



Exhibitor Prospectus

Event Dates: January 23-25, 2024
Nashville, Tennessee

ABOUT HANGER

Rooted in more than 160 years of clinical excellence, Hanger provides comprehensive, outcomes-based orthotic and prosthetic (O&P) services through its Patient Care segment, with over 900 Hanger Clinic locations nationwide. Through its Products & Services segment, Hanger distributes O&P products and rehabilitative solutions. Hanger is a purpose-driven company with a vision to lead the O&P markets by providing superior patient care, outcomes, services and value, aimed at empowering human potential.

Be a Part of Clinical Education

As a Hanger LIVE Exhibitor, your company has the opportunity to present a scientific course on a new product or cutting-edge technology. This opportunity is unique to this event, as you will present a scientific course to an engaged audience of Hanger Clinic clinicians. Please note that these courses will be chosen based on your sponsor level and are required to include unbiased, scientific material so that attendees can earn continuing education credit. For more information on presenting a class during Hanger LIVE 2024, please email HangerLive_Exhibitor@Hanger.com.

Why Sponsor and Exhibit at Hanger LIVE

Hanger LIVE is the premier event for the largest orthotic and prosthetic company in the world. Hanger LIVE attendees are mostly comprised of Hanger clinicians looking for the latest products and solutions to optimize their patient care and practice.

“This is always the best meeting we do each year. Well organized, plenty of exhibit time, and great interaction with the clinicians.” – Hanger LIVE Exhibitor

70%

of clinician attendees strongly agreed that they “discovered a new product/service that (they) will use in (their) clinic.”

7 hours

of designated exhibition time with attendees

1500

registered attendees

100 more

Hanger Clinic clinicians to attend Hanger LIVE 2024



SPONSORS

Act quickly—limited booth space available.

Booth Draw at Hanger LIVE

Booth and table space will be selected using a priority point system. Combined points from 2021-2023 events will be used to determine the order of the booth draw. The more points your company earns, the earlier you will choose your booth the following year.

Diamond Sponsor (20 Priority Points)

Before Nov. 2:
\$20,800 Cash / \$22,400 Credit

Starting Nov. 2:
\$21,800 Cash / \$23,400 Credit

- 10' x 20' booth space or four 6' tables
- Five exhibitor passes
- Logo on signage in lobby
- Logo on sponsorship group banner
- Recognition on projector screens in exhibit hall
- Option to provide one product flyer in the attendee bag
- 30 second video wall advertisement, played in exhibit hall
- Added to exhibitor networking game, EmpowerPlay

Platinum Sponsor (14 Priority Points)

Before Nov. 2:
\$14,600 Cash / \$16,100 Credit

Starting Nov. 2:
\$15,600 Cash / \$17,200 Credit

- 10' x 10' booth space or three 6' tables
- Four exhibitor passes
- Logo on signage in lobby
- Logo on sponsorship group banner
- Recognition on projector screens in exhibit hall
- Option to provide one product flyer in the attendee bag

Gold Exhibitor (6 Priority Points)

Before Nov. 2:
\$6,200 Cash / \$7,800 Credit

Starting Nov. 2:
\$7,300 Cash / \$8,800 Credit

- Two 6' tables
- Three exhibitor passes
- Logo on signage in lobby
- Logo on sponsorship group banner
- Recognition on projector screens in exhibit hall

TABLETOP EXHIBIT

Tabletop Exhibit (4 Priority Points)

Before Nov. 1:
\$3,700 Cash / \$4,300 Credit

Starting Nov. 1:
\$4,800 Cash / \$5,300 Credit

- One 6' table
- Two exhibitor passes

Additional Table (2 Priority Points)

\$2,100 Cash / \$2,600 Credit

- One exhibitor pass

Additional Booth (4 Priority Points)

\$4,700 Cash / \$5,200 Credit

- Two exhibitor passes



\$1,000

1 Priority Point

Priority placement for the following year

Choose from the following:

- + Product flyer in attendee bags (Sponsor to provide flyer)
- + Giveaway in attendee bags (Sponsor to provide giveaway)
 - Water bottles, pens, pads, etc
- + Healthy initiatives sponsorship
 - Acknowledgment on signage, mobile app, push notifications and event reminders. Support the yoga class, and run/walk groups.
- + Water Station Sponsor with placement in/near your booth.

\$500

1 Priority Point

Priority placement for the following year

Choose from the following:

- + Mobile app banner ad
- + Yeti cooler giveaway
 - Cooler will be provided
- + Exhibitor networking game, EmpowerPlay
 - Attendees will collect “values buttons” from participating booths and turn in five buttons for a prize



EXHIBITOR PLUS PROGRAM

Add value and exposure to your company by participating in the PLUS program.

Video Wall

\$2,000: 60-second video (2 Priority Points)

\$1,000: 30-second video (1 Priority Point)

\$500: 15-second static image

Show off your company's products and services with an impactful video displayed on the large screens in the exhibit hall. The video montage will loop during exhibit hall hours.



EXCLUSIVE SPONSORSHIPS



Specialty Coffee Bar Sponsor - \$4,000

4 Priority Points - \$4,000

New opportunity to sponsor a latte and coffee bar located in the conference center lobby with your company's logo on signage and custom napkins. Attendees will have one ticket each for a specialty coffee drink and you will be the caffeine hero of early morning classes.

Key Cards

13 Priority Points - \$12,500

Conference attendees will get a room key with your custom designed logo on one side.

Attendee Bag

6 Priority Points - \$6,000

Your company logo will be prominently displayed on the registration bag along with the Hanger LIVE logo. One product flyer insert included in the sponsorship.

Badge Lanyards

6 Priority Points - \$6,000

Exclusive logo placement on the highly visible event badge lanyards that will be distributed to all attendees.

Mobile Charging Station

4 Priority Points - \$4,000

Your company will be prominently displayed on the mobile device charging station in the exhibit hall. Option to place the charging station in/near your booth or table.

Floor Clings

2 Priority Points - \$2,000

Located in the hallway to the convention center for all attendees to see.

Elevator Door Clings

2 Priority Points - \$2,000 each

Located in the event foyer, a high traffic area where attendees will go up to the second floor for the educational classes.



Special Opening Event!

The Hanger Foundation is hosting a "Night to Inspire" on Monday, January 22, 2024, at the Country Music Hall of Fame in downtown Nashville.

This star-studded event will benefit the Hanger Foundation, and multiple sponsorship and donation opportunities are available. Please visit the website at <https://inspire2024.hellofund.io> or scan the QR code for more details.



EXHIBIT DETAILS

Dates & Event Times

Exhibitor Move-In

Tuesday, January 23: 8:00 a.m.–3:00 p.m.

Exhibit Hall Hours

Tuesday, January 23: 4:30 p.m.–6:30 p.m.

Wednesday, January 24: 10:00 a.m.–4:00 p.m.

Thursday, January 25: 9:00 a.m.–12:30 p.m.

Exhibitor Move-Out

Thursday, January 25: 12:30 p.m.–4:00 p.m.



Booth Logistics

Included in the 10'x10' booth:

- Back wall drape: gray
- Side wall drape: gray
- Facility carpet color: multi-colored
- One (1) - 6' gray skirted table
- Two (2) - plastic contour chairs
- One (1) - wastebasket

Tabletop Logistics

Included in the tabletop displays:

- One (1) - 6' gray skirted table
- Two (2) - plastic contour chairs
- Facility carpet color: multi-colored

Height Restrictions

Tabletop displays cannot be taller than 4.5' above the table (54"). 10'x10' booth displays are restricted to 10' tall.

Exhibitor Badges

As an exhibitor, you will receive complimentary exhibitor badges for each 6' table (1 badge) or 10'x10' booth (2 badges) purchased. Additional employee or patient model badges are \$400. Diamond, Platinum and Gold Sponsors receive additional complimentary badges.

Contacts

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Official Contractors:
Freeman Expositions



VENUE AND ACCOMMODATIONS

2024 HEADQUARTER HOTEL

Gaylord Opryland Resort & Convention Center
2800 Opryland Drive, Nashville, Tennessee, USA, 37214

Book by January 3, 2024 to receive the discounted rate of \$223.00 + tax and resort fee. You will receive an emailed link to book your hotel after you register your booth.

Future Dates & Locations

Nashville, TN

Gaylord Opryland Resort
January 27-30, 2025

Grapevine, TX

Gaylord Texan Resort
January 26-28, 2026

Grapevine, TX

Gaylord Texan Resort
January 25-27, 2027

Important Dates and Deadlines

2023

September 23 Exhibitor course request deadline

November 1 Early Bird registration deadline

December 1 Sponsor's logo and all sponsor design assets due to Freeman

December 1 Registration bag inserts due (includes product flyers and giveaways)

December 1 Video wall assets uploaded to provided link

2024

January 2 Registration deadline to be displayed in the mobile app exhibit hall map

January 3 Cut-off date for the Gaylord Opryland discounted rate

January 10 All exhibitors and sponsors paid in full

January 23 Move in/exhibitor set-up (8:00 a.m.-3:00 p.m.)
Hanger Supplier Meeting (3:00 p.m.-4:15 p.m.)
Exhibit hall open (4:30 p.m.-6:30 p.m.)

January 24 Exhibit hall open (10:00 a.m.-4:00 p.m.)

January 25 Exhibit hall open (9:00 a.m.-12:30 p.m.)
Dismantle exhibits (12:30 p.m.-4:00 p.m.)

BACK BY POPULAR DEMAND: HANGER LIVE VIRTUAL EVENT

We are excited to offer a virtual one-day Hanger LIVE event on Friday, February 2, 2024, to reach the 3,500 Hanger employees that will not attend in person. This interactive, custom environment is a great way to network with all Hanger Clinic employees and clinicians who are joining us on our virtual platform for education and networking. Don't miss this opportunity to showcase your products and generate leads by participating in this one-of-a-kind virtual event.

\$2,000 per Virtual Booth

- Showcase products as if you were in-person with a custom exhibit booth
- Store an unlimited number of files and links to product landing pages
- Live audio and video chat options for two-way communication
- Schedule meetings or live demos with clinical team members
- Generate leads with attendee profile search

You can sign up and pay for the virtual event during your online registration for Hanger LIVE 2024 in Nashville.

900

Hanger Clinic clinicians in attendance

3500

total Hanger employees

2.5 hours

of dedicated exhibit time



