

# SOUTHERN ORTHOPAEDIC ASSOCIATION Exhibitor Prospectus



**Southern at the SEC**  
**Sports Injury Update 2022**  
May 25-28, 2022 | Birmingham, AL

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



Dear Exhibitor,

I would like to invite you to the Southern at the SEC Sports Medicine Symposium, May 25-28, 2022, in Birmingham, AL.

The Program Committee has developed an outstanding scientific program that should be educational, informative, and entertaining.

The Program Committee is dedicated to developing a superior scientific program of relevant sports medicine issues facing orthopaedists, while providing an opportunity for YOU to network and form relationships with the attendees. Your organization provides the products and services that our attendees depend on in their practices every day.

I encourage you to support the SOA in May and join us for the Sports Injury Update. I appreciate your interest, and look forward to seeing you in Birmingham.

Sincerely,

Scott D. Mair, MD  
2022 SEC Symposium Chairman



## Birmingham, AL

If diversity were a place, it would be Birmingham. It was born out of iron and steel, and the city is well-known for its prominent role in the Civil Rights Movement of the 1960s.

Today, Birmingham is brimming with entertainment, the arts, nightlife, outdoor recreation and world-class cuisine. It is a potpourri of experiences that is the city's greatest strength and strongest appeal. We are a medley of cultures and attitudes that blend beautifully with the Southern charm that is Birmingham.

## REGISTRATION AND BADGE PICK-UP

Exhibitor check-in and set-up is scheduled for Wednesday, May 25, 2022. 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 will attend the meeting must coordinate participation through their respective company.

**EXHIBITOR BADGES MUST BE WORN THROUGHOUT THE DURATION OF THE MEETING.**

**They are proof of registration and are required for admittance to all functions.**

## BENEFITS OF EXHIBITING

### CONCIERGE PERSONALIZED ONSITE ASSISTANCE

Unique to all orthopaedic meetings, Southern Orthopaedic Association (SOA) brings doctors to you. If you would like to connect with a specific doctor or a particular institution, let us know and we will find them and introduce you to them. SOA 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 SOA Onsite Coordinator available to assist you with locating doctors and making exhibit arrangements.



### DEDICATED TIME WITH THE ATTENDEES

Your company representatives will have the opportunity to interact with the SOA meeting attendees during the continental breakfasts and coffee breaks held in the exhibit hall. Also, the Scientific Program will include opportunities to Visit the Exhibitors.

### FREE PRE-MEETING ATTENDEE MAILING LIST

Exhibitors will receive a complimentary pre-registered attendee mailing list as 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 SOA 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, SOA 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.

## HOTEL INFORMATION



### Meeting Hotel

Sheraton Birmingham Hotel  
2101 Richard Arrington Jr. Boulevard North  
Birmingham, AL 35203

Book online or call (205) 324-5000 to reserve your room, and mention the SOA Meeting to ensure you receive the discounted rate.

# APPLICATION FOR EXHIBIT SPACE

Southern Orthopaedic Association • 2022 Sports Injury Update • Birmingham, AL • May 25-28, 2022

Company Name

Phone Fax

Address

City State Zip

Email

Current Contact Name

Title

Signature Date

## IMPORTANT DATES

March 25, 2022	Deadline for Exhibitor Application and \$500 Deposit
April 8, 2022	Deadline for Cancellation and Partial Refund
April 22, 2022	Final Deadline for Balance of Exhibitor fees
April 22, 2022	Deadline to Submit Copy for Final Program
May 25, 2022	Exhibitor Booth Set-up (12:00 pm - 5:00 pm)
May 26-28, 2022	Exhibits Open (6:30 am - 12:30 pm)
May 28, 2022	Exhibit Booth Break Down (after 12:30 pm)

## SELECT YOUR LEVEL OF SUPPORT

Premium Table Top - \$5,000  Table Top - \$3,000

### Exhibitor fees include:

8' x 10'\* space • 6 ft table • 2 chairs • 1 trash can  
Pre/Post Registration Attendee list

\*Size may change at the discretion of SOA

## PAYMENT INFORMATION

Check (Payable to Southern Orthopaedic Association)  
 Charge:  Visa  MasterCard  American Express

Card Number Expiration Date

Please print name on card CVV

Signature

Billing Address

Billing City State Zipcode

## Payment Information

A \$500 non-refundable deposit is due with the receipt of the application no later than March 25, 2022. Applications submitted without a deposit will not be considered for space assignment.

Full payment for exhibiting space must be received at the SOA office by April 22, 2022. After April 22, the assigned space is open to cancellation and reassignment.

If an exhibitor wishes to cancel a reservation for space after remitting the amount due, a partial refund will be granted if written notice is received prior to April 8, 2022. An exhibiting firm whose exhibit space is not set-up and staffed on opening day forfeits all rights. The exhibit space must be staffed for the entire meeting. SOA reserves the right to reassign space without refund.

**FOR ANY ADDITIONAL INFORMATION ON EXHIBITING,  
PLEASE CONTACT:**

Cynthia Lichtefeld at 866-762-0730 or 410-494-4994 or  
Email: clichtefeld@datatrace.com

**PLEASE RETURN TO:**

Southern Orthopaedic Association  
110 West Road, Suite 227, Towson, MD 21204  
Phone: 866-762-0730 Fax: 410-494-0515

**APPLICATION AND PAYMENT MUST BE RECEIVED BY MARCH 25, 2022.**