



**Tennessee Osteopathic Medical Association**

**126<sup>th</sup> Annual Convention**

**May 2 – 5, 2024**

# 2024 EXHIBIT AND SPONSOR PROSPECTUS

## What is the DO Difference?

There are two types of physicians in the United States: DOs and MDs. Both are fully qualified physicians licensed to prescribe medication and perform surgery. While DOs and MDs have many commonalities, Osteopathic medicine has a distinct philosophy and approach to patient care. DOs bring an extra dimension to health care through their unique skills.

- DOs practice a **“whole person”** approach to medicine. Instead of only treating a patient for specific symptoms or illnesses, they regard the body as an integrated whole.
- **Osteopathic physicians** focus on preventative health care.
- **Osteopathic manipulative treatment (OMT)** is incorporated into the training and practice of osteopathic physicians. With OMT, osteopathic physicians use their hands to diagnose illness and injury and to encourage the patient’s body’s natural tendency toward good health. By combining all other available medical options with OMT, DOs offer their patients the most comprehensive care available in medicine today.

## Why Exhibit or Sponsor

DOs represent the busiest offices and see more patients than their MD counterparts. Some of our past exhibitors have said:

- ◆ “Interaction with Licensed DOs was fantastic”
- ◆ “There was such a broad range of medical disciplines including OB/Gyn, Cardiology, Dermatology and Endocrinology”
- ◆ “Great networking events in the exhibit hall”

We invite you to showcase your company by participating as an exhibitor and/or sponsor at the one conference that will bring together the best of the best in a medical arena.

## About the TOMA Convention

The 2024 Convention will celebrate TOMA’s 126<sup>th</sup> convention. It will attract physicians, nurse practitioners, physician assistants, other medical providers, and medical professionals from a variety of disciplines. The conference will be hosted at the Embassy Suites Hotel in Franklin, Tennessee.

# TOMA Convention Exhibitor Schedule

## Thursday, May 2

1:00 PM – 6:00 PM Wound Care Pre-Conference and Exhibitor Set-up

## Friday, May 3

7:30 AM – 6:15 PM Exhibit Hall Open  
7:30 AM – 8:30 AM Breakfast in Exhibit Hall  
8:00 AM – 10:00 AM CME Sessions  
10:00 AM – 10:30 AM Break in Exhibit Hall  
10:30 AM – 11:30 AM CME Sessions  
11:30 AM – 1:00 PM Lunch  
1:00 PM – 3:00 PM CME Sessions  
3:00 PM – 3:30 PM Break in Exhibit Hall  
3:30 PM – 5:30 PM CME Sessions

## Saturday, May 4

7:30 AM – 3:00 PM Exhibit Hall Open  
7:30 AM – 8:30 AM Breakfast in Exhibit Hall  
8:00 AM – 10:00 AM CME Sessions  
10:00 AM – 10:30 AM Break in Exhibit Hall  
10:30 AM – 11:30 AM CME Sessions  
11:30 AM – 1:00 PM Lunch & Poster Session in Exhibit Hall  
1:15 PM – 3:15 PM CME Sessions  
3:15 PM – 3:30 PM Break in Exhibit Hall  
3:30 PM Exhibitor Tear Down

*\*Times subject to change slightly based on Final Program*

## Sponsorship Levels and Benefits

Sponsorship of the Tennessee Osteopathic Medical Convention will give your company distinct visibility and recognition as strong supporters of our education and maximize potential to hundreds of potential referral sources. Exhibiting at the TOMA convention will provide opportunities to make new contacts and connect with existing clients, generate lead sales, and build brand awareness. These levels of sponsorship offer your company exceptional benefits and exposure to an audience of medical professionals, residents, students, medical clinic/practice owners and purchase decision makers. There are sponsorship levels for every budget.

### Keynote Sponsor- \$3,500 (1 available)

- Exhibit table with premium placement
- Two lunch tickets for both luncheons
- Introduction of the Keynote Speaker
- Ad posted on organization website
- Premium Signage Placement at Convention

### Member Luncheon Sponsor- \$3,000 (1 available)

- Exhibit table with premium placement
- Two lunch tickets for both luncheons
- Welcoming remarks at Luncheon
- Company logo and material on tables
- Ad posted on organization website
- Premium signage placement at Convention
- Recognition during Friday Luncheon

### Poster Session Luncheon Sponsor- \$2,800 (2 available)

- Two lunch tickets for sponsored luncheon
- Company logo and materials on lunch tables
- Premium signage placement at luncheon
- One exhibit table

### Saturday Reception Sponsor- \$2,800 (1 available)

- Welcoming remarks at reception
- Company logo and materials on reception tables
- One exhibit table
- Ad posted on organization website
- Premium signage placement at convention

### Gold Level Sponsorship- \$5,000

- Logo & recognition in all convention marketing
- Logo & link to company website on TOMA's site
- Two exhibit tables
- Four name badges for staff
- Two lunch tickets for both lunches
- Introduction during breaks
- Premium signage at Convention

### Silver Level Sponsorship- \$4,000

- Logo & recognition in all convention marketing
- Logo & link to company website on TOMA's site
- One exhibit table
- Two name badges for staff
- Two lunch tickets for both lunches
- Premium signage at Convention

### Bronze Level Sponsorship- \$3,800

- Logo in all convention marketing
- Logo on TOMA's website
- Two name badges for staff
- One exhibit table
- Two lunch tickets for both lunches
- Signage at Conference

# Convention Gifts and Additional Exposure

Contact the TOMA Office to make arrangements to sponsor a promotional item:

|                  |                          |
|------------------|--------------------------|
| Conference bags  | Lanyards                 |
| Logo on notepads | Hospitality Room         |
| Proceedings PDF  | Bag inserts              |
| Convention Wi-Fi | Coffee Break/Snack Break |

## Exhibit at the 2024 Tennessee Osteopathic Medical Convention

### Double Exhibit Table- \$2,500

- Two skirted 6 ft exhibit tables
- Four chairs & waste basket
- Table signage
- Four lunch tickets for both lunches
- Four name badges (additional badges \$50 each)
- Listed in all Convention marketing materials
- Listed on Convention website
- Group rates for hotel accommodations

### Single Exhibit Table-\$2,000

- One skirted 6 ft exhibit table
- Two chairs & waste basket
- Table Signage
- Two lunch tickets for both lunches
- Two name badges (additional badges \$50 each)
- Listed in all Convention marketing materials
- Listed on Convention website
- Group rates for hotel accommodations

### **Activities in the Exhibit Hall include:**

*Friday & Saturday Breakfast Buffet*

*All Breaks*

*Friday and Saturday Lunch Buffet*

*Student Poster Displays*

## Dates and Deadlines

|                   |  |
|-------------------|--|
| December 22, 2023 | Deadline for inclusion in registration brochure                                      |
| February 28, 2024 | Deadline for final payment   |
| April 8, 2024     | Deadline to receive conference bag inserts (additional fee, see Sponsorship section) |
| May 2, 2024       | Exhibit setup  |
| May 5, 2024       | Exhibit Hall move out by 5 pm  |

# Sponsor and Exhibitor Contract

## Company Information:

*(As it should appear in printed material and booth)*

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

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

City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

## Exhibitor Contact Information:

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

Title: \_\_\_\_\_

Email: \_\_\_\_\_

## Sponsorship/Exhibit Booth Type:

Sponsorship Level \_\_\_\_\_  Double  Single

Choice: List companies you prefer not to be across from or adjacent to:

\_\_\_\_\_  
\_\_\_\_\_

List products/services you will exhibit:

\_\_\_\_\_

Need electricity? (\$50 additional fee) Yes \_\_\_\_\_ No \_\_\_\_\_

**Exhibit Booth Badges** – (1) Badges for single booth, (2) for Double Booth

*Names for Badges (badges for additional personnel are \$50 each)*

Badge 1: \_\_\_\_\_ Badge 2: \_\_\_\_\_

Badge 3: \_\_\_\_\_ Badge 4: \_\_\_\_\_

Badge 5: \_\_\_\_\_ Badge 6: \_\_\_\_\_

**Sponsored Items** – List items your company wishes to sponsor. Please refer to the prospectus for a complete list of opportunities. All sponsors will be contacted directly to review sponsorship benefits.

| Sponsored Items | Amount | Total |
|-----------------|--------|-------|
|                 |        |       |
|                 |        |       |
|                 |        |       |
|                 |        |       |
|                 |        |       |
|                 |        |       |
|                 |        |       |
|                 |        |       |
| <b>Total</b>    |        |       |

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

**Payment Information:**

Visa       MasterCard       American Express       Discover

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address (Address, City, State/Province, Zip):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CHECKS:** Make payable to TOMA and mail to:

TOMA  
5133 Harding Pike, B-10 #380  
Nashville, TN 37205-2891

**CREDIT CARDS:** Send form by email to [bhilt@tomanet.org](mailto:bhilt@tomanet.org)

We look forward to seeing you May 2-5, 2024!

For more information, please contact [bhilt@tomanet.org](mailto:bhilt@tomanet.org)