TEXMED 2023

MAY 19-20 | FORT WORTH

TEXAS MEDICAL ASSOCIATION
Physicians Caring for Texans

EXHIBIT AND SPONSOR
TEXMED.ORG/EXHIBIT | TEXMED.ORG/TEXMED
TexMed is Texas Medical Association’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 2023 will be hosted at the Fort Worth Convention Center and Omni Hotel.**

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

**TexMed is FREE for all 56,000+ 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 AND 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 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**

- 92% Physicians
- 8% Medical Students and Medical Staff
- 95% Physicians 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

Contact Belinda.Bininger@texmed.org • texmed.org/Exhibit
INCLUDED WITH ALL ON-SITE BOOTHS
- Standard 10 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 10 ft. x 10 ft. space
- Listing in the program book: company name, 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

EXHIBITOR ADD-ONS (AT CHECKOUT)
- Table package: 6 ft. skirted table, two (2) chairs, one (1) wastebasket (can be purchased à 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 HALL HOURS
- FRIDAY, MAY 19
  7 am-6 pm
- SATURDAY, MAY 20
  7:30 am-1:30 pm

IMPORTANT DATES
- NOV. 1, 2022-JAN. 1, 2023
  Exhibitor sales open and Early Bird rate applies
- JAN. 2-MAY 10, 2023
  Regular rate applies
  MAY 18, 2023
  Move-In 10 am-6pm
- MAY 19-20, 2023
  Exhibit Hall open
- MAY 19, 2023
  Move-out 1:30-5 pm

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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. 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 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.

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>
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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.
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 on the next page. Energize your time at TexMed by working with TMA on site.

Sponsors who reserve on or before Dec. 31, 2023, will receive a Premium exhibit booth placement. Reservations made in 2023 will be assigned on a first-come, first-served basis. Customizable sponsorships available upon request. Contact Belinda.Bininger@texmed.org.

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 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.

CLOSING SESSION AND SEND-OFF 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 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.

WELLNESS LOUNGE

- $20,000 (Exclusive + Diamond benefits)

Throughout TexMed, attendees will be encouraged to practice self-care. Help physicians refocus, reenergize, and refresh. Sponsor the Wellness Lounge in the Expo Hall featuring a relaxation station and a series of scheduled wellness breaks. This sponsorship also features recognition during set wellness breaks.

WELCOME STATION

- $20,000 (Exclusive + Diamond benefits)

Welcome every attendee to TexMed. Upon arrival, 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 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.

Wi-Fi AND CHARGING STATIONS

- $15,000 (Exclusive + Platinum benefits)

Keep physicians connected and powered up throughout TexMed. Conference attendees will access free conference Wi-Fi by typing in your designated sponsor password. Additionally, all TexMed charging stations will be branded with your sponsor logo and messaging. Sponsor attribution will include a callout.

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 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.
SPONSORSHIP LINE-UP (CONT.)

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

HAND SANITIZATION STATIONS

- $5,000 (Exclusive + Silver benefits)
  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.

CONTINUING MEDICAL EDUCATION

- $3,500 (Co-sponsor + Bronze benefits; six max)
  TMA offers five 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 CME classrooms, and the logo will be on the TexMed event homepage.

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.

ADDITIONAL SPONSOR BENEFITS

<table>
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<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>
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SEE YOU IN FORT WORTH!

texmed.org/Exhibit

Physicians Caring for Texans

@texmed  @texmed  @wearetma