TexMed

2022

HOUSTON

HYBRID | APRIL 29-30

EXHIBIT AND SPONSOR

TEXMED.ORG/EXHIBIT | TEXMED.ORG/TEXMED
TexMed is TMA's largest annual meeting, continuing medical education (CME) showcase, and premier Expo. TexMed is always free for members and plays host to leadership meetings including the House of Delegates, councils, and committees.

TexMed 2022 will be a hybrid event hosted from Houston. A robust virtual platform will enable all 55,000+ TMA members to attend while providing more than 80 hours of CME, two keynote speakers, and an interactive Expo Hall.

TexMed is FREE for all 55,000+ TMA members

WINS FOR PHYSICIANS
- Free registration for TMA members and their practice staff
- 80-plus 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 AND SPONSORS
- Substantial traffic increase via free remote access for all TMA members
- Virtual and on-site Expo Hall booth options
- Prize drawings and digital event gamification
- Networking with thousands of engaged physicians, medical students, and practice staff
- 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

92% PHYSICIANS
8% MEDICAL STUDENTS AND MEDICAL STAFF
95% serve as decision-makers or influencers in their practice
73% plan to make a medical purchase in the next month

Visit texmed.org/Exhibit for Sponsor and Exhibit applications
EXHIBIT BOOTH SPACE

CREATE A PRESENCE IN THE EXPO HALL

<table>
<thead>
<tr>
<th>8X10</th>
<th>Exhibit Booth Rate (includes virtual booth)</th>
<th>Virtual Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard inline</td>
<td>$2,750</td>
<td>$2,500</td>
</tr>
<tr>
<td>Premium inline</td>
<td>$3,000</td>
<td>$2,500</td>
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<tr>
<td>Standard corner</td>
<td>$3,250</td>
<td>$2,500</td>
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<tr>
<td>Premium corner</td>
<td>$3,500</td>
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<table>
<thead>
<tr>
<th>8X20</th>
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<td>$2,500</td>
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</tbody>
</table>

INCLUDED WITH ALL ON-SITE BOOTHS
- Standard 8 ft. back drape and 3 ft. side drape in show colors
- Company name sign for booth, 7 in. x 44 in.
- Two complimentary exhibitor registrations per each 8 ft. x 10 ft. space
- Listing in the program book: company name, address, phone number, website, booth number
- Listing in the TexMed exhibitor directory on the conference website
- Pre- and post-show attendee list (available upon request)
- Security service during nonshow hours

INCLUDED WITH ALL VIRTUAL BOOTHS
- Fully customizable virtual booth with graphics
- Live chat with attendees
- Video upload
- Built-in callouts for your company logo, website, company contact info, staff contact info, business description, and resource links

EXHIBITOR ADD-ONS (AT CHECKOUT)
- Table package: 6 ft. skirted table, two (2) chairs, one (1) wastebasket (can be purchased á la carte for $150)
- Marketing Bundle discounts to maximize on-site experience and foot traffic
- All exhibit furnishings, carpet, electricity, and hard-wired internet connections can be ordered through the Exhibitor Service Manual. Contact Abby.Renel@texmed.org.

Exhibit booth rate includes on-site and virtual booths. Virtual Only indicates booths on the virtual platform. Space is assigned on a first-come, first-served basis.
Á 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. These popular cards will be provided only to on-site conference attendees. Physicians are instructed to visit a minimum number of bingo booths to receive an exhibitor stamp. Once complete, bingo cards are turned in to The Hub 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.

NEW! VIRTUAL GAMIFICATION
• $1,000

Provide a prize to join in the TexMed gamification fun. Specifics for these interactive opportunities are still in the works. Virtual-only gamification elements will be designed to engage all types of physician attendees. Be a part of the friendly competition while expanding your booth traffic and capturing new leads.

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 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 A MARKETING PACKAGE

<table>
<thead>
<tr>
<th>MARKETING PACKAGES</th>
<th>TexMed Package A ($2,500)</th>
<th>TexMed Package B ($1,200)</th>
<th>TexMed Package C ($1,000)</th>
<th>TexMed Package D ($600)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table package</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>Banner ad on <a href="http://www.texmed.org">www.texmed.org</a> (rotating)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Expo Bingo (must provide a prize)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Program book ad</td>
<td>✓ Full-page color</td>
<td>✓ Half-page color</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Company description (250 characters)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
SPONSORSHIP LINE-UP
BECOME A TEXMED SPONSOR

Give your brand added exposure as a sponsor at TexMed. All sponsors receive a complimentary exhibit space and virtual booth. Booth size and placement plus additional sponsor benefits are determined by sponsor level, listed on the next page. Energize your time at TexMed by working with TMA on site and on our virtual conference platform.

Sponsors who reserve on or before Dec. 31, 2021, will receive a Premium exhibit booth placement. Reservations made in 2022 will be assigned on a first-come, first-served basis.

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

Due to COVID-19, health safety protocols will be practiced with details published closer to the event.

FRIDAY NETWORKING LUNCH
• $30,000 (exclusive + Titanium benefits)
• $15,000 (co-sponsor + Platinum benefits; two max)
Friday’s networking lunch is a premier opportunity to interact directly with on-site conference attendees. Physicians gather in the Expo Hall for a complimentary lunch designed to build and foster relationships. This exclusive sponsorship includes tabletop signage at the lunch, recognition in marketing materials promoting the lunch before and during TexMed, and greetings from your business to attendees at the start. Co-sponsorship includes tabletop signage and recognition in marketing materials.

WELCOME STATION
• $20,000 (Exclusive + Diamond benefits)
Welcome every attendee to TexMed. Upon arrival, on-site attendees will check in at registration to receive their name badge, lanyard, and meal tickets. Conference staff will then direct them to the TexMed Welcome Station in the Expo Hall to pick up a printed program book and prestuffed conference tote bag. Build buzz by connecting with attendees at the start of the event. Sponsor the TexMed Welcome Station to have your logo prominently featured on signage for the station, plus you’ll enjoy an adjoining booth in the Expo Hall for more direct attendee engagement with your brand. Sponsor will also receive attribution on the outside of the conference experience box mailed in advance to virtual attendees.

CLOSING KEYNOTE SESSION AND SENDOFF LUNCH
• $30,000 (Exclusive + Titanium benefits)
• $15,000 (Co-sponsor + Platinum benefits; two max)
On Saturday afternoon, leave a lasting impression with physicians before they return to patient care. Sponsor the Closing Keynote Session, which brings all TexMed attendees together once more for a powerful send-off. Sponsorship includes prominent on-screen and directional signage during the session as well as recognition on the virtual platform prior to the send-off. Sponsor’s logo will be featured on the box lunch for on-site attendees and on lunch-related swag for virtual attendees.

HEALTH AND WELLNESS BREAKS
• $20,000 (Exclusive + Diamond benefits)
Throughout TexMed, attendees will be encouraged to practice self-care. Help physicians refocus, reenergize, and refresh. Sponsor the on-site Wellness Lounge in the Expo Hall featuring a relaxation station and a series of scheduled wellness breaks. This sponsorship also features recognition during set yoga and stretching breaks that will be offered in an adjoining on-site conference room as well as in the virtual Wellness Lounge.

WIFI AND CHARGING STATIONS
• $15,000 (Exclusive + Platinum benefits)
Keep physicians connected and powered up throughout TexMed. On-site conference attendees will access free conference Wi-Fi by typing in your designated sponsor password. Additionally, all on-site TexMed charging stations will branded with your sponsor logo and messaging. Sponsor attribution will include a callout in the main lobby of the virtual conference platform as well as a premier placement for your booth space, both on site and online.
ADDITIONAL SPONSOR BENEFITS

<table>
<thead>
<tr>
<th>SPONSOR LEVEL</th>
<th>Titanium ($30K+)</th>
<th>Diamond ($20K+)</th>
<th>Platinum ($15K+)</th>
<th>Gold ($10K+)</th>
<th>Silver ($5K+)</th>
<th>Bronze ($3.5K+)</th>
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</thead>
<tbody>
<tr>
<td>Recognition during both Keynote Sessions</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Premium exhibit booth space</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Carpet floor sticker</td>
<td>✔</td>
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<td>✔</td>
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<tr>
<td>Company description in program book</td>
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<tr>
<td>Expo Bingo</td>
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<tr>
<td>Banner ad on TexMed website 216 W x 180 H</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Color ad in program book Full-page or half-page</td>
<td>✔ Full-page</td>
<td>✔ Full-page</td>
<td>✔ Full-page</td>
<td>✔ Half-page</td>
<td>✔ Half-page</td>
<td>✔ Half-page</td>
</tr>
<tr>
<td>Conference Experience Box Company-branded swag item mailed to 250 virtual attendees</td>
<td>✔</td>
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<tr>
<td>Tote Bag Insert Provide TMA with 750 inserts; specs and deadlines apply</td>
<td>✔</td>
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TEXMED HUB

• $10,000 (Exclusive + Gold benefits)
  TexMed doesn’t have to be all about business. To lighten things up, attendees can take a break from focusing on work and enjoy some fun. This “hub” of activity in the Expo Hall is where attendees can check the Expo Bingo winner board or virtual leaderboards and play games to unwind. Sponsor The Hub to have your logo prominently featured around the hang-out space, plus you’ll also receive your own adjoining booth.

HAND SANITIZATION STATIONS

• $5,000 (Exclusive + Silver benefits)
  On-site attendees at TexMed will be encouraged to practice healthy hygiene to help prevent the spread of germs and infections. Hand sanitization stations will be placed in numerous locations throughout the conference facility. Support a healthier event and remain visible with your logo on every sanitization station. Virtual attendees will receive a sponsor-branded hand sanitizer mailed in their conference experience box.

CONTINUING MEDICAL EDUCATION

• $3,500 (Co-sponsor + Bronze benefits; six max)
  TMA offers six topical CME tracks at TexMed. Conference sponsors will receive on-screen slide recognition at the start of each session for all CME within a purchased track. Additionally, sponsorship includes signage outside the on-site CME classrooms and in the virtual platform. The sponsor’s logo will be on the TexMed event homepage as well as in the program book alongside the CME session description and conference schedule. Choose one of six CME tracks:
  » Leadership and Professional Development
  » Physician Health and Wellness
  » Population Health
  » Practice Help
  » Quality Improvement – SOLD
  » Emerging Specialty Trends

THERAPY PETS

• $3,500 (Exclusive + Bronze benefits)
  Each year, TMA brings therapy pets to TexMed. Attendees enjoy visiting with these furry friends who are trained to assist in therapeutic patient care. Therapy pets make appearances throughout the conference, and sponsorship includes signage as a therapy pet supporter as well as a booth next to this ever-popular Expo Hall destination.

Contact Belinda.Bininger@texmed.org • texmed.org/Exhibit