

OPSC 26th Annual Fall Conference

September 11-13, 2015

Monterey Plaza Hotel
400 Cannery Row
Monterey, CA 93940



CME BY THE BAY 2015

**Exhibitor Prospectus
& Sponsorship
Opportunities**

DO YOU KNOW?

Osteopathic Physicians (DOs) are fully-licensed to prescribe medicine and practice in **all specialty areas**, including surgery. DOs are trained to consider the health of the **whole person** and **use their hands to help diagnose and treat** their patients.

DO

PRIMARY SPECIALITIES

48%

Family and General Practice

16%

General Internal Medicine

9%

Emergency Medicine

6%

Anesthesiology

5%

Psychiatry

(Osteopathic Medical Board of California 2013)

Why Exhibit?

The OPSC Fall Conference provides you with 1 ½ days of exhibiting, allowing you extensive marketing opportunities, including the ability to:

- Discuss your message firsthand with physicians in a relaxing atmosphere.
- Broaden your contacts with osteopathic physicians and educators ... decision makers from California and throughout the US.
- Increase your awareness of current issues impacting physicians' abilities to provide care.

OPSC ensures maximum interaction between exhibitors and physicians by:

- Hosting the welcome reception and breaks in the exhibit hall
- Scheduling program breaks for exhibit hall visits
- Holding prize drawings in the exhibit hall

Recent trends show a steady increase in attendance year by year at OPSC's CME events (by CME cycle year). Our events and publications reach over **5,000** DOs and other medical professionals annually.

Exhibitor
and Sponsorship
Applications
Available Online at
[www.opsc.org/
event/FC15](http://www.opsc.org/event/FC15)



Join Us in Monterey



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[www.opsc.org/
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2014 Exhibitors

AbbVie, Inc.

Air Force Health Professions

ACOPF-CA

Bayer Healthcare

BioTek Labs, LLC

Boiron

California Correctional Health Care Services

Cutting Edge Laser Technologies

Cooperative of American Physicians, Inc

Dignity Health

GlaxoSmithKline

NORCAL Mutual Insurance Company

Purdue Pharma

Quest Diagnostics

Touro

WesternU/COMP

Zogenix, Inc.

**Is your competition
here? Why aren't you?**





Where to Stay

OPSC has obtained a special rate for conference attendees at the Monterey Plaza Hotel of \$229 per night (inland view), single or double occupancy. The number of rooms is limited, so book your room reservations early! Contact the Monterey Plaza Hotel at **800-334-3999**. Book your room before **August 19, 2015** and don't forget to mention OPSC to receive this special rate!



Dates & Details

Conference Dates

September 11 - 13, 2015

Show Location

Monterey Plaza Hotel & Spa
400 Cannery Row
Monterey, CA 93940
(831) 646-1700

Exhibit Table
\$750

Exhibit Set-up Hours

Friday, September 11th, 10:00am - 12:00pm

Exhibit Dates / Hours

Program & Show times are subject to change

Friday, September 11th, 1:00pm - 7:30pm

Saturday, September 12th, 9:30am - 3:00pm

Exhibit Tear Down Hours

Saturday, September 12th, 3:00pm

Dismantling or packing of exhibits may not begin earlier than 3:00pm, and exhibits must be dismantled and removed from the exhibit hall by 5:00pm.

Fall Conference Contact

Karl Baur, CMP
Director, Meetings & Publications
Osteopathic Physicians and Surgeons of California
2015 H Street
Sacramento, CA 95811
Telephone: (916) 822-5246
Fax: (916) 822-5247
E-Mail: meetings@opsc.org

DO YOU KNOW?

78%

of DOs see **over 100 patients** per week

21%

more than MDs

Exhibitor
and Sponsorship
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Available Online at

[www.opsc.org/
event/FC15](http://www.opsc.org/event/FC15)



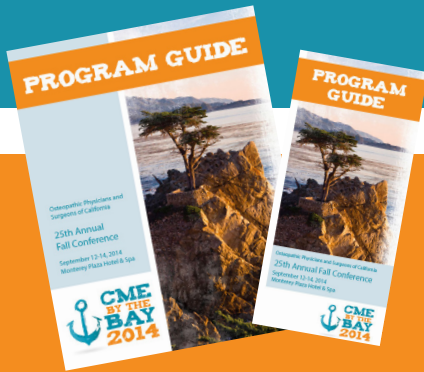


Special Exhibit Show Events

A Welcome Reception for the convention attendees will be held in the exhibit hall from 6:30pm - 7:30pm on Friday, September 11th.



All attendee breaks and prize drawings will be held in the exhibit hall.



Advertise in the onsite Program and you'll benefit with two ads for the price of one! Your ad will be included in the onsite printed program as well as in our digital program (flash drive with program /syllabus). Fees for logo ads range from \$0 - \$300.

To find out details and deadlines for these cost-effective marketing opportunities and OPSC's popular *California DO Journal*, contact our associate: Diana Granger at (530) 642-0111, granger@cwo.com. (For cover positions, please contact promptly.)

Grants, Sponsorships & Additional Promotional Opportunities

In order to offer the highest caliber continuing medical education (CME) and social events, OPSC provides additional opportunities for your company to support OPSC's efforts.

FUNCTIONS

● Exhibit Hall break	\$1,500
● Exhibit Hall break co-sponsorship	\$750
● Welcome Reception	\$5,000
● Breakfast	\$5,000
● Saturday Lunch	\$10,000
● Saturday Dinner	\$8,500

OTHER SPONSORSHIPS

● Convention Program Guide (includes full page color ad)	\$3,500
● WiFi (unlimited number of sponsors)	\$1,000
● Unrestricted Grant	

Contact OPSC if you are interested in sponsorship opportunities



Exhibitor Rules and Regulations

Purpose of Exhibit

The Exhibit Program is intended to serve as an integral part of the educational experience at OPSC's 26th Annual Fall Conference. Exhibitors should plan to provide convention registrants with useful information about products and services related to the practice of medicine.

Space Configuration

All Exhibit Spaces consist of one (1) 6' skirted table and two chairs. To maintain uniformity and prevent visual obstruction of adjoining spaces, displays must not be higher than 8' and nothing may be erected which blocks aisles, or interferes with the view or visitation of adjoining spaces.

Assignment of Space

Exhibit space will be assigned in the order that applications and payments are received. Exhibitors who participated in last year's conference will be given higher priority.

Payment Information

Full payment of \$750 must be received by August 21, 2015. Reservations made by phone or fax, or not paid in full, are considered temporary until payment is received.

Cancellation

A company desiring to cancel its requested space, after having submitted a signed contract, must do so in writing on company letterhead. If space is cancelled prior to August 21, 2015, an administrative fee of 1/2 of the total space fee will be incurred by the exhibitor. If cancellation is made after August 21, 2015, there will be no refund, and all space contracted for must be paid for in full. Any unpaid balance is due at the time of cancellation. OPSC will be entitled to all monies paid and owed as liquidated damages.

Advisory

Solicitations, advertising or demonstrations by exhibitors must be confined to the assigned booth space. While promotional giveaways and/or drawings are permitted and encouraged, no exchange of currency is permitted.

Booth Staffing

Qualified employees of the exhibitor must be able to explain or demonstrate the products or services on display. Booth must be staffed during all exhibit hours. Exhibit staff must register at the Exhibitor Registration desk and wear the furnished Exhibitor Badge. Exhibit staff are on their own for all meal functions not taking place in the Exhibit Hall.

Badges

OPSC will provide official show badges for a maximum of two exhibit staff which permit entry into the exhibit hall. A list of exhibit personnel must be submitted to OPSC no later than August 28, 2015. In the case that a list is not submitted, OPSC will provide two (2) generic company badges for exhibitors.

Security & Indemnification

CAUTION: 24-hour security will NOT be provided at the convention, neither OPSC nor the hotel can be held responsible for any loss of merchandise or funds. Exhibitor application includes clause of indemnity.



Fall Conference Exhibitor Application



OSTEOPATHIC
Physicians & Surgeons
OF CALIFORNIA



OPSC's 26th Annual Fall Conference
September 11-13, 2015
Monterey Plaza Hotel
Monterey, CA

Submitting this application indicates the applicant's willingness to abide by all accompanying exhibit terms and general regulations, as well as such additional rules and regulations as the management deems necessary for the success of the exhibition, provided the latter does not materially alter the exhibitor's contractual rights. **This page must be completed and returned to:**

Mail: Osteopathic Physicians and Surgeons of California
2015 H Street, Sacramento, CA 95811

Fax: (916) 822-5247

Email: meetings@opsc.org

COMPANY NAME (complete name as it will appear in the program guide):

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Website _____

Please submit a Company Description (200 word max.) with your application for inclusion in our Fall Conference Program Guide. OPSC reserves the right to edit submitted descriptions.

Check here if you would like to be contacted about sponsorship opportunities.

CONTACT/BILLING INFORMATION

Contact Name _____

Title _____

Check here if billing information is the same as above

Billing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

My check is enclosed for \$750

Please charge my credit card for \$750

Card type: Visa MasterCard Discover

Exp. Date _____ CVC# _____

Card# _____

Cardholder's Name _____

Signature _____

Hold Harmless Agreement of Indemnification

"Each party shall defend, indemnify, and hold harmless the other party and each of its agents from and against any and all claims of every kind which may arise by reason of (1) any act or omission by the party and its agents or (2) the inaccuracy or breach of any of the covenants made in this Agreement. This indemnity shall include and require the payment of costs and expenses as they occur. Each party shall promptly notify the other party upon the receipt of any claim or legal action referred to in this section. The provisions of this Section shall survive any termination or expiration of this Agreement."

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arriving out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the Hotel and shall indemnify and hold harmless the Osteopathic Physicians and Surgeons of California, and their Board of Directors, agents, the Hotel, agents, servants, and employees from any and all such losses, damages, and claims. Certificates of insurance shall be furnished as soon as possible to Osteopathic Physicians and Surgeons of California if requested prior to or following the conference.

Exhibitor agrees to comply with the above hold harmless agreement of indemnification and all rules and regulations set forth in this document. Exhibitor further understands that this application becomes a contract when signed by a company representative and accepted by OPSC.

By signing, I accept the terms as stated in the attached materials and agree to adhere to all payment and cancellation policies set forth by OPSC.

Authorized Signature

Print Name & Title

About OPSC

It is the mission of the Osteopathic Physicians and Surgeons of California (OPSC) to advance the practice of osteopathic medicine as an independent, scientific and complete system of medicine for the restoration and preservation of good health, and to present programs of education and information that contribute to the effective, professional practice of osteopathic health care for the benefit of all members of the profession.

OPSC is structured to help the individual DO better serve the interests of osteopathic medicine, provide quality health care for patients; and to assist the public to better understand osteopathic medicine and its contribution to total health care.

OPSC is a chartered divisional society of the American Osteopathic Association (AOA).

DO YOU KNOW?

In 2012, just over

1/3

of DOs were **women** (33.8%).

DOs are one of the fastest growing segment of health care professionals in the United States.

For More Information Contact

Karl Baur, CMP
Director, Meetings & Publications
Osteopathic Physicians and Surgeons of California
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Sacramento, CA 95811
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 **CME**
BY THE
BAY 2015