

SOCIETY OF MILITARY ORTHOPAEDIC SURGEONS

Exhibitor Prospectus



63rd Annual Meeting

December 13-15, 2021
Olympic Valley, CA

www.somos.org

Average
Attendance:
275 US-based
orthopaedic
surgeons

BENEFITS OF EXHIBITING

Who Attends the SOMOS Annual Meeting?

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

The Resort at Squaw Creek
400 Squaw Creek Road
Olympic Valley, CA 96146

For reservations, call 800-404-8006 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 (12 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

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 Monday, December 13, 2021. 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

October 1, 2021
Deadline for Exhibitor Application and \$500 Deposit

October 15, 2021
Deadline for Cancellation and Partial Refund

October 15, 2021
Final Deadline for Balance of Exhibitor fees

October 22, 2021
Deadline to Submit Copy for Final Program

December 13, 2021
Exhibit Setup & Exhibitor Reception

December 14-15, 2021
Exhibits Open (6:30am - 2:30pm)

December 15, 2021
Exhibit Breakdown

APPLICATION FOR EXHIBIT SPACE

Society of Military Orthopaedic Surgeons • 63rd Annual Meeting • Olympic Valley, CA • December 13-15, 2021

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

Company Information

Company Name _____

Contact Name _____ Title _____

Email _____ Phone _____

Street _____

City/State/Zip Code _____

Exhibiting Level (check one)

Benefits Available	<input type="checkbox"/> Platinum \$35,000	<input type="checkbox"/> Gold \$25,000	<input type="checkbox"/> Silver \$20,000	<input type="checkbox"/> Bronze \$10,000	<input type="checkbox"/> Copper \$5,000	<input type="checkbox"/> Exhibit \$3,500
Complimentary Representatives*	10	8	6	4	2	2
Booth Size	8 x 16	8 x 16	8 x 16	8 x 10 **	8 x 10 **	8 x 10 **
Industry Lunch Presentation	Included	Included	Included	N/A	N/A	N/A
Banner on SOMOS Website	Included	Included	N/A	N/A	N/A	N/A
JSOA 4-color, full page ad	Included: 2 pages	Included: 1 page	\$1,000/page	\$1,250/page	\$1,500/page	\$2,000/page
Sidebar Ad in Pre-show Email to Members	Included	Included	\$200	\$250	\$300	\$300
Door Drop Advertising	Included	Included	Included	\$500	\$1,000	\$1,500
Flyer/ad in Registrant Packet	Included	Included	Included	Included	\$500	\$750
President's Private Reception tickets	2	2	2	2	2	N/A
Awards Dinner tickets	5	4	3	2	1	\$150/person

Exclusive Opportunities: Contact Cynthia Lichtefeld at 866-494-1778 or clichtefeld@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).

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

Payment Information

- \$500 non-refundable deposit is due with the receipt of the application by October 1, 2021
- Full payment must be received by SOMOS by October 15, 2021

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