Why Sponsor TOA?

With over 1,400 members, the Texas Orthopaedic Association is one of the largest state societies for orthopaedics. Few other medical specialties are facing as many legislative, clinical, and business challenges as orthopaedics. As a result, Texas orthopaedic surgeons turn to TOA as their orthopaedic home to guide them through the rapidly changing health care environment.

TOA’s 2014 Annual Meeting experienced TOA’s highest attendance in at least a decade. We are looking forward to building on that success at our April 16-18, 2015 Annual Meeting in Austin with an outstanding lineup of speakers, coding course, and new allied health provider course.

Sponsorship benefits do not end with the 2015 Annual Meeting. Our Platinum and Gold sponsors will receive special, continuous recognition in our publications throughout 2015. Over a thousand Texas orthopaedic surgeons and practice administrators read the e-mail newsletters and magazines produced by TOA. Much of the information is valuable to their operations.

In addition, Platinum sponsors will be invited to attend TOA’s 2015 Resident Seminar and events with the TOA Board of Directors.
2015 Conference Overview

In 2015, we are looking forward to building on the success of our 2014 program, which was one of TOA’s highest attended meetings in recent memory. Once again, the 2015 speakers will include some of the biggest names in orthopaedics from across the country. TOA members indicated that having leading orthopaedic surgeons present at meetings is the most important reason for their attendance.

We are also pleased to add a new allied health provider course on April 17, which will be co-sponsored by the Texas Academy of Physician Assistants.

“I was surprised to see such a renowned group of presenters at the TOA Annual Meeting. It was an excellent conference.”

Aaron Humphreys, MD of Gatesville

“All I know for sure is that health care will change. The TOA Annual Meeting keeps me on top of changes as opposed to scrambling to catch up.”

Kyle Dickson, MD of Houston

“The 2014 meeting was great because it covered socioeconomic issues facing Texas and also had an all-star lineup of speakers.”

Brandon Broome, MD of El Paso

Past and present speakers include:

- Mark Miller, MD – Virginia
- Richard Hawkins, MD – South Carolina
- Richard Steadman, MD – Colorado
- John Callaghan, MD – Iowa
- Stuart Weinsten, MD - Iowa
- Bernard Morrey, MD – Minnesota
- Kurt Spindler, MD – Ohio
- Michael Yazsemki, MD – Minneosta
- Theodore Parsons, MD – Michigan

April 16-18, 2015 | Austin Hilton
500 E 4th St, Austin, TX 78701

“The TOA annual meeting provides a unique opportunity for residents and attending surgeons alike to gain a general education of orthopaedic pathologies, practice management tips and political issues affecting orthopaedic care on both local and national levels. Such an opportunity is hard to find in other meetings and the format of the meeting itself affords significant interaction with other meeting participants about these issues.”

Chad Krueger, MD of San Antonio

Presidents and Program Committee Members:

- Marc DeHart, MD, TOA President, Austin
- J.P. Bramhall, MD, TSSM President, Bryan

Program Committee:

- Brandon Broome, MD El Paso
- Adam Bruggeman, MD San Antonio
- John Hinchey, MD San Antonio
- Joel Jenne, MD San Antonio
- Matthew Morrey, MD San Antonio
- Louis Stryker, MD San Antonio
- Luis Urrea, MD El Paso
# 2015 Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$10,000</strong></td>
<td><strong>Starting at $5,500</strong></td>
<td><strong>$3,500</strong></td>
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## Annual Meeting
- Superior choice of exhibit space (foyer or exhibit hall).
- Opportunity to choose one event to sponsor at the platinum level (see page 4).
- One-page brochure included in each attendee handout (provided by sponsor).
- Two additional registrations (total of six).
- Invite to leadership dinner (Thursday night).
- Attendee list

## Resident Course
- Opportunity to attend the January 30 reception with TOA’s Board of Directors and residents and the January 31 TOA Resident Course.
- Special recognition at the 2015 TOA Resident Course.

## Communications
- Permanent, rotating logo recognition on TOA’s home page throughout 2015.
  Estimated value of $3,000.
- Permanent logo recognition on the Web site homepage throughout 2015.
- Permanent logo recognition in every e-mail newsletter, which is sent to over 1,400 orthopaedic surgeons, staff members, and industry officials.
- Logo in four eConnects (e-mail newsletter) throughout 2015.
- Prominent recognition in TOA’s magazines, which are mailed to over 1,400 orthopaedic surgeons and staff members.
- Low-cost opportunity to include one-page brochure in mailed newsletters to all Texas orthopaedic surgeons in 2015.
  (See page 4 for details)
- Special logo recognition in TOA’s corporate sponsor listing on the Web site and communications to orthopaedic surgeons.
- Free subscription to TOA e-mail newsletters, which feature the latest news about industry and policy actions affecting orthopaedics in Texas.

## Annual Meeting
- Prime exhibit space (foyer, if available).
- Opportunity to choose one event to sponsor at the gold level (see page 4).
- Two additional attendee badges (total of four).
- Attendee list

## Communications
- Free subscription to TOA e-mail newsletters, which feature the latest news about industry and policy actions affecting orthopaedics in Texas.
- Recognition in TOA’s corporate sponsor listing on the Web site and communications to orthopaedic surgeons.
2015 Resident Course & Additional Sponsorship Opportunities

Leadership Reception (Thursday, April 16)  
2 Platinum Sponsors ($10,000)

Program faculty and TOA leadership are invited to this intimate reception at the Austin Hilton. The event will include drinks and a light dinner. The sponsor will give brief remarks.

Friday Night Reception (Friday, April 17)  
2 Platinum Sponsors ($10,000 each)

All attendees are invited to this popular reception at the Austin Hilton. The event will include drinks and a light dinner. Reception sponsors will be recognized for their support.

Hotel Key Cards  
1 Platinum Sponsor ($10,000)

The sponsor logo will be placed on all hotel key cards for TOA attendees. (Must notify TOA of this sponsorship by February 1, 2014.)

Past President’s Council (Saturday, April 18)  
1 Platinum Sponsor ($10,000)

This breakfast brings together all of TOA’s past presidents.

Additional 2015 Sponsorship Opportunities

2015 TOA Resident Course: January 30-31, 2015
Orthopaedic residents in Texas are treated to a complimentary hotel room at the Austin Hilton and a course on the morning of January 31, 2015 that will help prepare them for the business of orthopaedics. The TOA Board of Directors and residents will hold a reception on the evening of January 30.

TOA is seeking sponsors to help underwrite the event. Please contact Executive Director Bobby Hillert (Bobby@toa.org | 214.728.7672 m) for more details.

TOA Magazine  
1 Gold Sponsor ($7,000)

Sponsorship and prime recognition in the TOA magazine mailed out to all Texas orthopaedic surgeons in addition to being given to conference attendees.

Friday & Saturday Breakfast  
2 Gold Sponsors ($5,500 each)

Sponsorship of Friday and Saturday morning breakfast. Recognition at each breakfast.

Refreshment Breaks  
Multiple Gold Sponsors ($5,500 each)

Sponsorship of refreshment breaks Friday and Saturday.

TSSM/TOF Business Lunch (Friday)  
2 Gold Sponsors ($5,500 each)

Two entities will sponsor the Friday lunch.

TOA Business Lunch (Saturday)  
2 Gold Sponsors ($5,500 each)

Two entities will sponsor the Saturday lunch.

Folder Handouts  
1 Gold Sponsor ($7,500)

Logo recognition on the folder handed out to all attendees.

Magazine, Web Site Advertising & Brochures
TOA communicates with Texas orthopaedic surgeons throughout the year via magazines, e-mail newsletters, and the Web site. Full page black and white ads and advertising on the Web site are available. Please contact Executive Director Bobby Hillert (Bobby@toa.org | 214.728.7672 m) for more details.
**Exhibit Dates**
April 16-18, 2015

**Location**
April 16-18, 2015
Austin Hilton
4th Floor | Salon D, E and Pre-function

**Exhibit Selection & Other Details**
TOA will contact exhibitors in early 2015 with more details.

**Who Is Eligible**
All Platinum, Gold, and Silver sponsors will be provided one 6’x30” skirted table. Exhibit booth location choices will be given to top sponsors based on first in (paid in full), first served at a later date once layout schematics are finalized.

Please note that not all breaks/exhibitor visitation breaks will be listed in the Preliminary Program (Coming soon). At this time the exhibitor breaks are as follows:

**Friday, April 17, 2015**
Orthopaedic Sessions
Welcome Reception (5:00pm-7:00pm)
held in the Exhibit Hall
(4th Floor | Salon D, E and Pre-function)

**Saturday, April 18, 2015**
Orthopaedic Sessions & 13th Annual Resident Quiz Bowl

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**Exhibit Hall Setup**
Thursday, April 16, 2015
5:00pm - 9:00pm

**Exhibit Hall Open**
Saturday, April 18, 2015
7:00 a.m.

**Exhibit Hall Open**
Friday, April 17, 2015
7:00 a.m.

**Strike**
Saturday, April 18, 2015
12:00 p.m.
SECTION 3: TERMS AND CONDITIONS

- In exchange for payment in full for the sponsorship, the Texas Orthopaedic Association (TOA) will provide the benefits as outlined on the application.

- In exchange for payment in full for the exhibit(s) contracted by the exhibitor, Texas Orthopaedic Association (TOA) will provide the following for each booth: 6’x30” skirted booth, one or two chair(s), and a sign showing the company name. All equipment will be available through the hotel. Exhibitors may provide their own equipment or furnishings. The exhibit hall is carpeted. Internet charges and electricity at table are to be paid by the exhibitor and set-up through the hotel.

- Although the exhibition area will be locked during closed hours, neither TOA nor the facility assume responsibility for damage to, loss, or theft of property of the exhibitors, the exhibitors’ agents, employees, or invitees.

- Payment in full is due at time of application. In the event that you cancel sponsorship or exhibit space, 50 percent of the contracted amount will be refunded to the company if TOA receives notice of cancellation by February 1, 2015. After February 1, 2015, there will be no refund of sponsorship payment. All sponsorships cancellations must be submitted in writing to TOA. No-shows are not eligible for refunds.

- TOA reserves the right to adjust table top or exhibit space assignments.

- In the event of failure or inability to fulfil this contract, or to furnish the space, due to fire, strikes, authority of the law, act of God, or any other cause or reason, TOA agrees to return to the sponsor all deposits or other monies paid, and thereupon this agreement shall be deemed canceled by mutual consent, and TOA shall be relieved from all responsibility.

- Sponsor and/or exhibitor agrees to be responsible for his/her own property. Sponsor or exhibitor shall release, hold harmless and indemnify TOA from any and all claims, obligations, liabilities, causes of action, lawsuits, damages and assessments, including legal fees that result from an allegation of negligence on the part of the sponsor or TOA or third parties in the use of the exhibit space or activities in connection with the use of exhibit space.

An accredited CME provider, the Texas Orthopaedic Association is governed by the Texas Medical Association's Standards for Commercial Support of Continuing Medical Education. TOA reviews its own program and awards CME credits according to TMA's Standards. In accordance with the Standards, TOA has established the following policies for commercial exhibits held in conjunction with its educational activities:

- Arrangements for exhibits may neither influence planning nor interfere with the presentation of the educational activity.

- Commercial/promotional materials may not be displayed or distributed in the same room immediately before, during, or immediately after the CME activity.

- Representatives of commercial supporters and exhibitors may attend the CME activity if they wish, but may not engage in sales activity in the room where the educational activity is held.

- As the accredited CME sponsor of this educational activity, Texas Orthopaedic Association requires all exhibitors to disclose, through signage at exhibit booths, the FDA status of the medical devices or pharmaceuticals displayed.

- Exhibits cannot be a condition of provision of commercial support for CME activities.

The signature at the end of Section 1 acknowledges receipt of and agrees to abide by the Exhibit Rules & Regulations as published by the association which regulations are considered to be part of the agreement between sponsor and Texas Orthopaedic Association (TOA) if this application is accepted by the TOA. Acceptance of this application as an agreement between the sponsor and TOA will occur when signed by a TOA representative. TOA does not guarantee the number of attendees. It is understood that all sponsorship agreements are subject to review by the Board of Directors. It is agreed that disapproval of an exhibit by the Board of Directors will result in termination of the agreement without penalty to either party. All claims or suits arising out of the application's acceptance or rejection shall be governed by the laws of the State of Texas, and any obligations arising out of the application's acceptance or rejection shall be considered as occurring in Travis County, Texas.
TOA/TOF/TSSM Sponsorship Application

Meeting or Event to Sponsor: __________________________________________ 2015 TOA/TOF/TSSM Annual Meeting

SECTION 1: COMPANY INFORMATION

Company Name: __________________________________________________________________________

(as it should appear on signage and printed recognition)

Primary Contact & Title: __________________________________________________________________

Address: ________________________________________________________________________________

City: __________________________ State: _________ Zip: ______________________

Phone: ___________________________ Fax: ______________________________________________

eMail Address: _______________________________ ❑ Yes, I would like to receive TOA newsletters

❑ Yes, I would like to receive TOA magazines

Name of Attendees for Exhibitor Badges:
(Silver Level - $100 charge for each additional badge after 2) (Gold Level - $100 charge for each additional badge after 4) (5 & 6 Platinum Level ONLY)

1) __________________________________ 4) __________________________________

2) __________________________________ 5) __________________________________

3) __________________________________ 6) __________________________________

I agree to the terms and conditions listed in Section 3. Signature________________ Date____________

SECTION 2: PAYMENT INFORMATION

❑ Enclosed is a check made payable to Texas Orthopaedic Association in the amount of $ __________

OR  I authorize my credit card charged be $: ____________ ❑ Visa ❑ MasterCard ❑ American Express

Card #: __________________________________________ Expiration: ___/_______

Cardholder: __________________________________________ CSC: ______________________

Authorized Signature: __________________________________________ Date: ____________

Please fax completed form to 1-866-864-1568, email it to info@toa.org or mail it with payment to:

Texas Orthopaedic Association
401 West 15th Street #820
Austin, TX 78701

Other communications and/or questions may be addressed by calling 512-370-1505.
April 16-18, 2015 | Austin Hilton

Get your space today!