ABOUT HANGER

Hanger, Inc. is the world’s premier provider of orthotic and prosthetic (O&P) services and products. With over 2,000 clinical providers, Hanger Clinic provides the greatest collective of clinical talent available. Specializing in the provision of orthotic and prosthetic solutions, our teams deliver effective clinical systems, innovative technologies and outstanding customer service to our patients each year at more than 800 patient care clinics nationwide.

Be a part of the 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 is required to be unbiased, scientific material so that attendees can earn continuing education credit. For more information on presenting a class during Hanger Live 2020, please email HangerLive_Team@Hanger.com.

Why Sponsor and Exhibit at Hanger Live

Hanger Live is the premiere 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.

70% of Clinician Attendees strongly agreed that they, “discovered a new product/service that (they) will use in (their) clinic.”

10 HOURS of designated exhibition time with attendees

1,500 Registered Attendees

“This is always the best meeting we do each year. Well organized, plenty of exhibit time, and great interaction with the clinicians.”
Why Sponsor and Exhibit at Hanger Live

Booth Draw at Hanger Live
Booth and table space will be selected using a priority point system. Combined points from 2017-2020 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. 1 - $20,000 Cash / $21,500 Credit
After Nov. 1 - $21,000 Cash / $22,500 Credit
• 10’ x 20’ booth space, four 8’ tables
• Five exhibitor passes
• Logo on Column Wraps 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 add, played in exhibit hall
• Added to Exhibitor Networking Game, EmpowerPlay

Platinum Sponsor 14 Priority Points
Before Nov. 1 - $14,000 Cash / $15,500 Credit
After Nov. 1 - $15,000 Cash / $16,500 Credit
• 10’ x 10’ booth space or three 8’ tables
• Four exhibitor passes
• Logo on Column Wraps 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. 1 - $6,000 Cash / $7,500 Credit
After Nov. 1 - $7,000 Cash / $8,500 Credit
• Tabletop exhibit space, two 8’ tables
• Three exhibitor passes
• Logo displayed on sponsor group banner
• Recognition on projector screens in exhibit hall

Tabletop Exhibit 4 Priority Points
Before Nov. 1 - $3,600 Cash / $4,100 Credit
After Nov. 1 - $4,600 Cash / $5,100 Credit
• One 8’ table
• Two exhibitor passes

SPONSORS
Act quickly, limited booth space available. Booth availability can be found when registering.
**$1,000**
2 Priority Points
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, biometrics screening, and run/walk groups.
+ Water station in/near your booth or table
+ Atrium Lamp Posts
  - Signage hung from lamp posts in the high traffic walkway to our meeting space.

**$500**
2 Priority Points
Priority placement for the following year

**Choose from the following:**
+ Mobile app banner ad
+ Yeti cooler giveaway
  - Cooler will be provided and branded with sponsor name
+ Floor Clings in High Traffic Area
+ Exhibitor Networking Game, EmpowerPlay
  - Attendees will collect “values buttons” from participating booths and turn in 5 buttons for a prize

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**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 logo 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.

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“Hanger Live is a very well run conference. We always consider it successful due to the interactions in the exhibit hall. We look forward to next year. Keep up the good work.”
### EXCLUSIVE SPONSORSHIPS

**Exhibit Hall Lounge Sponsor**  
8 Priority Points - $8,000  
Sponsor the busy lounge area in the exhibit hall that will be highly used by attendees who need to charge their phones or laptops. You can also showcase your logo on a branded bar during the Tuesday night Opening Ceremony and Exhibitor Reception.

**Key Cards**  
13 Priority Points - $12,500  
Conference Attendees will get a room key with your custom designed logo on one side of the card.

**Attendee Bag**  
6 Priority Points - $6,000  
Sponsor logo on 1,400 attendee bags. Your company logo will be prominently displayed on the registration bag along with the Hanger 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.

**“Appy” Hour Sponsor**  
2 Priority Points - $2,000  
Start networking early by hosting the bar at the Monday night “Appy Hour” in the IT Café, where attendees are invited to explore the mobile app and get assistance with their mobile devices. Brand new attendees at Hanger Live (16% of total attendees) will be targeted to join this event.

**Elevator Door Clings**  
2 Priority Points - $2,000  
Located in the event foyer, a high traffic area where attendees will go up to the second floor for their education classes.

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1,315 People Attended the Opening Ceremony and Exhibitor Reception in 2019
### Dates & Event Times

**Monday, February 3**
- 1:00pm-6:00pm  
  Exhibitor registration

**Tuesday, February 4**
- 8:00am-3:00pm  
  Exhibitor registration/set-up
- 3:15pm-5:00pm  
  Supplier Information Meeting
- 5:30pm-6:00pm  
  Exhibitor entrance open
- 6:00pm-8:30pm  
  Opening Ceremonies, Exhibitor Reception and Hanger Partner Awards

**Wednesday, February 5**
- 7:00am-9:00 am  
  Breakfast in Exhibit Hall
- 11:30am-1:00pm  
  Lunch & Networking in Exhibit Hall
- 3:30pm-4:00 pm  
  Break/unopposed exhibit time
- 4:00pm  
  Exhibit Hall closes

**Thursday, February 6**
- 9:00am-10:00am  
  Continental Breakfast
- 10:00am-11:30am  
  Booth draw for 2021
- 11:30am-1:00pm  
  Lunch in Exhibit Hall
- 2:00pm  
  Exhibit Hall closes
- 2:00-4:30 pm  
  Exhibit Hall breakdown

### Booth Logistics

**Included in the 10’x10’ Booth:**
- Back wall drape: gray
- Side wall drape: gray
- Facility carpet color: multi-colored
- One (1) - 8’ gray skirted table
- Two (2) - plastic contour chairs
- One (1) - wastebasket

As an Exhibitor, you will receive two complimentary exhibitor badges for each 8’ table or 10’x10’ booth purchased. Additional employee or patient model badges are $400. Diamond, Platinum and Gold Sponsors receive additional complimentary badges.

**Included in the Tabletop Displays:**
- One (1) - 8’ 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.

### Contacts

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- Exhibitor Sales and Logistics, SPS
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**Sarah Ross**
- National Events Leader, Hanger, Inc.
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**Official Contractors**
- Freeman Expositions
Important Dates and Deadlines

- September 11, 2019 – Exhibitor registration opens
- November 1, 2019 – Early Bird registration deadline
- November 29, 2019 – Sponsors logo due to Freeman
- December 13, 2019 – Registration bag inserts due (includes product flyers and giveaways)
- January 9, 2020 – Deadline to be displayed in the mobile app Exhibit Hall map
- January 9, 2020 – Cut-off date for the Gaylord Opryland Resort & Convention Center discounted rate
- January 13, 2020 – Deadline to submit presentation for education classes
- January 19, 2020 – All Exhibitors and Sponsors paid in full
- February 4, 2020 – Move in/Exhibitor set-up (8:00am-3:00pm)
  Opening Ceremony, Hanger Partner Awards, and Exhibitor reception (6:00pm-8:30pm)
- February 5, 2020 – Exhibit Hall open (7:00am-4:00pm),
  Dismantle exhibits (2:00pm-4:30pm)
- February 6, 2020 – Exhibit Hall open (7:00am-2:00pm),
- February 7, 2020 – Exhibit Hall open (7:00am-4:00pm),
- February 8, 2020 – Exhibit Hall open (7:00am-4:00pm),
- February 9, 2020 – Exhibit Hall open (7:00am-4:00pm),
- February 10, 2020 – Exhibitor tear down (2:00pm-4:30pm)

Future Dates & Locations

**Nashville, TN**
Gaylord Opryland Resort
January 25-29, 2021

**Dallas, TX**
Gaylord Texas Resort
January 30-February 3, 2022
January 22-27, 2023