

**OHIO FOOT AND ANKLE ANNUAL SCIENTIFIC SEMINAR**

# **Exhibitor Registration And Sponsorship Opportunities**

**June 10 - 11, 2021**



***Set Up: June 9, 2021***

***Show Dates: June 10 - 11, 2021***

***Columbus Hilton at Easton  
Columbus, Ohio***

## **The Mid-West's Largest Solo-State Podiatric Show!**

- Hybrid Seminar • Great Location
- NEW Exhibit and Sponsor Opportunities  
(See inside for full details!)





## SCHEDULE FOR EXHIBITORS

*The 105th Annual Ohio Foot and Ankle Scientific Seminar*

### Wednesday, June 9, 2021

4:00 pm— 6:00 pm **Exhibitor Set up**

### Thursday, June 10, 2021

7:00 am **Exhibits open:**  
**Continental breakfast served in exhibit hall\***

10:00 am—10:30 am **Morning break with exhibitors\***

11:30 am—1:00 pm **Lunch & Learn with speaker\***

3:00 pm—3:30 pm **Afternoon break with exhibitors\***

4:00 pm **Exhibit Hall closes for the day**

*CME Scanning  
in Exhibit Hall  
ALL BREAKS!*

### Friday, June 11, 2021

7:00 am **Exhibits open - continental breakfast served in exhibit hall\***

9:30 am—10:00 am **Morning break with exhibitors\***

11:30 am—1:00 pm **Exhibitor Marketplace Luncheon in Exhibit Hall (complimentary)\***

2:30 pm — 3:00 pm **Afternoon break with exhibitors\***

3:00 pm — 4:30 pm **Exhibitor booth dismantlement**

**Door  
Prizes**

### Saturday, June 12, 2021 / EXHIBIT HALL CLOSED

#### ***Sponsorship Opportunities Only - Workshops\****

\* Indicates that sponsorship opportunities are available—see Page 5 or 7 for more information

**Virtual Exhibit Hall open Thursday, Friday and Saturday**

**Schedule subject to change — check [www.ohfama.org](http://www.ohfama.org) for current information.**

## *Register Now!*

Email: [Iridolfo@ohfama.org](mailto:Iridolfo@ohfama.org)

Mail: 1960 Bethel Rd., Ste. 140, Columbus, OH 43220

Fax: (614) 457-3375



#### **Hilton Columbus at Easton**

The Hilton Easton is a full-service, upscale hotel located with Easton Town Center, rated 4 Diamonds by AAA. The Hilton has reserved a **special room rate for participants in this seminar**. Mention that you're with the Ohio Foot & Ankle Medical Foundation (OFAMF) to receive the discounted rate, group code **OFAC**. Rooms will go quickly, so be sure to reserve as soon as possible! Call (614) 414-5000 for your reservations. In addition to the Hilton, there is a **Courtyard Inn** (614) 416-8000 near to the hotel.



#### **Easton Town Center**

The Columbus Hilton is located at the Easton Town Center, which features over **100 of the finest shops, restaurants, entertainment and nightspots in Columbus**. The center has recently expanded. Easton offers upscale shopping, family entertainment, a dine-in movie theater, and a variety of dining options. There's something for everyone! For more information go to [www.eastontowncenter.com](http://www.eastontowncenter.com).

**Questions? Call OFAMF at (614)457-6269**

# Important Information

## Exhibit Booths

OFAMF has contracted with the George E. Fern Company to provide “pipe and drape” booths. All standard booths will be located in the Easton Ballroom for Thursday and Friday viewing. Premium booths will be located outside of the lecture hall in the Regent Foyer for Thursday and Friday viewing.

The premium exhibit booth measures 10’ wide x 8’ deep and the standard booth measures 10’ wide by 6’ deep. If you need additional space **you will be required to purchase an additional booth** (limit 2 booths per company). You may not extend your display or place equipment outside of your allotted space. Standard diagonal line of sight and all other industry standard tradeshow guidelines apply. OFAMF reserves the right for booth assignments.

You will be provided a 6’ x 2’ x 30” high **skirted table**, **2 chairs** and a **sign**. The sign will include your booth number and company name, limited to 35 letters and spaces. You must indicate your preferred company name on the registration form. This name will appear on all signs and printed material. **Booth sharing or subletting of booth space is strictly prohibited.**

Our exclusive **two-day show** is available to 62 standard and 6 premium booths on a **first-come first-served basis**.

## Representatives

**Only 2 (two) representatives per booth are permitted in the booth at one time.** Representatives must be registered with OFAMF and must wear OFAMF identification in the exhibit halls at all times without exception. **Two name tags will be provided and additional name tags may be purchased for \$45 each.** This policy is firm. Sorry no exceptions. Exhibitors shall comply with all applicable Food and Drug Administration (FDA) regulations.

## Liability/Security

The exhibit halls will be locked from 6:00 pm on Wednesday to 7:00 am on Thursday; and from 4:00 pm on Thursday to 7:00 am on Friday. The Exhibit Hall closes on Friday at 3:00 pm. OFAMF and the Hilton Hotel are not responsible for any loss or damage of property. The representatives are responsible for securing all valuables when the exhibit booth is not attended. Insurance, if desired, is the responsibility of the exhibitor. Exhibitors will have 1.5 hours to dismantle booths, additional time may be subject to a fee by the George E. Fern Co.

## Set-Up & Take-Down

**Booth set-up will take place on June 9, 2021 from 4:00-6:00 pm ONLY.** You must be on premises to set up at this time, **no exceptions.** Take down is from **3:00-4:30 pm on Friday June 11, 2021.** You must have your booth disassembled and off of the premises within this time frame—**not before 3:00 pm. NO set-up or take-down outside of the provided times,** be sure to PLAN ACCORDINGLY. NOTE: Strict adherence to schedule is **required** of all participants. If changes must be made to schedule by the hotel, information will be available on the OFAMF website—[www.ohfama.org](http://www.ohfama.org). It is the responsibility of participants to *confirm* times prior to the show. Additional time for dismantling will be subject to fees by the George Fern Co. and the exhibiting company will be responsible.

## Non-Compete Rules

Exhibitors and sponsors are prohibited from scheduling receptions, dinners, hospitality suites, social functions, exhibits, product demonstrations, technical seminars, training sessions (other than for staff) or other events outside of the exhibit booth without the consent of OFAMF. OFAMF has allotted **Thursday, June 10, 2021** as “free” time—starting at 6:00 pm, exhibitors and sponsors are free to make plans with their customers at will for entertainment.

## Exhibition Contractor

The George E. Fern Company is the official contractor for the 105th Annual Ohio Foot & Ankle Scientific Seminar. The George Fern Company will contact all registered exhibitors approximately 45 days prior to the seminar with information and rental/service forms with details, descriptions and rates. George Fern Company: 1500 Old Leonard Ave., Columbus, Ohio 43219 (614) 253-1500. [www.geofern.com](http://www.geofern.com)

## Refunds

Booths cannot be guaranteed without full payment. **Booths may not be set up on June 9, 2021 until fully paid.**  
No refunds will be given for cancellations or no shows.

## Attendee Lists

Pre-show lists are available for \$100. A **post-show Excel spreadsheet** will be emailed to the email address provided on the booth registration form. If you would like it in another format or emailed to a different contact person, call OFAMF at (614) 457-6269.

Check [www.ohfama.org](http://www.ohfama.org) often for updates and changes. **Questions? Call OFAMF at (614)457-6269**



# SPONSORSHIP OPPORTUNITIES

## *The 105th Annual Ohio Foot and Ankle Scientific Seminar*

### **PLATINUM SPONSORSHIP - \$7,500**

- Premium 10' x 10' Booth Outside Ballroom (\$3,500 value)
- Premium Banner Placement on Seminar mobile app as a banner
- Company logo on The Annual Scientific Seminar slide show and seminar signage
- Leather bound framed Certificate and photo in *OHFAMA News Journal*
- Link to company website on [www.ohfama.org](http://www.ohfama.org) (pre and post convention)
- One coordinated Facebook post on the OHFAMA Facebook page (must register before May 13, 2021)
- One 8 1/2" x 11" collateral material in Doctor registration packets (must be received by May 13, 2021)

### **GOLD SPONSORSHIP - \$5,000**

- Premium 10' x 10' Booth Outside Ballroom (\$3,500 value)
- Company logo included on Seminar mobile app as a banner
- Company logo on The Annual Scientific Seminar slide show and seminar signage
- Leather bound framed Certificate and photo in *OHFAMA News Journal*
- Link to company website on [www.ohfama.org](http://www.ohfama.org) (pre and post convention)
- One 8 1/2" x 11" collateral material in Doctor registration packets (must be received by May 13, 2021)

### **SILVER SPONSORSHIP - \$3,500**

- Premium 10' x 8' Booth Outside Lecture Hall (\$2,250 value)
- Company logo included on Seminar mobile app
- Company logo on The Annual Scientific Seminar slide show and seminar signage
- Link to company website on [www.ohfama.org](http://www.ohfama.org) (pre and post convention)
- One 8 1/2" x 11" collateral material in Doctor registration packets (must be received by May 13, 2021)

### **LUNCH AND LEARN SPONSORSHIP \$2,500\***

- Private 90 Minute Lunch Presentation with 40 Physicians (*Lunch attendee list emailed post seminar*)
- Premium booth placement in the Exhibit Hall Ballroom

*\*Lunch and Learn Sponsorship **does NOT include a booth.** Booths must be purchased separately.*

### **WORKSHOP SPONSORSHIP—\$3,000\***

- Workshops must be coordinated with OFAMF Executive Director for scheduling and attendee communication
- Premium booth placement ***IN the Exhibit Hall Ballroom***
- Company logo on The Annual Scientific Seminar slide show, seminar signage and mobile app

### **CONTINENTAL BREAKFAST OR LUNCHEON SPONSORSHIP—\$2,000\***

- Premium booth placement in the Exhibit Hall Ballroom
- *\*Break Sponsorship **does NOT include a booth.** Booths must be purchased separately.*
- Company logo included on Seminar mobile app
- Company logo on The Annual Scientific Seminar slide show and seminar signage
- One 8 1/2" x 11" collateral material in Doctor registration packets (must be received by May 13, 2021)

### **BREAK OR BEVERAGE STATION SPONSORSHIP—\$1,000\***

- Premium booth placement in the Exhibit Hall Ballroom or on Drink Station Tables
- *\*Break Sponsorship **does NOT include a booth.** Booths must be purchased separately.*
- Company logo included on Seminar mobile app
- Company logo on The Annual Scientific Seminar slide show and seminar signage

### **ADDITIONAL SPONSORSHIPS ARE LISTED ON PAGE 5 AND PAGE 7**



## 2021 GRANT AND SPONSORSHIP CONTRACT

### *The 105th Annual Ohio Foot and Ankle Scientific Seminar*

The following is an agreement to provide the Ohio Foot & Ankle Medical Foundation with a sponsorship to support the 105th Annual Ohio Foot and Ankle Scientific Seminar that will be held on June 10—12, 2021 at the Hilton at Easton Town Center in Columbus, Ohio. This program has been approved for Continuing Medical Education hours by OFAMF for the state of Ohio and as an approved CPME provider. **Please see page 4 or 7 for the details of what is included with sponsorships.**

#### All sponsorships include a pre-seminar registration list.

- ☐ Unrestricted Grant (\$7,500-Platinum; \$5,000-Gold; \$3,500- Silver) \$ \_\_\_\_\_
- ☐ Sponsor for **Lunch & Learn (Thursday, 1 sponsor per session):** \$2,500 (3 Available) \$ \_\_\_\_\_
- ☐ Sponsor for **Morning, Afternoon Break or Beverage Station:** \$1,000 each (9 Available) \$ \_\_\_\_\_
- ☐ Sponsor for **Workshop** \$3,000 each (contact OFAMF for availability) \$ \_\_\_\_\_
- ☐ Sponsor for **Continental Breakfast:** \$2,000 (3 Available) \$ \_\_\_\_\_
- ☐ Sponsor for **Marketplace Luncheon (Friday):** \$2,500 \$ \_\_\_\_\_
- ☐ Sponsor for **Face Masks:** \$2,500 (1 Available—company logo, one color) \$ \_\_\_\_\_
- ☐ Sponsor for **Floor Graphics:** \$250-\$500 (see details on page 7) \$ \_\_\_\_\_
- ☐ Sponsor for **Hand Sanitizing Station Sponsorship** \$500 (5 Available) \$ \_\_\_\_\_
- ☐ Sponsor for **Seminar WiFi Landing Page** \$2,000 (1 Available) \$ \_\_\_\_\_
- ☐ Sponsor for **Physician Session:** \$500 \$ \_\_\_\_\_
- ☐ Sponsor for **Scientific Paper and Poster Competitions** Company products, prize donation for a new practitioner or monetary contribution (indicate prize or amount) \$ \_\_\_\_\_
- ☐ Sponsor by providing **door prizes** for participants in Exhibit Hall Company products for a physician
- ☐ Sponsor by providing **Annual Tote Bag** (1 Available-company logo, one color) \$2,000 \$ \_\_\_\_\_
- ☐ Sponsor by providing **Annual Pens** (1 Available—company logo, one color) \$750 \$ \_\_\_\_\_

I will pay by:

☐

Check

☐

Credit Card

**TOTAL:** \$ \_\_\_\_\_

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ 3 or 4 Digit Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Billing Address: \_\_\_\_\_

By signing this contract, you enter into an agreement with OFAMF as a sponsor of the 105th Annual Ohio Foot and Ankle Scientific Seminar by providing a grant or sponsorship. As a sponsor, you agree to pay the amount referenced above on or before May 28, 2021.

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Company Name & Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**MAIL to OFAMF: 1960 Bethel Road, Suite 140, Columbus, OH 43220 or FAX to (614) 457-3375**  
**Questions? Call (614) 457-6269 or email [Iridolfo@ohfama.org](mailto:Iridolfo@ohfama.org)**



# 2021 EXHIBIT BOOTH REGISTRATION

## The 105th Annual Ohio Foot and Ankle Scientific Seminar

COMPANY INFORMATION

Company Name: \_\_\_\_\_ Service/Product: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Fax: \_\_\_\_\_

\_\_\_\_\_ Website: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Email Address for Post-Show List: \_\_\_\_\_

Company Contact Information for Exhibitor Directory (name, address, phone, email): \_\_\_\_\_

Brief description of product(s)/service(s) to be exhibited. Information may appear in marketing materials and handouts.

(25 words maximum): \_\_\_\_\_

How did you learn about this event? \_\_\_\_\_

Companies to be close to or far from: \_\_\_\_\_

SIGN

THE UNDERSIGNED CERTIFIES THAT HE/SHE IS AUTHORIZED TO CONTRACT IN THE NAME OF THE EXHIBITING COMPANY.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name & Title: \_\_\_\_\_

PAYMENT

☐ Premium Booth (10'x8'), location outside of lecture hall - limit 6 (includes virtual exhibit booth):  
Before May 7, 2021: \$2,250 After May 7, 2021: \$2,500

☐ Standard Booth (10'x6'), location in Easton Ballroom - Exhibit Hall (includes virtual exhibit booth):  
Before May 7, 2021: \$1,200 After May 7, 2021: \$1,450

☐ Virtual Exhibit Booth Only: Before May 7, 2021: \$600 After May 7, 2021: \$850

☐ Door Prize Donation for Friday's Marketplace Luncheon. Item to be dropped off at the registration desk.

☐ Prize Donation for Thursday's Resident Scientific Paper and Poster Competition (may be cash prize, gift card or company product). List item to be dropped off at the registration desk during the seminar:

\_\_\_\_\_

Representative 1: \_\_\_\_\_ Representative 2: \_\_\_\_\_

Additional Name Tags \$45/each: 1: \_\_\_\_\_ 2: \_\_\_\_\_

I will be paying by: ☐ Check ☐ MasterCard ☐ Visa ☐ Discover ☐ American Express

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ 3 or 4 Digit Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Billing Address: \_\_\_\_\_

\$ \_\_\_\_\_ (Booth) + \$ \_\_\_\_\_ (Additional Name Tags \$45 each — 2 exhibitor name tags issued per booth)

+ \$ \_\_\_\_\_ (Pre-Seminar Registration List \$100 if applicable for non-sponsors/prize donors = Total \_\_\_\_\_)

MAIL to OFAMF: 1960 Bethel Road, Suite 140, Columbus, OH 43220 or FAX to (614) 457-3375  
Questions? Call (614) 457-6269 or email [Iridolfo@ohfama.org](mailto:Iridolfo@ohfama.org)





# 2021 Virtual Booth & SPONSORSHIP DETAILS

## *The 105th Annual Ohio Foot and Ankle Scientific Seminar*

### **VIRTUAL EXHIBIT BOOTH**

Virtual Exhibit booths will include a Company listing, including full contact information, company product description, and will link to the email of your choice. Companies are invited to submit a 2-3 minute commercial in an MP4 file format. Commercials will play during the break times for the Virtual Seminar attendees. Companies are asked to submit details for show specials or product information in a pdf file format. Companies will be recognized and have website links listed on the Annual Seminar Sponsor and Exhibitor webpage on [www.ohfama.org](http://www.ohfama.org) from the time of registration until fall 2021.

### **IN PERSON SPONSOR OPPORTUNITIES**

Make a lasting impression for all attendees with face masks, pens or tote bags given out at the registration desk with your company logo on them!

Other high-visibility marketing opportunities include:

- Hand sanitizing stations (\$500 per station), which include three of your company's logos on each side of the station you sponsor for all three days of the seminar.
- Social distancing floor graphics (24" or 36" color) to be placed at the registration desk, food or beverage station, or at a scan station. Graphics available with your company logo in the shape of a circle or a foot (\$250 - \$500 each).

### **PHYSICIAN SESSION SPONSOR**

For \$500, your company will have a premiere skirted table immediately outside of the lecture hall during the session that you choose to sponsor. All session sponsors must be an exhibiting company and have a booth in the exhibit hall.

### **WORKSHOP SPONSOR**

For \$3,000, your company may work with the OFAMF staff and develop a time during the seminar to host a workshop. OFAMF will provide the space at the venue and help market the workshop. Workshops established prior to the physician brochure being printed will be included in the physician brochure publication (April 2021).

### **CONTINENTAL BREAKFAST IN THE EXHIBIT HALL**

For \$2,000, provide a delicious buffet of coffee, tea, juices, Danish, bagels, fruit and more. Includes sign with your company logo, insert in attendees handouts and a premium booth placement in the exhibit hall ballroom when a booth is purchased.

### **MORNING OR AFTERNOON BREAK IN THE EXHIBIT HALL OR BEVERAGE STATION**

For \$1,000, provide a food break between lectures OR refreshments, coffee/sodas. Includes sign with company logo, listing on seminar schedule, mobile app, and premium booth placement in the exhibit hall ballroom when a booth is purchased.

### **THURSDAY'S LUNCH & LEARN (3 AVAILABLE)**

Thursday lunch with speaker—be recognized with a \$2,500 contribution for this special 1.5-hour **CME presentation**. Geared for exclusive one-on-one time (90 minutes) with 40 physicians in a private meeting room. Your company controls tickets from your exhibit booth. Your company logo will appear on the seminar mobile app and the lunch attendance list will be emailed post-seminar. *Must purchase exhibit booth separately.* Company will work with OFAMF for compliance.

### **FRIDAY'S MARKETPLACE LUNCHEON**

1.5-hours of uninterrupted face-to-face time with some of your biggest customers. Lunch is served in the exhibit hall, giving the attendees time to eat, visit, and shop! Your \$2,000 grant will include signs with your company's logo, an insert in attendees handouts and a premium booth placement in the exhibit hall ballroom when a booth is purchased.

### **SEMINAR WiFi LANDING PAGE**

For \$2,000, the seminar WiFi that is provided to all attendees, will be directed to your company's website as soon as they log in to the free seminar WiFi link.

### **DOOR PRIZES**

Door prize drawings will take place in the exhibit hall during the Friday afternoon break. Get to know attendees while marking their *Play To Win* cards—create excitement and recognition by donating a door prize. We provide you with a colored marker to validate attendees cards. Companies that donate door prizes will receive a free pre-show registration list in mid-May 2021 and also have logo recognition in attendees packets.

### **SCIENTIFIC PAPER AND POSTER COMPETITION PRIZES**

Thursday's popular afternoon event! Residents present research and compete for the coveted first prize. Make an impression by donating a prize or monetary contribution for the winners. Companies that donate a prize will receive a free pre-show registration list in mid-May 2021 and also have logo recognition in attendees packets, program, and signage.

# The 105th Annual Ohio Foot and Ankle Seminar

**The  
Mid-West's  
Largest  
Solo-State  
Podiatric  
Show!**



**SET UP:  
June 9, 2021**

**SHOW DATES:  
June 10-11,  
2021**

**LOCATION:  
Columbus  
Hilton at  
Easton  
Columbus,  
Ohio  
— And  
Virtual**

**Sponsor &  
Exhibitor  
Opportunities  
Inside**

**THIS IS ONE EVENT YOU SIMPLY CANNOT MISS!**  
**Look who supported the Podiatric profession with a sponsorship  
or a donation at our 2019 and 2020 Annual Seminar:**

