



## OMED 2022 Sponsorship Opportunities

The Osteopathic Medical Education Conference (OMED) is the American Osteopathic Association’s (AOA) premier educational event. Presented annually, it is a conference that showcases osteopathic medicine across multiple specialties and is planned in conjunction with AOA specialty college affiliates. It brings together the osteopathic community and provides an opportunity for attendees to obtain high quality education, network with one another, and additionally affords the AOA the opportunity to continue to strengthen its relationship and partnership with osteopathic affiliated organizations, including colleges of osteopathic medicine. OMED 2022 will be a hybrid event taking place in Boston, Massachusetts, Thursday, October 27 – Sunday, October 30, 2022. With an anticipated 5,000 – 6,000 in attendance. All sponsors will have their logo displayed and acknowledged on the virtual platform.

### Sponsorship Categories:

- Branding / Advertising Opportunities
- Presentation Opportunities
- Social and Networking Opportunities

**Overall Conference Sponsor Package (Items in packages can be substituted from individual items listed below upon request).**

OMED22
<b>Platinum - \$60,000</b>
<ul style="list-style-type: none"> <li>• Sponsor a General Session - Topic to be Discussed</li> </ul>
<ul style="list-style-type: none"> <li>• 1 Exhibit Booth</li> <li>• 1 Social Media Post</li> <li>• 1 Attendee Communication (KBYG or Daily)</li> <li>• 1 Full Page Digital Program Ad</li> <li>• Attendee Mailing List</li> <li>• Bumper Video</li> </ul>
<b>Gold - \$50,000</b>
<ul style="list-style-type: none"> <li>• Networking Event Sponsor</li> <li>• 1 Social Media Post</li> <li>• Exhibit Booth</li> <li>• 1 Half Page Digital Program Ad</li> <li>• Attendee Mailing List</li> </ul>
<b>Silver - \$20,000</b>
<ul style="list-style-type: none"> <li>• 1 Half Page Digital Program Ad</li> <li>• 1 Social Media Post</li> <li>• Exhibit Booth</li> <li>• 1 Tote Bag Insert</li> <li>• Attendee Mailing List</li> </ul>

## INDIVIDUAL ITEMS DESCRIPTIONS

### Branding / Advertising Opportunities

Item	Description	Price
Lanyards	Lanyards provide an ideal way for attendees to wear their conference badges, while prominently showcasing your corporate logo.	\$15,000.00
Attendee Tote Bags	In-person attendees will receive a tote bag upon arrival to the conference. The sponsor will be able to have a one-color imprint logo on one side of the tote bag.	\$15,000.00
Attendee Tote Bag Inserts	Sponsor has the ability to select to either add one company branded item <u>or</u> a one-page flyer into each conference attendee's tote bag.	\$10,000.00
Safety Sponsor Kit	Hand sanitizers and masks will be essential to attendees. Sponsor logo will be on the zippered bag containing the two items. Great way to show attendees you care about their safety while also including a fun incentive for stopping by your booth!	\$12,000.00
Support Bracelets	Attendees can choose from three silicon bracelets, in different colors to let others know how to interact with them. Choices: maintaining distance, would like to talk and all for hugs and high-fives! Sponsor logo can be added to the bracelets.	\$5,000.00
Convention Center Wi-Fi	Your support allows attendees to enjoy free wireless internet throughout the Convention Center. Sponsor will receive recognition on the website, mobile app, and onsite signage recognizing your support.	Call for pricing
Know Before You Go Email and Daily Emails	This is your chance to brand the meeting's Know Before You Go and daily emails. These emails will be sent to all registered attendees and will contain key information and highlights of the meeting. Include your hyper-linked ad in these emails and gain visibility before and during the meeting. <i>(4 emails - cost is per email)</i>	\$3,000.00
Advertisement in OMED22 Online Program	Receive visibility among all conference in-person and virtual participants including an ad in the OMED22 online digital program! Full page ad in digital program: \$3,000.00 Half page ad in digital program: \$2,000.00	
Exhibit Hall Aisle Signs	Attendees will take notice of your corporate logo on all aisle signs as they navigate the crowded Exhibit Hall. Opportunity includes the production, installation, and removal of all aisle signs.	\$4,500.00
Half Meter Boards	Attendees will take notice of your corporate logo on all signs throughout the convention center. Opportunity includes the production, installation, and removal of all signs.	\$600.00
Stacked Meter Cubes	Attendees will take notice of your corporate logo on these stacked cubes throughout the convention center. Opportunity includes the production, installation, and removal of all signs.	\$8,500.00
Table Clings	Place your branding on one set or multiple sets of these tables throughout the Exhibit Hall and capture the attention of attendees while they are relaxing, dining, or traveling through the hall. Displayed on Friday and Saturday during exhibit hall hours.	\$5,000.00
Hotel Key Cards	Customized hotel keycards with your personalized design will be distributed to meeting attendees upon check-in to their OMED 2022 hotels. <i>(rights only)</i>	\$10,000.00
Nursing Mothers Room	Show your support for working mothers and help improve the experience for nursing mothers attending the conference. As a sponsor, you will have the opportunity to place promotional materials in the Mother's Room. The mothers room is available Friday through Sunday during meeting hours.	\$5,000.00
Recharge Zone	Attendees will be eager to visit this designated area in OMED Central on the exhibit floor to recharge their devices and themselves! Sponsor will receive hanging logo on locater sign, branded seating area, and recognition in the program and mobile app.	\$20,000

Carpet Overlays	Place your branding on one set or multiple sets of these carpet overlays throughout the Exhibit Hall and capture the attention of attendees while they are traveling through the hall.	Call for pricing
Participant List	Receiving a participant mailing list.	\$1,350

### Presentation Opportunities

Item	Description	Price
General Session Speaker - Friday	Align your organization with thought leaders in the osteopathic industry. Don't miss out on sponsoring this main attraction. Sponsor will receive recognition during the session, on the website, mobile app, and onsite signage.	\$50,000.00
General Session Speaker - Saturday	Align your organization with thought leaders in the osteopathic industry. Thousands attend the opening and closing general sessions, don't miss out on sponsoring this main attraction. Sponsor will receive recognition during the session, and in the program, platform, and onsite signage.	\$50,000.00
Student Track	Sponsor will be provided with recognition on the website, platform, onsite signage and able to provide a 2-minute welcome greeting on first day of meeting.	\$40,000.00
Resident Track	Sponsor will be provided with recognition on the website, platform, onsite signage and able to provide a 2-minute welcome greeting at start of the meeting.	\$35,000.00
Lunch and Learn	Sponsor this hot ticket and hot topic item! The Lunch and Learn brings food for thought to conference attendees during a 60-minute CE session. AOA is excited to bring most current and relevant continuing education at annual conference, but recognizes our attendees desire for fun, social programming as well. Along with the support from excellent, committed sponsors, we can provide this experience to our conference attendees!	\$40,000.00

## Social & Networking Opportunities

Item	Description	Price
Yoga Session	Help energize attendees by sponsoring one of the daily 60-minute mindful movement yoga session. Sponsor will receive recognition on signage. Enhance this offering to include a branded plush, sweat wicking yoga towel or water bottle. Price upon request. <i>(Three sessions - Cost is per session).</i>	\$8,500.00
Cuddle Station	Sponsor the exhibit hall's most-loved four-legged attraction. Back by popular demand, this sponsorable opportunity is a great way to include your branding in a highly visited stop inside the exhibit hall. Sponsor receives recognition on the website, platform, and signage. Sponsor allowed to have one representative at the cuddle station to interact with attendees.	\$20,000.00
Registration Welcome Food & Entertainment Thursday Afternoon <u>or</u> Friday Morning	Help make every moment an experience at OMED 2021 starting at Registration. Welcome attendees with music and light refreshments as they check into the conference. Sponsor will receive recognition on signage and logo on the website. Select from Thursday afternoon or Friday morning. <i>(Cost is per day).</i>	\$10,000.00
Welcome Reception	Sponsor the networking reception, the official celebration of OMED 2022. Attendees will enjoy an hour of entertainment, networking, and fun! Sponsor will receive recognition on the website, platform, and signage.	\$45,000.00
General Session Coffee Break - Friday <u>or</u> Saturday	Fuel conference attendees with some much-needed caffeine! Take advantage to this social activity that bring together attendees during a quick break and much needed coffee fix. Opportunity allows for company representative to engage with attendees as they grab a cup. Branding opportunities include signage, napkins, and platform. <i>(Cost is per day).</i>	\$20,000.00
General Session Coffee & Continental Breakfast - Friday <u>or</u> Saturday	Nourish conference attendees before a busy day of learning and networking! Take advantage to this social activity that bring together attendees during a quick continental breakfast. Opportunity allows for company representative to engage with attendees as they grab a bite. Branding opportunities include signage, napkins, and platform. <i>(Cost is per day).</i>	\$35,000.00
All Day Coffee Break Friday <u>or</u> Saturday <u>or</u> Sunday	Fuel conference attendees with some much-needed caffeine! Take advantage to this social activity that bring together attendees during a quick break and much needed coffee fix. Opportunity allows for company representative to engage with attendees as they grab a cup. Branding opportunities include signage, napkins, and mobile app. <i>(Cost is per day).</i>	\$40,000.00
Lunch on Exhibit Floor Friday <u>or</u> Saturday	Sponsorship opportunity provides companies direct access to attendees, allowing the company to distribute daily lunch vouchers to drive booth traffic. Opportunity provides maximum exposure in the restaurant pavilion including branding on banners, floor clings, website and platform! Opportunity available either on Friday or Saturday. <i>(Cost is per day).</i>	\$50,000.00
Exhibit Hall Morning Coffee Friday – 9am - 9:30am <u>or</u> Saturday – 9am – 9:30am	Fuel conference attendees with some much-needed caffeine! Take advantage to this social activity that bring together attendees during a quick break and much needed coffee fix. Opportunity allows for company representative to engage with attendees as they grab a cup. Branding opportunities include signage, napkins, and platform. <i>(Cost is per day).</i>	\$20,000.00
Student Mentor Boxed Lunch	Sponsor this unique opportunity for students to connect with their mentors while enjoying a meal together. Sponsor will receive recognition during the event, in the program, mobile app, and onsite signage. Sponsor to have one representative available to greet attendees.	\$8,000.00
Cooking / Chef Demo in OMED Central	Attendees will enjoy a live cooking demonstration on the exhibit floor while sponsor can take advantage of this perfect opportunity to connect their brand with everyone's favorite motivator... food!	\$5,000.00

To secure a sponsorship opportunity or to discuss a customized package, contact Darcy Steinberg-Hastings at [dsteinberg@osteopathic.org](mailto:dsteinberg@osteopathic.org) or 312/202-8008 and Heather Jastremski at [hjastremski@osteopathic.org](mailto:hjastremski@osteopathic.org) or 312/202-8128