

2018

EXHIBITOR PROSPECTUS



New Opportunities to Connect with Leaders in Emergency Medicine

ACOEP'S SPRING SEMINAR

April 3-5, 2018

Loews Coronado Bay
San Diego, CA

ACOEP'S SCIENTIFIC ASSEMBLY

October 22-24, 2018

Chicago Marriott Downtown Magnificent Mile
Chicago, IL

CONTACT

Kathleen Noonan • (781) 375-8584 • knoonan@conventusmedia.com • www.acoep.org





Emergency medicine is one of the fastest growing fields in healthcare and ACOEP's members and conference attendees are energetic, engaged leaders. From state EMS directors to top tier program directors, ACOEP members are influential leaders, residents and students, faculty members, as well as ENPs, EMTs and PAs.

Exhibiting at ACOEP

Exhibitors and sponsors enjoy unparalleled access to the largest gathering of osteopathic emergency physicians in the nation. Through dedicated exhibit hours, events, social media, and expo hall enhancements, ACOEP is committed to putting your brand front and center.

Exhibitors with ACOEP can expect:

- Dedicated exhibit hours
- Pre and post conference mailing list of registrants
- Traffic boosters including massage tables, espresso carts, entertainment, smoothie bars and more
- An invitation to the Welcome Reception, a popular opportunity to further build relationships
- Access to attendees during registration, meal breaks, down-time between speakers, and social activities
- Complimentary wireless internet access in exhibit hall
- Linked logo, company description, contact information, and table location on the conference mobile app and website
- The chance to mix and mingle with residents and new physicians in practice at dedicated recruiting events and social gatherings
- Company logo, description, and contact information in the expo hall guide

Sponsorship Opportunities and Expo Hall Enhancements Available at Spring Seminar AND Scientific Assembly

The needs of every company are unique and ACOEP works hard to ensure that your specific goals are met. At both Scientific Assembly and Spring Seminar, we offer customizable options to enhance your exhibiting experience, and tailored sponsorship packages to maximize your brand.

- Attendee Conference Bag: \$7,500*
- Registration Bag Inserts: \$3,000
- Expo Hall Amenities *such as a cappuccino cart, massage chair, or smoothie bar:* \$5,000 each, prices may vary
- Beverage Break Station: \$3,500
- Hotel Room Key: \$6,500 per conference, or \$12,000 for both
- Meals, Breaks, and Events: *Prices vary. Contact us for more information!*
- Ad in the Expo Hall Guide Given to All Attendees
 - » Full Page Ad: \$2,500
 - » Half Page Ad: \$1,000
 - » Quarter Page Ad: \$500

* Use of corporate/company logos are subject to ACCME guidelines and will be used at ACOEP's discretion

ACOEP's Spring Seminar

April 3- April 5, 2018
Loews Coronado Bay
San Diego, CA

Now at a new location, ACOEP's Spring Seminar is a unique event featuring energizing lectures, an engaging expo hall, exciting additional events, and afternoons free to enjoy the California sun. Spring Seminar seamlessly combines the best in emergency medicine education with a relaxed, spring break vibe. Attendees are excited to learn, and energized by activities such as the FOEM 5K and 1-Mile DO Dash.

ACOEP's Scientific Assembly

October 22-24, 2018
Chicago Marriott Downtown Magnificent Mile
Chicago, IL

ACOEP's Scientific Assembly is the flagship event of the year and offers hands-on training, intensive didactic sessions, exciting breakout lecture series, competitions, specialized tracks. This incredible week is capped off by the glittering 2018 FOEM Legacy Gala: Dinner and Awards Ceremony.

The 2018 event moves to ACOEP's hometown, Chicago! We are celebrating our sweet home Chicago by offering more opportunities for sponsor partnerships, and bigger and better amenities and entertainment for our attendees. Additionally, we are celebrating ACOEP's 40th Anniversary with more events and excitement!



PARAMOUNT SPONSOR \$20,000

The Paramount Sponsorship is an exclusive level of sponsorship that offers year-round exposure to ACOEP's engaged and active membership! The Paramount Sponsor will enjoy:

- Full conference exhibit registration for both ACOEP's Spring Seminar and Scientific Assembly (\$7,000 value)
- A five-night hotel stay for one company representative at Spring Seminar
- A five-night hotel stay for one company representative at Scientific Assembly
- Your logo on the Scientific Assembly program distributed to more than 1,200 professionals
- Your logo on conference ads placed in ACOEP's *The Pulse* and *The Western Journal of Emergency Medicine*
- Ample on-site signage at both conferences including stand-alone sponsor signs
- Quarterly dedicated e-blast on your behalf to ACOEP's members
- Linked logo on event websites
- Post-event dedicated email to all attendees
- Linked logo on conference e-blasts
- Prominent signage at the Welcome Reception at both conferences

The best means of maximizing your impact at ACOEP events are through sponsor bundles. Each has a different price point and unique avenue to ACOEP's members and attendees. These packages are easily customizable and ensure that you receive the highest return on your investment.

Prime Sponsor

\$15,000

The Prime Sponsor is an exclusive sponsorship that includes prominent exposure at both Scientific Assembly and Spring Seminar! The Prime Sponsor enjoys 12 months of print recognition and digital exposure, as well as ample onsite signage.

- Full conference exhibit registration for both ACOEP's Spring Seminar and Scientific Assembly (\$7,000 value)
- Recognition in the Scientific Assembly brochure distributed to more than 1,200 professionals
- Recognition in ads placed in ACOEP's *The Pulse* and *The Western Journal of Emergency Medicine*
- Ample on-site signage at both conferences
- Your logo on both conference on-site agenda and magazine
- Linked logo on event websites
- Post-event dedicated email to all attendees
- Linked logo on all conference e-blasts
- Social media recognition

Supporting Sponsor

\$10,000

Supporting Sponsorship is a great way to remain in the spotlight with ACOEP members!

- Full conference exhibit registration for both ACOEP's Spring Seminar and Scientific Assembly (\$7,000 value)
- Ample on-site signage at both conferences
- Linked logo on event websites
- Prominent signage at both conferences
- Recognition on social media platforms

Wireless Partner

\$15,000

The Wireless Partner is an integral part of the 2018 events. This exclusive sponsorship is a year-long partnership providing internet and charging stations at both conferences. The Wireless Partner can expect:

- Exclusive sponsorship of wireless internet at both conferences
- Ample on-site signage
- Recognition on log-in instructions given to every attendee
- Logo on conference e-blasts
- Sponsorship of charging stations at each conference
- Logo on conference websites
- Dedicated password and landing page when logging in to the wireless internet



NEW THIS YEAR!

This customized package offers the best access to ACOEP's engaged membership. From the new Lunch and Learns, to creative brand promotion opportunities available in the Marketing Package, your company will maximize its impact throughout the entire conference.

Not only is this an exclusive opportunity, it is bringing new opportunities to the Scientific Assembly attendees, guaranteeing that this partnership will create a buzz and increase awareness for your brand.

Lunch and Learn

\$35,000

- Private room for up to 100 attendees
- Basic AV provided in the room including a projector, podium, screen, microphone, hand-held microphone, AV tech, and a laptop
- Listing on ACOEP's dedicated exhibitor portion of the website, mobile app, and exhibitor program
- Listing of the event within the schedule of the on-site program given to all attendees
- Promotion through conference email marketing and social media
- Three designated signs with title, description, and faculty information placed throughout the conference by ACOEP staff
- Lead retrieval
- Food and beverage

Marketing Package

\$12,500

- Hotel door drop
- Full page ad in the exhibitor program given to all attendees
- Registration bag insert
- Pre-show attendee list



ACOEP's SPRING SEMINAR

ACOEP's Spring Seminar is a conference unlike any other. The relaxed atmosphere and community feel give sponsors and exhibitors more opportunities for face time and relationship building than at any other event. In addition to the sponsorship packages and year-long partnerships listed above, Spring Seminar opportunities include:

Kickoff Party

\$15,000

The Spring Seminar kickoff party is a favorite among all attendees. As the sponsor of the kickoff party you'll receive prominent signage onsite, recognition in pre-conference materials, branded napkins, social media recognition, and more.



FOEM 5K Run for Research

FOEM's 5K Run for Research is a fun staple of an exciting week drawing runners and walkers of all ages.

- FOEM 5K Run for Research Exclusive Sponsor \$5,000
See your company logo on FOEM 5K advertising, water bottles, signage, and digital marketing.
- FOEM 5K T-shirt: \$1,500
- FOEM 5K Water Bottles: \$3,000 Exclusive!

FOEM Case Study Poster Competition

\$7,500

FOEM's Case Study Poster Competition is more dynamic than ever before, drawing participants from across the country.



New Physicians in Practice Happy Hour

\$2,500

ACOEP's New Physicians in Practice is one of ACOEP's fastest growing groups. At this social event, physicians in their first five years of practice mix and mingle, enjoying food and drinks, while sharing support, ideas, resources, and war stories from those hard first years of practice.

Exclusive Sponsors enjoy onsite signage, recognition in printed materials, and napkins with logos printed on them.



Trolley Transportation \$10,000 per event

A private trolley will transport our members to and from two events: the Gala and the Kickoff Party. See your company logo throughout the ride for your chosen event and recognition in conference materials. ACOEP will work with you to customize this package for maximum exposure.

Expanded Coverage \$5,000-\$10,000

Put your company in the best spotlight. Work with ACOEP to develop a customized experience tailored to your messaging and price point. This can include window clings, escalator clings, signage in elevators, and more. We are open to your ideas, as well!

Social Media Booth \$10,000

- Company branding on the wrap of the booth (or sign next to it) and on picture (or gif) that is created in the booth
- Company access to website which shows all of the photos, for use during and after event

ACOEP's SCIENTIFIC ASSEMBLY

The 2018 Scientific Assembly not only celebrates ACOEP's Ruby Anniversary, it takes place in Chicago—the home of ACOEP! To commemorate this momentous year, ACOEP is creating customizable sponsorship packages and opportunities to coincide with more events, entertainment, and education.

Windy City Package \$30,000

- Priority location of booth space in the expo hall
- Customized Chicago food available every day of the conference
- Logo on street banners displayed on Michigan Ave, outside of the conference hotel, and near ACOEP's HQ office
- Sponsorship of Garrett's Popcorn cart, a Chicago staple, offered on first full day of the conference
- Recognition for sponsoring Chicago's "Blues Brothers" cover band (pending availability) or Chicago Blues band, playing before General Session kicks off on the first day
- Sponsorship of the "What to See and Do" in Chicago registration bag insert, including a map of locations and things to see from "Ferris Bueller's Day Off," and a duplicate version in the event Mobile App/Site
- Prominent signage in primary event registration area (logo placement approval pending type of sponsor) and on event website

Ruby Partner \$20,000

- Sponsorship of ACOEP's Ruby Anniversary, celebrating 40 years of osteopathic emergency medicine
- Dedicated e-blast to all Scientific Assembly attendees
- Full page ad in Information and Exhibitor guide
- Optional video (created by partner) for Ruby Partner explaining support of ACOEP. Video would be embedded in dedicated e-blast. If created, video will be shown at the Membership Meeting, once approved by ACOEP
- Includes booth in expo hall, in a prime location of partner's choosing
- Logo on "scavenger hunt" pieces, described in Information and Exhibitor handout, which will be tied in to pieces of ACOEP's history. Attendees will be encouraged to take photos of themselves with scavenger hunt pieces, tagging the Partner, and ACOEP, with partner awarding prize for winner(s)

Conference Gift \$20,000

A unique gift for all conference attendees with the partner logo and ACOEP logo on it. Work with ACOEP staff to select a fabulous giveaway that each attendee receives at check-in. Past options have included portable phone chargers, branded blankets, stainless steel water bottles and more.



FOEM

FOUNDATION FOR OSTEOPATHIC
EMERGENCY • MEDICINE

FOEM Competitions \$7,500 per competition

FOEM's four research competitions draw large crowds at every conference, casting a spotlight on the best up-and-coming students and residents. Every sponsorship opportunity includes logos on all pre-event marketing materials, including social media, on-site signage, winner certificates as well as a quarter-page ad in the FOEM Legacy Gala Program Booklet.

Available opportunities include:

- Research Study Poster Competition
- Research Paper Competition
- Clinical Pathological Case Competition
- Oral Abstract Competition

NEW City-Wide Mass Casualty Incident Training - \$1,000 - \$3,000

Get in on the ground floor of a training event like no other. The Chicago-based Mass Casualty Incident Training brings together over 300 physicians, residents, students, nurses, PAs, and EMTs to train alongside city and federal government agencies, security professionals and more in a city-wide, immersive experience.

Your company will be recognized in pre-conference marketing, on-site signage, social media and digital communication, and your company's name and logo will be featured prominently on the event t-shirt*.

Customizable pricing options are available and will be reflected in logo size and placement on signage and t-shirts.

First Responder Food Breaks

\$5,000

Saving lives is hungry business. Provide breakfast and lunch for all participants and see your company recognized in onsite materials, event signage, social media, and napkins*.

ACOEP's Resident Student Organization

ACOEP's newly-formed Resident Student Organization (RSO) drew a record number of attendees at the inaugural meeting at the 2017 Scientific Assembly. Sponsors of RSO events enjoy recognition on-site, on social media, and through logos on conference materials. For competitions such as the Advanced Airway Shootout, company representatives are invited to give a 15-minute presentation. The RSO also looks for partners to sponsor giveaways such as gift cards, an iPad, a GoPro, or other great prizes, each with a note from the sponsoring company. For larger items, a representative from the sponsoring company is invited to be present for the giveaway. The giveaway sponsors will be recognized in RSO marketing materials and featured in social media.



RSO sponsorship opportunities include:

- RSO T-Shirt: \$1,000-6,000 (Customizable pricing available beginning as low as \$1,000! Choose your logo location and size based on sponsorship level*. Contact KNoonan@conventusmedia.com for further details.**)
- RSO Food and Beverage Breaks: \$3,000
- RSO Lunches: \$3000
- Advanced Airway Shootout: \$3,000**
- Leadership College: \$3,000**
- RSO Giveaways: ranging from \$50-\$250
- RSO Hands On Skills Labs: \$3000 per lab (a variety of labs are offered at both Scientific Assembly and Spring Seminar for RSO attendees)

* Use of corporate/company logos are subject to ACCME guidelines and will be used at ACOEP's discretion

** Sponsorship is only requested for Scientific Assembly



CELEBRATING FOEM'S 20TH ANNIVERSARY YEAR!

The FOEM Legacy Gala has become a cornerstone of the Scientific Assembly. The 2018 gala celebrates FOEM's 20th Anniversary and will be more glamorous than ever before! For the first time, the gala will be held at an offsite location and is sure to attract a record number of attendees.

The FOEM Legacy Gala celebrates FOEM's top donors, competition winners, and corporate partners in a exquisite ceremony. Over 250 attendees enjoy a cocktail reception, decadent meal, dancing, and drinks.

There are ample opportunities for partnership for the FOEM Legacy Gala, which continues to grow in popularity year after year.

Friends: \$5,000

- Sponsorship recognition on all pre-event marketing materials – including multiple e-blasts, Facebook posts, flyers, and letters
- Two tickets to event
- One half-page ad in Commemorative Evening Program
- Table tent card recognition as Friend
- Program listing as Friend
- Easel poster card recognition as Friend

Legacy Gala Sponsorship Opportunities

- **Beer/Wine Cart: \$10,000** – Be the most popular guest at the gala by sponsoring the open bar!
- **Signature Cocktail: \$7,500** – Sponsor the drink of choice for the FOEM Gala, the black-tie centerpiece of the week.
- **Photo Booth: \$5,000 Exclusive** – See your company's logo displayed on the photo print outs that gala attendees take home as souvenirs to commemorate the evening!
- **Step and Repeat: \$2,500** – See your logo prominently displayed on a Step and Repeat backdrop. All award winners and honorees are photographed in front of the step and repeat, meaning your logo is seen throughout the year.
- **Champagne Toast: \$2,000** – The sponsor of the Champagne Toast will enjoy onsite signage, recognition in all marketing materials including the event program, as well as in-person recognition during the toast.

Presenting Corporate Sponsor \$40,000 - Exclusive

- Sponsorship recognition on all pre-event marketing materials – including multiple e-blasts, Facebook posts, flyers, and letters
- One VIP table for 10
- Title recognition in all event marketing
- Name and logo on all event correspondence, including signage, event program, podium signs, and table tent cards
- A corporate representative of the Presenting Corporate Sponsor will be invited to present all awards with appropriate Foundation representatives
- Inside front cover color ad in Commemorative Evening Program
- Special program listings – multiple as Presenting Corporate Sponsor
- Video presentation (supplied by Presenting Corporate Sponsor)
- Speech by Presenting Corporate Sponsor representative at the event
- Photographic exposure in all post-event promotion on the Foundation's website for six months from the effective date
- One item in the Commemorative Evening Gift Bag (supplied by Presenting Corporate Sponsor)

Supporting Sponsor \$20,000

- Sponsorship recognition on all pre-event marketing materials – including multiple e-blasts, Facebook posts, flyers, and letters
- One VIP table for 10
- Inside back cover color ad in Commemorative Evening Program
- Special program listings – multiple as Supporting Sponsor
- Table tent card recognition as Supporting Sponsor
- Easel poster card recognition as Supporting Sponsor
- Verbal Recognition throughout the event as Supporting Sponsor
- One item in the Commemorative Evening Gift Bag (supplied by Supporting Sponsor)
- Sponsorship recognition on all post-event marketing materials – including multiple e-blasts, Facebook posts, Social Media Pictures, and letters



2018 EXHIBITOR REGISTRATION FORM

Please type or print clearly:

To register for additional sponsorships, go to page 10

Company Name	Phone Number	Fax Number
Address	City	State Zip Code
Contact Person	E-mail Address	

ACOEP's Spring Seminar

Exhibitor Fees

- Entire Conference \$3,000 Partial \$1,200/Day (choose your days)
 Tuesday, April 3 Wednesday, April 4 Thursday, April 5

Add-Ons

- Reg. Bag Insert \$3,000 Floor Decals \$5,000 Expo Hall Enhancement \$5,000 ea.

Table Choices

See attached floor map for table location options. Please note that tables will be assigned on a first-come-first-served basis. Should all of your selections be taken, an ACOEP staff member will be in touch for alternate locations.

First Choice: _____ Second Choice: _____ Third Choice: _____

ACOEP's Scientific Assembly

Exhibitor Fees

- Entire Conference \$4,000 Partial \$1,500/Day (choose your days)
 Monday, October 22 Tuesday, October 23 Wednesday, October 24

Add-Ons

- Reg. Bag Insert \$3,000 Floor Decals \$5,000 Expo Hall Enhancement \$5,000 ea.

Table Choices

See attached floor map for table location options. Please note that tables will be assigned on a first-come-first-served basis. Should all of your selections be taken, an ACOEP staff member will be in touch for alternate locations.

First Choice: _____ Second Choice: _____ Third Choice: _____

Name Badges for Onsite Representatives: _____

Payment Information

Total amount enclosed: \$ _____

Check enclosed for the total amount of \$ _____

Bill my credit card for the amount of \$ _____

Name on card _____

Card # _____ Exp. Date _____ CVV # _____

Check One:

- AMEX
 VISA
 MC
 DISCOVER

REQUIRED

I have included in my email to knoonan@conventusmedia.com:

- My exhibitor registration form My 150-250 word company bio
 The signed contract on pages 17 & 18 The names of my company representatives
 One low-res and one high-res version of my company logo

Exhibitors must stay until the end of exhibit hours for all days that they are registered. Packing up and leaving early disrupts the flow and integrity of the entire room. Therefore, all credit card information will be kept on file, and \$500 will be charged to any exhibitor that packs up and leaves early without the consent of an ACOEP representative.

Cancellation policy: Any cancellations that are received 3 months or less prior to the conference will not be refunded.

Email completed forms to: Kathleen Noonan • (781) 375-8584 • knoonan@conventusmedia.com

Please type or print clearly:

Company Name	Phone Number	Fax Number
Address	City	State Zip Code
Contact Person	E-mail Address	

Choose Your Sponsorships

Double Conference Sponsorship

Please choose your level of sponsorship for both ACOEP's Spring Seminar and Scientific Assembly:

- Paramount: \$20,000 Prime: \$15,000 Supporting: \$10,000 Wireless Partner: \$15,000

A La Carte Sponsorship

Beverage Break Stations (priced per break)

- Spring: \$3,500 Fall: \$3,500 Both: \$6,500

Attendee Conference Bag

- Spring: \$7,500 Fall: \$7,500 Both: \$14,000

Lanyards - Exclusive

- Spring: \$5,000 Fall: \$5,000 Both: \$9,500

Hotel Room Keys - Exclusive

- Spring: \$5,500 Fall: \$5,500 Both: \$10,000

Digital News Room - Exclusive

- Spring: \$4,500 Fall: \$4,500 Both: \$8,500

FOEM Case Study Poster Competition - Exclusive

- Spring: \$7,500

FOEM 5K and 1-Mile DO - Exclusive

- Spring: \$5,000

FOEM 5K and 1-Mile DO Dash T-Shirt

- Spring: \$1,500

Water Bottles for the FOEM 5K and 1-Mile DO Dash

- Spring: \$3,000

Resident Breaks

- Spring: \$3,000 Fall: \$3,000 Both: \$5,500

Student Breaks

- Spring: \$3,000 Fall: \$3,000 Both: \$5,500

Resident Sponsored Lunch

- Spring: \$5,000 Fall: \$5,000 Both: \$9,500

Student Sponsored Lunch

- Spring: \$5,000 Fall: \$5,000 Both: \$9,500

Keynote Speaker (pending sponsorship)

- Fall: \$15,000

FOEM Research Study Poster Competition - Exclusive

- Fall: \$7,500

FOEM Research Paper Competition - Exclusive

- Fall: \$7,500

FOEM Clinical Pathological Case Competition - Exclusive

- Fall: \$7,500

FOEM Oral Abstract Competition - Exclusive

- Fall: \$7,500

Advanced Airways Shootout

- Fall: \$3,000

Resident Chapter Keynote Speaker

- Spring: \$1,000 Fall: \$1,000 Both: \$1,500

Leadership College

- Fall: \$6,000

Advertising Opportunity

- Full Page Ad** (limit 3)
 Spring: \$2,500 Qty: ___
 Fall: \$2,500 Qty: ___

- Half Page Ad** (limit 6)
 Spring: \$1,000 Qty: ___
 Fall: \$1,000 Qty: ___

- Quarter Page Ad** (limit 12)
 Spring: \$500 Qty: ___
 Fall: \$500 Qty: ___

FOEM Legacy Gala: Dinner and Awards Ceremony Sponsorship

- Supporting Sponsors: \$20,000 Champagne Toast: \$2,000 Photo Booth: \$5,000 Signature Cocktail: \$7,500
 Friends: \$5,000 Step and Repeat: \$2,500 Sponsor a Table: \$3,500 Beer/Wine Cart: \$10,000

Payment Information

Total amount enclosed: \$ _____

Check enclosed for the total amount of \$ _____

Bill my credit card for the amount of \$ _____

Name on card _____

Card # _____ Exp. Date _____ CVV # _____

- Check One:**
- AMEX
 VISA
 MC
 DISCOVER

REQUIRED

I have included in my email to knoonan@conventusmedia.com:

- My sponsorship registration form My 150-250 word company bio
 The signed contract on pages 17 & 18 The names of my company representatives
 One low-res and one high-res version of my company logo