

SOUTHERN ORTHOPAEDIC ASSOCIATION Exhibitor Prospectus



Southern at the SEC
Sports Injury Update 2021
May 26-29, 2021 | Birmingham, AL

www.soaassn.org



Dear Exhibitor,

I would like to invite you to the Southern at the SEC Sports Medicine Symposium, May 26-29, 2021, in Birmingham, AL.

The Program Committee has developed an outstanding scientific program that should be educational, informative, and entertaining.

The Program Committee is dedicated to developing a superior scientific program of relevant sports medicine issues facing orthopaedists, while providing an opportunity for YOU to network and form relationships with the attendees. Your organization provides the products and services that our attendees depend on in their practices every day.

I encourage you to support the SOA in May and join us for the Sports Injury Update. I appreciate your interest, and look forward to seeing you in Birmingham.

Sincerely,

Scott D. Mair, MD
2021 SEC Symposium Chairman



Birmingham, AL

If diversity were a place, it would be Birmingham. It was born out of iron and steel, and the city is well-known for its prominent role in the Civil Rights Movement of the 1960s.

Today, Birmingham is brimming with entertainment, the arts, nightlife, outdoor recreation and world-class cuisine. It is a potpourri of experiences that is the city's greatest strength and strongest appeal. We are a medley of cultures and attitudes that blend beautifully with the Southern charm that is Birmingham.

REGISTRATION AND BADGE PICK-UP

Exhibitor check-in and set-up is scheduled for Wednesday, May 26, 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.

EXHIBITOR BADGES MUST BE WORN THROUGHOUT THE DURATION OF THE MEETING.
They are proof of registration and are required for admittance to all functions.

BENEFITS OF EXHIBITING

DEDICATED TIME WITH THE ATTENDEES

Your company representatives will have the opportunity to interact with the SOA meeting attendees during the continental breakfasts and coffee breaks held in the exhibit hall. Also, the Scientific Program will include opportunities to Visit the Exhibitors.

FREE PRE-MEETING ATTENDEE MAILING LIST

Exhibitors will receive a complimentary pre-registered attendee mailing list as 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.

HOTEL INFORMATION



Meeting Hotel

Renaissance Ross Bridge Golf Resort & Spa
4000 Grand Ave
Birmingham, AL 35226

Book online or call 205-916-7677 to reserve your room, and mention the SOA Meeting to ensure you receive the discounted rate.

APPLICATION FOR EXHIBIT SPACE

Southern Orthopaedic Association • 2021 Sports Injury Update • Birmingham, AL • May 26-29, 2021

Company Name

Phone Fax

Address

City State Zip

Email

Current Contact Name

Title

Signature Date

IMPORTANT DATES

March 26, 2021	Deadline for Exhibitor Application and \$500 Deposit
April 9, 2021	Deadline for Cancellation and Partial Refund
April 23, 2021	Final Deadline for Balance of Exhibitor fees
April 23, 2021	Deadline to Submit Copy for Final Program
May 26, 2021	Exhibitor Booth Set-up (12:00 pm - 5:00 pm)
May 27-29, 2021	Exhibits Open (6:30 am - 12:30 pm)
May 29, 2021	Exhibit Booth Break Down (after 12:30 pm)

SELECT YOUR LEVEL OF SUPPORT

Premium Table Top - \$5,000 Table Top - \$3,000

Exhibitor fees include:

8' x 10'* space • 6 ft table • 2 chairs • 1 trash can
Pre/Post Registration Attendee list

*Size may change at the discretion of SOA

PAYMENT INFORMATION

Check (Payable to Southern Orthopaedic Association)
 Charge: Visa MasterCard American Express

Card Number Expiration Date

Please print name on card CVV

Signature

Billing Address

Billing City State Zipcode

Payment Information

A \$500 non-refundable deposit is due with the receipt of the application no later than March 26, 2021. Applications submitted without a deposit will not be considered for space assignment.

Full payment for exhibiting space must be received at the SOA office by April 23, 2021. After April 23, the assigned space is open to cancellation and reassignment.

If an exhibitor wishes to cancel a reservation for space after remitting the amount due, a partial refund will be granted if written notice is received prior to April 9, 2021. An exhibiting firm whose exhibit space is not set-up and staffed on opening day forfeits all rights. The exhibit space must be staffed for the entire meeting. SOA reserves the right to reassign space without refund.

FOR ANY ADDITIONAL INFORMATION ON EXHIBITING,
PLEASE CONTACT:

Liza Connor at 866-762-0730 or 410-494-4994 or
Email: Lconnor@datatrace.com

PLEASE RETURN TO:

Southern Orthopaedic Association
110 West Road, Suite 227, Towson, MD 21204
Phone: 866-762-0730 Fax: 410-494-0515

APPLICATION AND PAYMENT MUST BE RECEIVED BY MARCH 26, 2021.