

American Osteopathic Association DO Day and OMED 2023 Sponsorship and Exposure Opportunities

DO Day23: April 15-16, 2023 (Virtual Conference) | April 19-20, 2023 (In-person)

OMED23: October 6-8, 2023 (In-person and Virtual Conference)

DO Day:

DO Day is the premier osteopathic advocacy event of the year. DO Day 2023 will offer 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 2023 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.

OMED23:

The Osteopathic Medical Education Conference (OMED) is the American Osteopathic Association’s (AOA) premier educational event. Presented annually, it is a conference that showcases osteopathic medicine across multiple specialties and is planned in conjunction with AOA specialty college affiliates. It brings together the osteopathic community and provides an opportunity for attendees to obtain high quality education, network with one another, and additionally affords the AOA the opportunity to continue to strengthen its relationship and partnership with osteopathic affiliated organizations, including colleges of osteopathic medicine. OMED23 will be a hybrid event taking place in Orlando, Florida, Friday, October 6 – Sunday, October 8, 2023. With an anticipated 5,000 – 6,000 in attendance. All sponsors will have their logo displayed and acknowledged on the virtual platform.

Sponsorship Opportunities

- Branding / Advertising Opportunities
- Networking Opportunities
- Presentation Opportunities

Branding / Advertising Opportunities

Overall Conferences’ Sponsor Package:

DO Day 2023	DO Day and OMED23
Platinum - \$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 Wednesday Dinner) topic to be discussed • Virtual Exposure Through Ads on Platform • 1 Social Media Post • 1 Attendee Communication Email • 1 Full Page Digital Program Ad • 1 Virtual Tote Bag insert • Attendee Mailing List • Bumper Video 	<ul style="list-style-type: none"> • Sponsor a general session (Saturday, Sunday) topic to be discussed • 1 Exhibit Booth • 1 Social Media Post • 1 Attendee Communication Email • 1 Full Page Digital Program Ad • 1 Virtual Tote Bag insert • Attendee Mailing List • Bumper Video
Gold - \$25,000	Gold (3) - \$50,000
<ul style="list-style-type: none"> • Meal Sponsor (Choose from Wednesday Welcome Beverage, Wednesday Drink Tickets, Thursday Breakfast) • 1 Social Media Post 	<ul style="list-style-type: none"> • Networking Event Sponsor • 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 - \$3,000	Bronze - \$10,000
<ul style="list-style-type: none"> Virtual Exposure 	<ul style="list-style-type: none"> Exhibit Booth
<ul style="list-style-type: none"> Virtual Tote Bag Insert 	<ul style="list-style-type: none"> 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 2023
<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 	<ul style="list-style-type: none"> Safety Sponsor Kit
<ul style="list-style-type: none"> Lunch & Learn 	<ul style="list-style-type: none"> Lunch & Learn
<ul style="list-style-type: none"> Special Event Sponsorship 	<ul style="list-style-type: none"> Educational Session
	<ul style="list-style-type: none"> Support Bracelets
	<ul style="list-style-type: none"> Special Event Sponsorship

***Packages can be Individualized and Items Can be Exchanged within Packages**

INDIVIDUAL ITEMS DESCRIPTIONS

Branding / Advertising Opportunities

Item	Description	Price
Lanyards (OMED)	Lanyards provide an ideal way for attendees to wear their conference badges, while prominently showcasing your corporate logo.	\$15,000
Attendee Tote Bags (OMED)	In-person attendees will receive a tote bag upon arrival to the conference. The sponsor will be able to have a one-color imprint logo on one side of the tote bag.	\$15,000
Attendee Tote Bag Inserts (OMED)	Sponsor has the ability to select to either add one company branded item or a one-page flyer into each conference attendee's tote bag.	\$10,000
Safety Sponsor Kit (OMED and DO Day)	Hand sanitizers and masks will be essential to attendees. Sponsor logo will be on the zippered bag containing the two items. Great way to show attendees you care about their safety while also including a fun incentive for stopping by your booth!	\$12,000
Support Bracelets (OMED)	Attendees can choose from three silicon bracelets, in different colors to let others know how to interact with them. Choices: maintaining distance, would like to talk and all for hugs and high-fives! Sponsor logo can be added to the bracelets.	\$5,000

Convention Center Wi-Fi (OMED)	Your support allows attendees to enjoy free wireless internet throughout the Convention Center. Sponsor will receive recognition on the website, mobile app, and onsite signage recognizing your support.	Call for pricing
Know Before You Go Email and Daily Emails (OMED and DO Day)	This is your chance to brand the meeting's Know Before You Go and daily emails. These 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. <i>(4 emails - cost is per email)</i>	\$3,000
Advertisement in Online Program (OMED and DO Day)	Receive visibility among all conference in-person and virtual participants including an ad in the OMED22 online digital program! Full page ad in digital program: \$3,000.00 Half page ad in digital program: \$2,000.00	
Exhibit Hall Aisle Signs (OMED)	Attendees will take notice of your corporate logo on all aisle signs as they navigate the crowded Exhibit Hall. Opportunity includes the production, installation, and removal of all aisle signs.	\$4,500
Half Meter Boards (OMED)	Attendees will take notice of your corporate logo on all signs throughout the convention center. Opportunity includes the production, installation, and removal of all signs.	\$600
Stacked Meter Cubes (OMED)	Attendees will take notice of your corporate logo on these stacked cubes throughout the convention center. Opportunity includes the production, installation, and removal of all signs.	\$8,500
Table Clings (OMED)	Place your branding on one set or multiple sets of these tables throughout the Exhibit Hall and capture the attention of attendees while they are relaxing, dining, or traveling through the hall. Displayed on Friday and Saturday during exhibit hall hours.	\$5,000
Hotel Key Cards (OMED)	Customized hotel keycards with your personalized design will be distributed to meeting attendees upon check-in to their OMED 2022 hotels. <i>(rights only)</i>	\$10,000
Nursing Mothers Room (OMED)	Show your support for working mothers and help improve the experience for nursing mothers attending the conference. As a sponsor, you will have the opportunity to place promotional materials in the Mother's Room. The mothers room is available Friday through Sunday during meeting hours.	\$5,000
Recharge Zone (OMED)	Attendees will be eager to visit this designated area in OMED Central on the exhibit floor to recharge their devices and themselves! Sponsor will receive hanging logo on locator sign, branded seating area, and recognition in the program and mobile app.	\$20,000
Carpet Overlays (OMED)	Place your branding on one set or multiple sets of these carpet overlays throughout the Exhibit Hall and capture the attention of attendees while they are traveling through the hall.	Call for pricing
Ads in AOA Journal, Newsletters, and AOA App	Include advertisements in AOA publications reaching members and partner organizations.	Call for pricing
Participant List (OMED and DO Day)	Receiving a participant mailing list.	\$1,350 each

Presentation Opportunities

Item	Description	Price
General Session Speaker (OMED and DO Day)	Align your organization with thought leaders in the osteopathic industry. Don't miss out on sponsoring this main attraction. Sponsor will receive recognition during the session, on the website, mobile app, and onsite signage.	Call for pricing
Student Track (OMED Only)	Sponsor will be provided with recognition on the website, platform, onsite signage and able to provide a 2-minute welcome greeting on first day of meeting.	Call for pricing
Resident Track (OMED Only)	Sponsor will be provided with recognition on the website, platform, onsite signage and able to provide a 2-minute welcome greeting at start of the meeting.	Call for pricing
Lunch and Learn (DO Day)	Sponsor this hot ticket and hot topic item! The Lunch and Learn provides virtual exposure on the platform to all attendees as well as the ondemand access. Sponsor can optionally send gift cards to virtual audience to purchase lunch. (Cost is per day).	Call for pricing
Lunch and Learn (OMED)	Sponsor this hot ticket and hot topic item! The Lunch and Learn brings food for thought to conference attendees. (Cost is per day).	Call for pricing

Social & Networking Opportunities

Item	Description	Price
Cuddle Station (OMED)	Sponsor the exhibit hall's most-loved four-legged attraction. Back by popular demand, this sponsorable opportunity is a great way to include your branding in a highly visited stop inside the exhibit hall. Sponsor receives recognition on the website, platform, and signage. Sponsor allowed to have one representative at the cuddle station to interact with attendees.	\$20,000.00
Registration Welcome Food & Entertainment (OMED)	Help make every moment an experience at OMED 2023 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. (Cost is per day).	\$10,000.00
Welcome Reception (OMED)	Sponsor the networking reception, the official celebration of OMED 2023. Attendees will enjoy an hour of entertainment, networking, and fun! Sponsor will receive recognition on the website, platform, and signage.	\$45,000.00
General Session Coffee Break (OMED)	Fuel conference attendees with some much-needed caffeine! Take advantage to this social activity that bring together attendees during a quick break and much needed coffee fix. Opportunity allows for company representative to engage with attendees as they grab a cup. Branding opportunities include signage, napkins, and platform. (Cost is per day).	\$20,000.00
General Session Coffee & Continental Breakfast (OMED)	Nourish conference attendees before a busy day of learning and networking! Take advantage to this social activity that bring together attendees during a quick continental breakfast. Opportunity allows for company representative to engage with attendees as they grab a bite. Branding opportunities include signage, napkins, and platform. (Cost is per day).	\$35,000.00

All Day Coffee Break Friday <u>or</u> Saturday <u>or</u> Sunday (OMED)	Fuel conference attendees with some much-needed caffeine! Take advantage to this social activity that bring together attendees during a quick break and much needed coffee fix. Opportunity allows for company representative to engage with attendees as they grab a cup. Branding opportunities include signage, napkins, and mobile app. <i>(Cost is per day)</i> .	\$40,000.00
Lunch on Exhibit Floor Friday <u>or</u> Saturday (OMED)	Sponsorship opportunity provides companies direct access to attendees, allowing the company to distribute daily lunch vouchers to drive booth traffic. Opportunity provides maximum exposure in the restaurant pavilion including branding on banners, floor clings, website and platform! Opportunity available either on Friday or Saturday. <i>(Cost is per day)</i> .	\$50,000.00
Exhibit Hall Morning Coffee Friday – 9am - 9:30am <u>or</u> Saturday – 9am – 9:30am (OMED)	Fuel conference attendees with some much-needed caffeine! Take advantage to this social activity that bring together attendees during a quick break and much needed coffee fix. Opportunity allows for company representative to engage with attendees as they grab a cup. Branding opportunities include signage, napkins, and platform. <i>(Cost is per day)</i> .	\$20,000.00
Student Mentor Boxed Lunch (OMED)	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.	\$8,000.00
Cooking / Chef Demo in OMED Central (OMED)	Attendees will enjoy a live cooking demonstration on the exhibit floor while sponsor can take advantage of this perfect opportunity to connect their brand with everyone's favorite motivator... food!	\$5,000.00
DO Day Dinner	Sponsor dinner for the DO Day attendees on Wednesday evening.	Call for pricing

To secure a sponsorship opportunity or to discuss a customized package, contact Darcy Steinberg-Hastings at dsteinberg@osteopathic.org or 312/202-8008 and Heather Jastremski at hjastremski@osteopathic.org or 312/202-8128

