

EXHIBITS AND SPONSORSHIP

https://vos.org/exhibits-sponsorship/

Our Mission

The Virginia Orthopaedic Society works to enhance its members' ability to provide the highest quality musculoskeletal care possible through education and professional development while championing the interests of physicians and patients through its advocacy efforts.

Annual Conference

Dates: April 30 – May 2, 2027
Location: Williamsburg Lodge, Williamsburg, VA
Exhibit & Sponsorship Info: https://vos.org/exhibits-sponsorship/

Target Audience

150 orthopaedic surgeons, residents, and medical students

Exhibit Schedule

Exhibit move-in: Friday, April 30, 2027 from 3:00 – 5:30 pm
Exhibit move-out: Saturday, May 1 from 2:00 pm to 3:30 pm

Exhibit Hours

FRIDAY, APRIL 30, 2027	
5:45 – 7:30 PM	Welcome Reception with Exhibitors
SATURDAY, MAY 1, 2027	
7:00 – 7:55 AM	Breakfast with Exhibitors
9:35 – 10:05 AM	Break with Exhibitors
12:45 – 2:00 PM	Lunch with Exhibitors

Exhibit, Sponsorship and Program Ad Fees

	FEES THRU 3/30/27	FEES AFTER 3/30/27
PREMIER EXHIBITOR	$15,000	$15,500
PLATINUM EXHIBITOR	$10,000	$10,500
GOLD EXHIBITOR	$5,000	$5,500
SILVER EXHIBITOR	$2,500	$3,000
BRONZE EXHIBITOR	$1,500	$2,000
ADDITIONAL EXHIBIT TABLE	$1,500	$2,000
PROGRAM AD – OUTSIDE BACK COVER	$800 - Submission deadline March 15, 2027	
PROGRAM AD – INSIDE PAGE	$650 - Submission deadline March 15, 2027	
WELCOME RECEPTION & RESIDENT QUIZ BOWL	$3,000	
BEER TASTING SPONSOR	$1,000	
HOTEL KEY CARD SPONSOR	$1,000	
ADDITIONAL EXHIBITOR BADGES	$150	

Premier Exhibitor $15,000 thru 3/30/27 | $15,500 after 3/30/27

Exhibit Space - Tabletop

- Three in-line 6' tabletops, draped
- Ten exhibitor badges; additional badges can be purchased separately

Promotions

- Banner ad on two VOS Annual Meeting pre-conference emails to members
  - Ad runs between March 5 and April 25, 2027
  - Deadline: March 1, 2027
  - Submission: Email the final banner ad & URL link to exhibits@societyhq.com
  - Ad Specifications: 728 x 90 pixels horizontal, 72 dpi gif or jpg file, RGB or Index color
- Banner ad on the homepage of the VOS website
  - Ad runs between March 15 and May 31, 2027
  - Deadline: March 1, 2027
  - Submission: Email the final banner ad & URL link to exhibits@societyhq.com
  - Ad Specifications: 728 x 90 pixels horizontal, 72 dpi gif or jpg file, RGB or Index color
- Ad in the printed program
  - Deadline: March 15, 2027
  - Submission: Email the final ad to exhibits@societyhq.com
  - Ad Specifications
    - Size: 3.5" x 5" (vertical)
    - Color: CMYK
    - Resolution: 300 dpi
    - Bleed: None
    - Format: Print-ready PDF
- One use of the VOS member mailing list
  - Mailer must be submitted to the VOS office for review and pre-approval
  - Upon approval, the VOS will provide the member mailing addresses for one-time use
  - Benefit expires May 31, 2027
  - Email proof of mailer to exhibits@societyhq.com

- Company logo featured on the conference website and linked to Company website
- Company description featured on the conference website
- Company logo and description on the meeting guide

Acknowledgment of Support

- Recognition on the VOS website
- Recognition on the meeting guide
- Recognition on signage at the meeting (print deadline 3/15/27)
- Recognition in the printed program (print deadline 3/15/27)

Meeting Guide and Registration List

- Access to the meeting guide with exhibitor login
- Pre-Meeting Attendee List with name, credentials, city, and state
- Post-Meeting Attendee List with name, credentials, city, and state

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Platinum Exhibitor $10,000 thru 3/30/27 | $10,500 after 3/30/27

Exhibit Space - Tabletop

- Two in-line 6'tabletops, skirted
- Eight exhibitor badges; additional badges can be purchased separately

Promotions

- Banner ad on two VOS Annual Meeting pre-conference emails to members
    - Ad runs between March 5 and April 25, 2027
    - Deadline: March 1, 2027
    - Submission: Email the final banner ad & URL link to exhibits@societyhq.com
    - Ad Specifications: 728 x 90 pixels horizontal, 72 dpi gif or jpg file, RGB or Index color
- Banner ad on the VOS website
    - Ad runs between March 15 and May 31, 2027
    - Deadline: March 1, 2027
    - Submission: Email the final banner ad & URL link to exhibits@societyhq.com
    - Ad Specifications: 728 x 90 pixels horizontal, 72 dpi gif or jpg file, RGB or Index color
- Ad in the printed program
    - Deadline: March 15, 2027
    - Submission: Email the final ad to exhibits@societyhq.com
    - Ad Specifications
        - Size: 3.5" x 5" (vertical)
        - Color: CMYK
        - Resolution: 300 dpi
        - Bleed: None
        - Format: Print-ready PDF
- Company logo featured on the conference website and linked to Company website
- Company description featured on the conference website
- Company logo and description on the meeting guide

Acknowledgment of Support

- Recognition on the VOS website
- Recognition on the meeting guide
- Recognition on signage at the meeting (print deadline 3/15/27)
- Recognition in the printed program (print deadline 3/15/27)

Meeting Guide and Registration List

- Access to the meeting guide with exhibitor login
- Pre-Meeting Attendee List with name, credentials, city, and state
- Post-Meeting Attendee List with name, credentials, city, and state

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Gold Exhibitor $5,000 thru 3/30/27 | $5,500 after 3/30/27

Exhibit Space - Tabletop

- One 6' tabletop, draped
- Six exhibitor badges; additional badges can be purchased separately

Promotions

- Ad in the printed program
    - Deadline: March 15, 2027
    - Submission: Email the final ad to exhibits@societyhq.com
    - Ad Specifications
        - Size: 3.5" x 5" (vertical)
        - Color: CMYK
        - Resolution: 300 dpi
        - Bleed: None
        - Format: Print-ready PDF
- Banner ad on two VOS Annual Meeting post-conference emails to meeting attendees
    - Ad runs between May 3 and June 1, 2027
    - Deadline: April 15, 2027
    - Submissions: Email final banner ad & URL link to exhibits@societyhq.com
    - Ad Specifications 728 x 90 pixels Horizontal, 72 dpi gif or jpg file, RGB or Index color
- Company logo featured on the conference website and linked to Company website
- Company description featured on the conference website
- Company logo and description on the meeting guide

Acknowledgment of Support

- Recognition on the VOS website
- Recognition on the meeting guide
- Recognition on signage at the meeting (print deadline 3/15/27)
- Recognition in the printed program (print deadline 3/15/27)

Meeting Guide and Registration List

- Access to the meeting guide with exhibitor login
- Pre-Meeting Attendee List with name, credentials, city, and state
- Post-Meeting Attendee List with name, credentials, city, and state

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Silver Exhibitor $2,500 thru 3/30/27 | $3,000 after 3/30/27

Exhibit Space - Tabletop

- One 6' tabletop, draped
- Four exhibitor badges; additional badges can be purchased separately

Promotions

- One complimentary full-size ad in any 2027 issue of the VOS Newsletter
    - Submission deadlines: Spring issue - February 1; Summer issue - June 1; Fall issue - October 1
    - Size: 750px x 400px horizontal
    - Format: 72 dpi jpg, png or gif files
    - Email ad, URL link for ad, and the issue you prefer to exhibits@societyhq.com
- Company logo featured on the conference website and linked to Company website
- Company description featured on the conference website
- Company logo and description on the meeting guide

Acknowledgment of Support

- Recognition on the VOS website
- Recognition on the meeting guide
- Recognition on signage at the meeting (print deadline 3/15/27)
- Recognition in the printed program (print deadline 3/15/27)

Meeting Guide and Registration List

- Access to the meeting guide with exhibitor login
- Pre-Meeting Attendee List with name, credentials, city, and state
- Post-Meeting Attendee List with name, credentials, city, and state

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Bronze Exhibitor $1,500 thru 3/30/27 | $2,000 after 3/30/27

Exhibit Space - Tabletop

- One 6' tabletop, draped
- Two exhibitor badges; additional badges can be purchased separately

Promotions and Acknowledgement of Support

- Company logo featured on the conference website and linked to Company website
- Company description featured on the conference website

- Company logo and description on the meeting guide
- Recognition on signage at the meeting (print deadline 3/15/27)
- Recognition in the printed program (print deadline 3/15/27)

Meeting Guide and Registration List

- Access to the meeting guide with exhibitor login
- Pre-Meeting Attendee List with name, credentials, city, and state
- Post-Meeting Attendee List with name, credentials, city, and state

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Program Advertising

Outside Back Cover	$800
Inside Page	$650

Ad Specs and Deadline

- Submission deadline March 15, 2027
- 3.5" x 5" vertical, CMYK color, 300 dpi, no bleed
- Email print-ready pdf to exhibits@societyhq.com

Welcome Reception & Resident Quiz Bowl Sponsor $3,000

Friday, April 30, 2027 | 5:45 - 7:30 pm

- Exclusive!
- A flat sponsor fee of $3,000 payable to VOS. Event planning is done by VOS.
- Sponsor will be recognized by VOS leadership at the welcome reception and resident quiz bowl.
- Sponsor is invited to speak for 2-3 minutes during the reception program.
- Sponsor is invited to provide a promotional slide to be displayed throughout the welcome reception.
- Sponsor will be recognized on VOS meeting signage, meeting guide, and website (print deadline 3/15/27)
- Recognition in VOS promotions of the welcome reception and quiz bowl in conference communications

Beer Tasting Sponsor $1,000

- Exclusive!
- Sponsor is invited to provide branded mugs/glasses/cups for the beer-tasting event (optional)
- Sponsor will be recognized by VOS leadership at the tasting
- Sponsor will be recognized on VOS meeting signage, meeting guide, website (print deadline 3/15/27)

Hotel Room Key Card Sponsor $1,000 plus the cost of the key card

Sponsorship deadline: March 1, 2027

- Exclusive sponsorship!
- Sponsor fee plus the production cost of the key card

- The sponsor is responsible for the coordination and expense of the branded key card directly with the hotel and the hotel's key card vendor.
- VOS staff will provide the contact information for the Williamsburg Lodge.
- Recognition on meeting signage (print deadline 3/15/27)
- Recognition in the printed program (print deadline 3/15/27)
- Company logo is featured on the conference website and linked to the Company website
- Company description featured on the conference website
- Company logo and description on the meeting guide

Exhibitor Badges

Exhibitor badge names are due by April 15, 2027. Badges included with exhibit packages:

EXHIBIT TIER	NUMBER OF BADGES
PREMIER EXHIBITOR	10
PLATINUM EXHIBITOR	8
GOLD EXHIBITOR	6
SILVER EXHIBITOR	4
BRONZE EXHIBITOR	2

Exhibit badges should be submitted by exhibitors using the Client Portal (login required). Additional badges can be purchased by exhibitors through the portal as well. The badge fee is $150/badge.

To secure your exhibit space, sponsorship, and/or program ad, complete the online LETTER OF AGREEMENT.

VOS Exhibit and Sponsorship Information

Exhibits and Sponsorship Contacts

Dana Gibson
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