

# Exhibitor Prospectus

## 25<sup>th</sup> Annual Florida Combined Otolaryngology Meeting

November 4<sup>th</sup> – 7<sup>th</sup>, 2021  
Naples, Florida

**Excellence** is our Specialty

### Hybrid Event

Join Us Onsite or Online

### CME and CEU Credits Available

[www.fcomnow.com](http://www.fcomnow.com)

#FCOM2021



# ONLINE ONSITE ON THE NEXT LEVEL

Be part of the **most significant industry event** in Otolaryngology/Head and Neck Surgery, Facial Plastic Surgery, and Medical Audiology.

“The single most fun, cutting-edge interactive educational experience of 2021!”

**Don't miss out** on this unique opportunity to demonstrate **innovation**, share **products** and engage one on one with **over 1500 registrant consumers** and **thought-leaders** from across the specialty.

# Invitation to Exhibit

Dear Colleagues,

We invite you to participate in the 2021 Florida Combined Otolaryngology Annual Meeting November 4 – 7, 2021, LIVE broadcasting from the Ritz-Carlton, Naples, Florida. It is a combined meeting that includes the Florida Society of Otolaryngology Head and Neck Surgery, Florida Society of Facial Plastic and Reconstructive Surgery, Network of Florida Otolaryngologists and Network of Medical Audiology Professionals. The meeting features world-renowned otolaryngologists, plastic surgeons and medical audiologists presenting on a variety of topics within the industry.

Last year was our first opportunity to bring our annual meeting across state lines to physicians, advanced practice providers, audiologists, residents, students and office staff throughout the United States and Internationally. We were truly delighted to see the attendee engagement and enthusiasm during the #FCOM2020 virtual meeting.

We look to continue as the stand-out educational event, drawing hundreds of attendees each year.

For FCOM's Industry sponsors and exhibitors, this event is an unparalleled opportunity to make and solidify relationships participating side-by-side with our attendees in all educational offerings, networking and various marketing opportunities to assure your brand is front and center.

Reserve your onsite & virtual booth space today!



**John Lanza, MD, FACS**  
FSO-HNS, President



**Matthew Mifsud, MD**  
FSO-HNS, Program Co-Chair



**Julia Toman, MD**  
FSFPRS, President &  
Program Co-Chair



**Melissa Hancock, MD, FSFPRS**  
Treasurer & Program Co-Chair



**Nathan Nachlas, MD**  
NFO, President



**Patricia Ramos, AuD**  
NMAP, President

## Why will physicians want to attend LIVE onsite?

**Participate in Keynote Sessions**  
featuring CEO's from Fortune 100 MedTech and Pharma Companies

**Attend scientific courses and poster sessions**  
on the latest research, procedures and technologies

**Attend onsite only specialty workshops, hands-on training and technology demonstrations**

**Interact with an All-Star guest speaker line-up**

**Learn and Earn**  
CME or CEU

**Ability to view content** post-show allowing every attendee to create a customized meeting agenda

**Elevated attendee experience opportunities**  
unparalleled to sitting in front of a screen

**Access to exhibiting sponsors**  
with leading edge technology and product showcases

**In-person speed interviewing sessions**  
for physicians looking to hire physician assistants and audiologists

**After hours networking** and collaboration opportunities

## The Florida Combined Otolaryngology Meeting is expected to attract over 1500+ attendees in 2021

— including physicians and residents, physician assistants, nurse practitioners, audiologists and assistants, PA & audiology students, practice administrators, managers, and more – to the premier ENT-medical audiology conference. The 2021 meeting is a hybrid event offering each sponsor an exhibit booth onsite at the Ritz-Carlton and in the virtual expo hall. The in-person booth is a dedicated networking space on the expo floor to showcase your products, services and technologies. It is the perfect place to attract potential customers, initiate purchases and make deals happen. The exhibition hall will

also host a number of mini-events including breakfast, cocktail hour, poster sessions and the technology theatre presentations.

Virtual booths provide each company with a 3D interactive exhibit space to promote their products, services, and new technology. Each attendee is represented as their own avatar in this custom immersive 3D world. The virtual booths are customizable to include informational video(s), white papers, etc., and include contact information, LIVE one-on-one private meeting opportunities, and direct website links to help promote business beyond the booth.

We offer a variety of sponsorships, booth sizes, educational and advertising opportunities that are designed to put your company in front of the right people. Whether you're interested in exhibiting, sponsoring, advertising, educating — or all four — talk to us today at [dvillacci@entaaf.com](mailto:dvillacci@entaaf.com)



## Target Audience

**All interested healthcare professionals involved in ENT** including but not limited to physicians, advanced practice providers, audiologists, speech language pathologists, administrators, as well as residents, fellows, medical students, and other healthcare related students.

## Attendees:

ENT Physicians • Audiologists • Physician Assistants  
Nurse Practitioners • Clinical Staff • Residents • Students  
Industry Professionals • Practice Administrators • Office Staff

## Specialty Tracks:

ENT • Otology • Facial Plastics & Reconstructive Surgery  
Laryngology • Advanced Practice Providers • Sleep • Sinus  
Allergy Rhinology • Head & Neck • MedSpa • Regulatory  
Administrative • Medical Audiology • Poster Sessions

Total Number  
of speakers and  
panel experts

99

Total Number  
of courses

83

Total Number  
of CMEs offered

19.5

Total Number  
of CEUs offered

19  
Hours

## Over 34 Sponsors & Exhibitors

**Diamond:** ALK, Danna Gracey, MedPro Group

**Platinum:** Acclarent, Modernizing Medicine

**Gold:** Aerin Medical, The American Institute of Balance, Cognivue, Envoy Medical, Medtronic, Phonak, Signia, Starkey, Stryker, Unitron

**Silver:** Hear Billing Solutions, Inspire, Inventis, Oticon, QM2 Solutions

**Bronze:** Dalent Medical, Earlens, Hemostasis, LLC, Intersect ENT, Storz, Sanofi, Widex

**Supporting Sponsors:** Amptify, Amplified Resource Group, CapTel, drs4drs OTTO, Cochlear, ReSound, RiseENT

## Our Goal:

Our goal is to provide an interdisciplinary forum to explore and discuss specific areas of interest, research and clinical applicability related to ear, nose and throat diseases. FCOM is designed to help physicians, providers and researchers better manage and understand diagnostic & rehabilitative options for patients with ENT related symptoms & disorders, identify

areas requiring additional basic and clinical research, and discuss the latest findings in the natural history of ENT related diseases. This is the premier international scientific meeting offering exceptional networking and marketing opportunities, as well as the opportunity to boost your brand and connect with both new and existing customers.

## Educational Objectives:

By the end of this hybrid experience, participants should be able to:

1

Discuss ENT and facial plastic surgery updates on new techniques, concepts and procedures.

2

Describe newer surgical indications and techniques.

3

Discuss Medical Audiology diagnostic and rehabilitative updates on new techniques, concepts and procedures.

4

Identify best practices and outcomes in general ENT and related specialties, including allergy and MedSpa.

5

Discuss improvement in clinical trials, patient experiences and outcomes.

6

Interpret ideas to improve management of the ENT, audiology and facial plastic surgical office.

7

Discuss current regulations and mandates affecting medical practice.

8

Understand a variety of practice management issues and quality.

### Meet 1,500+ Potential Customers

FCOM attracted almost 1000 ENT physicians and providers in 2020, and has grown every year since 1996, with this year's hybrid event expected to attract record attendance numbers. What better venue to showcase your company's products and services than a meeting attended by the key thought-leaders and decision-makers across the multi-specialty field of ear, nose and throat? Do not miss the opportunity to be part of this important gathering of the ENT, Medical Audiology, Head & Neck Surgery, Plastic Surgery, Allergy, Sleep and MedSpa community.

### Significant in-person and online networking opportunities

FCOM will host an opening reception on Friday evening. Onsite attendees can enjoy hors d'oeuvres and mingle with colleagues from around the globe.

Virtual attendees can chat with Exhibitors in the virtual exhibit hall and meet up with sponsors and colleagues in the virtual networking lounge and sponsored breakout rooms. Poster sessions will be open on Friday, Saturday and Sunday in the Exhibit Hall area. Attendees and exhibitors can gather together to see, hear, and discuss specific cutting-edge research topics.

FCOM attendees are primarily providers and their office support staff. These providers are dedicated to delivering collaborative, best-in-class clinical care to patients with ENT and associated disorders. They are highly motivated and interested in keeping up to date on the latest developments and advances in the medical, surgical and rehabilitative care. Prior attendees note that the unique meeting environment, which invites all attendees, sponsors & exhibitors to participate in the education courses, creates a learning environment that delivers advanced learning and perspective far past the usual specialty perimeters. The exhibit hall, industry education track and poster sessions also provide significant opportunities to learn about the newest developments, discuss concepts, share knowledge, and exchange ideas while networking directly with attendees, abstract authors and industry leaders. This year's hybrid format will increase and deepen these opportunities.

## This meeting is built on a philosophy of collaboration & engagement

- All sponsors and exhibitors are welcome and encouraged to attend any and all courses, onsite or online, particularly where they can offer specialty knowledge or simply those that interest them. Interaction with attendees and participation during Q&A is encouraged and appreciated.
- Specific Exhibit Hours have been scheduled without competing track courses to provide time for the attendees to visit our sponsors and exhibitors without missing time-released course content. Be aware that attendees may choose to pop into the exhibit booths outside of the specified hours. We will do our best to assist our sponsors & exhibitors with booth staff planning and realize this can be more complex in the Virtual Exhibit Hall.
- The one on one meeting exchanges in the 3D virtual exhibit hall occur as they would in-real-life. For example, if an attendee avatar sits down in your virtual booth, a voice-only or video conversation can be initiated. These interactions are private and can only be heard by the participating parties. More instruction will be provided as to the how-to and other opportunities to engage one on one with attendees.
- Sponsors and exhibitors may choose to participate in the Virtual Exhibit scavenger hunt activities occurring during the meeting which encourages attendees to visit our Exhibit Hall & watch sponsored content in the Industry Theatre.



## Scheduled Exhibit Hours:

(all hours are posted in Eastern Standard Time)

### Friday, November 5, 2021 | 1:00 PM – 7:30 PM

#### Onsite

- Exhibit Hall set-up hours are 10:00 AM – 12:30 PM.
- The Exhibit Hall will open at 1:00 PM – and close at 7:30 PM.
- The Welcome Reception will take place in the Exhibit Hall onsite between 5:00 PM – 7:30 PM.

#### Virtual

- Exhibit Hall training and set-up dates & times will be released at least two months prior to the event.
- The Exhibit Hall will open at 5:00 PM – and close at 7:30 PM.
- The Welcome Reception will take place in the Exhibit Hall onsite between 6:00 PM - 7:30 PM.

### Saturday, November 6, 2021 | 6:30 AM – 2:00 PM

#### Onsite

- The Exhibit Hall will open at 6:30 AM – and close at 2:00 PM.
- Breakfast will be held in the Exhibit Hall area for all attendees between 6:30 AM – 7:30 AM.
- Non-competing course exhibit hours and breaks will be provided prior to the November meeting to assist with booth staffing planning.

## Virtual

- The Exhibit Hall will open at 7:00 AM – and close at 2:00 PM.
- Extra scavenger hunt points will be awarded to attendees who visit the Virtual Exhibit Hall area between the hours of 7:00 AM – 10:00 AM.
- Non-competing course exhibit hours and breaks will be provided prior to the November meeting to assist with booth staffing planning.

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## Sunday, November 7, 2021 | 7:00 AM – 12:00 PM

## Onsite

- The Exhibit Hall will open at 7:00 AM – and close at 12:00 PM.
- Breakfast will be held in the Exhibit Hall area for all attendees between 7:00 AM – 8:00 AM.
- Non-competing course exhibit hours and breaks will be provided prior to the November meeting to assist with booth staffing planning.
- All attendees are encouraged to gather online for the LIVE Broadcast of the FCOM Summit Closing Remarks where Leaderboard and Scavenger Hunt winners are announced, and next year's conference details are released!

## Virtual

- The Exhibit Hall will open at 7:00 AM – and close at 12:00 PM.
- Extra scavenger hunt points will be awarded to attendees who visit the Virtual Exhibit Hall area between the hours of 7:00 AM – 10:00 AM.
- Non-competing course exhibit hours and breaks will be provided prior to the November meeting to assist with booth staffing planning.

# Sponsorship Perks

2021 FCOM SPONSOR PERKS AT EACH LEVEL	Platinum	Gold	Silver	Bronze
	\$15,000	\$10,000	\$7,500	\$3,000
<b>Brand Awareness &amp; Exposure</b>				
Company logo and link from the FCOM 2021 conference website	•	•	•	•
Company logo and description included in digital conference brochure	150 words	100 words	75 words	50 words
Rotating Advertisement Company logo highlighted in 3D virtual lobby Sponsor Board during event	•	•		
Sponsor Highlight Email including logo and company description sent to NFO statewide membership leading up to conference dates	1 Email per Platinum Sponsor	1 Email: Including all Gold Sponsors & descriptions	All onsite exhibitors will be mentioned in NFO Newsletter Pre-Conference advertising the FCOM2021 Event	
Shout-out prior to keynote addresses	•			
Shout-out prior to panels / recognition from stage		•		
Access to content on-demand post-conference	2 weeks	2 weeks	1 week	1 week

# Sponsorship Perks

<b>2021 SPONSOR PERKS AT EACH LEVEL</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Onsite Exhibitor Booth</b> Limited Spaces Available				
10 x10 Onsite Exhibit Space with exclusive access to onsite attendees. 8 ft table with 2 chairs included. (internet, shipping, electrical on-own)	•	•	•	•
Complimentary Onsite Registration for Exhibit Staffing	4	3	2	1
Additional on-site Conference Passes	50% off	40% off	30% off	10% off
Exclusive Attendance to Friday Evening Dinner with CEO Pipeline Guests & Keynote Speakers	2	1		
<b>Virtual Exhibitor Booth</b>				
3D Virtual Booth - Basic	•	•	•	•
Customizable booth listing with banner	•	•	•	•
Complimentary Virtual Registration	4	3	2	2
Additional Virtual Conference Passes	\$50/per	\$75/per	\$100/per	\$100/per
Company overview	200 word	150 word	100 word	50 word
Embedded video capabilities with company overview in booth	•	•	•	•

# Sponsorship Perks

Downloadable Resource Section including links, PDF, and PPT	5	4	3	2
Contact Information with headshots	•	•	•	•
Live 1:1 Avatar Voice Chat within booth	•	•	•	•
1:1 Scheduled Meeting Capabilities	•	•	•	•
Video Content will be included in on-demand Industry Theatre. Each Sponsor will have a 30-minute on-demand session in our online education gallery with a direct contact link for viewers to reach out.	+3 videos up to 60 mins of content with direct contact link	30-minute video with direct contact link	30-minute video	15-minute video
Attendee Registration List – Name & mailing address available pre-conference	2-weeks prior to conference	2-weeks prior to conference	1-week prior to conference	
<b>Analytics</b>				
Exhibitor Booth Visitor Report	•	•	•	•
Resource Download Statistics	•	•	•	
Booth Chat Logs	•	•		
<b>Post-Conference Benefits</b>				
Final Attendee List <i>One-time use only first, last, title, mailing address</i>	•	•	•	
Final Attendee List <i>One time use only - first, last, title</i>				•

## Additional Sponsorship

Virtual Experiences	Price
<b>Virtual Opening Reception:</b> Host the Virtual Opening Reception Experience for an exclusive experience designed by you and our event operations team! SWAG bag delivery to the US attendee's home. Sponsor will be able to select invitees.	\$15,000
<b>Coffee Break Sponsorship:</b> Send Virtual Attendees a gift card via email. For 100 registered attendees. Additional sponsorships will be managed by registration order. Branded email. (6 available)	\$1,000
Virtual Experiences	Price
<b>Hotel Registration Check-In</b> – Welcome our Ritz hotel guests with a nice surprise in their room upon arrival. Include branded promo item of choice.	\$5,000
<b>Private CEO Reception:</b> Host the private Thursday evening reception for the FSO-HNS, FSFPRS, NFO and NMAP Board, special Keynote Speakers and the Pipeline CEO panel participants in the Presidential Suite. (2 available)	\$15,000
<b>Technology Lab</b> 10-Minute Live Presentation with Physician Presenter, 3-minute video, includes 1 6-foot table and 1 additional staff representative. (8 available)	\$5,000
<b>Product Theaters:</b> 30-minute sessions that provide the sponsor with a live marketing opportunity. Product theaters are scheduled during the breakfast event for 30-minutes. They take place on a raised stage area and are promotional, usually concentrating on a specific product or medication. No CME credit available. Price does not include AV. (2 available)	\$2,500
<b>Lunch &amp; Learn:</b> Host an exclusive Lunch & Learn event during the onsite conference. 30 attendees. Friday & Saturday. (4 available)	\$7,500 + Speaker Fees
<b>Pre-conference Half-Day Seminar.</b> Host an on-site half-day seminar on Thursday or Friday.	\$5,000

## Additional Sponsorship

<b>Welcome Reception.</b> Host the on-site welcome reception in the Exhibit Hall. Includes a signature cocktail/mocktail, branded napkins and branded table tents.	\$15,000
<b>Friday Evening Dinner Event.</b> Private invitation only event for the board of directors, national thought leaders, CEOs and other special guests. (2 available)	\$15,000
<b>Coffee Break Sponsorship</b> – Espresso Machine Experience	\$3,000
<b>Professional Headshot Station</b> in Exhibit Hall with Makeup Application	\$5,000
<b>Brand Awareness</b>	
Welcome Gift for Onsite Attendees	\$15,000
Wi-Fi Sponsorship for Onsite Attendees	\$7,500
Closed Captioning – Sponsored by	Inquire
Lanyard Sponsorship	\$1,500
Website Banner on FCOM2021 Registration Page	\$2,000
Logo on Attendee App Log-in (Saturday & Sunday available)	\$2,000

**Stay tuned  
for registration  
updates  
and additional  
sponsorship  
opportunities.**

# FCOM 2021 Sponsorship

Our company is pleased to support the Florida Combined Otolaryngology Meeting by a sponsorship grant to the Network of Florida Otolaryngologists at the level indicated below.

Conference name: Network of Florida Otolaryngologists/FCOM 2021

Sponsoring Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Please indicate the sponsorship level:

PLATINUM \$15,000  SILVER \$7,500

GOLD \$10,000  BRONZE \$3,000

*All sponsorship levels will also participate in the Virtual Exhibition Hall.*

### Additional Sponsorships:

### Price:

_____	_____
_____	_____
_____	_____

*Additional sponsorships are honored on a first come, first serve basis.  
You will receive notification if the sponsorship is available and has been approved.*

### Please choose the form of payment:

Check

Make payable to:  
Network of Florida Otolaryngologists

Mail to:  
NFO – NMA Professionals  
1601 Clint Moore Road Suite 170  
Boca Raton, Florida 33487  
Attn: Dawn Villacci or Tania Diaz

Credit Card

Type of Credit Card:  
Visa, MC, AMEX, Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV \_\_\_\_\_

Holder's Name: \_\_\_\_\_

Holder's Signature: \_\_\_\_\_

CC Billing Address

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

If you have any additional questions about sponsorships, please reach out to  
Dawn Villacci at [dvillacci@entaaf.com](mailto:dvillacci@entaaf.com)

**Watch for Online Sponsorship Registration launching in April 2021!**  
**[www.FCOMnow.com](http://www.FCOMnow.com)**