

Exhibitor Information

Tennessee Osteopathic Medical Convention

April 27-30, 2017 Crowne Plaza Knoxville, Tennessee



**Tennessee Osteopathic
Medical Convention**

**30.75 Category
1-A CME Credits***

April 27-30, 2017

The Crowne Plaza Knoxville, TN
(Preconference Workshop on April 26th)

What is the DO Difference?



Did you know that there are two types of physicians in the United States? DOs and MDs.

Doctors of Osteopathic Medicine are complete physicians who practice in every medical specialty. DOs are trained to consider the person within the patient first.

While DOs and MDs have many things in common, Osteopathic medicine has a distinct philosophy and approach to patient care. DOs bring an extra dimension to healthcare through their unique skills

- DOs practice a "**whole person**" empathic approach to medicine.
- *Osteopathic physicians focus on preventative health care*
- DOs receive **extra training** in the musculoskeletal system—the body's interconnected system of nerves, muscles and bones that makes up two-thirds of your body mass. This training provides osteopathic physicians with a better understanding of how an illness or injury in one part of your body can affect other parts.
- **Osteopathic manipulative treatment (OMT)** is incorporated into the training and practice of osteopathic physicians. With OMT, osteopathic physicians use their hands to diagnose illness and injury and to encourage your body's natural tendency toward good health. By combining all other available medical options with OMT, DOs offer their patients the most comprehensive care available in medicine today.

DOs Affect Your Brand

DOs represent the busiest offices, see the most patients, and write more prescriptions than their MD counterparts. Market your service or product to the "**Doctors That DO**"

Exhibit with TOMA!



Generate Sales
Leads



Build and Make
Connections



Generate Brand
Awareness



The 2017 Tennessee Osteopathic Medical Convention is the **ONLY** event in Tennessee dedicated solely to the Osteopathic Medical Profession.

You cannot reach this audience anywhere else in Tennessee!

Sales, Branding, and Marketing Teams will:

- Interact face-to-face with current clients and prime prospects (more than 125 physicians)
- Generate leads and new sales
- Generate publicity and increase corporate recognition
- Build on or recapitulate your brand
- Promote customer relations and increase brand awareness
- Launch new product lines
- Gain insight on competitive products and message delivery
- Conduct live demonstrations and hands-on presentations at tabletop booth

Exhibiting Hours & General Information

Exhibitor Set-Up:

Thursday, April 27, 2017: 7-11pm

Friday, April 28, 2017: 6:30-7:30 am Eastern

All booths must be set up and operational by 7:30 am Eastern

Exhibit Hours:

Friday, April 28: 7:30 am- 8:00pm

Saturday, April 29: 7:30 am-7:00 pm

**Exhibit tear down Saturday, April 29: 5:30-7:00pm*

Events that take place in Exhibit Hall:

- **Friday, Saturday, Sunday breakfast**
- **Friday & Saturday lunch**
- **Student poster display and presentation**
- **Friday Mix & Mingle evening event**

Each Exhibitor will receive:

- **Listing in Convention marketing materials**
- **Listing in Summer Edition of TOMA E-News**
- **Skirted table(s) with 2 chairs & table signage**
- **Two name badges for single table/ four name badges for double (*Additional badges \$50.00 Each*)**
- **Pre-Negotiated group rates for Hotel accommodations**
 - **(*\$119 per night at the Crowne Plaza*)**
- **Lunch vouchers for Friday and Saturday**