Imagine reaching nearly a thousand wilderness medicine practitioners and adventure enthusiasts, without ever leaving your home or office. The ability to participate remotely as an exhibitor means that connecting with physicians, PAs, NPs, nurses, paramedics, etc. is more convenient and affordable than ever before. While we long for the day where we can travel and be together again, this will be our third virtual conference, and we continue to see record growth as an organization and are finding more and more ways to provide more value to our exhibitors and sponsors.

The premiere benefit of being an exhibitor is our Exhibitor Showcase. You will have the opportunity to submit a 5-minute pre-recorded video to be shown immediately following the focal point of our conference: the keynote presentation with legendary climber Lynn Hill. You can use this video in whatever way you’d like to pitch your company and describe your product or services during one of the highest attended points of conference. This year, we’ve also added an exhibitor preview, where a shorter 3-minute video will also be shared during the welcome reception to familiarize attendees with who you are right from the start.

In addition to these two video pitches during the conference, exhibitors also receive:

- Complimentary registration to the entire 5-day virtual conference (a $385+ value)
- Inclusion in the exhibitor directory on the virtual conference landing page *(pg. 3)*
- A dedicated exhibitor web page customizable by you with contact information, space for a video, additional downloadable resources, etc. *(pg. 4)*
- **NEW** attendee directory and networking feature with your own dedicated chat room on the conference platform *(pg. 5)*
- Your 5-minute recorded pitch sent out in the Trailblazer newsletter to our medical, travel, and outdoor community of 29k+, resulting in approximately 100 additional views, plus your 3-minute video preview shared on WMS social media (12k+ followers)
- Mention of your company on WMS social media and in multiple pre-conference emails to attendees, plus access to an exclusive attendee-only Facebook group *(pg. 6)*

If your goal is to increase your visibility and sales among medical professionals who provide high quality care in the outdoors, read on for more information. Reserve your standard exhibitor package today by visiting wms.org/conferences/vendor.asp, or contact us to build a customized package.
Zoom Virtual Exhibitor Showcase

Pitch Your Product or Service

Rather than just having people stroll past your booth, the Virtual Exhibitor Showcase is presented to a captive audience immediately following the conference keynote address. Using the Zoom platform, each exhibitor will have a five-minute window of time during which their pre-recorded video pitch will be played for attendees. While it’s playing, exhibitors will be able to have live interaction with attendees – answer questions, send people to your website, and drive enthusiasm in real time through use of Zoom’s chat feature. Participation is maximized through giveaways from exhibitors, as well as a grand prize drawing provided by WMS to one individual in attendance for the entire exhibit hall. The reach doesn’t end there though, the recording will be sent out in our Trailblazer monthly newsletter for additional views, and this year we have added an additional exhibitor preview, where you can submit a 3-minute video to be played on Day 1 of the conference and on the WMS Facebook page, which has 12,000 followers.

Click here to view the 2021 Winter Conference Exhibitor Showcase!
Virtual Conference Site

Exhibitor Listing & Ranked Placement

The WMS virtual conference site features an Exhibitor listing that allows attendees to view all exhibitors at a glance. The sleek layout displays your name, logo, and a brief summary of who you are, and allows attendees to visit your dedicated webpage to find more information and contact you. For the 2021 Virtual Summer Conference, we have added in tracking so that you’ll know how many visitors checked out the full exhibitor gallery, as well as your specific page.

Similar to search engines, the top results receive the most clicks. Exhibitors wanting greater exposure have the option to upgrade their listing to one of the first three positions.
Customizable Exhibitor Webpages

Dedicated Page for Visitors throughout the Conference

The dedicated exhibitor pages allow each exhibitor to build a web page for attendees to check out on their own leading up to, throughout, and after the conference. Exhibitor pages are flexible and easy to create, allowing you to easily share contact info, video, downloadable resources and social media links.

Attendees can even schedule a 1x1 meeting with you directly from this page.
Networking & Dedicated Chat Room

Personally Connect with Attendees

Take advantage of our all-new networking feature with an attendee directory and individual chat rooms for each exhibitor! Your company will have its own dedicated room for attendees to join and interact with you at any time on a personal level. Answer questions, share links/photos, connect via live video, and engage with attendees with more ease than ever before!

Search for attendees who have expressed interest or work in specific fields and easily chat one-on-one or connect with them on LinkedIn!
Additional Included Recognition

Website, Social Media & Email Mentions

Exhibitors are recognized on the conference registration page, WMS social media channels, and in emails to attendees prior to and during the conference.
Unique Sponsorship Opportunities

Pick an Event and Make it Yours Alone

Want to receive even greater recognition during the virtual conference? Sponsor the keynote presentation, daily networking sessions, a virtual wellness activity, or other non-CME events throughout the conference! Sponsors receive special verbal and written thanks during their sponsored activity, additional mention as a sponsor in conference emails, and placement of their company logo directly on the corresponding presentation slides.
**Exhibit/Sponsor Pricing**

**Build Your Customized Package**

View the available options for virtual conference exhibitors and sponsors below, then contact Kelly George to finalize your selections. Have something else in mind? Contact us to discuss further!

<table>
<thead>
<tr>
<th>Exhibitor/Sponsorship Options</th>
<th>Included</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Exhibitor</td>
<td>- Listing in exhibitor gallery&lt;br&gt;- Customizable, dedicated exhibitor webpage on virtual conference site&lt;br&gt;- Dedicated exhibitor chat room&lt;br&gt;- 5-minute pre-recorded pitch during live virtual Exhibitor Showcase &amp; 3-minute pre-recorded preview during welcome reception&lt;br&gt;- Social media and email mention</td>
<td>$1,000</td>
</tr>
<tr>
<td>Gold Sponsor – Keynote Address</td>
<td>- Additional mention on social media and emails&lt;br&gt;- Verbal and written (chat) recognition during keynote&lt;br&gt;- Company logo on intro slide for the keynote</td>
<td>$1,500</td>
</tr>
<tr>
<td>Activity Sponsor</td>
<td>- Opening Networking &amp; Info Session&lt;br&gt;- Wellness Activities&lt;br&gt;- Welcome &amp; State of the WMS&lt;br&gt;- Networking Sessions&lt;br&gt;- Networking Sessions byInterest Group&lt;br&gt;- Trivia&lt;br&gt;- Breaks</td>
<td>- Additional mention on social media and emails&lt;br&gt;- Verbal and written (chat) recognition during activity&lt;br&gt;- Company logo on slide during activity</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exhibitor Add-On Options</th>
<th>Included</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Area – Position 1</td>
<td>- Top placement in exhibitor directory</td>
<td>$200</td>
</tr>
<tr>
<td>Exhibit Area – Position 2</td>
<td>- Secondary placement in exhibitor directory</td>
<td>$150</td>
</tr>
<tr>
<td>Exhibit Area – Position 3</td>
<td>- Tertiary placement in exhibitor directory</td>
<td>$100</td>
</tr>
</tbody>
</table>

Thank you for considering support of the WMS. Our last two virtual conferences have been our biggest WMS events ever and we’re looking forward to gathering once more in this interactive format!