



OHIO ACEP

RESIDENTS' ²⁰²¹ CONNECT

VIRTUAL | AUGUST 12

EXHIBITOR & SPONSOR PROSPECTUS

Ohio
ACEP

American College of Emergency Physicians

Advocacy | Education | Leadership

THE BEST
OPPORTUNITY
TO INTERACT
WITH **OHIO'S EM
RESIDENTS**

A MUST-ATTEND VIRTUAL EVENT!

CONNECT with 300+ Ohio Emergency Medicine Residents!



Ohio ACEP is one of the largest, most active state chapters of the American College of Emergency Physicians. Membership includes practicing Emergency Medicine physicians, residents and medical students. Ohio ACEP is dedicated to advancing excellence in emergency care, and advocating for emergency physicians, their patients and the health of the community.

**OUR ATTENDEES
WANT TO MEET
& NETWORK
WITH YOU!**

Ohio ACEP's Virtual Residents' Connect

is attended by Ohio's EM residents, medical students, program directors and chapter leaders. In 2020, nearly every Ohio EM Residency program was represented, with over 350 total attendees. These attendees are engaged, ambitious and represent the future of Emergency Medicine.



WHY SPONSOR OR EXHIBIT?

The benefits of a virtual event!



ACCESS

Connect with 300+ attendees! A “can’t miss” event, Ohio ACEP’s Residents’ Connect 2021, is expected to garner participation from nearly all of Ohio’s Emergency Medicine Residency Programs.

LEADS

As an exhibitor, your organization can track booth visitors and start a private chat conversation anytime. You will also receive a post-event attendee contact list including addresses and e-mails of registered attendees.

EXPOSURE

Develop and strengthen name recognition for your organization. Exhibitors will be featured on Ohio ACEP’s Residents’ Connect website and comprehensive profiles will be available to participants within the virtual event platform. Sponsorship opportunities are also available to showcase you as a supporter before, during and after the event.

SAVINGS

Save time and money without the costs related to travel, lodging or shipping company booth supplies. You can participate from anywhere and engage in your virtual booth. Your team representatives can focus on sharing expertise, interacting with attendees and following-up once the virtual event has concluded.

ENGAGEMENT

Our virtual event platform, PheedLoop, will allow you to customize your virtual exhibit booth and connect by live chat with attendees. It will truly be an interactive experience for attendees and exhibitors to network.

GAMIFICATION

Attendees will also be driven to the virtual exhibits with the incentive of gamification. This virtual “scavenger hunt” will encourage participants to visit exhibitors to receive codes which may be redeemed for prizes.



SECURE YOUR VIRTUAL BOOTH!

Virtual exhibitor and sponsor packages!



EXHIBIT & SPONSORSHIP OPPORTUNITIES

Ohio ACEP is excited to offer three virtual sponsorship/exhibit packages, allowing you to capitalize on unique virtual exhibitor amenities, features and promotions at distinct price points that suit your budget and engagement level.

PRICING

| ELITE SPONSOR (Includes Exhibit Booth) Limit: 2 (2 Sold, 0 Available) | PREMIUM SPONSOR (Includes Exhibit Booth) | VIRTUAL EXHIBITOR |
|--|--|--------------------------|
| \$3000 SOLD OUT | \$2000 | \$1000 |

Commitment Deadline: July 23, 2021

VIRTUAL PLATFORM

Ohio ACEP will be using the **PheedLoop** virtual platform to host Residents' Connect 2021. Visit www.pheedloop.com to learn more about the features available to you to for a successful virtual experience. Attendees will earn points for the Ohio ACEP Virtual Scavenger Hunt by visiting exhibitors online and can use these points to win prizes. **For added exposure, exhibitors can donate a prize for this fun activity.**

QUESTIONS

You've got questions. We've got answers.

Please reach out to Stephanie Posey today: (614) 792-6506 | sposey@ohacep.org



| FEATURES & AMENITIES | ELITE SPONSOR \$3000 SOLD OUT | PREMIUM SPONSOR \$2000 | VIRTUAL EXHIBITOR \$1000 |
|---|--|---------------------------|-----------------------------|
| Pre-Recorded Video Address During Event Welcome (up to 3 minutes) | ✓ | | |
| Logo Displayed on Virtual Event Sign-in Screen | ✓ | | |
| Logo Displayed on Virtual Event Banner in Lobby | ✓ | | |
| Logo on Splash Video Displayed Before Each Session | ✓ | | |
| Verbal Recognition in Event Welcome | ✓ | | |
| Hyperlinked Logo Displayed on Virtual Event Header | ✓ | ✓ | |
| Sponsor Acknowledgement & Hyperlinked Logo on Ohio ACEP Event Web Page | ✓ | ✓ | |
| Sponsor Acknowledgment with Logo on Event E-bulletins | ✓ | ✓ | |
| 1-Year Job Posting on Ohio ACEP Website Career Center | ✓ | ✓ | |
| Company Name Listed on Ohio ACEP Event Web Page | ✓ | ✓ | ✓ |
| Social Media Recognition | ✓ | ✓ | ✓ |
| Customizable Virtual Exhibit Space | ✓ | ✓ | ✓ |
| Live Virtual Booth Text Chat | ✓ | ✓ | ✓ |
| Participation in Virtual Exhibit Hall Gamification <i>*We encourage exhibitors to provide a prize to giveaway!</i> | ✓ | ✓ | ✓ |
| Post Event Attendee Mailing List with E-mails | ✓ | ✓ | ✓ |
| Company Representatives with Event Registration | ④ | ③ | ② |
| 6-Month Job Posting on Ohio ACEP Website Career Center | | | ✓ |



EXAMPLE OF A VIRTUAL EXHIBIT BOOTH



SAMPLE BOOTH

A screenshot of a virtual exhibit booth for Ohio ACEP. The booth has a red header with the text "Advocacy • Education • Leadership" and "Ohio ACEP" with a white ECG line graphic. Below the header, there are social media links for Email, Website, Instagram, and Facebook. A list of booth personnel is shown, including Holly Dorr (Deputy Executive Director) and Stephanie Posey (Education & Meetings Coordinator), each with a "Start Chat" button. At the bottom, there is an "Exhibitor Prospectus" section with a brief description of Ohio ACEP. Callouts point to various features: "Exhibitors are listed alphabetically. Attendees may also search exhibitors by name." points to the search bar; "Attendees can start chats with booth personnel" points to the "Start Chat" buttons; "Files and video are placed here" points to the "Exhibitor Prospectus" section; "Custom Company Banner" points to the header area; and "Personal Exhibit Chat Board" points to a separate chat window on the right showing a conversation with Holly Dorr.

EXHIBIT BOOTHS ARE CUSTOMIZABLE

- Add your company logo and banner image
- Include company name and tagline
- Insert your contact information and social media accounts
- Include representatives. Chat is automatically available.
- Add a brief company bio
- Upload files for attendees to view and download
- Post one video (up to 5-minutes)

CONNECT IN ALL OF THESE WAYS

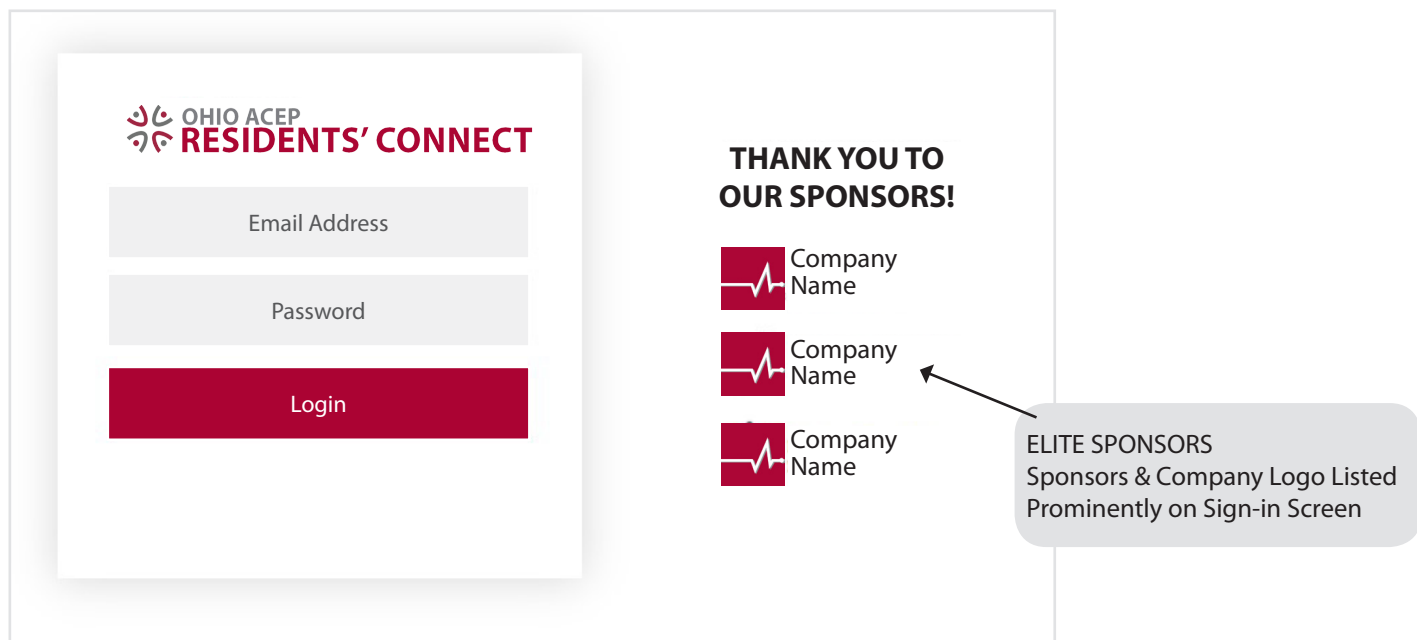
- Virtual booth visitor tracking information
- Live public booth text chat with attendees
- Gamification "Scavenger Hunt" code to draw visitors to your booth
- Listing on the virtual platform and on Ohio ACEP's website and event e-bulletins
- Exhibitors will be provided with a post event Attendee Mailing List with E-mails



ELITE & PREMIUM SPONSORSHIP DETAILS



SAMPLE SIGN-IN SCREEN & EVENT LOBBY



ELITE & PREMIER SPONSORS:
Hyperlinked Company Logos
Will be Displayed Here

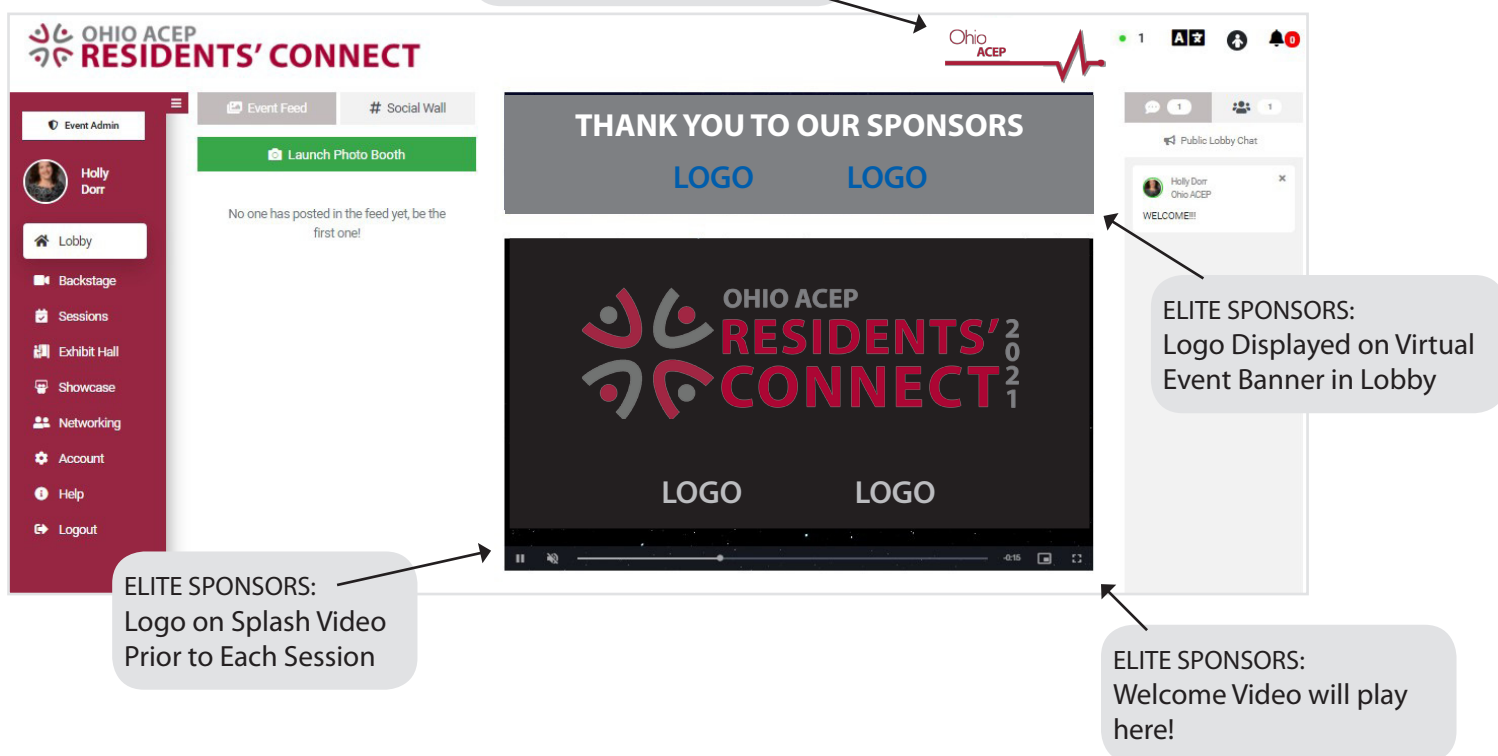


EXHIBIT & SPONSORSHIP REGISTRATION FORM

Commitment Deadline: July 23, 2021



Company Name _____
As it will appear on marketing material.

Web site _____ Phone _____

Company Address _____

City _____ State _____ Zip _____

Contact Name _____ E-mail _____
All correspondence will be sent to this person.

Company Representatives

Name _____ E-mail _____

Name _____ E-mail _____

Name _____ E-mail _____
Elite & Premium Sponsors ONLY!

Name _____ E-mail _____
Elite Sponsors ONLY!

Exhibitor & Sponsorship Opportunities (Select One):

~~ELITE SPONSOR~~

~~☐ \$3000~~ (Limit: 2; 2-Sold, 0-Available)

SOLD OUT

PREMIUM SPONSOR

☐ \$2000

VIRTUAL EXHIBITOR

☐ \$1000

Cancellation Policy

Cancellations with a refund, minus a \$150 FEE, will be made if written notification is received 30 DAYS prior to the event.
No refunds can be issued less than 30 DAYS prior to an event.

Payment (Due at Time of Registration)

Total Investment \$ _____

Payment Method ☐ Visa ☐ Mastercard ☐ AMEX ☐ Check (Payable to Ohio ACEP)

Cardholder Name: _____

Card # _____

Expiration Date: _____ CVV: _____

Send Form & Payment:

Ohio ACEP (Tax ID #31-0923040)
3510 Snouffer Rd, Ste 100
Columbus, OH 43235

Phone: (614) 792-6506
E-mail: sposey@ohacep.org