



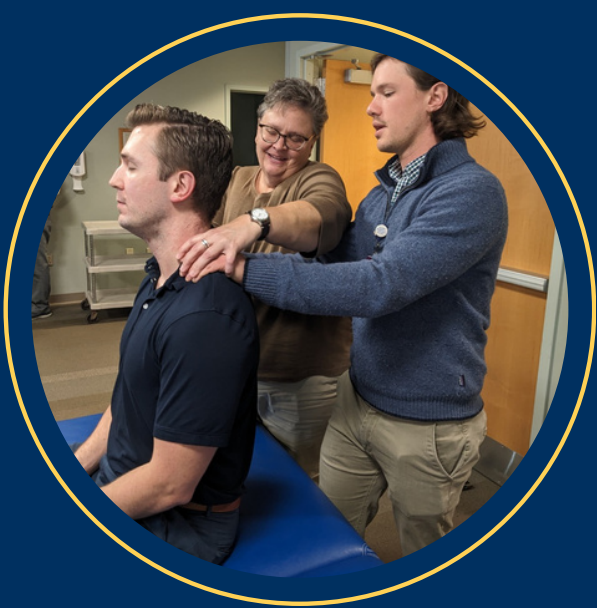
# **POMA25**

## **ANNUAL CLINICAL ASSEMBLY**

MAY 7-10, 2025

KALAHARI RESORTS, POCONOS

**EXHIBIT & SPONSORSHIP PROSPECTUS**



# POMA MEMBERS & YOU

## A PERFECT FIT

The POMA Clinical Assembly is your opportunity to reach Pennsylvania DOs to promote your latest and most relevant products, technologies, therapeutics, services and resources!

## DO YOU KNOW?

- **Osteopathic physicians** (DOs) represent one of the fastest growing segments of health care professionals in the US. There are currently more than 136,450 **DOs** in active practice, with more than 92,900 under the age of 45.
- **Pennsylvania** has the third largest **DO** population in the country, totaling over 10,000 osteopathic physicians in practice.
- The **POMA Annual Clinical Assembly** is the largest event for **DOs** in the state, averaging over 1,100 registrants a year.
- **DOs** focus on a whole person approach of patient care and strive to help their patients be truly healthy — not just treat symptoms.
- While the osteopathic profession has strong roots in primary care, **DOs** practice their distinctive philosophy in every medical field and specialty, combining their medical expertise with a whole-person approach focused on listening to and partnering with their patients.
- Therapeutic interest for **DOs** include:
  - › Diabetes–Mellitus
  - › Respiratory Disease
  - › Women’s Health
  - › Headache/Back Pain
  - › Anxiety & Depression
  - › Cardiovascular Disease–Hypertension
  - › Obesity/Weight Management
  - › Adult Immunization
  - › Pain Management
  - › Cardiovascular Disease–Dyslipidemia



# SHOWCASE **YOUR COMPANY**

The POMA Clinical Assembly is the place to meet face-to-face with osteopathic physicians and members of the healthcare team who are seeking the latest information about products, technologies, therapeutics and services to benefit their patients.

This is also the place to get your company seen by osteopathic physicians who are treating Pennsylvanians every day.

POMA offers dedicated exhibit hours and breaks that enable exhibitors and sponsors to interact with attendees throughout the conference. We also have a variety of sponsorship opportunities for added visibility.

Don't wait – limited exhibit space and sponsorship options are available! Opportunities are sold on a first-come, first-served basis



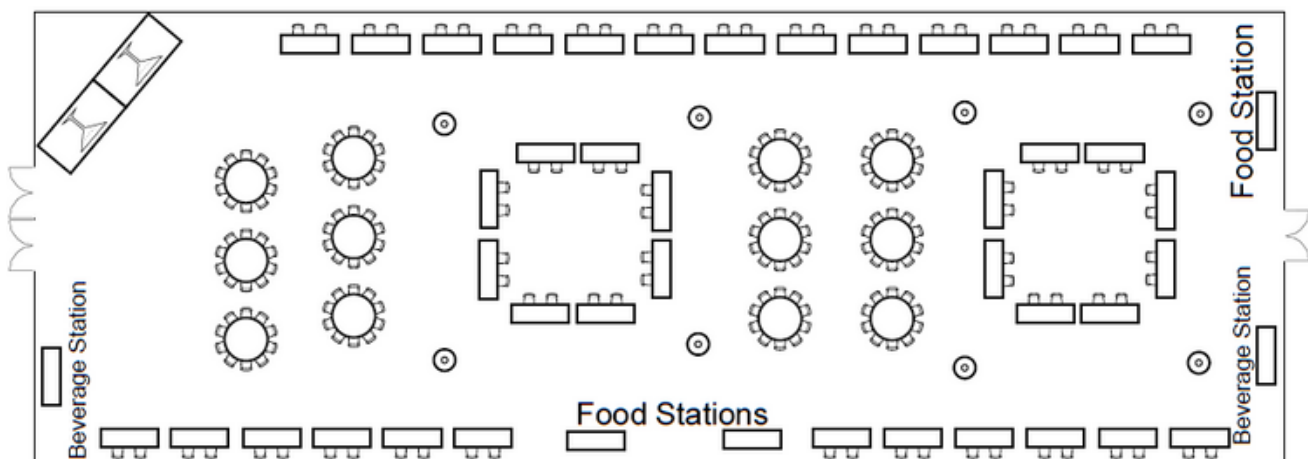
# EXHIBIT OPPORTUNITIES

The Exhibit Hall at the POMA Clinical Assembly is open the first three days of the conference, Wednesday, Thursday and Friday. With dedicated exhibit hours and breaks, exhibitors are able to engage with attendees throughout the event.

All food and beverage offerings are placed in the hall to help drive traffic throughout the event. This includes daily breakfasts, lunches and breaks, and our Wednesday Welcome Reception.

Don't wait – limited exhibit space is available and sold on a first-come, first-served basis. Email James Eirkson at [jeirkson@poma.org](mailto:jeirkson@poma.org) or call (717) 939-9318 x190.

Sample Exhibit Hall Layout



Final layout will be determined by the planning committee by April 15, 2025

# SECURE YOUR 2025 EXHIBIT SPACE

## POMA 117th Annual Clinical Assembly Tabletop Display Contract

### Tabletop Display Information & Rates:

The fee for one tabletop display is \$1,500. Tabletop displays include one 6-foot table, two exhibit staff registrations, two chairs and a wastebasket. Exhibit companies agree to accept exhibit space placement as determined by POMA and abide by the terms and conditions outlined in the Clinical Assembly Exhibit and Sponsorship Prospectus. A maximum of four exhibit staff members are permitted in the exhibit space at one time. Additional exhibit staff registrations are available at a cost of \$125 per person. Exhibit space is confirmed with a completed contract and full payment. Exhibitors also receive recognition in program materials, on the virtual conference platform, on the POMA app, and on the POMA webpage.

The POMA Exhibit Hall will be open:

Wednesday, May 7..... 11:00 am - 6:00 pm

Thursday, May 8..... 6:30 am - 4:30 pm

Friday, May 9..... 6:30 am - 12:30 pm

Exhibit personnel may set up their tabletop displays on Wednesday, May 7 between 9:00 - 11:00 am. Teardown can begin after 12:30 pm on Friday, May 9. Early breakdown of displays is strictly prohibited for safety purposes.

### Exhibitor Registration Information:

Company Name \_\_\_\_\_

Primary Contact Name \_\_\_\_\_

Office Address \_\_\_\_\_

Cell Phone Number ( ) \_\_\_\_\_ Email Address \_\_\_\_\_

Products or services to be exhibited: \_\_\_\_\_

We wish to be in close proximity to the following companies: \_\_\_\_\_

We do not wish to be in close proximity to the following companies: \_\_\_\_\_

Names of Two On-Site Exhibit Staff Representatives (included with exhibit registration)

1. \_\_\_\_\_ 2. \_\_\_\_\_

Names of Additional Exhibit Staff Representatives (additional representatives at \$125 per person)

### Agreement to Health & Safety Protocols:

☐ POMA is committed to taking precautions that provide a safe environment for all event attendees and staff. All registered attendees are expected to adhere to the health and safety protocols of Kalahari and the CDC. Further details regarding protocols will be provided to participants closer to the time of the conference. By checking this box and registering for the in-person conference, you are acknowledging that you are agreeing to adhere to then current guidelines and safety precautions, as well as any changes that may occur.

### Agreement to Not Hold Events During POMA Clinical Assembly:

☐ POMA must comply with the AOA and ACCME accreditation rules which clearly state it is not permissible for exhibitors and sponsors to hold events (lectures, meals, social gatherings, etc.) at times that conflict with POMA conference scheduled events. POMA reserves the right to limit or deny approval for such functions. By checking this box, you are acknowledging that you will not hold events that compete, or take precedence over POMA conference activities.

### Method of Payment:

I would like to pay by:

☐ Check made payable to "POMA"

☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

For POMA Office Use Only

Check # \_\_\_\_\_

Amount \_\_\_\_\_

Billing name if different than above: \_\_\_\_\_

No.: \_\_\_\_\_ Exp.: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing address if different than above: \_\_\_\_\_

Number of Tabletop Displays at \$1,500 Each: \_\_\_\_\_ Number of Additional Representatives at \$125 Each: \_\_\_\_\_

**TOTAL AMOUNT DUE:** \_\_\_\_\_

### PLEASE RETURN TO:

POMA c/o James Eirkson  
1330 Eisenhower Boulevard, Harrisburg, PA 17111  
Phone (717) 939-9318, ext. 190 Fax: (717) 939-7255 Email: jeirkson@poma.org

# SPONSORSHIP **OPPORTUNITIES**

Sponsorship opportunities provide additional exposure for your company at the POMA Clinical Assembly!

Become a hospitality partner. Host a relaxation zone with therapy dogs. Put a smile on faces with a caricature artist or photo booth. Make a lasting impact with registration materials. Ensure traffic at your exhibit table. Check out all the opportunities we have available.

Looking to create a customized sponsorship opportunity? No problem! We're happy to work with you!

Secure your sponsorship opportunity today! Email James Eirkson at [jeirkson@poma.org](mailto:jeirkson@poma.org) or call (717) 939-9318 x190.





# SPONSORSHIP OPPORTUNITIES

## Hospitality Partner

Elevate your brand to a new level of appreciation by sponsoring everyone's favorite thing – food and beverage! We all know the way to people's hearts is through their stomachs, so let your brand take center stage in satisfying each attendee's appetite!

- Lunch – (\$2,500 – 4 available, 1 per day)
- Breakfast – (\$1,500 – 4 available, 1 per day)
- Healthy Break & Coffee – (\$1,000 – 6 available)

## Welcome Reception – (\$3,000)

Everyone knows that you don't get a second chance to make a good first impression. Don't miss this exclusive opportunity to highlight your company at the 2025 Welcome Reception. Held in the POMA exhibit hall at Kalahari, this reception is open to all attendees and serves as a key opportunity to network and build relationships.

## President's Installation Dinner – (\$2,500 per Table)

Engage with current and incoming POMA leadership by purchasing a table and co-sponsoring POMA's Annual President's Installation Dinner. With great food and entertainment already planned, you don't want to miss being a part of this closing event where attendees network, have fun, and hit the dance floor!

## Massage Chair – (\$1,500/1 Chair; \$2,500/2 Chairs)

Boost your visibility and draw more attendees by sponsoring a massage chair experience at your exhibit space! Give visitors a chance to relax, recharge, and connect with your brand in a memorable way. Stand out and leave a lasting impression—secure your sponsorship today!

## Registration Bags – (\$2,500)

Unlock exclusive exposure and make a lasting impression by sponsoring our coveted registration bags! Your logo will be displayed on every bag, ensuring your brand is in the spotlight throughout the event and in the hands of every in-person attendee throughout their conference journey. The exclusive sponsor will be able to have a one-color imprint logo on one side of the event tote bag. Sponsor will be given final proof to review.

*Not available for ineligible companies due to CME rules.*

## Registration Bag Swag or Insert – (\$1,000)

Sponsors have the power to choose! Place one company-branded item or a compelling one-page flyer into each conference attendee's registration bag. Tailor your message, leave a lasting impression, and ensure you're a part of every attendee's registration material! Inserts or swag require pre-approval and must be paid for and provided by sponsor to the POMA office by April 7, 2025.

## Lanyards – (\$2,500)

Seize the spotlight at POMA's 2025 Clinical Assembly as the exclusive Lanyard Sponsor! Feature your brand around the neck of every in-person attendee as your logo takes center stage. The exclusive sponsor will be able to have a one-color imprint logo on event lanyards. Sponsor will be given final proof to review.

*Not available for ineligible companies due to CME rules.*

## Looking to create a customized sponsorship opportunity?

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# SECURE YOUR 2025 SPONSORSHIP OPPORTUNITY

## POMA 117th Annual Clinical Assembly Sponsorship Contract

### Sponsorship Opportunities:

POMA offers several sponsorship opportunities for the 117th Annual Clinical Assembly. Sponsorship includes recognition in program materials, on the virtual conference platform, on the POMA app, and on the POMA webpage. Hospitality sponsors will have signage posted during the sponsored meal/break. Following are a list of offerings:

- Hospitality Partner
- Welcome Reception
- President's Installation Dinner
- Massage Chair
- Registration Bags
- Registration Bag Swag or Insert
- Lanyards
- Create Your Own Opportunity

### Sponsor Registration Information:

Company Name \_\_\_\_\_  
Primary Contact Name \_\_\_\_\_  
Office Address \_\_\_\_\_  
Cell Phone Number (\_\_\_\_) \_\_\_\_\_ Email Address \_\_\_\_\_  
Products or services to be marketed: \_\_\_\_\_  
I am interested in securing the following sponsorship opportunity: \_\_\_\_\_  
1. \_\_\_\_\_ 2. \_\_\_\_\_

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For POMA Office Use Only

Check # \_\_\_\_\_  
Amount \_\_\_\_\_

Billing name if different than above: \_\_\_\_\_  
No.: \_\_\_\_\_ Exp.: \_\_\_\_\_ CVV: \_\_\_\_\_  
Billing address if different than above: \_\_\_\_\_

**TOTAL AMOUNT DUE:** \_\_\_\_\_

### POMA Policies:

**CANCELLATION/REFUND:** All sponsorships will be reviewed by the Clinical Assembly Committee prior to approval. A \$250 processing fee will be deducted on all cancellations.

**PRIVACY:** POMA members and other visitors that register to use [www.poma.org](http://www.poma.org) voluntarily provide contact information. This includes, but is not limited to, name, address, phone number, e-mail address and similar data. POMA will disclose this information to third parties when necessary for the provision of services to you, for the protection of others and when required by law. Aggregate information is information in summary form that does not contain personally identifiable information. POMA allows third parties to use aggregate information to aid in the development or implementation of programs, products and services. POMA does not sell any aggregate information. If you receive a solicitation like this, it is a phishing scam. Please forward any suspicious emails to [poma@poma.org](mailto:poma@poma.org).

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# POMA LOOKS FORWARD TO PARTNERING WITH YOU IN 2025!



James Eirkson, CAE



717-939-9318 x190



jeirkson@poma.org



www.poma.org



@pomados