

Oklahoma Osteopathic Association's

2020  
SUMMER  
CME



Exhibitor  
Prospectus

The Oklahoma Osteopathic Association's 2020 Virtual Summer CME Seminar will be August 21 - 23, 2020 and chaired by Jonathan Stone, DO. As our inaugural seminar with virtual exhibiting, we are thrilled to offer exclusive opportunities for our Summer CME exhibitors.

#### WHO IS THE OOA?

The OOA is the only statewide professional association for osteopathic physicians in Oklahoma. Providing the highest quality education, advocacy and leadership to the osteopathic community, the association is proud to serve more than 2,000 osteopathic physicians, residents, and students in Oklahoma.

#### WHO ATTENDS THE SUMMER CME?

The Summer CME typically has an attendance of 110 physicians and health care professionals over two and a half days. Many of our members plan to attend this seminar each year as it is more intimate. With the convenience of attending the seminar virtually, we are marketing it to physicians from around the country.

# YOUR EXHIBITOR 'BOOTH'

What does a virtual exhibitor booth include you might ask? Well, continue on to see what exclusive opportunities you receive as a virtual exhibitor!

For a fee of \$325, your booth includes:

- » Name on event webpage which will link to your dedicated Company Landing Page. Once your payment and page information are received, your page will be live on the website within one week. Your page will only include the information you provide to us.
  - Landing Page can include:
    - \* About Us
    - \* Links to information regarding products/services including videos, articles, resources and blogs
    - \* Links to download company resources and reports
    - \* Company representative listings with photo, name and title (limit 2)
- » Listing on CME app
- » OOA Member Directory
- » Pre- and post-CME attendee lists. These lists will be emailed to you within two weeks of the event.

Additionally, you'll receive the below opportunities to promote your company before, during and after the seminar.

## Pre-Event:

- » Listing in pre-event emails with link to your Company Landing page

## During Event:

- » Ability to create two polling questions. Do you ever wish you knew more about the attendees at an event? You have the opportunity to create two multiple-choice questions which will be pushed out to all attendees prior to a lecture. The results of the questions would be shared with you following the conference. *Questions must be received by Friday, August 14.*
- » Short, pre-recorded video played before at least one lecture. You have the opportunity to provide a one to two minute video explaining your organization. This will be played at least once before a lecture. The video can be self-recorded or a professional marketing video. *Video must be received by Friday, August 14.*
- » **OPTIONAL:** One, 10-minute dedicated break to connect with attendees in a Zoom breakout room. Additional fee. More information below.

## Post-Event:

- » An email will be sent to CME attendees with a short blurb about your company and links to your website. Up to 10 exhibitors will be included in each email.
- » Option to place a quarter page ad in either the Winter or Spring 2021 *Oklahoma DO* Journal. Creative will need to be received by December 7 and March 1 respectively.
  - Quarter Page Ad Specs:
    - \* 3.75" x 5"
    - \* DPI 300
    - \* JPEG or PDF file



All included for \$325!

# OPTIONAL OPPORTUNITY - LIMITED SPACE!

Enhance your virtual exhibit booth with actual facetime with attendees! For an additional \$125, you can be one of three organizations who will have the opportunity to speak with our Summer CME attendees for up to 10 minutes. During one of our three breaks, all attendees will join you in a breakout room to hear about your company and ask questions about your products and services. Breaks will be reserved on a first come, first served basis so don't wait! Complete the 'Optional Opportunity' section on the exhibit application to reserve your time slot.

## Breakout Times:

Friday, August 21 at 3 p.m.  
Saturday, August 22 at 10 a.m.

Saturday, August 22 at 2:45 p.m.

# EXHIBIT APPLICATION

Oklahoma Osteopathic Association's  
2020 Virtual Summer CME  
August 21-23, 2020

## CONTACT INFORMATION:

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

Contact Name: \_\_\_\_\_ Web Address: \_\_\_\_\_

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ State/Zip: \_\_\_\_\_

## APP LISTING INFORMATION:

This information will be used in our seminar app and your Company Landing Page. Please complete the information below so we can include the most up to date and correct information for your company. Thank you!

**Key Contact** — provides physicians with a direct member of your staff who they can reach out to with any questions.

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

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

**About Us — Company Description** (100 words or less; can also be emailed)

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**High Resolution Photo of Logo** — Please email to [cheryl@okosteo.org](mailto:cheryl@okosteo.org) or [maegan@okosteo.org](mailto:maegan@okosteo.org)

**Links to videos, documents, etc.** — Please email us links to videos, documents or other information you would like included on your Company Landing Page.

## OPTIONAL OPPORTUNITY:

Please mark your first, second, and third timeslot preference.

\_\_\_ Fri., 3 p.m.      \_\_\_ Sat., 2:45

This is an additional \$125 fee.

\_\_\_ Sat., 10 a.m.

## PAYMENT INFORMATION:

Check     Visa     MasterCard     American Express     Discover

Card Number \_\_\_\_\_ CVV \_\_\_\_\_

Total \_\_\_\_\_ Exp. Date \_\_\_\_\_ Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

## COMPLETED REGISTRATION FORMS:

Completed exhibitor registration forms can be emailed to Cheryl Homen, [cheryl@okosteo.org](mailto:cheryl@okosteo.org), or Maegan Dunn, [maegan@okosteo.org](mailto:maegan@okosteo.org). They can also be mailed to the OOA, 4848 N. Lincoln Blvd., OKC, OK 73105, or faxed to 405-528-6102. Please make checks payable to: Oklahoma Osteopathic Association.