video/Poster Tour</td>
<td></td>
</tr>
<tr>
<td>Saturday, 10/3</td>
<td>9:00 AM–1:45 PM</td>
<td>9:00 AM–9:30 AM</td>
<td>11:41 AM–12:41 PM</td>
<td>After Lunch Break Dismantle Booth</td>
<td></td>
</tr>
</tbody>
</table>

**OFFICIAL TIMES UPDATED IN APRIL 2020**

OTA 36TH ANNUAL MEETING ■ SEPTEMBER 30 - OCTOBER 3, 2020 ■ NASHVILLE, TENNESSEE
EXHIBITION AND SPONSORSHIP DETAILS AT WWW.OTA.ORG

IMPORTANT DEADLINE DATES

- May ~ Service Kit Available
- August 10 ~ Exhibitor Sub-block list due
- August 14 ~ Booth and Office Application and Cancellation Deadline
- August 28 ~ Exhibit Booth Order forms due to GES for discounted rate
- September 1 ~ Registration Price Increase Individual Rep Badge price increase to $900.

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 $800. Please note: After September 1, the badge fee increases to $900.

HOUSING INFORMATION

ANNUAL MEETING HOTELS

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

Hyatt Place Nashville
Single/Double: $259/night

Omni Nashville
Standard: $249/night
Premier: $279/night

Renaissance Nashville
Single/Double: $249/night

The Westin Nashville
Single/Double: $279/night

Housing will open on March 30, 2020.

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 1. To request meeting space, please select the Affiliate Meeting Request Form (link below).

Space is very limited.

Affiliate Meeting Request Form

IMPORANT DEADLINE DATES

- May ~ Service Kit Available
- August 10 ~ Exhibitor Sub-block list due
- August 14 ~ Booth and Office Application and Cancellation Deadline
- August 28 ~ Exhibit Booth Order forms due to GES for discounted rate
- September 1 ~ Registration Price Increase Individual Rep Badge price increase to $900.
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. (link) ExpoBadge Discount Deadline: August 28, 2020

DECORATOR / OFFICIAL SERVICES CONTRACTOR

GES is the official services contractor for the OTA.
GES Contact: Jeremey A. Yetter
Account Manager, Preferred Properties
Office 801.656.1946 Mobile 801.330.7220
1701 S. 5350 W., Salt Lake City, UT 84104
jyetter@ges.com www.ges.com

BOOTH CONSTRUCTION

- **Standard booth** construction is (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.

- **Endcap booth** is usually 10’ x 20’. When an endcap booth backs up to two linear booths, the back wall is restricted to 3’ high within 5’ of each aisle, permitting adequate line of sight for the adjoining linear booths. The middle 10’ of wall is still allowed to go up to 8’ high.

- 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 May 2020.

CORPORATE EXPOSITION INFORMATION

OTA 36TH ANNUAL MEETING ■ SEPTEMBER 30 - OCTOBER 3, 2020 ■ NASHVILLE, TENNESSEE
The Orthopaedic Trauma Association gratefully acknowledges 2019 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+)

Smith+Nephew

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

DePuy Synthes ZIMMER BIOMET

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

Stryker

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

FOT GLOBUS MEDICAL KCI

Copper Award Donors ($25,000 - $49,999)

The Aircast Foundation bioventus

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

acumed Arthrex INTEGRA Exceeding Orthopaedic Trauma Standards Since 1993

Members Award Donors ($1,000 - $4,999)

THANK YOU!
### 2020 OTA RESEARCH & EDUCATION AWARD LEVELS

<table>
<thead>
<tr>
<th>Award Level</th>
<th>Amount Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Diamond Award</td>
<td>$350,000 and above</td>
</tr>
<tr>
<td>Gold Award</td>
<td>$100,000 - $149,999</td>
</tr>
<tr>
<td>Copper Award</td>
<td>$25,000 - $49,999</td>
</tr>
<tr>
<td>Diamond Award</td>
<td>$250,000 - $349,999</td>
</tr>
<tr>
<td>Platinum Award</td>
<td>$150,000 - $249,999</td>
</tr>
<tr>
<td>Silver Award</td>
<td>$75,000 - $99,999</td>
</tr>
<tr>
<td>Bronze Award</td>
<td>$50,000 - $74,999</td>
</tr>
<tr>
<td>Sponsor Award</td>
<td>$5,000 - $24,999</td>
</tr>
</tbody>
</table>

*Marketing and Sponsorship Opportunities not included in Annual Levels of Giving
Annual Meeting Priority Booth selection in Exhibit Hall is based on Donor Level

### Acknowledgments

- Free Wednesday or Friday Industry Session at the OTA Annual Meeting
- One (1) free Non-CME Webinar through OTA
- Three (3) Sponsor Ads per year in the OTA Newsletter
- 1/2 Page ad in the Annual Meeting Preliminary Program
- OTA Diamond Award lapel pins
- Website banner on the OTA Annual Meeting Webpage
- Two (2) complimentary badges to attend the OTA Specialty Day Meeting
- Ten (10) complimentary badges to attend OTA Annual Meeting Pre-meeting Courses
- Company Representatives invited to meet with the OTA Presidential Line during the OTA Annual Meeting
- Opportunity to support labs at the Annual Meeting and courses
- Award sign placed in donor booth
- Invitation to support and participate at OTA Resident and Fellows Courses with table top exhibit space
- Presentation of a donor award plaque at Annual Meeting General Session
- Opportunity to purchase multiple booth spaces
- Research grant support credited to OTA grants; investigators requested to acknowledge corporate advertiser in resulting publications
- Recognition at OTA Meetings
- Donor award ribbons distributed
- Acknowledgment printed in the Annual Meeting Program, Specialty Day Program and course programs
- Sign acknowledging donors prominently located at meeting and courses

*Research and Education Grants are credited towards donor levels.*
OTA ACKNOWLEDGES THE FOLLOWING COMPANIES THAT EXHIBITED AT THE 2019 ANNUAL MEETING

Abyrx, Inc.
ACell
Acumed, LLC
Advanced Orthopaedic Solutions
AMDT Holdings, Inc
American Geriatrics Society CoCare: Ortho
AOTrauma North America
Arbutus Medical
Arthrex, Inc.
Artoss, Inc.
Austin Miller Trauma
Avitus Orthopaedics, Inc.
Biedermann Motech
BioAccess Inc
Biocomposites
Bone Foam Inc.
Bone Solutions Inc.
BONESUPPORT
C2Dx
CarboFix Orthopedics, Inc
Cardinal Health
CAREstream America
CITIEFFE inc.
Conventus Orthopaedics, Inc.
DePuy Synthes
ECA Medical Instruments
Envision Physician Services
ExsoMed
Gauthier Biomedical Inc.
Globus Medical
Innomed, Inc.
Integra Lifesciences
Invivio Biomaterials Solutions
ITS
Jeil Medical Corporation
KCI, an Acelity company
KLS Martin
Legally Mine
McGinley Orthopedics
McLeod Health
Medartis, Inc.
MedShape
Medtronic
MY01 Inc.
NuVasive Specialized Orthopedics, Inc.
Nutek Orthopaedics
OBERD
ODi (Orthopedic Designs Inc.)
Orthofix
OrthoGrid Systems Inc.
Orthomed inc.
OrthoPediatrics
OrthoXel
OSF HealthCare
OsteoCentric Technologies
Pacific Instruments
Paragon 28
PFS Med, Inc
PolarityTE
PolyNovo North America
Puracyn Plus by Innovacyn
Sectra North America, Inc.
Shukla Medical
SI-BONE, Inc.
Skeletal Dynamics
Smith and Nephew
Solutions for Trauma and Surgery, LLC
Starr Frame LLC
Stryker
Swemac Innovation
Synergy Surgicalists
Synovis MCA
The Orthopaedic Implant Company
TriMed, Inc.
Wright Medical
Ziehm Imaging
Zimmer Biomet
ZipLine Medical, Inc.

EXHIBITION AND SPONSORSHIP DETAILS AT WWW.OTA.ORG
INDUSTRY SESSIONS

LIMITED AVAILABILITY!

FOUR SEPARATE INDUSTRY SESSION OPPORTUNITIES OFFERED

- **Date:** Wednesday, September 30  (Room size: 2,800 sq ft)
  - **Time:** 6:30 pm - 8:00 pm
  - **Fee:** $8,000
  - 2 Available

- **Date:** Thursday, October 1  (Room size: 1,500-1,700 sq ft)
  - **Time:** 11:15 am - 12:45 pm
  - **Fee:** $16,000

- **Date:** Thursday, October 1  
  - **Time:** 11:15 am - 12:45 pm
  - **Fee:** $18,000

- **Date:** Friday, October 2  (Room size: 3,300 & 5,000 sq ft)
  - **Time:** 6:30 pm - 8:00 pm
  - **Fee:** $8,000

This is your opportunity to showcase products, demonstrate techniques or present research to a captive audience at the 2020 OTA Annual Meeting. OTA does not provide CME.

OTA CENTER STAGE

Highlight your products, demonstrate techniques or present research ‘Center Stage’ in the Exhibit Hall!

- Purchase 15-minute time slots in an open theater setting
  - **Fee:** $5,000 each

Choose an OTA “Hot Topic” suggested by our program committee or select one of your own:

- Periprosthetic Fractures
- Use of Minifragment Systems for Reduction and Augmentation
- How to Stay Out of Trouble in Ankle Fractures

Breaks: (1) 20 minute slot per break (4 breaks available); Lunch: (3) 15 minute slots per lunch (Fri & Sat. Lunch)

*A minimum of 3 slots must be reserved for the Center Stage to be available.

Benefits:

- Meeting Room
- Meeting space offered during unopposed meeting time
  - (OTA programing 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

Sessions will sell fast and space is limited.

Return this form to OTA to secure your session.

NEW THIS YEAR

Industry Session and Center Stage Advertising Companies responsible for:

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

- Extreme Nailing
- Current Thinking in Plateau Fractures
- Minifrag Palate Reduction
CORPORATE ADVERTISING OPPORTUNITIES

Expand your marketing reach during and after the meeting with these support opportunities from OTA. For more information, contact gangler@ota.org.

EDUCATION GRANTS

Resident scholarships help fund residents attendance at OTA courses.

PRE-MEETING EVENTS

- $5,500 per event
- $25,000 for all

- Int’l Trauma Care Forum
- Basic Science Focus Forum
- E/M & Surgical Coding Course
- Boot Camp
- Young Practitioners Forum
- Pelvis & Acetabulum Course
- Soft Tissue Skills Course
- NP/PA Course

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.

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Description</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting Registration Confirmation Ad</td>
<td>Company logo or image will appear on Meeting Registration confirmation email.</td>
<td>$2,000 Half page $4,000 Full page</td>
</tr>
<tr>
<td>Refreshment/ Lunch Breaks</td>
<td>Sponsor - Sign thanking company for support will be displayed at function</td>
<td>$1,500 each $5,000 Exclusive Advertiser</td>
</tr>
<tr>
<td></td>
<td>• Refreshment Break/Lunch - Exhibit Hall</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Resident Course Lunch</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• New Member Luncheon</td>
<td></td>
</tr>
<tr>
<td>Online Preliminary Program Ad</td>
<td>Ad will be featured in the on-line annual meeting information program. Preliminary Program will be available on OTA's website ONLY and will be updated frequently.</td>
<td>$1,500 - $4,500</td>
</tr>
<tr>
<td></td>
<td>Space is limited!</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Full Page (8.375” w x 10.875” h)</td>
<td>$4,500</td>
</tr>
<tr>
<td></td>
<td>Half Page (Vertical: 3.92” w x 9.375” h)</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Quarter Page (3.92” w x 4.68” h)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full-Page Ad in Schedule-at-a-Glance Brochure</td>
<td>5.5” x 8.5” ad will appear in printed booklet given to Annual Meeting attendees. Back outside cover $6,000 Front inside cover $4,500 Back inside cover $4,500 Interior Page $3,000</td>
<td>$3,000 - $6,000</td>
</tr>
<tr>
<td>Lanyards* (Exclusive)</td>
<td>Each attendee will receive a lanyard with your company name, logo and the #OTA2020 logo on it. The Attendee Lanyard Sponsorship is an effective way to have your company's brand seen by all conference participants throughout the entire multi-day event. The cost of lanyards are in addition to the sponsorship cost and 3,000 lanyards must be produced and provided by the sponsor</td>
<td>$8,000 Exclusive Advertiser</td>
</tr>
<tr>
<td>Badge Ad (Exclusive)</td>
<td>Would you like your company name/logo to be seen by every attendee of the 2020 Annual Meeting? Sponsor the Name Badges and your name/logo will be featured on the back of all registered attendee name badges, where they will be not only seen, but worn by all our attendees all day long!</td>
<td>$4,000 Exclusive Advertiser</td>
</tr>
</tbody>
</table>

*Client to provide materials and cost of installation.
## CORPORATE ADVERTISING OPPORTUNITIES

### 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.

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Charging Station</strong></td>
<td>Charging Stations allow OTA attendees to securely charge their phones and laptops while working at the stations. $4,000 (Outside General Session/Exhibit Hall) $2,000 each (Outside Resident Course &amp; Industry Sessions)</td>
<td>$2,000 - $4,000</td>
</tr>
<tr>
<td><em><em>Refreshment Package: Java Sleeves</em> and Napkins</em>* (Exclusive)</td>
<td>Your logo or message on java sleeves and napkins.</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Table Top Decals</strong></td>
<td>Display your message or logo on table tops. Ten (10) high boys will be provided at registration and throughout the exhibit hall.</td>
<td>$4,000 (Limit one package per company)</td>
</tr>
<tr>
<td><strong>Floor Decals</strong></td>
<td>Display your message or logo on floor decals.</td>
<td>$1,000 each (Limit four per company)</td>
</tr>
<tr>
<td><strong>Banner</strong></td>
<td>Banners must be professionally printed or computer generated. Company is responsible for production and rigging costs. Size options will be available for selection on the decorator’s page</td>
<td>$7,000 (Limit one per company)</td>
</tr>
<tr>
<td><strong>Door Hanger/Drop</strong></td>
<td>(Limited to one drop per company per night) Deliveries placed outside guest room at partner hotel. $4,000 each night (plus Hotel Fee) (Choose from Tuesday, Wednesday, Thursday, and Friday nights.)</td>
<td>$4,000</td>
</tr>
<tr>
<td><strong>Hotel Key Cards</strong> (Exclusive)</td>
<td>Display your message or logo on a cling located in restrooms.</td>
<td>$8,000</td>
</tr>
<tr>
<td><strong>Stair Clings</strong></td>
<td>Display your message or logo on stair clings. 4 sets of stairs available.</td>
<td>$2,000 - $15,000</td>
</tr>
<tr>
<td><strong>Escalator Clings</strong></td>
<td>Display your message or logo on clings on escalators. $10,000 complete bank of main escalators (2 banks of 3 available) $7,000 1 main escalator (6 available) $7,000 small escalator bank to Mezzanine/Davidson Ballroom</td>
<td>$7,000 - $10,000</td>
</tr>
<tr>
<td><strong>Glass Railing Clings</strong></td>
<td>Display your message or logo on clings overlooking the exhibit hall and general session. $2,500 each (Outside General Session) Limit 2 $2,000 each (Outside Breakouts &amp; Pre-Meeting Events) Limit 2</td>
<td>$2,000 - $2,500 each</td>
</tr>
<tr>
<td><strong>Column Wrap Cling</strong></td>
<td>Display your message or logo on a column wrap cling.</td>
<td>$5,000 (Limit one per company)</td>
</tr>
<tr>
<td><strong>Restroom Mirror Clings</strong></td>
<td>Display your message or logo on a cling located in restrooms.</td>
<td>$1,000 - $2,000</td>
</tr>
</tbody>
</table>

*Client to provide materials and cost of installation.

**SOLD**
### CORPORATE ADVERTISING OPPORTUNITIES

**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.*

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Fee</th>
</tr>
</thead>
</table>
| Website Banner Ads* | Your company's ad will appear for 90 days.  
Banner ad should be submitted as 300 x 250 pixels (300 dpi)  
$4,000 (Year round Banner Ad)  
$2,000 (Summer OR Fall Banner Ad)  
$1,500 (Spring Banner Ad)  
$1,000 (Winter Banner Ad) | $1,000 - $4,000     |
| Pre-Meeting Attendee Mailing List | (one time usage)                                                            | $1,500 (one time usage) |

### DIGITAL SIGNAGE

2019 OTA Annual Meeting  
Active Users: Approx. 1,200

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wireless Access</td>
<td>Your company logo will appear on computer/phone screen upon login.</td>
<td>$15,000</td>
</tr>
<tr>
<td>Video Showcase Banner Ad/On-site Signage</td>
<td>Your company logo or message will appear as a banner ad on Video Showcase home screens.</td>
<td>$3,000 each</td>
</tr>
<tr>
<td>Mobile App Splash Screen (Exclusive)</td>
<td></td>
<td>$6,000</td>
</tr>
</tbody>
</table>
| Mobile App Banner Ad | Your company logo or message (image) will display as a rotating banner on the top portion of the main navigation menu (you may choose to link it to a website URL).  
Save as .jpg files – Dimensions (px): 640 x 130. | $3,000 (Limit two per company) |
| Digital Display | Give your brand exposure on 8 digital messaging boards located throughout the center, where attendees will be looking for information.  
$1,500 (rotating 10-second slide on 65” display) | $1,500            |

*Client to provide materials and cost of installation.*
## CORPORATE ADVERTISING OPPORTUNITIES

### RECEPTIONS

**Exhibitors Reception (Happy Hour)**  
*(Exclusive)*

OTA invites its corporate supporters to join the OTA in welcoming all 2020 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

$5,000

**Military Reception**  
*(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

$5,000

**International Reception**  
*(Exclusive)*

Sponsor this reception welcoming all international guests, including those from our Guest Nation, Colombia.

Benefits include:
- Recognition on OTA Website
- Acknowledgment in the Annual Meeting App and Online Annual Meeting Program

$5,000

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*SOLD*
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.

The purpose of the exhibits is to further the education of meeting attendees through product displays and demonstrations. The use of microphones or any sound enhancements in your booth space is prohibited. Order taking within the booth is permitted if conducted in a professional manner. Items sold for cash and carry or delivery on the show floor are not permitted. In addition, exhibitors, including vendors/contractors/vendors hired to work the booth, may not solicit attendees or other exhibitors from outside of their booth or elsewhere in the meeting venue. Violator’s booths will be shut down and badges confiscated without warning.

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 and Badges
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. There is no sharing of badges allowed.

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 reassess 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 Music City 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 Music City 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 visit the FDA website.

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.

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 2020 Annual Meeting. The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify and save the OTA and the Music City 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 Music City Center, its employees and agents. Additionally, the Exhibitor acknowledges that neither the OTA nor the Colorado 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 2020 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 Music City Center.

Insurance
Insurance protection will not be afforded to the exhibitor either by the OTA or the Music City 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, 2020.

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

Floor Plan
Exhibits will be located in the Music City 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 June. If you have general questions regarding the services provided by GES, please contact:
GES Contact Person: Jeremey A. Yetter
Account Manager, Preferred Properties
Office 801.656.1946  Mobile 801.330.7220
1701 S. 5350 W., Salt Lake City, UT 84104
jyetter@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 May 2020 on the OTA website. All forms should be completed online by GES’s deadline September 4, 2020 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.
DATES TO REMEMBER

- April ~ Online Sponsorship and Booth Selection Opens
- May ~ Exhibitor Service Kits Available Online
- August 10 ~ Exhibitor Sub-block list due
- August 14 ~ Booth and Office Application Deadline
- August 28 ~ Booth and Office Cancellation Deadline
- August 28 ~ Booth Order Forms Due to GES to receive Discounted Rates
- September 1 ~ Individual Rep Badge Price increase to $900

*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 August 12, 2020. As of August 13, 2020, 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 2, 2020.

2020 ANNUAL MEETING
PROGRAM COMMITTEE

Program Chair:
Stephen Kottmeier, MD

Program Co-Chair:
Gerard Slobogean, MD

Committee:
Andrew Choo, MD
Brett Crist, MD
Gregory Della Rocca, MD, PhD, FACS
David Hak, MD
Nirmal Tejwani, MD
Harmeeth Uppal, MD
Ed Harvey, MD

EXHIBITS and MARKETING MANAGER
Jennifer Gangler
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EXHIBIT & SPONSORSHIP INVITATION

OTA
36TH ANNUAL MEETING
NASHVILLE, TENNESSEE • SEPTEMBER 30 - OCTOBER 3, 2020