

CHOOSE Knowledge

112th Annual Clinical Assembly & Scientific Seminar

POMA20

April 29 – May 2, 2020 • King of Prussia, PA

The POMA Clinical Assembly is Your Opportunity
to Reach this **Target Market of DOs**



PENNSYLVANIA OSTEOPATHIC MEDICAL ASSOCIATION

POMA MEMBERS & YOU—A PERFECT FIT

The POMA Clinical Assembly is your opportunity to reach over 1,500 DOs to promote your latest and most relevant products, technologies, therapeutics, services and resources!

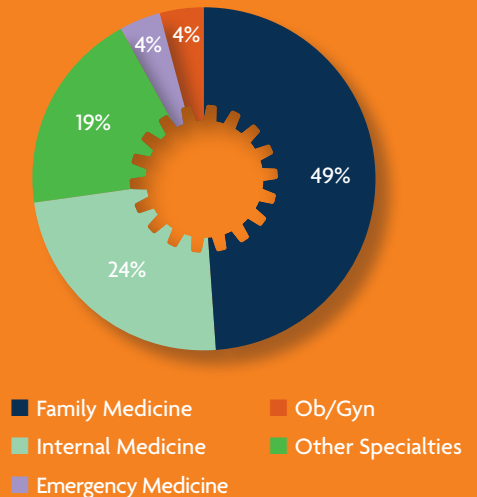


Did you Know?

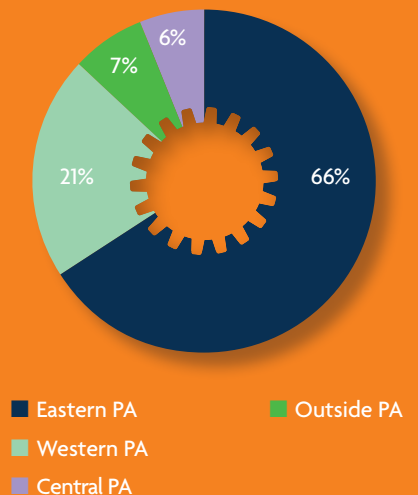
- **Osteopathic physicians** (DOs) represent one of the fastest growing segments of health care professionals in the US. By 2020, there will be more than 115,000 **DOs** in practice.
- **DOs** focus on a whole person approach of patient care and strive to help their patients be truly healthy—not just treat symptoms.
- **DOs** are predominately primary care physicians (family medicine, internal medicine and pediatrics).* Other specialties include emergency medicine, ob/gyn, sports medicine, surgery, dermatology, neurology and psychiatry.
- Therapeutic interest for **DOs** include:
 - › Diabetes—Mellitus
 - › Cardiovascular Disease—Hypertension
 - › Respiratory Disease
 - › Obesity/Weight Management
 - › Women's Health
 - › Adult Immunization
 - › Headache/Back Pain
 - › Pain Management
 - › Anxiety & Depression
 - › Cardiovascular Disease—Dyslipidemia
- **DOs** see more than 100 patients a week.
- Pennsylvania has the largest **DO** population in the country!
- The Annual POMA Clinical Assembly is the largest event for **DOs** in the state, averaging over 1,500 registrants a year.

*Source AOA Physicians Masterfile, January 1, 2019.

Specialty Breakdown of Attendees



Geographic Distribution of Attendees



SECURE YOUR 2020 SPACE EARLY

Application for space: Orders for space are to be made on the official exhibit space contract and will be confirmed in the order of receipt. When selecting space, please indicate those exhibitors whom you do or do not wish to have next to your booth. POMA reserves the right to assign the next-best substitute space if your choice is not available.

Payment for space: Full payment is to be paid to POMA on or before February 20, 2020. POMA will invoice for space payable within 30 days. Any cancellations after March 1, 2020 will be non-refundable.

Public relations & marketing: The names of exhibit companies and sponsors will be published in the convention program and in any other promotional literature disseminated to the POMA general membership according to the rules and regulations of the AOA and ACCME for commercial support for continuing education programs.

Security: A uniformed guard will be on duty at all times beginning April 28 and continuing until April 30.

Hotel reservations: The Valley Forge Event Center has two hotels – The Valley Tower and The Casino Tower which are connected with interior hall access. Guest room accommodations are available between April 28th – May 3rd. Group rates are as follows: Single/Double \$142/night; Triple \$152/night; Quad \$162/night. Rooms are subject to PA sales tax & occupancy tax. Online reservations can be made at [<https://reservations.travelclick.com/11984?groupID=2279921>].

Exhibit standards: POMA reserves the right to decline or prohibit any exhibit or to remove or eliminate any objectionable exhibit, person, advertisement, souvenir, or any other feature or action that might harm or impair the high standards of the convention. Canvassing or distributing advertisement material beyond the exhibitor's own booth is not permitted. Persons from non-exhibiting firms are prohibited from any detailing within the convention areas of the exhibit hall.

Insurance/liability: Each person involved in the exhibit-exhibit hall owner, leasing association (sponsor) and exhibitor agrees to be responsible for any claims arising out of its own negligence or that of its employees or agents. Each party agrees to be responsible for its own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damages caused by theft and those perils normally covered by a fire and extended coverage policy. Exhibits of costly or particularly delicate nature should be called to the attention of the service contractor so that special precautions and care can be given by the maintenance people working in the vicinity of the display.

Protection of hotel property: It shall be agreed by the individual exhibitors and any contractors engaged for the purpose of moving exhibits and equipment into and out of the hotel, that the hotel shall be compensated for any expense in repairing damages occurring from the handling or movement of such exhibits and equipment off the premises. Nothing shall be posted on or otherwise attached to the columns, walls, floor or other parts of the building or furniture. Anything in connection there with necessary or proper for the protection of the building, equipment or furniture therein will be at the exhibitors expense.

Fire regulations: All material used in the exhibit halls must be flame-proofed to meet fire regulations. Crepe paper or corrugated paper, flame proofed or otherwise, will not be permitted.

Noisy/Obnoxious equipment: If the person of any equipment or apparatus produces noise or vibration of sufficient volume or odor found to be annoying to neighboring exhibitors or guests, it will be necessary to discontinue such operation. X-ray equipment may be exhibited but not operated. Volatile or flammable oils, gases, unprotected movie film and other explosive or fire hazard materials are not permitted on the premises.

Rules & regulations: POMA 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. It is unlikely that any modification of the space allowed, or the diagram will be necessary, but POMA may make such changes if necessary, making equitable adjustments with the exhibitors. POMA reserves the right to add exhibit space.

Cancellation: Cancellation rules are as follows: (a) If an exhibitor cancels space 120 or more days prior to the exhibit opening, POMA will retain or collect 30% of the exhibitor's total contract obligation. (b) If an exhibitor cancels space 60-119 day period prior to the exhibit opening, POMA will collect 60% of the total contract obligation. (c) If an exhibitor cancels less than 60 days, prior to the exhibit opening, POMA will retain or collect 100% of the exhibitor's contract obligation. (d) In the event the canceled spaces are resold and the entire exhibit is sold out, POMA will refund the exhibitor's payments, less a \$100 administrative fee.





HELPFUL INFORMATION

Exhibit Rates

- › Corner Exhibit Booths: \$2,400
- › Standard Exhibit Booths: \$2,000

Exhibit Dates & Times

The exhibit hall will be open during the following hours:

- › Wednesday, April 29 8:00 am – 4:00 pm
- › Thursday, April 30 6:45 am – 4:00 pm

Times are subject to change.

Exhibitor registration: Submitting the names of personnel staffing the booths in advance will expedite registration. Times are subject to change. Note: There is a 4 badge maximum per 10 x 10 booth. Additional badges can be purchased for \$175 each.

Exhibitor set up times: Exhibit personnel may set up their exhibit booths during the following hours:

- Tuesday, April 28 • 3:00 pm – 6:00 pm
- Wednesday, April 29 • 7:00 am – 8:00 am

Exhibitor tear down times: Exhibit personnel are expected to keep their exhibit booth show ready until 4:00 pm on Thursday, April 30. Tear down times are after 4:00 pm on Thursday. Times are subject to change. There is a \$500 penalty for early tear down.

Exhibit booth specs: Booth location and pricing can be found on the floor plan in this prospectus. Each booth will be decorated with a back drape, 3ft side rails, a sign, a 6ft table, two chairs, carpet, and a waste basket. Electricity is not included. Exhibits over 8ft in height will require approval by POMA. Upgrades are the responsibility of the exhibitor.

For official decorator shipments and drayage, labor/installation/dismantling: Please contact General Exposition Services at (610)495-8866, fax (610)495-8870 or email info@generalexposition.com.

For more information on electric: Please contact Beth Pasquale, Valley Forge Convention Services Manager, at (610) 768-3209, or email beth.pasquale@vfcasino.com

