

Iowa Osteopathic Medical Association

IOMA

IOMA Allied Membership, Sponsors and Exhibitors



Join the Iowa Osteopathic Medical Association, the only professional organization for all D.O.s in the state of Iowa, as an **Allied Member!**



515-282-8192



www.ioma.org



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6919 Vista Drive | West Des Moines, IA 50266

IOMA
Iowa Osteopathic Medical Association



WE ARE THE VOICE OF D.O.s IN IOWA

IOMA Allied Membership and Sponsorship / Exhibitor Packet

Doctors of Osteopathic Medicine (D.O.) are physicians that regard the body as an integrated whole rather than treating for specific symptoms only. While D.O.s and M.D.s receive similar medical education, D.O. programs require 300 hours on osteopathic manipulation medicine (OMM) training. IOMA is the only professional organization for all D.O.s in the state of Iowa.

D.O.s specialize in a wide variety of medical specialties, including pediatricians, Ob-Gyns, internists, anesthesiologists, psychiatrists, oncologists, family medicine physicians, emergency medicine physicians, dermatologists, plastic surgeons, ophthalmologists, and cardiothoracic surgeons.

IOMA ALLIED MEMBERSHIP

We invite you to join the Iowa Osteopathic Medical Association as an Allied Member. Allied members are individuals and corporations that support the goals and objectives of IOMA.

Supporting osteopathic medicine increases your credibility and positions you as a leader in your product or service area. By joining IOMA, you are helping us continue to be the leader in serving Iowa's osteopathic medical profession.

Annual dues are \$1,000 and you will enjoy the following member benefits.

- Subscription to IOMA's monthly e-newsletter.
- Your logo listed in IOMA's monthly e-newsletters.
- Recognition as an Allied Member on IOMA's website, including a description and logo.
- Link to your website from IOMA's website.
- Company profile in one of IOMA's monthly e-newsletters.
- Two coordinated social media posts throughout the year.



SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

In addition to the Allied Membership, we would like to invite your company to be a partner and exhibit your products and services at our **2022 Upper Midwest Osteopathic Health Conference**. We are planning to hold our 2022 meeting in person starting on May 5th at the Embassy Suites in Des Moines. Exhibits will be Thursday late afternoon, May 5th and all day Friday, May 6th.

We normally have 150 osteopathic physicians in attendance as well as many osteopathic students from Des Moines University that attend various lectures. Sponsorships present a great opportunity to gain access to practicing osteopathic physicians who are interested in learning more about your products and services. Participating as a sponsor and/or exhibitor will allow you to reconnect with osteopathic physicians with whom you currently work.

Included is information on the sponsorship and exhibitor details for our 2022 UMOHC. A few key sponsorship opportunities that we want to highlight are the Presenting Sponsor package, which includes sponsoring a lunch presentation, and the Welcome Reception Sponsor on Thursday afternoon.

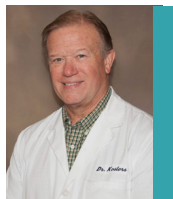
The easiest way to register is online at www.ioma.org. Upon registering, you will receive a confirmation email notice. Alternatively, you can complete the enclosed registration form and return it with your payment at your earliest convenience. Additionally, we can work with you to complete any grant application requirements that your company may have.

Please reach out to either Kevin Kruse (kevin@ioma.org) or Jessica Fink (jessicaf@ioma.org) either by email or at 515-282-8192 if you have any questions. In addition, we want to make sure that we provide what best matches your marketing needs so if you have additional sponsorship proposals or options, please let us know.

Thanks for your support of IOMA and we look forward to seeing you in May!



Brian Meeker, D.O.
Education Committee Chair



Greg Kusters, D.O.
Emergency Medicine Chair

2022 UPPER MIDWEST OSTEOPATHIC HEALTH CONFERENCE LOCATION - EMBASSY SUITES HOTEL, DES MOINES

Located at 101 E Locust Street in Des Moines, the Embassy Suite is the host hotel for our UMOHC meeting. Please call 515-244-1700 to receive the special room rate of \$158.00 per night when you mention that you are attending IOMA's Upper Midwest Osteopathic Health Conference. Our room cutoff date is April 20, 2022.

2022 EXHIBIT AND SPONSORSHIP OPPORTUNITIES



	General Exhibitor	Premier Exhibitor	Osteopathic Sponsor	Presenting Sponsor
	\$750	\$1,500	\$5,000	\$8,500
One exhibit booth space	X	X	X	X
Additional booth space in exhibit hall				X
Ad in conference program		1/4 Page	1/2 Page	Full Page
Full Recognition on all signage & materials promoting conference		X	X	X
Website Promotion - Year Round			X	X
Priority to choose booth location (based on level of support)			X	X
Sponsor one break at the meeting				X
Sponsor a lunch at the meeting				X

All exhibitors receive one 8x8' booth space area, one 6' table, two chairs, one wastebasket and a final registration list of attendees. If you need electricity for your display, please note that on your registration form.

OTHER SPONSORSHIP OPTIONS

LUNCH SPONSOR (2 available)	\$5,000	Sponsor a lunch at the meeting. Your company can provide a speaker to present at lunch and you can provide materials for each table.
WELCOME RECEPTION (2 available)	\$2,000	This sponsor will have the distinction of being recognized during the Welcome Reception on Thursday.
LANYARD SPONSOR	\$2,000	All attendees will receive a lanyard & badge at the conference that includes your company logo. This is a great way to get round-the-clock recognition at the conference.
MOBILE APP	\$1,500	Engage with the attendees by sponsoring our mobile app. You'll be featured on the main page.
BREAK SPONSOR	\$1,000	Sponsor a morning or afternoon break and you'll have signage recognizing your company outside of the exhibit hall as well as in the snack/beverage area during these times.
ATTENDEE GIFTS	TBD	Sponsor conference bags, notebooks, phone chargers, mugs or something else of your choosing. Inquire with IOMA for more info!
WEBSITE ADVERTISEMENT	\$350	Annual Promotion on the IOMA website with link to your companies website.

SPONSOR/EXHIBITOR REGISTRATION

Registration and payment can be completed with this form and a check payment or online through our website: www.ioma.org. Please photocopy this form for additional on site contacts.

Company Name: _____

Company Contact Name: _____

Contact Address/City/State/Zip: _____

Contact Telephone: _____ Contact Fax: _____

Contact E-Mail: _____

On Site Contact: (If Different from Above): _____

On Site Address/City/State/Zip: _____

On Site Contact Cell Phone: _____

On Site Contact Email: _____

I/We acknowledge and agree to comply with the terms and conditions outlined for the Upper Midwest Osteopathic Health Conference.

Signature _____ Date _____

SPECIFIC PRODUCTS OR SERVICES TO BE EXHIBITED:

UMOHC PARTICIPATION

☐ Allied Membership - \$1,000

EXHIBITOR PARTICIPATION

- ☐ General Exhibitor - \$750
- ☐ Premier Exhibitor Package - \$1,500
- ☐ Osteopathic Sponsor Package - \$5,000
- ☐ Presenting Sponsor Package - \$8,500
- ☐ I will need electricity in my booth

ADDITIONAL SPONSOR PARTICIPATION

- ☐ Lunch Sponsor - \$5,000
- ☐ Welcome Reception Sponsor - \$2,000
- ☐ Lanyard & Badge Sponsor - \$2,000
- ☐ Mobile App Sponsor - \$1,500
- ☐ Break Sponsor - \$1,000
- ☐ Website Advertisement - \$350

TOTAL PARTICIPATION FEE: _____

PAYMENT

☐ Check Payable to IOMA included ☐ Credit Card - Pay online at www.ioma.org

Please return this form with your payment to IOMA by Monday, April 4, 2022. Also, if you are registering as a sponsor, please submit a hi-res company logo with your registration and payment to JessicaF@ioma.org in .JPG, .EPS, .AI, or .PNG format by April 4th.

UMOHC | C/O IOMA | 6919 Vista Drive, West Des Moines, IA 50266
P: 515-282-8192 • F: 515-282-9117 • Email: JessicaF@ioma.org

RULES & REGULATIONS

Please review these rules and regulations for the Upper Midwest Osteopathic Health Conference (UMOHC) carefully. Checking the box on the application binds you and your company to this contract and the terms expressed herein.

PRODUCTS/SERVICES EXHIBITED

Products or services exhibited (or referred to) must be those related to the interests and educational values of the UMOHC and normally manufactured or supplied by the exhibitor. Exhibitor may exhibit only those products or services approved by the UMOHC staff. The UMOHC may refuse to accept the application of any company or person whose display of goods or services is not compatible, in the sole opinion of the UMOHC, with the general character and objectives of the UMOHC.

TERMS OF PAYMENT

The balance of your exhibit and/or sponsorship fee must be completely paid by the close of business (5:00 p.m. - CST) on Monday, April 4, 2022. If written notice of cancellation is received one month prior to the meeting date, a refund may be given if we are able to rent the exhibit space to another company. No refunds will be processed after April 4, 2022.

BOOTH SPACE

All booths are 8x8 and include one table, two chairs, a wastebasket, and a final list of registered attendees. The UMOHC has the right to assign your booth location.

FDA REGULATIONS

Exhibitors shall comply with all applicable Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and pre-approved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular use or not commercially available in the US may be exhibited only if accompanied by easily visible signs indicating the status of the product.

LIABILITY

Exhibitors shall be fully responsible to pay for any and all damages to property owned by the Embassy Suites Downtown. Exhibitor agrees to defend, indemnify and hold harmless, Embassy Suites Downtown, UMOHC, IOMA and their owners, managers, officers, directors or agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability includes all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

INSURANCE

All property of the exhibitor is understood to remain under its custody and control in transit to and from and within the confines of the exhibit area. The UMOHC and the Embassy Suites Downtown do not provide insurance covering exhibitor's property, and exhibitor expressly waives and releases any claim or demand it may have against them by reason of any damage to or loss of property of the exhibitor.

CANCELLATION

In the event that the Conference shall not be held for any reason

whatsoever, the contract for exhibit space shall be terminated. In such case, the exhibitor shall waive all damages and claims for damages and agrees that the sole liability of the UMOHC will be to return to exhibitors their space payment on a pro rata basis after deduction of all Conference related costs and expenses incurred by the UMOHC through the date of cancellation, an administrative fee, and overhead charges.

ENTERTAINMENT

Exhibitors and Sponsors are encouraged to avoid any scheduling conflicts involving attendees during conference lectures, workshops and exhibit times.

OTHER REGULATIONS

The UMOHC shall have the sole authority to interpret and enforce all rules and regulations governing exhibitors and the Conference. Any and all matters not specifically covered herein are subject to decision by the UMOHC. These rules and regulations may be amended at any time by the UMOHC upon written notice to all exhibitors. Each exhibitor expressly agrees to be bound by the rules and regulations set forth herein and by any amendments thereto adopted by the UMOHC from time to time. Any exhibitor or exhibitor representative who, in the opinion of the UMOHC, conducts itself unethically may immediately be dismissed from the Conference without refund or other appeal.

MARKETING PERMISSIONS

IOMA will use the information you provide on this form to be in touch with you and to provide updates and marketing for future events. IOMA can email you, send you direct mail, and share your information with other members and vendors. You can change your mind at any time by contacting us at jessicaf@ioma.org. We will treat your information with respect. For more information about our privacy practices please visit our website at www.ioma.org. By agreeing to the terms & conditions of the UMOHC, you agree that we may process your information in accordance with these terms.

VIOLATION OF RULES

Any violation of these Rules and Regulations by an exhibitor may, at the UMOHC's discretion, result in denial of access to the exhibit area, denial of exhibit space installation, closing or removal of the exhibitor's exhibit space, and/or prohibition on future participation in Conferences. In the event exhibitor violates the Rules and Regulations and is prohibited from continued use of the exhibit space, exhibitor's exhibit space fee, or any portion of it, is non-refundable.

SHIPPING

Products can be shipped directly to the Embassy Suites Downtown. Shipments should be made using the same information that was used to secure a room reservation. The Embassy Suites will notify the shipper once the package is received. It is suggested that exhibitors print and bring labels to ship products back in advance. There is a FedEx Office Print & Ship center located at 405 6th Avenue, Des Moines, IA 50309.