



**CANADIAN ASSOCIATION OF ORTHOPAEDIC MEDICINE
EXHIBITOR OPPORTUNITIES**

REGENERATIVE ORTHOPAEDIC MEDICINE

36TH Annual Conference

Friday November 18 – Saturday November 19, 2022

Delta Hotels by Marriott, Ottawa, Ontario



**CANADIAN ASSOCIATION OF ORTHOPAEDIC MEDICINE
ASSOCIATION CANADIENNE DE MÉDECINE ORTHOPÉDIQUE**

As one of our exhibitors, you will have the ability to be present and provide additional opportunities to engage and network with our participants, share research updates, and information about your products and services. Most importantly, your commitment and support will allow us to achieve better patient outcomes by empowering healthcare providers with:

- clinical resources to grow, enhance their clinical practice and reduce barriers to change.
- make informed decisions based on evidence-informed treatments to achieve better pain management, and improve patient outcomes and well being.

Your organization will benefit from this engagement among the most interested and committed group of practitioners on the frontlines in Canada.

We would value and appreciate your response June 1, 2022. If you have any additional questions, please contact us at conference@caom.ca.

Marketing Outreach

Our multiple comprehensive marketing campaigns have been the fuel to entice healthcare providers to learn about the effective and innovative treatments we provide. We have broadened our reach through the use of large email distribution strings and a robust fax marketing campaign to over 194,000 clinics and providers across Canada and the upper USA.

Engaging Participants and Your Return on Investment (ROI)

Creating innovative ways to increase your engagement and ROI is very important to us. To achieve a positive outcome, these key strategies have been implemented and we welcome added suggestions:

- **Guest Speaker:** Based on your selected tier, time will be allotted for a guest speaker to provide a short presentation (live or pre-recorded) over the lunch hour with a brief question and answer period to follow. (Maximum of one presenter each time frame per day)
- **Company Specific Presentations:** Based on your selected tier, time will be allotted for a short presentation (live or pre-recorded) during one of the refreshment breaks. (Maximum of one presenter each time frame per day)
- **Conference Passports:** Enticing participants to initiate conversations with our exhibitors is commonly used and has proven to be effective. People participate using this tool and submit their completed passport for a chance to win one of multiple prizes offered.

- **Verbal Recognition:** During each day, Moderators will acknowledge your organization/company as an exhibitor and encourage participants to visit your exhibitor booths throughout the event.
- **Branding and Recognition:** Your company logo will be added to our conference brochure and website.

* Company logo's, advertising and promotion will remain consistent with all regulations and accreditation guidelines.

Inclusions	Gold \$8,000	Silver \$6000	Bronze \$4000
Workshop: Pre Conference (Thursday evening)	Yes	No	No
Presentation time during lunch**	Yes	No	No
Presentation (1) during refreshment break**	No	Yes	No
Table in the Exhibitor Hall	Yes	Yes	Yes
Selection of Exhibitor Table location – first come basis	Yes	Yes	No
Complimentary Conference Registration	Three	Two	One
Verbal Recognition	Throughout	Beginning and end of day	Beginning of the day
Included in the Conference Passport	Yes	Yes	Yes
Company logo on CAOM website and conference brochure	Yes	Yes	Yes

*Space in Exhibitor Hall includes one table and 2 chairs plus access to local electrical outlets. Additional electrical connectivity is not included and must be prearranged.

**Maximum of once per conference – on a first come basis.