



July 14, 2016

Dear 2016 Assembly Exhibitor:

On behalf of the AOPA Board of Directors, Assembly Planning Committee and Exhibitor Workgroup, thank you for participating in the 99th Annual AOPA National Assembly at the Hynes Convention Center in Boston, MA on September 8 – 11, 2016.

This year's show theme is Lighting the Future. The theme and logo symbolize our goal to light a path and provide a beacon for the future of orthotics, prosthetics, and pedorthics. The 99th AOPA National Assembly will provide education on best patient, technology, and business practices, as well as, guide the industry through the stormy reimbursement and legislative seas. What better place than Boston, a city that represents a strong sense of history, innovation, and success, to host our National Assembly meeting.

We are pleased to share the following special initiatives and marketing opportunities for exhibitors that were highlighted on our July 12th Exhibitor Webinar. For those who missed the webinar, you may view the presentation and recoding at bit.ly/2016exhibit.

Special Events for You and Your Customers

Thranhardt Golf Classic (Wednesday, September 7, buses depart at Noon)

The Thranhardt Golf Classic will be held at the Brookline Golf Course at Putterham. We've scheduled the tournament for the afternoon of Wednesday, September 7; therefore, you can fly in on Wednesday morning, catch the luxury motor coach to the tournament at noon, and enjoy a relaxing afternoon of golf with your O&P customers and friends. This event supports two great causes—OPAF and the O&P PAC.

- Sign up to golf on your meeting registration form or at <http://bit.ly/thranhardtgolf2016>
- Consider sponsoring a hole for only \$350
- Provide an item for the golf goodie bag at no charge.
- Email Assembly@AOPAnet.org for more information.

Welcome Reception (Thursday, September 8 at 5:45 – 7:15 PM)

We will open the exhibit hall on the evening of Thursday, September 8, with a Ribbon Cutting and Welcome Reception. The welcome reception will have a revolutionary era theme, including a fife and drum marching band. In addition, attendees will be introduced to our very own version of The Freedom Trail® winding throughout the hall (see page 2 for more info on the Trail of Freedom.)

Important notes:

- Exhibit set-up ends at 3:00 PM on Thursday, September 8, and the Exhibit Hall will be cleared at that time.
- The welcome reception hours are 5:45 – 7:15 PM
- Exhibitors may access the hall 60 minutes prior to opening (4:45 PM) to make last minute preparations to greet attendees.

Trail of Freedom (Thursday, September 8 – Saturday, September 10)

In an effort to encourage attendees to spend more time and explore all booths in the exhibit hall, we have brought sightseeing inside the hall. The Freedom Trail® is synonymous with Boston, which is why this year's Assembly Exhibit Hall will feature the "Trail of Freedom." Each stop will feature a location on the famous Freedom Trail. This historical and interactive trail will not only feature short videos accessible through the mobile app, AOPA 365, but also, it will include a game to encourage attendees to post photos in the app and answer multiple choice questions as part of a fun and competitive game.

- Consider sponsoring a location on the Freedom Trail. Contact Koneill@AOPAnet.org for information.
- Sponsorship opportunities are limited to 10 exhibiting companies.

Friday Night Lights- Exhibitor Sponsored Happy Hour (Friday, September 9 at 5 – 6:30 PM)

This year, the exhibitor sponsored happy hour will be a sports themed event. After a full day of learning, attendees will wrap up their day in the exhibit hall enjoying refreshments and networking with you in your favorite sports team attire. We hope you will participate to help make this an enjoyable event for our attendees. The AOPA staff has worked directly with the Convention Center and put together special packages & menus to make participation easier for you. Smaller exhibitors are encouraged to co-sponsor refreshments with their exhibiting neighbors. AOPA staff is happy to help coordinate and/or assist in any way. A list of participating exhibitors will be included in the final program to make it easier for attendees to partake in the fun.

- Make sure your staff packs their favorite sports attire and wears it to the Friday night happy hour.
- Consider hosting a refreshment package.
- Contact us at Assembly@AOPAnet.org for assistance.

Ninth Annual Wine Tasting and Auction (Friday, September 9 at 6:00 – 8:00 PM)

The Wine Tasting and Auction is a great way to form relationships with new customers. The Wine Tasting and Auction is an important component in supporting AOPA's government relations programs and the legislative activities of the profession through the O&P Political Action Committee. Consider attending or donating an item to this fun event. Even though the registration fee is \$150, you receive a \$100 credit toward your first winning bid. And, there is much more to bid on than just wine. Last year's event featured jewelry, Tiffany Crystal, cigars, a vacation, bourbon and more.

- Sign up on your meeting registration form or onsite in Boston.
- Request a donation form by emailing Assembly@AOPAnet.org.

Expo Day (Saturday, September 10 at 10:00 AM – 2:00 PM)

The AOPA Assembly planning committee is pleased to present Expo Day 2016—a first for AOPA. Expo Day will be held on Saturday, September 10 from 10:00 AM – 2:00 PM and will include interesting demonstrations, entertainment, and special guests every hour, along with door prizes and giveaways every 30-minutes in the exhibit hall. Additionally, we've invited physicians and physical therapists from Massachusetts General Hospital and Spaulding Rehab Center to be our guests. You can participate by

- Hosting a patient demonstration.
- Providing a door prize.
- Providing a show special deal during Expo Day. Show special deals will be featured in the Assembly Newspaper. Specials can be in the form of product discounts or gifts with purchase (i.e. receive a gift card or duffle bag with any order placed during Expo Day hours).
- Assistance with special guest invitations are certainly appreciated.
- If you would like to invite referral sources to participate in the Expo Day event, AOPA will provide each exhibitor up to three FREE passes to the Saturday Exhibition.

Exhibit Hall Closing Extravaganza (Saturday, September 10 at 5:00 – 6:00 PM)

The exhibit hall closing event will also serve as the kick off for the 2017 AOPA Centennial Celebration and the second AOPA hosted World Congress to be held in Las Vegas on September 6-9, 2017.

Marketing Opportunities for You

AOPA365

Take advantage of AOPA's Mobile App, AOPA365. It's a great way to connect with customers before, during and after the show. Post photos, updates and interesting fun facts on the newsfeed.

- Search AOPA365 in the App Store or Play Store to download to your smartphone or iPad.
- Easily view the meeting agenda and set up your own personal schedule
- Interact with colleagues and customers
- Share photos and show specials
- Search for speakers and specific topics
- Learn about AOPA
- Review the O&P Almanac
- Access the AOPA Membership Directory

O&P Almanac

The *O&P Almanac* is the official magazine of the 2016 AOPA National Assembly and the Association. Copies will be distributed through meeting attaché bags. Secure your ad placement by contacting Bob Heiman by July 22, 2016 at bob.rhmedia@comcast.net. Advertising revenue supports the legislative and regulatory programs on behalf of all AOPA members and the Association. Thank you for your continued support of the *O&P Almanac*.

Social Media

Are you following AOPA on Facebook, Twitter and Linked In? Many of you are sharing our social media messages and we appreciate your partnership. Be sure your social media post includes the hashtag #AOPA2016.

Sponsorships

There are still great sponsorship opportunities available, including the ever-popular exhibits passbook, which not only encourages attendees to stop by your booth, but also guarantees they have to learn about you. Attendees are entered into a drawing and receive CE credits for completing the passbook. Additionally, you may want to consider advertising on the mobile app or with floor stickers directing attendees to your booth. Check out the sponsorship brochure on the exhibits page at bit.ly/2016exhibit.

Other

Shipping Inserts

40,000 Assembly flyers have been distributed as shipping inserts through exhibitor partners. If you are interested in helping spread the word by including an Assembly flyer in your outgoing shipments, please let us know, and we will ship a supply of flyers to you today. Email Assembly@aopanet.org.

Preliminary Program

We hope you have had an opportunity to review the preliminary program. The education workgroups have done an excellent job this year developing a strong educational program, featuring experts from multiple, medical disciplines. Extra printed copies are available by contacting Assembly@aopnet.org.

Exhibitor Service Kit

Freeman Decorating Company has created a service kit to provide you with one easy location to find forms for all of your exhibit space furnishings, electric, shipping and more. Please visit the exhibits page at bit.ly/2016exhibit for more information.

Exhibit Hall Hours

Back by popular demand is a more condensed exhibit hall schedule. The exhibit hall will be closed on Sunday, but will include additional unopposed exhibit time on Saturday. The Assembly committee has gone to great lengths to make sure the show is strong through the end. We ask that you do not begin packing up until 6:00 PM on Saturday, September 10.

Set-Up is Wednesday, Sept. 7 at 10:00 AM – 6:00 PM and Thursday, Sept. 8 at 8:00 AM – 3:00 PM.

Exhibits are open - Thursday, Sept. 8 at 5:45 - 7:15 PM; Friday, Sept. 9 at 9:30 AM – 6:00 PM; and Saturday, Sept. 10 at 10:00 AM – 6:00 PM.

Exhibit Hall Breakdown begins Saturday, Sept. 10 at 6:00 PM.

The Exhibitor Forum is Saturday, Sept. 10 at 6:00 PM.

Exhibitor Registration, Travel and Hotel Reservations

Exhibitors receive 2 exhibitor badges for each exhibit space purchased. To register your staff for the Assembly, please visit <https://www.expotracsshows.com/aopa/2016/>. You will need your booth number and corporate zip code to access your companies badge sign up. AOPA has reserved blocks of rooms at three hotels within easy walking distance from the Hynes convention center. Review travel and hotel information at <http://www.aopanet.org/education/2016-national-assembly/>.

Important Deadlines to remember (please refer to the Exhibitor Resource Guide for complete details)

July 22	Artwork Due	Artwork for most sponsorship items due.
August 1	Early-Bird Deadline	Last day to save on extra registration badges.
August 1	Hotel Cut Off Date	Any remaining rooms in AOPA's block will be released.
August 8	Advanced Shipments	Freeman will begin accepting crated, boxed or skidded materials at the warehouse.
August 17	Freeman Order Due	Discounts expire on Freeman orders for Carpet, furniture, accessories, display labor, sign design, material handling and rental displays.
August 18	MCCA Discount Deadline	The Massachusetts Convention Center Authority (MCCA) is the exclusive provider for cleaning, internet, electric services and more. Orders received after August 18 will be processed at the show site rate.
August 31	Shipments to Warehouse	Materials arriving at the Freeman warehouse after Wednesday, August 31 will be assessed an additional charge.
September 7	Shipments to Hynes	Freeman will begin receiving shipments at the Hynes at 10:00

Please feel free to contact me at tdralle@fillauer.com or AOPA staff at koneill@AOPAnet.org or (571) 431-0852 for assistance and questions. We look forward to seeing you in Boston.

Sincerely,



Traci Dralle
2016 Exhibits Chair