

Ohio Bureau of Workers' Compensation

# MHS23

MEDICAL & HEALTH SYMPOSIUM



VIRTUAL

# EXHIBITOR PROSPECTUS

May 4 – 6, 2023

## Exhibitors, We've Got you Covered! May 4 – 6, 2023

Expand your reach to healthcare and legal professionals by exhibiting at BWC's virtual Medical & Health Symposium. Last year **registration exceeded 5,800** and we set attendance records helping exhibitors expand their message to a larger audience than ever before. Attendees from **47 states and 21 countries** participated in our three-day event. One exhibitor experienced over **900 attendee visits** to their booth.

Don't miss this cost-effective chance to showcase your company's products and services, strengthen existing business relationships, increase customer awareness, and generate new business leads. A **premium booth** is only **\$500**, and a **standard booth** is just **\$100**. Plan to join us this year and grow your business with booth features that are personalized and designed to attract and capture leads.

We offer live support to help with booth set-up, video commercial ideas and creation, and booth design suggestions that will encourage attendees visit your booth and talk with you live.

From the comfort of your home or office, you can connect with these healthcare and legal professionals:

- Athletic trainer, occupational therapist, physical therapist
- Attorney, judge, legal professional
- Case manager, disability case manager, rehabilitation counselor
- Chemical dependency counselor
- Dentist, dental hygienist
- Medical assistant, certified professional coder
- Nurse (APRN, LPN, RN)
- Professional counselor, social worker
- Paramedic, AEMT, EMR, EMT
- Pharmacist
- Physician (DC, DO, DPM, M.D., psychologist)

<b>Important dates</b>	
Feb. 1	Exhibitor booth builds begin
March 31	Deadline to purchase a booth
April 10	Deadline to submit video commercial and Event Guide advertisements
May 1	Last day to make booth design changes
May 4	Exhibitor booths open at 7:30 a.m.
May 6	Exhibitor booths close at 3:30 p.m.

# Exhibitor Booth Options

Exhibitors may choose the booth that best fits their needs.

Booth Features	Premium	Standard
<b>Advertisement</b>		
Company logo on symposium exhibitor web page	✓	✓
Company logo in the symposium event lobby	✓	
Company logo included on social media	✓	
Full-page advertisement in the Event Guide	✓	
Half-page advertisement in the Event Guide	✓	✓
Video commercial advertisement	✓	✓
<b>Virtual Booth Options</b>		
Customized exhibitor booth	✓	✓
Custom URL website links	✓	✓
Live video conferencing with attendees	✓	
Live chat with attendees	✓	✓
On-demand videos within booth	✓	✓
Company photos, links, and contact information	✓	✓
1:1 appointment via video conferencing	✓	
Attendee prize giveaway	✓	✓
Special offer	✓	✓
Company resources – links and document download	✓	✓
Attendee reports	✓	✓
Exhibitor booth staff option	✓	
<b>Investment</b>	<b>\$500</b>	<b>\$100</b>

## Booth Graphic Specifications

Booth creation is personalized for your company. You can include images, hyperlinks, sliding banner images, staff contacts, company information, and photos to help put a more personal touch to your booth.

If you choose to participate in the prize giveaway or special offer, images can be included to help promote it.

### Graphic sizes and specifications:

- Company logo 400 x 200px
- Company exhibitor booth banner 1200 x 300px
- Contact headshot image 300 x 300px
- 3D exhibitor booth background image 2560 x 1440px
- Event Guide company logo 300 dpi PDF, JPG, or PNG
- Event Guide full-page vertical 7.25" x 9.812" high resolution PDF
- Event Guide half-page horizontal 7.125" x 4.625" high resolution PDF
- Special offer thumbnail (optional) 400 x 200px

### Company graphic opportunities:

- Symposium lobby
- Symposium Event Guide
- Exhibitor hall
- Banner images with hyperlinks inside booth
- Meet the team tab with staff photos
- Prize giveaway image
- Special offer
- All images must be received by the deadline to be included.

### Did you know?

**2015:** First year called the "Pain Symposium"

**2016:** Name change to Medical & Health Symposium

**2019:** Record-breaking, in-person attendance

**2020:** Event cancelled due to the COVID-19 pandemic

**2021:** Virtual event with attendance over 2,700 and moved to a three-day event

**2022:** Virtual event with registration over 5,800 from 47 states and 21 countries

# Prize Giveaway & Special Offer

The prize giveaway and special offer features are available for both premium and standard booth levels to incentivize attendees visit your booth. Last year, an exhibitor that used a short video commercial, with the prize giveaway had over 900 attendee booth visits during the three-day event. Other exhibitors had over 500 attendees visit their booth.

**Don't miss out on this amazing opportunity.**

## What is the Prize Giveaway option?

We invite you to offer attendees that visit your booth a prize giveaway item with a **retail value of \$100 or more**. The item can be your own product or a promotional item.

Upon entering your booth, attendees will have the option to submit their name for the prize giveaway. A list of attendees that visited your booth will be provided by BWC or you can use the reporting tools within your booth. From that list, you will randomly select a winner by May 12, 2023.

The exhibitor will select the winning attendee in a way in which each attendee has an equal chance of winning the prize. After the winner is drawn at random by the exhibitor, the winning attendee and BWC will be notified by email by the exhibitor. Exhibitors must ship the prize to the winner by May 19, 2023.

## Prize giveaway ideas

- Company product or gift card
- Exercise equipment, GPS-enabled sport watch, fitness-monitoring electronics
- Gift basket
- Gift card (gourmet items, restaurant, retail store, spa, wellness center, etc.)
- Headphones, ear buds
- Ergonomic office equipment (sit-stand desk, mouse, keyboard, monitor, headset)
- Small appliances (blender, coffee maker/grinder, juicers, steamers, etc.)
- Tablet, eBook reader
- Submit your unique idea to BWC for review and approval.

Prizes must be new with a **retail value of \$100 or more**, and in original packaging. BWC reserves the right to reject any prize item that is deemed inappropriate for this event.

Exhibitors that promote a prize giveaway are fully responsible for selection and delivery of the prize. Exhibitors must receive email approval of their prize from BWC before the item can be promoted. Send an email with your prize choice to [medsymposium@bwc.state.oh.us](mailto:medsymposium@bwc.state.oh.us) for approval. **Do not send the prize to BWC.**

The exhibitor shall select a winner and notify BWC no later than May 12, 2023. The exhibitor must ship the prize to the winner by May 19, 2023. BWC is not responsible if the exhibitor fails to declare a winner or ship the prize.

## What is the Special Offer?

The special offer tab allows companies to provide attendees who visit your booth a unique opportunity for your featured product or service to be offered for a limited time or at a discount. Attendees visit your booth, select the special offer tab, enter their contact information, read about your product or service offer, and obtain the special code you create.

# Exhibitor Agreement

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Complete all sections and submit your application to:

[medsymposium@bwc.state.oh.us](mailto:medsymposium@bwc.state.oh.us)

Company information			
Company name			
Website		Street address	
City		State	ZIP code
Contact name		Title	
Phone number		Email address	
Video Commercial Advertisement			
<input type="checkbox"/> <b>Yes</b> , we will submit a video commercial advertisement, not to exceed 45-seconds, to be played during the event. We understand our video will be played at least once each day. We will submit the video on or before April 10, 2023.			
<input type="checkbox"/> <b>No</b> , we will not submit a video commercial advertisement.			
<input type="checkbox"/> <b>Unsure</b> , we have not decided if a company video commercial advertisement will be submitted.			
Company description			
Provide a brief description of your company including the industry that is specific to the products and/or services your company offers.			
List your company representatives that will participate in the virtual booth			
Name	Title	Email address	
Premium booth giveaway selection			
Exhibitors have an opportunity to provide a prize giveaway with a monetary value of \$100.00 or more for attendees who visited their booth and elected to be included in the giveaway. This giveaway is optional and is not a requirement for exhibitors. At the end of the 2023 Medical & Health Symposium, each exhibitor will be provided with a report of attendees that opted in for the prize giveaway. From this list you will randomly select a winner. The random selection method will be at your discretion and BWC will in no way be held responsible for the prizes, or the distribution of the prize. Data must be held in compliance with data protection regulations.			
<input type="checkbox"/> <b>Yes</b> , we are participating in the prize giveaway. We understand that BWC will in no way be held responsible for the purchase, distribution, selection, or notification of the giveaway.			
<input type="checkbox"/> <b>No</b> , we are not participating in the prize giveaway.			

# Exhibitor Agreement

Complete all sections and return your application to:

[medsymposium@bwc.state.oh.us](mailto:medsymposium@bwc.state.oh.us)

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## Booth selection

- Premium Booth \$500
- Standard Booth \$100

## Payment method

### Check

- Make check payable to Ohio BWC and mail to:  
Ohio Bureau of Workers' Compensation  
Attn: Cashiering Unit  
P.O. Box 15698  
Columbus, OH 43215-0698

### Credit Card

- We will call you to process your payment. We accept MasterCard, Visa, and American Express. **Please do not provide a credit card number on this form.** Provide a cardholder contact name and phone number, then BWC will call to process your payment.

Cardholder name

Phone number

## Disclaimer – Agreement – Signature

### CME Disclaimer

Direct sales or promotional activities are prohibited while in the space of the continuing medical education (CME) activity. Symposium exhibitor space is for educational purposes only. Exhibitors may discuss their products and services but are not permitted to engage in direct sales in the educational space.

### Agreement

BWC reserves exhibitor packages on a first-come basis. Promotional material, logos, signage, and inclusion in the virtual exhibitor hall require a signed agreement prior to production deadlines. BWC reserves the right to use the company's name in social media related to the Medical & Health Symposium.

- I have read and accepted the terms and conditions set forth herein and in the exhibitor information package.

**Required agreement signature:**

**Date:**

A valid signature must consist of a physical (wet ink) signature, a stamped signature, or an electronic captured (scanned copy) of the signature. BWC does not accept the use of a typed signature, including adobe formatted signature. Forms submitted without a valid signature will be returned to obtain a valid signature.

## Terms and conditions for exhibitor

This application, upon acceptance by the Ohio Bureau of Workers' Compensation, hereafter referred to as BWC, immediately creates a binding contract between the Exhibitor and BWC. AN AUTHORIZED SIGNATURE ABOVE SIGNIFIES THE EXHIBITOR'S INTENTION TO BE BOUND BY THE TERMS OF THIS CONTRACT. BWC reserves the right to reject an exhibitor's application to participate. The contract shall contain, without alteration, all the terms and conditions governing the agreement between BWC and the exhibitor. Any alteration to the terms and conditions of the contract by an applicant shall immediately cause rejection of the exhibitor's application. Failure to meet or perform within the terms and conditions set forth in the contract shall permit BWC to immediately rescind or cancel the contract and to remove the exhibitor from the event. In that event, the exhibitor will not receive a refund.

In consideration of the space allotted, the exhibitor agrees to comply with the conditions and rules set forth herein, and in the exhibitor promotional materials. It is understood and agreed that, in the event of failure or inability to fulfill its contract for virtual space rental or to furnish space due to fires, strike, authority of law, act of God, or for any other reason, BWC agrees to refund all deposits and other monies paid hereunder. In that event, this agreement shall be deemed cancelled by mutual consent, and BWC shall be relieved from all responsibility thereunder.

## Important!

Scammers are targeting conferences and expositions. Be aware of outside organizations possibly claiming to represent BWC or show managers. They may try to sell you a Medical & Health Symposium exhibitor space or an attendee list. No authorized organization will contact you about our symposium's attendee lists. Ignore these spam emails and calls. In addition, do not provide anyone with your personal information.

## Agreement for virtual booth space

### 1. Description of virtual booths

- "Booth" consists of virtual space in the BWC-selected, virtual conference vendor's electronic platform.
- Exhibitor shall be responsible for providing branding and logo for the electronic space.

### 2. Eligibility of exhibitors

- Eligibility is limited to individuals and companies who supply products and/or services specifically related to the following industries: medical, health care, pharmacy, and rehabilitation. Additional companies that are deemed appropriate by BWC are also eligible. BWC reserves the right to deny participation to any company whose business is determined, at BWC's sole discretion, to be inappropriate for the event.
- BWC shall have the sole right to determine the eligibility of exhibits, including but not limited to companies, products, systems, services, booth graphics, material distributed at the conference, souvenirs, giveaways, costumes and booth personnel attire, and all other exhibition features and activities.
- The Exhibitor agrees not to display products or literature that are not regularly sold or distributed by him/her, except as deemed acceptable by BWC to illustrate the applications of his products.



- Exhibitor shall not in any manner indicate that a BWC endorsement or approval of its product or service has been given by BWC.
- It is the Exhibitor's responsibility to receive prior written approval from BWC for any product-video demonstration or display that is not within standard exhibition industry procedures and/or may be questionable in nature.
- BWC reserves the right to alter or close any questionable exhibit that does not obtain prior written authorization. No refund shall be due under such circumstances.
- BWC reserves the right to prohibit or require the removal of any display or exhibit or any part of an exhibit that it deems unsuitable or not in keeping with the character of the event.

### 3. Promotions, prize drawings, and advertisements

BWC reserves the right to reject or request revision of any product, artwork, or video content submitted for a booth, promotion or advertisement. A booth must be purchased in order to participate in any promotion, sponsorship, or advertisement. Exhibitors are not permitted to offer a promotion, giveaway, or prize drawing that involves alcoholic beverages or products, tobacco products, firearms, blade weapons, or cutlery during or in conjunction with the event.

### 4. Booth space virtual location

Booth space virtual location shall be assigned at the sole discretion of BWC and the Ohio Workers' Compensation Medical & Health Symposium.

### 5. Booth services

- Limited virtual booth training for set up and design will be provided.
- If requested, BWC will provide information containing rates and information for additional services in advance of the Ohio Workers' Compensation Medical & Health Symposium. All expenses for services beyond items outlined above in Exhibitor Options are to be paid by the Exhibitor.
- BWC reserves the right to approve all materials before displaying them at the virtual exhibit hall.
- During specified "livestream" conference hours all booths should be kept open and properly staffed.

### 6. Creating virtual exhibits

Materials for electronic set-up are due to the BWC virtual conference vendor by the deadline. Please ask for creative assistance and if additional charges are necessary for design assistance.

### 7. Send electronic correspondence to [medsymposium@bwc.state.oh.us](mailto:medsymposium@bwc.state.oh.us).

### 8. Cancellation and refunds

BWC must receive all cancellation requests in writing at [medsymposium@bwc.state.oh.us](mailto:medsymposium@bwc.state.oh.us). BWC reserves the right to resell any canceled booth space, promotions, or advertising. This refund policy does not apply to any food/beverage event promotions or sponsorship; all such payments are final.

# Exhibitor Terms & Conditions

[medsymposium@bwc.state.oh.us](mailto:medsymposium@bwc.state.oh.us)

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## 9. Promotions and advertisements

BWC reserves the right to reject or request revision of any artwork, video, or content submitted for a promotion or advertisement.

## 10. Contract for virtual space

All contracts are subject to the rules herein given. All applications must be accompanied by full payment in the form of a check or an authorized credit card payment to cover the total cost of booth space, promotions, sponsorship, and/or advertising. No Exhibitor shall assign, sublet, or apportion the whole or any part of the booth space, promotions, or advertising, nor exhibit therein, nor permit any other party to exhibit therein, any other goods than those manufactured or handled by the Exhibitor in the regular course of their business, nor permit any representative or firm or company not exhibiting to solicit business or take orders in their space without written permission from BWC. The Exhibitor must comply with and be bound by all laws, ordinances and regulations of the country, state, county, and city, and wherever applicable, of the police and fire departments.

## 11. Limitation of liability

- It is expressly understood that BWC and the virtual conference vendor will not be responsible for loss or damage which might ensue from any cause in connection with transfer, installation, maintenance, or removal of exhibits, or from the virtual conference vendor. BWC will not be responsible in any way for goods while in storage and no bailment is created as to Exhibitor's goods. BWC and its officers, staff members, employees, agents, and representatives shall not, under any condition or circumstances, be responsible for any loss sustained by any Exhibitor or any other person by reason of fire, theft, water, personal injuries, or from any act or omission whatsoever. All rules and regulations for the event are a part of this contract, including but not limited to the Exhibitor Information Package and advertising materials. It is expressly understood that BWC does not assume responsibility for extra charges for design work, production, artwork layout, programming, integration, streaming, etc.
- Each Exhibitor agrees that it shall assume sole responsibility for any damages caused by them. Exhibitors shall obtain insurance to cover damage or loss to exhibit material and general commercial liability insurance against injury to the person or property of others. The duty to indemnify BWC and to obtain insurance does not apply to state agencies that cannot constitutionally agree to indemnification or to other agencies or persons with governmental immunity from liability.
- IN NO EVENT SHALL BWC BE LIABLE FOR ANY INDIRECT OR CONSEQUENTIAL DAMAGES, INCLUDING LOSS OF PROFITS, EVEN IF THE BUREAU HAD BEEN ADVISED, KNEW, OR SHOULD HAVE KNOWN OF THE POSSIBILITY OF SUCH DAMAGES. It is understood that all costs, fees, and expenses incurred by an Exhibitor as a result of any legal action against the Exhibitor shall be the sole responsibility of the Exhibitor. Reimbursement by way of contribution, indemnification, or otherwise shall not be sought against BWC or the conference. BWC shall not be held liable for said costs, fees, and expenses and the Exhibitor shall be liable to BWC for any costs, fees, and expenses incurred by BWC in defending any such action by the Exhibitor.
- BWC is not responsible for natural disasters and other issues that may impact the event taking place, including but not limited to virtual issues including cyber-attacks, errors and omissions, etc., that impact the conference.

# Exhibitor Terms & Conditions

[medsymposium@bwc.state.oh.us](mailto:medsymposium@bwc.state.oh.us)

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## 12. Authority of show management

BWC reserves the right to remove any Exhibitor, its assignees, or subletters in the event the Exhibitor violates any of these rules or provisions of the contract. All matters not explicitly covered in these rules are subject to the decision of BWC management. All Exhibitors must abide by decisions made by management.

## 13. BWC Limited Responsibility for Data Security

As an exhibitor you are responsible for consumer privacy and data protection of attendee's personal details (email address, IP address), while attendee and exhibitor data will be secure on BWC equipment. Collected and stored information will be transferred to virtual vendors that are responsible for privacy, but data will be kept securely and used appropriately while under BWC control.