



## 2021 Annual Meeting

Ft. Worth Convention Center  
Ft. Worth, Texas

October 20 - 23, 2021

## Exhibit & Sponsorship Invitation

Exhibit Dates: October 21 - 23, 2021

Sponsorship Opportunities  
and Exhibit Booth/Office Space  
Opens March 2021



## 37th Annual Meeting

The Premier Orthopaedic Trauma  
Educational and Networking  
Event of the Year

#OTA2021



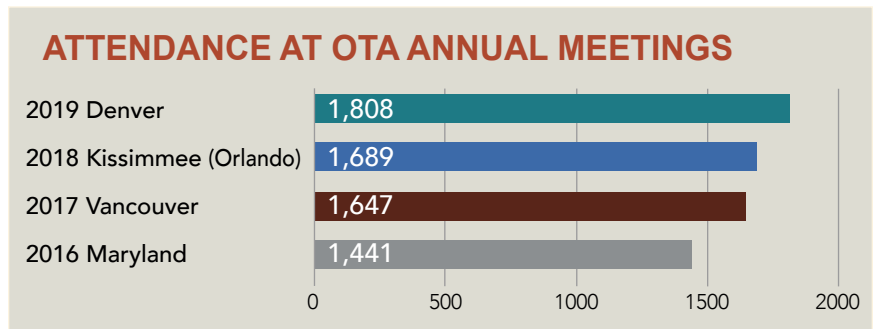
# Welcome

We encourage you to exhibit and participate in the Orthopaedic Trauma Association's (OTA) 2021 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.

Our goal for 2021 is to have a fantastic, in-person, highly attended, exceptionally-planned meeting. After many months of very limited travel and meetings, we are excited to re-connect with our orthopaedic trauma colleagues this fall. Should we need to alter portions of our plans, we will be prepared to pivot as needed. We will also be closing monitoring and implementing best safety practices recommended for Fall 2021.

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/videos and much more.
- Sponsorship of Industry Sessions
- Corporate Branding
- Exhibit



We look forward to seeing you in Fort Worth!



Heather Vallier, MD  
OTA President



Stephen A. Kottmeier, MD  
Annual Meeting Program Chair



## 2021 ANNUAL MEETING PROGRAM COMMITTEE

- Stephen Kottmeier, MD, *Chair*  
Gerard Slobogean, MD, *Co-Chair*  
Animesh Agarwal, MD  
Andrew Choo, MD  
Brett Crist, MD  
Gregory Della Rocca, MD, PhD, FACS  
Ed Harvey, MD  
Kelly Lefavre, MD  
Nirmal Tejwani, MD  
Harmeeth Uppal, MD

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# Connect with the ATTENDEES you want to reach.

## 1 EXHIBIT HALL

- Located next to the General Session Room, 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.

## 3 INDUSTRY SESSIONS (Non-CME)

- This is your opportunity to showcase products, demonstrate techniques, or present research to a captive audience at the 2021 OTA Annual Meeting.
- The majority of our attendees are on site when these sessions occur.
- Industry Sessions occur during an open time block where there are no competing events.
- Be sure to reserve your spot and connect BEFORE the exhibit floor opens.

## 4 BECOME AN EDUCATION GRANT DONOR

- 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.
- 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.

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

## 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
- Orthopaedic Trauma Boot Camp
- Young Practitioners Forum
- NP/PA Course
- Pelvis and Acetabulum Course
- Soft Tissue Coverage Skills Course

### Resident Course Grants and Scholarships

- Please contact OTA

*We hope you will consider supporting the OTA in 2021. More information about how to contribute and participate at the 2021 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.*



Online Booth Selection  
opens March, 2021.

## 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 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 ~ \$800 USD
- Additional Reps (after Sept. 1) ~ \$900 USD

*If for any reason beyond OTA's control the Exhibition must be canceled, shortened, delayed or otherwise altered or changed, the OTA shall refund the Exhibitor fees paid to OTA for booth space and industry representative registration. Please see the Force Majeure on page 16 for details.*

## 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 23rd 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](http://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

DATE	HOURS OPEN	UNOPPOSED TIME TO VISIT EXHIBITS	LUNCH BREAK AND TIME TO VISIT EXHIBITS	UNOPPOSED TIME TO VISIT EXHIBITS	OTHER
<b>Badge Pick Up Wednesday - Friday 6:30 am–5:00 pm / Saturday 6:30 am–1:00 pm</b>					
<b>Wednesday, October 20</b>	<b>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</b>				
<b>Thursday, October 21</b>	<b>Move In and Set Up: 7:00 am–1:00 pm</b>				
	2:30 pm–5:00 pm	N/A	N/A	2:55 pm–3:35 pm	5:15 pm–6:15 pm Exhibitors' Reception
<b>Friday, October 22</b>	9:00 am–5:00 pm	9:00 am–9:40 am	12:20 pm–1:20 pm	3:27 pm–3:57 pm	5:58 pm–6:38 pm Video/Poster Tour
<b>Saturday, October 23</b>	9:00 am–12:45 pm	9:00 am–9:30 am	11:42 am–12:42 pm		12:45 pm Dismantle Booth

# 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 \$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  
email: ota@conferencedirect.com

**Omni Fort Worth Hotel**  
Single/Double: \$249/night

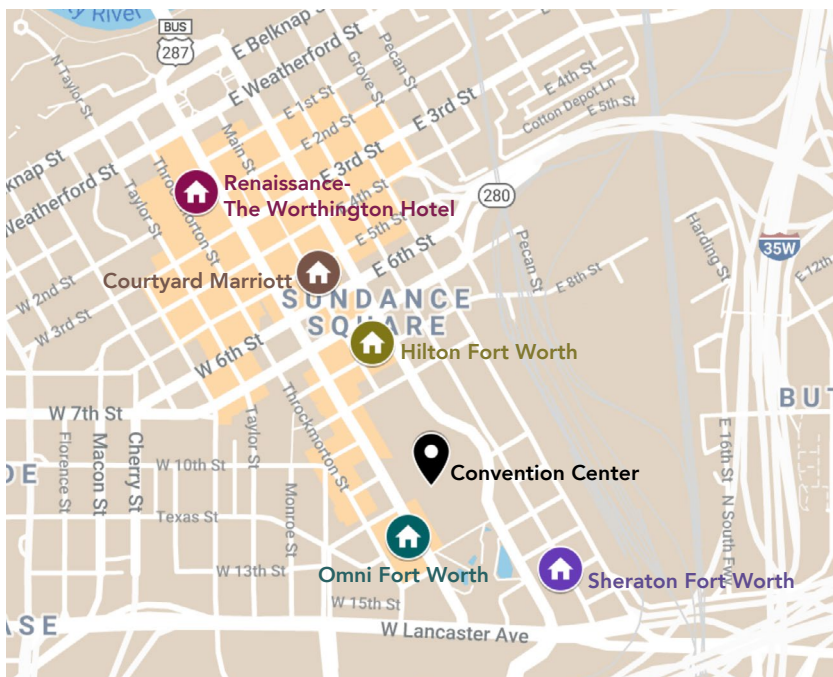
**Renaissance-The Worthington Hotel Fort Worth**  
Single/Double: \$230/night

**Courtyard Marriott**  
Single/Double: \$208/night

**Hilton Fort Worth**  
Single/Double: \$209/night

**Sheraton Fort Worth Downtown**  
Single/Double: \$199/night

**Housing will open March 2021.**



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

**Space is very limited.**

[Affiliate Meeting Request Form](#)

## IMPORTANT DEADLINE DATES

- May ~ Service Kit Available
- August ~ Exhibitor Sub-block list due
- September 28 ~ Exhibit Booth Order forms due to GES for discounted rate
- September 20 ~ Registration Price Increase  
Individual Rep Badge price increases to \$900.



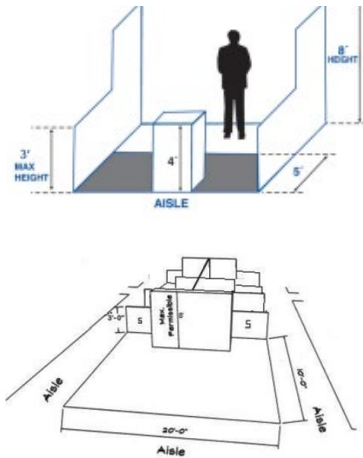
# Corporate Exposition Information

## DECORATOR / OFFICIAL SERVICES CONTRACTOR

GES is the official services contractor for the OTA.  
GES Contact: Alyssa Steriotti  
Sales Manager, Preferred Properties  
Office 630.339.7339  
[ASteriotti@ges.com](mailto:ASteriotti@ges.com) [www.ges.com](http://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 2021.



## ELECTRICAL NEEDS & RIGGING

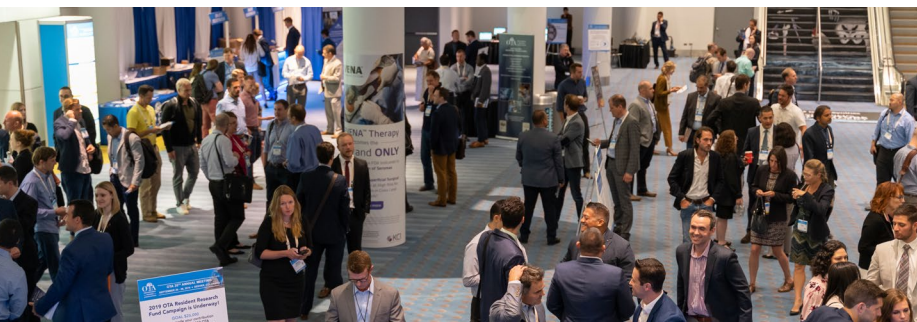
Electricity and rigging are solely handled by designated show representative and **MUST** be pre-ordered through GES. Forms are included in the exhibitor kit.

## SALES LEAD RETRIEVAL

Please visit the OTA website for the order form. ([link](#))

ExpoBadge

Discount Deadline: September 24, 2021



# 2019 Top Level Donors



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)



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

# stryker

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



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



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



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



# THANK YOU!

# Research & Education Awards\*

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

## 2021 OTA RESEARCH & EDUCATION AWARD LEVELS

### Double Diamond Award

\$350,000 and above

### Gold Award

\$100,000 - \$149,999

### Copper Award

\$25,000 - \$49,999

### Diamond Award

\$250,000 - \$349,999

### Silver Award

\$75,000 - \$99,999

### Sponsor Award

\$5,000 - \$24,999

### Platinum Award

\$150,000 - \$249,999

### Bronze Award

\$50,000 - \$74,999

- 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

	Double Diamond	Diamond	Platinum	Gold	Silver	Bronze	Copper	Sponsor
• Free Wednesday or Friday Industry Session at the OTA Annual Meeting	X							
• One (1) free Non-CME Webinar through OTA	X							
• Three (3) Sponsor Ads per year in the OTA Newsletter	X							
• 1/2 Page ad in the Annual Meeting Preliminary Program	X							
• OTA Diamond Award lapel pins	X	X						
• Website banner on the OTA Annual Meeting Webpage	X	X						
• Two (2) complimentary badges to attend the OTA Specialty Day Meeting	X	X						
• Ten (10) complimentary badges to attend OTA Annual Meeting Pre-meeting Courses	X	X	X					
• Company Representatives invited to meet with the OTA Presidential Line during the OTA Annual Meeting	X	X	X	X	X			
• Opportunity to support labs at the Annual Meeting and courses	X	X	X	X	X			
• Award sign placed in donor booth	X	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	X	
• Presentation of a donor award plaque at Annual Meeting General Session	X	X	X	X	X	X	X	
• Opportunity to purchase multiple booth spaces	X	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	X
• Recognition at OTA Meetings	X	X	X	X	X	X	X	X
• Donor award ribbons distributed	X	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	X
• Sign acknowledging donors prominently located at meeting and courses	X	X	X	X	X	X	X	X



# 2019 and 2020 Annual Meeting Exhibitors



## OTA ACKNOWLEDGES... THE 2020 VIRTUAL ANNUAL MEETING EXHIBITORS

3M + KCI	LifeNet Health	Smith and Nephew
Acumed, LLC	Lifespans	Starr Frame LLC
Advanced Orthopaedic Solutions	Medtronic	Stryker
AOTrauma North America	NuVasive	Synergy Surgicalists
Arthrex, Inc.	OBERD	TeamHealth
Bioventus	Paragon 28	Wolters Kluwer
DePuy Synthes	PFS Med	Wright Medical
Innomed, Inc.	SI-BONE, Inc.	Zimmer Biomet
Invibio	Skeletal Dynamics	

## THE 2019 ANNUAL MEETING EXHIBITORS

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

# Industry Sessions



## LIMITED AVAILABILITY!

Sessions will sell fast and space is limited.

 Contact Jennifer Gangler at [gangler@ota.org](mailto:gangler@ota.org) to secure your session.

## FOUR SEPARATE INDUSTRY SESSION OPPORTUNITIES OFFERED

- Date: **Wednesday, October 20**  
Time: **6:30 pm - 8:00 pm** Fee: **\$8,000** 2 Available  
(Room size: 1,344–2,332 sq ft)

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- Date: **Thursday, October 21**  
Time: **11:15 am - 12:45 pm** Fee: **\$16,000** 10 Available

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- Date: **Friday, October 22**  
Time: **6:30 pm - 8:00 pm** Fee: **\$8,000** 2 Available  
(Room size: 1,276–2,574 sq ft)

### 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

This is your opportunity to showcase products, demonstrate techniques or present research to a captive audience at the 2021 OTA Annual Meeting. OTA does not provide CME.





# 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](mailto:gangler@ota.org).

## EDUCATION GRANTS

–COUNTS TOWARDS AWARD LEVELS–

Resident scholarships help fund residents attendance at OTA courses.

### PRE-MEETING EVENTS

\$5,500 per event or \$30,000 for all

- |  |   |   |                                       |
|--|---|---|---------------------------------------|
| <input type="checkbox"/> Int'l Trauma Care Forum   | <input type="checkbox"/> Basic Science Focus Forum  | <input type="checkbox"/> E/M & Surgical Coding Course | <input type="checkbox"/> Boot Camp    |
| <input type="checkbox"/> Young Practitioners Forum | <input type="checkbox"/> Pelvis & Acetabulum Course | <input type="checkbox"/> OTA Member Fireside          | <input type="checkbox"/> 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.

<b>Meeting Registration Confirmation Ad</b>	Company logo or image will appear on Meeting Registration confirmation email.	\$2,000 Half page \$4,000 Full page								
<b>Refreshment/ Lunch Breaks</b>	Sponsor - Sign thanking company for support will be displayed at function <ul style="list-style-type: none"> <li>• Refreshment Break/Lunch - Exhibit Hall</li> <li>• Resident Course Lunch</li> <li>• New Member Luncheon</li> </ul>	\$1,500 each \$5,000 Exclusive Advertiser								
<b>Online Preliminary Program Ad</b>	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. <i>Space is limited!</i> <table border="0"> <tr> <td>Full Page (8.375" w x 10.875" h)</td> <td>\$4,500</td> </tr> <tr> <td>Half Page (Vertical: 3.92" w x 9.375" h)</td> <td>\$3,000</td> </tr> <tr> <td>Quarter Page (3.92" w x 4.68" h)</td> <td>\$1,500</td> </tr> </table>	Full Page (8.375" w x 10.875" h)	\$4,500	Half Page (Vertical: 3.92" w x 9.375" h)	\$3,000	Quarter Page (3.92" w x 4.68" h)	\$1,500	\$1,500 - \$4,500		
Full Page (8.375" w x 10.875" h)	\$4,500									
Half Page (Vertical: 3.92" w x 9.375" h)	\$3,000									
Quarter Page (3.92" w x 4.68" h)	\$1,500									
<b>Full-Page Ad in Schedule-at-a-Glance Brochure</b>	5.5" x 8.5" ad will appear in printed booklet given to Annual Meeting attendees. <table border="0"> <tr> <td>Back outside cover</td> <td>\$6,000</td> <td>Front inside cover</td> <td>\$4,500</td> </tr> <tr> <td>Back inside cover</td> <td>\$4,500</td> <td>Interior Page</td> <td>\$3,000</td> </tr> </table>	Back outside cover	\$6,000	Front inside cover	\$4,500	Back inside cover	\$4,500	Interior Page	\$3,000	\$3,000 - \$6,000
Back outside cover	\$6,000	Front inside cover	\$4,500							
Back inside cover	\$4,500	Interior Page	\$3,000							
<b>Lanyards* (Exclusive)</b>	Each attendee will receive a lanyard with your company name, logo and the #OTA2021 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. <ul style="list-style-type: none"> <li>- The cost of lanyards are in addition to the sponsorship cost</li> <li>- 3,000 lanyards must be produced and provided by the sponsor</li> </ul>	\$8,000 Exclusive Advertiser								
<b>Badge Ad (Exclusive)</b>	Would you like your company name/logo to be seen by every attendee of the 2021 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!	\$4,000 Exclusive Advertiser								

\*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.

<b>Charging Station*</b>	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 & Industry Sessions)	\$2,000 - \$4,000
<b>Refreshment Package: Java Sleeves* and Napkins* (Exclusive)</b>	Your logo or message on java sleeves and napkins. <b>SOLD</b>	\$10,000
<b>Table Top Decals*</b>	Display your message or logo on table tops. Ten (10) high boys will be provided at registration and throughout the exhibit hall.	\$4,000 (Limit one package per company)
<b>Floor Decals*</b>	Display your message or logo on floor decals.	\$1,000 each (Limit four per company)
<b>Banner*</b>	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	\$7,000 (Limit one per company)
<b>Door Hanger/Drop*</b>	(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.)	\$4,000
<b>Hotel Key Cards* (Exclusive)</b>	<b>SOLD</b>	\$8,000
<b>Stair Clings*</b>	Display your message or logo on stair clings. 12th Street Lobby exit to the Omni \$10,000 <b>SOLD</b>	\$10,000
<b>Escalator Clings*</b>	Display your message or logo on clings on escalators. 12th Street Lobby (entrance to General Session) \$7,000 each; \$12,000 for both Grand Lobby \$5,500 each; \$10,000 for both <b>SOLD</b>	\$5,500 - \$12,000
<b>Restroom Mirror Clings*</b>	Display your message or logo on a cling located in restrooms.	\$1,000 - \$2,000
<b>Welcome Bag* (Exclusive)</b>	Display your logo on a welcome bag given to attendees at registration. Must include #OTA2021 logo and OTA Logo. - 1,100 drawstring backpack style bags to be produced and provided by the sponsor <b>SOLD</b>	\$8,000 Exclusive Advertiser
<b>Water Bottles* (Exclusive)</b>	Attendees will receive a refillable water bottle with your company name, logo and the #OTA2021 Logo in their welcome bag. Watering stations will be conveniently located throughout the convention center where attendees can fill their water bottles. - Cost of water bottles are in addition to the sponsorship cost - 1,100 water bottles must be produced and provided by the sponsor <b>SOLD</b>	\$5,000 Exclusive Advertiser

\*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.

<b>Personal Hand Sanitizer*</b>	Attendee will receive a personal sized bottle of hand sanitizer in their welcome bag handed out at registration. <i>(Welcome bag branded by another sponsor)</i> - Cost of hand sanitizer is in addition to the sponsorship cost - 1,100 personal sized hand sanitizers must be produced and provided by the sponsor.	\$4,000
<b>Personal Antibacterial Wipes in Resealable Package*</b>	Attendees will receive a personal package of antibacterial wipes in their welcome bag handed out at registration. <i>(Welcome bag branded by another sponsor)</i> - Cost of wipes are in addition to the sponsorship cost - 1,100 personal wipes packages must be produced and provided by the sponsor	\$4,000
<b>Pre-Meeting Attendee Mailing List</b>	(one time usage)	\$1,500 (one time usage)

## DIGITAL SIGNAGE

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



<b>Wireless Access</b>	Your company logo will appear on computer/phone screen upon login. Password will include your company name - OTAwifibyxxxxxxx	\$25,000
<b>Mobile App Splash Screen (Exclusive)</b>	<b>SOLD</b>	\$6,000
<b>Mobile App Banner Ad</b>	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)



**OTA** Orthopaedic Trauma Association

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

Fax: (847)430-5140 web: [www.ota.org](http://www.ota.org)



# Corporate Advertising Opportunities

## RECEPTIONS

–DOES NOT COUNT TOWARDS AWARD LEVELS–

<p><b>Exhibitors Reception (Happy Hour)</b> (Exclusive)</p>	<p>OTA invites its corporate supporters to join the OTA in welcoming all 2021 meeting attendees in a pre-reception to be held in the Annual Meeting exhibit hall.</p> <p>Benefits include: <b>SOLD</b></p> <ul style="list-style-type: none"> <li>• Onsite Signage</li> <li>• Recognition on OTA Website</li> <li>• Acknowledgment in the Annual Meeting App and Online Annual Meeting Program</li> </ul>	<p>\$5,000</p>
<p><b>Military Reception</b> (Exclusive)</p>	<p>Sponsor this reception honoring all active duty military, retired military, and Landstuhl Distinguished Visiting Scholars.</p> <p>Benefits include:</p> <ul style="list-style-type: none"> <li>• Recognition on OTA Website</li> <li>• Acknowledgment in the Annual Meeting App and Online Annual Meeting Program</li> </ul>	<p>\$5,000</p>
<p><b>International Reception</b> (Exclusive)</p>	<p>Sponsor this reception welcoming all international guests, including those from our Guest Nation, Colombia. <b>SOLD</b></p> <p>Benefits include:</p> <ul style="list-style-type: none"> <li>• Recognition on OTA Website</li> <li>• Acknowledgment in the Annual Meeting App and Online Annual Meeting Program</li> </ul>	<p>\$5,000</p>





# Corporate Advertising Opportunities

## Application and Contract

This Application and Contract shall become effective when it has been submitted by the exhibiting company accepted by the Orthopaedic Trauma Association (OTA). The individual signing this Application and Contract represents and warrants that he/she is duly authorized to execute this binding Application and Contract on behalf of the exhibiting company. By signing below, the exhibiting company agrees to be bound by the Terms and Conditions below. The exhibiting company agrees that upon acceptance of this Application and Contract by OTA, with or without appropriate payment of the exhibition fee and further action by the exhibiting company, this Application and Contract shall become a legally binding contract; enforceable against the exhibiting company in accordance with its terms.

## Exhibitor Rules & Regulations

By applying for exhibit space, an exhibiting company ("Exhibitor") agrees to adhere to these Terms and Conditions for the OTA 2021 Annual Meeting ("Exhibition")s.

## Eligibility

An exhibitor's eligibility to exhibit must remain in effect from the time of Application to the time of the Exhibition and should OTA determine that an exhibitor which it had previously determined was eligible to exhibit at Exhibition is no longer eligible to do so, OTA may notify the Exhibitor and may terminate the Application and Contract without liability upon written notice to Exhibitor. Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them nor shall they exhibit or permit to be exhibited in their space any products or advertising materials for other companies.

## Enforcement

Whenever practical or appropriate, in the view of the OTA, any Exhibitor which fails to comply with these Terms and Conditions shall be subject to disciplinary action up to and including ejection from the Exhibition and refusal to participate in any future Exhibitions. 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 Terms and Conditions. It is the responsibility of the Exhibitor to see that all booth staff are aware of, and adhere to, these Terms and Conditions and conduct themselves in a professional manner throughout the Exhibition.

The purpose of the Exhibition 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/agents hired to work the booth, may not solicit attendees or other exhibitors from outside of their booth or elsewhere in the meeting venue. **Any violation of this and any other Terms and Conditions may result in the Exhibitor's booth being shut down and Exhibitor's 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 exhibitors to conduct business during the Exhibition 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 Exhibition as a whole or be outside the character and purpose of OTA.

## 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.

## 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 Fort Worth Convention Center will be held responsible for the loss or damages to exhibitor property, and urges the exhibitor to exercise precautions to discourage theft.

# Terms and Conditions

## Damage to Property

Exhibitors will be held responsible for any damage done to the Fort Worth Convention Center by them, their employees, contractors 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, defend and hold harmless the OTA, its officers, directors, agents, and employees from any and all claims of liability arising out of or related to the acts, omissions, negligence, gross negligence or willful misconduct of the Exhibitor, its employees, agents, or contractors arising out of or in any way connected to the Exhibitor's participation in the 2021 Annual Meeting.

The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the OTA, its officers, directors, employees, agents, and each of them, and the Fort Worth 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 the installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof by Exhibitor, its employees, agents or contractors, excluding any such liability caused by the sole negligence of the Fort Worth Convention Center, its employees and agents. Additionally, the Exhibitor acknowledges that neither the OTA nor the Fort

Worth Convention Center carries business interruption and property damage to the Exhibitor's property. The terms of this provision shall survive the expiration or termination of the Application and Contract and these Terms and Conditions.

## Insurance

Insurance protection will not be afforded to the Exhibitor either by the OTA or the Fort Worth 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, 2021. The Exhibitor shall also be prepared to furnish a Certificate of Insurance to the Fort Worth Convention Center if requested.**

## Loss or Damage

All property of the Exhibitor remains under the Exhibitor's custody and control in transit to and from the Fort Worth Convention Center, during installation and removal, and while it is in the confines of the Fort Worth Convention Center. Neither the OTA, GES, the Fort Worth 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 Fort Worth Convention Center, their directors, officers, agents and employees from any such loss, damage, or injury. The terms of this provision shall survive the expiration or termination of the Application and Contract and these Terms and Conditions.

## 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: Alyssa Steriotti  
Sales Manager, Preferred Properties  
Office 630.339.7339 Mobile 630.258.7699  
[ASteriotti@ges.com](mailto:ASteriotti@ges.com) [www.ges.com](http://www.ges.com)



# Terms and Conditions

## Floor Plan

Exhibits will be located in the Fort Worth Convention Center. Floor plans will be shared during the space selection process. The OTA reserves the right to reassign space without notification or refund.

## 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.

## Minimum Age for Admission

Children under the age of 16 are not permitted on the Show Floor at any time. Any attendees arriving with children under the age of 16 will be denied access to the Show Floor with such children. No exceptions or refunds are made.

## Animals Prohibited

No animals are permitted in the Fort Worth Convention Center other than service animals.

## Force Majeure

If for any reason beyond OTA's control the Exhibition must be canceled, shortened, delayed or otherwise altered or changed, the OTA shall refund the Exhibitor fees paid to OTA for booth space and industry representative registration however neither OTA nor its officers, directors, employees, agents or contractors shall be responsible for any losses and damages that the Exhibitor may suffer as a consequence including, but not limited to, travel to the Exhibition, setup, lodging, freight, employee wages, etc. Should the OTA hold the meeting despite a force majeure event and the Exhibitor cancels their exhibit, they will be responsible to pay cancellation fees as outlined on the registration form.

## Attendee Lists

Attendee lists from Exhibition are distributed only to exhibiting companies. Such lists shall only be used for mailings of promotional material relating to Exhibitor's booth at the Exhibition and shall not be reproduced, transferred or used in any other manner. In using such lists for mailings, exhibitors must ensure compliance with all country, state and local laws and regulations including, but not limited to, the European Union's General Data Protection Regulations (GDPR and the California Consumer Privacy Act (CCPA). The Exhibitor shall hold OTA, its directors, officers, employees, agents or subcontractors harmless from any consequences of the breach of this provision by Exhibitor, its employees, agents or contractors. Exhibitor's failure in this regard. The terms of this provision shall survive the termination or expiration of this Application and Contract and Terms and Conditions.

## Photography

The Exhibitor acknowledges and agrees that the OTA, its employees and contractors may take photographs/videos which could include images of the Exhibitor, its representatives and its exhibits while attending the Exhibition. The Exhibitor hereby consents to and grants to the OTA and its affiliates, the unrestricted, perpetual, worldwide, royalty-free and transferable right and license to use (and grant others the right to use) the images worldwide without any compensation. The Exhibitor acknowledges that OTA is the sole and exclusive owner of all rights in the images and hereby waives (a) any and all rights in and to such images, and (b) any and all claims the Exhibitor and its representatives may have relating to or arising from the images or their use.

## Limitation of Liability

**In no event shall the Music City Convention Center, OTA, their respective owners, managers, officers or directors, agents, employees, independent contractors, subsidiaries and affiliates (collectively "OTA parties") be liable to the exhibitor or any third party hired by or otherwise engaged by the exhibitor for any lost profits or any other indirect, special, punitive, exemplary, incidental or consequential damages, including attorney's fees and costs, arising out of this application and contract or connected in any way with use of or inability to use the services outlined in this application and contract or for any claim by exhibitor, even if any of the OTA parties have been advised, are on notice, and/or should have been aware of the possibility of such damages. Exhibitor agrees that OTA parties' sole and maximum liability to exhibitor, regardless of the circumstances, shall be the refund of the exhibit booth fee. Exhibitor agrees to indemnify and defend the OTA parties from any claims brought by a third party hired by, or engaged by the exhibitor for any amount beyond the exhibit booth fee. Further, exhibitor agrees to pay all attorney's fees and costs incurred by OTA parties arising out of, or in any way related to, this contract. Exhibitor shall be solely responsible for its attorney's fees and costs.**

## 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 2021 on the OTA website. All forms should be completed online by GES's deadline 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 which such decision shall be final and not subject to appeal. The OTA reserves the right to make such changes, amendments, and additions to these Terms and Conditions as it considers advisable for the proper conduct of the exhibition, 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 [gangler@ota.org](mailto:gangler@ota.org)  
[www.ota.org](http://www.ota.org)  
 847.698.1631

## EXHIBITS and MARKETING MANAGER

Jennifer Gangler  
 847.430.5132



## 2021 ANNUAL MEETING PROGRAM COMMITTEE

- Stephen Kottmeier, MD, *Chair*
- Gerard Slobogean, MD, *Co-Chair*
- Animesh Agarwal, MD
- Andrew Choo, MD
- Brett Crist, MD
- Gregory Della Rocca, MD, PhD, FACS
- Ed Harvey, MD
- Kelly Lefaivre, MD
- Nirmal Tejwani, MD
- Harmeeth Uppal, MD

## DATES TO REMEMBER

- **March** ~ Online Sponsorship and Booth Selection Opens
- **May** ~ Exhibitor Service Kits Available Online
- **August** ~ Exhibitor Sub-block list due
- **September 1** ~ Booth and Office Application Deadline
- **September 28** ~ Booth Order Forms Due to GES to receive Discounted Rates
- **September 20** ~ Individual Rep Badge Price increase to \$900

