



# Exhibitor Prospectus

## 2021 Annual Meeting

### June 8-9

### Virtual Conference

#### **Conference Chair**

Timothy A Niiler, PhD  
Al duPont Hospital for Children  
Penn State Brandywine  
[tim.niiler@gmail.com](mailto:tim.niiler@gmail.com)

#### **Program Chair**

Chris Church, MPT  
Al duPont Hospital for Children  
[chris.church@nemours.org](mailto:chris.church@nemours.org)

#### **GCMAS President**

Jason Rhodes, MD  
Colorado Children's Hospital  
[Jason.Rhodes@childrenscolorado.org](mailto:Jason.Rhodes@childrenscolorado.org)

#### **EVENT WEBSITE**

Details about the GCMAS 2021 Virtual Meeting can be found at the official conference website: <https://na.eventscloud.com/website/17841/>

On behalf of the Gait and Clinical Movement Analysis Society, we invite you to take part in the 26<sup>th</sup> Annual Meeting to be held in West Chester from June 8-9, 2021.

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## DATES TO REMEMBER

### **February 11, 2021**

Exhibitor application available.

### **April 15, 2021**

Cancellation deadline for 80% refund.

### **May 15, 2021**

Cancellation deadline for 25% refund.  
(No refund for cancellation after this date.)

### **May 1, 2021**

Deadline to apply for Exhibit Booth and/or Sponsorship.

### **June 8-9, 2021**

#### **GCMAS 26<sup>th</sup> Annual Meeting**

### **June 8, 2021**

9.00am – 6.00pm Exhibits open  
Evening – Virtual Mixer

### **June 9, 2020**

9.00am – 6.00pm Exhibits open

All times/dates are subject to change.

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The goal of our meeting is to disseminate current research and clinical applications of motion analysis topics including, but not limited to: cerebral palsy, orthotics and prosthetics, sports medicine, pediatric and adult orthopedic/musculoskeletal surgery, foot and ankle disorders, upper extremity applications and balance/posture. Our target audience includes orthopedic surgeons, neurologists, developmental pediatricians, physiatrists, podiatrists, residents, fellows, engineers, physical and occupational therapists, kinesiologists, biomechanists, and others who are interested in using movement science to improve lives.

The 2021 Meeting of the GCMAS will be virtual due to the the COVID-19 pandemic. Although this means that there won't be opportunities for in person networking, it does open up other possibilities for exhibitors. These include the chance to provide webinars to participants or to record sessions with attendees for further dissemination.

Exhibitor registration includes complimentary attendance at all Conference functions for two representatives and interactions with attendees in a more social setting. Additional exhibitor personnel may register at a reduced rate.

Exhibitor participation in the GCMAS annual meeting is essential to its overall success. Likewise, your participation can serve to maximize your visibility and exposure to attendees at the conference. Please review the information in this prospectus for additional details. If you have any questions, please contact Conference Chair Tim Niiler ([tim.niiler@gmail.com](mailto:tim.niiler@gmail.com)). We look forward to working with you as we plan for the 2021 GCMAS Annual Meeting!

Sincerely,

Tim Niiler, Chris Church, Jason Rhodes

## Conference Format

Due to the ongoing COVID-19 pandemic, the conference will be presented virtually via Zoom as provided by Penn State University. Two Zoom rooms will be available for presenters which have the usual controls including Chat and the ability to go full screen if desired. Participants will be directed to a login page which will then give them an integrated conference console wherein they see the schedule, click on abstracts to view them in PDF format, and can click on the scheduled session to join the Zoom room. Since this conference software is being custom developed, we are looking for exhibitor input regarding how they would like their company to be integrated or presented. Click tracking per user will be enabled so that we can do “gamification” of participation. Those participants who have the most clicks (in all areas including with exhibitors) will be eligible for a drawing for free admission to the 2022 GCMAS conference.

At the current time, we have 87 accepted podium and poster presentations to the conference, and these will be delivered over two days. (See the tentative schedules below). We expect these authors and a number of their coauthors to attend virtually. Recent GCMAS lunchtime webinars have had more than 50 people in attendance from across the country.

Ballroom A --- 2:44:37 PM ---

2021 Annual Conference  
GAIT & CLINICAL  
GCMAS  
MOVEMENT ANALYSIS SOCIETY  
ONLINE!

Schedule: Tuesday, June 8, 2021 - Next Day ...

Ballroom A	Ballroom B	Tutorials	Poster	Vendors
9am - Welcome		9-10:15 am Tutorial 1	9:15-11am Poster 1	
				10-11am Vendor Pitches 1
11am-12:45pm Cerebral Palsy	11am-12:45pm Balance			
1-1:50pm Keynote 1				
2-3pm Sports	2-3pm Prosthetics			
3-4pm Sports - cont.	3-4pm Neuro Muscular		3-4pm Poster 2	3-4pm Vendor Pitches 1
		4-5pm Tutorial 2	4-5pm Poster 2 - cont.	
5-6pm Quality				
6-7pm Social - Beer Tasting				

Technical Support (9am-5pm)  
GCMAS Board

Papers for Session: CerebralPalsy

- 1 [Long-term outcomes of intensive versus minimal spasticity management strategies on ambulatory individuals with cerebral palsy: preliminary results of a multicenter study](#) Brian Po-Jung Chen, et al.
- 2 [Genu Valgum Following Distal Femoral Extension Osteotomy in Children with Cerebral Palsy](#) Sayan De, et al.
- 3 [Instrumented Gait Analysis for the Clinical Management of Children with Cerebral Palsy: A Scoping Review](#) Rebecca States, et al.
- 4 [Factors Associated with Walking Activity in Adults with Cerebral Palsy](#) Chris Church, et al.

**Screenshot of Conference Platform in development with expandable Zoom window, older schedule proposal, and list of session specific conference abstracts.**

## Tentative Schedule

**Tuesday, June 8<sup>th</sup>**

**All Times are Eastern Daylight Time (UTC-4.00)**

Zoom Room 1	Zoom Room 2	Exhibitors
9.00-10.00 <i>Breakfast session</i> Darcy Reisman, PT, PhD <i>Step Activity in Persons with Chronic Stroke</i>		9.00 am – 6.00 pm Exhibitors Open
10.00-11.30 <i>Tutorial 1</i> M. Wade Shrader, MD, Nancy Lennon, MS, PT, DPT, Chris Church, MPT, and Freeman Miller, MD <i>Gait and Functional Outcomes of Adults with Cerebral Palsy</i>	10.00-11.30 <i>Poster Session 1</i>	
11.30-12.30 <i>Keynote 1</i> Kenton Kauffman		
12.30-1.00 <i>CMLA Lunch</i>		
1.00-1.45 <i>Podium 1</i> Spine and Upper Extremity (5 papers)		
1.45-3.15 <i>Podium 2</i> Motion analysis benefits and techniques (9 papers)		
3.15-4.45 <i>Tutorial 2</i> Sylvia Öunpuu, Kristan Pierz, Jennifer Rodriguez-MacClintic <i>Joint Kinetics 101: Understanding Gait Pathology, Treatment Decision-making</i>		3.15-4.45 <i>Exhibitors</i> Gold/Silver/Bronze Slots
4.45-6.00 <i>Podium 3</i> Sports (7 papers)		
6.00-7.00 <i>Social/Networking</i>	6.00-7.00 <i>Student Mixer</i>	

**Wednesday, June 9<sup>th</sup>**

**All Times are Eastern Daylight Time (UTC-4.00)**

Zoom Room 1	Zoom Room 2	Exhibitors
9.00-10.00 <i>Breakfast session</i> Tyler Richardson, PhD, Ross Chafetz, PhD, Jason Long, PhD, Stephanie Russo, MD PhD <i>Advances in Upper Extremity Motion Capture for Clinical Assessment</i>		9.00 am – 6.00 pm Exhibitors Open
10.00-11.30 <i>Tutorial 3</i> Sophia Ulman, PhD, Tishya Wren, PhD, Mia Katzel, DPT, OCS, CSCS Ross Chafetz, PT, PhD, Kirsten Tulchin-Francis, PhD <i>Markers, Models and Methods: Technical Factors to Consider When Initiating Clinical</i>		10.00-11.30 <i>Exhibitors</i> Gold/Silver/Bronze Slots
11.30-12.30 <i>Keynote 2</i> TBA		11.30 am – 6.00 pm Exhibitors Open
12.30-1.00 <i>GCMAS Business Lunch</i>		
1.00-1.45 <i>Podium 1</i> Spine and Upper Extremity (5 papers)		
1.45-3.15 <i>Podium 2</i> CP and other neurologic diagnoses (14 papers)		
3.15-4.45 <i>Tutorial 4</i> Tom F. Novacheck, MD, Andrew G. Georgiadis, MD, Jean L. Stout, PT, MS <i>Consistent Interpretation of Gait Analysis Data: A Case-Based Quality Assurance Approach</i>	3.15-4.45 <i>Poster Session 2</i>	
4.45-6.00 <i>Podium 3</i> Ortho and Foot (7 papers)		

## Exhibit Booth and Sponsorship Rates

### Prime Time Booth space is limited! Register early to reserve your space!

In the 2021 Meeting, GCMAS is offering sponsorship levels to match all exhibitors at a reduced cost from prior years to reflect the virtual nature of the event. The Standard Exhibitor package will include visibility on our publically accessible conference website in the form logo advertising and a one paragraph description of the company or product. These will also be available on our integrated conference platform. Additionally, Standard Exhibitors will have active links to video conference rooms of their choosing wherein they can meet with current or prospective users throughout the conference. These will again be accessible from our conference platform. Finally, in order to encourage attendees to visit exhibitors, we are gamifying clicks within the conference app. Specifically, we will track attendees' clicks to determine if and when they are visiting various pages. Those attendees with the most clicks and time spent will be eligible for a drawing for a free registration for GCMAS2022.

Beyond the standard level, we offer Gold, Silver, and Bronze sponsorships. These offer more prominent placement on our exhibitor's page in addition to offering prime time webinar time which will be included in our posted schedule (*although this is adjustable as needed*). Prime time slots are those we have identified as those which have activities which historically have not been attended as well as the main sessions. Gold sponsors will have an hour for webinar presentations, Silver sponsors will have half an hour, and Bronze sponsors, 15 minutes. *Sponsor slots are first come, first served, and we will try our best to coordinate with Gold/Silver/Bronze exhibitors to give them their preferences.*

Sponsorship	Amount	Includes
Gold Level Sponsor	\$1,250	<ul style="list-style-type: none"> <li>• More prominent placement on the exhibitors page (near the top, alphabetically if more than on gold sponsor)</li> <li>• 1 hour of time during prime time for webinar style presentation with only tutorials or posters for competition</li> <li>• All Standard Exhibitor benefits (listed below)</li> </ul>
Silver Level Sponsor	\$1,000	<ul style="list-style-type: none"> <li>• Listed next most prominently after Gold exhibitors on web site</li> <li>• ½ hour of time during prime time for webinar style presentation with only tutorials or posters for competition</li> </ul>
Bronze Level Sponsor	\$750	<ul style="list-style-type: none"> <li>• Listed next most prominently after Silver exhibitors on web site</li> <li>• 15 minutes of time during prime time for webinar style presentation with only tutorials or posters for competition</li> </ul>
Standard Exhibitor	\$500	<p>Listed next most prominently after Bronze exhibitors on web site.</p> <p>All exhibitors will have:</p> <ul style="list-style-type: none"> <li>• Logo advertising on our website as well as a direct link to a homepage of their choosing from the time their sponsorship is confirmed.</li> <li>• We will provide a one paragraph description of their products and put a logo on our sponsors page.</li> <li>• During the conference, exhibitors will have active links to Zoom, WebEx, or other virtual rooms where they can meet their clients. We do not provide these rooms.</li> <li>• Gamification of clicks – the more clicks users acquire, the more chance they have for free GCMAS attendance in 2022. Visiting unique exhibitors gets clicks for users.</li> </ul>

## **Assignment of Space**

No exhibitor may assign, sublet, or appropriate the whole or any part of the time allotted nor exhibit therein any goods other than those manufactured or sold in the regular course of the business by the exhibitor.

## **Registration**

Registration should be done by calling or emailing Nick Van Stratt as indicated below.

Nick Van Stratt  
Director of Technology Services  
HelmsBriscoe ResourceOne  
704-469-2146  
[nvanstratt@helmsbriscoe.com](mailto:nvanstratt@helmsbriscoe.com)  
[www.helmsbriscoe.com](http://www.helmsbriscoe.com)

Nick is able to handle credit card payments only. If you prefer to submit payment by check, please mail to GCMAS address in line below.

## **Cancellation Policy:**

Requests for cancellation must be made in writing. Send cancellation requests to GCMAS Office c/o Sahar Hassani, 2651 Snowbird Ln, Naperville, Illinois 60564 (email: [shassani@shrinenet.org](mailto:shassani@shrinenet.org)).

- a. Written cancellations received by April 15, 2021, will receive a refund of 80%.
- b. Written cancellations received after April 15, 2021, but **before** May 16, 2021 will receive a refund of 25%.
- c. No refunds will be made for cancellations after May 15, 2021.