

EXHIBITOR PROSPECTUS 2027

EASTERN ORTHOPAEDIC ASSOCIATION

58th Annual Meeting
October 20-23, 2027
Nashville, TN

BENEFITS OF EXHIBITING

Who Attends the EOA Annual Meeting?

The Eastern Orthopaedic Association's Annual Meeting is the meeting of choice for 350+ orthopaedic surgeons practicing on the East Coast, along with 30+ APPs, and 100+ Residents and Fellows. DOs and Allied Health Professionals also attend the meeting to stay ahead of the curve in the field of orthopaedics. The EOA provides continuing medical education to those individuals who are on the forefront of both scientific and socioeconomic orthopaedic causes.

Why Choose EOA To Exhibit?

Understanding the importance of our exhibit partners, EOA strives to make sure your exhibiting funds afford you plenty of face-time with our attendees. We believe these connections are as valuable to our attendees as they are to you. Exhibiting with the EOA provides you the benefit of the following:

Personalized Onsite Assistance

The Eastern Orthopaedic Association (EOA) strives to make your exhibiting experience the best business investment possible. We appreciate your involvement and look forward to partnering with you for many years to come. To ensure a positive experience and productive meeting, we have a dedicated EOA Onsite Coordinator available to assist you with locating doctors and making exhibit arrangements. Friday morning, breakfast is on us and delivered fresh to your booth!

Dedicated Time With The Attendees

Continental breakfasts are served in the exhibit hall. We arrange the exhibit hall so that food and beverages are strategically placed to maximize traffic for everyone. Additionally, we have an Exhibitor Reception, a two-hour social event with drinks and heavy hors d'ouevres in the exhibit hall. This event is well attended and usually exceeds the time scheduled because of the positive experience. It's a great setting to develop relationships with the doctors. We have several breaks each day and give out prizes valued at approximately $350 or more per day in the exhibit hall. Doctors are required to visit exhibitors in order to be eligible for the prize. We find that in addition to the general interest in your products and services, the prize is a great incentive to drive traffic to you.

FREE Pre-Meeting Attendee Mailing List

Exhibitors will receive a complimentary pre-registered attendee mailing list when it becomes available before the meeting. You can use the list to promote your products/services in advance and potentially boost traffic at your booth.

FREE Post-Meeting Attendee Mailing List

To assist you in your post-meeting marketing efforts, the EOA will supply, upon request, a FINAL list of registrants which will allow you to conduct follow-up correspondence with registrants via mail.

Attendance at the Scientific Portion of the Meeting

To better prepare and equip your sales force, EOA welcomes and encourages your registered representatives to attend the scientific program portion of the meeting. This will enable your company to gather the most current and relevant information in the orthopaedic field, further build rapport with the attendees, and gain a competitive advantage in the industry.

Acknowledgement in the Mobile Meeting App

Your company will be listed in the Mobile Meeting App along with contact information, website address, and a brief company description.

Connect with Us on Social Media

Interact with EOA and our followers on Facebook, Instagram, LinkedIn and X.

Travel and Hotel Information



Meeting Hotel

JW Marriott
201 8th Avenue South
Nashville, TN 37203

To reserve a room, call the hotel at **615-291-8600**. Mention you are attending the EOA Annual Meeting to ensure you receive the discounted group rate.

The hotel is 8 miles from Nashville International Airport (BNA).

Interested in maximizing your exposure to EOA attendees? Become a meeting sponsor.

The EOA offers multiple sponsorship levels to allow you to stand out and enable you access to additional social environments to meet with medical professionals. Sponsorship levels provide you with additional representative badges, and at the Gold & Platinum levels, increased booth size. Each level either includes, or provides a discount on the additional opportunities below. Please see page 4 for a list of all sponsorship levels and the benefits included or the discount available to purchase additional opportunities.



Pre-Meeting Advertising

As a sponsor, you will have the opportunity to include side-advertising for your company in one of the pre-meeting emails sent to every member of the EOA. This is a great way to reach every member of the association, even if they are unable to attend the meeting. Specific sponsor levels will also have the ability to run a banner ad on the EOA website, which receives additional traffic as our registrants sign up for the meeting.

Full-page color advertising in the Journal of Surgical Orthopaedic Advances

The Journal of Surgical Orthopaedic Advances is the official journal of the Eastern Orthopaedic Association, as well as the Western Orthopaedic Association, the Southern Orthopaedic Association, and the Clinical Orthopaedic Society. With a distribution to over 4,000 orthopaedic surgeons nationwide, this opportunity provides the ability to reach a wide audience.

Welcome Packet Advertising

Provide us with a flyer or advertisement to include in our meeting registration packets. There is no better way to immediately make your presence known to meeting attendees.

Showtime Breakfast/Lunch Presentation

Have a new product or procedure you want to debut or promote? As a Platinum or Gold sponsor, you may have the opportunity for a presentation over breakfast or lunch in our main scientific program room. There will be no competing scientific events during this time period.

IMPORTANT DATES

August 20, 2027
Deadline for Exhibitor Application and $500 Deposit

September 3, 2027
Deadline for Cancellation and Partial Refund

September 3, 2027
Final Deadline for Balance of Exhibitor fees

September 10, 2027
Deadline to Submit Copy for Final Program

October 20, 2027
Exhibitor Booth Set-up (12:00pm – 5:00pm)

October 21-23, 2027
Exhibits Open (6:30am – 12:30pm)

October 23, 2027
Exhibit Booth Break Down

Door Drop Advertising

Hosting an Industry presentation or have products to promote? As a sponsor, you may have the opportunity to provide EOA with a door drop to be distributed to all the EOA attendees staying in the meeting hotel.

Social Events

As a sponsor, you will also receive tickets to the President's Private Dinner, Welcome Dinner and Founders' Dinner Dance which will provide your representatives additional opportunities to meet and discuss your products with our attendees.

Registration and Badge Pick Up

A meeting packet with exhibitor identification badges will be distributed upon check-in at the Exhibitor Registration Desk. All onsite representatives and spouses/guests who attend the meeting must coordinate participation through their respective company. The number of onsite representatives varies by exhibit level (see chart on p. 4).

EXHIBITOR BADGES MUST BE WORN THROUGHOUT THE DURATION OF THE MEETING.
They are proof of registration and are required for admittance to all functions and social events.

APPLICATION FOR EXHIBIT SPACE

Eastern Orthopaedic Association | 58th Annual Meeting | Nashville, TN | October 20-23, 2027

Apply online at: www.eoa-assn.org

Mail, email or fax form and payment to: Eastern Orthopaedic Association | 110 West Rd, Suite 227, Towson, MD 21204

Phone: 410-427-0007 | Fax: 410-494-0515 | exhibits@datatrace.com | Tax ID 23-173-8956

Company Information

Company Name _____

Contact Name _____ Title _____

Email _____ Phone _____

Address _____

City/State/Zip Code _____

Exhibiting Levels

Benefits Available	Platinum $50,000	Gold $30,000	Silver $25,000	Bronze $15,000	Copper $10,000	Exhibitor $6,000
Complimentary Representatives	8	7	5	4	3	2
Booth Size	8 x 16	8 x 16	8 x 10 **	8 x 10 **	8 x 10 **	8 x 10 **
Breakfast/Lunch Presentation +	1x 40-minute slot	1x 20-minute slot	N/A	N/A	N/A	N/A
Lead Retrieval System	Included	Included	$250	$250	$250	$250
Mobile App Advertisement	Included	Included	Included	N/A	N/A	N/A
Website Banner	Included	Included	Included	Included	N/A	N/A
JSOA full page color ad	Included: 2 pages	Included: 1 page	$1,000/page	$1,250/page	$1,500/page	$2,000/page
Sidebar ad in PreShow Email	Included	Included	$50	$100	$150	$200
Door Drop Advertising	Included	Included	Included	Included	$250	$550
Flyer ad in Registrant Packets	Included	Included	Included	Included	$250	$550
President's Private Party tickets	2	2	2	2	2	N/A
Welcome Dinner tickets	10	8	6	4	3	$100
Founders' Dinner Dance tickets	4	3	2	1	$50	$100

Exclusive Opportunities: Contact EOA at 410-427-0007 or exhibits@datatrace.com

Mobile App Sponsorship / WiFi Access Sponsorship / Dessert Sponsorship / Job Board Sponsorship / Power Up Station Sponsorship

* Additional representative badges are $500 each | ** Possible reduction to 8 x 8 depending on space availability | Non-Exhibitor - $2,000

+ Platinum and Gold sponsorships have a choice between the Breakfast/Lunch Presentation (No refunds. Payment must be paid in full at time of booking.)

Fees Calculation of Total Fee (Insert fees from section above)

☐ Exhibiting Level $_____

☐ Additional Representatives $_____

☐ Lead Retrieval System $_____

☐ Full Page, Color JSOA Ad $_____

☐ Sidebar Email Ad $_____

☐ Door Drop $_____

☐ Flyer in Registration Packet $_____

☐ Welcome Dinner tickets $_____

☐ Founders' Dinner tickets $_____

TOTAL FEE $_____

AMOUNT PAID $_____

Payment Information

- $500 non-refundable deposit is due with the receipt of the application by August 20, 2027
- Full payment must be received by EOA by September 3, 2027

To Pay by Credit Card: Deposits and exhibit amounts $6,000 or less may be paid by credit card. Please use our secure payment processing server at www.eoa-assn.org. Simply click "Exhibiting" in the menu on the right side of the homepage.

To Pay by Check: Any exhibit level may be paid by check. Please return a copy of this form with your check, made payable to EOA to:
Eastern Orthopaedic Association, 110 West Road, Suite 227, Towson, MD 21204

Social Media Handles

Facebook _____

Instagram _____

LinkedIn _____

X _____

Diagnostic Imaging Equipment and Lasers:

Exhibitors will be able to display and demonstrate imaging equipment in their booth space. Exhibitors shall not demonstrate diagnostic imaging equipment using either ionizing or non-ionizing radiation. In addition, demonstrations of activated therapeutic lasers are prohibited.

Meeting registrants will have the opportunity to opt out of mailing lists at time of registration.