



## EXHIBITOR AND MARKETING PROSPECTUS

***2020 ACA will be a powerful digital experience  
for attendees and exhibitors/marketers  
October 20-23, 2020***



## 2020 ACA

The 2020 Virtual Annual Clinical Assembly of Osteopathic Surgeons (ACA) will offer a highly diversified program in multiple osteopathic surgical disciplines to include – Cardiothoracic and Vascular Surgery, General Surgery, Neurological Surgery, Plastic and Reconstructive Surgery, Proctological Surgery, and Urological Surgery.

A cornerstone of the American College of Surgeons' (ACOS) mission is to advance the education and skills of professionals dedicated to osteopathic surgery. The Annual Clinical Assembly supports this mission by offering continuing medical education sessions on topics of great importance to surgical practitioners.

Being a corporate supporter and exhibitor at the 2020 ACA demonstrates the level of commitment you have to helping osteopathic surgeons deliver the highest quality care to their patients.

The ACA will provide multiple days of exhibit hall hours. The virtual meeting will be held October 20-23, 2020. The ACA is the premier location for surgeons to receive top notch continuing medical education, have access to exhibitors with the latest products and services and to network with other osteopathic surgeons.



AMERICAN  
COLLEGE OF  
OSTEOPATHIC  
SURGEONS

## ABOUT THE ACOS:

The American College of Osteopathic Surgeons was established January 26, 1927 with the core mission to promote excellence in osteopathic surgical care through education, advocacy, leadership development, and the fostering of professional and personal relationships. ACOS is the primary organizational home to over 6,800 Practicing Surgeons, Fellows, Residents, Program Directors, Students, and Senior Faculty who specialize in osteopathic surgery.

# 2020 ACA

***2020 ACA will be a powerful digital experience for attendees and exhibitors/marketers October 20-23, 2020.***

## ACCESS

Connect with expected **1400 attendees!** The 2020 Virtual Annual Clinical Assembly expects to deliver a diversified program in osteopathic surgical disciplines including Cardiothoracic and Vascular Surgery, General Surgery, Neurological Surgery, Plastic and Reconstructive Surgery, Proctological Surgery, and Urological Surgery.

***Attracting 50% more attendance – due to virtual nature***

## ENGAGEMENT

The 2020 ACA virtual meeting will provide many opportunities to engage with attendees – video chat, meeting rooms, Q&A, polling – to include some of those options. Exhibitors will be able to include multiple items in their virtual booth in order to reach attendees. Your virtual booth may include any of the following (depending on booth package level):

- Exhibitor Name, Description, Website, and social media
- Exhibitor Banner Image
- Exhibitor logo image
- Exhibitor giveaway feature
- Request additional information
- Provide representative/contact information
- Exhibitor PDF links
- Exhibitor Website links
- Exhibitor Video upload
- Exhibitor categories
- Exhibitor chat with attendees

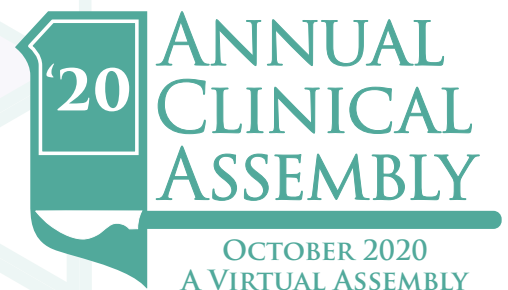
## ANALYTICS

The 2020 ACA virtual meeting is complete with comprehensive analytics for exhibitors to gather those ever important leads. Just as you would while onsite, your virtual booth will be able to provide you with detailed information from attendees that visit your booth or view your sponsored content. As an exhibitor you will have access to your own exhibitor portal where you can pull booth or content specific analytics. Your analytics will include the following:

- Attendee impression tracking (name, title, organization, email and phone number)
- Request an information button so attendees can contact the exhibitors and share their information and interests.
- A like button so you can see which attendees liked your booth the most

## CONTENT

The 2020 ACA meeting will provide live and on-demand opportunities to present educational content and product or service content directly to attendees. This content will be present on the meeting platform for 30 days. *After that, associations members will be able to view the educational content on the learning management system (LMS) for up to 1 year.* This will allow your sponsored content to reach a broader market for a longer period of time.



# LEVELS

2020 ACA offers multiple packages to match your company's marketing needs.

The 2020 ACA website will acknowledge the following levels:

## PLATINUM LEVEL

**\$7,500+**

- 5 ACA Full conference registrations
- Acknowledgement of support on meeting platform
- Logo and link on 2020 ACA web page
- Logo and link on platform of support in the ACOS Newsletter for 6 months

## GOLD LEVEL

**\$5,000+**

- 4 ACA Full conference registrations
- Acknowledgement of support on meeting platform
- Logo and link on 2020 ACA web page
- Acknowledgement of support in the ACOS Newsletter for 4 months

## SILVER LEVEL

**\$2,500+**

- 3 ACA Full conference registrations
- Acknowledgement of support on meeting platform
- Logo and link on 2020 ACA web page
- Acknowledgement of support in the ACOS Newsletter for 3 months

# VIRTUAL EXHIBIT BOOTH

## Standard Exhibit Booth Package

**\$1,000**

The exhibit booth package includes:

- Company description
- Exhibitor Portal Access with access analytics/statistics
- Ability to upload one (1) website link
- Logo upload
- Host live video chats with attendees through your booth. Set your own scheduled hours for video chat with the ability to share your screen
- Ability to upload one (1) document (pdf) to exhibit booth
- 2 full conference registrations

## Premium Exhibit Booth Package

**\$2,500**

The exhibit booth package includes:

- Company description
- Exhibitor Portal Access with access analytics/statistics
- Ability to upload up to three (3) website links
- Logo upload
- Custom Banner ad image with the ability to link out to a website of your choice
- Video upload of a custom video (up to 3 minutes) to your virtual exhibit booth
- Giveaway opportunity
- Host live video chats with attendees through your booth. Set your own scheduled hours for video chat with the ability to share your screen
- Ability to upload up to three (3) documents (pdf) to exhibit booth
- 4 full conference registrations

# PROMOTIONAL OPPORTUNITIES

## Symposium

**\$7,500**

As a symposium sponsor, you will be able to present your content to attendees without competing with any other educational content scheduled at that time.

- You will have 1 full hour – which includes live Q&A time with your speaker and moderator.
- Your recorded symposium will also be added to our on-demand sessions and be made available for viewing for the full 30 days.

## Exhibitor Theater

**\$2,000**

Showcase your expertise by providing educational content to attendees.

- These presentations are 15 minutes and are yours to customize however you would like to convey your message to attendees.
- You will have the ability to select your own speaker and present your own content and Q&A within this time frame.

## Virtual Poster Gallery

**\$1,200**

Support the abstract posters and the valuable information they provide. A virtual poster gallery will showcase ACOS's poster authors' valuable work while providing virtual education to all participants. Your logo placement on the virtual poster platform will be prominently displayed as recognition of your support.

# ADVERTISING

## Eblast

**\$2,000**

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

## Daily Update Ad

**\$1,500**

ACOS will be sending out a daily update via email to all attendees each evening, recapping the day, and reminding attendees of the events taking place the following day. Put your custom graphic with a link out to your website.

## Pre-Meeting Attendee List

**\$500**

Purchase the pre-meeting attendee list (mailing addresses only) for a one time use mailing.

## Home Page Side Banner

**\$1,500**

This custom banner will be displayed on the home page of the conference website. Attendees are sure to view your custom ad each time they log into the meeting to select their sessions. Your custom ad will rotate with other advertisements.



## Program Guide Ads

The ACA will still be producing a program guide, that will be available to all attendees for digital downloads. Place your ad in the program guide that attendees use well after the conference is complete.

Inside Front Page Ad

**\$1,500**

Inside Back Page Ad

**\$1,000**



# BOOTH TRAFFIC DRIVERS

Choose from any of these booth enhancements

## Additional Weblinks

**\$250**

Add additional weblinks (up to 6 total)

## Additional PDF

**\$250**

Add additional pdf documents (up to 6 total)

## Additional Images

**\$250**

Add additional images (up to 6 total)

## Giveaway Option

**\$250**

Add a giveaway option to your virtual booth. With this option you will provide an external linked page where you can collect attendee information for a drawing or raffle that you award.

## Gamification

*(10 Available)* **\$500**

In our virtual exhibit hall, your booth space will contain a virtual QR code that attendees must click on and answer a question you provide about your company/service/product to receive points in the game for great prizes. This opportunity is sure to push attendees to visit your booth.