SOUTHERN ORTHOPAEDIC ASSOCIATION
Exhibitor Prospectus

38th Annual Meeting
July 21-24, 2021 | Isle of Palms, SC

www.soaassn.org

Average Attendance: 280 US-based orthopaedic surgeons
The Southern Orthopaedic Association’s Annual Meeting is the meeting of choice for 280 orthopaedic surgeons practicing in the southern states. DOs and Allied Health Professionals also attend the meeting to stay ahead of the curve in the field of orthopaedics. The SOA provides continuing medical education to those individuals who are on the forefront of both scientific and socioeconomic orthopaedic causes.

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

Dedicated Time With The Attendees
Lite continental 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 when 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, the SOA 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, SOA 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 Southern Orthopaedic Association (SOA) 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 SOA Onsite Coordinator available to assist you with locating doctors and making exhibit arrangements. Friday morning, breakfast is on us and delivered fresh to your booth!

Travel and Hotel Information

Meeting Hotel
Wild Dunes Resort
1 Sundial Circle
Isle of Palms, SC 29451

To reserve a room, call the hotel at 877-624-3654. Charleston International Airport (CHS) is the primary airport, located only 20 minutes from Wild Dunes. Limousine service is available for approximately $80 one-way. For more information, contact Coastal Limo at 843-501-2777 to make reservations.
Interested in maximizing your exposure to SOA attendees? Become a meeting sponsor.

The SOA 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 side-advertising for your company in one of the pre-meeting emails sent to every member of the SOA. 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 SOA 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 Southern Orthopaedic Association, as well as the Western Orthopaedic Association and the Eastern Orthopaedic Association. 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 Breakfast/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 30-minute presentation over breakfast 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 presentation or have products to promote? As a sponsor, you may have the opportunity to provide SOA with a door drop to be distributed to all the SOA attendees staying in the meeting hotel.

Social Events
As a sponsor, you will also receive tickets to the President’s Private Dinner, Welcome Reception and Grilling & Games Night 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 Wednesday, July 21, 2021 from 12:00 pm - 5:00 pm. 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**
Southern Orthopaedic Association  •  38th Annual Meeting  •  Isle of Palms, SC  •  July 21-24 2021

**Mail, email or fax form and payment to:** Southern Orthopaedic Association, Attn: Liza Connor | 110 West Rd, Suite 227, Towson, MD 21204
Phone: 866-762-0730  |  Fax: 410-494-0515  |  Lconnor@datatrace.com  |  Tax ID 63-0876120

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**Company Information**

Company Name ___________________________________________________________

Contact Name ___________________________ Title ___________________________

Email ___________________________________________ Phone __________________

Street __________________________________________________________________

City/State/Zip Code __________________________________________________________________

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**Exhibiting Level** (check one)

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<th>Benefits Available</th>
<th>□ Platinum $40,000</th>
<th>□ Gold $25,000</th>
<th>□ Silver $15,000</th>
<th>□ Bronze $10,000</th>
<th>□ Copper $5,000</th>
<th>□ Exhibit $3,500</th>
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<tr>
<td>Complimentary Representatives*</td>
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<td>JSOA 4-color, full page ad</td>
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**Exclusive Opportunities:** Contact Liza Connor at 866-762-0730 or Lconnor@datatrace.com

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

- Exhibiting Level $________
- Sidebar Email Ad $________
- Total Fee $________
- Additional Representatives $________
- Door Drop $________
- Amount Paid $________
- Full Page, Color JSOA Ad $________
- Flyer in Registrant Packet $________

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**Payment Information**

- $500 non-refundable deposit is due with the receipt of the application by May 21, 2021
- Full payment must be received by the SOA by June 4, 2021

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**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.soaassn.org. Simply click “Exhibit Information” in the menu on the right side.

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**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 SOA to:

SOA
110 West Road, Suite 227
Towson, MD 21204