

American Osteopathic Association DO Day 2022 Sponsorship and Exposure Opportunities April 23-24, 2022 (Virtual Conference) | April 26-27, 2022 (In-person)

DO Day is the premier osteopathic advocacy event of the year. DO Day 2022 will offer more health policy content and opportunities for community engagement, leadership development and advocacy training than ever before. Attendees will have an opportunity to educate their lawmakers about the issues osteopathic physicians and students face. DO Day 2022 will include a two-day virtual conference followed by two days of in-person briefings and meetings with policymakers. Attendance of 500 for the virtual program and 300 for the in-person program is anticipated. All sponsors will have their logo displayed and acknowledged on the virtual platform, the AOA website, and the digital program.

Sponsorship Opportunities

- Branding / Advertising Opportunities
- Networking Opportunities
- Presentation Opportunities

Branding / Advertising Opportunities

Overall Conference Sponsor Package:

DO Day	DO Day and OMED22
Platinum (3) - \$35,000 – DO Day	Platinum (3) - \$75,000 – DO Day and OMED22
<ul style="list-style-type: none"> • Sponsor a general session (Saturday, Sunday, or Tuesday Dinner) topic to be discussed 	<ul style="list-style-type: none"> • Sponsor a general session (Saturday, Sunday) topic to be discussed
<ul style="list-style-type: none"> • Virtual Exposure and 1 in-person table 	<ul style="list-style-type: none"> • 1 Exhibit Booth
<ul style="list-style-type: none"> • 1 Social Media Post 	<ul style="list-style-type: none"> • 1 Social Media Post
<ul style="list-style-type: none"> • 1 Attendee Communication (KBYG or Daily) 	<ul style="list-style-type: none"> • 1 Attendee Communication (KBYG or Daily)
<ul style="list-style-type: none"> • 1 Full Page Digital Program Ad 	<ul style="list-style-type: none"> • 1 Full Page Digital Program Ad
<ul style="list-style-type: none"> • 1 Virtual Tote Bag insert 	<ul style="list-style-type: none"> • 1 Virtual Tote Bag insert
<ul style="list-style-type: none"> • Attendee Mailing List 	<ul style="list-style-type: none"> • Attendee Mailing List
<ul style="list-style-type: none"> • Bumper Video 	<ul style="list-style-type: none"> • Bumper Video
Gold (3) - \$25,000	Gold (3) - \$50,000
<ul style="list-style-type: none"> • Meal Sponsor (Choose from Tuesday Welcome Beverage, Tuesday Drink Tickets, Wednesday Breakfast) 	<ul style="list-style-type: none"> • Networking Event Sponsor
<ul style="list-style-type: none"> • 1 Social Media Post 	<ul style="list-style-type: none"> • 1 Social Media Post
<ul style="list-style-type: none"> • Virtual Exposure and 1 in-person table 	<ul style="list-style-type: none"> • Exhibit Booth
<ul style="list-style-type: none"> • 1 Half Page Digital Program Ad 	<ul style="list-style-type: none"> • 1 Half Page Digital Program Ad
<ul style="list-style-type: none"> • 1 Virtual Tote Bag Insert 	<ul style="list-style-type: none"> • 1 Virtual Tote Bag Insert
<ul style="list-style-type: none"> • Attendee Mailing List 	<ul style="list-style-type: none"> • Attendee Mailing List
Silver (unlimited) - \$15,000	Silver (unlimited) - \$40,000
<ul style="list-style-type: none"> • 1 Half Page Digital Program Ad 	<ul style="list-style-type: none"> • 1 Half Page Digital Program Ad
<ul style="list-style-type: none"> • 1 Social Media Post 	<ul style="list-style-type: none"> • 1 Social Media Post
<ul style="list-style-type: none"> • 1 Virtual Tote Bag Insert 	<ul style="list-style-type: none"> • 1 Tote Bag Insert
<ul style="list-style-type: none"> • Virtual Exposure and 1 in-person table 	<ul style="list-style-type: none"> • Exhibit Booth
<ul style="list-style-type: none"> • Attendee Mailing List 	<ul style="list-style-type: none"> • Attendee Mailing List

Bronze (unlimited) - \$3,000	Bronze (unlimited) - \$10,000
<ul style="list-style-type: none"> Virtual Exposure 	<ul style="list-style-type: none"> Exhibit Booth
<ul style="list-style-type: none"> 1 Virtual Tote Bag Insert 	<ul style="list-style-type: none"> 1 Virtual Tote Bag Insert
<ul style="list-style-type: none"> Attendee Mailing List 	<ul style="list-style-type: none"> 1 Half Page Digital Program Ad
<ul style="list-style-type: none"> 1 Table for In-Person Exposure 	<ul style="list-style-type: none"> Attendee Mailing List
Additional Items to Add to Packages:	
DO Day	OMED 2022
<ul style="list-style-type: none"> Digital Program Ad: Full Page 	<ul style="list-style-type: none"> Digital Program Ad: Full Page
<ul style="list-style-type: none"> Digital Program Ad: Half Page 	<ul style="list-style-type: none"> Digital Program Ad: Half Page
<ul style="list-style-type: none"> Safety Sponsor Kit (1) 	<ul style="list-style-type: none"> Safety Sponsor Kit (1)
<ul style="list-style-type: none"> Lunch & Learn (2) 	<ul style="list-style-type: none"> Lunch & Learn (2)
	<ul style="list-style-type: none"> Educational Session
	<ul style="list-style-type: none"> Support Bracelets

OMED & DO Day: Sponsor Item Descriptions

Item	Description
Attendee Communication Emails	Know Before You Go and Daily emails will be sent to all registered attendees and will contain key information and highlights of the meeting. Include your hyper-linked ad in these emails and gain visibility before and during the meeting.
Digital Program Ad Full Page or Half Page	Receive visibility among all conference participants by including an ad in the DO Day 2022 online digital program!
Safety Sponsor Kit	Hand sanitizers and masks will be essential to attendees. Sponsor logo will be on the zippered bag containing the two items. This is a great way to show attendees you care about their safety.
Bumper Video	Provide a 30 second video clip that can be played within one of the general sessions.
Social Media Promo	Provide the graphic and message for AOA to post on their social media channels to promote your company participating in DO Day and OMED 2022.
General Session	Align your organization with thought leaders in the osteopathic industry. Sponsor will receive recognition during the session, on the website and mobile app and a bumper video prior to the general session.
Virtual Lunch & Learn Session	Provide a 30 minute recorded session that will be highlighted to attendees during the lunch time frame.

Networking Opportunities DO Day

Welcome / Beverage Break	Attendees will receive a beverage break on Tuesday afternoon (4/26) upon arriving the meeting. Sponsor will receive recognition on signage, branded napkins and the ability to have a company representative available to greet the attendees as they pickup their badges.
Dinner Drink Tickets	Attendees will receive dinner during the congressional preparation meeting. Sponsor will receive recognition on signage, branded napkins and the ability to have a company representative available to greet the attendees.
Continental Breakfast	Attendees will receive a continental breakfast on Wednesday morning (4/27) prior to going to the Congressional meetings. Sponsor will receive recognition on signage, branded napkins and the ability to have a company representative available to greet the attendees.

Networking Opportunities OMED22: TBD

Yoga Session (Friday, Saturday, or Sunday morning)	Help energize attendees by sponsoring one of the daily 60-minute mindful movement yoga session. Sponsor will receive recognition on signage. Enhance this offering to include a branded plush, sweat wicking yoga towel or water bottle. Price upon request.
Registration Welcome (Thursday afternoon or Friday morning)	Help make every moment an experience at OMED 2021 starting at Registration. Welcome attendees with music and light refreshments as they check into the conference. Sponsor will receive recognition on signage and logo on the website. Select from Thursday afternoon or Friday morning.
Student Mentor Boxed Lunch	Sponsor this unique opportunity for students to connect with their mentors while enjoying a meal together. Sponsor will receive recognition during the event, in the program, mobile app, and onsite signage. Sponsor to have one representative available to greet attendees. Event takes place on Saturday, October 29 in the exhibit hall.

Other Packages:

- Sponsor Topic Themed Presentations at OMED22
- Sponsor a Selection of Sponsorship Items for DO Day and OMED22 and Include in the Package Ads Throughout the Year in AOA Publications

Questions:

Sponsorship: Darcy Steinberg-Hastings at dsteinberg@osteopathic.org or 312/202-8008.

Virtual Exposure: Dawn Amaskane at damaskane@osteopathic.org or 312/202-8057

