

A 3D anatomical illustration of a human skull and shoulder joint. The skull is shown in profile, with the jaw open, revealing the teeth and jawbone. The shoulder joint is shown below the skull, with the humerus and scapula visible. The illustration is rendered in a light blue and white color scheme, with a soft glow effect. The background is a solid dark blue.

OMTEC[®] 2023

MISSION CRITICAL. BUSINESS CRITICAL.


17th Annual Orthopaedic Manufacturing &
Technology Exposition and Conference

EXHIBITOR PROSPECTUS

JUNE 13-15 | CHICAGO

Brought to you by ORTHOWORLD[®]

OMTECexpo.com



Brought to you by ORTHOWORLD®, OMTEC is the world's only conference exclusively serving the global orthopedic industry.

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



OMTEC® 2023

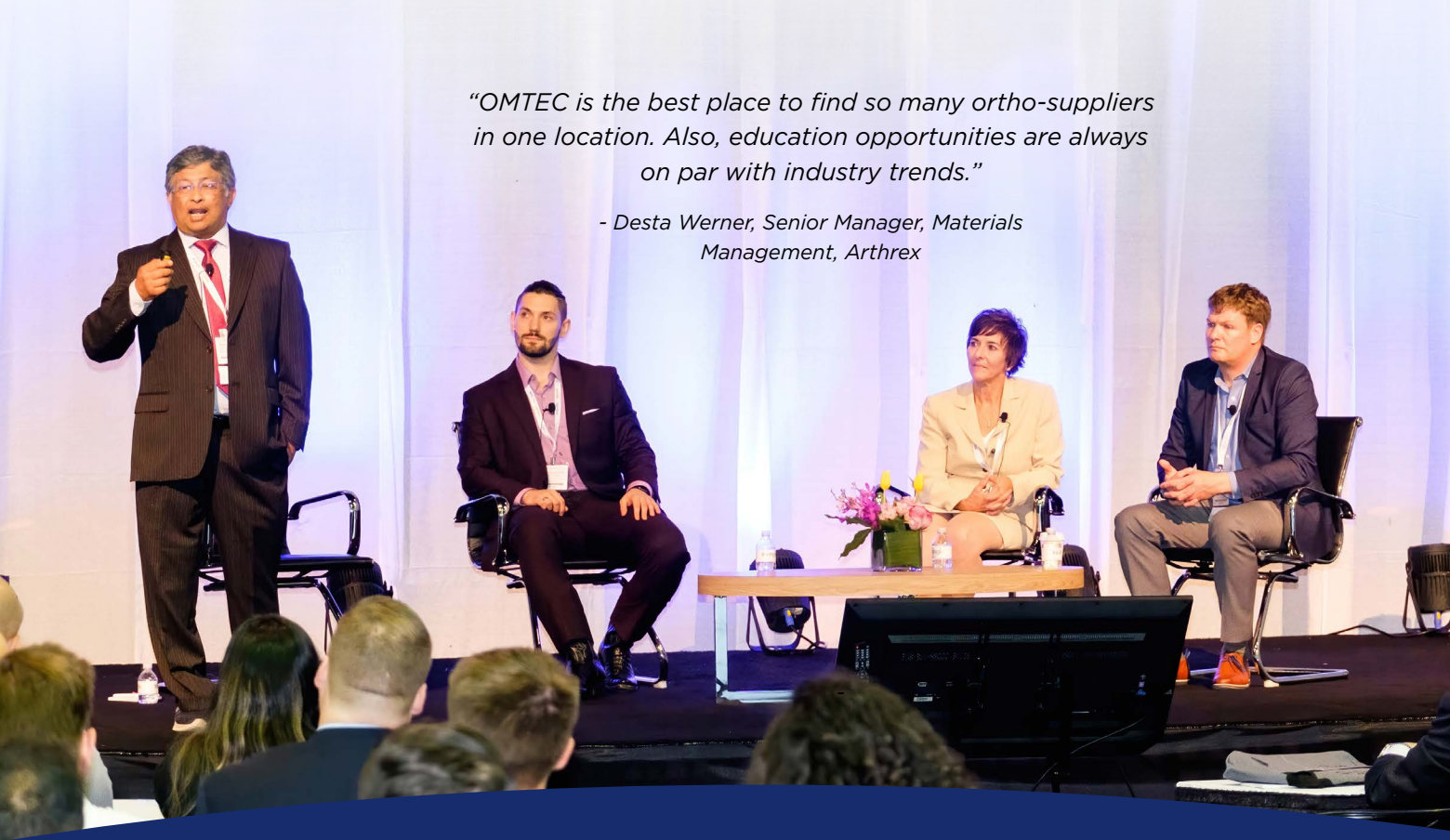
The orthopedic market will exceed \$58 billion in revenue in 2023. In that time, device companies and their suppliers will continue to consolidate. They will continue to diversify product lines and services and expand in international markets. Importantly, they will continue to rely on your expertise 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 16 years under its belt, OMTEC is honored to be recognized as an international conference that facilitates dialogue and partnerships among suppliers, service providers and orthopedic 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.

*"OMTEC is the best place to find so many ortho-suppliers
in one location. Also, education opportunities are always
on par with industry trends."*

*- Desta Werner, Senior Manager, Materials
Management, Arthrex*



EDUCATE ■ CONNECT ■ EMPOWER



DONALD E. STEPHENS CONVENTION CENTER • CHICAGO • JUNE 13-15



1

RETURN ON INVESTMENT

OMTEC generates business for exhibitors, resulting in 80%+ of them returning each year.

2

QUALITY ATTENDEES

93% of exhibitor survey respondents rated the quality of attendees as good to excellent.

3

SUPERIOR SERVICE

We are honored to consistently receive stellar customer service ratings from exhibitors and attendees.

↑ TOP 3 REASONS TO EXHIBIT ↑

“

WHAT EXHIBITORS ARE SAYING!

“Yes, I would definitely recommend OMTEC to a friend in the orthopedic business!”

- David Cabral, President, Five Star Companies

“The emphasis on quality and professionalism stands out in everything you produce.”

- Erin House, Marketing and Communications Manager, Orchid Orthopedic Solutions

“OMTEC is a great way to meet up with your existing customers and meet new potential customers. The targeted audience makes it very worthwhile.”

- Marilyn Berry, Sales, Donson Machine

“OMTEC continues to gain momentum; congratulations! Thank you for organizing and hosting this event. It's truly an important event within our industry. We look forward to participating in future OMTEC meetings.”

- Rob Sullivan, Senior Director of Marketing, Tecomet

WHO ATTENDS

1,108

TOTAL ATTENDEES

Source: 2022 event data

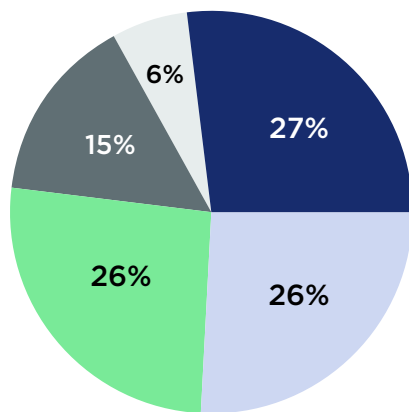


65% Exhibiting Personnel (719)

20% OEMs/Device Companies (218 orthopedic OEM professionals from 74 companies attended in 2022)

11% Consultants, Suppliers (129)

4% Speakers, Academia, Surgeons (42)



OEM ATTENDEES BY JOB RESPONSIBILITY

- Purchasing/Sourcing
- Operations, Manufacturing, Supply Chain
- R&D/Product Development
- Executive Management
- Regulatory, Quality Affairs

60%

of OEM attendee survey respondents indicated that they have decision making authority.
(The remaining 40% indicated that they influence decisions.)

#1

OEM survey respondents indicated that meeting current and new suppliers was their primary motivator for attending.

83%

of OEM survey respondents said they spent more than 50% of their time on the exhibit floor.

WHAT KEEPS OEMS COMING BACK TO OMTEC?



Quantity and Diversity of Suppliers

150+ Exhibitors with 30+ Capabilities



Pertinent Education

30+ Educational Sessions



Valued Networking

3+ Gatherings

WHAT OEMs SAY

"OMTEC is a target-rich environment for suppliers and saves me numerous plane trips."

- Jody Scrivner, Director, Sourcing, Stryker

"The OMTEC exhibit floor setup is nice and allows for visiting multiple suppliers in a reasonable amount of time."

- Jeff Lee, Senior Engineer I, Spinal Simplicity

"OMTEC is a very efficient way to see many suppliers at one time...from my perspective it is the best show of the year for our company!"

- Tom Norman, COO, Skeletal Dynamics

"I return to OMTEC to meet existing suppliers and view new/prospective suppliers...the more exhibitors the better!"

- Lance Provance, Senior Manager Supply Chain, Arthrex

RESERVE YOUR BOOTH

EXHIBITORS RECEIVE

- Visibility in the online Exhibitor Listing and in Final Program
- 5 staff badges per 100 square feet of space rented
- Unique registration 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 email addresses for **those who opt in**

EACH BOOTH INCLUDES

- Carpet in show colors
- Signage (7" x 44" with company name and booth number)
- Table (1) (draped/skirted, 6' x 30") per 100 square feet
- Side chairs (2) and wastebasket (1) per 100 square feet
(Booth rental does not include electricity or wired Internet.)

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 and size of previous booth space
- Sponsorship activity
- ORTHOWORLD Membership status
- BONEZONE Supplier Directory status
- BONEZONE Advertising status

Priority Point ranking will be used to assign space for applications received on or before **September 30, 2022**.



**RESERVE YOUR
BOOTH ONLINE!
OMTECexpo.com**

BOOTH SIZES AND PRICES

10' x 10': \$4,995 • 10' x 20': \$9,990 • 20' x 20': \$19,980



SPONSORSHIP OPPORTUNITIES

All sponsors benefit from the following:

Company logo on OMTECexpo.com

Acknowledgment in the Final Program

Company logo on a ten-foot onsite welcome tower

Enhanced listing online and in the Final Program

Registration promo code to share with customers

Participation in an onsite raffle to drive OEMs to your booth



PLATINUM

\$18,995 - 3 available

BREAKFAST KEYNOTE ADDRESS

Assert your company as the exclusive supporter of pertinent content and a generous hot meal. The luxuriously-set banquet room will display your company logo boldly on the opening slides and through a lighted display on the wall. We'll recognize your company in the opening remarks and provide you the opportunity to address the audience. You'll also receive robust branding in the post-event video.



TECH CENTER

A custom-built, high-traffic educational area with seating for 70+ right on the exhibit floor. Your company will be displayed as the exclusive sponsor through naming rights for the space. 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, as well as on custom printed notepaper. Your company will also receive robust branding on select post-event, on-demand tech center videos.



EXHIBIT FLOOR OPEN HOUSE AND HAPPY HOUR

Two hours on Wednesday evening are reserved for all attendees to mingle and network over refreshments and appetizers. Your company brand will be prominently displayed as the exclusive sponsor.

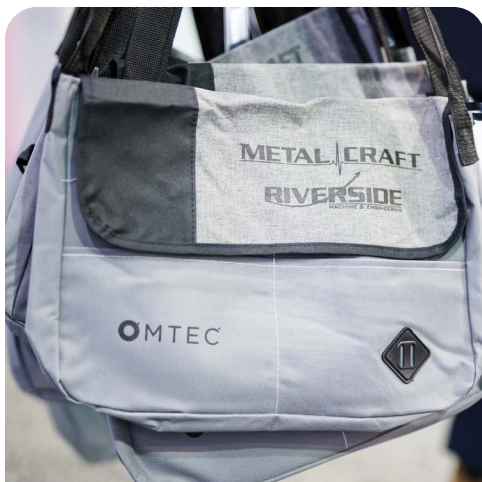


GOLD

\$14,995 – 4 available

EDUCATION ROOMS

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, custom printed notepaper, and on onsite signage that lists the schedule for those rooms. Two 6' tables will be placed at the entrance for you to display company marketing materials.



CONFERENCE BAGS

Nylon portfolios bearing your company logo are provided to OMTEC's attendees at check-in.



WELCOME RECEPTION SPONSOR

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 the exhibit floor opens.



PANCAKE BREAKFAST

OMTEC kicks off Thursday morning with a hot pancake breakfast in the Exhibit Hall Café. Your company will be displayed as the exclusive sponsor through onsite signage, branded napkins and table tents bearing your company's logo and description.

SILVER

\$7,995 – 7 available



REFRESHMENT BREAKS

Choose one of three available breaks during which refreshments or snacks are served at or near your booth.

COFFEE/TEA STATIONS

Access to coffee and tea is a popular request among attendees. Company-branded java jackets and a branded serving schedule will provide additional exposure for your company throughout the event.

LANYARDS

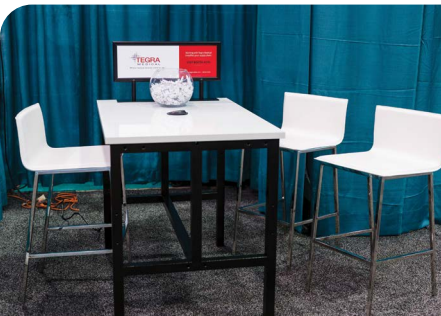
All OMTEC badges will be clipped to logo-branded lanyards that we provide.

SESSION ROOM LOUNGE SPONSOR

Support education-goers by sponsoring a seating and charging space around the corner from session rooms. Your brand will be prominently displayed as sponsor.

BRONZE

\$5,995 – 4 available



CHARGING STATION

This custom opportunity will provide visibility of your brand to all event attendees. It also allows a space to gather and network while attendees are charging their devices.

WATER STATIONS

Hundreds of individual water bottles will be branded with your company's logo and available to attendees throughout the event.

DIRECTIONAL SIGNS

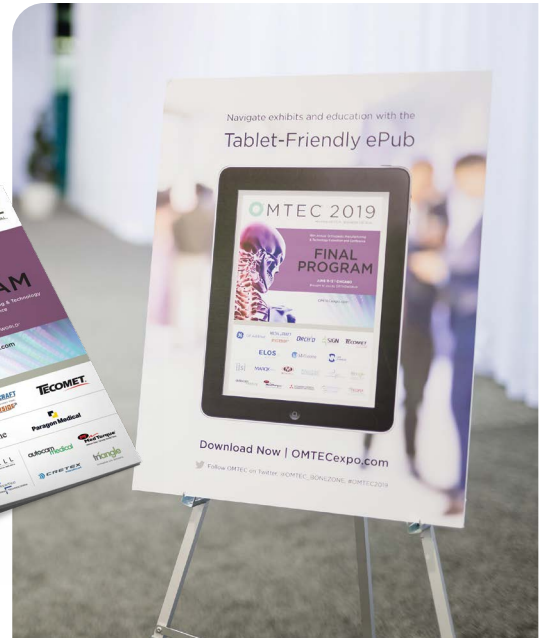
Six of OMTEC's directional signs will bear your company's logo and booth number, and will be placed in various high-traffic walkways that lead to Hall G in the Donald E. Stephens Convention Center.

ADVERTISING OPPORTUNITIES

FINAL PROGRAM

The Final Program is printed and distributed onsite to attendees and is emailed to registrants and prospective attendees as a tablet-friendly ePub. Your customers will use the program to plan their OMTEC experience.

Full Page	\$2,025
Half Page Horizontal	\$1,525
Half Page Vertical	\$1,525
Quarter Page	\$1,125
Premium Positions	
Front Inside Cover	\$2,625
Front Inside Cover Spread	<i>please inquire</i>
Back Outside Cover	\$3,225
Back Inside Cover	\$2,325
Back Inside Cover Spread	<i>please inquire</i>
Double Page Spread	<i>please inquire</i>



ONSITE ADVERTISING



Onsite advertising appears at the entrance to Hall G as you proceed toward registration and badge pickup—all attendees pass this way. Use this opportunity to build brand awareness and drive customers to your booth.

Upper windows at exhibit hall entrance	\$2,900
Lower windows at exhibit hall entrance	\$3,800



ADVERTISING OPPORTUNITIES



36k+
Sessions



22k+
Users



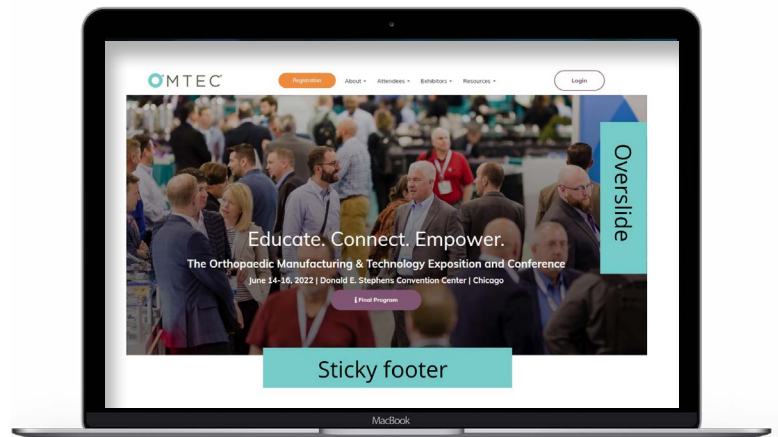
90k+
Page Views

WEB

OMTECexpo.com

Leverage the 22,000+ users of OMTECexpo.com to build brand equity and drive relevant visits to your booth, website or other digital asset.

DIGITAL AD RATES	
Overslide Ad: May - July	\$1,445/mo
Overslide Ad: August - April	\$1,195/mo
Sticky Footer: May - July	\$1,445/mo
Sticky Footer: August - April	\$1,195/mo



24%
Click Rate



18%
Open Rate



16k+
Circulation

CONFERENCE PREVIEW EMAIL

An OMTEC preview email will be sent to ~16,000 industry professionals featuring insights from respected speakers, exciting event updates and more. A total of 12 spaces are available. Don't miss this great opportunity to get your company in front of all attendees leading up to the conference.

eNEWSLETTER RATE	
Rectangle Ad & Description (300 x 250 px)	\$1,250



BONEZONE[®] Supplier Directory

BONEZONEpub.com/Supplier Directory

**Bolster your OMTEC investment with a listing
in the BONEZONE Supplier Directory.**



7,871+
Users

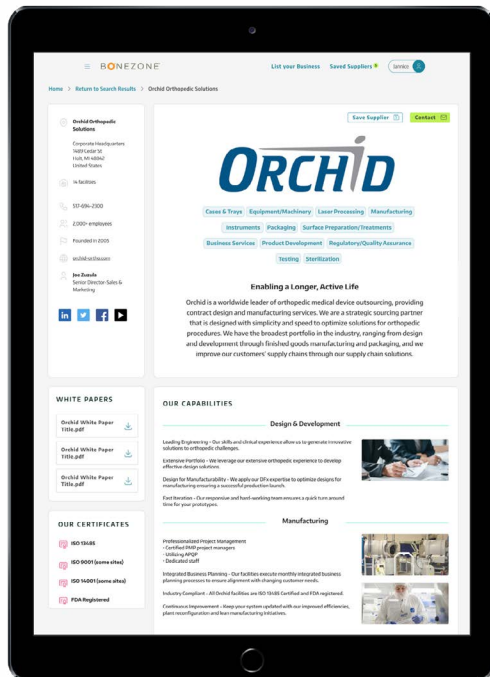


5:10
Average Session
Duration



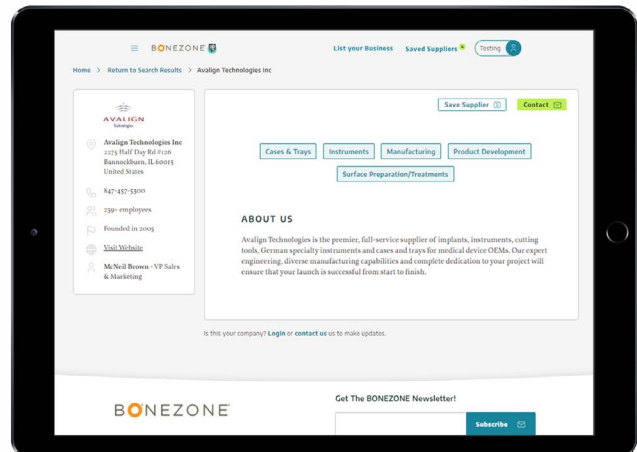
68,547
Pageviews

FEATURED PLAYER PROFILE
\$3,645/year



Showcase your company's unique value proposition and core competencies with imagery, videos, white papers, brochures and more.

ESSENTIAL LISTING
\$1,095/year



Build brand and capability awareness.

Be part of the most comprehensive database of orthopedic-focused suppliers on the planet. Engineers, manufacturing executives, supply chain managers and all those who seek to bring innovative, life-changing products to patients around the globe use this directory to identify quality partners.

OEMs want you! Be found in the BONEZONE Supplier Directory!

CONTACT US: 440.543.2101 | Mike Casey - mike@orthoworld.com | Brad Frey - brad@orthoworld.com



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CONFERENCE SCHEDULE

This is a tentative schedule that is subject to changes.

JUNE TUESDAY 13



**EXHIBITOR SETUP
AND BADGE PICKUP**
8:00 am – 5:00 pm

**ATTENDEE BADGE PICKUP
AND ONSITE REGISTRATION**
12:00 pm – 5:00 pm

Education
1:00 pm – 2:15 pm

Refreshment Break
2:15 pm – 2:45 pm

Education
2:45 pm – 4:00 pm

Welcome Reception
5:30 pm – 7:00 pm

CONTACT US

Fran, Mike and Brad 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

Brad Frey brad@orthoworld.com

JUNE WEDNESDAY 14



EXHIBITION HOURS
9:00 am – 6:00 pm

Keynote Presentation
8:00 am – 9:00 am
(Breakfast buffet opens at 7:30 am)

Refreshment Break
10:00 am – 10:30 am

Education
10:30 am – 11:30 am

Networking Lunch
12:00 pm – 2:00 pm

Education
2:00 pm – 2:45 pm

Refreshment Break
2:45 pm – 3:15 pm

Education
3:15 pm – 4:00 pm

**Exhibit Floor Open House
and Happy Hour**
4:00 pm – 6:00 pm

JUNE THURSDAY 15



EXHIBITION HOURS
8:00 am – 1:30 pm

Pancake Breakfast
8:00 am – 9:00 am

Education
10:00 am – 12:00 pm

Refreshment Break
11:00 am – 11:30 am

Conference Finale
12:00 pm – 1:30 pm

Exhibitor Move-out
1:30 pm – 5:00 pm

