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OMNI DALLAS

TEX MED 24

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EXHIBIT AND
SPONSOR

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 **TEXAS MEDICAL
ASSOCIATION**

Physicians Caring for Texans



TEXMED

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TexMed is the Texas Medical Association’s largest conference; go-to destination for live, topical continuing medical education (CME); and premier Expo. TexMed is always free for members and plays host to leadership meetings including those of the House of Delegates, councils, and committees. **TexMed 2024 will be at the Omni Hotel Dallas.**

The Expo Hall is the hub of activity at TexMed for socializing and for business. The Expo Hall will continue to be the place for quality networking and more opportunities for attendees to connect between meetings.

TexMed is FREE for all 57,000+ TMA members

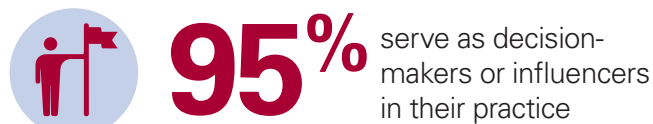
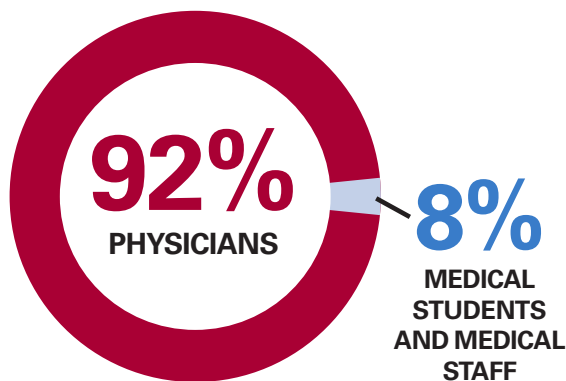
WINS FOR PHYSICIANS

- Free registration for TMA members and their practice staff
- Ample hours of topical CME sessions; two keynote speakers
- Networking and leadership events
- The latest in medical news and proven industry trends
- Award ceremonies and prize drawings

WINS FOR EXHIBITORS/SPONSORS

- Traffic-driving games and prize drawings
- Networking with thousands of engaged physicians, medical students, and practice staff
- Amenities such as lounges and break stations around the Expo Hall to build traffic
- Brand alignment with TMA to better reach Texas physicians one-on-one
- Visibility as a supporter of physicians in their ongoing mission to care for patients
- Discounted marketing packages to maximize your traffic

TEXMED CONFERENCE ATTENDANCE



Visit [texmed.org/Exhibit](https://www.texmed.org/Exhibit) for Sponsor and Exhibit applications

Showcase your products and services at the elegant Omni Hotel downtown Dallas.

TexMed sponsors and exhibitors will receive a tabletop display prominently located in the center of all TexMed conference and event activities. Physician attendees register and enjoy coffee breaks, meals, social networking, and CME while interacting with TexMed exhibitors and sponsors.



EXHIBIT BOOTH DETAILS

Each exhibitor will be provided with:

- One 6' by 30" draped table, two chairs, and a small trash can. Exhibitors must conform to this equivalent floor space;
- Two complimentary exhibitor registrations and badges per tabletop (badges must be worn at all times to exhibit);
- Listing in the program book: company name, phone number, website, booth number;
- Listing in the TexMed exhibitor directory on the conference website;
- Refreshments and meals as available while supplies last;
- Pre- and post-show attendee list (*available on request*); and
- Security service during nonshow hours.*

EXHIBITOR ADD-ONS

- Marketing Bundle discounts to maximize on-site experience and foot traffic
- All exhibit furnishings, electricity, and hard-wired internet connections can be ordered through the Exhibitor Service Manual.

*All items brought into the facility are done so at the Exhibitor's own risk. Exhibitors are solely responsible for the security and safeguarding of their exhibit and its contents at all times.



[VIEW FLOOR PLAN](#)





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Showcase at TexMed 2024

EXHIBIT HOURS

Exhibitor Set-Up	Thursday, May 2	10 am-6 pm
Exhibitor Set-Up	Friday, May 3	6-7 am
Exhibit Hours	Friday, May 3	7 am-5 pm
Exhibit Hours	Saturday, May 4	7:30 am-1:30 pm
Exhibit Move-Out	Saturday, May 4	1:30-4:30 pm

QUALIFICATIONS OF AN EXHIBITOR

TMA approves vendor categories of business/industries based on the fit with our shows. Highly aggressive sales tactics employed by retail vendors like LED skincare (facial and body), cosmetic products, handheld massagers, healing jewelry, or similar products and services will not be approved to exhibit at TMA conferences and events. Any exhibitor representing these categories found on the exhibit floor after falsifying an application will be immediately dismissed without refund of fees paid. Exhibitor activities that interfere with normal traffic flow or infringe on other exhibits and/or networking and business meetings at TexMed are strictly prohibited and grounds for dismissal without a refund, including but not limited to attendance without wearing an exhibitor badge. As a nonpartisan medical association, TexMed vendors with any political slant will not be permitted to exhibit.

NO SUITCASING ALLOWED

NO SUITCASING will be allowed at the TexMed meeting. Please note that while all meeting attendees are invited to the exhibit hall, any attendee who is observed to be soliciting business in the aisles or other public spaces in another company’s booth, or in violation of any portion of the Exhibition Policy, will be asked to leave immediately.

BOOTH ACTIVITIES AND CODE OF CONDUCT

- The exhibitor is permitted to demonstrate the company’s equipment, make informational presentations regarding the product line or service, and distribute product information and related product marketing activities from the exhibit booth.
- Under no circumstances may exhibitor marketing activities take place outside the exhibit booth, whether in or around the hotel, or the hotel properties during TexMed program hours.
- Activities that interfere with normal traffic flow, infringe on other exhibits, or interfere with any meeting activities as determined by the TexMed show management are prohibited.
- Audience members may disengage from interacting with exhibitors at any time without ramification.

À La Carte Marketing

Low-Cost, High-Impact Marketing Opportunities

PROGRAM BOOK AD

- \$1,250 (Full-page, color)
- \$750 (Half-page, color)

All conference attendees are provided with a copy of the TexMed program book for easy access to event maps, conference schedules, CME programming information, TexMed exhibitors and sponsors, and details on special events. Place your ad in this resource that is a must-have both at TexMed and after the show.

EXPO BINGO*

- \$1,000

TMA physicians love to play Expo Bingo. Physicians are instructed to visit a minimum number of bingo booths to receive an exhibitor stamp on their bingo card. Once complete, cards are turned in to The Fun Zone for ongoing drawings.

*TMA provides a bingo card to attendees. To participate in Expo Bingo, you must provide a prize such as a \$100 gift card or electronics.

WEBSITE BANNER AD

- \$500

Market your business to TexMed attendees on TMA's No. 1 source for TexMed information and registrations – texmed.org/TexMed. Ads will run from the time they are placed through the end of the conference. Banner ads (216 W x 180 H) will link to your website, offering maximum synergy and exposure.

DETAILED COMPANY DESCRIPTION

- \$350

Stand out from the exhibit-booth crowd with a detailed description in the program book of your company's products, services, or mission. Copy is limited to 250 characters – the perfect opportunity for your elevator pitch.

Marketing Packages

Save on TexMed with Package Pricing

	TexMed Package A (\$2,500) <i>\$2,600 Savings</i>	TexMed Package B (\$1,200) <i>\$400 Savings</i>	TexMed Package C (\$600) <i>\$250 Savings</i>
<i>Texas Medicine</i> magazine half-page, full color ad <i>Placement and creative deadlines apply</i>	✓		
Banner ad on texmed.org (rotating)	✓	✓	✓
Expo Bingo (must provide a prize)	✓		
Program book ad	✓ Full-page; color	✓ Half-page; color	
Company description (250 characters)	✓	✓	✓

Sponsorship Line-Up

Become a TexMed Sponsor

Give your brand added exposure as a sponsor at TexMed. All sponsors receive a complimentary exhibit space. Booth size and placement plus additional sponsor benefits are determined by sponsor level, listed below. Maximize your time at TexMed by working alongside TMA with an on-site activation sponsorship!

Customizable sponsorships available upon request. Contact Belinda.Bininger@texmed.org.

TexMed Sponsor Level and Deliverables	Titanium Sponsor \$30,000+	Diamond Sponsor \$20,000+	Platinum Sponsor \$15,000+	Gold Sponsor \$10,000+	Silver Sponsor \$5,000+	Bronze Sponsor \$3,500+	Exhibitor \$3,000 <i>Final Pricing</i>
Exhibitor tabletop, two chairs, two exhibitor badges, one wastebasket	✓	✓	✓	✓	✓	✓	✓
Carpet floor sticker, TexMed logo, and sponsorship level	✓	✓	✓	✓	✓	✓	
Sponsor recognition during opening and closing event sessions	✓	✓	✓	✓	✓	✓	
Shared sponsor recognition in all pre-, on-site, and post-event marketing <i>Deadlines apply</i>	✓	✓	✓	✓	✓	✓	
Company listing in conference program	✓	✓	✓	✓	✓	✓	✓
Company description in conference program; 250 character limit	✓	✓	✓	✓	✓	✓	
Expo Bingo; sponsor provides luxury prize	✓	✓	✓	✓			
Banner ad on texmed.org/TexMed	✓	✓	✓	✓	✓		
Full-page, full color ad in conference program	✓	✓	✓				
Half-page, full color ad in conference program				✓	✓		
Conference tote bag insert <i>Specs and deadlines apply</i>	✓	✓	✓				
Pre- and post-event attendee mailing list <i>on request; no email, phone</i>	✓	✓	✓	✓	✓	✓	✓

Sponsorship Activation Selections

Customizable sponsorships available upon request. Contact Belinda.Bininger@texmed.org.

TexMed Sponsor Level and Deliverables	Titanium \$30,000+	Diamond \$20,000+	Gold \$10,000+	Silver \$5,000+	Bronze \$3,500+
Friday Opening Session Sponsor <i>Welcome with keynote speaker and TMA Leadership College graduation</i>	SOLD				
Friday Welcome Reception Sponsor <i>Exclusive title sponsorship of TexMed's annual kick-off reception</i>	SOLD				
Saturday Lunch and Closing Session Sponsor <i>Lunch and closing keynote speaker</i>	SOLD				
CME Title Sponsor <i>Title sponsorship of all free continuing medical education at TexMed</i>	SOLD				
Entertainment Sponsor: All TexMed \$20,000 EXCLUSIVE <i>Four co-sponsorships available at \$5,000 each</i> <i>Sponsor signage directly next to entertainment platform/stage at each event where live entertainment is offered! Live sponsor recognition on stage.</i>		SOLD			
Breakfast Co-Sponsorship Friday and Saturday \$20,000 EXCLUSIVE <i>Four co-sponsorships available at \$5,000 each</i> <i>Interact directly with TMA physicians gathering in the Expo Hall for a complimentary breakfast. Sponsorship provides tabletop signage at breakfast as well as a standalone premiere sponsor display located close to serving areas. Sponsors permitted to greet members as they enjoy breakfast.</i>		<input type="checkbox"/>			
Friday Networking Lunch Co-Sponsorship \$22,500 EXCLUSIVE <i>Three co-sponsorships available at \$7,500 each</i> <i>Interact directly with TMA physicians gathering in the Expo Hall for a complimentary lunch. Sponsorship provides tabletop signage at the lunch, as well as a standalone premiere sponsor display located close to serving areas. Sponsor can greet members in line for lunch.</i>		<input type="checkbox"/>			
Physician Lounge Sponsor <i>Sponsor the area where physicians meet and greet peers while lounging, charging their devices, and enjoying refreshments!</i>			SOLD		
TexMed Product Theater Title/Naming Sponsor <i>Sponsor the Product Theater at TexMed! This title sponsorship is exclusive in naming rights! Sponsor receives two 15-minute premier time slots to present your company's information. TMA reserves right to accept/deny based on content and fit.</i>			<input type="checkbox"/>		
The Fun Zone Co-Sponsorship \$10,000 EXCLUSIVE <i>Two co-sponsorships available at \$5,000 each</i> <i>Most popular space at TexMed where physicians deliver their completed Expo Bingo cards and register to win luxury prizes all weekend.</i>			<input type="checkbox"/>		
Relaxation Station and Wellness Lounge \$10,000 EXCLUSIVE <i>Two co-sponsorships available at \$5,000 each</i> <i>Throughout TexMed, attendees are encouraged to practice self-care. Scheduled wellness breaks will be offered throughout TexMed.</i>			SOLD		

Sponsorship Activation Selections (cont.)

Customizable sponsorships available upon request. Contact Belinda.Bininger@texmed.org.

TexMed Sponsor Level and Deliverables	Titanium \$30,000+	Diamond \$20,000+	Gold \$10,000+	Silver \$5,000+	Bronze \$3,500+
<p>Welcome Station Sponsor Upon arrival, attendees will check in to register and collect name badge, lanyard, meal/reception tickets, and conference tote bag. Welcome Station sponsor is located directly next to registration for optimum sponsor activation.</p>				SOLD	
<p>Charging Station Sponsor Sponsor the TexMed Charging Station located inside the Physician Lounge. High visibility is offered with this high touch-point branded promotional pit stop.</p>				<input type="checkbox"/>	
<p>WiFi Sponsor Conference attendees access free WiFi by typing in your designated sponsor password.</p>				<input type="checkbox"/>	
<p>Product Theater Topic Sponsor <i>Times Assigned First Come, First Served</i> Four co-sponsorships available at \$5,000 each Sponsor will offer a 15-minute information session for sponsor products and services. TMA reserves right to accept/deny based on content and fit.</p>				<input type="checkbox"/>	
<p>Friday and Saturday Coffee Break Sponsor \$7,000 EXCLUSIVE Two co-sponsorships available at \$3,500 each Sponsor regular coffee breaks outside of CME courses. Sponsor attribution is offered where coffee is served!</p>					<input type="checkbox"/>
<p>Therapy Pets Sponsor Each year, TMA welcomes our fabulous furry friends trained to assist in therapeutic patient care. Sponsorship includes a tabletop display next to therapy pet area with shared signage and sponsor acknowledgment.</p>					SOLD
<p>CME Sponsor: Business of Medicine Track TMA offers FREE CME tracks for TexMed attendees! Sponsor receives recognition in walk-in slides and on signage outside of classroom.</p>					SOLD
<p>CME Sponsor: Leadership Track TMA offers FREE CME tracks for TexMed attendees! Sponsor receives recognition in walk-in slides and on signage outside of classroom.</p>					<input type="checkbox"/>
<p>CME Sponsor: Public and Population Health Track TMA offers FREE CME tracks for TexMed attendees! Sponsor receives recognition in walk-in slides and on signage outside of classroom.</p>					<input type="checkbox"/>
<p>CME Sponsor: Ethics Track TMA offers FREE CME tracks for TexMed attendees! Sponsor receives recognition in walk-in slides and on signage outside of classroom.</p>					<input type="checkbox"/>
<p>Thursday All-Section Mixer: Prize Sponsor Sponsor inclusion is offered with this fun night-on-the-town outing! Sponsors receive credit for prizes awarded for attendee engagement at this popular TexMed event hosted by TMA sections.</p>					<input type="checkbox"/>



SEE YOU IN DALLAS!



Physicians Caring for Texans

texmed.org/Exhibit



@texmed



@texmed



@wearetma