



OMED[®] 24

Osteopathic Medical Education Conference
Sept. 20-22 • San Antonio, TX

Exhibitor and Sponsorship Prospectus

The Premier Osteopathic Medical Event of the Year!





THE OPPORTUNITY TO MAKE AN IMPACT ON THE OSTEOPATHIC COMMUNITY IS HERE

You are invited to join the American Osteopathic Association (AOA) as an exhibitor at the 2024 Osteopathic Medical Education Conference (OMED24), taking place September 20-22, 2024 (Exhibits: September 20-21) at the Henry B. Gonzalez Convention Center in San Antonio. Presented annually, OMED is AOA's premier educational event showcasing osteopathic medicine across multiple specialties and is planned in conjunction with AOA specialty college affiliates. In addition, the annual meeting allows AOA to continue to strengthen its relationship and partnership with osteopathic affiliated organizations, including colleges of osteopathic medicine.

The osteopathic community will gather in San Antonio to obtain high quality education, discuss clinical science, network with one another, and learn about your latest technology and services. Become an OMED24 exhibitor and reach osteopathic physicians (DOs) in primary care specialties such as family medicine, internal medicine, and pediatrics as well as those who provide care in specialties like emergency medicine, obstetrics & gynecology, surgery, and more.

OMED[®]24 IS HEADED TO TEXAS!

AOA is excited about attendance in 2024 as Texas ranks sixth in the country among states having more than 5,000 DOs in practice.



TOP CME TOPICS OF INTEREST:

- Cardiovascular Disease
- Musculoskeletal Health
- Infectious Diseases
- Physician Wellness
- Diabetes Mellitus

As guardians of wellness, OMED24 attendees will be actively searching for the latest advances. Your technology and services, combined with their whole-person approach, will empower them to provide their patients with the most comprehensive care.

[WEBSITE](#)

[FLOOR PLAN](#)

[RESERVE A BOOTH](#)

[EXHIBITOR LIST](#)

SHOWCASE YOUR DEDICATION TO CHANGING LIVES – BODY, MIND, AND SPIRIT

Share your latest innovations and solutions that support the osteopathic industry in their facilities and beyond. Whether your organization provides tools for advancing patient care or helps improve everyday activities outside of the workplace, this is the conference to reach an energetic audience.

Be where your customers will be! Attendees will visit the Exhibit Hall in search of your products and services related to:

Addiction
Allergy
Anti-inflammatory
Asthma/COPD
Cardiovascular
CME/Board Prep Course
Dermatology
Diabetes
Documentation/EMR/ HIT
Education/Educational Institution
Gastrointestinal
Government
Hospital/Healthcare Institution
Insurance
Medical Devices
Medical Equipment
Mental Health
Neurology
Non-Profit
Nutraceutical

Osteopathic Affiliate
Osteopathic Medical School
Osteopathic Specialty
Pain Management
Personal Care
Pharmaceutical
Physical Therapy
Practice Management
Professional Practice
Psychiatrics
Publisher
Recruiting
Scientific
Software
Sports Medicine
Technology
Weight Loss
Women's Health
Wound Care



57%
OF DOs
PRACTICE IN
PRIMARY
CARE FIELDS

43%
OF DOs
PRACTICE
IN OTHER
SPECIALTIES

**AOA IS
LOOKING
FORWARD TO
OVER 3,000
PARTICIPANTS!**

[WEBSITE](#)

[FLOOR PLAN](#)

[RESERVE A BOOTH](#)

[EXHIBITOR LIST](#)

GET IN FRONT OF THE LARGEST GATHERING OF OSTEOPATHIC PHYSICIANS IN THE WORLD!

WHO ATTENDS?

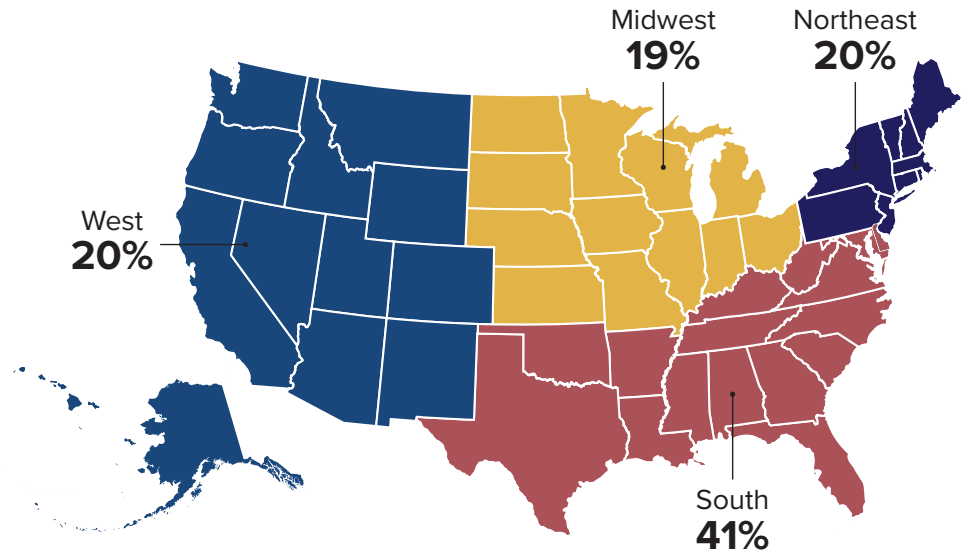
- DOs
- MDs
- PhDs
- Allied Health Professionals

TOP AREAS OF PRACTICE

- Family Medicine
- Internal Medicine
- Pediatrics
- Family Medicine/ OMT
- Emergency Medicine
- Physical Medicine & Rehab
- Psychiatry
- Surgery
- Obstetrics & Gynecology
- Neurology

TOP AREAS OF INTEREST IN THE EXHIBIT HALL

- Cardiology
- Dermatology
- Education
- Hospital/Health Care Institution
- Medical Devices
- Pain Management
- Practice Management



**YOU CAN'T REACH THIS AUDIENCE ANYPLACE ELSE!
RESERVE YOUR EXHIBIT SPACE TODAY**

1-703-631-6200 | 1-800-564-4220 | omedexhibits@spargoinc.com
omed.osteopathic.org



[WEBSITE](#)

[FLOOR PLAN](#)

[RESERVE A BOOTH](#)

[EXHIBITOR LIST](#)

POSITION YOUR ORGANIZATION FRONT AND CENTER AMONG THIS THRIVING MEDICAL PROFESSION

Doctors of Osteopathic Medicine, or DOs, make up one of the fastest-growing segments of the healthcare profession. DOs are fully licensed physicians who practice in all areas of medicine, but they practice health care differently, emphasizing a whole-person approach to care. They practice using the latest science and technology, but also consider options to complement pharmaceuticals and surgery.

There are currently more than 140,000 DOs in the U.S., with more than half that number practicing in primary care. What began as a small profession with a distinctive philosophy has grown to become a critical component of the nation's health care system.

GROWTH IN THE PROFESSION

The osteopathic medical profession is positioned to continue growing exponentially. **Over the past three decades, the total number of DOs and osteopathic medical students has more than quadrupled to reach 186,871 in 2023.**

7,800+

New osteopathic physicians joined the health care workforce in Spring 2023.

148,829

Osteopathic physicians in the U.S.



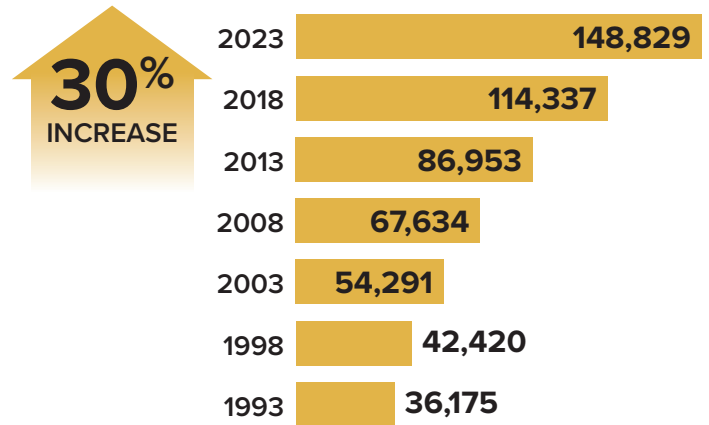
38,042

Osteopathic medical students in the U.S.



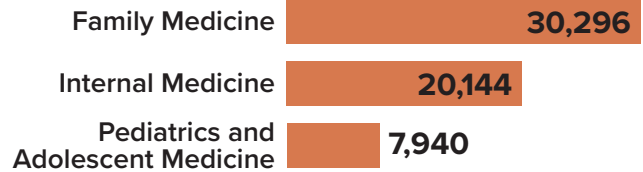
TOTAL DOs IN THE U.S.

In 2023, the total number of osteopathic physicians in the U.S. reached almost 149,000—a 30% increase over the past five years.



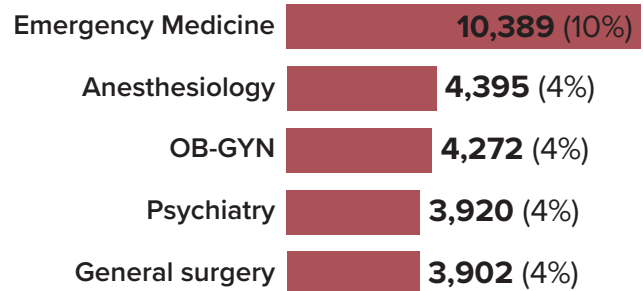
DOs IN PRIMARY CARE SPECIALTIES

Though DOs bring their distinctive approach to every field and specialty across the landscape of medicine, the osteopathic profession plays a major role in meeting the nation's primary care workforce needs.



TOP 5 NON-PRIMARY CARE SPECIALTIES

Over the past two decades, the number of DOs choosing to pursue non-primary care specialties has increased significantly, leading to the expansion of osteopathic principles and practice across the full range of medicine.



Today, more than ever before, 25% of all U.S. medical students are pursuing careers in osteopathic medicine. The number of osteopathic medical schools have more than doubled over the past two decades. During the 2023-24 academic year, the AOA's Commission on Osteopathic College Accreditation (COCA) will accredit 40 colleges of osteopathic medicine offering instruction at 65 locations to more than 38,000 medical students.



40

Colleges in 65 locations

[WEBSITE](#)

[FLOOR PLAN](#)

[RESERVE A BOOTH](#)

[EXHIBITOR LIST](#)



**A M E R I C A N
O S T E O P A T H I C
A S S O C I A T I O N**

LEARN MORE

ABOUT AOA

Advancing the distinctive philosophy and practice of osteopathic medicine, AOA represents more than 186,000 osteopathic physicians and medical students across the U.S. As the primary certifying body for DOs and the accrediting agency for all osteopathic medical schools, the AOA works to accentuate the distinctiveness of osteopathic principles and the diversity of the profession. In addition to promoting public health and encouraging scientific research, the AOA advocates at the state and federal levels on issues that affect DOs, osteopathic medical students, and patients.

Connect with us on and off the show floor!



EXHIBITOR INFORMATION

VENUE

**Henry B. Gonzalez
Convention Center**
900 E Market Street
San Antonio, TX 78205

EXHIBITS OPEN

Friday, September 20, 2024

9:30 am – 3 pm

Saturday, September 21, 2024

9:30 am – 3 pm

Schedule subject to change

EXHIBIT SPACE RATES

Standard Rate \$40.00 per square foot

Premium Rate \$43.00 per square foot

Corner Rate \$250.00 per corner

Non-Profit / AOA Affiliate Rate \$25.00 per square foot

COM Rate \$2,850 per first 10'x10'

All exhibit space includes the following:

- Basic Exhibitor Listing (Upgrade available for a fee)
- Six Exhibit Hall Staff Badges per 10'x10'
 - Two Exhibit Hall Staff Badges per Additional 10'x10'
- 8' High Backwall Drape
- 3' High Sidewall Drape
- 7" x 44" Identification Sign (Inline booths only)



WHAT ARE EXHIBITORS SAYING?

"We experienced a very positive reception – Great venue, great participation of the attendees."

"We had good conversations for recruitment to our COM and our residency programs and fellowships. We also enjoyed having Med School Central where all of the COMs were grouped together."

"We have had more successful leads and sales at this conference than any other event we have attended."

WEBSITE

FLOOR PLAN

RESERVE A BOOTH

EXHIBITOR LIST

THINK BEYOND THE BOOTH—STAND OUT AMONG THE COMPETITION THROUGH ADDITIONAL OPPORTUNITIES AND SPONSORSHIPS



Product Theater

Product Theaters provide a forum to gather and discuss issues on patient education, specific products, services or new clinical science. Lasting 45-minutes in the Exhibit Hall, each Product Theater slot includes food and beverage provided by AOA. Due to popular demand, we are pleased to offer two morning slots and two afternoon slots. The afternoon slots are unopposed to CME sessions.

The AOA recognizes that Product Theaters are promotional and may concentrate on a specific product or drug. These sessions do NOT receive CME credit.

[LEARN MORE](#)

WHAT IS INCLUDED?

- Theater-style seating for up to 180 attendees
- Food and beverage
- Listing in the digital program
- Listing on the event mobile app
- (2) lead retrieval units and (2) temporary staff to scan attendee badges as they enter the theater
- Onsite signage/recognition
- Logo on OMED 2024 website
- Riser and lectern with wired microphone
- Audio visual equipment (wired microphone, presentation laptop computer, remote slide advancer/ laser pointer, projector, screen, AV technician)
- Attendee list prior to the meeting

Featured Exhibitor Listings

Gain increased exposure on the OMED24 Exposition website by securing a Featured Exhibitor Listing! Attendees will be drawn to Featured Exhibitor Listings with logos, longer company descriptions, product photos with descriptions, videos, press releases, and more.

[LEARN MORE](#)

FOR MORE INFORMATION ON PRODUCT THEATERS OR FEATURED EXHIBITOR LISTINGS CONTACT:

1-703-631-6200 | 1-800-564-4220 | omedexhibits@spargoinc.com

SPONSORSHIP OPPORTUNITIES



PRESENTATION OPPORTUNITIES: (Call for Pricing)

- **General Session:** Align your organization with thought leaders in the osteopathic industry. Don't miss out on sponsoring this main attraction. The Sponsor will receive recognition during the session, as well as on the event platform, mobile app, and onsite signage.
- **Student Track:** The Sponsor will be provided with recognition on the website, platform, and onsite signage and able to provide a 2-minute welcome greeting on the first day of the meeting.
- **Lunch & Learn:** Sponsor this hot ticket and hot topic item! The Lunch and Learn allows for a 45-minute presentation with a 5-minute Q&A session for a maximum of 125 in-person participants (Food provided by the AOA). As an added bonus, pre-recording of the presentation provides additional virtual exposure on the event platform and on-demand access until the end of 2024. Sponsors can optionally send gift cards to the virtual audience to purchase lunch. *Cost is per day.*
- **Symposia:** CME Symposia are a valued educational component of the OMED Annual Meeting. OMED offers several opportunities to hold these dynamic sessions, supported by educational grants and certified for AOA CME credit and *AMA PRA Category 1 Credit™* by the AOA.

SOCIAL & NETWORKING OPPORTUNITIES

- **Puppy Cuddle Station:** Sponsor the exhibit hall's most-loved four-legged attraction. Back by popular demand, this sponsorship 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. The sponsor is allowed to have one representative at the cuddle station to interact with attendees. (\$20,000)

- **Registration Welcome-Food & Entertainment:** Help make every moment an experience at OMED 2024 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. *Cost is per day.* (\$10,000)
- **Welcome Reception:** Fully sponsor this highly celebrated networking reception, the official celebration of OMED 2024. Attendees will enjoy an hour of entertainment, networking, and fun! Sponsor will receive recognition on the website, platform, and signage. (\$45,000)
- **Welcome Reception Drink Sponsor:** Pick your signature drink to be served in logo-laden cups along with custom-designed branded napkins with your organization's logo. Event signage will acknowledge your sponsorship at this highlighted event. (\$10,000)
- **Welcome Reception Entertainment Sponsor:** As the entertainment sponsor, your organization will be acknowledged by the band along with recognition on event signage and promotion in daily email (\$8,000)
- **General Session Coffee Break:** Fuel conference attendees with some much-needed caffeine! Take advantage of this social activity that brings together attendees during a quick break and much-needed coffee fix. The opportunity allows for company representatives to engage with attendees as they grab a cup. Branding opportunities include signage, napkins, and event platform. *Cost is per day.* (\$20,000)
- **General Session Coffee & Continental Breakfast:** Nourish conference attendees before a busy day of learning and networking! Take advantage of this social activity that brings together attendees during a quick continental breakfast. The opportunity allows for company representatives to engage with attendees as they grab a bite. Branding opportunities include signage, napkins, and event platform. *Cost is per day.* (\$35,000)



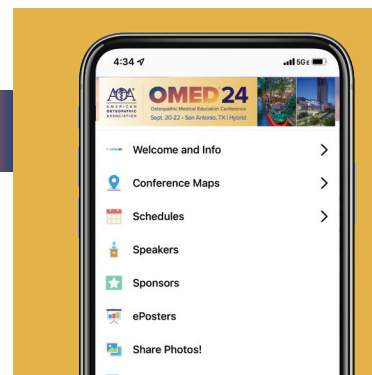
SOCIAL & NETWORKING OPPORTUNITIES, continued

- **Main Stage Entertainment Sponsor:** Enjoy recognition from the featured entertainment, event sponsorship signage, and promotion in a daily event email for this session of fun and connection. *Cost is per day. (\$8,000)*
- **Saturday Networking Event Entertainment Sponsor:** As the entertainment sponsor, your organization will be acknowledged by the band along with recognition on event signage and promotion in daily email. (\$8,000)
- **Saturday Networking Event Drink Sponsor:** Pick your signature drink to be served in logo-laden cups along with custom-designed branded napkins with your organization's logo. Event signage will acknowledge your sponsorship at this highlighted event. (\$10,000)
- **Restroom Sponsor:** Your company logo, displayed in a highly visible window corner, will be viewed by all within one set of session hall restrooms. Small bottles of branded hand sanitizers, along with custom-designed paper hand towels featuring your company's logo, will be available for all attendees. (\$10,000 for two sets of restrooms)
- **All Day Coffee Break-One Day of Event:** Fuel conference attendees with some much-needed caffeine! Take advantage of this social activity that brings together attendees during a quick break and much-needed coffee fix. The opportunity allows for company representatives to engage with attendees as they grab a cup. Branding opportunities include signage, napkins, and mobile app. *Cost is per day. (\$40,000)*
- **Morning Coffee with Exhibitors:** Increase your marketplace visibility by sponsoring the 'Coffee with Exhibitors' hour. Signage will include company name, logo, and location in the Exhibit Hall; inclusion as a sponsor of the 'Coffee with Exhibitors' hour in the conference program and sponsorship recognition. Branding opportunities include. *Cost is per day. Friday 9 a.m.-10 a.m. or Saturday 9 a.m.-10 a.m. (\$10,000)*

- **Lunch in Exhibit Hall:** Sponsorship opportunity provides companies with 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 event platform! Opportunity is available either on Friday or Saturday. *Cost is per day. (\$50,000)*
- **Student Mentor Boxed Lunch:** Sponsor this unique opportunity for students to connect with their mentors while enjoying a meal together. The 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)

BRANDING/ADVERTISING OPPORTUNITIES

- **Lanyards:** Lanyards are considered one of the best options for brand visibility. Stay on attendees' minds by having your company's logo on all conference lanyards. (\$15,000)
- **Exhibit Hall Carpet Overlays (Floor Clings):** Place your branding on one set or multiple sets of these carpet overlays throughout the Exhibit Hall and capture attendees' attention while traveling through the hall. (Call for pricing).
- **Hotel Key Cards:** Customized hotel keycards with your personalized design will be distributed to meeting attendees upon check-in to their OMED 2024 hotels. (*rights only*). The sponsor will collaborate with the card developer company independently for design and payment. (\$10,000)
- **Hotel Key Card Sleeves:** Get your company name and/or brand logo on the minds of attendees as soon as they arrive at the conference! Key sleeves are viewed multiple times each day by attendees staying at the conference hotel(s). The sponsoring company will work directly with the hotel(s) on room key sleeve design, production, disbursement, and payment of related expenses. (\$3,000/hotel)



BRANDING/ADVERTISING OPPORTUNITIES, continued

- **Reusable Water Bottles with Organization's Logo:** Use your organization's custom logo and artwork to promote your brand while eliminating single-use waste, thereby helping people and the planet. (\$15,000)
- **Half-Meter Boards:** Attendees will take notice of your corporate logo/graphics on all signs throughout the convention center. Opportunity includes the production, installation, and removal of all signs. Sponsor will design all art files to provided specifications. (\$600/board)
- **Exhibit Hall Aisle Signs:** 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. (Call for pricing)
- **Water Stations:** Be the company to thank for keeping attendees hydrated throughout the conference! (\$4,000)
- **Personalized Do Not Disturb Signs:** Help the attendees get some privacy with a personalized Do Not Disturb sign. This is a great way to get your company name out to the attendees and anyone staying in the hotel. The sponsoring company will work directly with the hotel on the Do Not Disturb sign design, production, disbursement, and payment of related expenses. (\$2,000/hotel)
- **Convention Center Wi-Fi Partial Sponsor:** Help in sponsoring complimentary Wi-Fi access for all attendees throughout the duration of the event. Sponsorship includes customized sponsorship recognition & log-in when accessing Wi-Fi, sponsorship recognition on the event website, and sponsorship recognition through general on-site signage. (\$15,000)

- **Door Drops:** Deliver your message directly to conference attendees in their rooms with a door drop, featuring marketing materials from your organization. (\$25,000)
- **Roaming Photo Booth:** A popular aspect for OMED, our onsite roaming photo booth can feature your company's logo and/or image as part of the background, so each attendee has a keepsake and reminder of the event and your company. (\$5,000)
- **Member Incentive:** Sponsor to provide any AOA member who attends in-person and stays in the hotel room block (up to 750 people) a \$20 voucher to be utilized at any outlet in the convention center. The sponsor logo will appear on the voucher, sponsor can provide a welcome letter to the attendee that will be provided to the attendee when they check in to the hotel. (\$20,000)

DIGITAL OPPORTUNITIES

- **Conference Mobile App Main Sponsor:** Have your company act as the Official Conference Mobile App Sponsor, with guaranteed exposure throughout this amazing event. The conference app acts as a central hub for attendees, designed to assist them in building schedules, locating exhibitors in the Exhibit Hall, and staying current on conference items throughout the weekend. Your organization will be branded as the official sponsor of the app, with several opportunities for logo and ad placements within the app and event signage. (\$10,000)
- **Mobile App Newsfeed Banner:** Mobile App Newsfeed Banners are displayed as a slideshow above the conference feed messages and rotate every seven seconds. Ads can be configured to open a sponsor details page within the app or link out to external web pages. Image files should be in .png or .jpg format with 2400 x 600 px dimensions and up to 2 MB in size. (\$3,500)

DIGITAL OPPORTUNITIES, continued

- **Daily Event 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 containing key information and meeting highlights. Include your hyperlinked ad in these emails and gain visibility before and during the meeting. (*4 emails - cost is per email*) (\$3,000 each)
- **Conference Push Notifications:** Alerts can be sent through text messaging designed to promote your booth, new product, service, or even a giveaway. This opportunity provides one message to all in-person and virtual attendees (\$5,000)
- **Digital Program Advertisements:** Full- & Half-Page Ads: Receive visibility among all in-person and virtual conference participants by including an OMED24 online digital program ad! (Full page ad \$3,000.00/ Half page ad \$2,000.00)
- **Social Media Posts:** Two social media posts to 4 of the AOA's highly followed social media platforms. (\$3,000)
- **Bumper Video:** Promote your company with our housekeeping video/slide show, displayed on the Main Stage during the General Session. As one of the optimal times in which nearly all attendees are present, your company can reach the maximum number of viewers. (\$5,000)
- **Headshot Lounge:** Attendees will get high-quality professional photos/headshots with instant delivery. (\$10,000)
- **Advertisements in the AOA Journal, Newsletters, and AOA App:** Include advertisements any time of the year in AOA publications reaching members and partner organizations. (Call for pricing).

ATTENDEE ENGAGEMENT

- **Conference Mailing List:** Send a mail piece to registered conference attendees pre- or post-conference by purchasing the OMED24 attendee mailing list. (\$1,350)
- **Ice Cream Social:** Sponsors will be given tickets to distribute to attendees upon their booth visit. Signage will be provided. (\$5,000) (2-hour duration)
- **Exhibition Booth Enhancement:** Encourage attendees to visit your booth with a food or drink item served during a two-hour period on either Friday or Saturday of the conference. Signage included. Please call for further information. (\$5,000)

SPONSORSHIP PACKAGES

- Packages can be individualized, and items can be exchanged within packages: Platinum, Gold, Silver
- Platinum Package Example: \$60,000
 1. Sponsor a General Session - Topic to be Discussed
 2. Exhibit Booth
 3. 1 Social Media Post
 4. 1 Attendee Communication (Daily Event Email)
 5. 1 Full-Page Digital Program Ad
 6. Attendee Mailing List
 7. Bumper Video
- Select Your Organization's Specific Sponsorship Items to Best Reach Your Target Audience

Have an idea that is not on the overview?

Please contact Heather Jastremski

(hjastremski@osteopathic.org) at 312-202-8128 or

Darcy Steinberg-Hastings (dsteinberg@osteopathic.org) at 312-202-8008 to discuss.

BUSINESS SUITES

- **Focus Group Space:** One-day rental of single room space to hold focus group meetings. Pricing is dependent on size. Sponsor to provide food. (Call for pricing)
- **Buildout Rooms on Exhibit Floor:** 3 rooms in total are available for two-day rental (Friday & Saturday) at the conference. Includes furniture. Sponsor to provide food (\$5,000/room)
- **VIP Room:** Include a table, representatives, and signage for your company in the VIP room for a more intimate networking experience—and increased opportunities to access attendees. (\$10,000)
- **Featured Sponsor Lounge:** Receive double the exposure with a featured sponsored lounge located within the Exhibit Hall, one of our most heavily trafficked locations, with designated networking opportunities, receptions, complimentary coffee breaks, product showcases, and more. (\$15,000)

Sponsorship Contacts:

Heather Jastremski

(hjastremski@osteopathic.org)

312-202-8128

Darcy Steinberg-Hastings

(dsteinberg@osteopathic.org)

312-202-8008