

FCOM

Exhibitor Prospectus + Sponsorship Guide

27th Annual
Florida Combined
Otolaryngology Meeting

November 3rd – 5th, 2023
Lake Buena Vista, Florida

CME and CEU Credits Available

www.FCOMnow.com

#FCOM2023

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Invitation to Exhibit

The Florida Combined Otolaryngology Meeting invites you to participate in the 2023 Annual Meeting in Lake Buena Vista, FL, November 3-5. It is a combined meeting that includes the Florida Society of Otolaryngology Head and Neck Surgery, Florida Society of Facial Plastic and Reconstructive Surgery, Network of Florida Otolaryngologists and Network of Medical Audiology Professionals. The meeting features world-renowned otolaryngologists, facial plastic surgeons and medical audiologists presenting on a variety of topics within the industry. For FCOM industry sponsors and exhibits, this event is an unparalleled opportunity to make and solidify relationships through person-to-person communications, networking and marketing. Reserve your booth space today!

Total Number
of speakers and
panel experts

130

Over

115

Unique
Courses

Total Number
of CMEs offered

48

Total Number
of CEUs offered

21.5

Hours

Total Number
of Attendees

530

Over 70 Sponsors & Exhibitors

1st Choice Hearing Benefits
3D Matrix Medical Technology
Acclarent at Johnson & Johnson
Acera Surgical
Advanced Bionics
Advanced RX
Aerin Medical
AHead Simulations
ALK
American Institute of Balance
AstraZeneca
AstraZeneca-Tezspire
Audigy Medical
Bryan Medical
CapTel Captioned Telephone

CareCredit
Carestream Dental
Center Allergy
Clarity Lab Solutions
Cochlear
Cognivue
CounselEar
DePuy Synthes
Douglas Diagnostics
Earlens
Elevate ENT Partners
Envoy Medical
ESCO
Glaxo Smith Kline
Grace Medical
Hear Billing Solutions
Hemostasis / Fiagon

Hill Dermaceuticals
Inspire Medical Systems
Integra Life Sciences
Inventis
JEDMED
KARL STORZ Endoscopy
Kurz Medical
Lantos Technologies
Laschal Surgical Instruments
Lyra Therapeutics
MED-EL
Medical Center Specialty Pharmacy
MedPro Group
Medtronic / Intersect

Modernizing Medicine
NeilMed
Network of Florida Otolaryngologists
Network of Medical Audiology Professionals
Neurent Medical
Nyxoah
Oaktree Products
PENTAX Medical
Phonak
PhotoniCare
Piezosurgery
Prosidio
QM2 Solutions
Redux
Resound
Risk Strategies & Danna-Gracey
SafKan Health

Sanofi Genzyme & Regeneron
Signia
Smith + Nephew
Starkey Technologies
Stryker
Takeda Pharmaceuticals
TrackableMed
Tungsten Medical Network
UF Health - Shands
Valent Medical
Widex
Xoran
ZOLL Itamar Medical

General Exhibit Information

This meeting is built on a philosophy of collaboration & engagement

All sponsors and exhibitors are welcome and encouraged to attend all courses, particularly where they can offer specialty knowledge or simply those that interest them. Interaction with attendees and participation during Q&A is encouraged and appreciated.

Specific exhibit hours have been scheduled without competing courses to provide time for the attendees to visit our sponsors and exhibitors without missing time-released course content. Be aware that attendees may choose to pop into the exhibit booths outside of the specified hours. Exhibitor and Sponsor check-in opens Thursday afternoon, November 2nd from 5:00 PM – 9:00 PM and Friday morning, November 3rd, 7:00 AM – 9:00 AM. Check-in is in the Fantasia Lobby Area, East Registration Desk.

Fantasia Ballroom: General Exhibit Hours

Thursday	5:00 PM - 9:00 PM Check-in and Set-Up
Friday	7:00 AM - 9:00 AM Check-in and Set-Up 9:30 AM - 6:30 PM EXPO Hall Open
Saturday	7:00 AM - 1:30 PM EXPO Hall Open
Sunday	7:00 AM - 10:30 AM EXPO Hall Open 10:45 AM - 11:45 AM EXPO Hall Breakdown

Exhibit Hall Hours

Thursday, November 2	Exhibitor Check-in & Set-Up	5:00 PM	9:00 PM
Friday, November 3	Exhibitor Check-in & Set-Up	7:00 AM	9:00 AM
	EXPO Experience Opens	9:30 AM	
	Lunch with Exhibitors	12:00 PM	1:00 PM
	Exclusive Exhibitor Break	2:30 PM	3:00 PM
	Welcome Reception	4:30 PM	6:00 PM
Saturday, November 4	7:00 AM - 3:00 PM		
	Breakfast with Exhibitors	7:00 AM	8:00 AM
	Exclusive Exhibitor Break	10:30 AM	11:00 AM
	Lunch with Exhibitors	1:30 PM	2:30 PM
	Resident Bowl	3:00 PM	4:30 PM
Sunday, November 5	7:00 AM - 10:30 AM		
	Breakfast with Exhibitors	7:00 AM	8:00 AM
	Exclusive Exhibitor Break & Grand Prize Drawing	10:00 AM	10:30 AM
	Exhibitor Breakdown	10:45 AM	11:45 AM

Questions?

To inquire about the benefits of exhibiting or sponsoring, ask questions or reserve your spot contact **Dawn Villacci @ 954-258-3129** or **dvillacci@entaaf.com**

Scheduled times are subject to change. *Attendees and Exhibitors must be present to win. *Exhibit dismantle may not begin until after the close of the EXPO Hall on Sunday, November 5th at 10:45 AM. No exceptions can be made.

EXPO Experience

Exhibit Hall Floor Plan Coming Soon!

Confirm your Booth Package to reserve your priority.

Space Assignments and Priority

Booths will be assigned based on availability at the time the exhibit booth is confirmed paid in full. We will do our best to accommodate location requests; however, requests cannot be guaranteed.

Exhibit Services

As an exhibitor, you will be a part of a select group of companies that will distinguish you from the competition. Hotel details, exhibit hall specifics and contact information will be made available closer to the event.

EXPO Experience Awards

We are working hard to create an EXPO Experience that is second to none! This year, our attendees will participate as judges in our EXPO Experience Awards. Each attendee will have the opportunity to vote for their favorite sponsor in a number of categories! Award categories are: **Best of Show, Most Interactive, Most Engaged Team and Most Educational**. Sponsor winners will be announced during the Grand Prize Drawing held in the EXPO Hall on Sunday. The EXPO winners will enjoy cool prizes and bragging rights! Be creative and have fun with it! Everyone that votes will be entered into a special prize drawing too – so the EXPO Experience Awards gives everyone a chance to win!

2022 Award Winners

Best of Show: **Acclarent**

Most Interactive: **Stryker**

Most Engaged Team: **The American Institute of Balance**

Most Educational: **Aerin Medical**

Exhibit Booth Packages

Diamond Sponsors:

Platinum, Gold or Silver Exhibit Booth Package + Cadaver Workshop Sponsorship.

- Sponsors will be provided with additional space to display and promote technology from the Cadaver Workshop. Inquire directly to Dawn for more information. DVillacci@entaaf.com

Platinum Sponsor: \$15,000

- 20 x 20 Booth Space
- Three 6-Foot Tables with Pipes & Drapes
- 3 Complimentary Booth Staff Registrations
- Conference App Lead Generation | Company Sign & QR Code
- Trail Map Participation
- Complimentary Pre-Attendee List
- Complimentary Social Media Post
- Website Company Page
- Website Sponsor Page Rotating Banner
- Mobile App Company Listing
- Mobile App Push Notification
- Friday Night Networking Event (3 Tickets)
- Saturday Resident Bowl Tickets
- NFO Industry Sponsored Business of Medicine Webinar in September or October (\$500 value)
- In-App Post access during the conference. This allows exhibitors to post images and blog copy on the official FCOM app (up to 300 words).

Gold Sponsor: \$10,000

- Two 6-Foot Tables with Pipes & Drapes
- Two Complimentary Booth Staff Registrations
- Conference App Lead Generation, Company Sign & QR Code
- Trail Map Participation
- Complimentary Pre-Attendee List
- Complimentary Social Media Post
- Website Company Page
- Mobile App Company Listing
- Mobile App Push Notification
- NFO Industry Sponsored Business of Medicine Webinar in September or October (\$500 value)
- In-App Post access during the conference. This allows exhibitors to post images and blog copy on the official FCOM app (up to 300 words).

Exhibit Hall Hours

Fantasia Ballroom

Thursday, November 2: 5:00 PM – 9:00 PM

5:00 PM - 9:00 PM EXPO Experience
Check-in and Set-up

Friday, November 3: 9:30 AM – 6:00 PM

7:00 AM - 9:00 AM Check-in and Set-up
9:30 AM EXPO Experience Opens
12:00 PM – 1:00 PM Lunch with Exhibitors
2:30 PM – 3:00 PM Exclusive Exhibitor Break
4:30 PM – 6:00 PM Welcome Reception

Saturday, November 4: 7:00 AM – 3:00 PM

7:00 AM – 8:00 AM Breakfast with Exhibitors
10:30 AM – 11:00 AM Exclusive Exhibitor Break
1:30 PM – 2:30 PM Lunch with Exhibitors
3:00 PM – 4:30 PM Resident Bowl

Sunday, November 5: 7:00 AM – 10:30 AM

7:00 AM – 8:00 AM Breakfast with Exhibitors
10:00 AM – 10:30 AM Exclusive Exhibitor Break & Grand Prize
10:45 AM – 11:45 AM Exhibitor Breakdown

Exhibit Booth Packages

Silver Sponsor: \$7,500

- 6 Foot Table with Pipe & Drape & QR Code
- Two Complimentary Booth Staff Registrations
- Lead Generation | Company Sign & QR Code
- Trail Map Participation
- Complimentary Pre-Attendee List
- Complimentary Social Media Post
- Website Company Page
- Mobile App Company Listing
- Mobile App Push Notification

Bronze Sponsor: \$5,000

- 6 Foot Table with Pipe & Drape & QR Code
- One Complimentary Booth Staff Registration
- Lead Generation | Company Sign & QR Code
- Trail Map Participation
- Complimentary Pre-Attendee List
- Complimentary Social Media Post
- Mobile App Company Listing

Contributor Sponsor: \$3,000

- 6 Foot Table with Pipe & Drape & QR Code
- One Complimentary Booth Staff Registration
- Lead Generation | Company Sign & QR Code
- Trail Map Participation
- Mobile App Company Listing

To ensure our exhibitors are able to engage with all attendees, each exhibitor will receive a complimentary company page on FCOMnow.com and a virtual exhibit listing in the mobile app. The mobile app will be preloaded with the Exhibitor Directory information. If you have any questions in the meantime, please contact us at support@FCOMnow.com

**To register as an Exhibitor and Sponsor please visit
[FCOMnow.com/expo](https://www.fcomnow.com/expo)**

Sponsorship Opportunities

Sponsorship opportunities include educational extras, networking events, brand awareness and digital exposure.

In instances where artwork is involved, all artwork must meet the specifications and deadlines as outlined in the specification sheet shared at time of purchase. Artwork must be approved by the FCOM Education Committee.

EDUCATIONAL EXTRAS:

Cadaver Sessions..... \$6,000

The 4-hour cadaver workshop held at the Nicholson Center in Celebration Florida is an intensive training event aimed at providing attendees with an in-depth understanding of the latest techniques and approaches in the field of rhinology, sleep and facial plastics. We can feature eight industry sponsors who are leaders in these fields, providing attendees with access to the most cutting-edge technologies and techniques available.

The primary objective of the workshop is to provide attendees with hands-on experience with cadaver specimens, allowing them to practice surgical techniques and procedures in a controlled and safe environment. Each sponsored station will present to a group of physicians through short lectures and demonstrations.

Companies must secure your sponsorship directly with Dawn Villacci, first-come, first-serve to reserve a spot.
DVillacci@entaaf.com

NFO Industry Sponsored Business of Medicine Webinar \$500

The Network of Florida Otolaryngologists (NFO) is pleased to offer an exclusive Business of Medicine Industry-Sponsored webinar series designed to provide their physician members, providers, clinical support, administrators, managers & operations teams with critical knowledge and skills related to the business aspects of medicine, as well as the latest techniques, products and technologies available in the market. These webinars provide our sponsors the opportunity to present products and services prior to the meeting, increasing awareness, driving engagement and allowing teams to reach out to secure meetings prior to the in-person event. All sessions are recorded for viewing on-demand.

Price includes:

- Pre-FCOM session: The sponsoring company will have the opportunity to prime FCOM registered attendees and NFO physician and practice members about their product or services, which helps generate interest and engagement on the EXPO floor. Webinars will be scheduled in September and October.
- Email Marketing: Emails will be sent to all NFO membership & pre-registered FCOM attendees to promote the session and drive attendance.
- Social media post: The sponsoring company will have one social media post highlighting the session and speaker, which can help generate buzz and increase visibility.

NETWORKING EVENTS:

Welcome Reception.....\$500 - \$3,000

Have your brand represented during the Welcome Reception in the EXPO Hall. Opportunities include a signature cocktail/mocktail, branded napkins and branded table tents. Large signage at each EXPO Hall entrance with sponsoring company logo. If you have an idea to make the Welcome Party fun and raise awareness for your company, we're all ears!

An Enchanted Evening | Networking, Cocktails, Music, Dine Under the Stars, and Watch the Magic Kingdom Fireworks while enjoying the Dessert Bar!\$1,000 - \$3,000

This exclusive event is the premier networking event of the conference. All conference speakers, the board of directors, national thought-leaders, Industry CEOs and other special guests will be in attendance. It is an easy way to get your company front and center, while mingling with the guests. Please inquire for special sponsorships from wristbands to cocktails to desserts!

Breakfast or Lunch Host.....Inquire

Be the hosts with the most! Exclusively sponsor or co-sponsor breakfast, lunch or the beverage station during our EXPO Hall attendee breaks. Increase your brand awareness with your logo on signage and branded napkins and cups!

Meeting Break.....\$3,000

Exclusively sponsor a break in the EXPO Hall! Increase your brand awareness with your logo on signage and branded napkins or other items. (1 sponsor per break).

BRAND AWARENESS:

Registration Banner..... Inquire

These large, pre-function banners are in the high-traffic area at the center of our session and EXPO main entrances.

Floor StickersInquire

We know that nowadays, everyone is always on their phone and it is hard to grab attendee's attention! Catch their eyes while they're looking down by sponsoring a floor sticker.

Near Meeting Rooms

Small.....Inquire (5 available)

Exhibit Hall

Small.....Inquire (8 available)

Large.....Inquire (4 available)

All opportunities are reserved on a first come, first served basis.

**To register as an Exhibitor and Sponsor please visit
FCOMnow.com/expo**

Sponsorship Opportunities

Recharge Lounge (exclusive opportunity)\$2,000

Everyone needs a place to recharge, even with all the Disney Magic! Raise brand awareness, mingle with the attendees as your company hosts. This sponsorship will help keep our attendees energized and charged at the meeting! (4 available)

Final Program \$750 - \$4,500

Get your company's name in the hands of every attendee with a full-page ad in the onsite program. This program will be included in every attendees Welcome Tote Bag at conference registration check-in.

- Inside Front Cover\$3,000
- Inside Back Cover\$3,000
- Back Cover.....\$4,500
- Run of Book – Full Page\$2,000
- Run of Book – Half Page\$1,250
- Run of Book – Quarter Page\$750

Welcome Tote Bag\$750

Every attendee will receive this at conference registration check-in. Take advantage of this branding opportunity by sponsoring bags featuring the FCOM and sponsor logos. Upgrade to a higher quality bag that people will keep and continue to use year after year for an additional fee.

Registration Package Contribution\$150

Sponsor an item in the FCOM registration package! Contribute an item and surprise attendees at the conference reception desk. All items are co-branded with FCOM and sponsor logos. Sponsor chooses the item; cost of item not included in sponsorship amount. If you would like to provide an exclusively branded item, the package contribution fee is \$300.

Conference Bag Insert\$49

Put your message directly in attendees hands by including a flyer or small give-a-way in each meeting tote bag. Contributions are provided by the sponsor and must be approved. (15 available)

Pens\$100

Pens with your company logo and the FCOM logo will be included in the registration tote bag and get your swag in their bags! Sponsorship includes cost of 400 basic ballpoint pens. Upgrade to a multi-function stylus pen that attendees will keep and use beyond the conference for an additional fee.

Conference Notebooks\$1,500

Notebooks featuring the FCOM Conference logo and your company logo will be included in the attendee registration package – a great opportunity for longer-term name recognition.

Hotel Room Drop.....Inquire

Have your special gift, literature or product sample delivered to each attendee's hotel room. An additional hotel fee per room will apply.

Lanyard Sponsorship\$1,000

Place your custom graphics on the attendee badge lanyard. Each meeting attendee will receive the lanyard with your company's logo on it. An additional lanyard and production cost will apply.

GET DIGITAL

Registration Banner Ads\$1,500

An exclusive opportunity to reserve an ad on the registration sign-up or confirmation page. Includes link out to company website and logo placement on the attendee confirmation email.

Event App Splash Screen\$1,500

The splash screen is the first thing attendees view when launching the 2023 FCOM Mobile Application. Don't miss this in-your-face opportunity.

Push Notification (2 available per day).....\$250

Send out an alert to attendees through the meeting mobile application. This alert will pop up on each attendee's phone who has downloaded the app. Use it to remind attendees to stop by your booth, announce a raffle, or showcase your product. The text is limited to 200 characters.

Custom E-Mail Blast.....\$250

Reach your target audience with a fully customized email blast sent to all registered meeting attendees the week preceding the conference. (4 available)

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Sponsorship Opportunities for App/Desktop

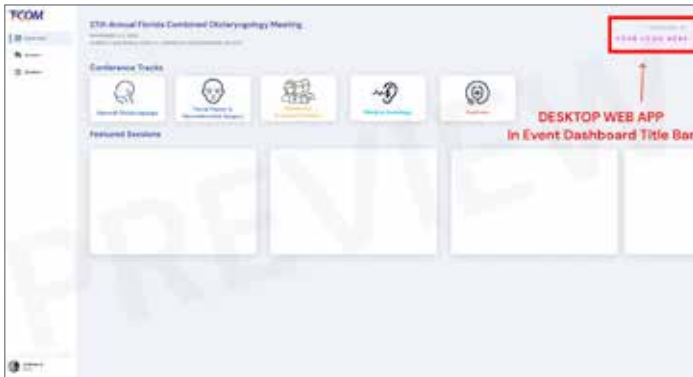
Mobile - App Splash Screen

\$750 (or \$500 bundled with another spot)

Ad Type: Logo Only ("w/ Powered By" tag)

Device: Mobile Only (may appear on smaller tablet screens as well in portrait mode)

Description: Logo is displayed with the "Powered By" tag above it. Logo will be featured on the App splash screen when the app is launched. The Splash screen appears for a few seconds, while the app is loading, every time the app is launched (the app must not be running already before launch, in order to see the splash screen - splash screen only shows on launch after the app is fully closed or when first launched after installing it).



Desktop - Login Screen

\$1000 (or \$750 bundled with another spot)

Ad Type: Full Ad (Specific Size Required - Image Size TBD)

Device: Desktop Only (may appear on larger tablet screens as well in landscape mode)

Description: Full ad appearing on the screen where all attendees, speakers & sponsor staff will log in to register and manage their conference details. Estimated time on the page, approximately 20 seconds to fill out the form.



Desktop - Create an Account Screen

\$1000 (or \$750 bundled with another spot)

Ad Type: Full Ad (Specific Size Required - Image Size TBD)

Device: Desktop Only (may appear on larger tablet screens as well in landscape mode)

Description: Full Ad appearing on the screen where all attendees, speakers & sponsor staff will create their account for the conference. Estimated time on the page, approximately 30-45 seconds to fill out the form.



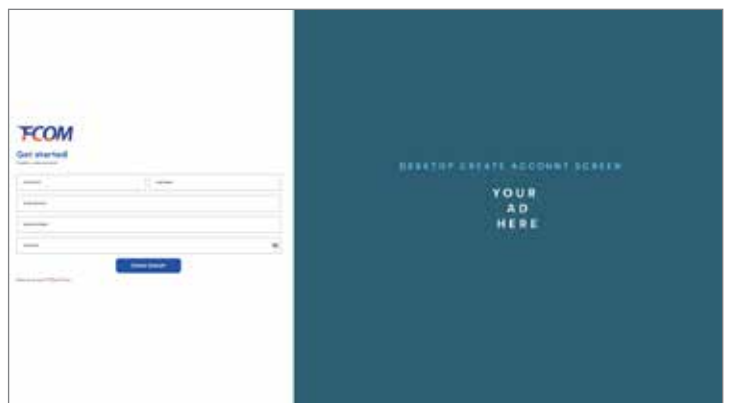
Desktop - In Event Hub/Dashboard - Title Bar

\$750 (or \$500 bundled with another spot)

Ad Type: Logo Only ("w/ Powered By" tag)

Device: Desktop Only (may appear on larger tablet screens as well in landscape mode)

Description: Logo is displayed with the "Powered By" tag above it. Displayed on the right side of the screen on the "Event Home" page (or Event Hub/Dashboard).



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Sponsorship Opportunities for App/Desktop

Mobile - App Menu

\$800 (or \$600 bundled w /another spot)

Ad Type: Full Ad (Size TBD) or Logo Only ("w/ Powered By" tag)

Device: Mobile Only (may appear on smaller tablet screens as well in portrait mode)

Description: The logo or full ad is displayed below icons on the app navigation menu. The logo only would appear with a "Powered By" tag above it. If a full ad is inputted, it will span the width of the device. The image could be compressed and hard to read if on a smaller mobile device.



To register as an Exhibitor and Sponsor please visit
FCOMnow.com/expo

We're in! Can't wait to attend!

To secure your EXPO Experience booth and any additional sponsorships, you'll need the basic information below to fill out the simple registration form at **FCOMnow.com/expo**. Payment is accepted by credit card or you can choose the "pay by check" option and we will generate an invoice and your finance department can mail in a check for payment.

Checklist:

- Your company name (as it should appear on the company website)
- Your company logo (at least 500 px in width, max file size 256MB)
- Your name and position in the company
- Your mobile phone number
- Your email address
- Are you the MAIN contact for this event? Y/N, if no, please have the name, position, mobile phone and email of the person who should be the primary contact.
- Is there a different person within your company that will be in charge of the exhibit planning? Y/N/Not sure yet. If yes, please have that person's name, position, mobile phone and email available. This person will be the contact for the exhibit management company.
- What level exhibit sponsorship you are reserving. (Platinum, Gold, Silver, Bronze or Contributing). You can also browse the additional sponsorship opportunities from Educational Extras, Networking Events, Brand Awareness and Get Digital. These can be reserved now or at a later date.

Additional Comments: We know that it's impossible to answer all the questions in a simple prospectus. We want your experience with FCOM to be the very best! There is a section at the end of the expo registration form to ask any additional questions and someone will follow up!

**To register as an Exhibitor and Sponsor please visit
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Dates to Remember

FCOMnow.com

April, 2023

Exhibitor Registration On-Going

July 7, 2023

FSO-HNS & FSFPRS Member Registration Opens

FSO-HNS & FSFPRS Member Housing Opens

August 1, 2023

All Attendee Registration & Housing Opens

Exhibitor & Sponsor Housing Opens

September 15, 2023

Deadline for exhibit booth applications

October 1, 2023

Balance of exhibit booth fees due

Booth assignments finalized

Print deadline for exhibit descriptions in the Final Program

Print deadline for networking & social functions in the Final Program

October 15, 2023

Exhibitor badge registration deadline | All Attending Staff

Questions?

Email us at: Support@FCOMnow.com

