



# 2025 EXHIBITOR PROSPECTUS

April 23 -24  
Hard Rock • Atlantic City, NJ

Osteopathic + Podiatric  
DO and DPM Medical Professionals



For additional exhibiting information contact Skip Heymann  
directly at 917-608-7653 or sheymann@njosteo.com

[www.njaops.org/aroc](http://www.njaops.org/aroc)



Dear Colleague,

We are proud to annually present the New Jersey Medical Conference at AROC as the region's largest physician convention and exhibition! Our focus high-priority continues to be the quality engagements between our physicians, exhibitors and sponsors.

We are excited to come back to **Hard Rock Atlantic City**, a highly regarded venue with an exciting atmosphere. Past events provided an enhanced experience for attendees, exhibitors and sponsors alike, and we look forward to continuing our valuable partnership with this organization to deliver an unparalleled experience.

This year's event also continues our partnership with the New Jersey Podiatric Medical Society in our Exhibit Hall, sharing the space and enhancing our audience of medical professionals. We are excited for our new colleagues and the advanced opportunities that they will represent for the New Jersey Medical Conference at AROC

Below are a few highlights for this year:

- **Premier Convention Site** — Hard Rock not only a premier destination with excellent educational facilities and exhibition space.
- **Responsive Audience** — Our audience includes DOs, MDs, DPMs, Advanced Practice Nurses and Physician Assistants eager to learn about your newest products and services.
- **Exclusive Hours** — Efforts has been taken in scheduling our educational program to include additional blocks of exclusive exhibit hall hours so attendees have ample time to network with exhibitors.
- **Prices for Booth Locations** — Exhibitor registration is \$2400.<sup>00</sup> for any single booth in the hall. There are no discounts and no trades. Everyone has the same opportunity, as reservations are tak-

en first-come, first-serve with payment.

- **In-hall Meal Service** — To keep traffic flowing, breakfast, lunch and refreshment breaks are served in the hall. The food court and meal seating are strategically located so exhibitors can benefit from attendees' repeat visits. Exhibitors are welcome to partake of food and beverages and are encouraged to use meal times as networking opportunities.
- **Affordable Accommodations** — Use our AROC group code to take advantage of discounted room rates. Rates starting at \$85 per night (mid-week are available).
- **"Easy Load"** — AROC offers its exclusive "Easy Load" service for those who bring their own displays and materials by personal vehicle. For a flat rate you can drive your car to the Hard Rock loading dock, and we will unload and deliver up to 300 lbs. of materials to your booth. When it's time to move-out, "Easy Load" includes returning materials to your car.

We are working hard to create a productive and profitable exhibit experience at what is sure to be another outstanding convention. Make plans now to exhibit **April 23-25**. Exhibitor setup is **April 22**. To reserve exhibit space, contact me at 917-608-7653 or sheymann@njosteo.com.

I'll look forward to seeing you in Atlantic City!

Sincerely,

A handwritten signature in blue ink that reads 'Skip Heymann'.

Skip Heymann  
Sales Manager

# Show Information

## About AROC

The New Jersey Medical Conference at AROC (AROC) is the largest physician convention and exhibition in New Jersey with more than 900 attendees and over 80 exhibiting companies annually. Attendees include DOs, MDs, DPMs, Advanced Practice Nurses, Physician Assistants and Practice Managers. Exhibitors include a wide variety of companies targeting healthcare professionals with their products and services. While the majority of exhibitors attend seeking new leads, many discover that AROC is essential to enhancing their corporate visibility, maintaining a competitive presence, meeting with current customers and introducing new products and services. The AROC exhibit hall features 80 exhibit spaces, and is a consistently sold-out event. Early registration is encouraged for participation to be assured.

AROC is a premier event, and we value the participation of our exhibitors. We have a robust exhibitor retention rate and rely on our reputation for excellence and service to drive growth. We specialize in personalized service and regularly interact with our exhibitors throughout the year, providing additional opportunities to network with physicians and further establish your brand in New Jersey's medical marketplace.

AROC is annually hosted in Atlantic City by the New Jersey Association of Osteopathic Physicians and Surgeons (NJAOPS). Founded in 1901, NJAOPS is a member-supported professional medical association that represents the interests of over 3,600 osteopathic physicians, residents, interns and medical students in the state.

## Exhibit Hall Schedule

AROC will be held at Hard Rock Atlantic City. Breakfast, lunch and refreshment breaks take place in the exhibit hall. Times listed in this preliminary exhibit hall schedule are subject to change. A revised schedule will be posted to our web site at [www.njaops.org/aroc](http://www.njaops.org/aroc) and will be provided to all registered exhibitors in the Exhibitor Service Kit and again by e-mail prior to the event.

### Tuesday, April 22

Set up 10:00AM to 4:00PM

### Wednesday, April 23: Expo Hours 8:30AM to 5:30PM

Expo Hours 8:30AM to 5:00PM

### Thursday, April 24: Expo Hours 9:00AM to 2:00PM

TBD - Breakfast

TBD - Lunch

## Contacts

### Association

New Jersey Association of  
Osteopathic Physicians and Surgeons

1 Tree Farm Rd Suite 202 Pennington, NJ 08534

AROC Office 732-940-9000

AROC Fax 732-940-8899

Sales and Exhibit Hall Mgr. Skip Heymann

917-608-7653 (Sales)

Convention Manager Tajma Kotorić, x 303

Marketing Communications John McInerney x 302

Business Manager Alice Alexander, x 305

Membership and Database Patrick McNamara, x 306

### Official Service Contractor

AEX Convention Services

3089 English Creek Avenue

Egg Harbor Township, NJ 08234

Exhibitor Care Representative: Chris Rowan

Phone: 609-272-1600, ext. 111 • [www.atlanticexpo.com](http://www.atlanticexpo.com)

### Show Location and Headquarters Hotel (Do Not Ship Directly to Hard Rock)

Hard Rock Atlantic City

1000 Boardwalk, Atlantic City, NJ 08401

Group Reservations Desk: 609-449-6860

Group Reservations Code: AROC used at:

<https://www.hardrockhotels.com/atlantic-city>

## Hotel Reservations

Hotel information is on our website at [www.njaops.org](http://www.njaops.org) under the sponsors and exhibits tab. Exhibitors are encouraged to stay at Hard Rock Atlantic City and are welcome to take advantage of group rates through our AROC room block:

### Group Discount Hotel Accommodations:

The deadline for discount group reservations is March 24! To book a reservation using NJAOPS Group Discount Code GUAR25Z:

\$89\* - Tuesday, April 22th to Thursday, April 24th:

\$159\* - Friday, April 25th (check out Sat. Morning)

\*plus taxes and fees

Phone: Call 609-449-6860

Online: Visit the reservation site at:

<https://book.passkey.com/go/GUAR25Z>

Because we issue such flexible terms, prompt payment by due dates is required to maintain a reservation. Full payment must accompany all registrations submitted after **January 12, 2025**. Preferred exhibit hall locations and any special instructions (such as competitors) should be indi-

# Show Information

cated on the registration form. As long as space permits, AROC management extends a three-booth courtesy buffer to exhibitors offering like products or services.

AROC management provides written confirmation of all registrations within 48 hours of our receipt of a completed registration form and payment. If a completed form arrives without payment, the registration is considered "Pending," and the first available of the booth selections indicated on the registration form will be reserved when payment arrives at our office. Acceptable forms of payment include check, Visa, MasterCard, American Express or Discover. As a courtesy to our military exhibitors, NJAOPS is a member of the Central Contractor Registry, the primary vendor database for the U.S. Federal Government.

Each AROC exhibit space is 8 feet deep by 10 feet wide. Pipe and red and white drape; two chairs; one 6-foot, draped and skirted table; one waste basket; booth signage; one standard electrical outlet; booth carpet vacuuming, a program guide listing; a listing on [www.njosteo.com](http://www.njosteo.com) and [aroc.org](http://aroc.org) with a link to your website; and breakfast, lunch and refreshment breaks are included in registration. Displays must fit within the standard exhibit space and cannot block sightlines to adjacent booths. The exhibit hall is carpeted, so carpet rental is not necessary but can be accommodated if a specific color scheme is needed to enhance your company or product branding.

In addition to all that is included with the price of each booth, we will be printing the company and contact information as well as a brief product description of each exhibiting company.

Until **January 12, 2024**, a full refund can be secured up to 30 days after registration is submitted; after 30 days, a refund less the deposit will be provided. Regrettably, refunds are not available after **January 12, 2024**. Requests for refunds must be submitted in writing to the Exhibit Hall Manager. Registrations cannot be "rolled-over" or transferred to future years.

## Value-added Benefits

### *Meals and Refreshments*

Exhibitors are invited to partake in daily breakfast, lunch and refreshment breaks provided in the exhibit hall at no additional cost.

### *Complimentary Electricity*

Electrical service is automatically run to each booth in the AROC exhibit hall. One electrical outlet is provided as a complimentary exhibitor benefit.

### *Complimentary Carpet Cleaning*

Booth carpeting will be vacuumed each night.

### *Other Benefits*

Additional value-added exhibitor benefits will be communicated to exhibitors through the "AROC Update" e-mail newsletter as the **AROC** program is finalized.

### **Badges**

Badges are required for entry to the exhibit hall and other convention activities. Exhibitor registration includes 3 exhibitor badges per booth (a double booth receives 6 badges, a triple receives 9, etc.). Additional badges can be purchased for \$100 per badge. Badge swapping is also permitted if properly facilitated by the exhibit team leader. Exhibit team members who check-in at the Exhibitor Service Desk but are not included on your company's badge list will be provided a badge and permitted hall entry; however, an invoice for the total number of additional badges will be mailed to the company's primary contact for processing and payment after the show.

### **Internet Service**

As a courtesy, Free Wireless Internet service is available throughout Hard Rock including all expo and conference space as well as guest rooms. Hardwired Internet access is available in the exhibit hall for a flat rate per line for the two-day show for any exhibitor that needs it for their display.

### **Traffic Builders**

Your success is our success, so maintaining continuous traffic flow in the AROC exhibit hall is a high priority. All daily meal functions and refreshment breaks are held in the exhibit hall to draw return visitors. Exhibitors are welcome to hold drawings and promotional giveaways at their booths. Contact your Exhibit Hall Manager for giveaway details and ideas for promotional programs that can add to your company's visibility. Our job is to keep traffic flowing in the hall. Your job is to engage attendees with your product, service or message.

### **Pre- and Post-show Mailing Lists**

The AROC Registrar traditionally releases the pre-show mailing list approximately four weeks prior to our event as an Excel spreadsheet. It is provided to registered exhibitors by e-mail upon request.

Approximately two weeks after the show, the AROC Registrar releases the final attendee or post-show mailing list. This includes all onsite registrations in addition to our pre-registrants. It is also provided as an Excel spreadsheet by e-mail upon request.

# Show Information

Content of pre- and post-show mailing lists is provided at the discretion of the AROC Registrar. It typically includes all information our attendees indicate can be released for distribution. E-mail addresses will be provided. We ask our attendees to provide only office (not personal) information for distribution.

Upon request, the official AROC logo can be provided to exhibitors for pre-show mailings and promotions. AROC management requires pre-approval of all promotional materials that include the AROC logo to ensure AROC branding specifications have been met. The review process is short and can be accommodated within 24 hours of receipt of your promotional piece as a .pdf by email.

## Exhibitor Waiting List

AROC is a consistently sold-out event. Once all exhibit space has been sold, companies can join our waiting list in first-come, first-serve order. If a vacancy occurs in the hall, those companies are contacted in waiting list order to occupy the available space at the standard booth price. AROC management does not guarantee that openings will occur, so to ensure participation, it is best to register early, particularly if you are interested in high-visibility locations.

## Sponsorships and Commercial Support

AROC offers a variety of convention sponsorships and educational/commercial support opportunities. These opportunities enable our exhibitors to receive highly visible exposure to compliment their exhibit participation. Booth cost, advertising dollars, CME grants and onsite event sponsorships are added together and qualify for Bronze, Silver, Gold, Platinum and Diamond sponsorship levels. Each sponsorship level provides exhibitors with additional benefits and networking opportunities. We are known for our customized sponsorship packages and work hard to craft opportunities that help you meet your specific marketing objectives.

To discuss sponsorships, contact Skip Heymann at 917-608-7653. To discuss commercial support of the AROC educational program, Tajma Kotoric 732-940-9000, ext. 301.

**Note:** Although sponsorship levels are derived from total convention participation, NJAOPS maintains a "firewall" between its Exhibit Services department and its Medical Education department. AROC policy does not permit promotional activities or costs such as exhibit space to be bundled with continuing medical education grants.

## Contractor and Union Guidelines

AROC management uses TBD as its official convention services contractor for installing and dismantling all pipe and drape in the exhibit hall; accepting and accommodating all

advance warehouse deliveries; transporting materials from the advance warehouse to the exhibit hall; and transporting all materials from the loading dock to the exhibit hall (if third-party vendors are not engaged).

AROC management encourages the use of the official convention services contractor for all drayage and decorator services, but neither union nor contractual agreements require the use of that contractor in drayage transportation or the installation or dismantle of exhibitors' displays. Exhibitors may opt to walk-in/walk-out with their displays and materials, or opt to use a third-party vendor to install and dismantle displays. For security purposes, AROC management requires pre-notification of the use of third-party vendors by exhibiting companies, and all third-party vendors must provide a valid certificate of liability insurance to AROC management.

The official convention services contractor can provide additional furnishings, audio-visual, display and carpet rentals as well as floral and balloon arrangement services. However, exhibitors are not required to use them as their exclusive vendor. Private companies may be contracted for these services.

Hard Rock union representatives must install all electrical outlets and ceiling-strung banners in the **AROC** exhibit hall. (See details below.) The use of a union or hotel representative is not required to plug electronic devices into the electrical outlet at your booth, and you can hang banners within your booth space yourself.

## Electrical & Banner Services

Contractual agreement requires that Hard Rock Atlantic City exclusively handle all ceiling-level banner hanging services and all electrical services. Forms to secure services are included in the **AROC** Exhibitor Service Kit that each exhibitor receives in January. One complimentary, 15–20 amp electrical outlet is included with exhibitor registration. A standard rate per 15–20 amp outlet applies for each additional electrical outlet ordered by pre-show discount deadline. Higher-amp outlets are available upon request for an additional fee. **Note:** If outlets over 20 amps are necessary for your display, please notify AROC management prior to booth selection, as only certain areas of the exhibit hall can accommodate outlets of this nature.

## Setup and Tear-down

At least one representative of each exhibiting company must check-in and set up their exhibit space on Tuesday, **April 10th** from 10:00 A.M. – 4:30 P.M. The loading dock is not available on show day, Wednesday, **April 11th**. Also, Tuesday, April 9th provides your opportunity to address

# Show Information

any logistical issues related to your space (such as lighting and electricity.) Due to safety issues and our commitment to maintaining a professional show environment, AROC management limits deliveries during show hours.

AROC policy does not permit empty booth spaces in the exhibit hall. Exhibitors who do not set up on Tuesday, **April 9th** may be considered a "no show" and their booth(s) may be re-assigned to a company on our waiting list. Any booth that is vacant at 8:00 a.m. on Wednesday, **April 10th** will be forfeited by the exhibitor without refund and re-assigned by AROC management in time for show opening as outlined in the Exhibit Contract. **PLEASE NOTE:** At least one representative of each exhibiting company is expected to occupy your exhibit space at all times and must stay for the duration of the show. Early departures negatively impact attendees and other exhibitors.

## Insurance

AROC as an event and NJAOPS as the host association are fully insured for any potential liabilities. As a member of the Healthcare Convention and Exhibitors Association (HCEA), we subscribe to HCEA's Best Practice of securing certificates of **general liability insurance** from every exhibiting company. All AROC exhibitors provide a certificate indicating general liability coverage of no less than \$1 million for potential liabilities for loss, damage or injury to AROC and others. AROC and NJAOPS must be named as additional insureds in the exhibitor's general liability policy for the period of the convention (including move-in and move-out). A Memorandum of Insurance with the language "as per contractual agreement" also qualifies. The inclusion of the additional insureds does not exempt AROC or NJAOPS from its responsibilities. It simply ensures neither is held responsible for legal fees arising from an incident in which the exhibitor is liable. (Refer to the AROC Exhibit Contract.) A more detailed explanation of this policy and the requirement can be provided upon request.

## Exhibitor Service Kits

In **January 2024**, an Exhibitor Service Kit with detailed instructions will be e-mailed as a .pdf file to the primary contact listed on your AROC Exhibitor Registration form. The kit includes all forms and information needed to successfully plan for the event. If service kits should be sent to additional contacts, please notify your Exhibit Hall Manager and provide the appropriate information.

## Publicity

AROC provides a complete, up-to-date list of its exhibitors at [www.njaops.org](http://www.njaops.org) and [www.aroc.org](http://www.aroc.org). An exhibitor is added to the web site with a link to its company or product web site within 48 hours of our receipt of a registration and

payment. Links to the web site are provided to NJAOPS members through association communications so physicians are aware of who is exhibiting at AROC.

AROC promotional materials regularly include sample lists of confirmed exhibitors. These lists are not exhaustive, and participating companies are randomly selected to highlight the diversity of the exhibit hall. AROC management does its best to ensure a fair and balanced list but does not guarantee that any particular company will be included in its promotional materials. All exhibitors receive a complimentary listing in the AROC Program Guide. Sponsors are identified in the program guide as Platinum, Gold, Silver or Bronze accordingly. Badge ribbons also identify exhibitors' sponsorship categories for on-site recognition.

At AROC check-in, all convention attendees receive a list of exhibitors hosting special booth activities (giveaways, promotions, sales, etc.) during the show to encourage traffic in the exhibit hall. Attendees that visit every booth in the exhibit hall will receive a \$100 discount off of their next AROC registration.

## Advertising

Advertising opportunities exist for exhibitors in the AROC Program Guide, *The Journal*, as well as our websites and smart phone app. These publications offer outstanding opportunities to communicate with the New Jersey medical community before, during and after AROC.

## Quality and Excellence

AROC strives for quality and excellence in its exhibit hall. Exhibitor service and satisfaction are high priorities. Your AROC Exhibit Hall Manager is always available to assist with planning details and to answer questions.

If you have any questions on Show Information, please contact:

**Skip Heymann at**  
**917-608-7653 or**  
**[sheymann@njosteo.com](mailto:sheymann@njosteo.com)**



# EXHIBIT AND PROMOTIONAL SPONSORSHIPS

AROC sponsorship opportunities will enhance your visibility as an exhibitor with our audience of osteopathic physicians. In addition to a premier exhibit experience, we offer a variety of promotional sponsorship and advertising opportunities through digital and traditional. The Program Guide and Conference App are essential reference resources used by AROC Attendees throughout the duration of the conference — and our Sponsorships opportunities provide high profile visibility with a co-branding presence.

We have numerous opportunities for companies to connect and make an impact with our audience. Below, we have provided a list of our standard programs and pricing. As with all of our offerings, we are open to your ideas to serve you better. All of our programs can be combined, expanded or modified to meet your marketing and brand awareness needs. We are happy to discuss many options that will fit your objectives and budget! Please contact Skip Heymann to get the process started!

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**Exhibit Hall Booth: ..... \$2400.00**

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- Conference App Listing (Company Name and Booth Number)..... FREE
- Conference App Timeline Advertising  
(Interactive Banner Display in Conference App) ..... \$400.00
- Conference App Name Sponsorship..... \$6,000.00

**Program Guide (Printed Journal Publication)**

- Half Page (8 x 5.5) ..... \$600.00
- Full Page (8.5 x 11)..... \$1400.00
- Full Page: Inside Back Cover (8.5 x 11) ..... \$1600.00
- Full Page: Inside Front Cover (8.5 x 11)..... \$1800.00
- Full Page: Back Cover (8.5 x 11) ..... \$2200.00

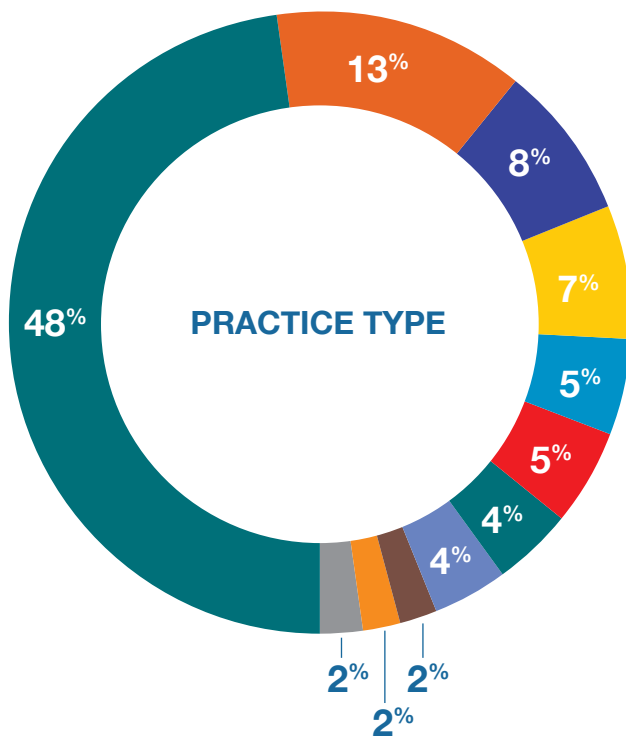
**Event and Location Sponsorships**

- President’s Cocktail Reception Sponsorship ..... \$12,000.00
- Lunch Sponsorship ..... \$9,000.00
- Breakfast Sponsorship ..... \$8,000.00
- House of Delegates Dinner Sponsorship  
(30 Minute presentation to 30-40 physicians) ..... \$6,000.00
- New Physicians In Practice Reception ..... \$6,000.00
- Conference Bag Sponsorship..... \$5,000.00
- Lanyard Sponsorship ..... \$4,000.00
- Coffee Break/Refreshment Break ..... \$4,000.00
- Water Station Signage Sponsorship ..... \$2,500.00
- Writing Pads..... \$4,000.00
- Pens..... \$3,000.00
- Conference Bag Collateral Inserts ..... \$750.00

# WHO ARE DOs ?

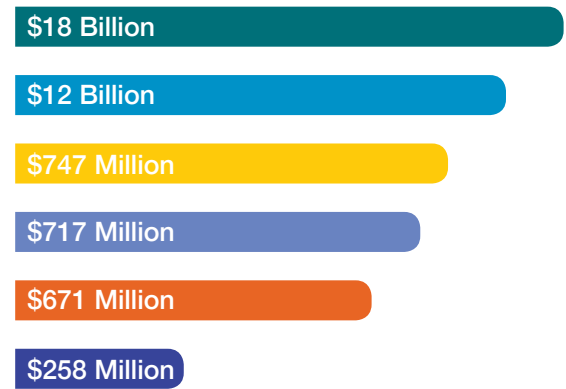
Osteopathic physicians (DOs) represent one of the fastest-growing segments of healthcare professionals in the US. By 2023, there will be over 120,000 DOs engaged in active practice. Osteopathic medicine brings a patient-centered, hands-on approach to traditional medicine with an emphasis on the inter-relatedness of the body’s nerves, muscles, bones and organs. DOs treat the whole person to prevent, diagnose and treat illness and injury. Like MDs, a DO is fully licensed to prescribe medicine and practice in any specialty area, including surgery. The largest specialty groups within osteopathic medicine include primary care, neurology/psychiatry, dermatology and pediatrics.

## PURCHASING POWER OF A DO PHYSICIAN



- Dermatology
- Emergency Medicine
- Family Practice
- Internal Medicine
- Pediatrics
- Psychiatry
- Sports Medicine/ Rehabilitation
- Surgery
- Osteopathic Manipulative Medicine
- Neurology

### PURCHASES



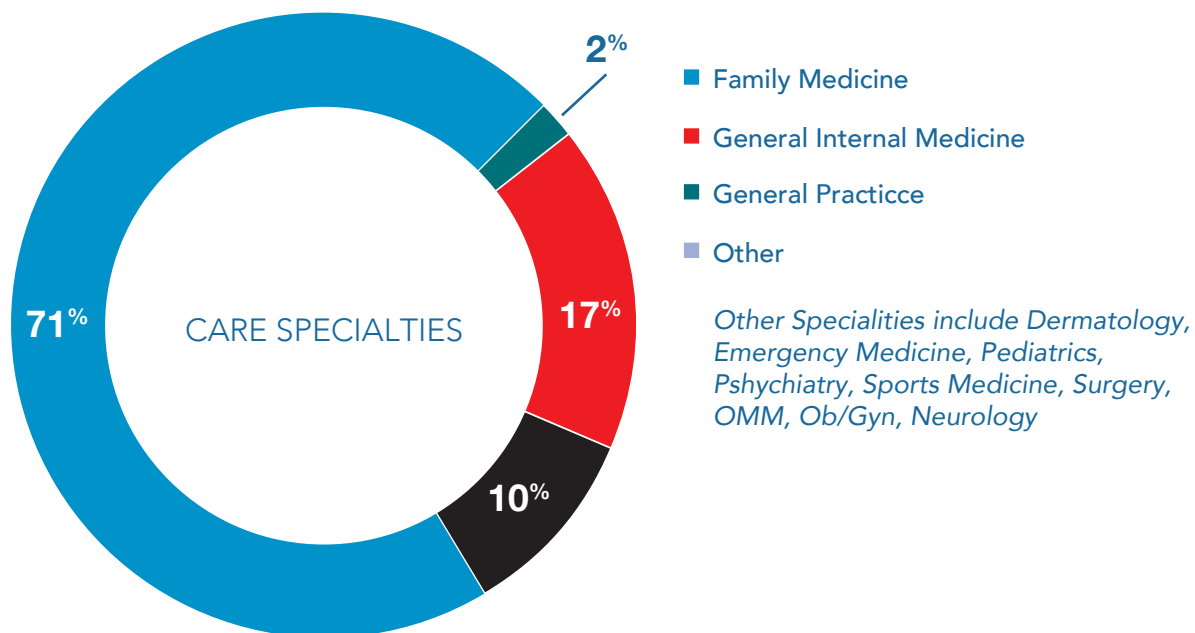
- Prescription Drugs
- Clinical Laboratories
- Medical and Surgical Supplies
- Internal Medicine
- Pediatrics
- Psychiatry



# DID YOU KNOW?

- DOs are young, 52% are under 45 years of age compared to 38% of MDs
- While the majority of MDs now specialize, almost two-thirds of the DO population is in primary care, including family practice, general medicine, internal medicine, OB/GYNs and pediatrics
- DOs are represented in all 50 states
- DOs are early adopters and 26% of DOs surveyed are likely to prescribe a new, promising drug upon release compared to only 18% of MDs.
- DOs write over 100 prescriptions a week
- DOs prescribe more than MDs in each of the top 43 therapeutic categories
- 78% of DOs see over 100 patients per week, 21% more than MDs

## OSTEOPATHIC PHYSICIANS **PRIMARILY SPECIALIZE IN PRIMARY CARE SPECIALTIES**



# DOs FOCUS ON A “WHOLE PERSON” APPROACH TO PATIENT CARE, AND THIS UNIQUE AUDIENCE IS INTERESTED IN THE “WHOLE SCOPE” OF MEDICINE SOLUTIONS.

## Information Technology

- EHR/EMR
- Electronic Prescription
- IT Services and Equipment
- Cloud Based Image Management Solutions
- Practice Management Applications & Services
- Telemedicine

## Practice Management and Professional Practice

- Health Information Systems
- Health Care Management Consulting
- Managed Health Care Insurance
- Medical Apparel
- Medical Associations
- Medical Billing
- Medical Training
- Risk Management Services

## Research

- Clinical Trials
- Market Research

- Statistical Research & Analysis

## Pharmaceuticals

- Diagnostic & Therapeutic Medications
- Vaccines

## Publishing

- Books, Journals, eBooks and mobile applications

## Professional and Educational

- Educational Institutions
- Educational Materials
- CME Products/Programs
- Professional Associations
- Public Services
- Recruiting
- Residency Programs

## Medical Device and Equipment

- Dermatology Supplies
- Disposables
- Diabetic Equipment and Supplies
- Imaging Equipment and Supplies
- Leads
- Monitoring Equipment

- Physical Therapy Devices

- Recorders
- X-Ray Protection Apparel & Systems

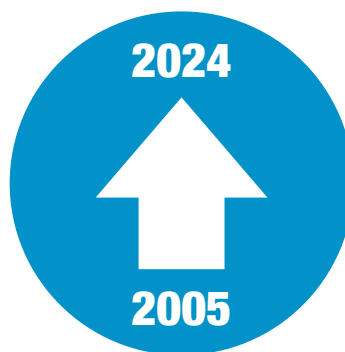
## Patient Services

- Foot Care/Footwear
- Online Medical Services
- Oral Care Products
- Patient Resources
- Skin Care
- Vision/Eye Care
- Wound Care

## Healthy Lifestyles

- Nutraceuticals
- Nutrition
- Vitamins/Supplements
- Exercise Equipment
- Weight Management

THE **DO** PROFESSION IS **GROWING...**  
 OVER **100,000 DO PHYSICIANS** BY 2024  
**56% MORE THAN A DECADE AGO**  
 OVER **5,000** MEDICAL STUDENTS WILL GRADUATE IN **2024**



# TOP INTERESTS OF A DO PHYSICIAN

- Diabetes-Mellitus
- Cardiovascular - Hypertension
- Cardiovascular Disease
- Dyslipidemia
- Cardiovascular Disease
- Obesity
- Respiratory Diseases
- Women's Health HRT,  
Osteoporosis,
- Fibromyalgia
- Adult Vaccination
- Anxiety & Depression
- Pain Management
- Sexual Health of Women
- Headache
- Alzheimer's Disease
- Pediatrics
- Sleep Disorders
- HER
- Palliative Care
- ADHD
- Sexual Health of Men
- Hepatitis C
- HIV
- Narcolepsy

**AROC** puts **DO Physicians** within your **reach!**



**Learn more about AROC's marketing opportunities!**

For additional exhibiting information contact Skip Heymann directly at  
917-608-7653 or sheymann@njosteo.com



# Exhibitor Registration

A completed and signed Exhibitor Registration form indicates the exhibiting company's agreement to abide by all terms of the Exhibit Contract as well as additional rules and regulations of the Hard Rock Atlantic City, and other rules and regulations as management deems necessary to the success of the exhibition. Please carefully review the Exhibit Contract. Registration is valid only with signature. Refer to the accompanying floor plan for available exhibit space.

**Date:** \_\_\_\_\_

**Booth Request:** Please indicate booth choices by number, in order of preference. (See accompanying floor plan.)

1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_ 4<sup>th</sup> Choice \_\_\_\_\_ 5<sup>th</sup> Choice \_\_\_\_\_ 6<sup>th</sup> Choice \_\_\_\_\_

Additional placement information (i.e., competitors, etc.): \_\_\_\_\_

**Advertising and Sponsorship Information:** Details to be available soon with full prospectus.

- Yes!** I would like to enhance my presence at AROC by advertising in the AROC Program Guide. Please contact me.
- Yes!** I would like to discuss sponsorship opportunities at AROC. Please contact me.

**Primary Contact Information:** List the primary contact to whom all AROC correspondence and materials should be sent.

Company \_\_\_\_\_ Contact \_\_\_\_\_  
 Street \_\_\_\_\_ Title \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Secondary Contact Information (Required):** List a secondary contact available in the absence of a primary contact.

- Secondary contact should receive a copy of all AROC correspondence and materials.

Company \_\_\_\_\_ Contact \_\_\_\_\_  
 Street \_\_\_\_\_ Title \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Brief description of product/service \_\_\_\_\_

Company or product Internet address (for your hot link from our web site): \_\_\_\_\_

Company name **exactly** as it should appear on AROC signage \_\_\_\_\_

- Yes, I have read and agree to the terms of the Exhibit Contract.

(Signature required for registration to be valid)  \_\_\_\_\_

**Payment Terms:** Full payment must accompany registrations submitted after January 2025. Registrations will be received until the NJME/AROC exhibit hall is sold out. References, W-9s and official letters of invitation are available upon request.

Registration Totals		Payment Method
Registration NJME/AROC Fee: \$2,400 per exhibit space.	\$ _____	<input type="checkbox"/> Check enclosed (made payable to NJAOPS) Check #: _____ In the amount of: \$ _____  <input type="checkbox"/> American Express <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa Credit Card #: _____ Payment amount: \$ _____ Expiration Date: _____ CVV #: _____ (4 digits on front of AMEX; 3 digits on back of Visa or Mastercard) Name on Card: _____ Authorized Signature: _____  <b>Mail or fax to:</b> Attention: Skip Heymann NJME/AROC c/o NJAOPS • 1 Tree Farm Rd Suite 202 Pennington, NJ 08534 Phone: 732-940-9000 • Fax: 732-940-8899 NJAOPS' Federal Tax ID Number: 21-0716705
<b>Options:</b>		
Additional Badges (3 per booth included with registration; additional badges \$150 each)	\$ _____	
"Easy Load" (Move-in/move-out curb service: \$400 plus tax for 300 lbs., round trip from/to your personal vehicle.)	\$ _____	
AROC Program Guide Advertising Smartphone App (Refer to enclosed Media Kit)	\$ _____	
Sponsorships (Refer to enclosed information)	\$ _____	
<b>Total:</b>	\$ _____	



# NJME/AROC 2025 EXHIBIT CONTRACT

## Application for Space

Requests for exhibit space at the New Jersey Medical Expo at AROC (Atlantic Regional Osteopathic Convention) are to be made on the official AROC Exhibitor Registration form and will be confirmed in their order of receipt with payment. Specific location requests are not guaranteed. Companies with similar products or services will be located in different areas where space permits. Notify NJME/AROC management of competitors by completing the "Additional Placement Information" section on the Exhibitor Registration form.

## Payment for Space

Exhibit fees are \$2400.00 per 8' x 10' booth for any location in the exhibit hall (Refer to the accompanying floor plan for availability.) A signed registration form must accompany all requests for space. Full payment must be received prior to NJME/AROC. Exhibit space will not be confirmed and Exhibitor Service Kits will not be provided until full payment is received. Failure to promptly meet payment deadlines may result in forfeiture of the exhibitor's preferred location. The exhibitor's reservation on the preferred space will be relinquished, and the space will be made available to other interested parties. The exhibitor can re-select a new location in the hall when the delinquent account has been reconciled.

## Booth Package

The \$2400.00 exhibit fee includes one 8' deep x 10'-wide pipe and drape decorated with an 8' back drape; a 36" side rail with flame-proof drape; a 6' skirted table; one wastebasket; two chairs; one identification sign; one electrical outlet; booth carpet vacuuming, 3 exhibitor badges; one program guide listing; one listing at [www.njosteo.com/aroc](http://www.njosteo.com/aroc) with a link to your company or product Web site; App, breakfast, lunch and refreshment breaks for the exhibit team; and access to pre- and post-event attendee registration lists upon request when available. Special signs, booth construction, apparatus, lighting fixtures, etc., are subject to the approval of NJME/AROC management and will not be permitted to extend above 8', or to exceed 4' from the back wall and 1' above the side rails. Displays with ceilings, canopies and/or raised floors are subject to pre-approval by NJME/AROC management and the Atlantic City Fire Marshal.

## Cancellation

If reservation of booth space must be canceled by the exhibitor, a refund will be provided if a written cancellation notice is received by NJME/AROC management no later than January 2025. If the cancellation takes place within 30 days of the reservation, a full refund will be granted. If the cancellation takes place after 30 days, a refund will be granted, less the \$250 per booth deposit. After that time period, registration fees are non-refundable. No exhibitor may assign or transfer space. Should NJME/AROC cancel meetings or the exhibition for any reason, NJME/AROC's liability shall be limited to a refund of any payments received for booth space. NJME/AROC shall not be liable for any consequential damages that may arise from such cancellation.

## Official Services Contractor - TBD

Decorator, drayage and rental services should be contracted through the official NJME/AROC service contractor, AEX Convention Services. All appropriate order forms for exhibit services including drayage, electrical services and labor will be provided to the exhibitor through the Exhibitor Service Kit a minimum of 30 days before the convention. Prepare your order upon receipt of forms and mail or fax accordingly with payment. An AEX contractor service desk will be located on the exhibition premises during install and dismantle times.

## Labor

Exhibitors are required to conform to state and local labor regulations. The official NJME/AROC service contractor will provide skilled labor at the prevailing rates for the services requested. Exhibitors requiring the assistance of decorators, etc., are advised to make early reservations for these services.

## Installing and Dismantling Exhibits

Exhibit materials can be delivered in advance of NJME 2025 to the NJME/AROC service contractor's advance warehouse. Easy Load flat rate per 300Lbs., materials will be held in storage until setup, at which time the materials will be delivered to the appropriate exhibit space at the show site. At close of show, visit AEX information.

## Security

Security personnel will be on duty throughout the scheduled days and evenings of NJME/AROC. However, items of value should not be left unattended by exhibitors at any time. Neither NJME/AROC nor the New Jersey Association of Osteopathic Physicians and Surgeons (NJAOPS) shall be held liable for loss or theft of items from the exhibit hall.

## Indemnity

The exhibitor agrees to indemnify, defend, and hold harmless NJME/AROC; NJAOPS; Hard Rock Atlantic City; and their respective officers, directors, employees and agents, from and against any and all losses, costs, damages, liability or expenses (including but not limited to reasonable attorney's fees) arising from or by any reason of (in whole or in part) any accident, bodily injury, death, property damage or other claims or occurrences to any person or property related in any way to an exhibitor's occupancy or use of the exhibit space or other participation in NJME/AROC events.

## Insurance

Exhibitors shall purchase and maintain general liability insurance in an amount not less than \$1,000,000 to cover its potential liabilities for loss, damage or injury to NJME/AROC and others. NJME/AROC and NJAOPS shall be named as Additional Insureds in the exhibitor's general liability policy for the period of the convention (including move-in and move-out). Certificates of Insurance meeting these requirements must be provided 30 days in advance.

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## Liability

Neither NJME/AROC; the employees, officers, directors or agents thereof; the owners of Hard Rock Atlantic City; nor their representatives will be responsible for any injury or loss to any exhibitor, their employees, agents or property, or for damage to their property by fire, flood, theft, damage, delay, mechanical failure, labor trouble or any cause whatsoever while exhibits and merchandise are on the hotel premises, in transit or while being moved into or out of the hotel.

## Protection of Hotel Property

It shall be agreed by the individual exhibitors and any contractors engaged for the purpose of installing and dismantling exhibits and equipment that the hotel shall be compensated for any expense in repairing damages for handling or movement of such exhibits and equipment off of the premises. Nothing shall be attached in any manner to the columns, walls, floor or other parts of the building or furniture.

## Endorsement

NJME/AROC's acceptance of an exhibiting organization does not constitute an endorsement of that organization's products or services. NJME/AROC reserves the right to accept or reject a potential exhibitor based on its assessment of whether that organization's products or services are relevant to NJME/AROC attendees.

## Admission

Only persons with official badges will be admitted to the exhibit hall. Badges of various colors designate attendees, exhibitors, students and guests. Security personnel will check all badges. Exhibitor registration includes three (3) badges per 8' x 10' booth. Additional badges may be purchased in advance for a fee. Exhibiting companies will be charged for additional badges required onsite. NJME/AROC strictly prohibits the sale of booth space or badge rights by exhibitors. Personnel occupying booth space in the NJME/AROC exhibit hall should be employees of the company listed as the registered exhibitor on the Exhibitor Registration form. Registered exhibitors must submit the names of non-employee booth representatives 30 days prior to NJME/AROC for approval. NJME/AROC management reserves the right to decline or limit non-employee booth representatives and reserves the right to request identification at exhibitor check-in.

## Exhibit Standards

NJME/AROC reserves the right to decline or prohibit in its discretion any exhibit and to remove or eliminate any objectionable exhibits, person, advertisements, souvenirs or any other feature or action that might harm or impair the high standards of the convention and exhibition. Canvassing or distributing advertising material beyond the exhibitor's own booth is not permitted. Persons from non-exhibiting/non-sponsoring firms are prohibited from any solicitations,

distributing of items or other business activities within convention or exhibition areas. Persons violating this rule shall be evicted from the premises and have their meeting credentials revoked.

## Giveaways

NJME/AROC does not encourage the offering of premiums of more than nominal value to persuade physicians to buy directly from a company.

## Public Relations

The names of exhibiting companies will be listed on the NJAOPS Web site ([www.njaops.org](http://www.njaops.org) + [www.njaops.org/njme](http://www.njaops.org/njme)), AROC smart phone app, and in the convention program.

## Rules and Regulations

AROC reserves the right to make such amendments and additions to these rules and regulations, as it shall deem in its discretion appropriate or necessary for proper conduct of the convention. AROC reserves the right to make adjustments to booth locations and add exhibit space if necessary.

## Compliance with Laws

Exhibitors shall abide by all federal, state and local laws, ordinances and regulations including but not limited to tax laws. Exhibitors shall be solely responsible for obtaining all licenses and permits necessary to conduct their business at AROC. Exhibitors shall also be solely responsible for ensuring that exhibits and information about their products/services comply with the "Americans with Disabilities Act" and the regulations and guidelines promulgated thereunder.



## 2025-2026 CORPORATE SPONSORSHIP OPPORTUNITIES JANUARY 1, 2025 TO DECEMBER 31, 2025



### **BRONZE SPONSORSHIP: \$3,500**

- Exhibit booth at our joint expo hall with NJAOPS, the New Jersey Medical Expo (NJME) from April 23-24, 2025.
- One 1/4- page ad for the company in AROC/NJPMC Program Guide (official publication for annual conference)
- NJPMS Corporate Membership recognition display/link on NJPMS website for the full year of 2025.
- One featured ads in NJPMS' weekly NJPMS Update (distributed to 612 podiatrists weekly).
- One social media post on all NJPMS' social media platforms.

### **SILVER SPONSORSHIP: \$7,000**

- Exhibit booth at our joint expo hall with NJAOPS, the New Jersey Medical Expo (NJME) from April 23-24, 2025.
- Presidential Inaugural Event Sponsor for Thursday, April 25, 2025 which include two tickets to attend.
- One 1/2- page ad for the company in AROC/NJPMC Program Guide (official publication for annual conference)
- NJPMS Corporate Membership recognition display/link on NJPMS website for the full year of 2025.
- Three featured ads in NJPMS' weekly NJPMS Update (distributed to 612 podiatrists weekly).
- Three social media post on all NJPMS' social media platforms.

### **GOLD SPONSORSHIP: \$10,000**

- Exhibit spaces at our joint expo hall with NJAOPS, the New Jersey Medical Expo (NJME) from April 23-24, 2025.
- Presidential Inaugural Event Sponsor for Thursday, April 25, 2025 which include four tickets to attend the event.
- One full-page ad for the company in AROC/NJPMC Program Guide (official publication for annual conference)
- NJPMS Corporate Membership recognition display on event signs for the full year.
- Five ads in NJPMS' weekly NJPMS Update (distributed to 612 podiatrists weekly).
- Five social media post on all NJPMS' social media platforms.
- One pre-recorded video or an ad to be distributed to NJPMS members in exclusive email and social media.

### **PLATINUM SPONSORSHIP: \$15,000**

- Exhibit spaces at our joint expo hall with NJAOPS, the New Jersey Medical Expo (NJME) from April 23-24, 2025.
- Presidential Inaugural Event Name Sponsor for Thursday, April 25, 2025 which include six tickets to attend
- Inside Front or Back Page ad for the company in AROC/NJPMC Program Guide (official publication for annual conference)
- NJPMS Corporate Membership recognition display on AROC/NJPMC event electronic and banner signage.
- Six posts on all NJPMS' social media platforms.
- Six ads in NJPMS' weekly NJPMS Update (distributed to 612 podiatrists weekly).
- Two pre-recorded video or an ad to be distributed to our members.
- Two ZOOM based medical education sessions.
- Name Sponsorship for Evening of Residents and Medical Students Networking/Cocktails Events

### **For more information, please contact:**

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#### **Tajma Kotoric**

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New Jersey **Podiatric**  
Medical Conference  
**2025**





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