

CLINICAL ORTHOPAEDIC SOCIETY Exhibitor Prospectus



108th Annual Meeting
September 16-18, 2020 | Nashville, TN

www.cosociety.org

Average
Attendance:
175 US-based
orthopaedic
surgeons

BENEFITS OF EXHIBITING

Who Attends the COS Annual Meeting?

The Clinical Orthopaedic Society's Annual Meeting is the meeting of choice for over 175 orthopaedic surgeons practicing nationwide. DOs and Allied Health Professionals also attend the meeting to stay ahead of the curve in the field of orthopaedics. The COS provides continuing medical education to those individuals who are on the forefront of both scientific and socioeconomic orthopaedic causes.



Why Choose COS To Exhibit?

Understanding the importance of our exhibit partners, COS strives to make sure your exhibiting funds afford you plenty of face-time with our attendees. We believe these connections are as valuable to our attendees as they are to you. Exhibiting with the COS provides you the benefit of the following:

Dedicated Time With The Attendees

All **breakfasts** and **lunches** are served in the exhibit hall. We arrange the exhibit hall so that food and beverages are strategically placed to maximize traffic for everyone. Additionally, we have the **President's Welcome Reception**, a two-hour social event with drinks and heavy hors d'oeuvres in the exhibit hall. This event is well attended and usually exceeds the time scheduled because of the positive experience. It's a great setting to develop relationships with the doctors. We have several **breaks each day** and give out prizes valued at approximately \$275 per day in the exhibit hall. Doctors are required to have a card stamped by numerous exhibitors in order to be eligible for the prize. We find that in addition to the general interest in your products and services, the prize is a great incentive to drive traffic to you.

FREE Pre-Meeting Attendee Mailing List

Exhibitors will receive a complimentary pre-registered attendee mailing list as it becomes available before the meeting. You can use the list to promote your products/services in advance and potentially boost traffic at your booth.

FREE Post-Meeting Attendee Mailing List

To assist you in your post-meeting marketing efforts, COS will supply, upon request, a FINAL list of registrants which will allow you to conduct follow-up correspondence with registrants via mail.

Attendance at the Scientific Portion of the Meeting

To better prepare and equip your sales force, COS welcomes and encourages your registered representatives to attend the scientific program portion of the meeting. This will enable your company to gather the most current and relevant information in the orthopaedic field, further build rapport with the attendees, and gain a competitive advantage in the industry.

Acknowledgement in the Scientific Program

Your company will be listed in the Scientific Program along with contact information, website address, and a brief company description.

Personalized Onsite Assistance

Clinical Orthopaedic Society (COS) strives to make your exhibiting experience the best business investment possible. We appreciate your involvement and look forward to partnering with you for many years to come. To ensure a positive experience and productive meeting, we have a dedicated COS Onsite Coordinator available to assist you with locating doctors and making exhibit arrangements.

Travel and Hotel Information



Meeting Hotel

The Hutton Hotel
1808 West End Ave
Nashville, TN 37203

To reserve a room, call the hotel at 615-340-9333. Mention you are attending the COS Annual Meeting to ensure you receive the discounted group rate.

The hotel is about a 20-minute drive from Nashville International Airport (BNA).

Interested in maximizing your exposure to COS attendees? Become a meeting sponsor.



COS offers multiple sponsorship levels to allow you to stand out and enable you access to additional social environments to meet with medical professionals. Sponsorship levels provide you with additional representative badges, and at the Gold & Platinum levels, increased booth size. Each level either includes, or provides a discount on the additional opportunities below. Please see page 4 for a list of all sponsorship levels and the benefits included or the discount available to purchase additional opportunities.

Pre-Meeting Advertising

As a sponsor, you will have the opportunity to include sidebar advertising for your company in one of the pre-meeting emails sent to every member of COS. This is a great way to reach every member of the association, even if they are unable to attend the meeting. As a Platinum or Gold sponsor, you will also have the ability to run a banner ad on the COS website, which receives additional traffic as our registrants sign up for the meeting.

Full-page color advertising in the *Journal of Surgical Orthopaedic Advances*

The *Journal of Surgical Orthopaedic Advances* is the official journal of the Clinical Orthopaedic Society, as well as the Eastern, Western and Southern Orthopaedic Associations. With a distribution to over 4,000 orthopaedic surgeons nationwide, this opportunity provides the ability to reach a wide audience.

Welcome Packet Advertising

Provide us with a flyer or advertisement to include in our meeting registration packets. There is no better way to immediately make your presence known to meeting attendees.

Showtime Brunch/Lunch Presentation

Have a new product or procedure you want to debut or promote? As a Platinum or Gold sponsor, you may have the opportunity to present a 15 or 30-minute presentation over brunch or lunch in our main scientific program room. There will be no competing scientific events during this time period.

Door Drop Advertising

Hosting an Industry Workshop or have products to promote? As a sponsor, you may have the opportunity to provide COS with a door drop to be distributed to all the COS attendees staying in the meeting hotel.

Registration and Badge Pick-Up

A meeting packet with exhibitor identification badges will be distributed upon check-in at the Exhibitor Registration Desk. All onsite representatives and spouses/guests who will attend the meeting must coordinate participation through their respective company. The number of onsite representatives varies by exhibit level (see chart on p. 4).

EXHIBITOR BADGES MUST BE WORN THROUGHOUT THE DURATION OF THE MEETING.
They are proof of registration and are required for admittance to all functions and social events.

IMPORTANT DATES

July 17, 2020

Deadline for Exhibitor Application and \$500 Deposit

August 7, 2020

Deadline for Cancellation and Partial Refund

August 7, 2020

Final Deadline for Balance of Exhibitor fees

August 21, 2020

Deadline to Submit Copy for Final Program

September 16, 2020

Exhibitor Booth Set-up (12:00pm – 5:00pm)

September 17-18, 2020

Exhibits Open (6:30am – 12:30pm)

September 18, 2020

Exhibit Booth Break Down

APPLICATION FOR EXHIBIT SPACE

Clinical Orthopaedic Society • 108th Annual Meeting • Nashville, TN • September 16-18, 2020

Mail, email or fax form and payment to: Clinical Orthopaedic Society, Attn: Liza Connor | 110 West Rd, Suite 227, Towson, MD 21204
 Phone: 888-695-0515 | Fax: 410-494-0515 | Lconnor@datatrace.com | Tax ID 23-7164991

Company Information

Company Name _____

Contact Name _____ Title _____

Email _____ Phone _____

Address _____

City/State/Zip Code _____

Exhibiting Level (check one)

Benefits Available	<input type="checkbox"/> Diamond \$30,000	<input type="checkbox"/> Platinum \$20,000	<input type="checkbox"/> Gold \$15,000	<input type="checkbox"/> Silver \$10,000	<input type="checkbox"/> Bronze \$5,000
Complimentary Representatives*	12	10	8	6	3
Booth Size	Front booth 8 x 16	8 x 16	8 x 16	8 x 10 **	8 x 10 **
Lead Retrieval Scanners & Export Function	2	N/A	N/A	N/A	N/A
Brunch/Lunch Presentation +	Included 30 minutes	30 minute Lunch	15 minute Brunch	N/A	N/A
Banner on COS Website	Included	Included	Included	N/A	N/A
JSOA 4-color, full page ad	Included: 2 pages	Included: 2 pages	Included: 1 page	\$1,000/page	\$1,500/page
Sidebar Ad in Pre-show Email to Members	Included	Included	Included	\$200	\$300
Door Drop Advertising	Included	Included	Included	\$500	\$1,500
Flyer/ad in Registrant Packet	Included	Included	Included	Included	\$750

Exclusive Opportunities: Contact Liza Connor at 888-695-0515 or Lconnor@datatrace.com

Brunch Industry Workshop / Mobile App Sponsorship / WiFi Access Sponsorship / Dessert Sponsorship / Job Board Sponsorship / Power Up Station Sponsorship

* Additional representative badges are \$300 each | ** Possible reduction to 8 x 8 depending on space availability
 + No refunds. Payment must be paid in full at time of booking.

Fees Calculation of Total Fee (insert fees from section above).

<input type="checkbox"/> Exhibiting Level	\$ _____	<input type="checkbox"/> Door Drop	\$ _____	Total Fee	\$ _____
<input type="checkbox"/> Additional Representatives	\$ _____	<input type="checkbox"/> Flyer in Registrant Packet	\$ _____	Amount Paid	\$ _____
<input type="checkbox"/> Full Page, Color JSOA Ad	\$ _____				
<input type="checkbox"/> Sidebar Email Ad	\$ _____				

Payment Information

- \$500 non-refundable deposit is due with the receipt of the application by July 17, 2020
- Full payment must be received by COS by August 7, 2020

To Pay by Credit Card: Deposits and exhibit amounts \$5,000 or less may be paid by credit card. Please use our secure payment processing server at www.cosociety.org. Simply click "Exhibiting" in the menu on the right side of the homepage.

To Pay by Check: Any exhibit level may be paid by check. Please return a copy of this form with your check, made payable to COS to:
 Clinical Orthopaedic Society
 110 West Road, Suite 227
 Towson, MD 21204