

The American Academy of Orthotists and Prosthetists

33RD ANNUAL MEETING AND SCIENTIFIC SYMPOSIUM



The best PARTNERSHIP for exhibitor and attendee interaction.

MARCH 21-24, 2007 • SAN FRANCISCO MARRIOTT

2007

Exhibitor Prospectus

Dear Friends of the Academy,

In March 2007 the American Academy of Orthotists and Prosthetists will be holding what we truly believe will be our biggest and best Annual Meeting and Scientific Symposium ever. We hope you will join us in San Francisco for this exciting event and share your knowledge and product information with our attendees.

As those of you who have been with us before know, the Exhibit Hall has become an integral part of our meeting. You will have the chance to meet personally with nearly 2000:

- * Private practitioners,
- * O&P facility managers,
- * Hospital department directors,
- * Central fabrication managers,
- * O&P students, technicians and residents,
- * CAD/CAM Manufacturers,
- * Lab & Clinical Supply Manufacturers,
- * Lab Equipment Manufacturers,
- * Orthotic and Prosthetic Distributors, and
- * O&P Service Providers.

This is the one meeting of our profession each year that attracts an international audience where the main attraction is to pursue continuing education and learn about the products and services you can provide. Attendees can earn credits just for coming to visit you and learning something from you in the Exhibit Hall. You are a real partner in this meeting. In a survey of our attendees over 90% said they end up purchasing products and supplies from the companies they see and visit in the Exhibit Hall.

You will have the undivided attention of all of our attendees during several hours of the meeting when they are directed to the hall with no conflicting schedule. We will serve lunch in the hall to add to the crowds you will meet during the show.

We hope you will read this Exhibitor Prospectus carefully and learn about all the ways you can join us and become a true partner of the Academy family. Our attendees need you as does the Academy so that we can continue to serve the needs of the O&P profession.

See you in San Francisco!

Sincerely,



Paul E. Prusakowski, CPO, LPO, FAAOP
President



Peter D. Rosenstein
Executive Director

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 add 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 time. 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
- TWO complimentary lunches in the Exhibit Hall
- ONE complimentary continental breakfast in the Exhibit Hall
- Two tickets to Welcome Reception (\$90 value)
- Overnight security
- A listing in the Onsite Exhibitor Directory 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 7, 2006 - \$1000
After April 7, 2006 - \$1,100

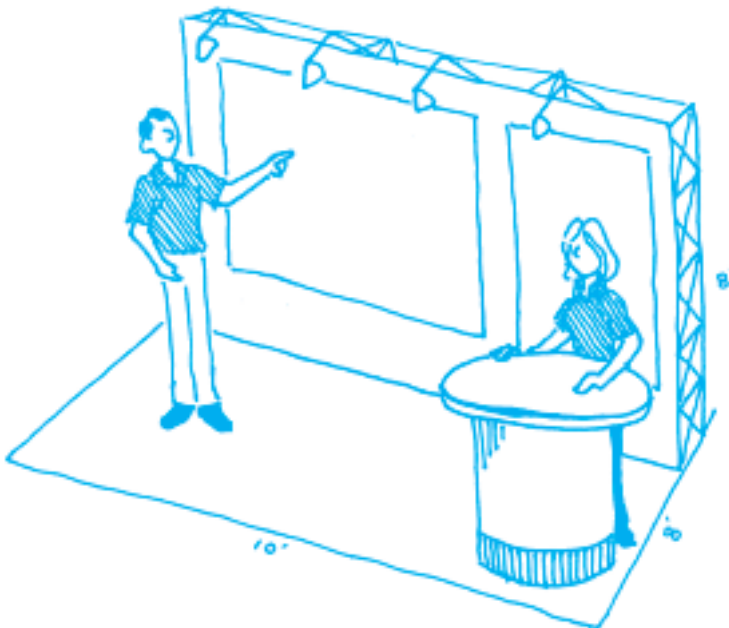


8' x 10' Booths Give Visual Distinction to Exhibitors

For those companies that need larger space than our traditional tabletop exhibit, we are pleased to be able to offer a full size booth measuring 8' x 10' and 8' in height.

Booth Includes:

- Company identification sign
- Two side chairs
- Wastebasket
- TWO complimentary registrations
- Refreshment breaks in the Exhibit Hall
- TWO complimentary lunches in the Exhibit Hall
- ONE complimentary continental breakfast in the Exhibit Hall
- Two tickets to Welcome Reception (\$90 value)
- Overnight security
- A listing in the Onsite Exhibitor Directory often used as a buyer's guide by practitioners



Sign Up Early and Save

PRICE: Before April 7, 2006 - \$1,900

After April 7, 2006 - \$2,000

Technical Workshops

A tried and true way of highlighting your company's success and expertise in a technical area. These 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, 2006**. 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.academyannualmeeting.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/or 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.

Other Sponsorship Opportunities

Room Key

Everyone needs a room key! This is your opportunity to have your company's logo predominately displayed on the San Francisco Marriott room keys.

Cost to sponsor: \$6,000

CD-ROM of Conference Proceedings

The Proceedings CD-ROM offers a bonus of lifetime exposure as it contains 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.

San Francisco Nights

Join your colleagues for a night of food, fun and adventure during the San Francisco Nights Exhibit Hall Grand Opening Celebration. This night of San Francisco 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 nearly 2,000 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 \$6,000 to be the exclusive sponsor, or \$3,500 each for two co-sponsors. Sponsors will be allowed to include a one-page insert (must be pre-approved by the Academy) in the registration bags.

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 10,500 O&P professionals. 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 just as they are making their plans to attend the show.

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

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 Exhibitor Directory Ads

The Onsite Exhibitor Directory is the key attendee resource for all exhibitor information. It features the 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 website address. Market Place advertisements may be placed in the Preliminary Program Update, and the Onsite Exhibitor Directory 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. Refreshment Breaks available for sponsorship are: Thursday PM and/or Friday PM.

Cost to sponsor a break is \$1000 each.

Opening Day Continental Breakfast

Includes a sponsor recognition sign 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.

Cost to sponsor is \$1,000.

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.*

Reusable Travel Mugs

Have your logo on an official Academy Travel Mug. Travel mugs will be distributed during official Academy breaks. Attendees may use their reusable mugs to take to educational sessions, while visiting the exhibit hall, and much more. What better way for attendees to fill up on coffee during the breaks than with your official mug?

Cost to sponsor is \$4,500.

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 onsite 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 Academy will provide all cards and stamps.

Cost to sponsor a square on the card is \$200.

Turndown Service

Have your company name be the last thing attendees see before they go to bed! Provide attendees with a foil-wrapped chocolate, 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 \$4,500 per day (which includes hotel service fees and 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 material and it must be pre-approved by the Academy).

Company Video Ad

One of the Academy's most popular sponsorship opportunities is the Company Video Ad. Your company sales or training video will be shown four times daily (Thursday through Saturday) in the Product Display Showcase located in the Exhibit Hall.

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 80,000 hits each month.

Cost to sponsor is \$500 (link will be live from August 2006 through March 2007).

Academy Partner Program

Our Partner 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 evident. Partners receive high visibility during the marketing and promotion of the Annual Meeting as well as onsite during the meeting. Your Partner status with the Academy affords you the following complimentary marketing opportunities.

Special Recognition – Partner companies will be listed in the Academy’s *Academician Xpress*, *Academy Today* and in an Academy exclusive ad in the *O&P Edge*, prior to the meeting. All partners will be recognized at the Academy’s Opening Ceremony, their companies will be highlighted on signage throughout the show floor, and they automatically qualify to be a sponsor of the game card designed to increase visibility on the show floor. Balloon bouquets at your booth will identify Partner’s participation.

Increased Traffic – Attendees will be directed to your booth to receive a stamp on the Exhibit Game Card to be included in each registration packet. After all booths have been visited, cards will be entered in a special raffle.

Ad Enhancement – Gold and Silver packages include a 50-word feature ad of your product or service in the program, plus a special promotional insert mailed to all Academy attendees with their registration verification.

Gold Partnership Status is the highest level partnership you can have with the Academy. Gold Partners receive:

- Recognition in the Annual Meeting Preliminary Program,
- Acknowledgement in the *Academician Xpress*, *Academy Today*, and the *O&P Edge*,
- A listing and link on the Academy’s website,
- A 50-word feature on the Academy’s website and the Onsite Exhibitor Directory,
- Exhibit Game Card Sponsor,
- Company Video Ad,
- One market place advertisement,
- TWO additional complimentary meeting registrations,
- Advertisement insert in attendee registration confirmation packet,
- Balloon bouquet to be placed at your exhibit booth,
- Recognition from the podium during the Opening Ceremony of the Annual Meeting,
- A feature in the Annual Meeting Final Program,
- Complimentary list for on time use of Annual Meeting attendees after the meeting, and
- Company logo displayed on the Academy’s official website.



Gold Partner qualifying status is \$11,000

Silver Partnership Status affords you the following complimentary marketing opportunities:

- Balloon bouquet to be placed at your exhibit booth,
- Recognition from the podium during the Opening Ceremony of the Annual Meeting,
- Listing and link on the Academy's website,
- 50-word feature of a product or service in Onsite Exhibitor Directory,
- Complimentary list for on time use of Annual Meeting attendees after the meeting,
- A feature in the Annual Meeting Final Program,
- Exhibit Game Card, and
- Advertising insert in the attendee registration confirmation packet.



The Silver Partner Qualifying investment is \$6,000

Attention Gold & Silver Partners: Please note the following deadlines.

Listing and Link on the Academy's Website

Please submit your logo in jpg format and your web address to exhibitors@oandp.org immediately.

50-Word Feature

Please submit your feature highlighting your company's product or service to be printed in the Academy's Onsite Exhibitor Directory to exhibits@oandp.org. Submissions must be received by January 1, 2007.

Company Video Ad (Gold Partners Only)

Please send your video submission no later than February 15, 2007 to the Academy/Attn: Exhibits, 526 King Street, Suite 201 Alexandria, VA 22314.

Exhibit Hall Hours (Tentative)

Wednesday, March 21	6:00 pm – 7:30 pm
Thursday, March 22	11:30 am – 4:30 pm
Friday, March 23	10:30 am – 4:30 pm
Saturday, March 24	9 am - NOON

Hotel Information

San Francisco Marriott
55 Fourth Street
San Francisco, CA 94013-3199
Phone: (415) 486-8115

Submitting Your Academy Exhibit Space Contract is Easy

1. Submit your Exhibit Contract Online

- Visit the Academy's official Annual Meeting Website www.academyannualmeeting.org
- Select - Enter (single click)
- Select - Become an Exhibitor (single click)
- Select - Exhibit Space Contract (single click)
- Print receipt for your records!

2. Mail in your Exhibit Space Contract with check or credit card to:

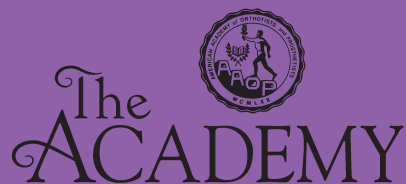
The American Academy of Orthotists and Prosthetists
Attention: Exhibits
526 King Street, Suite 201
Alexandria, VA 22314

You may pay by check or credit card. The Academy accepts Visa or MasterCard.

Who to Contact For Additional Exhibit and Sponsorship Information?

The Academy would be happy to answer any questions you may have. Feel free to contact Diane Ragusa or Peter Rosenstein: Phone: (703) 836-0788/ Email: exhibits@oandp.org.

The information contained in this prospectus is subject to change. Please contact us for the most up-to-date exhibiting information or visit our annual meeting website www.academyannualmeeting.org.



THE AMERICAN ACADEMY OF ORTHOTISTS AND PROSTHETISTS

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