

The American Academy of Orthotists and Prosthetists

ANNUAL MEETING AND SCIENTIFIC SYMPOSIUM



The best PARTNERSHIP for exhibitor and attendee interaction

MARCH 1-4, 2006 • HYATT REGENCY CHICAGO ON THE RIVERWALK

2006

Exhibitor Prospectus

What makes the Academy Meeting such a pleasant, rewarding experience for Exhibitors?

We treat you right and you talk to the right people!

The Academy's Annual Meeting is, and always has been, the best value in national O&P meetings based on the costs per practitioner reached.



- ✓ **Value Pricing**
Tabletops for \$1,000 and perimeter booths for \$1,900 are an economical way to reach the 1500 (at least 800 are decision-making practitioners) present.
- ✓ **Equal Pricing for All**
Exhibit space is sold on a first-come/first-served basis. No need to be a member to obtain the best rate.
- ✓ **"Level Playing Field"**
Having a hall of 200+ tabletops prevents smaller exhibitors from being overwhelmed by the larger ones.
- ✓ **Stability of Staff**
Our meeting & exhibits staff has been together for more than seven years, making it easier to serve your needs and remember your preferences. Exhibits Chair Jeff Kingsley has looked out for the interests of exhibitors for 17+ years.
- ✓ **Unopposed Exhibit Time**
The Academy has historically devoted 8-10 hours where no other education sessions are scheduled making it easier for exhibitors and attendees to hold undistracted business discussions.
- ✓ **Practitioner/Exhibitor Attendance is Greater Than 1:1**
There are more practitioners visiting the Exhibit Hall than exhibitors. We use the Welcome Reception, lunch on Thursday and Friday, and brunch (new idea) on Saturday, plus the refreshment breaks to attract practitioners into the Hall.

The Academy's Annual Meeting is the premiere comprehensive annual O&P industry event. At no other time are so many from our field gathered in such a collaborative environment enriched by such high quality education.

The Academy Annual Meeting is the best place for practitioners to learn about new products being introduced into the O&P field.

The Academy's Exhibit Hall is unique. Practitioners love being able to look across the Exhibit Hall — with an unobstructed sightline — and easily see every supplier they wish to visit.

Your exhibit and the information passed between exhibitors and practitioners have educational value. Practitioners receive up to 3 PCE credits for visiting the Exhibit Hall.

We want our attendees to visit your exhibit so we schedule 8-10 unopposed hours in the Exhibit Hall.

What better way to strengthen your brand and build profitable relationships than to exhibit with the Academy?

Markets We Represent

OUR EXHIBITORS

Lab & Clinical Supply Manufacturers
Lab Equipment Manufacturers
Orthotic and Prosthetic Distributors
CAD/CAM Manufacturers
O&P Service Providers

OUR ATTENDEES

Private Practitioners
O&P Facility Managers
Hospital Department Directors
Central Fabrication Managers
O&P Students

“If I could only exhibit at one meeting, it would be the Academy's Annual Meeting!”

Karl Finneston, CPO

Exhibiting with the Academy makes

Good \$\$\$\$ Sense

Act Now

**TO TAKE ADVANTAGE OF THE EXHIBIT
OPPORTUNITY THAT WORKS BEST FOR YOU!**

The Academy offers three ways to exhibit: the Perimeter Booth, Interior Booth and the Traditional Tabletop offer exhibitors the opportunity to select the booth size that optimizes their exposure and compliments their company.

Traditional Tabletop is Everyone's Favorite

The Exhibit Hall at the Academy Annual Meeting has always been a favorite with exhibitors and practitioners alike because of the intimacy afforded by tabletop displays. Members feel at ease in talking with exhibitors at tabletop exhibits and have mentioned in evaluations that they provide significant value to the show. One practitioner summarized the feelings of many when he said, "I really like being able to look across the Exhibit Hall and see all the displays at one look. It makes it easier for me to find the exhibitors I want to see."

Traditional Tabletop Includes:

- One 6' draped table
- Two side chairs
- Wastebasket
- Company identification sign
- TWO complimentary registrations
- Refreshment breaks in the Exhibit Hall
- Complimentary lunch in the Exhibit Hall
- Complimentary brunch in the Exhibit Hall
- Two tickets to Welcome Reception (\$90 value)
- Overnight security
- A feature in the Onsite Guide often used as a buyer's guide by practitioners.

A standard tabletop exhibit may not exceed 30" above table height and may not be a solid background (blocking the view). You must be able to work behind your table. The blocking of aisles is strictly prohibited.

Sign Up Early and Save

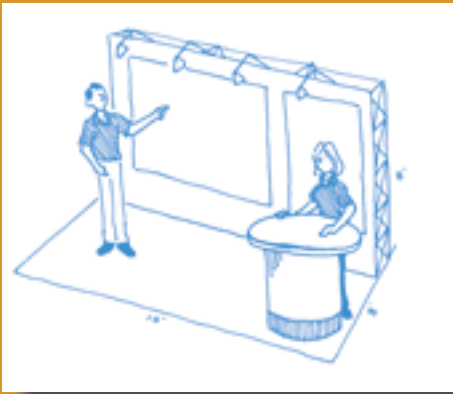
PRICE: Before April 8, 2005 - \$950
After April 8, 2005 - \$1,000

Traditional Tabletop



**An Academy
Annual
Meeting
Exclusive!**

Perimeter Booth



Expanded Dimensions -

Popular Booths Give Visual Distinction to Exhibitors

The Exhibit Hall is lined with perimeter booths measuring 8' x 10' and 8' in height.

Perimeter Booth Includes:

- Company identification sign
- Two side chairs
- Wastebasket
- TWO complimentary registrations
- Refreshment breaks in the Exhibit Hall
- Complimentary lunch in the Exhibit Hall
- Complimentary brunch in the Exhibit Hall
- Two tickets to Welcome Reception (\$90 value)
- Overnight security
- A feature in the Onsite Guide often used as a buyer's guide by practitioners.

Save by signing up early

PRICE: Before April 8, 2005 - \$1,825

After April 8, 2005 - \$1,900

5' x 10' Booth – Designed for those exhibitors who exceed the standard tabletop height restrictions

The Exhibit Hall features interior exhibit space measuring 5' x 10' and 8' in height for pop-up style displays or machinery.

This configuration is especially good for those whose products exceed the height restrictions of tabletops (30" high) or need economical additional space for special equipment.

Interior Booth Includes:

- Two side chairs
- Wastebasket
- TWO complimentary registrations
- Refreshment breaks in the Exhibit Hall
- Complimentary lunch in the Exhibit Hall
- Complimentary brunch in the Exhibit Hall
- Two tickets to Welcome Reception (\$90 value)
- Overnight security
- A feature in the Onsite Guide often used as a buyer's guide by practitioners.

**5 Feet of
Additional
Marketing
Space!**

Sign Up Early and Save

Price: Before April 8, 2005 \$1,725
After April 8, 2005 \$1,800

Interior Booth



Two ways to

increase sales in addition to exhibiting

What's the difference?

Technical Workshops -

Four-hour, classroom-style education events that provide a venue for highlighting your company's success and expertise in clinical or technical areas. *You must be exhibiting at the meeting to offer a Technical Workshop.* Technical Workshops are offered on Wednesday, March 1.

Product Display Showcases -

30-minute, theater-style product infomercials offered in the Exhibit Hall on Thursday and Friday, March 2 and 3. You must be exhibiting at the meeting to present a Product Display Showcase.

Technical Workshops & Product Display Showcases

Technical Workshops -

Are your tried and true way of highlighting your company's success and expertise in a technical area. They are not sales pitches. They are factual presentations of new solutions to existing problems. Sometimes it is most effective to show people how to best use your product. Always popular, the number of workshops has doubled in the last three years. They provide a focused atmosphere to share expertise, show techniques and discuss procedures that have distinguished your company's product from others.

Technical Workshops will be highlighted in the Preliminary Program, featured on the Academy website and listed in the Final Program.

The cost to sponsor a Technical Workshop is \$1,000.

The deadline for workshop requests is **October 3, 2005**. A title and five sentence description must accompany your submission. Descriptions should focus on the purpose of the study, the benefit derived from the technique or technology, methods used, and a brief summary of results. Workshop requests may be submitted online at www.oandp.org or by mail.

Product Display Showcases -

Are interactive education opportunities. It is your company's infomercial - a direct sales pitch. You can highlight your new products and services in a specially designed theater right on the show floor during Exhibit Hall hours. Demonstrate your product, show a video, and offer a Q&A session... you decide. The 30-minute Product Display Showcases are tentatively scheduled on both Thursday and Friday. Product Display Showcases are featured during un-opposed exhibit time.

The cost to sponsor a Product Display Showcase is \$900.

Additional Marketing For You —

Product Display Showcases received **by October 3, 2005** will be highlighted in the Preliminary Program, featured on the Academy website and listed in the Final Program. Showcase requests may be submitted online at www.oandp.org or by mail.



Stand out from the crowd.



**Take
advantage of
these great
marketing
opportunities!**

Reminder

Commitments for sponsorships must be made early because of the production time involved. Camera-ready logos must be received by October 3, 2005 to maximize your company's exposure on the sponsored product.

CD-ROM of Proceedings

The Proceedings CD-ROM offers a bonus of lifetime exposure as it houses all of the papers from the meeting in a convenient, easy to use format. Your company's logo will be featured on the CD-ROM. *Cost to sponsor is \$2,000.*



Chicago Nights

Join your colleagues for a night of food, fun and adventure during the Chicago Nights Exhibit Hall Grand Opening Celebration. This night of Chicago mystique and networking celebrates the Academy and the excitement surrounding the opening of the Annual Meeting. All meeting attendees are invited and encouraged to attend (the Celebration is included in the attendees' registration fee). Sponsor a bar for \$2,000 or consider an entertainment station for \$1,500 and receive additional recognition in all promotional materials.



Conference Bags

Just imagine over 1,000 meeting attendees carrying a bag with your company's logo. Sponsorship includes your company logo on the bag, plus a special listing in the Final Program. *Cost is \$4,000 to be the exclusive sponsor.*



Convention Neck Wallet

What more could you want...it's a badge holder, lanyard and wallet all in one. The convention wallet features a zippered pouch for your valuables. It's great for storing your room key or "mad" money. The back has another pouch for storage and the neck strap can be adjusted for a perfect fit. The top portion of the convention wallet is specifically designed for your company's logo. *Cost to sponsor is \$3,500.*



Preliminary Program Advertising

Academy exhibitors may advertise their company's products and services to prospective Annual Meeting attendees. The Preliminary Program reaches an audience of more than 7,000 O&P professionals and is mailed twice. This is your opportunity to be one of only four advertisers included in the Preliminary Program. This is the perfect opportunity to capture the attention of attendees at the peak of their excitement about the meeting. By the time attendees receive the Preliminary Program they have been awaiting its arrival for 9 months.



Inside Front Cover (full color)	\$2,750
Inside Back Cover (full color)	\$2,500
Half-Page Back Cover (full color)	\$2,000
Front Cover Banner Ad (full color)	\$1,000

great marketing



Final Program Advertising

Maximize the exposure of your company's products and services by placing a full-color advertisement in the Final Program. The program will be distributed to all Annual Meeting registrants. It features the Program-at-a-Glance, meeting room assignments, exhibitor booth numbers, and much more. This is a critical tool for attendees to map out their Annual Meeting education and exhibit experience.

Inside Front Cover (full color)	\$2,750
Inside Back Cover (full color)	\$2,000
Back Cover (full color)	\$2,500
Front Cover Banner Ad (full color)	\$2,000



Onsite Guide Ads

The Onsite Guide is the key attendee resource for all exhibitor information. It features the most up-to-date Program At A Glance, Exhibit Hall floor plan, list of exhibitors, Technical Workshops, and Product Display Showcases. *Cost to sponsor inside front cover or inside back cover is \$1,000. The front cover banner ad spot is \$2,500. The back cover is \$1,500.*



Market Place Advertisements

These 2"x 3" advertising spots are a great way for Academy exhibitors to advertise their company's logo, tagline, exhibit assignment, and a two sentence message welcoming attendees to visit their booth. Market Place advertisements may be placed in the Session Preview, the Preliminary Program and the Onsite Guide. *Cost for each advertisement is \$350.*



Refreshment Break

What better way to capture attendee's attention than through their stomachs! Sponsor a soda and coffee break and you are sure to be appreciated by attendees! As a sponsor you will receive recognition in the Final Program, a sign thanking your company for their generous sponsorship and a "goodie basket" filled with treats to be distributed to attendees. *Cost to sponsor each break is \$800.* Refreshment Breaks available for sponsorship are:

Thursday PM Friday PM

Welcome Continental Breakfast

Includes a sponsor recognition sign, a listing in the Final Program, and a "goodie basket" filled with treats to distribute to attendees. The continental breakfast sponsor also has the opportunity to display a company training or sales video on the Video Wall. *Cost to sponsor is \$1,000.*



g opportunities!

Welcome Banner

Have your company logo be the first thing attendees see upon their arrival at the Annual Meeting. What better way to feature your company's logo! This large banner will be strategically placed to optimize visibility to all conference attendees! *Cost to sponsor is \$2,000.*

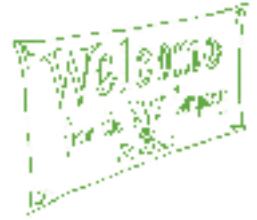


Exhibit Game Card

Add a little competition to the attendee's Exhibit Hall experience. Be part of the Exhibit Game Card competition. Increase your company's visibility on site and participate in this unique traffic building game. All sponsors of the Exhibit Game Card will be listed in the Final Program. Attendees have their card stamped by all participating exhibitors. Game cards are deposited in a designated area for the grand prize drawing. *The cost to sponsor a square on the card is \$200. The Academy will provide all cards and stamps.*



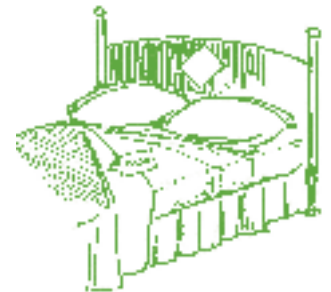
Phone Card

Attendees always want to call home at the end of the day. Why not be the company they can thank for helping them make that call? A customized 20-minute phone card with your company logo and personalized message will be distributed to all attendees. *Cost to sponsor: \$2,500.*



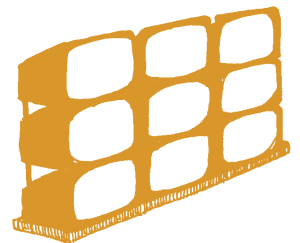
Turndown Service

Have your company name be the last thing attendees see before they go to bed! Personalize a foil-wrapped chocolate; provide a cordial or a bag of mints. As a finishing touch, a personal note from your organization makes a great lasting impression. *Cost to sponsor is \$3,500 per day (which includes hotel service fees and personalized product).*



Special Delivery

Put yourself at the attendee's door. Have your promotional material delivered directly to each attendee's room. *Cost to sponsor is \$2,500 (sponsor provides the insert).*



Company Video Wall

One of the Academy's most popular sponsorship opportunities is the Video Wall. Your company sales or training video will be shown four times daily (Thursday through Saturday). *Cost to sponsor is \$500.*



Website Link

Expand your Internet horizons. Link your company website to the Academy's. Your link includes a 50-word description with logo that will be posted for six months. The Academy's website boasts up to 57,000 hits each month. *Cost to sponsor is \$350.*

Boost your sales power.

The Partners Plus program provides additional exposure and recognition for exhibitor participants while including opportunities to create your own marketing package. Your company can be designated as a Gold or Silver Partner Plus through an attractive package of exhibit, sponsorship and traffic-building features. These packages combine unbeatable elements including the excitement of the Exhibit Hall, features in the indispensable Final Program, highlights in the Preliminary Program and a focus in the ever popular Exhibit's- Only tool, the Onsite Guide. Coupled with our comprehensive marketing and follow-up programs your organization's impact on the orthotic and prosthetic profession will soar.

Now in its fifth year, the Partners Program is a proven success for exhibitors and hailed by all as a win-win for those involved. Partners are recognized as Gold or Silver Partners Plus depending on their combined investment in the Academy's Annual Meeting. The Academy will include a portion of your Project Quantum Leap contribution in determining your Partner status. The Academy will also "give back" to the profession by earmarking \$1,000 of Partners Plus investments for PQL activities.

Project Quantum Leap (PQL) is the most important initiative the Academy has undertaken in its 30-year history. It is also an expensive and necessary series of activities that will have a positive impact on our profession. Under PQL the Academy has initiated State-of-the-Science Conferences, encouraged students to enter our profession, and fostered increased capability for and interest in applied research specific to O&P.

All Partners Plus will receive significant exposure to the O&P audience before, during and after the Academy's Annual Meeting and Scientific Symposium. High visibility is a major factor in the sales and growth of any business. Selecting the right venue to promote your organization's products and services can be challenging. It is important to make contact with the professionals who have the resources to make substantial business and personal purchases. The Academy's Partners Plus program offers you access to these decision makers.

A select number of companies will achieve this special recognition. We'd like to include your company's name among the Academy's Gold and Silver Partners Plus in Chicago.



Gold Partners Plus

Gold Partners Plus are the cornerstone of the Academy's Exhibits Program. Our Gold Partners Plus Members are truly a valued part of the Academy family. Their commitment to the Academy and its mission to promote education, literature and research is boldly evident. Gold Partners Plus receive high visibility during the marketing and promotion of the Annual Meeting as well as on-site during the meeting. Your Gold Partner Plus status with the Academy affords you the following complimentary marketing opportunities.

- ❑ A feature in the Annual Meeting Preliminary Program
- ❑ Acknowledgement in the *JPO*
- ❑ Recognition from the podium during the Opening Session of the Annual Meeting
- ❑ A listing and link on the Academy's website
- ❑ A 50-word feature of a product or service on the Academy's website and in the Onsite Guide
- ❑ A complimentary listing of Annual Meeting attendees after the meeting
- ❑ A feature in the Annual Meeting Final Program
- ❑ A feature in the Annual Meeting Onsite Guide
- ❑ PQL lapel pins for booth staff
- ❑ Recognition as an Exhibit Game Card sponsor
- ❑ Company Video Wall
- ❑ Two additional complimentary meeting registrations

The Gold Partner Plus qualifying investment is *\$11,000.

Silver Partners Plus

Silver Partners Plus are an integral part of the Academy. They are dedicated to the goals of the Academy and help support the superior clinical education the Annual Meeting continues to offer. Silver Partner Plus status with the Academy affords you the following complimentary marketing opportunities.

- ❑ Recognition from the podium during the Opening Session of the Annual Meeting
- ❑ A listing and link on the Academy's website
- ❑ A 50-word feature of a product or service in the Onsite Guide
- ❑ A complimentary listing of Annual Meeting attendees after the meeting
- ❑ A feature in the Annual Meeting Final Program
- ❑ A feature in the Annual Meeting Onsite Guide
- ❑ PQL lapel pins for booth staff
- ❑ Recognition as an Exhibit Game Card sponsor

The Silver Partner Plus Qualifying investment is *\$6,000

The Partners Plus Program is also a win-win for members. Your sponsorships help subsidize members' registration fees by supplementing meeting costs. We emphasize this fact in Annual Meeting promotional materials.

** \$1,000 of this money is a tax-deductible donation to support the O&P Educational and Development Fund and the activities of Project Quantum Leap.*



more information



Tentative Exhibit Hall Hours

Move In	Wednesday, March 1	9:30am
	Wednesday, March 1	6:00pm – 7:30pm
	Thursday, March 2	11:30am – 4:00pm
	Friday, March 3	9:00am – 4:00pm
	Saturday, March 4	9:00am – 1:00pm
Move Out	Saturday, March 4	1:00pm

Hotel Information

Hyatt Regency Chicago
(on the Riverwalk)
151 East Wacker Drive
Chicago, IL 60601
(312) 565-1234

For more information on exhibiting at the 2006 Academy Annual Meeting or for sponsorship information please contact Cindy DeClark, Exhibits Manager, (703) 644-5593 or via email at exhibits@oandp.org.

The information contained in this prospectus is subject to change. Please contact Cindy DeClark for the most up-to-date exhibiting information.

more ways

to Reach the Academy Membership

- ✓ Review the Preliminary Program for topics that tie in with your products and send a note to your customers about how your product is a solution for the challenge presented in the session.
- ✓ Invite your customers to meet you at the Academy Annual Meeting.
- ✓ Invite your clients to attend your Technical Workshop and/or Product Display Showcase.
- ✓ Academy members are always eager to hear about new products and services. Alert them to your new offerings via a letter or postcard. Exhibitors receive a free list of registrants (three weeks prior to the meeting). Be ready to send your potential customers a notice.
- ✓ Don't forget the unique advertising opportunities for this meeting:
 - ✓ The Preliminary Program is mailed to 7,000 O&P professionals. Choose the inside front cover or inside back cover for best positioning of your ad.
 - ✓ The Final Program is distributed to all attendees on-site with complete information on the meeting logistics, the superior education programming, room assignments, and exhibitor information. It is a critical tool for all meeting attendees. Inside covers are open for advertising...and we're willing to discuss other possibilities.
 - ✓ The Onsite Guide is the exhibit directory. It features a general Program-at-a-Glance, a detailed listing of all exhibitors, Technical Workshops, Product Display Showcases, and a handy map of the exhibit floor. The Onsite Guide is the source for the most up-to-date, last-minute changes in the exhibitor program.

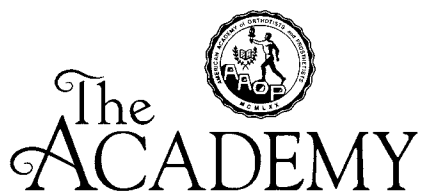
contact information

Please contact Cindy DeClark, Academy Exhibits Manager, regarding all sponsorship opportunities.

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Attention: Cindy DeClark
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