

A 3D anatomical illustration of a human skull and spine, rendered in a translucent, glowing purple and blue style. The skull is shown in profile, facing right, with the jaw open. The spine is visible below the skull, showing the vertebrae and intervertebral discs. The background features a dark blue gradient with a subtle, colorful, iridescent pattern of light rays or fibers.

OMTEC[®] 2024

MISSION CRITICAL. BUSINESS CRITICAL.

18th Annual Orthopaedic
Manufacturing & Technology
Exposition and Conference

EXHIBITOR PROSPECTUS

JUNE 11-13 | CHICAGO

Exhibition June 12-13

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 2024

The orthopedic market will approach \$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 orthopedic industry, help you position your company as a committed solutions provider.

With 17 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



"I like the atmosphere and friendliness of the suppliers at OMTEC. The willingness to help me learn more about them and what they offer was great!"

- Melissa Bradford, Planner/Buyer, Zimmer Biomet



1

RETURN ON INVESTMENT

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

2

QUALITY ATTENDEES

98% 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 always a great show and this year was very well attended by some of our biggest customers, allowing for some great meetings.”

- Tim Turner, Vice President Operations, Elos Medtech

“OMTEC really facilitates meaningful networking opportunities. From the Tuesday night kickoff to the communal breakfasts, lunch and happy hour, OMTEC’s networking keeps people together and fosters conversations. Typical events don’t have this level of interaction.”

- Dan Walker, Director, Business Development, Tsugami America

WHO ATTENDS

1,422

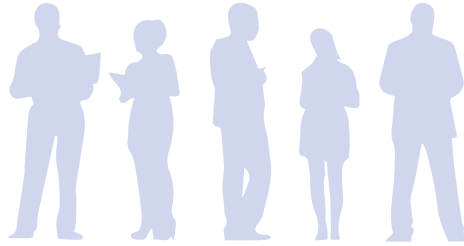
TOTAL ATTENDEES

Source: 2023 event data

56% Exhibiting Personnel (792)

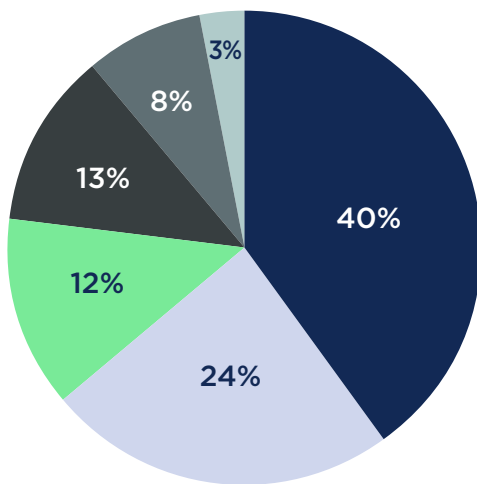
22% OEMs/Device Companies (316 orthopedic OEM professionals from 76 companies attended in 2023)

22% Consultants, Suppliers, Others (314)



OEM Attendees by Job Responsibility

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



66%

of OEM attendee survey respondents indicated that they have decision making authority.

#1

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

88%

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

165+ Exhibitors with 30+ Capabilities



Pertinent Education

30+ Educational Sessions



Valued Networking

3+ Gatherings

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

- Jody Scrivner, Director, Sourcing, Stryker

"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

WHAT OEMs SAY

"The variety of exhibitors was exciting. For a startup like mine, OMTEC was an excellent opportunity to learn more about the U.S. market and how to navigate it."

- Gururaj Parande, Chief Technology Officer, Magloy Tech

"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 the 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
- Website, email and social media graphics to help you promote your booth
- 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 29, 2023**.



**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

Align your brand with OMTEC's purposeful, trusted education curriculum and its internationally recognized commitment to the advancement of orthopedics. These carefully constructed sponsorships are aimed at increasing quality traffic to your booth, building brand equity and generating awareness of your company's core competencies.

All sponsors benefit from the following:

Company logo on OMTECexpo.com

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 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.

PLATINUM

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 – 5 available



THINK TANK

The Think Tank is an intimate and interactive education space where today's pressing questions are answered and problems are solved. The Think Tank is a high-traffic collaborative space with seating for 50+ right on the exhibit floor. Your company will be displayed as the exclusive sponsor through naming rights of the space. Your company logo will be displayed on floor stickers leading to the Think Tank and onsite signage and interim PowerPoint slides. Attendees of the Think Tank will walk away with a gift emblazoned with your company's logo.

GOLD

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 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 Cafe. 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

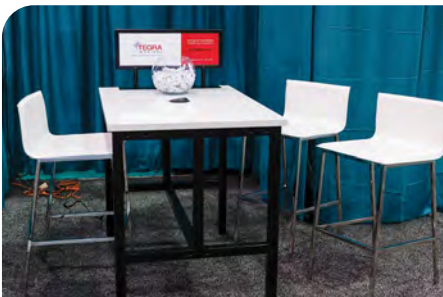
See your logo on every attendee at OMTEC. All OMTEC badges will be clipped to these unique logo-branded lanyards that we provide.

SESSION ROOM LOUNGE

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 digital-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>



Sponsor the Digital Edition of the Final Program!
See the details under Emails.

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 available)	\$2,900
Lower windows at exhibit hall entrance (1 available)	\$3,800



ADVERTISING OPPORTUNITIES

WEBSITE

OMTEC.expo.com

Leverage the 36,000+ users of OMTECexpo.com to build brand equity and drive relevant visits to your booth, website or other digital asset.



55k+

Sessions



36k+

Users



103k+

Page Views

DIGITAL AD RATES

OVERSLIDE AD

High Season: Feb – June (Exclusive by month)	\$1,595/mo
Low Season: Jul – Jan	\$100 CPM
STICKY FOOTER	
High Season: Feb – June (Exclusive by month)	\$1,445/mo
Low Season: Jul – Jan	\$100 CPM

ADVERTISING OPPORTUNITIES

CONFERENCE PREVIEW EMAILS

OMTEC preview emails will be sent to ~15,000 industry professionals featuring insights from respected speakers, exciting event updates and more. Don't miss this great opportunity to get your company in front of all attendees leading up to the conference.



OMTEC 2023
Final Program Alert | Sponsored by SpiTrex Orthopedics

OMTEC 2023
FINAL PROGRAM
JUNE 13-15 | CHICAGO

Access the Final Program to Plan Your OMTEC Experience!

What to Do and Who to See

Attend 10 Exhibitor In-Booth Presentations

Take Advantage of 5 Networking Events to Connect with Peers and Partners

Learn from 50+ Speakers Sharing Knowledge on Critical Industry Topics

View the Full OMTEC Agenda

Company name displayed at the top of the newsletter



27

Average Clicks per Ad



15k+

Circulation



45%

Open Rate

First page
Final
Program
ePub

Pageviews
101,825

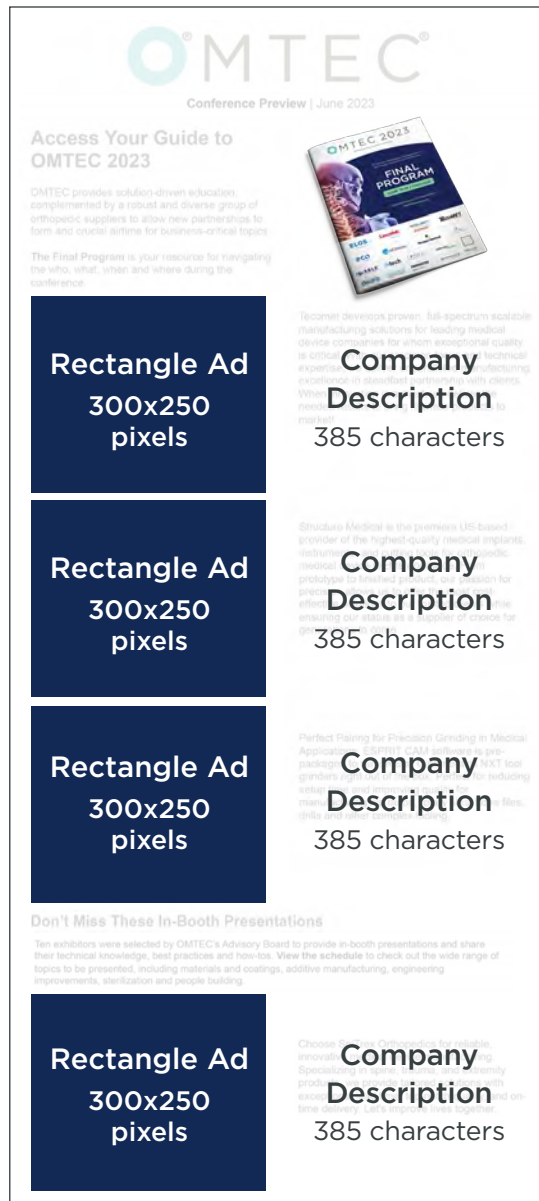
Time Spent
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OMTEC 2023
FINAL PROGRAM
JUNE 13-15 | CHICAGO

Company name displayed at the top of the newsletter

EMAIL RATES	
OMTEC Preview (12 Available Ads)	\$1,275/ea
OMTEC Monthly (March - May, exclusive)	\$2,395/mo
Final Program Digital Edition Sponsorship	\$2,995



OMTEC 2023
Conference Preview | June 2023

Access Your Guide to OMTEC 2023

OMTEC provides solution-driven education, complemented by a robust and diverse group of orthopedic suppliers to allow new partnerships to form and critical advice for business-critical topics.

The Final Program is your roadmap for navigating the who, what, when and where during the conference.

Rectangle Ad
300x250 pixels

Company Description
385 characters

Rectangle Ad
300x250 pixels

Company Description
385 characters

Rectangle Ad
300x250 pixels

Company Description
385 characters

Don't Miss These In-Booth Presentations

Ten exhibitors were selected by OMTEC's Advisory Board to provide in-booth presentations and share their technical knowledge, best practices and how-to. View the schedule to check out the wide range of topics to be presented, including materials and coatings, additive manufacturing, engineering improvements, sterilization and people building.

Rectangle Ad
300x250 pixels

Company Description
385 characters

IN-BOOTH PRESENTATIONS

Abstract Requirements

Abstracts for 2024 will be accepted December 1, 2023 through February 2, 2024.

Ten abstracts will be selected by OMTEC's Advisory Board for in-booth presentations.

To bolster OMTEC's robust education curriculum, exhibitors are invited to present technical knowledge, best practices, case studies, how-tos and innovations to enhance the learning and partnership opportunities for all participants. OEMs seek passionate leaders, innovators and subject-matter experts who employ exciting and engaging presentation styles on topics that are relevant, credible and aligned with orthopedic industry challenges and opportunities. Presentation topics could cover materials, additive manufacturing, supply chain management or product development, to name a few ideas.

Speaking Affords You the Opportunity to:

- Gain personal exposure as an expert while showcasing your company's competencies and building its brand
- Fuel in-bound inquiries
- Drive quality traffic to your booth

Requirements:

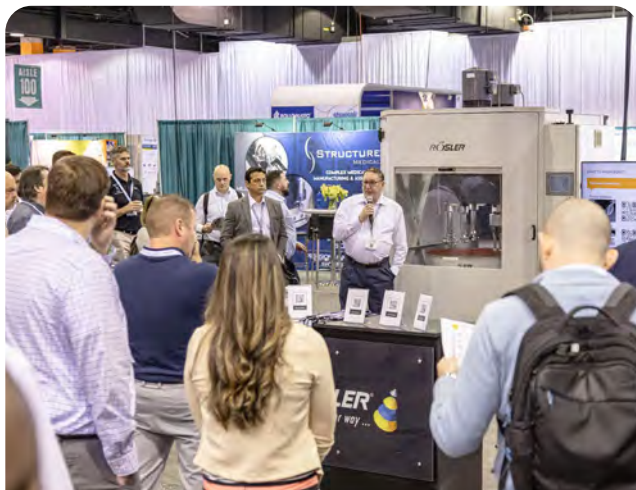
- Only confirmed exhibitors will be considered
- A non-refundable abstract fee of \$295 is due at the time of submission

Presenters Receive:

- Use of portable Audio/Visual equipment including microphone, speaker(s) and monitor
- A 15-minute speaking slot on Wednesday or Thursday (Presentations will take place at your booth.)
- Exposure in the online and printed education agenda (Abstracts that are not selected will receive a notable mention online.)

Abstract Review Process:

- Abstracts will be vetted by OMTEC's Advisory Board on the basis of content, educational value, relevance and overall program balance. Company commercials and blatant marketing speak will be rejected. Results will be announced on March 8.





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CONFERENCE SCHEDULE

This is a tentative schedule that is subject to change.

JUNE TUESDAY 11



**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 – 4:30 pm

Refreshment Break
2:30 pm – 3:00 pm

Welcome Reception
5:30 pm – 7:00 pm

CONTACT US

Fran, Brad and Ryan 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

Brad Frey brad@orthoworld.com

Ryan Bokor bokor@orthoworld.com

JUNE WEDNESDAY 12



EXHIBITOR HOURS
9:00 am – 5:30 pm

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

Exhibitor Presentations
9:30 am – 11:15 am

Refreshment Break
10:00 am – 10:30 am

Education
11:15 am – 12:00 pm

**Networking Lunch and
Exhibitor Presentations**
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 – 5:30 pm

JUNE THURSDAY 13



EXHIBITOR HOURS
8:00 am – 1:00 pm

Pancake Breakfast
8:00 am – 9:00 am

Exhibitor Presentations
9:00 am – 10:00 am

Refreshment Break
10:00 am – 10:30 am

Education
10:30 am – 11:15 am

Burgers and Beers
12:00 pm – 1:00 pm

Exhibitor Teardown
1:00 pm