



TO: Potential Sponsors and Exhibitors for 2011 Annual Meeting

FROM: Ham Peterson, M.D.
Managing Director
Mid-America Orthopaedic Association

DATE: July 20, 2010

Mid-America Orthopaedic Association invites you to join us in the quest of our mission. The mission of Mid-America Orthopaedic Association is to enhance the musculoskeletal health and well being of all people through orthopedic education and research, and to promote fellowship and socialization amongst members.

Mid-America Orthopaedic Association is comprised of 1,460 physicians residing in the 20 central states of the United States. The sole purpose of the organization is to provide an annual scientific meeting for the members. The quality of this meeting has gradually increased over the years to the point that it is now the preferred educational meeting for many of our members. The meeting attracts an average of 300 orthopedic surgeons and typically includes 200 podium presentations, 45 posters, symposia, workshops, and special courses. There is a Presidential Guest Speaker, three Classic Speakers, a Rapp Lecturer (a subject on the "cutting edge of orthopedics"), and a Steel Lectureship on a non-orthopedic subject.

There are many opportunities available for your company to participate in the MAOA 2011 Annual Meeting to be held April 6-10 at the Hilton Tucson El Conquistador Resort in Tucson, Arizona. These include:

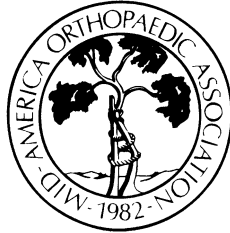
- Exhibit
- Workshop
- Mobile Lab
- MAOA/ICJR Wednesday pre-meeting course
- Advertising in the preliminary program
- Sponsor the annual meeting and/or education programs

Complete the enclosed applications and return them by **November 1, 2010**. I strongly encourage you to return the applications at your earliest convenience. If you have any questions, please feel free to contact our office.

HP:sm

MID-AMERICA ORTHOPAEDIC ASSOCIATION

INFORMATION FOR EXHIBITORS



Twenty-Ninth Annual Meeting

Hilton Tucson El Conquistador Resort

Tucson, Arizona

April 6-10, 2011

Application deadline: November 1, 2010

For more information, please contact:

Mid-America Orthopaedic Association
Kahler Mezzanine Level
20 Second Avenue, S.W.
Rochester, MN 55902-3013
(507) 281-3431 (telephone)
(507) 281-0291 (fax)
E-mail: midamerica@maoa.org
Web site: www.maoa.org

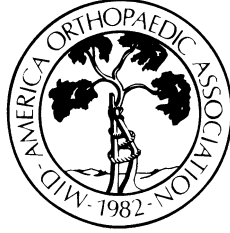
Federal Tax ID # 41-1434736

MID-AMERICA ORTHOPAEDIC ASSOCIATION



The Mid-America Orthopaedic Association was founded in 1982. The mission of the Mid-America Orthopaedic Association is to enhance the musculoskeletal health and well being of all people through orthopedic education and research, and to promote fellowship and socialization amongst members. The MAOA has **1,460 Members**.

Annual Meeting	Physician Attendance	Podium Presentations	Scientific Posters	Technical Exhibits
2004	180	102	31	33
2005	272	150	47	29
2006	254	138	46	34
2007	256	139	49	29
2008	264	138	31	28
2009	323	203	48	34
2010	317	197	43	28

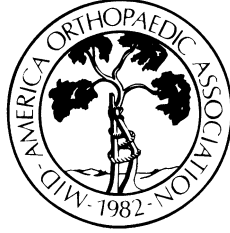


**Twenty-Ninth Annual Meeting
Hilton Tucson El Conquistador Resort
Tucson, Arizona
April 6-10, 2011**

Exhibitor Benefits

- ⇒ Exhibit space (8' x 10') during the annual meeting*
- ⇒ Exhibitor contact with attendees
 - Pre-meeting breakfast in exhibitor hall
 - Coffee breaks in exhibitor hall
 - Thursday evening Exhibitor Reception in exhibit hall
- ⇒ Acknowledgement as an Exhibitor in:
 - MAOA Annual Meeting Final Program
 - MAOA Annual Meeting Signage
 - MAOA web site
 - MAOA newsletter
- ⇒ Copy of pre-registration attendee list with addresses
- ⇒ Invitation to the Wednesday Welcome Reception (1 ticket, nontransferable)
- ⇒ Ability to purchase additional tickets to the Wednesday Welcome Reception
- ⇒ Invitation to the Friday evening Final Banquet (1 ticket, nontransferable)
- ⇒ Ability to purchase additional tickets to the Friday evening Final Banquet
- ⇒ Complimentary attendance to scientific sessions

*Assignment of exhibit booth location dependent upon level of sponsorship and years of previous exhibiting.



BENEFITS OF EXHIBITING

The Mid-America Orthopaedic Association's Annual Meeting is composed of scientific material concerning all disciplines of orthopedic surgery presented by leaders in the field, members, and residents. It is a popular forum of education for both specialists and generalists. Some DOs, allied health professionals, and medical students also attend. It has gained a reputation of high quality due to the expertise of the presenters and the emphasis on audience participation. Continuing medical education (CME) credits are offered. During the meeting, MAOA can help your company in the following ways:

Dedicated Time with the Attendees

Your company representatives will have the opportunity to interact with the MAOA meeting attendees during the Welcome Reception, continental breakfasts, coffee breaks, and the special Exhibitor Reception held in the exhibit hall on Thursday evening. During the reception, registered physicians and their families will visit you at your booth while enjoying a refreshing drink and a bite to eat.

Free Pre-Conference Attendee List

Exhibitors will receive a complimentary list of pre-registered attendees approximately four weeks before the meeting. You can use this list to promote your products/services in advance and potentially boost traffic at your booth.

Attendance at the Scientific Portion of the Meeting

To better prepare and equip your sales force, MAOA welcomes and encourages your registered representatives to attend the scientific program portion of the meeting. This will enable your company to gather the most current and relevant information in the orthopedic field, further build rapport with the attendees, and gain a competitive advantage in the industry.

Acknowledgement in the Scientific Program

Your company will be listed in the Scientific Program along with contract information, web site address, and a brief company description.

MID-AMERICA ORTHOPAEDIC ASSOCIATION

2011 ANNUAL MEETING

April 6-10

Hilton Tucson El Conquistador Resort
Tucson, Arizona

Commercial Exhibits Rules and Regulations

1. All applications for space in the commercial exhibits must be filed with the Association office by **November 1, 2010**.
2. LOCATION: Space in the exhibit hall will be assigned to each booth.
3. PERSONNEL: No more than six (6) people may be registered to each booth.
4. COST TO EXHIBITORS: Exhibitors must pay the cost of (a) transportation, including handling and storage of empty crates during the meeting; (b) storage incurred before or after delivery from carrier to hotel or after delivery from hotel to carrier; (c) installation of the exhibit; (d) furniture other than table and chairs provided; (e) special electrical outlets; (f) alterations in booths as assigned; (g) any construction.
5. USE OF SPACE: No exhibit shall interfere with any other exhibit visually or physically.
6. HEIGHT: No part of the exhibit shall be taller than eight (8) feet.
7. AISLES: Aisles must be kept clear, and all exhibits must be arranged so that they will be inside the booth space.
8. SUBLETTING THE SPACE: No subletting of space will be permitted. Each exhibitor must sign the regular form "Application for Exhibit Booth Space."
9. AUDIOVISUAL: Motion pictures and/or audiovisual presentations are permitted in the exhibit booths, but must not be produced on public address systems or through amplifiers, but must be audible only through some type of individual earphones.
10. SALES: Orders may be taken in the exhibit area. Live models may be used, but magicians or gimmicks of a similar nature are forbidden.
11. EXPERIMENTAL PRODUCTS: Products not yet approved by the FDA or experimental products whose efficacy has not been determined or which are not commercially available, will be permitted to be exhibited only when clearly identified as such. Full documentation as to the extent and results of the research conducted shall be available and presented at the exhibit.
12. SUPERVISION AND LIABILITY FOR EXHIBITS: Each exhibitor shall be responsible for their property. The Association, the Hilton Tucson El Conquistador Resort, or any officer, agent or employee thereof, shall not be liable for the safety of the property of the exhibitor, its agents, or employees, from theft, damage by fire, accident or any other causes, and the exhibitor does hereby release the Association and the Hilton Tucson El Conquistador Resort from any such claims of any kind or nature.
13. EXHIBITOR'S LIABILITY: The exhibitor does hereby agree to indemnify and hold harmless the Association and the Hilton Tucson El Conquistador Resort, and their representatives, employees, or agents, for injury or death or damage to property alleged to have been the result, wholly or in part, by reason of the presence, activity or exhibit of the exhibitor, its agents or servants, and specifically including the indemnification for any claims for injury to a person or property of any exhibitor, its representatives, agents, or employees.

14. **BOOTH SPACE:** Assignment of exhibit booth location will be determined by the level of sponsorship. Assignment of space among companies at the same support level will be dependent upon past annual meeting participation.
15. **INSTALLATION AND DISMANTLING:** Exhibits are to be set up on Wednesday, April 6, 2011, between 2:00 p.m. and 8:00 p.m. The exhibits are to be taken down only after 12:30 p.m. on Saturday, April 9, 2011, as long as this does not interfere with the program in progress.
16. **EXHIBIT HOURS:** The exhibit booths are to remain open from 7:30 a.m. to 12:30 p.m. on April 7, 8, and 9, 2011; and from 6:00 p.m. to 7:30 p.m. on April 7, 2011.
17. **UNION CLEARANCE:** In order to conform to union contract rules and regulations, it will be necessary that all exhibitors use qualified union personnel for the various services required for installation and dismantling of exhibits and for material handling within the show.
18. **LOCAL REGULATIONS:** Each exhibitor shall be individually responsible for compliance with the local health, fire, and safety ordinances and regulations.
19. **ADMISSION:** Admission to the Exhibits is limited to those wearing current identification badges provided by the Association.
20. **EXHIBITING/EXHIBITION:** Exhibiting/Exhibition refers only to the exhibit space within the exhibit hall. It does not give access or license to exhibit via any other mechanism including, but not exclusive of, mobile labs, corporate semi-trucks or similar, without the express written permission of the MAOA Board of Directors. The MAOA Board, via its Exhibits Committee, retains the right to allow/disallow/limit meeting participant access to any or all business or industry supported activity on the premises of the venue at which the meeting is held.
21. **CANCELLATION POLICY:**
 - a. If an exhibiting company must cancel their booth space, a complete refund will be made only if the request is received in the Association office in writing on or before the application deadline (November 1, 2010).
 - b. A cancellation, in writing, received on or before January 3, 2011, will result in a refund less \$200.00.
 - c. There will be no refunds after January 3, 2011.

These regulations, plus any other reasonable regulations deemed to be necessary, become a part of the agreement between the exhibitor and the Association. They have been formulated for the best interest of all concerned and the hearty cooperation of the exhibitors is appreciated. Any points not covered are subject to settlement by the management.



Application for Exhibit Space

Mid-America Orthopaedic Association • 29th Annual Meeting • Tucson, AZ • April 6-10, 2011

Company Name _____

Type of product to be exhibited _____

Phone _____

Fax _____

Address _____

City _____

State _____

Zip _____

E-mail _____

Web site address _____

Current Contact Name _____

Title _____

Signature _____

Date _____

Exhibitor Fee - \$3,500

PLEASE RETURN APPLICATION WITH A CHECK PAYABLE TO MID-AMERICA ORTHOPAEDIC ASSOCIATION TO:

Mid-America Orthopaedic Association
Kahler Mezzanine Level
20 Second Avenue, S.W.
Rochester, MN 55902-3013

MAOA Tax ID # 41-1434736
Telephone: (507) 281-3431
Fax: (507) 281-0291
E-mail: midamerica@maoa.org
Web site: www.maoa.org

- In submitting this application, it is agreed that the exhibitors will abide by the Rules and Regulations of the Mid-America Orthopaedic Association. The exhibitors further agree that the regulations enclosed with this form are a part of the agreement between the exhibitors and the Association.

APPLICATION AND PAYMENT MUST BE RECEIVED BY NOVEMBER 1, 2010.