The Society of Military Orthopaedic Surgeons' Annual Meeting is the meeting of choice for military and orthopaedic trauma surgeons. DOs and Allied Health Professionals also attend the meeting to stay ahead of the curve in the field of orthopaedics. SOMOS provides continuing medical education to those individuals who are on the forefront of both scientific and socioeconomic orthopaedic causes.

**Why Choose SOMOS To Exhibit?**
Understanding the importance of our exhibit partners, SOMOS 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 SOMOS provides you the benefit of the following:

**Dedicated Time With The Attendees**
All **breakfasts** 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 an **Exhibitor 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 approximately four weeks 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, the SOMOS 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, SOMOS 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**
The Society of Military Orthopaedic Surgeons (SOMOS) 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 SOMOS Onsite Coordinator available to assist you with locating doctors and making exhibit arrangements.

**Hotel Information**

**Meeting Hotel**
PGA National Resort & Spa
400 Ave of the Champions
Palm Beach Gardens, FL 33418

For reservations, call 800-863-2819 and mention you are attending the SOMOS Annual Meeting to receive the discounted room rates.
Interested in maximizing your exposure to SOMOS attendees? Become a meeting sponsor.

SOMOS offers multiple sponsorship levels to allow you to stand out and enable you access to additional social environments to meet with medical professionals. In addition to providing you with additional representative badges and, at the Gold and Platinum levels, an increased booth size, each level either includes, or provides a discount, on the additional opportunities below. Please see page 4 for a list of each sponsorship level and the benefits included, or the discount afforded to you to purchase additional exposure 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 the SOMOS. 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 SOMOS 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 Society of Military Orthopaedic Surgeons, as well as the Eastern, Southern and Western 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.

Lunch Presentation (6 available)
Have a new product or procedure you want to debut or promote? As a sponsor, you may have the opportunity to deliver a presentation over lunch. There will be no competing scientific events during this time period.

Door Drop Advertising (3 available)
Hosting an Industry Luncheon or have something to promote? As a sponsor, you may have the opportunity to provide SOMOS with a door drop to be distributed to all the SOMOS attendees staying in the meeting hotel.

Social Events
As a sponsor, you will also receive invitations to the President's Private Reception and Awards Dinner which will provide your representatives additional opportunities to meet and discuss your products with our attendees.

Registration and Badge Pick-Up
Exhibitor check-in and set-up is scheduled for Tuesday, December 17, 2019. 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.

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**IMPORTANT DATES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 4, 2019</td>
<td>Deadline for Exhibitor Application and $500 Deposit</td>
</tr>
<tr>
<td>October 18, 2019</td>
<td>Deadline for Cancellation and Partial Refund</td>
</tr>
<tr>
<td>October 18, 2019</td>
<td>Final Deadline for Balance of Exhibitor fees</td>
</tr>
<tr>
<td>October 25, 2019</td>
<td>Deadline to Submit Copy for Final Program</td>
</tr>
<tr>
<td>December 17, 2019</td>
<td>Exhibit Setup &amp; Exhibitor Reception</td>
</tr>
<tr>
<td>December 18-20, 2019</td>
<td>Exhibits Open (6:30am – 2:30pm)</td>
</tr>
<tr>
<td>December 20, 2019</td>
<td>Exhibit Breakdown</td>
</tr>
</tbody>
</table>
APPLICATION FOR EXHIBIT SPACE
Society of Military Orthopaedic Surgeons • 61st Annual Meeting • Palm Beach, FL • December 17-20, 2019

Mail, email or fax form and payment to: SOMOS, Attn: Liza Connor 110 West Rd, Suite 227, Towson, MD 21204
Phone: 866-494-1778  |  Fax: 410-494-0515  |  Lconnor@datatrace.com  |  Tax ID 23-7297572

Company Information
Company Name _________________________________________________________________
Contact Name ____________________________________________________________ Title ___________________________________________________________
Email ___________________________________________________________________________________________ Phone _________________________
Street __________________________________________________________________________________________________________________________
City/State/Zip Code __________________________________________________________

Exhibiting Level (check one)

<table>
<thead>
<tr>
<th>Benefits Available</th>
<th>□ Platinum $35,000</th>
<th>□ Gold $25,000</th>
<th>□ Silver $20,000</th>
<th>□ Bronze $10,000</th>
<th>□ Copper $5,000</th>
<th>□ Exhibit $3,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Representatives*</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Booth Size</td>
<td>8 x 16</td>
<td>8 x 16</td>
<td>8 x 16</td>
<td>8 x 10 **</td>
<td>8 x 10 **</td>
<td>8 x 10 **</td>
</tr>
<tr>
<td>Industry Lunch Workshop</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Banner on SOMOS Website</td>
<td>Included</td>
<td>Included</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>JSOA 4-color, full page ad</td>
<td>Included: 2 pages</td>
<td>Included: 1 page</td>
<td>$1,000/page</td>
<td>$1,250/page</td>
<td>$1,500/page</td>
<td>$2,000/page</td>
</tr>
<tr>
<td>Sidebar Ad in Pre-show Email to Members</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>$200</td>
<td>$250</td>
<td>$300</td>
</tr>
<tr>
<td>Door Drop Advertising</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>$500</td>
<td>$1,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>Flyer/ad in Registrant Packet</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>$500</td>
<td>$750</td>
</tr>
<tr>
<td>President’s Private Reception tickets</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>N/A</td>
</tr>
<tr>
<td>Golf Tournament</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Awards Dinner tickets</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Exclusive Opportunities: Contact Liza Connor at 866-494-1778 or Lconnor@datatrace.com
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

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

☐ Exhibiting Level $________  ☐ Door Drop $________
☐ Additional Representatives $________  ☐ Flyer in Registrant Packet $________
☐ Full Page, Color JSOA Ad $________  ☐ Awards Dinner tickets $________
☐ Sidebar Email Ad $________

Total Fee $________
Amount Paid $________

Payment Information
• $500 non-refundable deposit is due with the receipt of the application by October 4, 2019
• Full payment must be received by SOMOS by October 18, 2019

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.somos.org. Simply click "Register to Exhibit" in the menu on the right side.

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 SOMOS to:
SOMOS
110 West Road, Suite 227
Towson, MD 21204