SOCIETY OF MILITARY ORTHOPAEDIC SURGEONS

Exhibitor Prospectus

57th Annual Meeting
December 7-9, 2015 | St. Petersburg, FL

www.somos.org
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'ouevres 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.

Travel and Hotel Information

**Meeting Hotel**
The Vinoy Renaissance
501 5th Avenue NE
St. Petersburg, FL 33701

Accommodation information will be forthcoming. St. Petersburg-Clearwater International Airport (PIE) is 12 miles from the hotel and Tampa International Airport (TPA) is 19.5 miles from the hotel.
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. 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.

**Room Key Card Advertising (1 available)**
Spread the word about your company and/or products to every attendee who checks into the meeting hotel by featuring your information on their hotel key cards.

**Industry Luncheon (6 available)**
Have a new product or procedure you want to debut or promote? As a sponsor, you may have the opportunity to present a 45-60 minute 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, Golf Tournament, and Awards Dinner which will provide your representatives additional opportunities to meet and discuss your products with our attendees.

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**Registration and Badge Pick-Up**
Exhibitor check-in and set-up is scheduled for Monday, December 7, 2015. 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.
**APPLICATION FOR EXHIBIT SPACE**
Society of Military Orthopaedic Surgeons  •  57th Annual Meeting  •  St. Petersburg, FL  •  December 7-9, 2015

Mail, email or fax form and payment to: SOMOS, Attn: Liz Loeffler  |  110 West Rd, Suite 227, Towson, MD 21204  
Phone: 866-494-1778  |  Fax: 410-494-0515  |  lloeffler@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>
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<tr>
<th>Benefits Available</th>
<th>□ Platinum $35,000</th>
<th>□ Gold $25,000</th>
<th>□ Silver $15,000</th>
<th>□ Bronze $10,000</th>
<th>□ Copper $5,000</th>
<th>□ Other</th>
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<td>Complimentary Representatives*</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
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<td>2</td>
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<tr>
<td>Booth Size</td>
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<td>8 x 16</td>
<td>8 x 10 **</td>
<td>8 x 10 **</td>
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<tr>
<td>Sidebar Ad in Pre-show Email to Members</td>
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<tr>
<td>Room Key Card Advertising</td>
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<td>N/A</td>
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<td>JSOA 4-color, full page ad</td>
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<td>Included: 1 page</td>
<td>$1,000/page</td>
<td>$1,250/page</td>
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<td>Door Drop Advertising</td>
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<td>Industry Workshop Luncheon</td>
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<td>President's Private Reception invitations</td>
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<td>2</td>
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<tr>
<td>Golf Tournament tickets (non-transferable)</td>
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<td>4</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Awards Dinner tickets</td>
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<td>3</td>
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<td>1</td>
<td>$150/person</td>
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**Exclusive Opportunity**

Conference Bag with Logo | Contact Liz Loeffler: 866-494-1778 or lloeffler@datatrace.com

* Additional representative badges are $250 each

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

<table>
<thead>
<tr>
<th>Exhibition Level</th>
<th>$________</th>
<th>Door Drop</th>
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<th>Total Fee</th>
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<tbody>
<tr>
<td>Sidebar Email Ad</td>
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<td>$________</td>
<td>Amount Paid</td>
<td>$________</td>
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<td>Full Page, Color JSOA Ad</td>
<td>$________</td>
<td>Awards Dinner tickets</td>
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</tr>
<tr>
<td>Flyer in Registrant Packet</td>
<td>$________</td>
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**Payment Information**

- $500 non-refundable deposit is due with the receipt of the application by September 25, 2015
- Full payment must be received by SOMOS by October 9, 2015

**Payment Method**

Credit Card: □ Visa □ MasterCard □ American Express or Check # _____ enclosed. Payable to the Society of Military Orthopaedic Surgeons.

Credit Card # ___________________________________________________________ Exp Date ____________

Name as it appears on card ___________________________________________ Billing ZIP ____________