

# EXHIBITOR & CORPORATE OPPORTUNITIES

EXPERIENCE THE VALUE OF PERSONAL CUSTOMER INTERACTION



ORLANDO, FLORIDA

# ExEd

Expert Education Institute



*Connecting People Who Know  
with People Who Care*

An Ultrasound Approach to Nerves  
*Optimizing Diagnosis and Treatment of Entrapment Neuropathies*

October 7-9, 2021

Course Director: Jeffrey A. Strakowski, MD

[WWW.EXEDINSTITUTE.COM](http://WWW.EXEDINSTITUTE.COM)



## Exhibit Information

### What Attendees Look For

- New Products and Services
- Time To Speak with Representatives
- A Chance to Demo New Products
- Networking Opportunities
- Innovative Approaches
- Solutions to Quality Care
- New Trends in Medicine
- Excellence in Patient Care
- Educational Opportunities
- Exceptional Products & Services

### TOP REASONS TO EXHIBIT

Decision makers are the ones attending this meeting. These are the leads you want! These are the leads you keep!

Our highly responsive audience includes DOs, MDs and physician assistants eager to learn about all of your products and services.

We have structured our educational program to include exclusive exhibit times and plan to have lunch and breakfast meetings in the exhibit area.

Exhibitors are free to demonstrate their latest products and services. Demonstration of products and services add the element of interactivity that connects the prospect to your future.

## Exhibit and Meeting Venue

Marriott Orlando World Center  
8701 World Center Drive  
Orlando, FL 32821  
(407) 239-4200

## Exhibit Schedule at a Glance

**Exhibit Set Up**  
Wednesday, October 6  
5:00 pm – 7:00 pm

**Exhibit Hall Hours**  
Thursday, October 7  
6:30 am – 6:30 pm  
*(Includes a Welcome Cocktail Reception)*

Friday, October 8  
7:00 am – 5:00 pm

Saturday, October 9  
7:00 am – 4:00 pm

**Exhibit Dismantling**  
Saturday, October 9  
4:00 pm – 5:00 pm

## Exhibit Pricing

Entire Conference: \$2000

One Day Only: \$950

Included in Exhibit Fees:

- 8 Foot Table Draped and Skirted
- Two Chairs and a Wastebasket
  - Hotel Booking Discount
  - Up to 2 Representatives
- Cocktail Reception and Meals
- Company Logo On Our Website



## Marketing & Sponsorship Opportunities

### EDUCATIONAL LUNCH \$10,000 EXCLUSIVE

EXED attendees have a busy schedule during the course and look forward to the lunches. EXED provide a lunch session each day for meeting attendees and you may address our attendees from the podium with a presentation on your company's products and services.

### ATTENDEE COCKTAIL RECEPTION \$3000 EXCLUSIVE

Meeting attendees have an opportunity to network with colleagues and catch up with old friends on Thursday evening from 5:00-6:00. Wine, cheese and drinks will be served in the reception venue.

### WIFI ACCESS \$1000

Help attendees stay connected with their office and home while away at the EXED Meeting. Sponsor the wireless internet access in the meeting space for meeting attendees. Attendees will see your logo and will type in your customized WiFi access code whenever they want to log into the internet while at the Rosen Shingle Creek Orlando.

### COFFEE BREAK \$850

EXED attendees have a busy schedule during the course and look forward to the breaks between educational sessions. EXED provides coffee, refreshments and snacks for meeting attendees and your sponsorship will give you all the credit. Sponsor may provide branded napkins and cups.

For more information about sponsorship opportunities, please contact Stephanie Henley  
Stephanie@ExEdInstitute.com or (610) 390-3853

# Exhibit Rules and Regulations

All Exhibitors Should Read the Following Information Carefully

## Application

Application for exhibit space should be made immediately but no later than January 30, 2021 and must be submitted with a deposit of \$500.

## Contract for Exhibit Space

The application for booths, assignment of space and payment of the rental deposit constitute a contract to rent the assigned space. Exhibitors failing to occupy space are not relieved of the obligation to pay the full rental fee. Available space will be allocated on a first-come, first-served basis based on the size of the space requested. Expert Education Institute reserves the right to make final space assignments or change the space assignments after the application is accepted should it be in the best interest of the event.

## Sales & Order-Taking

The purpose of the exhibit is to further the education of meeting attendees through product and service displays and demonstrations. Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. No signage or advertising of products pricing will be allowed without prior approval of EXED. Products for sale must be the exhibitors' own unaltered, marketed products and the products or services must be pertinent to the attendees' professional interest. Expert Education Institute reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors conducting sales and order taking are required to obtain city and/or county occupational licenses and shall be responsible for collecting and remitting all city, county and state sales taxes.

## Regulations Governing Payment

A non refundable deposit of \$500 must accompany your application. The balance is due no later than January 15, 2021. Applications received after November 1 must be accompanied by full payment. No company will be allowed to exhibit unless full payment for exhibit space has been received. Failure to comply with the above request constitutes cancellation of the contract and the space will be subject to resale without full refund.

## Cancellation or Withdrawal

Upon giving written notice, an exhibitor may withdraw from Expert Education Institute meeting until September 1. No refund will be given unless ExEd is able to sell the forfeited booth space to another exhibitor. In the event that the space is sold, 50% of the deposit shall be returned approximately 30 days after the close of the event. No refund will be made for exhibit space cancelled after September 1, 2018. The date on which ExEd receives the notice of cancellation shall serve as the official date of cancellation. As noted above, ExEd has the right to resell the space vacated upon notification of cancellation.

## Cancellation of Event

Should any situation beyond the control of ExEd arise to prevent the event from occurring, ExEd will not be held liable for any expenses incurred by the exhibitor except the rental cost of the booth space.

## Character of Exhibit

Expert Education Institute reserves the right to decline or prohibit any exhibit or any part of any exhibit or proposed exhibit which in its sole discretion is not suitable to or in keeping with the character of the exhibition. This reservation is all-inclusive and pertains to any person, company, products or printed material.

## Noise in Exhibit Hall

All sound equipment must be regulated so that it does not disturb neighboring exhibits. Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

## Subletting of Space

No exhibitor may assign or sublet the whole or any portion of space allotted, or exhibit therein any product other than those manufactured or sold by the exhibitor in the regular course of business, nor permit any representation of any firm not exhibiting to solicit business or take orders in the space. Violation of the above will risk cancellation.

## Floor Plan Revisions

In the event of conflicts regarding space requests, or conditions beyond its control, EXED reserves the right to revise the floor plan.

## Fire Department Regulations

No combustible decorations, such as crepe paper, tissue paper, cardboard corrugated paper, shall be used at any time. All packing containers are to be removed from the floor and must be stored under tables or behind displays. Excelsior or shredded paper is not to be used in crating merchandise.

## Liability

The exhibitor is responsible for maintaining general liability insurance throughout the event with limits of liability of at least \$1 million combined single limits, including coverage for bodily injury and property damage. The exhibitor must provide a certificate of liability insurance to ExEd no fewer than 30 days prior to event. This certificate must confirm that the exhibitor has general liability and workers' compensation for both paid and unpaid exhibitor personnel at event. Failure to provide such a certificate will result in forfeiting any claims to exhibit and no funds will be returned. The exhibitor agrees to indemnify, defend and hold forever harmless Expert Education Institute from any damages or charges imposed for negligence, willful misconduct or breach of this contract by the exhibitor. In addition, the exhibitor agrees to strictly comply with the applicable terms and conditions contained in the agreement between the Rosen Shingle Creek and Expert Education Institute regarding the exhibit premises. Furthermore, the exhibitor shall at all times protect, indemnify, defend and hold harmless the Board of Trustees of Expert Education Institute, show management subcontractors against and from any and all loss, cost, damage, liability and expense arising from or otherwise related to said exhibitor's occupancy and use of the exhibit premises or a part thereof. Security guards shall be furnished when the exhibit hall is closed.

## FUTURE COURSES

### MSK US + Regenerative Medicine for the Hand, Wrist & Elbow

Philadelphia PA coming October 22-24, 2021

### MSK US + Regenerative Medicine for the Hip Breckenridge, CO coming January 20- 22, 2022

## EXPERIENCE THE VALUE OF FACE-TO-FACE BUSINESS CONNECTIONS

- ◆ Face-to-Face interactions and meetings build relationships and trust
- ◆ Education and training are highly effective in a live setting
- ◆ Leverage your visibility and access to your core audience
- ◆ In person meetings result in more effective exchange of ideas
- ◆ In person meetings provide the human connection that powers business



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## EXPERT EDUCATION INSTITUTE

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