

# EXHIBIT & SPONSORSHIP PROSPECTUS

**LOA ANNUAL MEETING**

**March 18-19-2022**

**Hilton New Orleans Riverside  
New Orleans, LA**

**FOR MORE PARTNER, EXHIBIT, AND SUPPORTER INFORMATION,  
CONTACT DANA GIBSON, DIRECTOR OF CORPORATE AND EDUCATIONAL SUPPORT  
T 804.338.6958 | [DANA@SOCIETYHQ.COM](mailto:DANA@SOCIETYHQ.COM)**

# EXHIBIT & SPONSORSHIP PROSPECTUS

## LOA ANNUAL MEETING

### The LOA's Mission

1. Encourage, develop, and increase the knowledge of orthopaedic surgery among the members and future members of the LOA.
2. Foster and assure the highest quality musculoskeletal health care through: education of orthopaedic surgeons, other health care professionals and the public; promotion of research; and communication with other professionals and the public. These and other purposes of the LOA exclusively are to foster, develop, support and augment charitable, scientific or educational activities.
3. Monitor legislation, regulations, administrative rulings, and court decisions affecting the practice of orthopaedic surgery, and provide timely reports with respect thereto to the Board of Directors.
4. Promote high moral and ethical standards, together with fellowship and good will among its members.

### YOU'RE INVITED!

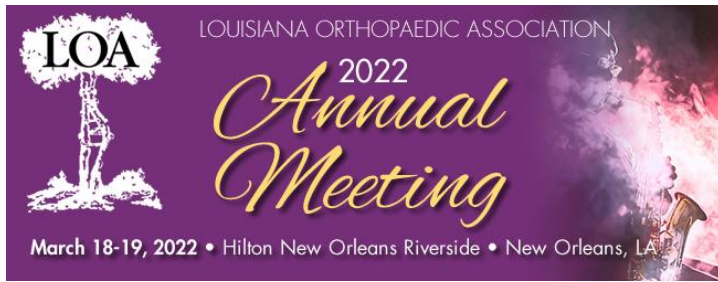
The Louisiana Orthopaedic Association is pleased to invite your organization to showcase its orthopaedic products and services, increase visibility and strengthen relationships with leading orthopaedic surgeons. Industry support is key to the success of this conference and demonstrates your commitment to improving patient care.

Show your support of orthopaedic education and participate in the Annual Meeting!



### Benefits of Exhibiting

- 5+ hours of unopposed time with attendees
- Access to orthopaedic surgeons in Louisiana from all practice settings
- Your company's profile in the mobile meeting guide (conference e-material) with options for video, links to company information, and a message feature
- Recognition on the LOA website
- Recognition on meeting signage and in the member newsletter
- A final attendee list after the meeting



## LOA Annual Meeting Program

The 2022 Louisiana Orthopaedic Association Annual Meeting brings together renowned experts to provide subspecialty and clinical updates to the practicing general orthopaedic surgeon and academic clinician, including current

concepts in sports medicine, joint replacement surgery, shoulder and elbow surgery, hand surgery, foot and ankle surgery, pediatric orthopaedics, and orthopaedic trauma. The meeting will provide an update on treatment options and the latest surgical techniques for treating common orthopaedic conditions.

### Target Audience

This program is intended for general orthopaedic surgeons.

We anticipate 200-250 attendees at the LOA Annual Meeting.

## Exhibit Schedule

Visit <https://www.louisianaortho.org/exhibits/> for updates.

**Exhibit Dates: March 18-19-2022**

**Exhibit Move-in: Thursday, March 17, 2022 | 12:00 - 5:00 pm**

### Exhibit Hours\*

*Friday, March 18, 2022*

6:30 – 7:30 am	Breakfast with Exhibitors
9:50 - 10:20 am	Coffee Break with Exhibitors
12:00 - 1:00 pm	Lunch with Exhibitors
3:10 - 3:40 pm	Coffee Break with Exhibitors
5:00 – 6:30 pm	President’s Reception with Exhibitors

*Saturday, March 19, 2022*

6:45 - 8:00 am	Breakfast with Exhibitors
9:50 - 10:20 am	Coffee Break with Exhibitors

**Exhibit Move-out: Saturday, March 19, 2022 | 10:20 am – 1:00 pm**

\*Times are subject to change

## Exhibit Application Procedures

To apply for exhibit space and view the exhibit hall floor plan, visit <https://www.louisianaortho.org/exhibits/>.  
The Exhibit Agreement is an online form.

### Exhibit Space

Exhibits are tabletop. A 6 ft, draped table and two chairs are provided for each exhibitor. See exhibit packages for details on additional exhibit space for Premier, Platinum, and Gold exhibitors.

- Exhibit space is assigned on a first come, first served basis.
- Exhibit agreements must be submitted prior to exhibit space being assigned.
- To be listed in the printed materials, submit your exhibit agreement, including full payment, by February 15, 2022.

Every effort will be made to accommodate special requests. LOA cannot guarantee preferences for exhibit space locations.

LOA reserves the right to add, move or remove exhibit tables if necessary. The floor plan is subject to change.

### Payment

**Payment is due in full when the Agreement is submitted.**

Payment can be made by credit card or check (US funds). Checks are made payable to Louisiana Orthopaedic Association and mailed to:

LOA  
Attn: Dana Gibson  
2209 Dickens Rd.  
Richmond, VA 23230

The LOA W-9 is available upon request. Contact Dana Gibson [dana@societyhq.com](mailto:dana@societyhq.com).

### Cancellation

Written cancellations received in the LOA office by January 18, 2022 will receive a 50% refund of the exhibit fee. There are no refunds for cancellations received after January 18.

#### *Exhibit Space Includes*

- 6 ft table, skirted
- 2 chairs
- 8' x 8' area for a single tabletop exhibit

#### *Cancellation Policy*

Written cancellations received in the LOA office by January 18, 2022 will receive a 50% refund of the exhibit fee. There are no refunds for cancellations received after January 18.

#### *Liability*

Exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless the Louisiana Orthopaedic Association, its officers, directors, trustees, employees, agents and contractors, from any and all claims, liabilities, losses, costs and expenses (including attorneys' fees) arising from or in connection with Exhibitor's participation in the Activity.

## Exhibit Packages

### PREMIER EXHIBITOR \$15,000

- **Exhibit Space**
  - Tabletop exhibit
  - Six in-line tabletops – 6 ft table, skirted
  - Twelve exhibitor badges (additional badges can be purchased separately)
- **Exhibit Profile in the Mobile Meeting Guide**
  - Company logo and website
  - Contact information
  - Company description
  - Company social media links
  - Company promotional video
  - Up to three links to company promotional information (ie, brochures, sales information, video)
  - Special offer option
  - Message feature
  - Live Twitter feed

- **Promotions**

Choose ONE of the following:

- Banner ad on the homepage of the LOA website
  - Due February 15, 2022
  - Ad runs March 1 – May 31, 2022 in the right hand column
  - Size: 400 px x 200 px vertical
  - Format: 72 dpi gif or jpg file, RGB or Index color

OR

- Full-page ad in the printed program at a glance
    - Due February 15, 2022
    - Size: 5" x 4.75" vertical, CMYK color, 300 dpi, no bleed
    - Format: Print ready PDF
  - One promotional email to LOA Annual Meeting pre-registration list
    - Email sent by the LOA office using Constant Contact
    - Company provides content in HTML
    - Email content due February 15, 2022. LOA will add the email distribution date to its master meeting email schedule avoiding conflicts with other emails.
  - One promotional email to LOA members
    - Email sent by the LOA office using Constant Contact
    - Company provides content in HTML
    - Email content due March 15, 2022. LOA will add the email distribution date to its master meeting email schedule avoiding conflicts with other emails.
  - Your company logo on the conference website exhibitor list with a link to your company website
  - LOA promotion of the exhibit hall in advance, during, and after of the Annual Meeting
- **Acknowledgement of Support**
    - Recognition on the LOA website
    - Recognition on the mobile meeting guide
    - Recognition on signage at the meeting (PRINT DEADLINE FEBRUARY 15)
    - Recognition in the printed program at the meeting (PRINT DEADLINE FEBRUARY 15)

- Recognition in the LOA member newsletter
- **Mobile Meeting Guide and Registration List**
  - Access to the mobile meeting guide with exhibitor login
  - Registration list with name, city, and state (pre- and post-conference)

## PLATINUM EXHIBITOR \$10,000

- **Exhibit Space**
  - Tabletop exhibit
  - Four in-line tabletops – 6 ft table, skirted
  - Eight exhibitor badges (additional badges can be purchased separately)
- **Exhibit Profile in the Mobile Meeting Guide**
  - Company logo and website
  - Contact information
  - Company description
  - Company social media links
  - Company promotional video
  - Up to three links to company promotional information (ie, brochures, sales information, video)
  - Special offer option
  - Message feature
  - Live Twitter feed
- **Promotions**

Choose ONE of the following:

  - (1) Banner ad on the Annual Meetings page or the membership page of the LOA website (based on availability)
    - Due February 15, 2022
    - Ad runs March 1 – May 31, 2022 at the top or bottom of page (based on availability)
    - Size: 728 pixels x 90 pixels horizontal
    - Format: 72 dpi gif or jpg file, RGB or Index color

OR

  - (2) Full-page ad in the printed program at a glance
    - Due February 15, 2022
    - Size: 5" x 4.75" vertical, CMYK color, 300 dpi, no bleed
    - Format: Print ready PDF
  - One promotional email to LOA members
    - Email sent by the LOA office using Constant Contact
    - Company provides content in HTML
    - Email content due March 15, 2022. LOA will add the email distribution date to its master meeting email schedule avoiding conflicts with other emails.
  - Your company logo on the conference website exhibitor list with a link to your company website
  - LOA promotion of the exhibit hall in advance, during, and after of the Annual Meeting
- **Acknowledgement of Support**
  - Recognition on the LOA website
  - Recognition on the mobile meeting guide
  - Recognition on signage at the meeting (PRINT DEADLINE FEBRUARY 15)
  - Recognition in the printed program at the meeting (PRINT DEADLINE FEBRUARY 15)

- Recognition in the LOA member newsletter
- **Mobile Meeting Guide and Registration List**
  - Access to the mobile meeting guide with exhibitor login
  - Registration list with name, city, and state (pre- and post-conference)

## GOLD EXHIBITOR \$5,000

- **Exhibit Space**
  - Tabletop exhibit
  - Two in-line tabletops – 6 ft table, skirted
  - Four exhibitor badges (additional badges can be purchased separately)
- **Exhibit Profile in the Mobile Meeting Guide**
  - Company logo and website
  - Contact information
  - Company description
  - Company social media links
  - Company promotional video
  - Up to three links to company promotional information (ie, brochures, sales information, video)
  - Special offer option
  - Message feature
  - Live Twitter feed
- **Promotions**
  - Complimentary full-page ad in the printed program at a glance
    - Due February 15, 2022
    - Size: 5" x 4.75" vertical, CMYK color, 300 dpi, no bleed
    - Format: Print ready PDF
  - One promotional email to LOA Annual Meeting pre-registration list
    - Email sent by the LOA office using Constant Contact
    - Company provides content in HTML
    - Email content due February 15, 2022. LOA will add the email distribution date to its master meeting email schedule avoiding conflicts with other emails.
  - Your company logo on the conference website exhibitor list with a link to your company website
  - LOA promotion of the exhibit hall in advance, during, and after of the Annual Meeting
- **Acknowledgement of Support**
  - Recognition on the LOA website
  - Recognition on the mobile meeting guide
  - Recognition on signage at the meeting (PRINT DEADLINE FEBRUARY 15)
  - Recognition in the printed program at the meeting (PRINT DEADLINE FEBRUARY 15)
  - Recognition in the LOA member newsletter
- **Mobile Meeting Guide and Registration List**
  - Access to the mobile meeting guide with exhibitor login
  - Registration list with name, city, and state (pre- and post-conference)

## SILVER EXHIBITOR \$2,500

- **Exhibit Space**
  - Tabletop exhibit
  - One 6 ft table, skirted
  - Three exhibitor badges (additional badges can be purchased separately)
- **Exhibit Profile in the Mobile Meeting Guide**
  - Company logo and website
  - Contact information
  - Company description
  - Company social media links
  - Company promotional video
  - Up to three links to company promotional information (ie, brochures, sales information, video)
  - Special offer option
  - Message feature
  - Live Twitter feed
- **Promotions**
  - Complimentary full-page ad in the printed program at a glance
    - Due February 15, 2022
    - Size: 5" x 4.75" vertical, CMYK color, 300 dpi, no bleed
    - Format: Print ready PDF
  - Your company logo on the conference website exhibitor list with a link to your company website
  - LOA promotion of the exhibit hall in advance, during, and after of the Annual Meeting
- **Acknowledgement of Support**
  - Recognition on the LOA website
  - Recognition on the mobile meeting guide
  - Recognition on signage at the meeting (PRINT DEADLINE FEBRUARY 15)
  - Recognition in the printed program at the meeting (PRINT DEADLINE FEBRUARY 15)
  - Recognition in the LOA member newsletter
- **Mobile Meeting Guide and Registration List**
  - Access to the mobile meeting guide with exhibitor login
  - Registration list with name, city, and state (pre- and post-conference)

## EXHIBITOR \$1,750

- **Exhibit Space**
  - Tabletop exhibit
  - One 6 ft table, skirted
  - Two exhibitor badges (additional badges can be purchased separately)
- **Exhibit Profile in the Mobile Meeting Guide**
  - Company logo and website
  - Contact information
  - Company description
  - Company social media links
  - Company promotional video
  - Up to three links to company promotional information (ie, brochures, sales information, video)



- Special offer option
- Message feature
- Live Twitter feed
- **Promotions**
  - Your company logo on the conference website exhibitor list with a link to your company website
  - LOA promotion of the exhibit hall in advance, during, and after of the Annual Meeting
- **Acknowledgement of Support**
  - Recognition on the LOA website
  - Recognition on the mobile meeting guide
  - Recognition on signage at the meeting (PRINT DEADLINE FEBRUARY 15)
  - Recognition in the printed program at the meeting (PRINT DEADLINE FEBRUARY 15)
  - Recognition in the LOA member newsletter
- **Mobile Meeting Guide and Registration List**
  - Access to the mobile meeting guide with exhibitor login
  - Registration list with name, city, and state (pre- and post-conference)

### Exhibitor Badges

LOA exhibitor **badge names** are due by **February 15, 2022**. Email your badge names to Julie Hitt in the LOA office, [julie@societyhq.com](mailto:julie@societyhq.com).

Exhibitors can order **additional badges** for booth representatives via the [LOA credit card payment form](#). Badges are \$200/badge. Be sure to list the full name(s) for the badges on the payment form.

## Advertising & Promotional Opportunities

### Program Ads

Advertising options can be selected when completing the Exhibit & Sponsorship Agreement. Contact Dana Gibson to add an advertising order to an existing Exhibit Agreement. [dana@societyhq.com](mailto:dana@societyhq.com)

**The deadline for submitting program advertisements February 15, 2022.**

Ad Sizes	Ad Fees
Full page, 4-color advertisement, outside back cover of the printed program	\$500
Full page, 4-color advertisement, inside page of the printed program	\$400

### Ad Specs

3.5" x 4.75" vertical, CMYK color, 300 dpi, no bleed, print ready pdf format

**Print ready PDFs per the above specifications are DUE BY FEBRUARY 15, 2022.** Ads are emailed to Dana Gibson at [dana@societyhq.com](mailto:dana@societyhq.com).

### Hotel Key Card Sponsor | \$500

- Exclusive!
- Sponsor fee plus the cost of the key card
- The hotel key card sponsor provides the hotel with branded room keys for LOA guests at the Hilton New Orleans Riverside.

- The sponsor is responsible for the coordination and expense of the branded key card directly with the hotel.
- LOA staff will provide the contact information for the Hilton New Orleans Riverside.
- The sponsor fee payable to LOA is due by January 18, 2022.

### Practice Managers Meeting Sponsor | \$1,500

- Exclusive!
- LOA will provide Sponsor with a 6ft table at the door to the meeting room where Sponsor can display its product/service information and talk with the attendees.
- LOA will provide Sponsor with four complimentary representative badges for the PM Meeting.
- Sponsor will be invited to give a one hour presentation at the Practice Managers Meeting. The presentation subject matter and speaker(s) must be pre-approved by the LOA Executive Director.
- LOA will include a promotion ad and acknowledgement of Sponsor's support of the event on the LOA website and in the LOA newsletters preceding the event.
- LOA will provide acknowledgement of Sponsor's support with on-site signage in the meeting area.

### Shipping and Exhibitor Service Forms

The Hilton New Orleans Riverside shipping information and exhibitor service order forms are available on the LOA website. For updates visit <https://www.louisianaortho.org/exhibits/>.

- Audio Visual and Electrical Orders - ENCORE  
**Deadline for discounted PSAV rates is March 3, 2022**
- Shipping/Receiving - FedEx Hilton New Orleans Riverside

### Hotel Reservations

#### Hilton New Orleans Riverside

Two Poydras Street  
New Orleans, LA 70130  
504.561.0500

Group rate and reservation information is online at <https://www.louisianaortho.org/exhibits/>.

### Exhibit and Sponsorship Contacts

#### Dana Gibson, Director of Corporate & Educational Support

Email [dana@societyhq.com](mailto:dana@societyhq.com) | Telephone 804.338.6958

#### Julie Hitt, Corporate & Educational Support Administrator

Email [julie@societyhq.com](mailto:julie@societyhq.com) | Telephone 804.565.6326