



2024 LOA Annual Meeting



LOUISIANA
ORTHOPAEDIC
ASSOCIATION

EXHIBITOR PROSPECTUS

March 15-16, 2024 | The Roosevelt New Orleans



www.louisianaortho.org

BENEFITS OF EXHIBITING

Why Attend the LOA Meeting?

The Louisiana Orthopaedic Association's Annual Meeting brings together renowned experts to provide subspecialty and clinical updates to the practicing general orthopaedic surgeon and academic clinician, including current concepts in sports medicine, joint replacement surgery, shoulder and elbow surgery, hand surgery, foot and ankle surgery, pediatric orthopaedics, and orthopaedic trauma. The meeting will provide an update on treatment options and the latest surgical techniques for treating common orthopaedic conditions.

Personalized On-site Assistance

The Louisiana Orthopaedic Association (LOA) strives to make your exhibiting experience the best business investment possible. We appreciate your involvement and look forward to partnering with you for many years to come. To ensure a positive experience and productive meeting, we have a dedicated LOA on-site coordinator available to assist you with locating doctors and making exhibit arrangements. Friday morning, breakfast is on us and delivered fresh to your booth!

Dedicated Time With The Attendees

We arrange the exhibit hall so that food and beverages are strategically placed to maximize traffic for everyone. Additionally, we have an Exhibitor Reception, a two-hour social event with drinks and heavy hors d'oeuvres in the exhibit hall. It's a great setting to develop relationships with the doctors.

FREE Pre-Meeting Attendee List*

Exhibitors will receive a complimentary pre-registered attendee list when it becomes available before the meeting.

FREE Post-Meeting Attendee List*

To assist you in your post-meeting marketing efforts, the LOA will supply, upon request, a FINAL list of meeting registrants.

Attendance at the Scientific Portion of the Meeting

To better prepare and equip your sales force, LOA 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 orthopaedic field, further build rapport with the attendees, and gain a competitive advantage in the industry.

**Meeting registrants will have the opportunity to opt out of mailing lists at the time of registration*



Travel and Hotel Information

The Roosevelt New Orleans
130 Roosevelt Way
New Orleans, LA 70112

To reserve a room, call the hotel at 504.335.3138. Mention you are attending the LOA Annual Meeting to ensure you receive the discounted group rate.

The hotel is 16 miles from the Louis Armstrong New Orleans International Airport.



Interested in maximizing your exposure to LOA attendees?

Become a meeting sponsor.

The LOA offers multiple sponsorship levels to allow you to stand out and enable you access to additional social environments to meet with medical professionals. Sponsorship levels provide you with additional representative badges, and at the Platinum Plus & Platinum levels, increased booth size. Each level either includes, or provides a discount on the additional opportunities below. Please see page 4 for a list of all sponsorship levels and the benefits included or the discount available to purchase additional opportunities.



Pre-Meeting Advertising

As a sponsor, you will have the opportunity to include side-advertising for your company in one of the pre-meeting emails sent to every member of the LOA. This is a great way to reach every member of the association, even if they are unable to attend the meeting. Specific sponsor levels will also have the ability to run a banner ad on the LOA website, which receives additional traffic as our registrants sign up for the meeting.

Full-Page Color Advertising In JSOA

The Journal of Surgical Orthopaedic Advances (JSOA) is the official journal of the Western Orthopaedic Association, as well as the Southern Orthopaedic Association and the Eastern Orthopaedic Association. With a distribution to over 4,000 orthopaedic surgeons nationwide, this opportunity provides the ability to reach a wide audience.

Welcome Packet Advertising

Provide us with a flyer or advertisement to include in our meeting registration packets. There is no better way to immediately make your presence known to meeting attendees.

Door Drop Advertising

Hosting an Industry presentation or have products to promote? As a sponsor, you may have the opportunity to provide WOA with a door drop to be distributed to all the LOA attendees staying in the meeting hotel.

IMPORTANT DATES+

December 29, 2023

Deadline for Exhibitor Application with \$500 Deposit

January 15, 2024

Deadline for Balance of Exhibitor Fees

January 15, 2024

Deadline for Cancellation and Partial Refund

March 14, 2024

Booth Set-up (12:00pm – 4:00pm)

March 15, 2024

Exhibits Open (6:30am – 4:00pm)

March 16, 2024

Exhibits Open (7:00am – 4:00pm)

+ Dates and times are subject to change

Registration and Badge Pick Up

A meeting packet with exhibitor identification badges will be distributed upon check-in at the Exhibitor Registration desk. All on-site representatives and spouses/guests who attend the meeting must coordinate participation through their respective company. The number of on-site representatives varies by exhibit level (see chart on p. 4).

EXHIBITOR BADGES MUST BE WORN THROUGHOUT THE DURATION OF THE MEETING.
They are proof of registration and are required for admittance to all functions and social events.

APPLICATION FOR EXHIBIT SPACE

Louisiana Orthopaedic Association | 2024 Annual Meeting | The Roosevelt New Orleans | March 15-16, 2024

Apply online at: www.louisianaortho.org

Mail, email or fax form and payment to: Louisiana Orthopaedic Association, Attn: Keith Levin | 110 West Rd, Suite 227, Towson, MD 21204
Phone: 410.494.9280 | Fax: 410-.94.0515 | klevin@datatrace.com | Tax ID 72-0888676

Company Information

Company Name _____

Contact Name _____ Title _____

Email _____ Phone _____

Address _____

City/State/Zip Code _____

Exhibiting Levels

| Benefits Available | Platinum Plus \$21,000 | Platinum \$18,000 | Gold \$12,000 | Silver \$6,000 | Copper \$3,000 |
|--|---------------------------|----------------------|------------------|-------------------|-------------------|
| Complimentary Representatives* | 10 | 8 | 6 | 4 | 2 |
| Booth Size | 8x16 | 8x16 | 8x10* | 8x10* | 8x10* |
| Lead Retrieval Scanners with Export Function | 2 Included | 2 Included | 1 Included | \$250 | \$250 |
| Full Page Color JSOA Ad | Included | Included | \$1,250 | \$1,500 | \$2,000 |
| LOA Website Banner Ad | Included | Included | N/A | N/A | N/A |
| Sidebar Email Ad to Members | Included | Included | N/A | N/A | N/A |
| Flyer in Registration Packets | Included | Included | Included | \$500 | \$750 |
| Door Drop Ad | Included | Included | Included | \$500 | \$750 |
| Breakfast or Lunch Presentation | N/A | Included | N/A | N/A | N/A |
| Bioskills Lab | Included | N/A | N/A | N/A | N/A |
| President's Private Dinner | 2 | 2 | 1 | N/A | N/A |

Exclusive Opportunities: Contact Keith Levin at 410.494.9280 or klevin@datatrace.com

Additional representative badges are \$350 each | ** Possible reduction to 8 x 8 depending on space availability | + No refunds. Payment must be paid in full at time of booking.

Fees Calculation of Total Fee (Insert fees from section above)

☐ Exhibiting Level \$_____ ☐ Sidebar Email Ad \$_____

☐ Additional Representatives \$_____ ☐ Door Drop \$_____

☐ Full Page Color JSOA Ad \$_____ ☐ Flyer in Registrant Packet \$_____

☐ Lead Retrieval Scanner \$_____

| | |
|-------------|---------|
| TOTAL FEE | \$_____ |
| AMOUNT PAID | \$_____ |

Payment Information

- \$500 non-refundable deposit is due with the receipt of the application by **December 29, 2023**
- Full payment must be received by LOA by **January 15, 2024**

To Pay by Credit Card: Deposits and exhibit amounts \$5,000 or less may be paid by credit card. Please use our secure payment processing server at www.louisianaortho.org. Simply click the "Exhibiting" tab in the top horizontal menu of the homepage.

To Pay by Check: Any exhibit level may be paid by check. Please return a copy of this form with your check, made payable to LOA to:
Louisiana Orthopaedic Association, 110 West Road, Suite 227, Towson, MD 21204

Diagnostic Imaging Equipment and Lasers:

Exhibitors will be able to display and demonstrate imaging equipment in their booth space. Exhibitors shall not demonstrate diagnostic imaging equipment using either ionizing or non-ionizing radiation. In addition, demonstrations of activated therapeutic lasers are prohibited.