

# SOUTHERN ORTHOPAEDIC ASSOCIATION Exhibitor Prospectus



## 38th Annual Meeting

July 21-24, 2021 | Isle of Palms, SC

[www.soaassn.org](http://www.soaassn.org)

Average  
Attendance:  
280 US-based  
orthopaedic  
surgeons

# BENEFITS OF EXHIBITING

## Who Attends the SOA Annual Meeting?

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.

### IMPORTANT DATES

May 21, 2021

Deadline for Exhibitor Application and \$500 Deposit

June 4, 2021

Deadline for Cancellation and Partial Refund

June 4, 2021

Final Deadline for Balance of Exhibitor fees

June 11, 2021

Deadline to Submit Copy for Final Program

July 21, 2021

Exhibitor Booth Set-up (12:00pm – 5:00pm)

July 22-24, 2021

Exhibits Open (6:30am – 12:30pm)

July 24, 2021

Exhibit Booth Break Down

# 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

## Company Information

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Street \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

## Exhibiting Level (check one)

Benefits Available	<input type="checkbox"/> Platinum \$40,000	<input type="checkbox"/> Gold \$25,000	<input type="checkbox"/> Silver \$15,000	<input type="checkbox"/> Bronze \$10,000	<input type="checkbox"/> Copper \$5,000	<input type="checkbox"/> Exhibit \$3,500
Complimentary Representatives*	10	8	6	4	3	2
Booth Size	8 x 16	8 x 16	8 x 10 **	8 x 10 **	8 x 10 **	8 x 10 **
Showtime Breakfast/Lunch Presentation +	2 30-minute	30 minutes	N/A	N/A	N/A	N/A
Lead Retrieval Scanners with Export Function	2	N/A	N/A	N/A	N/A	N/A
Mobile App Advertisement	Included	Included	Included	N/A	N/A	N/A
Banner on SOA Website	Included	Included	Included	Included	N/A	N/A
JSOA 4-color, full page ad	Included: 2 pgs	Included: 1 pg	\$1,000/pg	\$1,250/pg	\$1,500/pg	\$2,000/pg
Sidebar Ad in Pre-show Email to Members	Included	Included	\$200	\$250	\$300	\$300
Door Drop Advertising	Included	Included	Included	Included	\$500	\$750
Flyer/ad in Registrant Packet	Included	Included	Included	Included	\$500	\$750
President's Private Dinner tickets	2	2	2	2	2	N/A
Welcome Dinner tickets	10	8	6	4	3	\$100
Grilling & Games Night tickets	5	4	3	2	1	\$150

**Exclusive Opportunities:** Contact Liza Connor at 866-762-0730 or Lconnor@datatrace.com

Mobile App Sponsorship / WiFi Access Sponsorship / Dessert Sponsorship / Power Up Station Sponsorship / JSOA Special Edition

\* Additional representative badges are \$300 each | \*\* Possible reduction to 8 x 8 depending on space availability  
 + Platinum and Gold sponsorships have a choice between the Breakfast/Lunch Presentation (No refunds. Payment must be paid in full at time of booking)  
 ++ Please reserve presentation slot 60 days prior to the meeting

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

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

## 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

**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.

**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