



*CAPITALizing on Change;
CLAIMing our Domain*

2018 OPC National Conference

EXHIBIT AND SPONSORSHIP PROSPECTUS



WHAT IS OPC 2018?

Event

The Orthotics Prosthetics Canada (OPC) biennial National Conference is the premier event & largest gathering of O&P professionals in Canada.

The OPC National Conference is aimed at providing vital educational content and business development tools to adapt and navigate this era of technological change and advancement in our industry.

2018 will be the first year the Tech Symposium is integrated into the OPC National Conference and with that a better technological perspective to all the programming for Certified Clinicians and Registered Technicians alike.

The 2018 National Conference will also feature a Pre-Conference workshop on Wednesday, August 8 focused on “The Business of Orthotics & Prosthetics”.

Theme

The theme for the 2018 OPC National Conference is:

CAPITALizing on Change; CLAIMing our Domain

From technological advances in 3D printing to the educational changes across North America to the encroachment of allied professions, the intent of this conference is to help our professionals navigate the ever-changing world of O&P.

Not only is the OPC National Conference a great opportunity to learn but its the perfect place to network and reconnect with peers.

At OPC, we work hard and we play hard.
At our National Conference we do both.



ABOUT THE LOCATION

Ottawa, Canada's Capital

Canada's Capital is a large multicultural city with the warmth and welcome of a small town. This beautiful historic city boasts a cosmopolitan urban centre surrounded by nature at its best.

Ottawa has something for everyone.

Explore the impressive landmarks, the wealth of cultural attractions that showcase the country's rich heritage, the nation's art collections or the military past and present.

Discover the vast network of recreational pathways that wind past parks and historic sites.

The official site for the 2018 OPC National Conference sits in the heart of downtown Ottawa. With direct access to the Shaw Centre and the upscaled CF Rideau Shopping Centre, The Westin Hotel is just steps away from Parliament Hill and the noted Byward Market.

Overlooking the Rideau Canal, a UNESCO world heritage site, the Westin Hotel features extensive meeting rooms and over 44,000 square feet of versatile space.



The Westin Ottawa

11 Colonel By Drive, Ottawa,
ON, K1N 9H4, Canada

www.thewestinottawa.com



FAST FACTS

CONFERENCE INFORMATION:

CONFERENCE LOCATION:

THE WESTIN OTTAWA

11 Colonel By Drive, Ottawa, ON, K1N 9H4

EXHIBIT HALL LOCATION:

4th Floor, Provinces & Confederation Ballrooms

CONFERENCE DATES:

August 8— Pre-Conference “*The Business of P&O*”

August 8-11— National Conference

August 10-11—Tech Symposium

SHOW SCHEDULE:

MOVE-IN:

August 8, 11am—9:00pm

EXHIBIT HALL HOURS:

August 9

- 7:30-9:00am—Breakfast
- 10:15-10:45am— AM Break
- 12:30-2:00pm—Lunch
- 4:00-7:00pm—Exhibit Hall Social

August 10

- 7:30-9:00am—Breakfast
- 10:15-10:45am—AM Break
- 12:30-1:30pm—Lunch
- 3:00-5:00pm— Happy Hour

MOVE-OUT:

August 10, 5:00pm—9:00pm /

August 11, 8:00am—12:00pm

Complimentary Wi-Fi throughout show floor

CUSTOMS:

[Customs Letter of Recognition](#)

REGISTER HERE NOW!

KEY DATES:

- | | | | |
|--------------------------------|----------------|-----------------------------------|---------------|
| • Early Bird Booking Deadline: | March 31, 2018 | • Proof of Insurance Due: | May 31, 2018 |
| • Company Info/Logo Due: | May 31, 2018 | • Early Bird Supplier Orders Due: | July 18, 2018 |
| | | • Cancellation Fee Applies: | July 10, 2018 |

OFFICIAL SUPPLIERS:

AUDIO-VISUAL SERVICES:

OPC has partnered with the on-site technology provider **PSAV Presentation Services** to provide the audio-visual support for this conference. Additional services are also available

Mark Chippa, Sales Manager - PSAV Westin Ottawa
Office: 613-569-1595 / Fax: 613-569-0935

TRADE SHOW SERVICES:

OPC has partnered with **Freeman** to provide trade show services, material handling, shipping & warehousing, and customs support for this conference. Additional services are also available.

Freeman—Exhibitor Services Department

PH 613-748-7180 ext. 234

freemanottawaes@freemanco.com

[CASL Document](#)

NUMBER OF BOOTHS: 72

BOOTH INCLUSIONS:

- Standard 10 x 10 Booth includes:
- 8’ Black Back Drape and 3’ Side Black Drape
- Facility Carpet
- One (1) Full Conference Exhibitor per Booth
- One (1) Exhibit Hall Only Badge per Booth

Optional Services:

Electrical, additional furniture, A/V are all available from Official Suppliers.

Additional Exhibitor Badges available.

CANCELLATION POLICY: From the date of space assignment to 30 days prior to event (July 10, 2018) a 50% refund less a \$100.00 cancellation fee. If less than 30 days’ notice, no refund will be applied.

Cancellations must be submitted in writing to info@opcanada.ca.

WHY EXHIBIT WITH OPC

Whether you are showcasing existing products or services or introducing new ones you can take advantage of this unique marketing opportunity during the largest gathering of O&P professionals in Canada.

More than 50 exhibitors make this exposition the premier event in Orthotic and Prosthetic products and services

Better ROI:

You spoke. We listened.

We, at OPC, are aware that no conference could be possible without the generous support of our industry sponsors and exhibitors. To that end, we have chosen to revitalize our model and increase our Sponsors and Exhibitors' return on investment.



New this year:

- **Larger booths.** With a large venue comes more space. This year our booth spaces are 10' x 10'
- **More Exhibitor Badges per booth.** We have added an additional "Exhibit Hall Only" Exhibitor Badge to each booth space.
- **2 Social functions** focused on our Exhibiting partners in the Exhibit Hall.
- **F&B on us.** All F&B at Exhibitor social functions will be provided by OPC. No extra investment!
- **Increased Exhibit hours.** We increased exhibitor facetime with delegates.
- **Show Floor Education.** Driving delegates to the trade show floor.
- **Special Contest** in Exhibit Hall to encourage attendance and interaction

- Develop relationships with new prospects and strengthen ties with existing clients
 - Differentiate your products and services from your competition
 - Increase sales and build your consumer base by meeting with clinic and facility owners and high level practitioners
 - Take advantage of our Sponsorship opportunities to set your company apart from the rest.
 - Take advantage of education sessions to learn what's happening in the Canadian P&O industry
 - Increase visibility for your organization in a targeted market
 - Present a Manufacturer's Workshop
 - Deliver Product Display Showcases
 - Benefit from fun networking events with Delegates in the Exhibitor Hall
 - Engage with leading researchers and clinicians to learn what products and support is needed from manufacturers
 - Participate in leading keynote speaker engagements, educational workshops and panel sessions
- and so much more!

WHAT IS INCLUDED

Booth Inclusions:

- Standard 10 x 10 Booth space
- 8' Black Back Drape and 3' Side Black Drape
- Facility Carpet
- One (1) Full Conference Exhibitor Badge per Booth.
- One (1) Exhibit Hall Only Badge per Booth

Full Conference Exhibitor Badge includes:

- Admission to all Education Sessions
- MCE credits (if applicable)
- Meeting Materials
- Conference Social Functions
- Breakfasts, Lunches and Breaks
- Value \$700

Exhibit Hall Only Badge includes:

- Limited access. Exhibitor Hall Only.
- Breakfast, Lunches, Breaks
- Exhibit Hall Social Events
- Value \$400

Complimentary Exhibitor Company listing on the OPC National Conference website, Conference App and printed Final Program.



Exhibitor Rates:

Register early and Save!

Before March 31, 2018  **\$1,775 CDN**

After March 31, 2018 **\$2,000 CDN**

Additional Booth **\$1,475 CDN**



Presentation Opportunities:

Product Display Showcase **\$400 CDN**

- 20-minute presentation time
- Present your product to delegates in a mini-theatre setting.
- Set during the lunch hour for maximum exposure.
- Listed in the Conference Program and App
- Push notification reminders through App



Manufacturer's Workshop **\$650 CDN**

- 1½-hour presentation time
- An opportunity to provide in-depth product or procedure demonstration to a captive audience.
- Listed in the Conference Program and App



Contact: Sandra Fyfe - Event Manager at sandra@opcCanada.ca or 613-595-1919 x 1

EXHIBITOR SCHEDULE

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Westin Provinces and 4th Floor Ballrooms

EXHIBITOR MOVE-IN	Wednesday, August 8	11:00am—9:00pm	Move-In
EXHIBIT HALL HOURS	Thursday, August 9	7:30am — 9:00am	Breakfast
		10:15am — 10:45am	AM Break
		12:30pm — 2:00pm	Lunch
		4:00pm—7:00pm	Exhibit Hall Social
EXHIBIT HALL HOURS	Friday, August 10	7:30am — 9:00am	Breakfast
		10:15am — 10:45am	AM Break
		12:30pm — 1:30pm	Lunch
		3:00pm—5:00pm	Happy Hour
EXHIBITOR MOVE OUT	Friday, August 10	5:00pm—9:00pm	Move Out
	Saturday, August 11	8:00am—12:00pm	Move Out



SPONSORSHIP OPPORTUNITIES

The following benefits are based on each sponsor's combined investment in the 2018 OPC National Conference

PLATINUM		
\$25,000 CDN	<ul style="list-style-type: none"> Lunch sponsor recognition Keynote speaker sponsor and introduction Speaking Opportunity Program Ad Push notification on App 	<ul style="list-style-type: none"> Pre-conference invitation Banner ad on OPC conference website Sponsor Signage Recognition in Synergy e-newsletter pre- and post event (1) OPC Associate Membership
GOLD		
\$15,000 CDN	<ul style="list-style-type: none"> Lunch sponsor recognition Program Ad Push notification on App Banner ad on App Pre-conference invitation 	<ul style="list-style-type: none"> Banner ad on OPC conference website Sponsor Signage Recognition in Synergy e-newsletter pre- and post event (1) OPC Associate Membership
SILVER		
\$10,000 CDN	<ul style="list-style-type: none"> Refreshment break sponsor recognition Push notification on App Banner ad on App 	<ul style="list-style-type: none"> Banner ad on OPC conference website Sponsor Signage Recognition in Synergy e-newsletter pre- and post event
BRONZE		
\$5,000 CDN	<ul style="list-style-type: none"> Banner ad on OPC conference website Sponsor Signage 	<ul style="list-style-type: none"> Recognition in Synergy e-newsletter pre- and post event

\$5,000	Name Badges (<i>non-competing with lanyard sponsor</i>)	SOLD OUT
\$3,500	Delegate Bags Sponsor	SOLD OUT
\$3,000	Lanyards (<i>non-competing with name badge sponsor</i>)	SOLD OUT
\$3,000	Mobile Charging Station Sponsor	1
\$2,500	Gamification Sponsor	4
\$2,000	Tech Skills Competition Sponsor	SOLD OUT
\$2,000	Website Banner Ads (March through August)	4
\$1,500	USB Sticks Sponsor	1
\$250	Delegate Bag Insert	10

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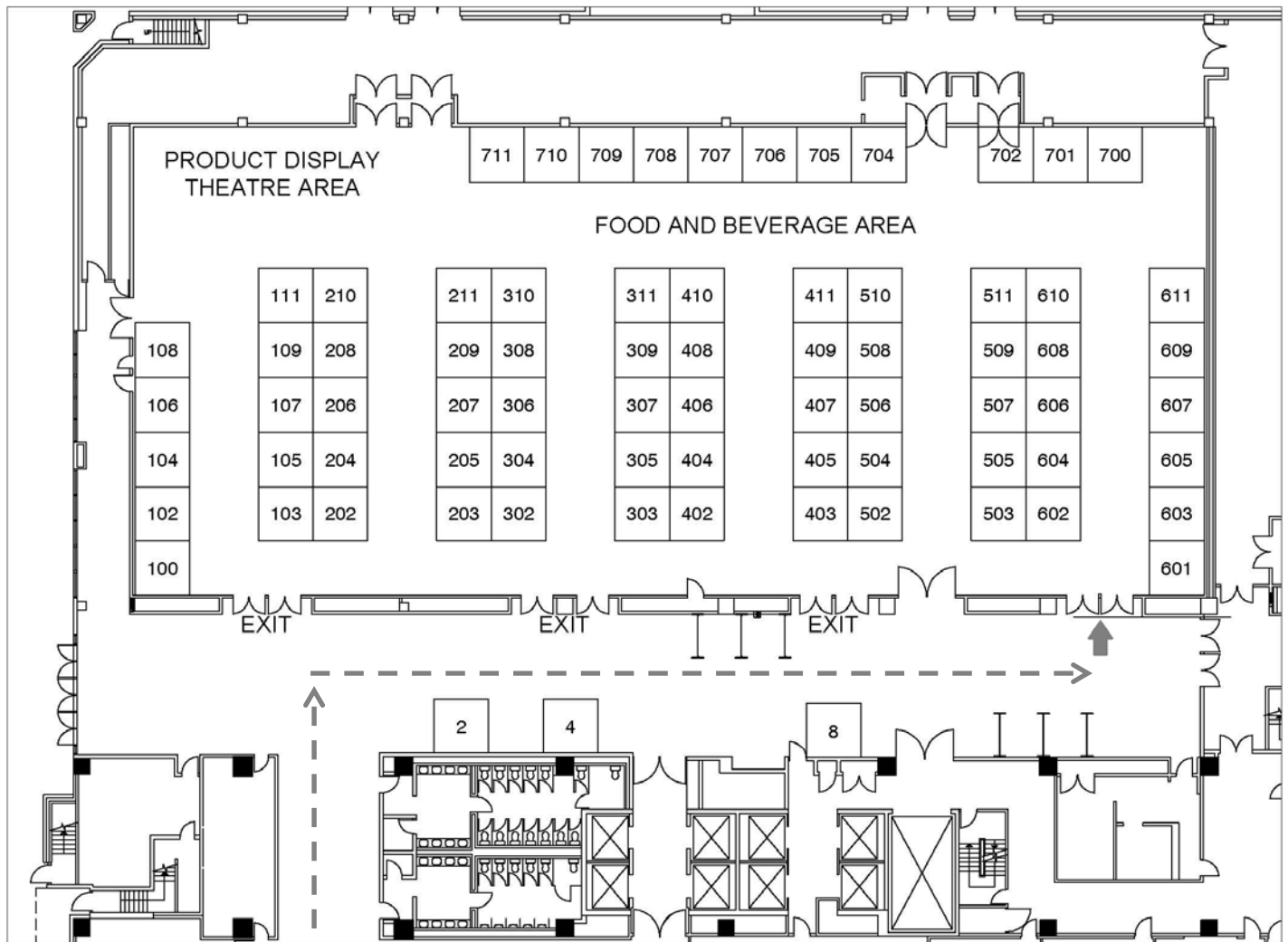
MEETING SPACE

With 27 meeting rooms and over 47,200 square feet of versatile space, The Westin Ottawa sets the tone for successful business gatherings here in the nation's capital.

The Exhibit Hall will cover the expansive **Provinces and Confederation Ballroom** on the 4th floor of the hotel. Max ceiling height 15.9'

Product Display Showcases will be in Provinces 1 within the Exhibit Hall.

FLOORPLAN



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FREEMAN

Booth space selection will be at the discretion of OPC

WHO EXHIBITED

Why should you Exhibit? Because your competitors do...

2016 Exhibitors

Ability Dynamics

Action O & P Inc.

Afana Pouliot

Alps South

Alternative Prosthetic Services Inc.

Anatomi Metrix Inc.

Aplix Canada / AFI Products

Berretta Medical Inc.

Breg Inc.

Bulldog Tools Inc.

Cascade Dafo Inc.

College Park Industries

Daw Industries Inc.

DJO Global Canada

Drew Shoe Corp.

GAItrite

iBrace

ISPO Canada

Myrdal Orthopedic Technologies Inc.

National Shoe Specialties Ltd.

OPCTEC USA

Ortho Active Appliances Ltd.

Orthos Orthopaedic Solutions Inc.

Ortoped

Ossur Canada Inc.

Ottobock

Professional Orthopedic Products

ProtoKinetics Gait Analysis Walkways

Roden Leather Company

Simple Abilities Inc.

SIMS Medical Corp.

Steenwyk Custom Shoes

TechMed 3D

Tekscan Inc.

The Knee Centre

The War Amps

Touch Bionics Inc.

Trulife

Turbomed Orthotics Inc.

Vorum



WHO IS EXHIBITING!

See a list of our current supporters to date

2018 Exhibitors

[Action O & P Inc.](#)

[Afana Pouliot](#)

[Alps South](#)

[Aplix Fasteners Inc.](#)

[Balthazard Distribution Inc.](#)

[Berretta Medical Inc.](#)

[Breg, Inc.](#)

[Bulldog Tools Inc.](#)

[Canadian Orthopaedic Supply](#)

[Cascade Dafo Inc.](#)

[Coapt](#)

[College Park Industries](#)

[Create O&P](#)

[DJO Global Canada](#)

[ERP Group Professional Products](#)

[iBrace](#)

[ISPO Canada](#)

[Myrdal Orthopedic Technologies Inc.](#)

[National Shoe Specialties Ltd.](#)

[OPIE Software](#)

[Ortho Active Appliances Ltd.](#)

[Orthotic Holdings Inc. \(OHI\)](#)

[Ortoped](#)

[Ossur Canada Inc.](#)

[Ottobock](#)

[Professional Orthopedic Products](#)

[RUSH Foot](#)

[Texas Assistive Devices, LLC](#)

[The Knee Centre](#)

[The War Amps](#)

[Valco Products](#)

[Vorum](#)

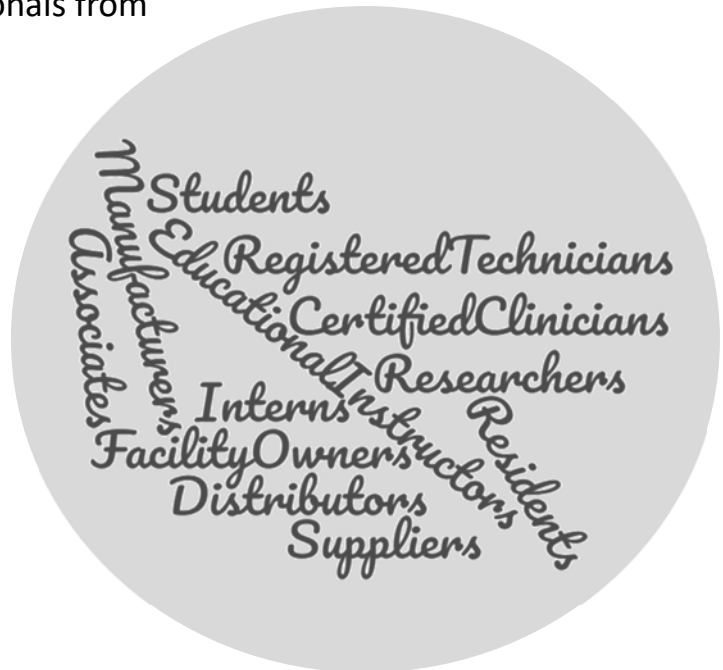


DELEGATE DEMOGRAPHICS

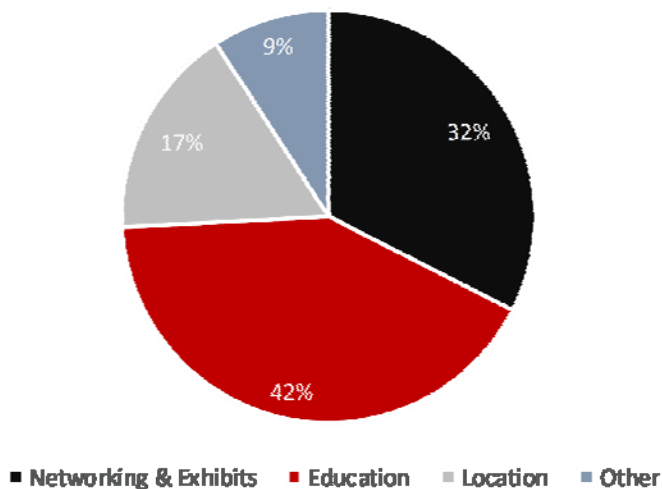
ANTICIPATED ATTENDANCE:

250-300 Orthotic and Prosthetic Professionals from across Canada.

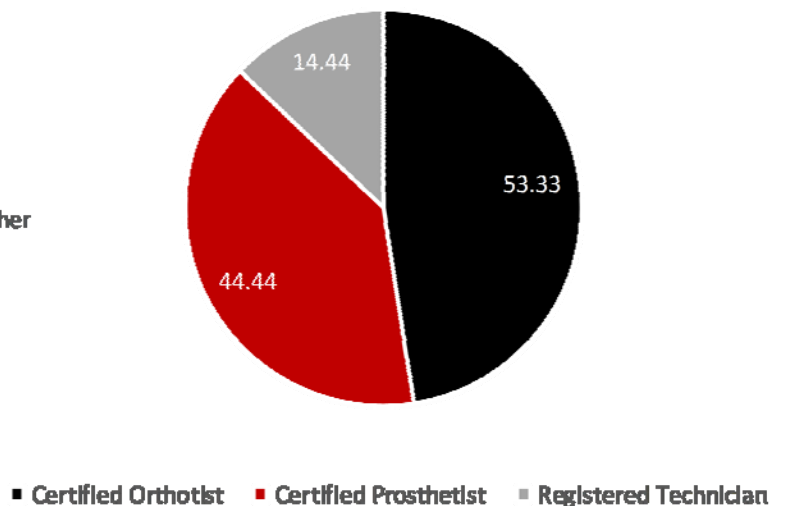
- Certified Clinicians
- Registered Technicians
- Educational Instructors
- Facility Owners
- Residents
- Interns
- Students
- Associates
- Researchers
- Manufacturers
- Distributors
- Suppliers



2016 National Conference Delegate Reasons for Attending

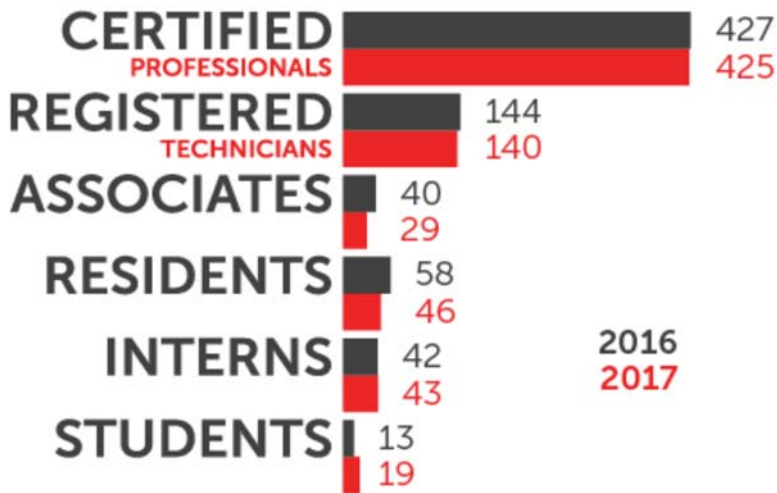


2016 National Conference Credential Breakdown

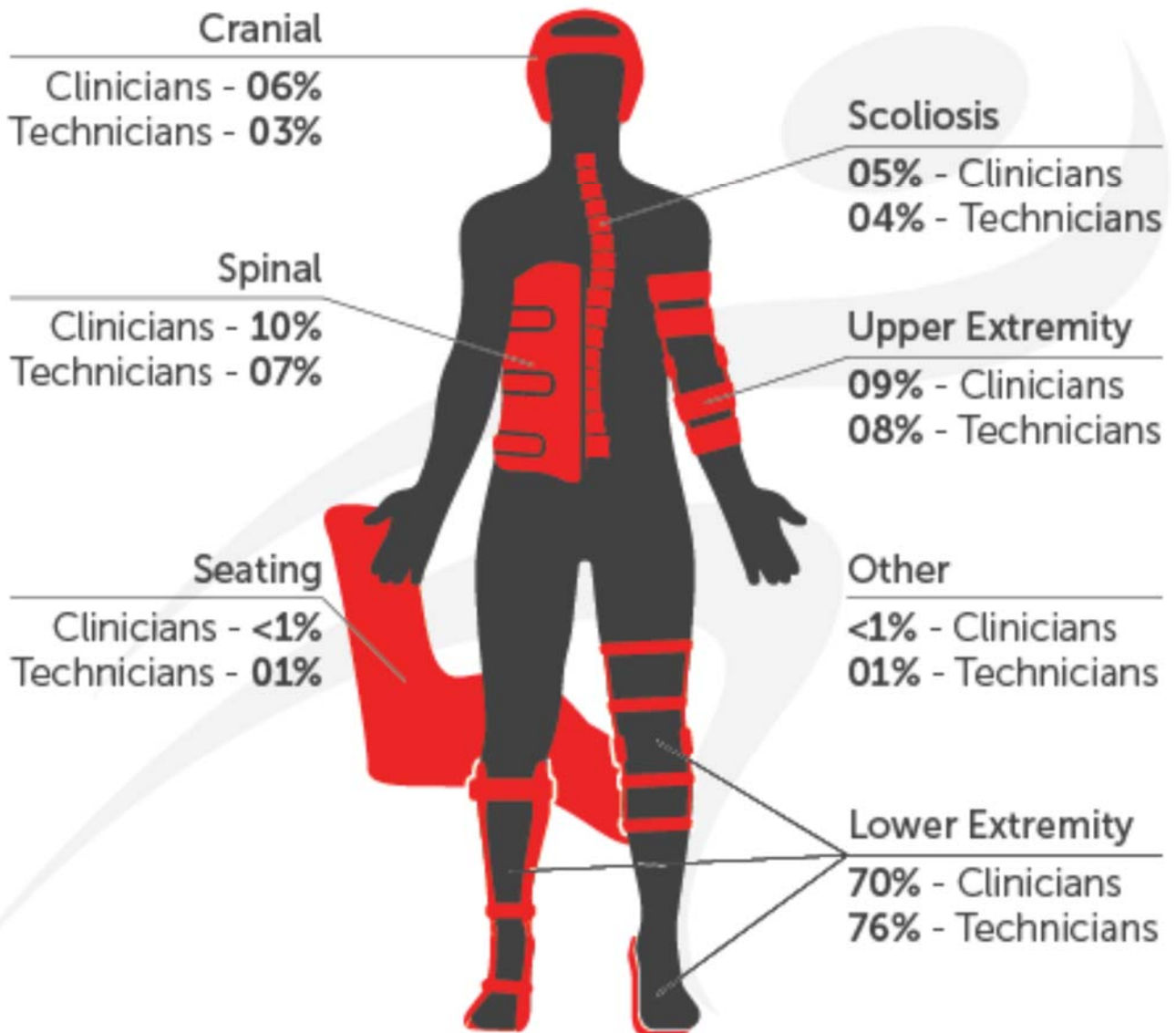


OPC DEMOGRAPHICS

Membership by Type

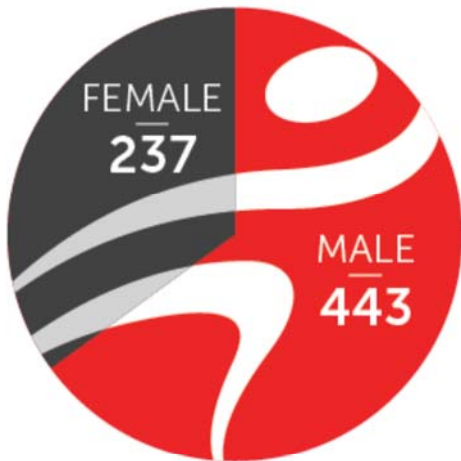


Orthotic Practice Areas



OPC DEMOGRAPHICS

Membership by Gender



Prosthetic Practice Areas

Shoulder Disarticulation/ Forequarter

Clinicians - 01%
Technicians - 01%

Transhumeral or Elbow Disarticulation

Clinicians - 03%
Technicians - 04%

Partial Hand

Clinicians - 03%
Technicians - 03%

Knee Disarticulation

Clinicians - 05%
Technicians - 04%

Transtibial

Clinicians - 49%
Technicians - 35%

Partial Foot

Clinicians - 04%
Technicians - 09%



Hip Disarticulation/ Hemipelvectomy

02% - Clinicians
02% - Technicians

Transradial or Wrist Disarticulation

05% - Clinicians
09% - Technicians

Transfemoral

20% - Clinicians
19% - Technicians

Van Nes

02% - Clinicians
06% - Technicians

Ankle Disarticulation

05% - Clinicians
05% - Technicians

ALIGNMENT MAGAZINE

Alignment

The Official Publication of Orthotics Prosthetics Canada



Reserve Today for the 2018 Special Anniversary Edition of Alignment!

2018 Advertising Rates	W x H (inches)
Full Page	\$1,700 8.125 x 10.875
Double Cover	\$2,700 8.125 x 10.875
1/2 Page	\$1,395 8.125 x 10.875
1/3	\$930 7 x 9.5
1/3 Bottom	\$795 8.5 x 12.5
1/3 Top	\$795 3.25 x 10
1/3 Mid	\$725 7 x 4.875
1/3 Side	\$800 4.5 x 4.875
1/3 Top	\$600 13 x 10
1/3 Mid	\$600 7 x 12
1/3	\$575 3.25 x 4.5

Advertising Close Date: March 1, 2018
Advertising Materials Due: March 28, 2018
Alignment Release Date: April 21, 2018

To receive space on the cover, please contact: Linda Proulx at 613-595-1919 ext. 244 or linda.proulx@opc.ca

Product Spotlight: Showcase your products for \$175 each (100 word article plus photo)

Special rate made available for all in-page and larger advertisements

2018 OPC National Conference Specials

Maximize your exposure to the Canadian O&P community by combining your presence at the 2018 OPC National Conference August 8-11 in Ottawa, Ontario.

2018 OPC National Conference + Alignment Special Cross-Promotion Rates	VALUE	OFFER PRICE
Exhibitor Booth* + Half Page Alignment Ad	\$1,500	\$2,375
Exhibitor Booth* + Full Page Alignment Ad	\$1,170	\$2,850
Exhibitor Booth* + FP Alignment Ad + Manufacturer's Workshop	\$1,820	\$3,300
Exhibitor Booth* + FP Alignment Ad + Minimum Conference Sponsorship of \$3,000	\$6,170	\$5,250

* 10 booth only
Take advantage of these opportunities available now! Limited availability. For more information, please contact Sandra Proulx at 613-595-1919 ext. 244 or sandra.proulx@opc.ca



Deadlines extended! Book by March 31 and Save!

Take advantage of the Alignment + OPC Conference Cross-Promotion

2018 OPC National Conference + Alignment Special Cross-Promotion Rates		
BUNDLES	VALUE	OFFER PRICE
Exhibitor Booth* + Half Page Alignment Ad	\$2,500	\$2,375
Exhibitor Booth* + Full Page Alignment Ad	\$3,170	\$2,850
Exhibitor Booth* + FP Alignment Advertisement + Manufacturer's Workshop	\$3,820	\$3,300
Exhibitor Booth* + FP Alignment Advertisement + Minimum Conference Sponsorship of \$3,000	\$6,170	\$5,250

* sponsorship amount over \$3,000 will be added to the offer price

There is no better way to reach Canadian orthotic and prosthetic professionals with your message about your products and services than the official publication of Orthotics Prosthetics Canada (OPC), Alignment magazine. 94% of orthotic and prosthetic professionals read most or all of Alignment each year.

The 2018 edition will be a special anniversary issue featuring "The Best of Alignment" from the past 9 years.

Additional Features:

- Full page advertisers will have logo featured on Alignment webpage and be recognized through OPC social media channels.
- Half page and larger advertisers will also be recognized through OPC social media channels

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