

MID-AMERICA ORTHOPAEDIC ASSOCIATION

INFORMATION FOR EXHIBITORS AND SPONSORS



38th Annual Meeting

Hyatt Regency Coconut Point Resort

Bonita Springs, Florida

April 22-26, 2020

Application deadline: November 1, 2019

For more information, please contact:

Mid-America Orthopaedic Association

300 Third Avenue, S.E., #405

Rochester, MN 55904

Phone: (507) 281-3431

E-mail: midamerica@maoa.org

Web site: www.maoa.org

MID-AMERICA ORTHOPAEDIC ASSOCIATION



The Mid-America Orthopaedic Association was founded in 1982. The mission of the Mid-America Orthopaedic Association is to serve its members through outstanding educational and fellowship opportunities and to provide value-added services, at the annual meeting and throughout the year. The MAOA has **1,300 members**.

Annual Meeting	Physician + Allied Health Attendance	Podium Presentations	Scientific Posters	Technical Exhibits
2010	317	197	43	28
2011	311	169	46	34
2012	314	195	39	38
2013	359	225	61	31
2014	389	208	152	32
2015	419	259	114	21
2016	375	238	86	25
2017	416	232	117	29
2018	405	231	112	47
2019	441	232	98	28

MID-AMERICA ORTHOPAEDIC ASSOCIATION

PRESIDENT

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Omaha, NE

FIRST VICE-PRESIDENT

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Iowa City, IA

TREASURER

Erik T. Otterberg, M.D.
Omaha, NE



ADMINISTRATIVE OFFICE

Pam Kluck
Sue McKinley
300 Third Avenue, S.E., #405
Rochester, MN 55904
Phone: 507-281-3431
E-mail: midamerica@maoa.org
Web Site: www.maoa.org

HISTORIAN

Robert L. Kurland, M.D.
Rochester, MN

PROGRAM COMMITTEE CHAIR

Justin C. Siebler, M.D.
Omaha, NE

EXHIBITS COMMITTEE CHAIR

Matthew D. Karam, M.D.
Iowa City, IA

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San Antonio, TX

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Lisa K. Cannada, M.D.
Jacksonville, FL

GENERAL COUNSEL

William A. Brown, J.D.
Rochester, MN

TO: Potential Sponsors and Exhibitors for 2020 Annual Meeting

FROM: Miguel E. Cabanela, M.D.
Managing Director

DATE: June 2019

Mid-America Orthopaedic Association invites you to join us in the quest of our mission. The mission of Mid-America Orthopaedic Association is to serve its members through outstanding educational and fellowship opportunities and to provide value-added services, at the annual meeting and throughout the year.

Mid-America Orthopaedic Association is comprised of 1,300 physicians residing in the 20 central states of the U.S. 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 375 orthopedic surgeons and typically includes 200 podium presentations, 100 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. In addition, there will be a one-day pre-meeting course co-sponsored by the Mid-America Orthopaedic Association and the International Congress for Joint Reconstruction. The pre-course topic at the 2020 meeting will be "Why Did This Joint Replacement Not Work Out as it Should Have? Avoiding Problems and Addressing Early Failures in Primary THA/TKA". This CME event will include didactic lectures and engaging interactive case-study workshops. This pre-meeting course has been a staple of our meeting and has been well attended and highly successful.

There are many opportunities available for your company to participate in the MAOA 2020 Annual Meeting to be held April 22-26 at the Hyatt Regency Coconut Point Resort in Bonita Springs, Florida. These include:

- Exhibit
- Workshop
- Company-sponsored lunch
- 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, 2019**. If you have any questions, please feel free to contact our office.

38th Annual Meeting April 22-26, 2020
Hyatt Regency Coconut Point Resort, Bonita Springs, Florida



Mid-America Orthopaedic Association

2020 Annual Meeting

April 22-26

Hyatt Regency Coconut Point Resort
Bonita Springs, Florida

Participation Opportunities

<u>Opportunity</u>	<u>Fee</u>	<u>Action</u>
Exhibit	\$3,500	See enclosed prospectus/application
Workshop	\$2,500	See enclosed information/application
Company-sponsored lunch	\$10,000	See enclosed information/application
Mobile Lab	\$5,000	Contact MAOA office
MAOA/ International Congress for Joint Reconstruction pre-meeting course	\$750-\$1,000	Contact MAOA office
Advertising in preliminary program	\$4,000-\$5,000	Contact MAOA office
Sponsorship		See enclosed prospectus/application

If questions, please contact the MAOA office at:

Mid-America Orthopaedic Association
300 Third Avenue, S.E., #405
Rochester, MN 55904
Telephone: 507-281-3431
E-mail: midamerica@maoa.org
Web Site: www.maoa.org



**38th Annual Meeting
Hyatt Regency Coconut Point Resort
Bonita Springs, Florida
April 22-26, 2020**

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
 - Drawing for \$500 gift cards for doctors/allied health (sponsored by MAOA)
 - Announcements made throughout the meeting to encourage attendees to visit booths
- ⇒ Acknowledgement as an Exhibitor in:
 - MAOA Annual Meeting App
 - MAOA Annual Meeting Signage
 - MAOA web site
 - MAOA newsletter
- ⇒ Copy of pre-registration attendee list with addresses
- ⇒ Invitation to the Wednesday Welcome dinner (1 ticket, nontransferable)
- ⇒ Ability to purchase additional tickets to the Wednesday Welcome dinner
- ⇒ Invitation to the Friday evening dinner (1 ticket, nontransferable)
- ⇒ Ability to purchase additional tickets to the Friday evening dinner
- ⇒ 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. 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 Wednesday Welcome dinner, 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 MAOA Annual Meeting App

Your company will be listed on the MAOA Annual Meeting App along with contact information, web site address, and a brief company description.

**MID-AMERICA ORTHOPAEDIC ASSOCIATION
2020 ANNUAL MEETING
April 22-26
Hyatt Regency Coconut Point Resort
Bonita Springs, Florida**

Commercial Exhibits Rules and Regulations

1. All applications for space in the commercial exhibits must be filed with the Association office by **November 1, 2019**.
2. LOCATION: Space in the exhibit hall will be assigned to each booth.
3. PERSONNEL: Exhibit fee includes six (6) complimentary badges per booth. Additional badges may be purchased at \$200/badge.
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 Hyatt Regency Coconut Point 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 Hyatt Regency Coconut Point 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 Hyatt Regency Coconut Point 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 22, 2020, between 5:00 p.m. and 9:00 p.m. The exhibits are to be taken down only after 12:30 p.m. on Saturday, April 25, 2020, as long as this does not interfere with the program in progress.
16. **EXHIBIT HOURS:** The exhibit booths will be open as follows:

Thursday, April 23, 2020	7:30 a.m. – 12:30 p.m. AND
Thursday, April 23, 2020	6:00 p.m. – 7:30 p.m. (Exhibitors' Reception)
Friday, April 24, 2020	7:30 a.m. – 12:30 p.m.
Saturday, April 25, 2020	6:30 a.m. – 12:30 p.m.
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, 2019).
 - b. A cancellation, in writing, received on or before January 2, 2020, will result in a refund less \$200.00.
 - c. There will be no refunds after January 2, 2020.

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 • 38th Annual Meeting • Bonita Springs, FL • April 22-26, 2020

Company Name _____

Type of product to be exhibited _____

Phone _____

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
300 Third Avenue, S.E., #405
Rochester, MN 55904

MAOA Tax ID # 41-1434736
Telephone: (507) 281-3431
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, 2019.

**Mid-America Orthopaedic Association
38th Annual Meeting
Hyatt Regency Coconut Point Resort
Bonita Springs, Florida
April 22-26, 2020**

Recognition benefits are based on the level of giving.

Platinum Level - \$35,000

- ⇒ Acknowledgement at the Platinum Giving Level in:
 - MAOA Annual Meeting App
 - MAOA Annual Meeting Signage
 - MAOA web site
 - MAOA newsletter
- ⇒ Copy of pre-registration attendee list with addresses
- ⇒ Attendance at Scientific Session
- ⇒ Invitation to the Wednesday Welcome dinner (6 tickets, nontransferable)
- ⇒ Invitation to the Thursday night Exhibitor Reception
- ⇒ Invitation to the Friday night dinner (6 tickets, nontransferable)

Gold Level - \$25,000

- ⇒ Acknowledgement at the Gold Giving Level in:
 - MAOA Annual Meeting App
 - MAOA Annual Meeting Signage
 - MAOA web site
 - MAOA newsletter
- ⇒ Copy of pre-registration attendee list with addresses
- ⇒ Attendance at Scientific Session
- ⇒ Invitation to the Wednesday Welcome dinner (5 tickets, nontransferable)
- ⇒ Invitation to the Thursday night Exhibitor Reception
- ⇒ Invitation to the Friday night dinner (5 tickets, nontransferable)

Silver Level - \$15,000

- ⇒ Acknowledgement at the Silver Giving Level in:
 - MAOA Annual Meeting App
 - MAOA Annual Meeting Signage
 - MAOA web site
 - MAOA newsletter
- ⇒ Copy of pre-registration attendee list with addresses
- ⇒ Attendance at Scientific Session
- ⇒ Invitation to the Wednesday Welcome dinner (4 tickets, nontransferable)
- ⇒ Invitation to the Thursday night Exhibitor Reception
- ⇒ Invitation to the Friday night dinner (4 tickets, nontransferable)

Bronze Level - \$10,000

- ⇒ Acknowledgement at the Bronze Giving Level in:
 - MAOA Annual Meeting App
 - MAOA Annual Meeting Signage
 - MAOA web site
 - MAOA newsletter
- ⇒ Copy of pre-registration attendee list with addresses
- ⇒ Attendance at Scientific Session
- ⇒ Invitation to the Wednesday Welcome dinner (3 tickets, nontransferable)
- ⇒ Invitation to the Thursday night Exhibitor Reception
- ⇒ Invitation to the Friday night dinner (3 tickets, nontransferable)

Copper Level - \$5,000

- ⇒ Acknowledgement at the Copper Giving Level in:
 - MAOA Annual Meeting App
 - MAOA Annual Meeting Signage
 - MAOA web site
 - MAOA newsletter
- ⇒ Copy of pre-registration attendee list with addresses
- ⇒ Attendance at Scientific Session
- ⇒ Invitation to the Wednesday Welcome dinner (2 tickets, nontransferable)
- ⇒ Invitation to the Thursday night Exhibitor Reception
- ⇒ Invitation to the Friday night dinner (2 tickets, nontransferable)

NOTE: These levels of sponsorship do not include exhibit space at the MAOA Annual Meeting. See exhibitor prospectus.

SPONSOR

**Mid-America Orthopaedic Association
38th Annual Meeting
Hyatt Regency Coconut Point Resort
Bonita Springs, Florida
April 22-26, 2020**

Recognition benefits are based on the level of giving.

BENEFITS OF SPONSORSHIP	Platinum \$35,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Copper \$5,000
Acknowledgement on Meeting App	√	√	√	√	√
Acknowledgement on Annual Meeting Signage	√	√	√	√	√
Acknowledgement on MAOA web site	√	√	√	√	√
Acknowledgement in MAOA newsletter	√	√	√	√	√
Copy of pre-registration attendee list/addresses	√	√	√	√	√
Complimentary tickets to Wednesday Welcome dinner*	6	5	4	3	2
Complimentary tickets to Thursday night Exhibitor Reception*	6	5	4	3	2
Complimentary tickets to Friday night dinner*	6	5	4	3	2

* Tickets are nontransferable

* Additional tickets may be purchased



Application for Sponsorship

Mid-America Orthopaedic Association • 38th Annual Meeting • Bonita Springs, FL • April 22-26, 2020

Company Name

Phone

Address

City

State

Zip

E-mail

Web site address

Current Contact Name

Title

Signature

Date

SELECT YOUR LEVEL OF SUPPORT

Platinum - \$35,000

Silver - \$15,000

Copper - \$5,000

Gold - \$25,000

Bronze - \$10,000

PLEASE RETURN APPLICATION WITH A CHECK PAYABLE TO MID-AMERICA ORTHOPAEDIC ASSOCIATION EDUCATION & RESEARCH FUND TO:

Mid-America Orthopaedic Association
Education & Research Fund
300 Third Avenue, S.E., #405
Rochester, MN 55904

MAOA Tax ID # 41-1823228
Telephone: (507) 281-3431
E-mail: midamerica@maoa.org
Web site: www.maoa.org

APPLICATION AND PAYMENT MUST BE RECEIVED BY NOVEMBER 1, 2019.



June 2019

Dear Exhibitor:

RE: Two additional opportunities: 1. Company-sponsored workshops
2. Company-sponsored lunch

The Board of Directors of the Mid-America Orthopaedic Association has again decided to give the exhibitors an opportunity to expand their participation at the annual meeting at the Hyatt Regency Coconut Point Resort, Bonita Springs, Florida, April 22-26, 2020. As in the past, we will continue to offer space for individual companies to exhibit in the exhibit hall. The Board has decided to also offer the following opportunities for companies:

Company-sponsored workshop

- 1½ hours each at one of the following times:
 - Wednesday, April 22, 2020
5:30-7:00 p.m.
 - Thursday, April 23, 2020
3:30-5:00 p.m.

It will be the exhibitor's responsibility to arrange and pay for speakers and audiovisual needs during the above periods. We are offering these special workshop time slots for \$2,500 per 1½ hour session. All potential attendees will be informed as to the time, the nature, and the sponsor of the workshop. There will be no CME credit given for this workshop through Mid-America Orthopaedic Association. Only those companies applying for exhibit space will be considered for a workshop.

Company-sponsored lunch

- 1 hour lunch period on Thursday, April 23, 2020 (12:00-1:00 p.m.)

Have a new product or procedure you want to debut or promote? A 1-hour lunch slot is available for a company presentation. It is the company's responsibility to arrange and pay for speakers and audiovisual needs for this lunch. The cost for this lunch is \$10,000 plus the food and beverage. There will be no competing scientific events during this time period. This 1-hour slot falls between Thursday's plenary session and the afternoon breakout sessions. No CME credit will offered for this lunch through Mid-America Orthopaedic Association.

NOTE: The \$10,000 fee also includes one exhibit space for Thursday-Saturday (a \$3,500 value).

If you have any questions or concerns regarding these special offers, do not hesitate to let us know directly.

Sincerely,

Matthew D. Karam, M.D.
Chair, MAOA Exhibits Committee



MID-AMERICA ORTHOPAEDIC ASSOCIATION

APPLICATION FOR COMPANY-SPONSORED WORKSHOP Hyatt Regency Coconut Point Resort, Bonita Springs, Florida

Workshop -- select one:

- Wed., April 22, 2020 Thurs., April 23, 2020
5:30-7:00 p.m. 3:30-5:00 p.m.

NOTE: Only those companies applying for exhibit space will be considered for a workshop.

- The fee to put on the workshop is an additional \$2,500.

1. COMPANY: _____
2. ADDRESS: _____

3. NAME OF INDIVIDUAL RESPONSIBLE FOR WORKSHOP LUNCH: _____
TITLE OR POSITION: _____
TELEPHONE: _____ E-MAIL: _____
4. TYPE OF PRESENTATION (include speaker names if applicable):

5. DATE: _____ SIGNATURE: _____

Please return this completed application accompanied with the appropriate check by November 1, 2019, to:

Mid-America Orthopaedic Association
300 Third Avenue, S.E., #405
Rochester, MN 55904



**MID-AMERICA ORTHOPAEDIC ASSOCIATION
APPLICATION FOR COMPANY-SPONSORED LUNCH
Thursday, April 23, 2020, 12:00-1:00 p.m.
Hyatt Regency Coconut Point Resort
Bonita Springs, Florida**

- The company-sponsored lunch fee is \$10,000. NOTE: This fee INCLUDES an exhibit space for Thursday-Saturday (a \$3,500 value).
- The sponsoring company will also pay all food & beverage, audiovisual costs, and speaker costs in addition to the \$10,000 fee.

6. COMPANY: _____

7. ADDRESS: _____

8. NAME OF INDIVIDUAL RESPONSIBLE FOR LUNCH: _____

TITLE OR POSITION: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____

9. TYPE/TOPIC OF LUNCH PRESENTATION TO BE GIVEN (include speaker names if applicable):

10. DATE: _____ SIGNATURE: _____

Please return this completed application accompanied to:

**Mid-America Orthopaedic Association
300 Third Avenue, S.E., #405
Rochester, MN 55904**

E-mail: midamerica@maoa.org

Web site: www.maoa.org

FUTURE MEETINGS

**April 22-26, 2020
Hyatt Regency Coconut Point
Bonita Springs, Florida**

**April 21-25, 2021
Omni Amelia Island Plantation
Amelia Island, Florida**

**April 6-10, 2022
La Cantera Resort
San Antonio, Texas**