INTERDISCIPLINARY SYMPOSIUM ON OSTEOPOROSIS

EXHIBITOR AND SPONSOR PROSPECTUS

Omni Shoreham
2500 Calvert St, NW • Washington, DC 20008 • (202) 234-0700

ISO2020 offers:

- In-depth educational sessions addressing clinical practice management, current research advancements, education, outreach, and emerging challenges and opportunities.

- Forum for leaders in the field to present research, exchange ideas, and interact with colleagues and industry counterparts.

- Ample networking opportunities for healthcare professionals and industry representatives interested in lifelong bone health.

The National Osteoporosis Foundation invites you to exhibit and/or sponsor at ISO2020 in Washington, DC, May 27-30, 2020. The Interdisciplinary Symposium on Osteoporosis (ISO) is the premier scientific meeting dedicated to the diagnosis, treatment and clinical management of osteoporosis. The symposium is your foremost opportunity to meet and communicate with healthcare professionals to showcase your products and services, all while building relationships and expanding your professional network.

ISO attendees are eager to learn about new and improved methods to treat their patients and are willing to investigate and explore your solutions to overcome barriers.

ISO2020 is an excellent opportunity for you to reach your target audience, expand the awareness of your brand, and continue to expand your existing customer base.
ATTENDEE PROFILE
(based on ISO19)

29.24% Physician
20.47% Nurse
21.64% Physician Assistant
27.49% Other

.58% Nutrition Professional
.58% Technologist

ATTENDEE CREDENTIALS

ATTENDEE SPECIALTIES
SPONSORSHIPS AND EXHIBITOR OPPORTUNITIES

HOTEL
Omni Shoreham • 2500 Calvert St, NW
Washington, DC 20008 • (202) 234-0700

To make your reservation please call the hotel directly at (202) 234-0700 or visit the website. Note: To guarantee the special group rate of $259.00 per night (plus applicable taxes), you must make your reservation no later than May 5, 2020. Please identify yourself as a NOF Symposium attendee.
EXHIBITOR INFORMATION

EXHIBIT DATES AND HOURS
Thursday, May 28th: 7:30 am – 5:30 pm  
Friday, May 29th: 7:30 am – 6:00 pm

EXHIBIT INSTALLATION
Wednesday, May 27th: 3:00 pm-7:00 pm

EXHIBIT DISMANTLING
Friday, May 29th: 6:00 pm – 8:00 pm

SECURE YOUR PRIME LOCATION EARLY!

EXHIBITS AND SIGNS
The exhibit area is designed to provide maximum visibility for your company, product and/or service:
• Exhibit area is located in a high traffic area, ideal for networking
• Refreshment breaks in exhibit area
• Logo on symposium mobile app
• Exhibitor listing on symposium website

EXHIBIT RATES
• 6’ Table NOF CAR members, $3,000
• 6’ Table Standard Corporate Non-Members, $3,500
• 6’ Table Standard – Non-Profit, $1,000

EXHIBIT SPACE INCLUDES
• 6’ table with tablecloth, 2 chairs and waste basket
• For NOF Corporate Members: Two complimentary full conference registrations and two complimentary “Exhibitor” badges
• For Non-Members and Nonprofits: Four complimentary “Exhibitor” badges

Please note: Background must not exceed 8’ in height including the sign and must not protrude from the back wall more than 48” above the prescribed railing or counter height. No sidewall or counter may exceed 36” in height. No exhibit will be permitted to span an aisle by overhead archway. For a full list of restrictions and exhibitor responsibilities, please see our website at www.interdisciplinarysymposiumosteoporosis.org
EXHIBITOR REGISTRATIONS

All exhibitor staff must wear official ISO2020 badges in the Exhibit area. Pre-registered staff will receive their credentials at registration. Exhibit staff who have not pre-registered must register on-site and obtain badges prior to gaining access.

The National Osteoporosis Foundation reserves the right to refuse applications of companies that do not meet required standards, and maintains the right to curtail activities, exhibits or parts of exhibits that are deemed by the Conference Sponsor to reflect negatively on the character of the exposition or conference.

PROMOTIONAL OPPORTUNITIES

OFFICIAL SPONSORSHIPS

NOF is pleased to invite companies and organizations to be sponsors of the Interdisciplinary Symposium on Osteoporosis. Sponsorship opportunities are listed below. Sponsorship packages can be customized to meet specific marketing needs. Reach your target audience by increasing your visibility, building relationships, and supporting ISO2020 through these opportunities.

To discuss sponsorship opportunities please contact Ami Patel at ami.patel@nof.org

PRINTED SYLLABUS

The ISO2020 Syllabus provides attendees with meeting agenda, including session details and presentations in printed form. It is the guidebook for the entire scientific meeting and a key tool for attendees and faculty. The sponsor may include a non-branded color advertisement on the back cover.

- Syllabus Sponsorship fee = $30,000

ISO2020 APP

The ISO2020 mobile event application provides sponsors the opportunity to connect with attendees in a personalized way. The comprehensive mobile app puts all conference information in the hands of attendees, with real-time updates throughout the meeting. The mobile app gives sponsors a way to reach and track attendee engagement and increase ROI. Sponsorship levels include varying opportunities to be featured on the app activity feed, sponsorship section and to send direct notifications to users.

- Platinum App Sponsorship fee = $15,000
- Gold App Sponsorship fee = $7,500
- Silver App Sponsorship fee = $5,000
- Bronze App Sponsorship fee = $2,500
PROMOTIONAL OPPORTUNITIES CONTINUED

NETWORKING AND MEAL FUNCTIONS
Sponsorship and branding opportunities are available for a limited number of meal functions and networking events throughout the conference including:

- Coffee breaks = $1,000 + cost of catering
- Breakfast = $2,500 + cost of catering
- Lunch = $5,000 + cost of catering
- Opening Reception = $30,000 (inclusive)

Product Theater/Symposia
- Morning = $5,000 + cost of catering
- Afternoon = $7,500 + cost of catering
- Evening = $10,000 + cost of catering

Product Theaters include opportunities to share presentations or information with attendees – not part of the official ISO2020 program or available for Continuing Education.

MEETING ROOMS
There will be a limited number of conference rooms available for hosting onsite meetings. These rooms can be rented on an hourly or daily basis for use for business meetings or socializing/networking. Catering is available at additional cost through the hotel. Fee = $1,500 per day.

AWARENESS/LOGISTICS
Sponsorship and branding opportunities are also available for onsite exposure via branded materials including:

- Item included in Conference registration bag = $1,500*
- Tote bags = $5,000
- Badge Lanyards = $10,000

RESEARCH/CLINICAL SUPPORT OPPORTUNITIES
- Young Investigator Awards (5@ $1,000) = $5,000

*Restrictions apply
Please forward with this application a deposit of 50% of the booth cost for the requested space. The balance will be due by -March 13, 2020. Applications will not be processed without a 50% deposit.

Exhibitors agree to comply with all regulations listed online at www.interdisciplinarysymposiumosteoporosis.org. Submission of an application implies consent.

**EXHIBITOR INFORMATION**

Company/Organization Name ________________________________
Address ____________________________________________________________________________________________________
City __________________________ State/Province __________ Zip/Postal Code ______________
Contact Name __________________________ Title __________________________
Business Phone __________________________ Fax __________________________
Email Address __________________________ Web site Address __________________________
Signature __________________________ Date __________________________

You are hereby authorized to reserve exhibit space for our use at ISO2020. We agree to exhibit under and comply with the terms and conditions of this agreement and the exhibit requirements as stated below.

**LOCATION CHOICES**

List your first 3 preferences for location from the Exhibit Area Site Map
1. __________________________ 2. __________________________ 3. __________________________

**PAYMENT OPTIONS**

Check # __________ Check Amount __________________________

Please make checks payable to: National Osteoporosis Foundation (NOF) | Tax ID: 36-3350532

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Charge Amount __________________________ Account Number __________________________ Expiration Date __________________________

Billing Zip Code __________________________ Name (Exactly as it appears on card) __________________________

Signature of cardholder __________________________ Security Code __________________________

Applications submitted on or after March 13, 2020 must be accompanied by payment in full.

Email your completed application to: Ami Patel: ami.patel@nof.org

Check or Electronic Payments can be sent to:

Lockbox: National Osteoporosis Foundation, P.O. Box 604, Alexandria, VA 22313

Wire Transfer Info: Please contact the NOF accounting office, accounts.payable@nof.org to arrange a wire transfer.

**CANCELLATION POLICY**

All cancellations must be in writing. Cancellations received in writing on or before March 13, 2020 will receive a 50% refund of paid monies. Cancellations received in writing after March 13, 2020 will not be entitled to any refund of paid monies.

**PAYMENT INFORMATION**

The National Osteoporosis Foundation reserves the right to approve all exhibit orders and will refund any monies paid for exhibits that are rejected.

- Payment: Exhibitors will not be listed on the website or mobile app until paid in full
- ALL EXHIBIT FEES MUST BE PAID IN FULL PRIOR TO APRIL 1, 2020
ABOUT THE HOST ORGANIZATION

The National Osteoporosis Foundation (NOF) is the leading health organization dedicated to preventing osteoporosis and broken bones, promoting strong bones for life and reducing human suffering through programs of public and clinician awareness, education, advocacy and research. Established in 1984, NOF is the nation’s only health organization solely dedicated to osteoporosis and bone health.

FOR MORE INFORMATION OR TO DISCUSS OPPORTUNITIES, CONTACT:

Ami Patel, NOF
ami.patel@nof.org • 703-647-3004