

The ability of CCJR® to offer the highest quality Continuing Medical Education (CME) delivered by our outstanding faculty of internationally renowned experts to orthopaedic surgeons and trainees world-wide in part depends on generous support of our corporate partners. We offer a wide range of corporate support opportunities that can be tailored to your marketing strategy, target audience, and budget. With that, please note that this list is not exhaustive. If your company has an interesting idea that is not listed in this prospectus, we are interested in considering it.

## UNRESTRICTED EDUCATIONAL GRANTS

### Unrestricted Educational Grant in Support of the Scientific Program\*

This opportunity is limited to 6 grants of \$35,000 each **PREMIER OPPORTUNITY!**

### Unrestricted Educational Grant in Support of the Meeting (e.g., AV, mobile and web technology, etc.)

**This opportunity is not limited to a specific number of supporters, and no specific amounts are assigned.**

\*The Scientific Program is developed by the Executive and Advisory Committees of CCJR® with strict adherence to ACCME standards and regulations. Our goal is to present content that is objective, balanced, scientifically rigorous, and free of commercial bias.



## SPONSORSHIPS

### Education

#### **Non-CME Bio Skills Lab (120 min) - \$50,000 (2 unopposed opportunities) PREMIER**

**OPPORTUNITY!** Take your educational message to a practical level with this exclusive opportunity to showcase your technology. Teach, inspire, excite, and create a lasting impact. **Included:** Promotion of event to CCJR® attendees as soon as sponsorship is paid (frequency determined by CCJR®), space rental fee, signage, recognition from the podium by CCJR® leadership. **Not included:** specimen, equipment, instrumentation, power, supplies, protective gear, personnel, etc.

#### **Non-CME Surgery Demonstration (Live or Pre-Recorded) (90 min) - \$35,000 (2 unopposed opportunities) PREMIER OPPORTUNITY!**

Showcase your state-of-the-art technology through a surgery demonstration and capitalize on opportunities for real-time discussion and audience-surgeon interaction. Exact placement within the program TBD, as agreed upon by the sponsoring company and CCJR® organizers. **Included:** Promotion of event to CCJR® attendees as soon as sponsorship is secured (frequency and distribution list determined by CCJR®), space rental fee, signage, recognition. **Not included:** AV, surgery, transmission technology, video recording and post-production, technical personnel.

#### **Non-CME “Lunch and Learn” (45 min) - \$25,000 (3 concurrent opportunities x 2 days)**

This is a prime opportunity to deliver your message to captive audiences. Box lunches will be provided to all attendees regardless of their choice to participate in a “Lunch and Learn” session. **Included:** Promotion of event to CCJR® attendees as soon as sponsorship is paid (frequency determined by CCJR®), standard AV/projection, signage outside meeting room, recognition during preceding sessions.

#### **Non-CME Pre-Course A, B, or C (90 min) - \$20,000 (3 concurrent opportunities)**

Held on Wednesday afternoon, Pre-Course sessions will provide an exciting kick-off to CCJR® with your company’s cutting-edge content, product and/or technology demonstration, and expert insights. **Included:** Promotion of event to CCJR® attendees as soon as sponsorship is secured (frequency determined by CCJR®), standard AV/projection, soft drinks and coffee/tea, signage outside meeting room, recognition during the Wednesday Reception that follows.

#### **Poster Area - \$15,000 (1 unopposed opportunity)**

New this year, CCJR® will incorporate a poster area that will spotlight new and exciting clinical research from emerging thought-leaders in our field. An open call for abstracts is sure to generate keen interest among residents, fellows, and young practitioners. Rigorous review by the CCJR® Advisory Committee will select the best and most thought-provoking studies to be presented via posters. Co-authors and CCJR® faculty will be on hand in the poster area to facilitate discussions and answer questions. **Your company will stand out with this opportunity as the one that supports young talents and invests in our future.** **Included:** Poster boards, signage, promotion.

#### **Non-CME “Now Playing” (20 min) - \$15,000 (4 unopposed opportunities)**

Host a TED Talk-style presentation and/or a focused video demonstration/discussion in our new **Innovation Theater** located in the Exhibit Hall. Captive and interested audience will stream into the Theater during **refreshment breaks** to give your company and experts their undivided attention. **Included:** Promotion of event to CCJR® attendees as soon as sponsorship is paid (frequency determined by CCJR®), standard AV/projection.

## Publications and Technology

### Wireless Access – \$25,000 (exclusive) PREMIER OPPORTUNITY!

Help attendees stay connected during the meeting by providing access for wireless-enabled devices throughout the meeting space. Sponsor will be able to enhance their visibility with a customized splash page and password.

### Preliminary Program – \$15,000 (exclusive)

CCJR® Preliminary Program will be available on the CCJR® website and will be distributed to our extensive marketing list. The preliminary program contains the meeting schedule, registration, travel, and venue information. Your company will be acknowledged as the sponsor if the opportunity is purchased prior to **August 2, 2021**.

### Registration Website Banner Ad – \$7,500 (2 opportunities)

Advertise your company on a banner ad on our registration website. Your brand and/or product will receive plenty of attention from attendees. Logos are permitted on banner ads. Banner ads will run July-December 2021 based on status of payment.

### Final Program Full-Page Ad – \$1,500 (multiple opportunities)

Full-page color company ad in the Final Program that will be available in print to all attendees, as well as electronically. Sponsoring companies are responsible for producing artwork based on CCJR®'s specifications; all artwork is subject to approval by CCJR®. CCJR® will determine ad's placement within the book.



## Professional Networking Events

### Hosted Signature Event (120 min) – \$50,000 (2 exclusive unopposed opportunities) PREMIER OPPORTUNITY!

**This is your prime time and your company’s opportunity to “steal the show”!** Two-hour time slots are offered to companies in the evening (immediately following planned CCJR® programming) to host your own private show-stopping event. You are the creative force and you can decide how to best use this unopposed valuable time and direct access to the entire body of CCJR® attendees, including residents and fellows. Our location at the Hyatt Grand Cypress and its many available indoor and outdoor venues lends itself beautifully to keeping your target audience captivated and engaged. Let’s discuss how to make your Signature Event most impactful and much-talked-about – truly legendary!

**Included:** Promotion of event to CCJR® attendees as soon as sponsorship is paid (frequency determined by CCJR®), indoor or outdoor space rental fee, signage, recognition from the podium by CCJR® leadership. **Not included:** Food and beverage, AV and power, decorations, entertainment, etc. As availability of space at the hotel may change, we encourage interested companies to act very soon!

### Wednesday or Friday Evening Reception – \$30,000 each (unopposed opportunities; cannot be combined) PREMIER OPPORTUNITY!

**It’s so great to be together and in-person, again! Let’s celebrate our return to live events CCJR® style.**

The **Reception on Wednesday** officially marks the commencement of CCJR®. Attendees will gather at this event to enjoy hors d’oeuvres that will be a culinary tribute to various culinary regions of the world, and to reconnect with friends, colleagues, and faculty. The **Reception on Friday** will pay homage to the State of Florida that has been the cradle of CCJR® and holds much of its remarkable legacy: conch fritters and key lime pie, anyone? Event sponsors may provide napkins and/or beer/wine cozies with company name and logo. Sponsor will design, produce, and ship napkins and/or beer/wine cozies to the meeting at own cost. Design must be approved by CCJR®. One (1) meter sign and additional poster-sized signage (up to 6) throughout the reception area will complete this offering.

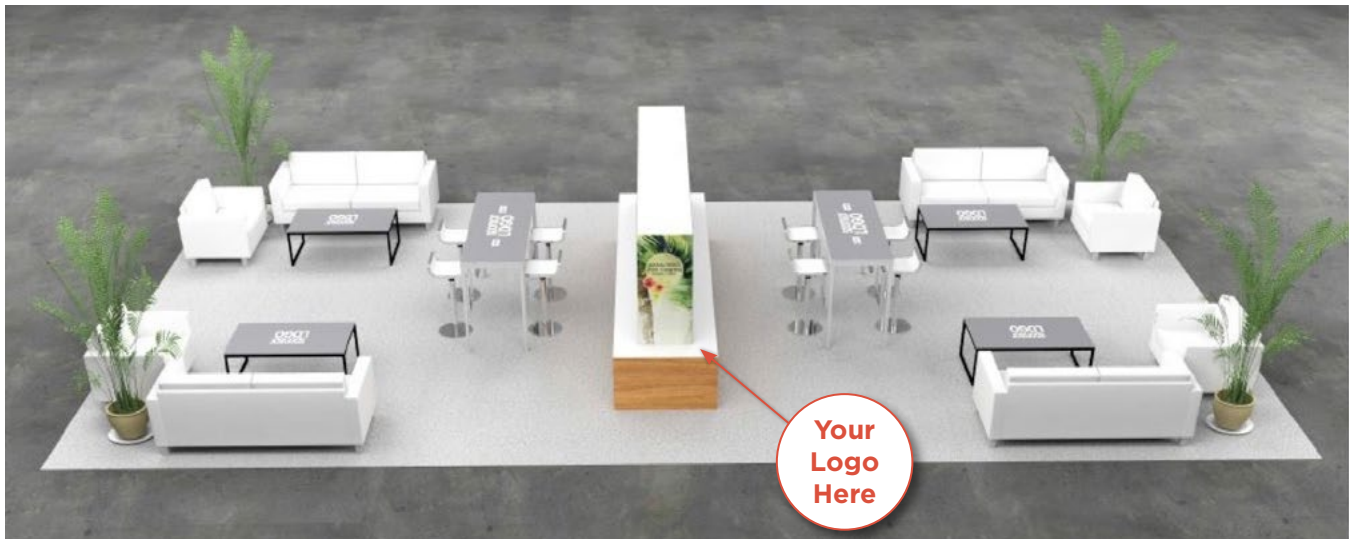
### Private Room for Company Meeting – AVAILABLE FREE OF CHARGE TO GOLD, PLATINUM AND DIAMOND LEVEL SPONSORS. Other interested companies, please inquire. Pricing will be determined based on room size, timing and duration of meeting.

CCJR® will provide a private meeting room during hours agreed upon between the company and CCJR®, not to exceed 90 minutes, for a one-time use. Company will be directly responsible for AV and catering, if any.

## Marketing and Branding

### The Hub - \$25,000 (exclusive) PREMIER OPPORTUNITY!

The Hub will be the networking heartbeat of CCJR®. Located in the center of the exhibit floor, the Hub may feature charging stations and lounge seating to promote connectivity and thought exchange between attendees, faculty, and industry partners. Like a city center, the Hub will be “the” place to interact with colleagues, ask faculty additional questions about their presentations, or just to relax. Faculty members will make regular appearances in the Hub to provide an additional touchpoint and to enhance the educational component of CCJR®. Your company’s name and logo will be prominently displayed within the Hub. An adjacent exhibit booth location request will be considered on a priority basis. Additional branding opportunities within the Hub also may be discussed. **Sponsoring company marketing collateral may not be displayed within the Hub.**



(Sample for illustration purposes only. Size of the Hub and final set-up are subject to change at the discretion of CCJR® organizers.)



### Hotel Key Cards - \$10,000 (exclusive)

Place your logo and/or your message on this functional item. Key cards will be distributed to all guests at check-in. CCJR® organizers will produce and ship key cards; the sponsoring company will provide artwork and have the opportunity to approve the design.

### Charging Stations - \$7,500 plus production costs (limited opportunities available)

Enable attendees to charge their smart phones, laptops, and other wireless devices within the meeting area. These charging stations will be placed in high traffic spots where they will be sure to draw attention and appreciation from attendees as you rescue them from the dreaded “low battery” signal. Sponsor’s artwork appears prominently on the station along with company name on the header.

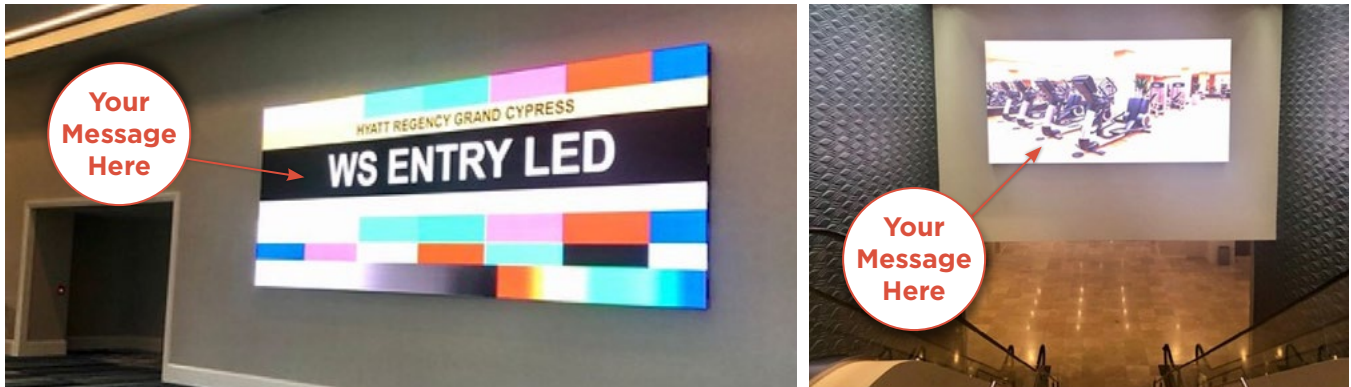


### PopSocket - \$5,000 (exclusive)

This contemporary accessory is a must-have for all ages. PopSocket adheres to the back of your phone or phone cover transforming its capabilities: in one easy step, your phone becomes a tablet, a video screen, or an e-reader that is easy and safe to hold, or to stand on its own. Great for travel and busy lifestyles. CCJR® organizers will produce and ship PopSockets; the sponsoring company will provide artwork and have the opportunity to approve the design.

## Hallway LED Displays (2) – \$2,000 per slide per day; slides will rotate at regular intervals (multiple opportunities available)

The hallway LED displays greet attendees as they travel from the main hotel lobby to the conference area throughout the day. Display your message either as a still image or as a short video/animation in high resolution and with minimal effort for a powerful first, and last, impression. Sponsoring company is responsible for all graphics and video production.



## Wait! There Is Still More!

### Additional Branding Opportunities – \$5,000–\$15,000 (estimated; multiple opportunities available)

**Let's talk!** There is a multitude of options to promote your company, services, or products during CCJR®.

These may include:

- Banners
- Existing structure wraps
- Escalator runners or stair treads
- Floor decals
- Window and door graphics
- In-room mirror clings
- Room drops or door handle hangers
- “Follow me” footprints that could be placed outside of the Exhibit Hall and lead directly to your booth for increased booth traffic
- Selfie spots
- Photo booths
- And more!

**Please contact CCJR® organizers to discuss an option of interest to you or propose an alternative idea that has worked for you in the past! (All branding and placement is subject to approval by CCJR® organizers and/or the hotel; additional production and labor costs may apply.)**