



2020

E X H I B I T O R

11<sup>TH</sup> ANNUAL

# ATLANTA TRAUMA SYMPOSIUM

AUGUST 13-15, 2020 | ATLANTA, GA

P R O S P E C T U S



## FROM THE SENIOR MANAGER, CORPORATE RELATIONS

Dear Prospective Course Supporter,

On behalf of the Foundation for Orthopaedic Research & Education and Course Directors, **Bruce Ziran, MD, FACS**, and **Doug Lundy, MD, MBA, FACS**, we invite your company to exhibit at the **11<sup>th</sup> Annual Atlanta Trauma Symposium** taking place August 13-15, 2020, in Atlanta, Georgia.

This CME activity is designed for orthopaedic surgeons to enhance surgeon competency and provide strategies for fracture management. Distinguished faculty will present the latest concepts and techniques in orthopaedic trauma using didactic lectures, case presentations, and hands-on workshops. This course is designed to meet the needs of general orthopedists and mid-level providers whose scope of practice includes fracture repair.

The attached prospectus offers a wide variety of support packages designed to encourage opportunities for you to communicate your message to a targeted and engaged audience. Exhibiting at the course will allow you to provide orthopaedic surgeons with information and education about your products, while demonstrating both your support for the orthopaedic community and your commitment to educating healthcare professionals about the newest technological advances and devices in orthopaedic trauma.

For further information on the course, please visit the course website: [FORE Atlanta Trauma Symposium](#)

We look forward to seeing you in Atlanta!

Sincerely,

*Rachel Reuter*

Rachel Reuter  
Senior Manager, Corporate Relations  
Foundation for Orthopaedic Research & Education  
Email: [rreuter@foreonline.org](mailto:rreuter@foreonline.org)  
Mobile: 512.777.8250

## COURSE FACULTY

### COURSE DIRECTORS



**Bruce H. Ziran, MD, FACS**  
Director of Orthopaedic Trauma  
Hughston Clinic  
Gwinnett Medical Center  
Lawrenceville, GA



**Douglas W. Lundy, MD, FACS**  
Co-President  
Orthopaedic Trauma Surgery  
Resurgens Orthopaedics  
Marietta, GA

### INVITED FACULTY

**Stephen Becher, MD**  
Atlanta, GA

**Jennifer L. Bruggers, MD**  
Marietta, GA

**John Chao, MD**  
Cumming, GA

**Snehal Dalal, MD**  
Atlanta, GA

**Charles A. DeCook, MD**  
Cumming, GA

**Fred C. Flandry, MD, FACS**  
Columbus, GA

**John Floyd, MD, FACS**  
Macon, GA

**Jeffrey P. Garrett, MD**  
Woodstock, GA

**Robert M. Harris, MD**  
Columbus, GA

**Steven Kane, MD**  
Atlanta, GA

**Thomas Moore, Jr., MD**  
Atlanta, GA

**Joshua A. Ratner, MD**  
Atlanta, GA

**William Reisman, MD**  
Atlanta, GA

**Gary W. Stewart, MD**  
Fayetteville, GA

**Philip Walton, MD**  
Lawrenceville, GA



## AGENDA AT-A-GLANCE

\*Subject to change, click [here](#) for most up-to-date agenda.

### WEDNESDAY, AUGUST 12, 2020

**4:00 PM – 9:00 PM**      **Exhibitor Setup**

### THURSDAY, AUGUST 13, 2020

**7:00 AM**      **Registration/Check-In & Breakfast with Exhibitors**

8:00 AM      General Session

**10:00 AM – 10:30 AM**      **Coffee Break with Exhibitors**

10:30 AM      General Session

11:50 AM      Breakout Sessions

**12:20 PM – 1:20 PM**      **Lunch Break with Exhibitors**

1:00 PM      General Session

**2:40 PM – 3:10 PM**      **Coffee Break with Exhibitors**

3:10 PM      General Session

4:10 PM      Breakout Sessions

5:40 PM      Adjourn for the Day

### FRIDAY, AUGUST 14, 2020

**7:00 AM**      **Check-In & Breakfast with Exhibitors**

8:00 AM      General Session

9:50 AM      Breakout Sessions

**10:20 AM – 10:50 AM**      **Coffee Break with Exhibitors**

10:50 AM      General Session

**12:20 PM – 1:20 PM**      **Lunch & Learn \*Sponsorship Opportunity**

1:20 PM      General Session

**3:30 PM – 4:00 PM**      **Coffee Break with Exhibitors**

4:00 PM      General Session

5:40 PM      Adjourn for the Day

### SATURDAY, AUGUST 15, 2020

**7:30 AM**      **Check-In & Breakfast with Exhibitors**

8:30 AM      General Session

**10:30 AM – 11:00 AM**      **Coffee Break with Exhibitors**

11:00 AM      General Session

12:30 PM      Closing Remarks and Meeting Adjourn

**11:00 AM**      **Exhibit Dismantle**

## EXHIBITOR REFERENCE GUIDE

### VENUE

#### Westin Buckhead Atlanta

3391 Peachtree Rd NE  
Atlanta, GA 30326  
(404) 365-0065

### ACCOMMODATIONS

THE WESTIN BUCKHEAD ATLANTA  
3391 Peachtree Road NE  
Atlanta, GA 30326  
Reservation Phone: (404) 365-0065

A limited block of rooms has been reserved at The Westin Buckhead Atlanta at a special group rate starting at **\$159.00/night**, plus applicable tax and fees. Guests can make reservations within our block by calling the number above and mentioning FORE Atlanta Trauma Symposium to receive the group rate, before the cut-off date **Wednesday, July 22, 2020**.

### IMPORTANT DATES

Exhibitor Application Deadline	Thursday, July 30, 2020
Exhibit Payment Deadline	Monday, August 10, 2020
Exhibitor Showkit Released	Monday, July 13, 2020
Exhibit Setup	Wednesday, August 12, 2020   4:00 to 9:00 PM
Exhibit Teardown	Saturday, August 15, 2020   2:00 PM

### EXHIBITOR SHOWKIT & PRE-REGISTRATION LIST

Confirmed exhibitors will receive a comprehensive Exhibitor Showkit, along with the Pre-Registration List one month prior to the event. The Exhibitor Showkit will include shipping instructions, AV & electrical requests, and other pertinent course details.

### EXHIBITOR BADGE POLICY

Each exhibiting company will receive an allotted number of complimentary badges based on the exhibit space purchased. There will be an additional fee for each badge produced over the complimentary allotment. All individuals representing an exhibiting company must register as an exhibitor and wear the appropriate badge. Your badge must always be worn in a visible location. Badges may not be given to other individuals. This policy applies to personnel staffing at the exhibit for the full duration of the course, as well as those who will be visiting for a short period of time.

Exhibitors are responsible for registering themselves for their badge on the FORE website, ahead of the event. Exhibitors will receive complimentary codes for their allotted number of complimentary badges no later than 2 weeks prior to the meeting. For any issues, please email [sponsorship@foreonline.org](mailto:sponsorship@foreonline.org).



## EXHIBITOR REFERENCE GUIDE *continued*

### PAYMENT TERMS

Payment in full for the contracted space must be forwarded with the Exhibitor Application at the end of this prospectus. The balance must be paid by Monday, August 10, 2020. An invoice will be sent as soon as the application is received.

Exhibits and advertising opportunities may be paid via the following:

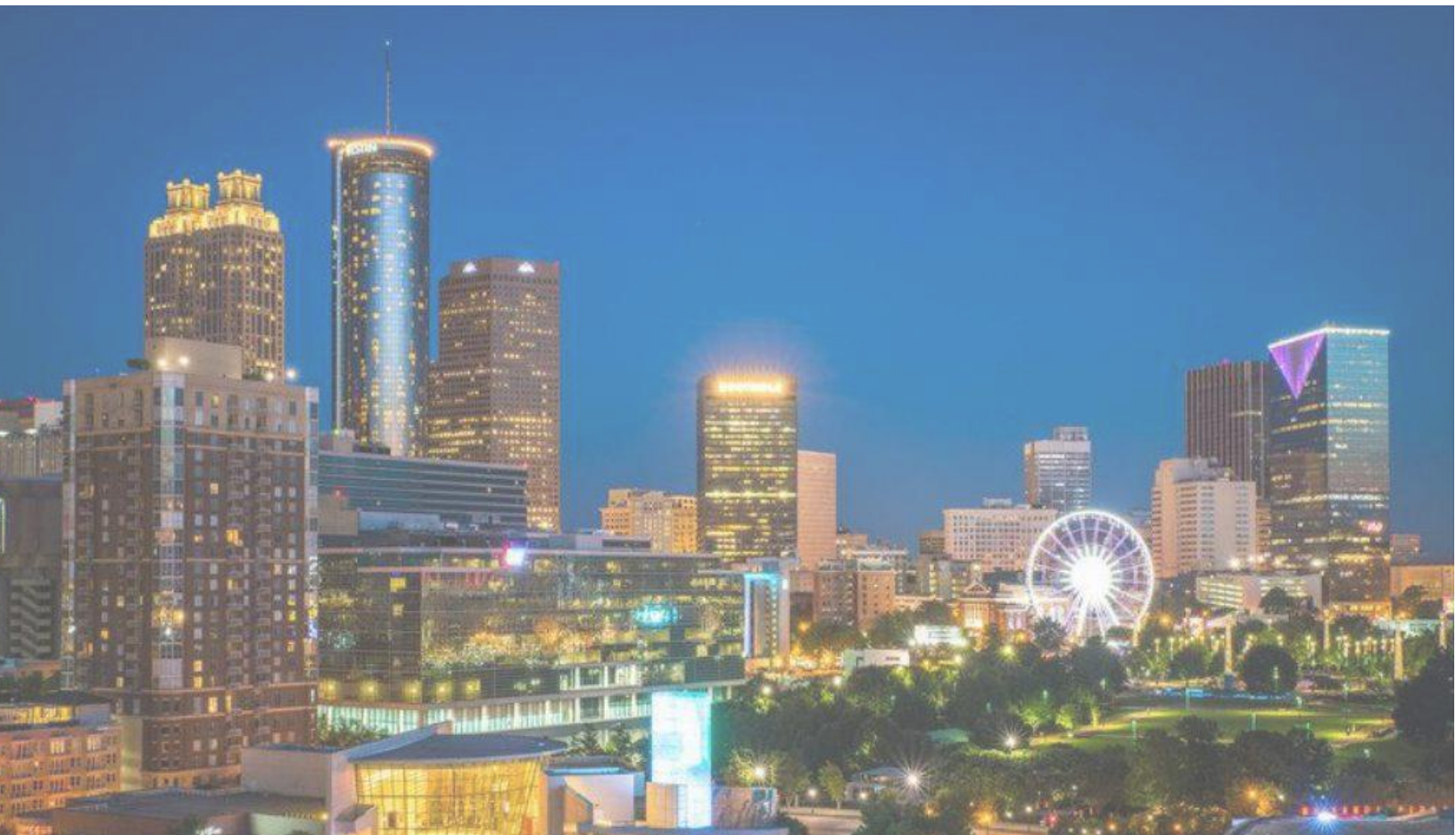
- Credit Card
- Check
- Wire Transfer

### CANCELLATIONS, FEES, & REFUNDS

- Cancellations received in writing by Monday, July 13, 2020, will be subject to a \$500 cancellation fee.
- There will be no refunds for cancellations requested after Monday, July 13, 2020.
- If 100% of agreed-upon fee is not received by Monday, August 10, 2020, the application is subject to a \$500 late fee and/or cancellation.

### FORE CME CONTACTS

• Exhibit & Grant Information	Rachel Reuter	<a href="mailto:rreuter@foreonline.org">rreuter@foreonline.org</a>	(512) 777-8250
• Industry/Vendor Registration	Sr. Manager, Corporate Relations		
• Program Manager	Michelle Paradise Director, CME	<a href="mailto:mparadise@foreonline.org">mparadise@foreonline.org</a>	(813) 877-8096
• Invoicing & Payments	Amber Dunn Accounting Assistant	<a href="mailto:adunn@foreonline.org">adunn@foreonline.org</a>	(574) 253-8261



## SPONSORSHIP OPPORTUNITIES

- FORE meetings provide a forum for meaningful interaction between exhibitors and attendees:
  - Multiple breaks each day give exhibitors time to interact with attendees and faculty
  - Exhibitors have access to the General Session room and are encouraged to attend the didactic sessions
- Cost-effective promotional and advertising opportunities at the live meeting are customizable to your marketing objectives & budget
- All Exhibit Space includes a 6'ft Table and 2 Chairs
- In addition to the items mentioned below, support also includes company name and support level recognition on meeting website, meeting app (if available), and support signage

SUPPORT PACKAGES	GOLD \$8,000	SILVER \$5,000	BRONZE \$4,000
<b>PACKAGE BENEFITS</b>			
<b>Exhibit Space</b>	10' x 20'	10' x 10'	6' Table-Top
<b>Complimentary Vendor Badges</b>	6	4	2
<b>Promotional Take One</b>	Included	Included	Included
<b>Tote Bags, Lanyards, Meeting Notepads, or Door Drop</b> (First-Come, First-Served)	-	Choose 1	-
<b>Premium Booth Location</b> (First-Come, First-Served)	Included	-	-

### À LA CARTE

### PRICING

ADVERTISING & PROMOTIONAL OPPORTUNITIES		
<b>Non-CME Lunch Symposium</b>	This non-CME time provides your company with the opportunity to format a program with speaker selection designed to specifically enhance your company's marketability. You will have 30 minutes to discuss, demonstrate or debate with program attendees on your preferred device or procedure. Attendees will be notified that this is optional and not for CME credit. Course organizers will provide breakfast/lunch.	\$10,000
<b>Focus Group*</b>	Host a 1-hour focus group or advisory board during non-accredited learning hours for up to 15 people. Fee includes meeting space, basic AV (projector and screen), beverages, light meal, and recruitment assistance. *Not eligible for CME-accreditation.	\$5,000
<b>Wi-Fi</b> Exclusive: One Available	Become the official internet sponsor of the course. This sponsorship provides free Wi-Fi service to all conference attendees in the meeting space. One opportunity is available on first come, first served basis.	\$5,000
<b>Branded Cups &amp; Cocktail Napkins</b>	Sponsor is responsible for production and shipment to the hotel. Artwork must be approved by FORE prior to production. FORE is responsible with providing sponsor with the quantity required. One opportunity is available on first come, first serve basis. Cups and napkins will be used during meals & breaks.	\$3,500
<b>Site Specific Advertising</b>	In partnership with FORE, discover and create a unique advertising opportunity that's site specific to display your company logo or promotion, such as promo clings, decals, wraps and more. Sponsor must provide advertisement(s), printed or digital, to event venue specifications and will coordinate placement/installation with the venue. Artwork subject to FORE approval. Contact FORE for additional information.	\$2,500+ Call FORE for Details

## SPONSORSHIP OPPORTUNITIES *continued*

À LA CARTE		Pricing
ADVERTISING & PROMOTIONAL OPPORTUNITIES		
<p><b>Premium Booth Location Choice</b> First-Come, First Served</p>	<p>Increase your company's visibility with the opportunity to select a premium booth location of your choice. Limited quantities available. Exhibit location spaces will be handled on a first-come, first-served basis. Premium booth locations ensure maximum interaction with course attendees. Premium booth pricing is in addition to the support package of choice.</p>	\$2,500
<p><b>Lanyards</b> Exclusive: One Available</p>	<p>All meeting attendees will receive a badge lanyard with your company logo at registration. Company is responsible with providing lanyards two weeks in advance of the first day of the course. One opportunity is available on first come, first serve basis.</p>	\$2,500
<p><b>Mobile App Splash Screen Ad</b> Exclusive: One Available</p>	<p>This exclusive splash screen ad appears as the FORE Meeting App loads. The splash screen brings a high level of attention to a company's message and brand awareness to participants of the meeting. Every attendee will have visibility of the Splash Page – a full-screen visual that appears for up to 5 seconds, free from distraction. Sponsor will be responsible for providing electronic artwork based on specifications by FORE. Artwork subject to FORE approval.</p>	\$2,000
<p><b>Notepads</b> Exclusive: One Available</p>	<p>Have your logo imprinted on notepads that will be available for all attendees. This is an item that attendees are certain to use at the conference and take home. Sponsor is responsible for providing logo based on specifications provided by FORE.</p>	\$2,000
<p><b>Promotional Take-One</b></p>	<p>One-piece, maximum size is 8.5" X 11". Production and shipping are the responsibility of the sponsor. Must be approved by FORE.</p>	\$1,500
<p><b>Door Drop</b></p>	<p>A promotional message of your choice will be delivered directly to course participants that are staying at the conference hotel. Production and shipping are the responsibility of the sponsor. Must be approved by FORE prior to production.</p>	\$1,500
<p><b>Branded Hotel Room Keycards</b> Exclusive: One Available</p>	<p>Hotel room keycards customized with your company logo. Cards will be distributed to hotel guests at check-in and used to access hotel rooms throughout their stay. Sponsor will be responsible for providing keycard artwork based on specifications provided by FORE.</p>	\$1,000
<p><b>Pull-Up Banners</b></p>	<p>Includes two pop-up banners, no larger than 33" x 80" which can be placed in the main lobby and upstairs in the Florida Ballroom pre-function space. Pull-up banners Cannot be placed near the registration desk. Production and shipping are the responsibility of the sponsor. Must be approved by FORE.</p>	\$1,000
<p><b>Tote Bags</b> Exclusive: One Available</p>	<p>Provide meeting attendees with a tote bag with your company logo to carry their materials throughout the conference. This item is available on a first come, first serve basis.</p>	\$1,000
<p><b>Mobile App Banner Ad</b></p>	<p>Reinforce your products and branding through banner ads displayed on a loop at the top of the FORE Meeting App. The measurable rotating banner ads will also link to content within the app or to outside URLs. Impressions and taps are tracked for measurable ROI. Sponsor will be responsible for providing electronic artwork based on specifications by FORE. Artwork subject to FORE approval.</p>	\$1,000



## SPONSORSHIP OPPORTUNITIES *continued*

À LA CARTE		Pricing
ADVERTISING & PROMOTIONAL OPPORTUNITIES		
<b>Mobile App Push Notifications</b>	Engage meeting attendees with compelling content through push notifications to help boost customer loyalty and raise visibility. Send two notifications directly to meeting attendees, via the FORE Meeting App, at strategic scheduled times. Sponsor will be responsible for providing electronic content based on specifications by FORE. Content subject to FORE approval.	\$500
INDUSTRY REGISTRATION		
<b>Additional Vendor Badges</b>	Allows access to Exhibit Hall & General Session. One badge per person.	\$550 each
FIRST TIME EXHIBITOR DISCOUNT		
<b>25% Off Total Support Spend</b>	First-time exhibitors receive a 25% discount on their total support. For more information and to confirm your eligibility, please contact Rachel Reuter at (512) 777-8250, or at <a href="mailto:sponsorship@foreonline.org">sponsorship@foreonline.org</a>	Based on Eligibility

### CME ACCREDITED EDUCATIONAL OPPORTUNITIES

#### FORE WILL BE SEEKING GRANT SUPPORT FOR THIS EVENT

##### **Sawbones Workshop**

Sponsor a sawbones workshop. Companies must submit a description of the surgical procedure, and products to be used. Sponsorships subject to approval by course chair and/or directors. Sponsor will need to provide product-specific instrumentation, personnel familiar with the instrumentation and technique, sawbones and all necessary equipment needed such as holders and clamps, power equipment and general instruments.

Contact [sponsorship@foreonline.org](mailto:sponsorship@foreonline.org) for more details.

## EXHIBITOR APPLICATION

**Please complete Page 9-11 of this application and submit to [sponsorship@foreonline.org](mailto:sponsorship@foreonline.org)** 100% of total support is due no later than Monday, August 10, 2020. If 100% of agreed-upon fee is not received by this date, the application is subject to a \$500 late fee and/or cancellation.

COMPANY (HOW YOU WILL BE RECOGNIZED ON WEBSITE, ONSITE SIGNAGE, MOBILE APP, & OTHER PROMOTIONAL MATERIALS)		
CONTACT NAME	CONTACT TITLE	
EMAIL	PHONE NUMBER	
ADDRESS	CITY/STATE	POSTAL CODE
SIGNATURE	DATE	

### PAYMENT METHOD

Select preferred payment method below. FORE will provide an invoice with detailed payment information.

<input type="checkbox"/>	Credit Card – Details will be sent via invoice
<input type="checkbox"/>	Check - A discount of 3% will be applied to amount due if paid in full by check within 30 days of invoice date Make payable to: Foundation for Orthopaedic Research & Education (FORE) Mail to: FORE CME Dept, 4115 W Spruce Street Suite 201, Tampa, FL 33607
<input type="checkbox"/>	Wire Transfer – Details will be sent via invoice

### SUPPORT OPPORTUNITIES

#### SUPPORT PACKAGES

<input type="checkbox"/>	Gold	\$8,000
<input type="checkbox"/>	Silver	\$5,000
<input type="checkbox"/>	Custom Exhibitor	\$1,000

### À LA CARTE

#### ADVERTISING OPPORTUNITIES

<input type="checkbox"/>	Non-CME Symposium: FRI SAT <i>Preferred Date Not Guaranteed</i>	\$10,000
<input type="checkbox"/>	Focus Group	\$5,000
<input type="checkbox"/>	Wi-Fi	\$5,000
<input type="checkbox"/>	Branded Cups & Cocktail Napkins	\$3,500
<input type="checkbox"/>	Site-Specific Advertising	\$2,500+
<input type="checkbox"/>	Premium Booth Location Choice	\$2,500
<input type="checkbox"/>	Lanyards	\$2,500
<input type="checkbox"/>	Mobile App Splash Screen Ad	\$2,000

## EXHIBITOR APPLICATION *continued*

ADVERTISING OPPORTUNITIES		
<input type="checkbox"/>	Notepads	\$2,000
<input type="checkbox"/>	Promotional Take-One	\$1,500
<input type="checkbox"/>	Door Drop	\$1,500
<input type="checkbox"/>	Branded Hotel Room Keycards	\$1,000
<input type="checkbox"/>	Pull-Up Banners	\$1,000
<input type="checkbox"/>	Tote Bags	\$1,000
<input type="checkbox"/>	Mobile App Banner Ad	\$1,000
<input type="checkbox"/>	Mobile App Push Notifications	\$500
INDUSTRY REGISTRATION		
<input type="checkbox"/>	Additional Vendor Badges QTY _____	\$550 each

### CANCELLATIONS, REFUNDS, & LATE FEES

- Cancellations received in writing by Monday, July 13, 2020, will be subject to a \$500 cancellation fee.
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- If 100% of agreed-upon fee is not received by Monday, August 10, 2020, the application is subject to a \$500 late fee and/or cancellation.

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## CONFERENCE MOBILE APP INFORMATION

Please fill out the information below, and send the items needed for your recognition on the *CrowdCompass Attendee Hub* mobile app for this course. If you have any questions, please email [sponsorship@foreonline.org](mailto:sponsorship@foreonline.org)

### RECOGNITION/DISPLAY INFO ON APP

COMPANY NAME

COMPANY DESCRIPTION (2,000 CHARACTER MAX)

COMPANY WEBSITE

COMPANY ADDRESS

COMPANY PHONE NUMBER

COMPANY EMAIL

COMPANY LINKEDIN URL

COMPANY FACEBOOK URL

COMPANY TWITTER URL

### REQUIREMENTS

**Company Logo**

Along with this application, please attach a high-resolution logo you'd like to display on the mobile app. Acceptable Files: **JPG, PNG, PDF, or EPS**