

# MHS22

Medical & Health Symposium



APRIL 7 – 9, 2022

# VIRTUAL EXHIBITOR

## *Exhibitors, We've Got you Covered!* **April 7-9, 2022**

Our innovative, virtual Medical & Health Symposium will be held April 7 – 9, 2022. We are expanding our audience each year and this year we are expecting over **3,000** healthcare and legal professionals. We want you to exhibit and grow with us.

From the comfort of your home or office, you can connect with thousands of **decision makers** who treat and manage patients with work-related injuries and showcase your products or services with these healthcare and legal professionals:

- Attorneys or judges
- Case managers and rehabilitation professionals
- Chiropractors
- Medical directors of managed care organizations
- Nurse practitioners
- Occupational health and rehabilitation nurses
- Occupational and physical therapists
- Pharmacists
- Physicians
- Psychologists
- Physician assistants

### **BWC Exhibitor contact:**

**Kayla Michel**

614-629-8294

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

Visit our symposium website

[click here.](#)

**New this year** to help encourage attendees to visit your exhibitor booth we are offering exhibitors the opportunity to provide an item to give away.

## Exhibitor Booth **FEATURES:**

- Chat or live stream with attendees
- Live demonstrations with Zoom
- Giveaway opportunities
- Showcase products and services
- Schedule future appointments
- Category search filter for attendees to find your specific industry
- Social media integration
- Staff directory
- Video commercial during breaks and lunches
- Logo or Advertisement in event guide

If you are interested in adding the giveaway to your exhibitor package, please see the Optional Giveaway section.

### **Historical Facts**

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

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

**2019:** Record-breaking, in-person attendance and moved to a three-day event

**2020:** Our event was cancelled due to the corona virus pandemic

**2021:** Virtual event for attendees and exhibitors with attendance over 2,700

**2022:** Virtual event again for attendees and exhibitors. Anticipating higher attendance than 2021 Symposium.

## Exhibitor Booth – Available Options

*Exhibitors may choose the booth that best fits their needs.*

Virtual Exhibit Booth Feature Breakdown		
Feature	Premium	Standard
Company logo on symposium exhibitor website	✓	✓
Full-page advertisement option in the Event Guide	✓	
Half-page advertisement option in the Event Guide	✓	✓
Customized exhibitor booth	✓	✓
Company logo in the symposium event lobby	✓	
Custom URL website button	✓	✓
Company logo included on social media	✓	✓
Optional prize giveaway	✓	
Video commercial advertisement	✓	✓
Live video conferencing	✓	
Live chat	✓	✓
Live demonstration	✓	
1:1 appointment scheduler via video conferencing	✓	
Attendee reports	✓	✓
Investment	\$500	\$100

## Exhibitor Graphic – 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

### Important Dates



- With application submission – Company logo
- Feb. 1 – Exhibitor booth builds begin
- Feb. 28 – Deadline to purchase a booth
- March 7 – Event Guide ads and artwork
- March 10 – Commercial video advertisement
- April 1 – Last day to make exhibitor booth changes
- April 7 – Exhibitor booths open at 7:30 a.m.
- April 9 – Exhibitor booths close at 3:30 p.m.

# Premium Exhibitor Booth – \$500

## ***Premium Exhibitor Booth Details***

- Features listed on the previous page
- Video commercial advertisement (30 – 45 seconds) created and edited by the exhibitor. The video will be shown during session breaks and lunches. Placement of video ads are at the discretion of BWC.
- Training sessions for booth set up and design
- Exhibitor booth includes company description, contact listing, logo, and embedded video capabilities
- Company logo in marketing material and social media posts, if provided by the deadline
- Full-page advertisement and logo option in the electronic Symposium Event Guide, if provided by the deadline
- Robust reporting on booth activity
- One-on-one video conferencing option before morning session, during breaks, lunch, and end of day. (Zoom link provided or upload your own virtual conference link).
- One-on-one appointment scheduler via video conference
- Booth recommended to be staffed before morning session, during breaks, and lunches

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# Standard Exhibitor Booth – \$100

## ***Standard Exhibitor Booth Details***

- Features listed on the previous page
- Video commercial advertisement (30 – 45 seconds) created and edited by the exhibitor. The video will be shown during session breaks and lunches. Placement of video ads are at the discretion of BWC.
- Training sessions for booth set up and design
- Exhibitor booth includes company description, contact listing, logo, and embedded video capabilities
- Company logo in marketing material and social media posts, if provided by the deadline
- Half-page advertisement and logo in the electronic Symposium Event Guide, if provided by the deadline
- Report of attendees who opted in, downloaded resources, chat logs, and booth views
- No booth staffing needed

## *Premium Exhibitor Booth* **Optional Giveaway**

Don't miss your chance to showcase your company's products and services, strengthen existing business relationships, increase customer awareness, and generate new business leads.

For this year's virtual symposium, we invite you to submit an item with a retail value of \$100 or more for a giveaway. The item can be your own product or a promotional item. Giveaways are great for building traffic and attract extra attention to your booth. This can be a great traffic-building promotion and can add extra attention to your booth!

Attendees will have the option to submit their name to be included in the prize giveaway upon entering your booth. Exhibitors will be provided a list of attendees who visited their booth and chose to submit their name by 5 p.m., April 9, 2022. The exhibitor will select the winning attendee in a way in which each attendee has an equal chance of winning the prize. By April 13, 2022, the winner is drawn at random **by the exhibitor** and the winning attendee name submitted to BWC.

### **Giveaway prize ideas:**

- A company product or gift card valued at \$100 or more
- Digital camcorder, digital camera, digital photo frame
- Exercise equipment, GPS-enabled sport watch, fitness-monitoring electronics
- Flat-screen television
- Game system (Wii, PlayStation, Xbox etc.)
- Gift basket of items valued at \$100 or more
- Gift card (gourmet items, restaurant, retail store, spa, wellness center, etc.)
- Air Pods
- Jewelry (watch, bracelet, necklace)
- Music system with CD player, FM radio and/or docking station
- Office equipment (mouse, keyboard, monitor, headset, workstation)
- Small appliances (blender, coffee maker, juicers, rice cookers, steamers, etc.)
- Tablet, eBook reader

Exhibitors must receive written approval of their giveaway prize from BWC no later than March 4, 2022. Send an email with your giveaway prize choice to Kayla Michel at [medsymposium@bwc.state.oh.us](mailto:medsymposium@bwc.state.oh.us) for approval; please **do not** send the giveaway prize to BWC. BWC reserves the right to reject any prize item that is deemed inappropriate for this event.

Prizes must have a retail value of \$100 or more and must be new and in original packaging. BWC reserves the right to request proof of retail value if the value of the item is in question. The exhibitor shall notify the winner and BWC no later than April 13, 2022. Winners will be announced on the Medical & Health Symposium website on April 15, 2022. Exhibitors must ship the giveaway prize to the winner by April 22, 2022. BWC is not responsible if the exhibitor has not provided a winner by April 13, 2022 or shipped the giveaway prize by April 22, 2022.

# Exhibitor Agreement

Complete all sections and submit your application to:

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

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MEDICAL & HEALTH SYMPOSIUM • APRIL 7-9

Company information		
Contact name:	Contact title:	
Company name:	Contact phone number:	
Full company address:		
Company website:		
Company description		
Please provide a brief description of your company including an industry that is specific to the products and/or services your company offers.		
Please list the company representatives that will participate in the virtual booth		
Name:	Title:	Email:
Name:	Title:	Email:
Name:	Title:	Email:
Name:	Title:	Email:
Premium booth giveaway selection		
New this year, we are offering the opportunity for exhibitors to provide a giveaway with a monetary value of \$100.00 or more for attendees who visited their booth and selected to be included in the giveaway. This is optional and is not a requirement for exhibitors that selected the premium booth option. At the end of the event each exhibitor will be provided with a report of attendees that opted in for the giveaway. From this list you will conduct your random selected 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"/> Yes, we are participating in the 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"/> No, we are not participating in the giveaway.		

# Exhibitor Agreement

Complete all sections and submit your application to:

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MEDICAL & HEALTH SYMPOSIUM • APRIL 7-9

## Exhibitor booth selection

### Exhibitor Booth Selection

- Premium Exhibitor Booth \$500
- Standard Exhibitor 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.** Simply provide a cardholder contact name and phone number then BWC will call to process your payment.

**Cardholder printed or typed name:**

**Cardholder phone number:**

### 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/rejected for missing or invalid information.*

## Important!

Scammers are targeting conferences and expositions. Be aware of outside organizations possibly claiming to represent the Ohio Bureau of Workers' Compensation (BWC) or show managers. They may try to sell you a BWC 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 — especially a credit card number.

## 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.

## 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.
- Virtual exhibitor meets all requirements by the Americans with Disabilities Act and shall hold BWC and the Ohio Workers' Compensation Medical & Health Symposium harmless from any consequence of exhibiting or failure in this regard.

### 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

- Virtual booth training for set up and design will be provided by virtual conference platform supplier.
- 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.

## 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.

## 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. The Americans with Disabilities Act (ADA)

The ADA is a civil rights law that prohibits discrimination against individuals with disabilities in all places that are open to the general public. The purpose of the law is to make sure that people with disabilities have the same rights and opportunities as everyone else. Event organizers who normally work to make sure their in-person events are accessible seem to forget that virtual events need to be accessible for the disability community as well. Accessibility for virtual events should be a priority and central to the planning process from the beginning. There are two components to a virtual conference that need compliance:

- The virtual environment (rooms and spaces) – Make sure that the virtual conference provider's platform offers a Section 508 compliant option. Virtual events are graphic intensive by nature. A Section 508 option renders the experience into a text version to support visually impaired attendees by enabling the use of screen readers such as JAWS.
- Webcast presentations – The webcast technology should provide an option to include closed captions (subtitles) for attendees that are hearing impaired.

## 14. 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.