

# OMED<sup>®</sup> 18

october 5-9 | san diego



## Product Theater Presentations to Reach the **DO Physician Audience!**

**Product Theaters** are 45-minute presentation sessions that provide supporters with a high-value live marketing opportunity to reach motivated Doctors of Osteopathic Medicine (DOs) in a private session held in the Exhibit Hall at the San Diego Convention Center. These unopposed sessions are scheduled during lunch, therefore referred to as *Lunch and Learns*. Product Theaters provide a forum to gather and discuss issues on patient education, specific products, services or new clinical science. The AOA recognizes that product theaters are promotional and may concentrate on a specific product or drug. These sessions do NOT receive CME credit.

### 2018 Product Theater Benefits

- Meeting space for up to 200 attendees
- Registration bag insert
- Logistical assistance
- Audio-visual equipment (screen, microphone, laser pointer, LCD projector, computer and AV Tech)
- Stage with raised podium and microphone
- Lead retrieval units
- Dedicated staff to manage all product theaters
- Recognition on website
- Signage in high-traffic locations

*Note: Food & Beverage provided by AOA*

### Product Forums

are 30-minute presentations in the exhibit hall designed for companies whose offering has a hands-on educational component.

### 2018 Product Forum Benefits

- Forum is set classroom style in the exhibit hall for 50 attendees
- Basic AV, monitor, podium
- Recognition on website

*Note: Food & Beverage provided by AOA*

**AOA's OMED**

the venue for

**200**

Osteopathic Physicians



# What is a **DO**?

**Doctors of Osteopathic Medicine** represent one of the fastest-growing segments of healthcare professionals in the United States. Osteopathic medicine brings a patient-centered approach to traditional medicine with an emphasis on the interrelated unity among all systems of the body, each working with the other to heal in times of illness. DOs treat the whole person to prevent, diagnose and treat illness and injury.

DOs are fully licensed to prescribe medicine and practice in any specialty area, including surgery.

DOs write  
over **100**  
prescriptions  
per week



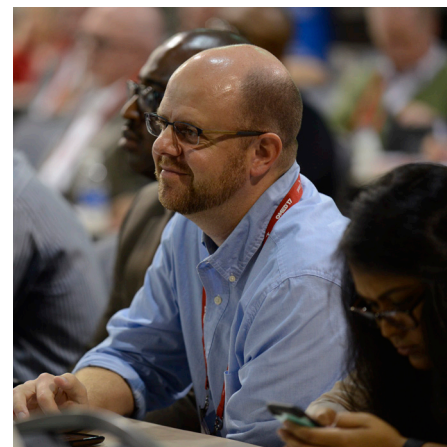
## DOs primarily specialize in **Primary Care**

- **31.1%** Family and General Practice
- **15.4%** General Internal Medicine
- **6.5%** Pediatrics and Adolescent Medicine
- **2.6%** OMM or OMT

## QUICK DO FACTS

- DOs are young: **53% are under 45** years of age
- DOs see over **100 patients** per week and write over **100 prescriptions**
- DOs are **early adopters** and 1 in every 4 DOs are likely to prescribe a new promising drug
- Disease states that DOs treat most often: Diabetes, Cardiovascular, Obesity, Respiratory Diseases, Women's Health (HRT, Osteoporosis, Fibromyalgia), Adult Vaccination, Anxiety & Depression, Pain Management, Sexual Health in Women, Headache, Alzheimer's Disease, Pediatrics, Sleep Disorders, HER, Palliative Care, ADHD, Sexual Health of Men, Hepatitis C, HIV, Narcolepsy

**AOA's OMED** is the largest gathering of osteopathic physicians in the world and the only meeting targeting all specialties. It is the premier opportunity to meet face-to-face with DOs.



Visit us at: [www.OMED.osteopathic.org](http://www.OMED.osteopathic.org)

# OMED 18 PRODUCT THEATER APPLICATION

**Company Information:** Company name and address information should be completed exactly as they will appear in official AOA publications.

Company: \_\_\_\_\_

**Contact Information:** Only the designated official contact(s) will receive product theater info and logistical kit.

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ E-Mail: \_\_\_\_\_

## Product Theater Selection:

Product Theater Lunch  \$55,000

Product Forum  \$12,500

Are you interested in a Mailing List Rental?  Yes  No

Title: \_\_\_\_\_

Time Choice: \_\_\_\_\_  
Date Time

## Product Theater Time Options:

Saturday, Oct. 6  12:15-1:00 PM  
 12:15-1:00 PM

Sunday, Oct. 7  12:15-1:00 PM  
 12:15-1:00 PM

Monday, Oct. 8  12:15-1:00 PM  
 12:15-1:00 PM

## Product Forum Time Options:

Saturday, Oct. 6  
 12:15-1:00 PM

Sunday, Oct. 7  
 12:15-1:00 PM

Monday, Oct. 8  
 12:15-1:00 PM

## Agreement:

*We the undersigned, hereby make application for specified product theater opportunity at 2018 OMED Conference to be held October 5-9 at the San Diego Convention Center. A signature on this application indicates an understanding and agreement to comply with all policies, rules, regulations, terms and conditions of the AOA. This contract is binding once signed.*

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment is due in full July 1, 2018.**

## Payment Information:

Full Payment Amount Enclosed  
\$ \_\_\_\_\_

Check (Payable to AOA)

Check # \_\_\_\_\_

**Mail to:** Conventus Media,  
55 Ferncroft Rd., Ste. 200,  
Danvers, MA 01923

Credit Card

Credit card payments will now be completed on the secure OMED Payment Portal. A link will be delivered with your invoice.

Applications may be scanned to:  
**omed@conventusmedia.com**  
or faxed to **866-334-4219**.

**CONTACT:** Janice Hurlbert  
(On behalf of AOA)

Conventus Media  
Tel. 978-578-8843  
jhurlbert@conventusmedia.com

## Overview

Thank you for your interest in hosting a Product Theater or Product Forum at the American Osteopathic Association Annual OMED Meeting. These guidelines and regulations are in place to comply with various internal and external policies to which AOA adheres.

AAOA may inform attendees in the following ways:

- Schedule listings in the OMED digital program, OMED Phone App and OMED Daily News & Schedule.
- Information will be included on the AOA's OMED website.
- The following standard AV equipment is included for Product Theaters only: \*
  - LCD Projector
  - Screen
  - Podium with microphone
  - 1 hand held, 1 wireless mic
  - Laser Pointer
  - AV Tech and laptop
  - Badge Scanners
- The following is included in the fee for Product Forums:
  - Room Set
  - Basic AV
- Food & Beverage is provided by AOA.

*\* The host company through our preferred vendor PSAV should arrange any equipment needed beyond what is listed. AOA will provide host with contact information.*

## Guidelines

AOA will set the room. Changes to the room set may result in a \$5,000 administration fee.

Host must use PSAV for all AV needs.

## Eligibility

Organizations must meet the following criteria and aware of these deadlines in order to be considered and accepted for participation in a Product Theater or Forum:

- Must be a contracted/paid exhibitor for AOA's OMED18 Conference.
- Must submit a completed application for review and approval.
- All materials to be distributed to attendees, including PowerPoint slides, must be submitted to AOA by September 15, 2018 for AOA approval.
- Please allow one week for review and approval

## Application Process

- The signed application must be received before a time slot can be assigned. Applications without signature will not be processed. Slots are assigned on a first-come, first-served basis. In order to help maximize the experience for Product Theater hosts and attendees, AOA reserves the right to limit competing topics/products in similar time slots.
- Applications for Product Theaters must be received by June 15, 2018. The fee must be paid in full within 30 days of receiving approval notification from AOA. If the fee is not paid by the deadline specified, the application will be forfeited, and the opportunity will be given to the next applicant (in priority order)

## Policy and Regulations

Presenters are responsible for content and agree to abide by all legal parameters and provide proper disclosures when appropriate.

Once the application has been submitted, the organization will be contacted via email regarding the receipt of the application. Confirmation letters will be sent upon approval. Once payment is received the contact information for on-site logistical arrangements will be provided.

After the program is approved any revisions to the event's content, faculty, and format must be communicated to AOA in writing. In the event that final approval is not granted, AOA will not be responsible for canceling any prior arrangements made by the requesting organization in connection with or in advance of the event. In addition, AOA is not responsible for any costs incurred for the event itself.

Written notification of cancellation must be received by AOA. The organization shall remain liable to AOA for the total fee for the cancellation.

AOA does not endorse or promote any products or services related to Product Theaters or Forums. There can be no implication in any promotional materials or handouts that they are planned, sponsored by, or endorsed by the AOA. The use of the AOA logo, name, OMED18 artwork or any representations thereof shall be only at the written consent of show management. All materials associated with Product Theater or Forums must be reviewed and approved prior to distribution.