



September 16-17, 2022
POCUS World Virtual Conference

Exhibitor and Sponsor Prospectus



POCUS

Point-of-Care Ultrasound
Certification Academy™



The virtual conference
uniting a global community
in education and action.

We invite you to participate as an exhibitor and/or sponsor of the POCUS World Virtual Conference, September 16-17, 2022. POCUS World will offer your organization the unique opportunity to present products and services to the POCUS Community – a global audience of healthcare professionals interested in expanding their knowledge and experience of point-of-care ultrasound.



- 1** Engage highly motivated POCUS professionals and introduce them to products and services that increase effective POCUS use.
- 2** Offer live demonstrations of your products and/or services and gain immediate feedback.
- 3** Email to the conference attendee list.
- 4** Feature your brand on the POCUS Certification Academy website and conference platform.
- 5** Receive complimentary passes to the conference.

Why Exhibit?

This year's exhibit hall will be virtual. Time will be set aside for attendees to visit the exhibits.

By exhibiting and/or sponsoring at POCUS World your organization will enjoy exclusive access to the POCUS Community.

Who Should Exhibit/ Sponsor?



Organizations specializing in the following should exhibit/sponsor:

- 1** Point-of-Care Ultrasound Product Manufacturers
- 2** Ultrasound Training and Education
- 3** Professional Associations
- 4** Medical Schools and Ultrasound Teaching Programs
- 5** Healthcare Insurance and Risk Management
- 6** Healthcare Technology

Sponsorship Options

| Sponsorship Packages/Levels | Silver Sponsorship | Gold Sponsorship | Platinum Sponsorship (Limit 3) |
|---|--------------------|------------------|--------------------------------|
| | \$4,000 | \$7,000 | \$10,000 |
| Conference Passes | 4 | 7 | 10 |
| Dedicated Sponsor Booth ¹ | ✓ | ✓ | ✓ |
| Contact Information Listed in the Attendee Hall, with Sponsorship Level Tag | ✓ | ✓ | ✓ |
| Company Logo Listed in the General Exhibitor & Sponsor Lobby | ✓ | ✓ | ✓ |
| List of Booth Visitors by Email | ✓ | ✓ | ✓ |
| Extended Booth Description Space | ✓ | ✓ | ✓ |
| Data Analytics for Booth Performance | ✓ | ✓ | ✓ |
| Representation in the Designated Sponsor lobby | ✓ | ✓ | ✓ |
| Logo Featured on the Homepage | | ✓ | ✓ |
| Sponsor a Conference Lobby | | ✓ | ✓ |
| Recorded Demo Session in the On-Demand Library | | ✓ | ✓ |
| Live Product Demo | | ✓ | ✓ |
| Dedicated Social Posts from the POCUS Academy ² | | ✓ | ✓ |
| Host a Small Group Discussion | | | ✓ |
| Photobooth Branding ³ | | | ✓ |
| Customizable Conference-Wide Notification Pins | | | ✓ |
| Booth Inclusion in the Event Challenge | | | ✓ |
| Host a Virtual Meeting Room | | | ✓ |
| Staff Contacts Listed in Booth ⁴ | 4 | 7 | 10 |

¹ Features include a company description, welcome video, chat box functionality, resources sections, and scheduling function for 1-1 meeting.

² Gold sponsors will be tagged as a group. Platinum sponsors will receive individualized posts.

³ Includes photo frames and stickers

⁴ Including team members who are not attending

Exhibitor Options

| | Essential Exhibitor | Enhanced Exhibitor | Premium Exhibitor |
|--|---------------------|--------------------|-------------------|
| | \$1,000 | \$2,000 | \$3,000 |
| Conference Passes | 1 | 2 | 3 |
| Dedicated Exhibitor Booth ⁵ | ✓ | ✓ | ✓ |
| Contact Information Listed in the Attendee Hall, with Exhibitor Tier Tag | ✓ | ✓ | ✓ |
| Company Logo Listed in the General Exhibitor & Sponsor Lobby | ✓ | ✓ | ✓ |
| List of Booth Visitors by Email | ✓ | ✓ | ✓ |
| Extended Booth Description Space | | ✓ | ✓ |
| Data Analytics for Booth Performance | | ✓ | ✓ |
| Recorded Demo Session in the On-Demand Library | | ✓ | ✓ |
| Host a Small Group Discussion | | | ✓ |
| Booth Inclusion in the Event Challenge | | | ✓ |
| Host a Virtual Meeting Room | | | ✓ |
| Customizable Conference-Wide Notification Pins | | | ✓ |
| Staff Contacts Listed in Booth ⁶ | 1 | 2 | 3 |

⁵ Features include a company description, welcome video, chat box functionality, resources sections, and scheduling function for 1-1 meeting.

⁶ Including team members who are not attending



2021 Audience Profile

Professions

Sonographers
 Physicians
 Nurse Practitioners
 Surgeons
 Educators
 Nurse Anesthetists
 Nurse Midwives

Physical Therapists
 Physician Assistants
 Vascular Technologists
 Registered Nurses
 Students
 Residents

Specialties

Anesthesiology
 Cardiology
 Chiropractic Medicine
 Critical Care
 Emergency Medicine
 Family Medicine
 Gastroenterology
 General Surgery
 Hospitalist
 Internal Medicine
 Obstetrics & Gynecology

Orthopedics
 Otolaryngologist
 Pediatrics
 Physical Medicine & Rehabilitation
 Pulmonology
 Radiology
 Sports Medicine
 Vascular Surgery
 Vascular Technology

Countries

Argentina
 Australia
 Austria
 Bahrain
 Bangladesh
 Brazil
 Brunei Darussalam
 Canada
 Chile
 China
 Columbia
 Cyprus
 Dominican Republic
 France

Germany
 Guyana
 Hong Kong
 India
 Israel
 Italy
 Kenya
 Kuwait
 Macao
 Malawi
 Malaysia
 Malta
 Mexico
 Myanmar

Nepal
 New Zealand
 Nigeria
 Pakistan
 Panama
 Paraguay
 Philippines
 Portugal
 Qatar
 Saudia Arabia
 Singapore
 South Africa
 South Sudan
 Spain

Sri Lanka
 Switzerland
 Taiwan, Province of China
 Tanzania, United Republic
 Thailand
 United Arab Emirates
 United Kingdom
 United States
 Venezuela, Bolivarian
 Republic of Yemen
 Zimbabwe

More Insights

60% of the audience was responsible for making POCUS-related purchase decisions for their organization or company 

Exhibitor Impressions

Our 2021 exhibitors *Expressed Positive Experiences* with:

| | | | | |
|---|---|--|---|---|
| 1 The ability to moderate conference sessions | 2 Direct networking opportunities with conference attendees | 3 Equal exposure in the exhibit hall | 4 Frequent promotional features throughout the conference | 5 Robust lead lists with verified contact information |
|---|---|--|---|---|

Session Details



Over 65 education educational sessions and posters



Exhibitor hall included:

- Device manufacturers
- Simulation software developers
- Global health organizations (NGOs)
- AI-driven image analysis
- Telehealth training providers, and more



Speakers from 14 countries

Industry Guidelines

All Inteleos exhibitors, agents or designees of their responsibility need to comply with the following industry guidelines as outlined by the ACCME and healthcare professionals, including but not limited to:

- Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support
- Advanced Medical Technology Association (AdvaMed) Code of Ethics for Interactions with Healthcare Professionals
- American Medical Association (AMA) Opinion 8.061 Gifts to Physicians from Industry
- Office of Inspector General (OIG) Compliance Program Guidance for Pharmaceutical Manufacturers
- Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interaction with Healthcare Professionals

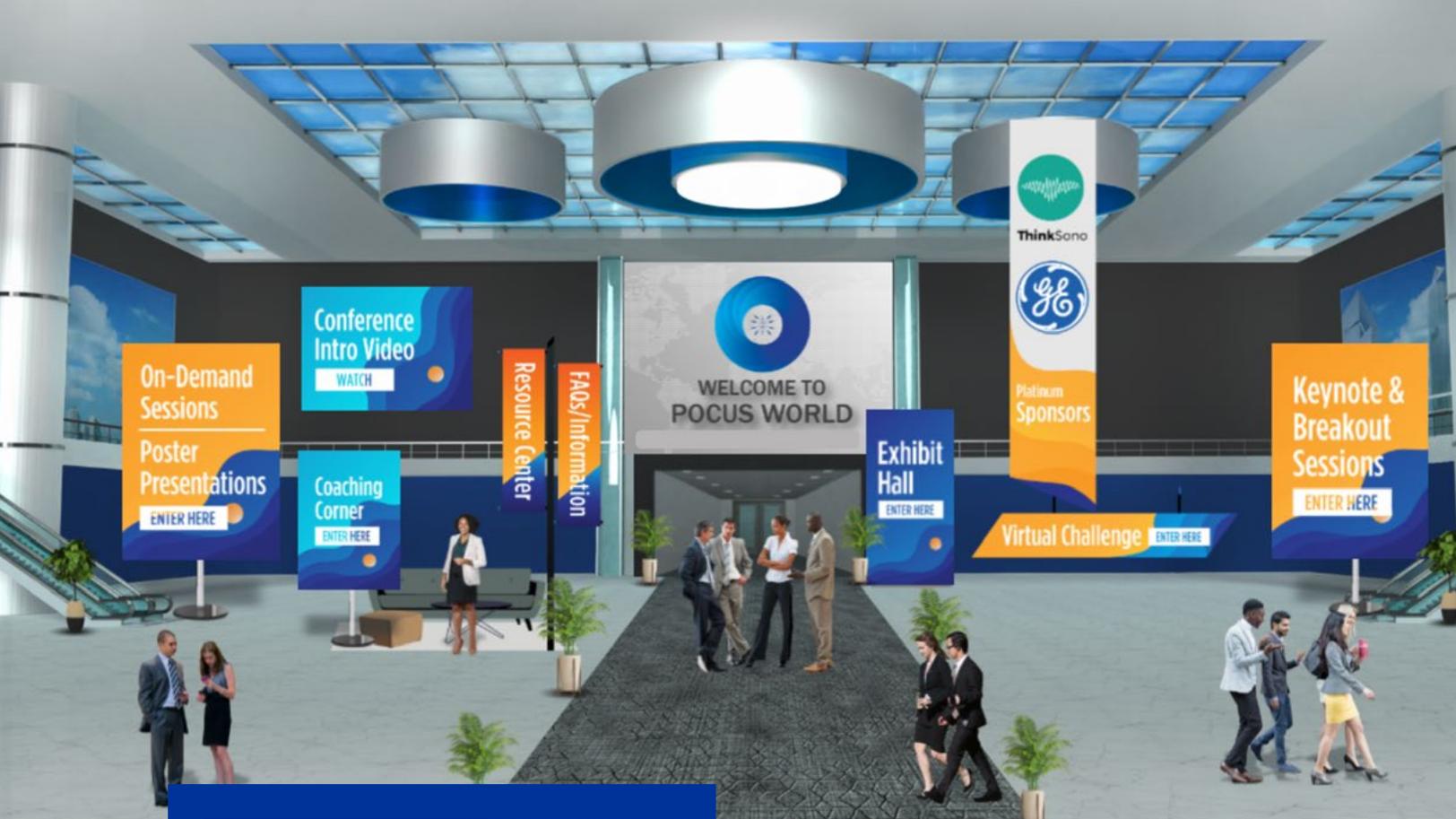


Exhibit Hall Hours/Schedule

Attendees will have access to the exhibit hall all day. The times listed are the dedicated exhibition hall hours for exhibitors to meet with attendees. Exhibit hall hours are subject to change.

Day 1 | September 16

- 11:30 am – 1:00 pm ET
- 3:30 pm – 4:30 pm ET

Day 2 | September 17

- 12:15 pm – 1:15 pm ET

Sponsor Terms & Conditions will be sent forth after receiving your request form. Sponsorship and exhibitor spots are limited. **Secure yours today and complete your Sponsor or Exhibitor request form by August 14, 2022.**

Questions? Contact us at
POCUS@inteleos.org or +1 800-943-1709



About the POCUS Certification Academy

The Point-of-Care Ultrasound (POCUS) Certification Academy exists to provide physicians and advanced-practice practitioners the opportunity to collaborate in the shared mission of improving global health and setting the standards of excellence in POCUS.

The POCUS Certification Academy has certified providers from over 100 countries around the world.

We partner with our constituents through rigorous assessments, continual learning opportunities and community building around important topics relevant to POCUS. The POCUS Certification Academy allows physicians and advanced-practice providers to demonstrate their knowledge, test their proficiency and promote best practices in POCUS.



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