ORTHOWORLD is projecting the orthopaedic industry to exceed $57 billion in revenue by 2021. In that time, device companies and their suppliers will continue to consolidate. They will continue to diversify product lines and services and expand in international markets. Importantly, they will continue to rely on your expertise to realize success.

Let OMTEC, the world’s only conference exclusively serving the orthopaedic industry, help you position your company as a committed solutions provider. With thirteen years under its belt, OMTEC is honored to be recognized as an international conference that facilitates dialogue and partnerships among suppliers, service providers and orthopaedic OEM professionals. OMTEC draws a loyal contingent of procurement, supply chain, operations, research & development and executive-level participants, as well as business development, regulatory, quality and clinical affairs professionals. These attendees seek the skills and expertise of companies like yours.

**TOP 3**
*Reasons to Exhibit*

1. **RETURN ON INVESTMENT**
OMTEC generates business for exhibitors, resulting in 80%+ of them returning each year.

2. **QUALITY ATTENDEES**
In the words of one exhibitor, “every attendee is practically a pre-qualified lead.”

3. **SUPERIOR SERVICE**
We are honored to consistently receive stellar customer service ratings from exhibitors and attendees. As one exhibitor said, “You are not just selling booth space - you help us build our business.”
WHO ATTENDS?

72% of OEM attendees have decision making authority

77% of OEM attendees plan to return for OMTEC 2018

26% of OEMs

57% Exhibiting Personnel

4% Speakers

14% Visitors

DIVERSE OEM ATTENDENCE

251 Decision Makers/Decision Influencers

71 Unique Device Companies

72% of OEM attendees have decision making authority

77% of OEM attendees plan to return for OMTEC 2018

QUANTITY AND DIVERSITY OF SUPPLIERS

PERTINENT EDUCATION

VALUED NETWORKING

151 Exhibitors with 30+ Capabilities

30+ Educational Sessions

5+ Gatherings

What keeps you coming back to OMTEC?

OMTECexpo.com | 3
RESERVE YOUR BOOTH

STEPS
1. Select Your Booth
2. Select Your Listing Enhancement, Advertising and Sponsorship
3. Return Application with 50% Deposit

EXHIBITORS RECEIVE

Visibility in the online Exhibitor Listing and in the Advance and Final Programs

5 staff badges per 100 square feet of space rented

Unique promo code to extend to prospective attendees

Complimentary coverage of press releases in BONEZONE Supplier News

Graphics to entice attendees

List of attendees emailed post-event, with contact details for those who opt in

EACH BOOTH INCLUDES

- Carpet in show colors
- Signage (7” x 44” with company name, location and booth number)
- Daily vacuuming
- Table (1) (draped/skirted, 6’ x 30”) per 100 sq. ft.
- Side chairs (2) and wastebasket (1) per 100 sq. ft.

(Booth rental does not include electricity or wired Internet)

BOOTH PRICING

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$4,995</td>
</tr>
<tr>
<td>10’ x 20’</td>
<td>$9,990</td>
</tr>
<tr>
<td>20’ x 20’</td>
<td>$19,980</td>
</tr>
</tbody>
</table>

BOOTH ASSIGNMENT

Booth Assignment is based first upon accumulated Priority Points, and second by date of receipt of your application.

The following factors are considered in assigning Priority Points: Number of years participating in OMTEC | Size of previous booth space | Sponsorship activity | Exhibiting Company has at least one Member in ORTHOWORLD | Exhibiting Company has a Player Profile in the Supplier Directory | Exhibiting Company advertises in each issue of BONEZONE

Priority Point ranking will be used to assign space for applications received on or before September 29, 2017. Applications submitted after this date will be assigned on a first-come, first-served basis.
Company Name: _____________________________________________ Website: _________________________________________________
Street Address: ___________________________________________________________________ City: _______________________________
State/Province/Territory: _____________________________  Postal Code: __________________ Country: ____________________________
Primary Contact: ______________________________________________  Title: ___________________________________________________
Phone: _________________________  Fax: _______________________  Email: ___________________________________________________

Account Number: _______________________________________________________________________   Expiration Date: ______ /________
Name (as it appears on card): ___________________________________________________________________________  Security Number:  _______________
Address (as it appears on credit card statement): _____________________________________________________________________________________

Total Amount To Be Charged: _________________________

Card Holder Signature: __________________________________________________________________________________  Date: ______/_____/_______

PLEASE NOTE: The signature of the Primary Contact below indicates your acceptance of these OMTEC deposit/cancellation policies.

Authorized Signature: __________________________________________________________________________________  Date: ______/_____/_______

Need help? Contact Emily McCandless at 440.543.2101 or emily@orthoworld.com.
OMTEC 2018 FLOOR PLAN
Donald E. Stephens Convention Center | Chicago | June 12-14

The thoughtful and intentional design of OMTEC’s offerings ensures that you are always within short reach of your booth visit, seminar or private meeting.
PROMOTE YOUR BRAND ALL YEAR LONG!

We often say, “OMTEC is the live version of BONEZONE,” which is why we’ve included BONEZONE alongside OMTEC for consideration.

The BONEZONE audience is the same as the OMTEC audience, only broader. The magazine, eNewsletters, website, social channels, etc. reach more people than are gathered at OMTEC for two days. If your aim is to grow your share of the orthopaedic market, then combine OMTEC with BONEZONE for the greatest impact.
The Exhibitor Directory logged 16,746 pageviews in the last 12 months. It is the #1 most-visited section of the OMTEC website, hands down. As an exhibitor, you receive a complimentary listing. Choose to enhance it! Why? An enhanced listing is more than just a logo or a link. An enhanced listing adds your company and its capabilities to the 24/7/365 Supplier Directory database!

The Supplier Directory logged 7,106 users in the last 12 months. The average session lasts over 7 minutes. This data tells us that your customers and prospective customers are seeking new partners, all year!

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**Basic Listing**
The basic listing is included with your exhibit space.

**Member-Enhanced Listing**
Your listing is linked to your company profile in the Supplier Directory. Your company is searchable by name, capabilities, geographic region and certification for 12 months.

**Player-Enhanced Listing**
Your listing includes all the benefits of a Member-enhanced listing plus logo visibility and a customized micro-site that describes your orthopaedic-specific capabilities. Impressions and clicks to your logo and profile are tracked and managed for optimal performance.

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**Voices from OMTEC**

“Each year that I attend OMTEC, I recommit to leveraging OMTEC as a team building event between Quality, Ops, Regulatory and Product Development. OMTEC is an incredible environment for these teams to interact outside of the office.”

Michael Esch
Director Product Development, Zimmer Biomet - Knee Creations and OMTEC Advisory Board Member

“OMTEC delivers strong attendance and good opportunities to get in front of current and potential new customers. Together, we’re advancing our businesses and the specialty of orthopaedics.”

Jodie Gilmore
Managing Director, Onyx Medical and OMTEC Exhibitor Committee Member
Visibility in the online Exhibitor Directory and logo featured on the online agenda page.

Sponsor logos are included in eNewsletters and in print issues of BONEZONE.

Sponsor listings highlighted in the Advance and Final Programs.

Onsite, a ten-foot welcome tower boldly displays Sponsors’ logos.

Sponsor-exclusive raffle to drive OEM booth traffic.

Sponsor-exclusive promo code.

As you read through the following sponsorships, take notice of our effort to provide an element that differentiates you from the rest... be it an opportunity to address the audience, to generate prospects to your booth or to position your brand as an avid supporter of education.
Premier Sponsorship boldly positions your company as a supporter of OMTEC and its mission to educate, connect and empower the people who build orthopaedic products.

Day 1 of OMTEC closes with a 1.5-hour first-class networking reception in the Exhibit Hall Café, where your company is prominently displayed as host of OMTEC’s most-attended event. An open bar and delicious hors d’oeuvres are served to nearly 1,000 attendees alongside a customized ice sculpture depicting your company logo. Top position on the online Exhibitor Listing and on the ten-foot sponsor tower, as well as an opportunity to address attendees from the café stage, ensure company recognition. An additional lasting and powerful benefit is an executive interview published in the June issue of BONEZONE.

**BREAKFAST KEYNOTE ADDRESS** - (2 available)
Select one of two “standing room only” keynotes and assert your company as the exclusive supporter of pertinent content and a generous hot meal. The luxuriously-set banquet room will boldly display your company logo on the opening slides and through a lighted display on the wall. You will have the unique and powerful opportunity to address the audience and introduce the keynote speaker.

**TECH CENTER**
A custom built, high-traffic educational area with seating for 90 right on the exhibit floor. Your company will be displayed as the exclusive sponsor of the education and the space. Specifically, your company logo will be displayed on floor stickers leading to the Tech Center, on opening and interim slides and on onsite signage that lists the schedule for that room. In addition, as sponsor, your logo appears online in OMTECexpo.com’s agenda page and on custom printed placemats.

**NETWORKING LUNCH** - (2 available)
Unopposed exhibit hall time is enhanced with a hearty, buffet-style meal for all attendees to enjoy. Your company brand will be prominently displayed as exclusive host and facilitator of this powerful opportunity. You will have the option to address the audience and assert your company’s mission.

**EDUCATION TRACKS**
More than a dozen sessions take place off the exhibit floor in two session rooms. Your company logo will be prominently displayed in those rooms throughout the duration of the conference through opening and interim slides, and on onsite signage that lists the schedule for that room. In addition, as sponsor, your logo appears on OMTECexpo.com’s agenda page and on custom printed placemats.

**CONFERENCE BAGS**
Nylon portfolios bearing your company logo are provided to OMTEC’s OEM attendees at check-in.

**KNOWLEDGE POD**
Staffed exclusively by surgeons, the well-attended yet intimate setting evokes meaningful dialogue on more diverse, future-oriented topics such as care delivery, consumerization of devices and additive manufacturing. Your company will be displayed as the exclusive sponsor of the education and the space. Specifically, your company logo will be displayed on floor stickers leading to the Knowledge Pod, on opening and interim slides and on onsite signage that lists the schedule for that room. In addition, as sponsor, your logo appears on OMTECexpo.com’s agenda page.
1. Confirm your Sponsorship with Mike Casey.

2. Provide us with your company logo so we can begin to promote your brand.

3. Select your giveaway for the Sponsor/OEM exclusive raffle.

4. Publish OMTEC graphics on your website and inform your customers!

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**SILVER**

$6,500 - 6 available

**REFRESHMENT BREAKS** - (3 available)
Choose one of three available breaks (morning or afternoon) during which refreshments are served at/near your booth.

**LANYARDS**
All OMTEC badges will be clipped to logo-branded lanyards that we provide.

**DRINK TICKETS FOR WELCOME RECEPTION**
Greet attendees as they walk through the door and provide them each with custom-printed drink tickets bearing your company logo. The Welcome Reception is held on Tuesday evening before OMTEC and is sponsored by ORTHOWORLD.

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**BRONZE**

$5,000 - 3 available

**WATER COOLERS** (2 available)
Six five-gallon water coolers are positioned throughout the exhibit floor for the duration of the event and prominently bear your company’s logo.

**DIRECTIONAL SIGNS**
Six of OMTEC’s directional signs will bear your company’s logo and booth number, and will be placed in various high-traffic walkways that lead to Hall G in the Donald E. Stephens Convention Center.

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**AT YOUR SERVICE**

Fran and Mike team up to provide you with focused attention and care. They welcome the opportunity to be of service. **440.543.2101**

Fran Bursic - fran@orthoworld.com
Mike Casey - mike@orthoworld.com

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**EXTRAS**

**CONFERENCE BAG INSERT** - $695
(Participation is limited)

**REGISTRATION AREA PENS** - Exclusive - $2,995

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Brought to you by ORTHOWORLD, OMTEC is the world’s only conference exclusively serving the global orthopaedic industry.

Its mission is to **EDUCATE, CONNECT** and **EMPOWER** the people who build orthopaedic products.

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**CONFERENCE SCHEDULE**

**TUESDAY**  
**JUNE 12**

**EXHIBITOR SETUP**  
8:00 am - 5:00 pm

Education  
1:00 pm - 4:30 pm

Welcome Reception  
5:30 pm - 7:00 pm

*Exhibition hours, setup and tear down are highlighted within the schedule. Exhibitors are welcome to attend all education sessions and networking activities.*

**WEDNESDAY**  
**JUNE 13**

**EXHIBITION HOURS**  
9:00 am - 5:30 pm

Keynote  
7:30 am - 9:00 am

Education  
10:00 am - 4:00 pm

Networking Lunch  
12:00 pm - 1:30 pm

Networking Reception  
4:00 pm - 5:30 pm

**THURSDAY**  
**JUNE 14**

Keynote  
7:30 am - 9:00 am

**EXHIBITION HOURS**  
9:00 am - 2:00 pm

Education  
10:00 am - 3:00 pm

Networking Lunch  
12:00 pm - 1:30 pm

**EXHIBITOR MOVE-OUT**  
2:00 pm - 5:00 pm

Closing Reception  
3:00 pm - 4:00 pm