



# NYSOMS

NEW YORK STATE OSTEOPATHIC MEDICAL SOCIETY

(212) 261-1784

[www.nysoms.org](http://www.nysoms.org)

## Regional Osteopathic Convention - New York April 18 - 21, 2024



### Exhibitor & Sponsorship Prospectus

#### EXHIBIT HALL DATES

Friday, April 19 & Saturday, April 20

Sonesta White Plains Downtown Hotel  
White Plains, New York



# ABOUT US

## **About the Conference**

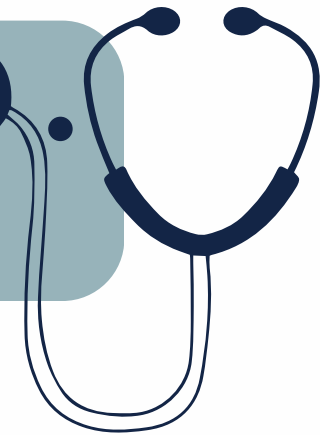
The Regional Osteopathic Convention is the largest annual continuing medical education event hosted by the New York State Osteopathic Medical Society (NYSOMS). The conference attracts anywhere from 150-200 physicians, other providers, allied health professionals, medical students, and more, who are engaged in continuing medical education, professional development, and a hands-on learning forum. Educational topics will cover medical updates and treatment options, research developments, osteopathic manipulative medicine, primary care and practice, legal aspects, as well as specialized topics on emergency medicine, surgery, pediatrics, psychiatry, women's health, and more. The theme this year is ***Innovations in Medicine***, focusing on the ever-evolving landscape of treatments, pioneering interventions and practices, and the cutting-edge technology that is reshaping patient care and redefining the art of medicine. You will have dedicated time to network, promote your products and services, generate leads, and grow your brand visibility with our attendees.

## **About NYSOMS**

NYSOMS is the only professional society in the State that represents the interests and needs of the over 7,000 osteopathic physicians, residents and students in the State. Our goal is to advocate for the profession and educate the community on the philosophy and practice of osteopathic medicine. The organization offers advanced membership services and is the osteopathic voice in Albany for legislation that effects physicians and their patients.



# WHAT IS THE D.O. DIFFERENCE?



## Who are DOs?

There are two types of physicians in the United States: DOs and MDs. Both are fully qualified physicians licensed to prescribe medication and perform surgery. While DOs and MDs have many commonalities, Osteopathic medicine has a distinct philosophy and approach to patient care. DOs bring an extra dimension to health care through their unique skills.

**140,000**  
DOs in the U.S.

**57%**  
Practice in Primary Care

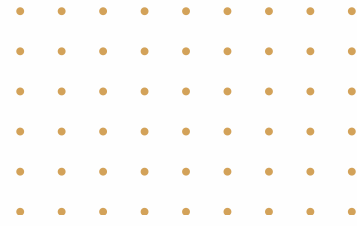
**43%**  
Practice in Other Specialties

**9,000**  
Practicing DOs in New York

- DOs practice a **“whole person”** approach to medicine. Instead of only treating a patient for specific symptoms or illnesses, they regard the body as an integrated whole.
- Osteopathic physicians focus on **preventative health care**.
- **Osteopathic manipulative treatment (OMT)** is incorporated into the training and practice of osteopathic physicians. With OMT, osteopathic physicians use their hands to diagnose illness and injury and to encourage the patient’s body’s natural tendency toward good health. By combining all other available medical options with OMT, DOs offer their patients the most comprehensive care available in medicine today.



# SHOWCASE YOUR COMPANY



## Benefits:



**Attendee Access:** This is our largest event of the year, bringing in osteopathic physicians from across the State. Meet them one-on-one, create new, valuable contacts, and showcase your latest products and/or services.



**Prime Location** - The Sonesta Hotel is located in the heart of downtown White Plains, with many great restaurant and entertainment options within walking distance. Just 7 miles away from Westchester County Airport and a quick train ride from New York City, it is a convenient venue for our osteopathic physicians in the region.



**Exclusive Hours** - We want our audience to have plenty of time to connect with our exhibitors and sponsors, so we have uninterrupted breaks for exclusive exhibit hall time, allowing attendees to explore and network with your representatives.



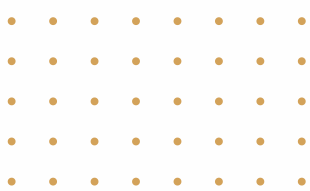
**In Hall Food Functions** - To help keep traffic flowing, breakfast, lunch, and refreshment breaks are served in the hall or directly outside. Sponsors are welcome to partake of food and beverages, and are encouraged to use meal times to further connect with attendees.



**Networking Opportunities** - We host an evening reception on the Friday of the conference that we invite all exhibitors, sponsors, attendees, speakers, and alumni from the local osteopathic medical schools to attend. We are always open to new ideas to work collaboratively with vendors.



**Enhanced Sponsorship Options** - We've added additional advertisement options to further your reach, not only to our attendees, but also to our network of over 7,000 osteopathic physicians. Familiarize them with your company or service, and make more contacts.





# EXHIBIT HALL

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# SCHEDULE

## **Thursday, April 18th**

Exhibitor Setup, 5:00 - 8:00 PM

## **Friday, April 19th: Hours 7:30AM to 3:30PM**

Exhibitor Setup, 6:30 - 8:00 AM

Breakfast, 7:00 - 8:00 AM

Morning Break, 10:00 - 10:30 AM

Lunch, 12:00 - 1:30 PM

Afternoon Break, 3:00 - 3:30 PM

President's Reception, 6:30 - 9:00 PM

(Exhibitors/Sponsors Invited)

## **Saturday, April 20th: Hours 9:00AM to 2:00PM**

Breakfast, 7:00 - 8:00 AM

Morning Break, 10:00 - 10:30 AM

Lunch, 12:15 - 1:30 PM

Exhibitor Breakdown, 2:00 - 5:00 PM

# DRAFT SCHEDULE

a full, detailed schedule will be shared once finalized.

## **Thursday, April 18th**

7:00 - 8:00 AM: Registration opens and breakfast

8:00 - 10:00 AM: CME Sessions

10:00 - 10:15 AM: Break

11:15 AM - 1:15 PM: Lunch

1:15 - 3:15 PM: CME Sessions

3:15 - 3:30 PM: Break

3:30 - 5:30 PM: CME Sessions

6:00 - 9:00 PM: Board Meeting & Dinner

## **Friday, April 19th**

7:00 - 8:00 AM: Breakfast

8:00 - 10:00: CME Sessions

10:00 - 10:30 AM: Break with Exhibitors

10:30 - 12:30 PM: CME Sessions

12:30 - 2:00 PM: Member Business Meeting & Lunch

2:00 - 4:00 PM: CME Sessions

4:00 - 4:30 PM: Break with Exhibitors

4:30 - 6:30 PM: CME Sessions

## **Saturday, April 20th:**

7:00 - 8:00 AM: Breakfast

8:00 - 10:00 CME Sessions

10:00 - 10:30 AM: Break with Exhibitors

10:30 AM - 12:30 PM: CME Sessions

12:30 - 1:30 PM: Lunch with Exhibitors

1:30 - 6:30 PM: CME Sessions

## **Sunday, April 21st:**

7:00 - 8:00 AM: Breakfast

8:00 - 10:00 AM: CME Sessions

10:00 - 10:15 AM: Break

10:15 AM - 12:15 PM: CME Sessions

# EXHIBITOR RULES & REGULATIONS

**EXHIBIT PURPOSE:** Exhibits are intended for educational and informational purposes to improve medical education, practice and research. All materials/equipment should not contain any inaccurate or misleading information. NYSOMS reserves the right to determine if an exhibit meets the objectives and standards of NYSOMS. Exhibits should complement the meetings and sessions by enabling registrants to see, hear, examine, question and evaluate the latest developments in equipment, supplies and services relevant to osteopathic physicians.

**ELIGIBILITY TO EXHIBIT:** NYSOMS reserves the right to determine the eligibility of any company wishing to exhibit or provide sponsorship. NYSOMS may deny any exhibitor or sponsor if it feels that it detracts from the objectives of the conference or the mission of NYSOMS. Exhibitors may sell merchandise or services in the exhibit area. No product, apparatus, instrument, device or drug that is subject of litigation pending before the FDA may be exhibited. In cases of pending compliance or noncompliance with the FDA items can only be exhibited if a disclaimer is posted stating: FDA LISTING PENDING. All products or services exhibited must comply with all state and local regulations and with all FDA regulations for such products and services, except as provided above.

**PROMOTIONAL ACTIVITY:** Promotional activities and/or product advertisements will not be permitted in the lecture hall or within the educational sessions or activities of the convention. The display area for exhibitors/sponsors will be separate from the education area.

**REGISTRATION FEES:** Your organization's contribution to the NYSOMS Regional Osteopathic Convention entitles you to a copy of the program and entrance to the lecture hall, breakfasts, and lunches on exhibiting days, as indicated in the Exhibit Hall schedule.

**CONTRACT DEADLINE:** **Monday, April 3, 2024** or until space runs out. Please note that some of the sponsorship packages include advanced promotions. If we receive your contract after this date, we cannot guarantee we will be able to deliver on all items listed in the package you've selected.

**STAFFING/BADGES:** Exhibitors must open their exhibit on time and staff the tables at all times during scheduled show hours. All exhibitors must be registered in order to receive a badge. Each exhibitor will be allowed two (2) representatives per table per day. Each additional representative will be a \$250 fee. A badge must be worn at all times while in the exhibit hall and at convention events.

**ASSIGNMENT OF TABLE SPACE:** Contracts and payments in full for table space are accepted on a first come, first served basis. To ensure that space has been reserved, your application and payment in full should be submitted as soon as possible. Reservations are not assured until both are received. NYSOMS reserves the right to assign tables in the best interests of the convention.

**HEALTH & SAFETY:** NYSOMS and the Sonesta Hotel are focused on the safety and wellbeing of all attendees and guests, and will continuously monitor recommendations from the CDC and NYSDOH. NYSOMS will update exhibitors/sponsors of any safety guidelines prior to the event.

**CANCELLATIONS:** NYSOMS must be notified of an exhibitor/sponsor cancellation in writing on company letterhead, on or before March 21, 2024 to receive a 50% refund. No refund will be made for cancellations after that date.

Should any situation beyond the control of NYSOMS arise to prevent the 2024 Convention from occurring, NYSOMS will not be held liable for any expenses incurred by the exhibitor except the rental cost of the exhibitor booth, which will be refunded in full.

NYSOMS reserves the right to make such amendments and additions to these rules and regulations as shall be considered necessary for the proper conduct of the convention. All such rules are made in the best interest of all exhibitors. NYSOMS reserves the right to adjust and add or delete exhibit space, if necessary.

# HOTEL INFORMATION

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The Sonesta White Plains Downtown - 66 Hale Avenue, White Plains, NY 10601- (914) 682-0050

The convention group room rate is \$199 for single or double occupancy, plus applicable state and local taxes. Hotel reservations must be made by **March 18, 2024** to receive the special convention room rate. After that date, reservations are on a rate and space availability basis.

Make a reservation with our group rate online here: [NYSOMS Annual Spring Convention](#).

Or call 1-800-SONESTA (766-3782) and mention our group code: **G41824NYSO** when booking.

## EXHIBITOR SETUP & SHIPPING INFORMATION

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**STANDARD TABLE EQUIPMENT:** Each tabletop exhibit includes a 6' table and 2 chairs. X-ray equipment and medical lasers may be displayed but not operated.

**ELECTRICAL SERVICE:** If your tabletop exhibit requires any electricity, we ask that you bring your own extension cords. All cords must be of the 3-wire grounded type. Please contact Stephanie LaBarbera if you plan on bringing an extension cord.

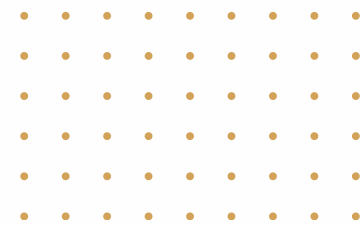
**INSTALLATION/DISMANTLING:** Exhibitors may set up their tables between 5:30 – 8:00 PM on Thursday, April 18th and 6:00 - 7:30 AM on Friday, April 19th. Should you need to request an earlier or later set up, please let Stephanie LaBarbera know no later than one week prior to the event. Exhibits must be dismantled on Saturday, April 20th, by 5:00 pm with no exceptions.

**SHIPPING/MATERIAL HANDLING:** Arrangement for transporting goods to and from the hotel and the exhibit hall is the responsibility of the exhibitor. The Sonesta White Plains Hotel will accept shipments preferable no earlier than 3 days ahead of the conference. Material should be clearly labeled: "EXHIBITOR" (Your name and/or company name) C/O NYSOMS ROC-NY 2024 April 18-21, 2024, Sonesta White Plains Downtown - 66 Hale Avenue, White Plains, NY 10601. The fee to hold boxes is \$5 per box. Arrangement and payment for transporting goods to and from the hotel, receiving and removal of exhibits are the responsibility of the vendor.

**LIABILITY:** Exhibitors assume responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitors' displays, equipment, or other property brought upon the premises of the hotel and shall indemnify and hold harmless NYSOMS, the Hyatt Regency Hotel and any authorized representative of any and all losses, damages, and claims from any cause whatsoever by reason of the use or occupancy of the exhibit space. Exhibitors are advised to carry insurance against loss or damage.



# EXHIBIT/SPONSOR OPPORTUNITIES



## ROC-NY 2024 Sponsorship Package

### **ALL Sponsorship Opportunities Include:**

- One (1) 6 ft exhibitor table, adjacent to CME seminar room (Friday, April 19 & Saturday, April 20th).
- Acknowledgement during all major educational & networking events at ROC-NY .
- Company name / logo published within our event promotional materials:
  - Program
  - Website, and
  - Conference signage
- Registration fee for exhibit representatives (2 per day), which includes access to:
  - Educational sessions
  - Breakfasts
  - Lunches
  - President's Reception (Friday evening)

## Exhibit Hall Sponsorships

- **Single Table - \$1,500.00**
  - ROC-NY 2024 Sponsorship Package
- **Double Table - \$2,500.00**
  - ROC-NY 2024 Sponsorship Package
- **Each Additional Table - \$1,000.00**
- **Each Additional Representative - \$250.00**

## Silver Sponsorships

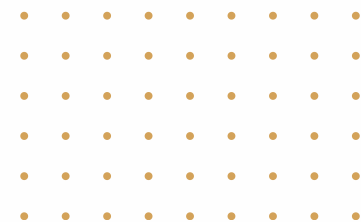
- **Beverage Break Sponsor (2 Available) - \$3,000.00**
  - ROC-NY Sponsorship Package, PLUS:
    - Promotional signage on beverage station, on either Friday or Saturday.
    - Half page ad in convention program.
    - Acknowledgement as SILVER sponsor in all marketing and materials for convention.

- **Breakfast Sponsor (2 Available) - \$4,000.00**

- ROC-NY Sponsorship Package, PLUS:
  - Promotional signage on breakfast buffet, either Friday or Saturday.
  - Half page ad in convention program.
  - Acknowledgement as SILVER sponsor in all marketing and materials for convention.

- **Interested in adding a speaker during breakfast? Contact us to discuss more! This would be prior to the start of the main schedule of lectures, and would be NON-CME. Additional fees will be applied.**

# EXHIBIT/SPONSOR OPPORTUNITIES



## Gold Sponsorships

- **Board of Directors Business Dinner Meeting (1 Available) - \$3,500.00**

- ROC-NY Sponsorship Package, PLUS:
  - a five (5) minute welcome & introduction, and (5) minute Q&A with Board at dinner meeting on Thur, April 18th.
  - One-on-one networking with NYSOMS board and other leadership prior to start of the meeting.
  - Half page ad in convention program.
  - Acknowledgement as GOLD sponsor in all marketing and materials for convention.
  - **PLEASE NOTE: There will be a portion of the meeting that is closed session for discussion of confidential business.**

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- **Attendee Gift Sponsor (1 Available) - \$4,500.00**

- ROC-NY Sponsorship Package, PLUS:
  - Your company logo & NYSOMS logo printed on a unique item for attendees. Provides exposure to your company during and after the event! (Call to discuss options)
  - Half page ad in convention program.
  - Ad in one (1) E-newsletter issue with embedded links.
  - Acknowledgement as PLATINUM sponsor in all marketing and materials for convention.

## Platinum Sponsorships

- **Lunch Sponsor (2 Available) - \$5,000.00**

- ROC-NY Sponsorship Package, PLUS:
  - Promotional signage on lunch buffet, either Friday or Saturday.
  - One (1) page company insert for attendee folder.
  - Full page ad in convention program.
  - Ad in one (1) E-newsletter issue with embedded links.
  - Ad in one (1) promotion email, sent to 7,000+ contacts.
  - Acknowledgement as GOLD sponsor in all marketing and materials for convention.

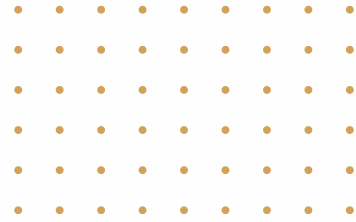
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- **Reception Sponsor (1 Available) - \$10,000.00** *Honor the new incoming NYSOMS President and award recipients!*

- ROC-NY Sponsorship Package, PLUS:
  - Table & promotion signage at the evening reception.
  - Five (5) minute welcome and introductions.
  - Prime exhibit table location.
  - Full page ad in convention program.
  - Ad in one (1) E-newsletter issue with embedded links.
  - Ad in one (1) event promotion email, sent to 7,000+ contacts.
  - Acknowledgement as PLATINUM Sponsor in reception materials & during entire convention.

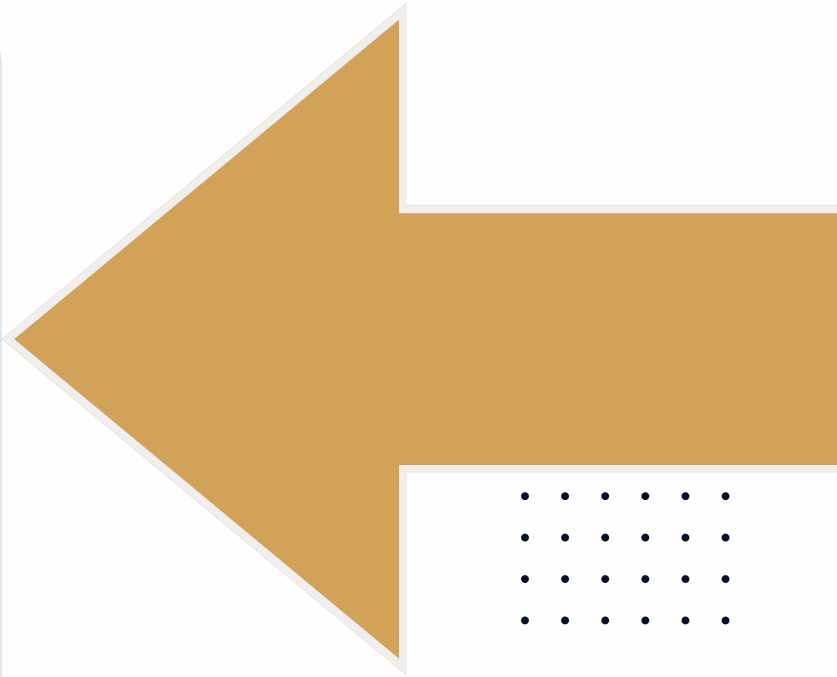
*Have something else in mind? Please contact NYSOMS directly!*

# EXHIBIT/SPONSOR ENHANCEMENTS

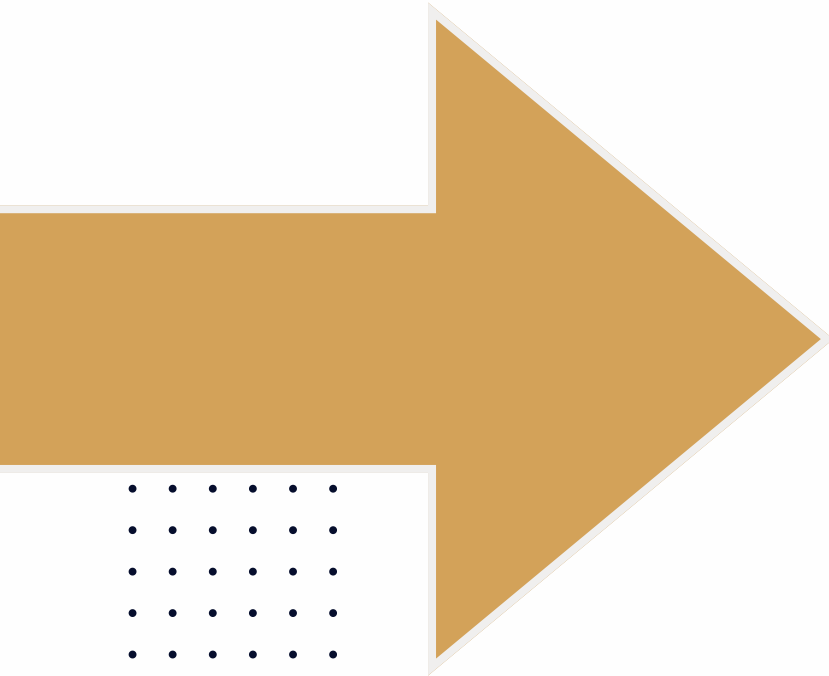


These can be added in addition to any exhibitor or sponsorship

- **E-newsletter Ad (Standard) - \$300.00**
  - 250 words or less, one photo, one link, appears in 1 issue leading up to event.
- **E-newsletter Ad (Premium) - \$600.00**
  - 500 words, 2 photos, unlimited links, appears in 2 issues leading up to event.
- **Webpage Banner Ads**
  - **1 month run with embedded link - \$400.00**
  - **2 months run with embedded link - \$750.00**
- **Conference program Ad**
  - **Half page (8 X 5.5) - \$300.00**
  - **Full page (8.5 X 11) - \$600.00**



- **Name Tag Sponsor (1 Available)- \$450.00**  
- Company logo and NYSOMS logo on name badges. Your company can provide branded lanyards for use with the name badges if you wish.
- **Material Distribution in Attendee Folder - \$250/insert** - *Publicize an upcoming event, promote a new product or draw traffic to your exhibit table! (must provide advance of event or additional fees will apply).*



*Have something else in mind? Please contact NYSOMS directly!*

# EXHIBITOR/SPONSOR REGISTRATION

Space to be assigned by NYSOMS Executive Director. Exhibitor agree to abide by the rules and regulations set forth in the prospectus, as well as any rules and regulations of the Sonesta White Plains Downtown Hotel.

Name of Company (EXHIBITOR): \_\_\_\_\_

Products or services offered: \_\_\_\_\_

Company Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Company website or landing page: \_\_\_\_\_

Point of Contact (Name & Title): \_\_\_\_\_

Phone (W): \_\_\_\_\_ Phone (C): \_\_\_\_\_ Email: \_\_\_\_\_

Exhibitor Representatives (please list any additional names on another page):

Badge Name 1: \_\_\_\_\_ Title: \_\_\_\_\_

Badge Name 2: \_\_\_\_\_ Title: \_\_\_\_\_

*\*All exhibitor representative names must be finalized one (1) week prior to the event.*

**Company Logo:** Please provide by email in a high-resolution format (png or jpeg) along with your registration form.

## Please check off your selection:

\_\_\_ Exhibit Hall Table Sponsor (1 Table) - \$1,500 | \_\_\_ Exhibit Hall Table Sponsor (2 Tables) - \$2,500

\_\_\_ Additional table - \$1,000 ea. | \_\_\_ Additional Representative - \$250 ea.

**Silver Sponsorships:** \_\_\_ Refreshment - \$2,500 | \_\_\_ Breakfast - \$4,000

**Gold Sponsorships:** \_\_\_ Attendee Gift - \$3,500 | \_\_\_ Board of Directors Dinner Meeting

**Platinum Sponsorships:** \_\_\_ Lunch - \$5,000 | \_\_\_ Reception - \$10,000

**Sponsorship Add-Ons:** \_\_\_ Name Badge - \$400 | \_\_\_ Material Distribution - \$250/insert

**Ads:** \_\_\_ E-newsletter (Standard) - \$300 | \_\_\_ E-newsletter (Premium) - \$600

\_\_\_ Webpage banner (1 month) - \$300 | \_\_\_ Webpage banner (2 months) - \$600

\_\_\_ Conference program Ad (half page) - \$300 | \_\_\_ Conference program Ad (full page) - \$600

Payment in the amount of \$ \_\_\_\_\_ is enclosed for the Exhibitor/Sponsor Selection

Payment method: \_\_\_ Check payable to NYSOMS (Check # \_\_\_\_\_) OR

\_\_\_ AMEX \_\_\_ Visa \_\_\_ MasterCard \_\_\_ Discover

Name and address on credit card if different than above: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration \_\_\_\_/\_\_\_\_/\_\_\_\_ CCV: \_\_\_\_\_

Email address for receipt: \_\_\_\_\_

The Exhibitor agrees to the terms and conditions as set in the Exhibitor Prospectus for ROC-NY 2024 .

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name and Title: \_\_\_\_\_

**Please submit this registration form and payment by fax: (516) 686-3767 or by email to: Stephanie.labarbera@nyit.edu or mail to: NYSOMS, PO BOX 8000, Old Westbury, NY 11568**