

We'll promote your brand at the World Congress

MEDIA INFORMATION

Sponsoring
opportunities
at the
Congress



As an exhibitor, you'll showcase your company in your own customised exhibition space. Take the opportunity to draw attention to yourself in the congress area.

At the OTWorld congress, experts from all over the world will provide reports concerning the most important aspects of current trends and developments from an interdisciplinary perspective in various formats spread over five different halls.

The atmosphere in the congress area is concentrated, quieter and less stimulating than in the exhibition halls. This offers an excellent opportunity to draw attention to your message, your brand or your product.

Confairmed GmbH is your contact for the following sponsorship opportunities. Confairmed is a wholly-owned subsidiary of the German Association of Orthopaedic Technology (Bundesinnungsverband für Orthopädie-Technik), as well as the brand owner and organiser of the World Congress at OTWorld.



2,100 congress participants from **51** countries

300 speakers from 29 countries

High national significance with **66 %** German participants

350 lectures in **6** halls

4 halls with **simultaneous interpreting**

This data is derived from OTWorld World Congress 2022.

The congress participants are a highly specialised and qualified target group consisting of: orthopaedic technicians, orthopaedic shoemakers, rehabilitation technicians, medical supply retailers, employees who pay for costs, physicians and primarily owners/managers with decision-making authority.



Your opportunities as a sponsor in the OTWorld 2024 congress area:

Branded floorprints and charging columns

Target **group**: all visitors who are in the congress area – page 5

Lymphology goodie bag

Target **group**: visitors to the lymphology workshops – page 7

Congress bag

Target **group**: all visitors to the lectures – page 9

Branding in the Speakers' Lounge

Target **group**: all speakers at the congress – page 11

Generate attention by using **floorprints** to navigate visitors to the branded (**mobile phone**) charging column.

The charging columns are branded with your logo and are available for use by all congress participants. These columns are very popular and offer an excellent opportunity to display highly visible advertising messages. You can also customise the floorprints according to your needs.

We have two charging columns including floorprints for two sponsors.



Example design
Branded charging column with
branded floorprints

Our tip: combine the message of the **floorprints** with the message on the **charging column**.

Price for one fully branded charging column and five branded floorprints: €2,300.00 **1 x still available**.

The area of the charging column to be branded is approx. 10 m² (approx. 1.1 m in height x 9.1 m in width). A footprint can be designed in any shape (40 x 40 cm).

Production and handling are carried out by the organiser.
Delivery of the print data by 28.03.2024.

Please note our information concerning technical data on page 13.



For the first time, interdisciplinary **workshops on the topic of lymphology will be offered at the congress specifically for medical supply store employees.**

We are putting together a high-quality goodie bag for this target group, which all visitors to the workshops can take away free of charge. Take your chance and fill the bags with your gifts. You can put samples of your products, branded giveaways, informative flyers and much more in the bag.

Our tip: use give-aways or product samples that you also plan to distribute on your stand.



Example design:

Your lymphology **goodie bag** options:

Your logo on the bag including an insert of your choice

(e.g. flyer, catalogue etc.) – will only be given exclusively to one sponsor

Price: €1,750.00 **sold**

One insert per bag, max. DIN A4 or smaller format

Price: €850.00

One insert per bag – up to twelve pages, max. DIN A4 or a smaller format

Price: €1,250.00

Give-aways or product samples: one item per bag, dimensions: by arrangement –
printed with your logo

Price: from €900.00

All sponsored inserts, giveaways
and product samples must be
delivered by 8 April 2024.

The organiser will be responsible
for filling the bag and distributing it
during OTWorld.



We will be distributing **2,000 congress bags** to all visitors to the congress programme.

You have the following options for having a presence on or in the bag:

Your logo on the bag including an insert of your choice

(e.g. flyer, catalogue etc.) – will be exclusively allocated to a sponsor.

Price: €4,400.00 **sold**

The sponsor is responsible for the production of the bags. The only requirement for the design: the event logo has to be featured.



Example design:

Possible content for the **congress bag**:

One insert per bag, max. DIN A4 or a smaller format

Price: €1,320.00

One insert per bag – up to twelve pages, max. DIN A4 or a smaller format

Price: €2,100.00

Give-aways: one item per bag, dimensions: by arrangement – printed with your logo

Price: from €1,100.00

Writing pad and biros: one writing pad max. DIN A4 and one pen per bag –
printed with your logo if desired

Price: from €1,500.00

All bag content must be delivered
by 08.04.2024

The organiser will be responsible
for filling the bag and distributing
it during OTWorld.

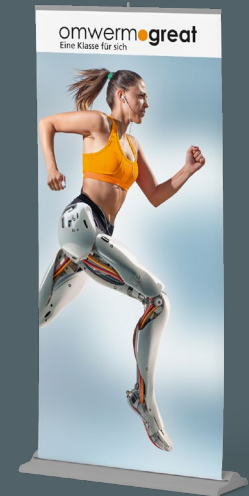


Fit out the exclusive Speakers' Lounge with your advertising messages.

Speakers can stay in the lounge during the entire congress and will be catered for there. The Speakers' Lounge is the meeting place at OTWorld for high-calibre speakers from the worlds of science, medicine and trade.

You have the opportunity to display two roll-ups and two large-format posters featuring your messages in the lounge.

Exclusivity: we only offer this sponsorship opportunity to one sponsor.



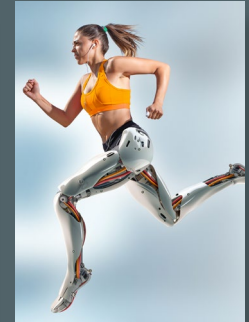
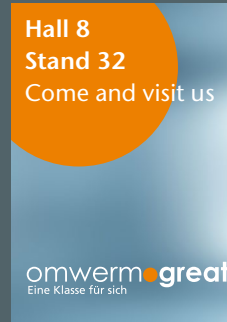
Example design
for a roll-up



Our tip: you can include catering in with your messages by writing for example: "... wishes you bon appétit." or "A lunchtime boost with ... We wish you a successful congress."

Price for two roll-ups measuring 850 x 2,150 mm
and two large-format posters: €2,100.00

Production and setting up/attachment by the organiser. Delivery of the print data by 28.03.2024. Please note our information concerning technical data on page 13.



Example design
for posters



Please supply production-ready print data as PDF/X (ISO standard PDF/X-1a).

Please provide **customer logos or graphics** for further processing as vector data.

Convert fonts into character paths (paths/curves) if possible, embed in PDF files.

Please create the print data at a scale of 1:10 (over 1 m²) or scale 1:1 (up to 1 m²). We will scale and calculate (RIP) your data to the final format.

Trimming tolerances min. 5 mm (in relation to the final format); please inform us of the final format in any case.

Digital printing is carried out based on the Euroscale exclusively in the colours of the CMYK colour space. Special colours (HKS, Pantone, etc.) will be converted to CMYK.



Contact

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All prices listed in this document are exclusive of VAT.

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