

Mid Year Seminar

March 25-27, 2022

PROSPECTUS



**Join us for CME, stay
for your career.**

**Your partner for
every stage of your
journey.**



INVITATION LETTER

Welcome to the American Osteopathic College of Anesthesiologists Mid Year Seminar taking place March 25-27, 2022. Join us in the heart of Chicago's Magnificent Mile, as we meet for the first time since 2020, at the renowned Fairmont Hotel. This premier event brings together approximately 200 physician anesthesiologists and other anesthesia care team members for a weekend of education and networking.

This conference is a tremendous opportunity for you to meet and reach leaders and influencers who are on the forefront of the practice of anesthesia and pain medicine.

It's time to have a real presence and meet again, safely, and in person. Take advantage of this interactive gathering of physicians and care team members.

Remember to attend these events designed to connect you to our attendees:

Welcome Reception

This networking event is a wonderful way to end the first day of education. Enjoy a sip and have a snack...and find some new friends or old acquaintances to take to dinner to continue the conversations about your programs, products, and services.

Meet & Greet with the Board of Governors

Held in the Exhibit area, vendors are encouraged to participate in the Meet & Greet each morning. There's nothing better than

a cup of coffee to start a friendly conversation about your company.

The cost per exhibit booth ranges from \$500-5,000 and registration tickets are included with each exhibit booth. Registration includes access to meal functions and the Welcome Reception. Exhibitors are invited to attend the educational sessions as well.

Plan to participate in the AOCA Mid Year Seminar. Please connect with Julie Kahlfeldt at jkahlfeldt@aocaonline.org or 800-842-2622 to learn more about exhibiting and supporting this premier CME event.

Your timely response will allow us to pre-assign exhibit space. Requests for exhibit space will be accepted on a "first come, first served" basis.

INCREASE YOUR VISIBILITY AMONG

physician anesthesiologists **LEADERS** and become an exhibitor today! Please connect with our administrative team for more information.

David Ninan, DO, FAOCA
President

Jessica Goeller, DO, FAOCA
Professional Education Committee Chair

James Griffin, DO, FACOA
Corporate Support Task Force Chair

Julie Kahlfeldt
Executive Director

To discuss AOCA Sponsorship options please contact:
jkahlfeldt@aocaonline.org





ABOUT AOCA

Why Exhibit at AOCA's Mid Year Seminar?

AOCA's Mid Year Seminar is the best place to reach physician anesthesiologists, especially those who were not able to attend the 2021 AOCA VAPOR meeting or other anesthesia-related meetings over the past two years.

AOCA's program provides practical education focused on issues anesthesia and pain medicine physicians, and their patients, care about.

What is an Osteopathic Physician Anesthesiologist?

Osteopathic physician anesthesiologists are fully licensed physicians who emphasize a whole-person approach to care. They specialize in all aspects of anesthesia care, including acute and chronic pain management, obstetric, cardio-thoracic, neurosurgical, pediatric, and critical care medicine, and have the necessary knowledge to understand and treat the entire human body.

WHY PARTICIPATE?

Access to Leaders and Influencers

Connect with close to 200 physician anesthesiologists, live and in-person! The Mid Year Seminar is expected to have record attendance as organizations begin return to live and in-person events. Reconnect with those members you have missed over the past 18 months!

Engage with a Unique Community of Anesthesia and Pain Medicine Physicians

The AOCA's strategic plan includes initiatives to keep our members engaged throughout the meeting. Take this opportunity to share your programs, products, and services to our attendees. Join us in our strategic mission to equip physician anesthesiologists with tools to grow, enhance, and advance their careers.

MEMBERS & ATTENDANCE

Members by Practice Setting

215 Academic/Hospital

285 Private Practice

Attendance

256 2020 Mid Year (in person)

357 2021 Mid Year (virtual)

Premium Level Supporter

\$5,000

One (1) banner advertisement on the AOCA meeting page (company to supply artwork)

Company description and logo on the AOCA meeting page

1 Pre-Seminar Email sent to all Meeting Attendees

1 Post-Seminar Email sent to all Meeting Attendees

Recognition (logo) on marketing materials

Prime tabletop exhibit space

4 complimentary registrations inclusive of exhibition passes, meeting sessions and welcome reception

Post-conference attendee list

Standard Level Supporter

\$2,000

Company description and logo on meeting microsite

Recognition (logo) on marketing materials

Tabletop exhibit space

2 complimentary registrations inclusive of exhibition passes, meeting sessions and welcome reception

Post-conference attendee list

Alumni Group Exhibit

\$500 (exclusive to recognized Alumni Groups only)

Tabletop exhibit space

1 complimentary registration inclusive of exhibition pass, meeting sessions and welcome reception



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jkahlfeldt@aocaonline.org

The best way to engage with AOCA attendees is to make sure you are seen! Take advantage of these many ways to share your brand with our members and attendees.

FOOD & BEVERAGE SUPPORT

Welcome Reception

\$3,000 (up to 3 exhibitors)

Coffee Breaks

PM Break (Friday or Saturday)

\$2,000 each

Morning Coffee (Saturday or Sunday)

\$1,500 each

AM Break (Saturday or Sunday)

\$1,500 each

* this selection includes signage with your company logo

TECHNOLOGY

Meeting Space Wireless Internet

\$10,000

Technology is important to our meeting attendees who typically have multiple devices on hand at our events. As the exclusive provider of internet, AOCA will recognize your company (logo) with signage and on the AOCA meeting website.

Mobile App

\$5,000

As we move to a paperless meeting, the app will be utilized by attendees throughout the conference. This is your chance to make a splash with our attendees.

Branded Website Banner Ad

\$1,000

Pre or Post Email to Members & Attendees

\$1,500 (per message, limit 2)

Send your custom message out to all AOCA members with a custom eblast. AOCA will only schedule one per day in the four weeks before the meeting.

Pre-Recorded Commercials for AOCA meeting page

\$1,000

Your 30-second pre-recorded commercial would be available for viewing throughout the conference. Commercials will be in a dedicated marketing space on the AOCA meeting site.

Co-branded social media posting

\$500 (per post, limit 5 posts)

AOCA will post a message from you on our social media platforms (Facebook, Instagram and LinkedIn).

Hotel Key Cards

\$4,000

Reusable Co-Branded Water Bottles

\$3,000

Co-branded Mini charger

\$2,000

Hand sanitizer

\$500

Badge Lanyards

\$500

Lunch Symposium

(Saturday, Sunday) \$7,500 (exclusive of food & beverage, which would be billed directly by the Fairmont Hotel) – Host an in-depth (45 minute) clinically oriented case-study focused on performance improvement and leading-edge practices. Choose your speaker, topic, and content, and optimize your marketing dollars.

Product Theater

(Saturday or Sunday) \$1,500 – Host a 30-minute product theater to discuss your innovative programs, products, and services.

These will occur on Saturday and Sunday 30 minutes before the AOCA's program begins. It's the perfect complement to a good cup of coffee.





Sponsorship Questions?

Contact

Julie Kahlfeldt

Executive Director

jkahlfeldt@aocaonline.org

800-842-2622