



# **The Florida Orthopaedic Society Annual Scientific Meeting**

## **Exhibitor & Sponsor Prospectus**

May 14-17, 2009



**RENAISSANCE VINOY® RESORT  
AND GOLF CLUB  
ST. PETERSBURG, FLORIDA**





Dear Prospective Exhibitor,

On behalf of the Florida Orthopaedic Society I would like to invite you to participate as a sponsor of our 2009 Scientific Annual Meeting taking place May 14-17. Your participation is vital for the success of our meeting and we will be available to work with you to ensure your satisfaction.

The Florida Orthopaedic Society was founded in an effort to raise the standards of orthopaedic practices by providing ongoing education, networking, recognition and certification. The FOS currently represents over 1,000 practicing orthopedists and residents in Florida. As an exhibitor, you will meet one-on-one with the decision makers for their respective practices.

There are a number of exhibiting and sponsorship opportunities available for the meeting. This prospectus details all of the opportunities and provides the necessary forms for you to secure your participation.

If you really want to **maximize your exposure** within the orthopaedic community in Florida, the FOS Leadership requests you consider becoming a **Corporate Member** of the organization. As a Corporate Member you can determine a array of opportunities available through the organization to greatly enhance your exposure to the orthopaedic community and leadership in Florida. Additional details concerning the Corporate Membership program are included in the prospectus and may also be found on our website, [www.fos-society.com](http://www.fos-society.com).

I sincerely hope that you will consider supporting the 2009 Scientific Annual Meeting of the Florida Orthopaedic Society. If you have any questions, please fee free to contact our office.

Thank you very much for your consideration.

Sincerely,  
Fraser Cobbe  
Executive Director  
Florida Orthopaedic Society  
17503 Mallard Court  
Lutz, FL 33559  
Tel: 813-948-8660  
Fax: 813-949-8994  
Email: [fcobbe@cobbemanagement.com](mailto:fcobbe@cobbemanagement.com)

## EXHIBITING OVERVIEW

In 2009, the FOS is letting you determine the placement and value of your exhibit during the Annual Meeting. This is a departure from how we have assigned space in the past. Our intent is to place you in complete control of your exhibit space and experience. We appreciate any feedback on this new format.

The following are some simple instructions concerning the different Exhibiting Options.

- **Exhibit space is offered on a first come first serve basis.**
- **Vendors will be able to select your booth and select your exhibit fee based on location.**
- **The FOS will periodically update the available booths on the FOS website so vendors can check booth availability before submitting the form.**
- **Your booth will not be secured until the Exhibit Application has been returned to our office. Without that form on file, the exhibit booth is not secured and is available to other vendors.**
- **If your booth request is no longer available, FOS staff will attempt to assign a booth of equal value and location. We will confirm booth number and location upon receipt of your application.**

There will be three general classes of exhibits available. The cost of the three classes of exhibits fluctuate based on location and size. The premium location booths (Class 1) offer the premier exhibiting experience. Class 3 exhibiting will still offer great value but at a more affordable cost for the vendors.

Following this overview we have included the exhibit hall diagram to help you in your decision. Again, your exhibit booth will not be secured until the attached application form is returned to our office. The sooner you sign-up, the better chance for the great locations!

Exhibit Classification:

### **Class 1: Fee \$8,000**

- 4 Center Isle Booths. **Booths 48, 49, 50, and 51.**
- Booths are 20x20. Double the size of the other exhibits.
- Preferential exhibit booth space at the front entrance
- Registration of eight company representatives for the meeting
- Recognition in the meeting program.

### **Class 2: Fee \$4,000**

- 6 "End of Isle" Booths Closest to the Entrance. **Booths: 1, 23, 24, 35, 36 and 47.**
- 10 "Center Placement" Booths in Center of Hall. **Booths: 30 to 34 and 37 to 41.**
- Exhibit Space and registration of six company representatives for the meeting.
- Recognition in the meeting program

### **Class 3: Fee \$3,000**

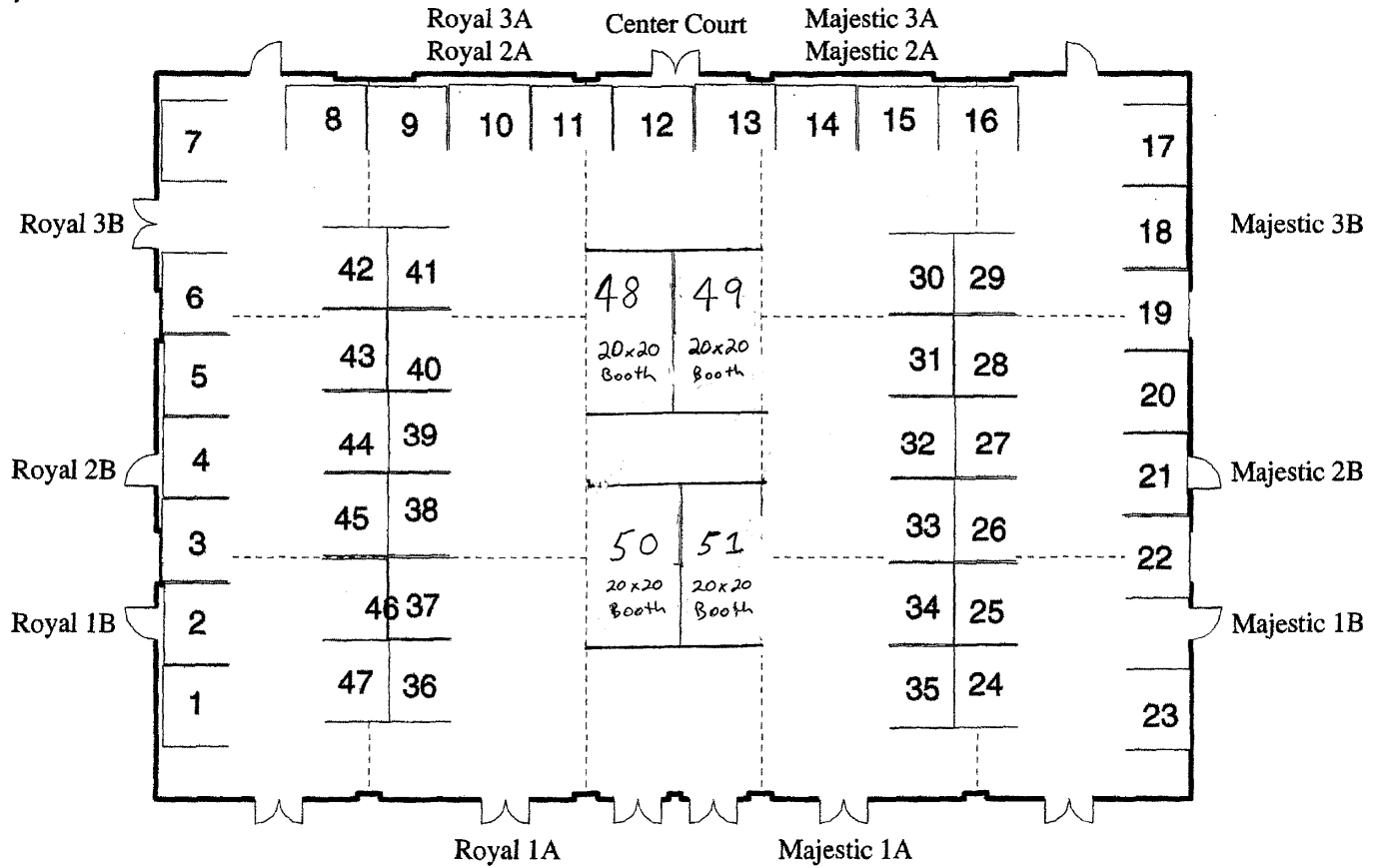
- 31 Perimeter Booths. **Booths: 2 to 22; 25-29; and 42 to 46.**
- Exhibit space and registration of four company representatives
- Recognition in the meeting program

## Exhibit Hall Layout

Booths are on a first come first serve basis.

**Florida Orthopaedic Society**  
**Palm Court Ballroom**  
 ( 47 ) 8 x 10 Booths  
 ( 4 ) 20 x 20 Booths

### Palm Court Ballroom



# Florida Orthopaedic Society Exhibit Space Application

2009 Annual Scientific Meeting – May 14-17 – Renaissance Vinoy Resort & Golf Club, St. Petersburg, FL

Please return the completed form below along with the other items included in the check list below. Please make sure your company name is on all attached forms to keep everything together. We agree to abide by the exhibit rules and regulations as set forth by the FOS, which is made a part of this contract by reference and fully incorporated herein, and to all conditions under which exhibit space at the meeting.

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

Contact & Title: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email address: \_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Name Request for Exhibitor Sign: \_\_\_\_\_

Product or services to be exhibited: \_\_\_\_\_

**BOOTH NUMBER REQUESTED:** \_\_\_\_\_

**EXHIBIT CLASS REQUESTED:** Circle one    **Class 1: (\$8,000)**    **Class 2: (\$4,000)**    **Class 3: (\$3,000)**

Enclosed is a check or credit card details in the amount of \$\_\_\_\_\_, representing payment in full of \$\_\_\_\_\_ per exhibiting opportunities included on the attached form, Sponsorship Opportunities Checklist.

*Applications received after February 21, 2009 must be accompanied with payment for the full amount. CANCELLATION: FOS must be notified of cancellation in writing. A cancellation fee of \$250.00 per booth will be charged to an exhibitor who cancels their contract before March 28, 2009. No refunds will be made after this date.*

Application with the payment and other communications may be addressed to the following:  
Florida Orthopaedic Society ~ 17503 Mallard Court ~Lutz, FL 33559 ~ Phone: 813-948-8660 ~ Fax: 813-949-8994  
Email: [fcobbe@tampabay.rr.com](mailto:fcobbe@tampabay.rr.com) ~ Website: [www.fos-society.com](http://www.fos-society.com)

I hereby authorize the following amount to be charged to my credit card.	
Amount Authorized: _____	Card #: _____ <u>Visa, MC, AMEX or Discover</u>
Expiration Date: _____	Security Code or CIN Number: _____
Billing Address (Street, City, State, Zip): _____	
_____	

**Company Representative Registration Form  
Florida Orthopaedic Society Annual Meeting Sponsors**

Please complete this form and return to the FOS office.

Florida Orthopaedic Society, 17503 Mallard Ct, Lutz, FL 33559

Phone: 813-948-8660, Fax: 813-949-8994. Email: fcobbe@tampabay.rr.com.

The FOS is hosting a series of special events during the 2009 FOS Annual Meeting. Company representatives are invited and encouraged to participate in all meetings and events that weekend excluding the opening evening reception on Thursday evening, May 14<sup>th</sup>. That event is reserved for representatives of our Corporate Members Only. Please register for all events below.

**Company Name:** \_\_\_\_\_

**Names of Attendees for Exhibitor Badges:** (Companies are limited to the number of registered attendees provided per exhibit class. (Class 1=8 attendees, Class 2=6 attendees, Class 3=four attendees) Additional attendees will be required to register at \$150 per person. \*\*

- 1)\_\_\_\_\_ 2)\_\_\_\_\_ 3)\_\_\_\_\_ 4)\_\_\_\_\_
- 5)\_\_\_\_\_ 6)\_\_\_\_\_ 7)\_\_\_\_\_ 8)\_\_\_\_\_

**Registrations for Special Events:**

Events	Attendee 1	Attendee 2	Attendee 3	Attendee 4	Attendee 5	Attendee 6	Attendee 7	Attendee 8
Golf - \$175 per person								

Additional Registrations: In case you have spouses, guests, or additional attendees, please register them for any events below. Please include name of participant and event.

\_\_\_\_\_

**Total Amount Enclosed For All Special Event Registrations:** \$\_\_\_\_\_

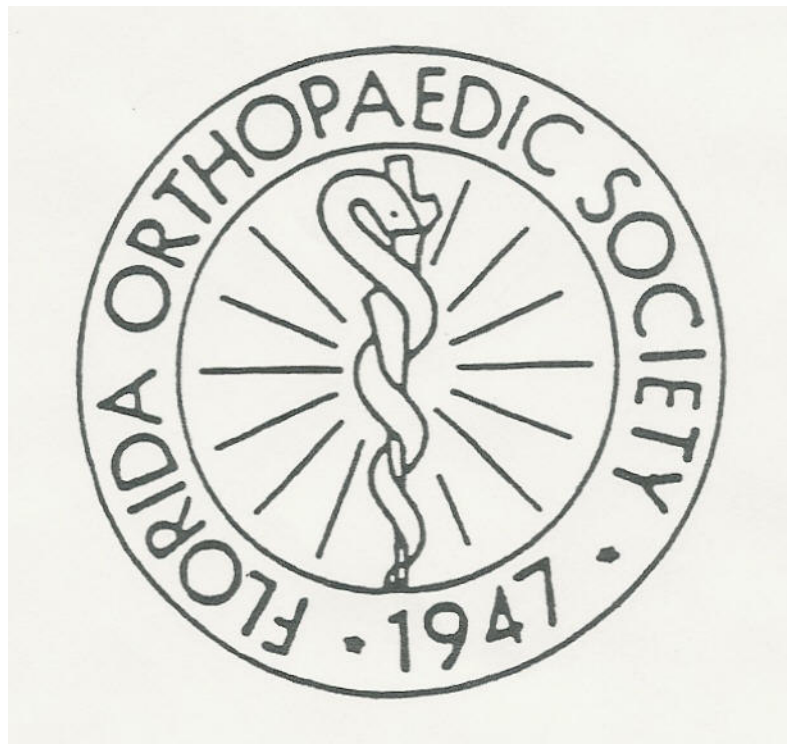
(Checks made payable to the Florida Orthopaedic Society.)

***Registration fees for all events will not be refunded for cancellations after April 30<sup>th</sup> due to hotel commitments.***

I hereby authorize the following amount to be charged to my credit card.	
Amount Authorized: _____	Card #: _____ <u>Visa, MC, AMEX or Discover</u>
Expiration Date: _____	Security Code or CIN Number: _____
Name on Card: _____	Phone: _____

## Remaining Documents Included in Prospectus

1. Additional Sponsorship Opportunities
2. Exhibit Show Hours
3. Housing Instructions



## Florida Orthopaedic Society - 2009 Sponsorship Opportunities

*Please indicate which types of sponsorship interest you. Complete this form and fax back to FOS at (813) 949-8994.*

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Email \_\_\_\_\_

Event	Opportunity	<i>Description</i>	No. Avail.	<i>Price</i>
<b>Corporate Membership</b>	<b>Comprehensive Sponsorship Package</b>	The CAB program provides a package of opportunities selected from the list below that meet the strategic needs of the company. The program also includes two special opportunities each year to meet with the leadership of the FOS to develop relationships and programs.	<b>12</b>	<b>\$10,000</b>
<b>FOS Annual Meeting – May 14-17, 2009 St. Petersburg, FL</b>	<b>Golf Tournament</b>	Saturday afternoon event open for all attendees. Sponsor would cover boxed lunch, drink cart and other amenities.	<b>4</b>	<b>\$1,500</b>
	<b>Wine Tasting</b>	Friday evening event in the Exhibit Hall. Sponsor would cover costs of wine and cheese during tasting event. One sponsor per station.	<b>3</b>	<b>\$1,200</b>
	<b>Educational Luncheons</b>	Educational Lunch on Friday during the meeting. The company controls the agenda including speakers, etc. Non-CME event. May decide to offer their own food and beverage or just offer the boxed lunches available for all attendees.	<b>3</b>	<b>\$3,500</b>
	<b>Continental Breakfast</b>	Friday, Saturday, or Sunday breakfast for all attendees.	<b>3</b>	<b>\$1,000</b>
	<b>Resident OrthoBowl</b>	Residents compete Saturday morning for trophy and prizes.	<b>2</b>	<b>\$2,000</b>
	<b>Refreshment Breaks</b>	Friday, Saturday, or Sunday refreshment breaks for all attendees.	<b>3</b>	<b>\$1,000</b>
	<b>Breakout Session Sponsorship</b>	Choose from 7 breakout sessions: Adult Reconstruction, Sports Medicine, Spine, Pediatrics, Hand Surgery, Foot & Ankle and Trauma. The agendas for the sessions are controlled by the FOS.	<b>18</b>	<b>\$2,500</b>

	<b>Program Sponsorship</b>	Advertisement in program book (Must supply art board hard copy) Business Card Quarter Page Half Page Full Page	<b>Unlimited</b>	<b>\$150</b> <b>\$200</b> <b>\$300</b> <b>\$500</b>
<b>Regional Meetings</b>	<b>Sponsor Regional Seminars</b>	The FOS will host 2 regional meetings in 2009. Sponsorship includes exhibit table and brief speaking opportunity.	<b>12</b>	<b>\$2,000</b>
<b>Monthly Web Conference</b>	<b>Conference Sponsor</b>	Sponsor will identify speaker and actively participate in web conference. Conference is taped for replay on FOS website for 1 year. Conference usually attracts approximately 40 practices.	<b>10</b>	<b>\$2,000</b>
<b>FOS Newsletter Advertising</b>	<b>Single Issue - Quarter Page Ad</b>	Quarter page ad in FOS quarterly newsletter. Publication is distributed to all orthopaedic surgeons in the state, approximately 1300.	<b>Unlimited</b>	<b>\$500</b>
	<b>Annual Package – Quarter page in 4 issues</b>	Quarter page ad in FOS quarterly newsletter in every issue in 2008. Circulation is approximately 1300. Annual package provides one free ad during year.	<b>Unlimited</b>	<b>\$1,500</b>
<b>On-line Education</b>	<b>Featured Article</b>	Feature article on sponsor company or firm. Content provided by sponsor and formatted for online presentation. Link to website.	<b>Unlimited</b>	<b>\$3,000</b>
	<b>Streaming Video</b>	Allow site visitors to watch and hear streaming video and audio with featured sponsor or firm. Could be used for online surgical demonstrations, product demonstrations, or educational programming. Final price will depend on required formatting and program development.	<b>Unlimited</b>	<b>TBD</b>

Please complete this form and return to the FOS office via fax, 813-949-8994. Staff will contact you directly to manage your request and answer any additional questions you may have. We are always looking for innovative ways to communicate and assist our members. If you have any suggestions for programs we can develop together, please contact the society directly.

Florida Orthopaedic Society ~ 17503 Mallard Court, Lutz, FL 33559 ~ Tel: 813-948-8660 ~ Fax: 813-949-8994 ~ Email: [fcobbe@tampabay.rr.com](mailto:fcobbe@tampabay.rr.com) ~ Website: [www.fos-society.com](http://www.fos-society.com).



**2009 FOS Scientific Annual Meeting  
May 14-17, 2009 ~ The Renaissance Vinoy Resort  
St Petersburg, FL**

**Housing Instructions**

The Florida Orthopaedic Society has made the following housing arrangements for the 2009 Annual Meeting at the Renaissance Vinoy in St Petersburg.

**Reservations** - Reservations for the Event will be made by individual attendees directly with Renaissance Vinoy Resort and Golf Club at **1-888-303-4430**. All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. The Hotel will not hold any reservations unless secured by one of the above methods.

**Room Block Cut-Off Date** – all rooms must be reserved by **April 16, 2009**.