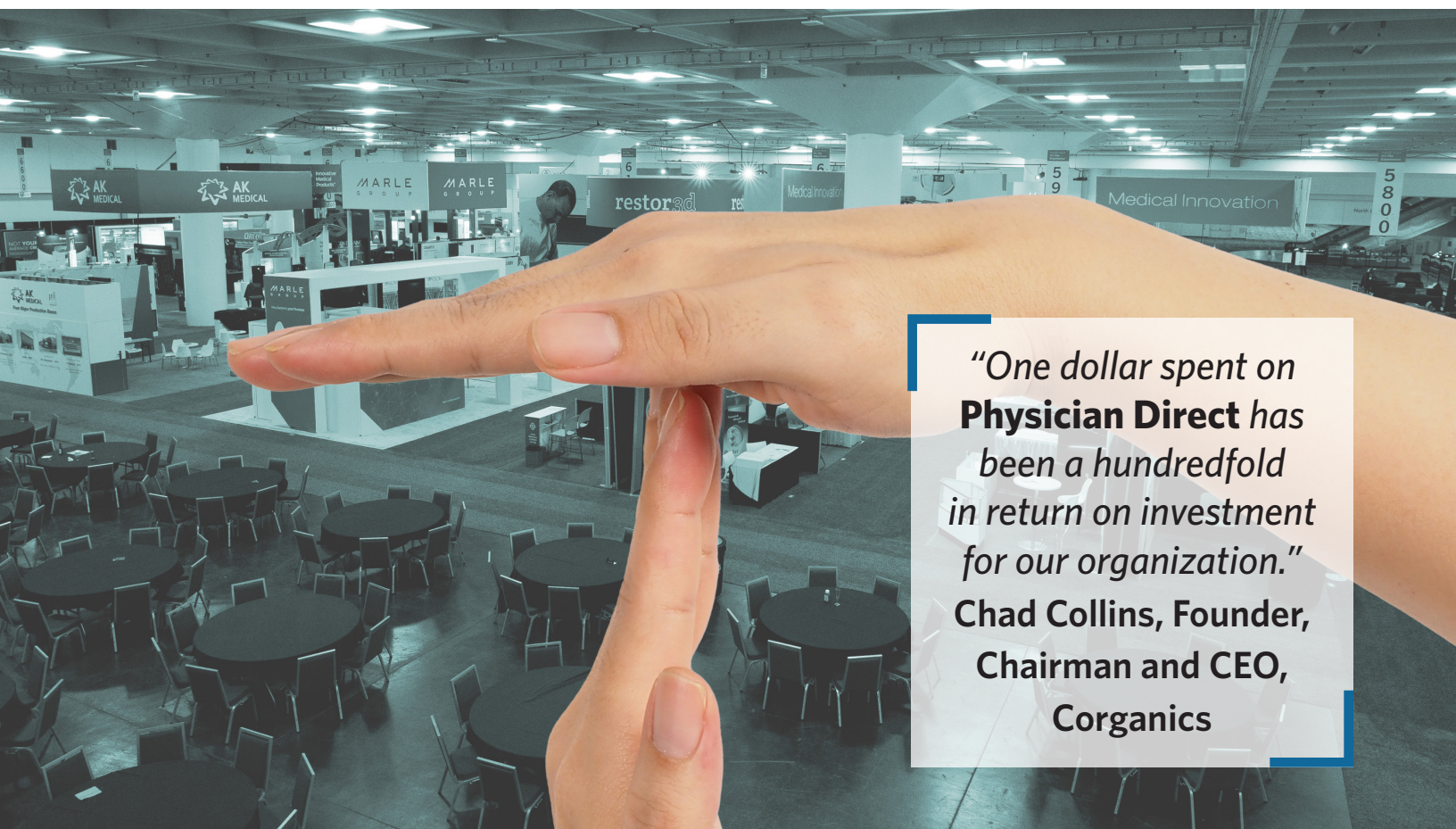




*"One dollar spent on
Physician Direct has
been a hundredfold
in return on investment
for our organization."*

**Chad Collins, Founder,
Chairman and CEO,
Corganics**

HOLD ON A SEC

Before you put a deposit down on 2026 trade shows...

Remember that there's now a MUCH better way to connect
with new prospective customers.

PHYSICIAN[®]
DIRECT

The doctor will see you now.



DIRECT[®]
Connect

physician.direct

or.direct

As a tool for reaching new prospective customers...

Trade shows are costly and poorly effective. According to an Exhibitor Advocate survey, only 20% of exhibitors are “very satisfied” with trade shows as a sales channel...they are “not working for exhibitors due to a lack of transparency, poor metrics, and inflated show service costs.”

Physician Direct® and **OR Direct** are effective, economical alternatives that use modern technology to connect you with potential new surgeon and surgical facility customers. Our events actually do what everyone wishes trade shows could do: Put your team members directly in front of hundreds of qualified individual prospective customers for private, relaxed, focused face-to-face meetings.

We use data to identify good prospects to make meetings relevant. After 48% of our meetings, prospects say they’re “very interested” in what they learned. Many of the meetings lead to relationships and sales.

Compared to trade show exhibits, **Physician Direct®** and **OR Direct** meetings are very economical. Exhibiting at a trade show costs about 3x the cost of the booth space according to *Exhibitor Magazine*—as much as \$24,000 per 10'x10' space. Our events cost about a third as much and produce many more quality conversations. No travel, no expense reports, no exposure to airborne illnesses and NO wasted time.

DID YOU KNOW?

“Your meetings with prospects are guaranteed. If we don’t deliver a meeting we’ve promised, you don’t pay.”

DID YOU KNOW?

“Multibillion-dollar companies like GE, Zimmer, Cardinal, Medacta, Konica Minolta, Mölnlycke, BioMérieux and Hikma use **Physician Direct** and **OR Direct** to meet health care providers.”

DID YOU KNOW?

“Many companies use **Physician Direct/ OR Direct** as fast economical way to do market research.”

2026

DATES

ORTHO

January 27-28

March 24-25

June 2-3

July 28-29

September 29-30

December 1-2

SPINE

January 13-14

March 10-11

May 19-20

July 14-15

September 15-16

November 17-18

OR DIRECT

February 19-20

April 30-May 1

June 25-26

August 20-21

October 22-23

December 17-18

RATES

Ortho block:

\$6,495

Spine block:

\$6,975

OR Direct block:

\$4,995

How it works

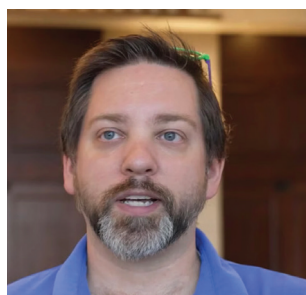
By investing only 1-2 hours a day over a total of 36 days in 2026, a single member of your team can have focused, private meetings with hundreds of potential new customers.

- Meetings take place over two days. **Physician Direct** meetings last from 7 am to 10 pm Eastern each day. **OR Direct** meetings last from 7 am to 8 pm.
- Select the best length for your presentation: 7, 11, or 15 minutes. A “block” of meetings consists of 20 seven-minute meetings, 15 eleven-minute meetings, or 12 fifteen-minute meetings.
- Up to two individuals from your company may participate in each meeting.
- Prospective customers provide feedback on their interest level and time frame, and frequently provide their personal email or cell phone. We prompt them to suggest a follow-up meeting date and time, and help you reconnect with them after the event.



“**Physician Direct** has revolutionized our sales model. It is the most disruptive and results driven sales lead platform I have seen in the last 25 years. Everyone should be using this.”

— **Brent Amburn**, *President, US Sales, ICONN Orthopedics.*



“We met a surgeon who was blown away by what we could offer. After he tried out our product, bought our product...it kind of snowballed. Now he’s one of our consulting surgeons on an upcoming project. And we never would have known about him if it weren’t for **Physician Direct.**”

— **Matthew Finneman**, *Marketing Manager, Shukla Medical*

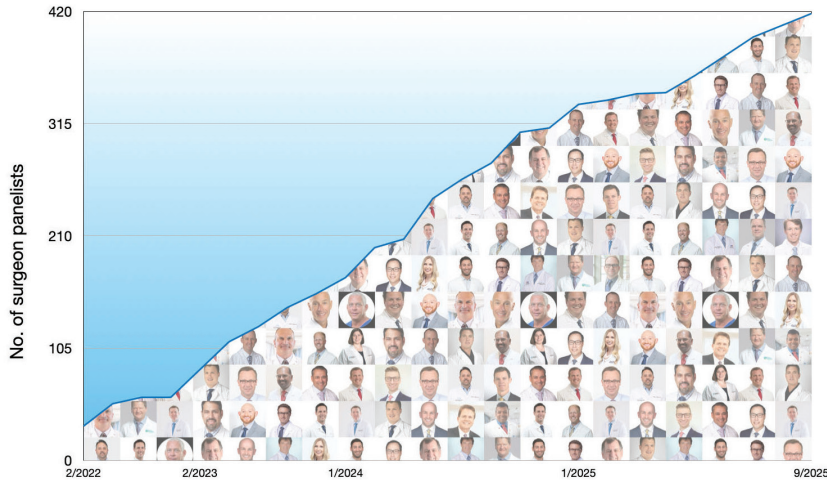


“It costs half the price of attending an in-person show, and I reach more people than I would at a show.”

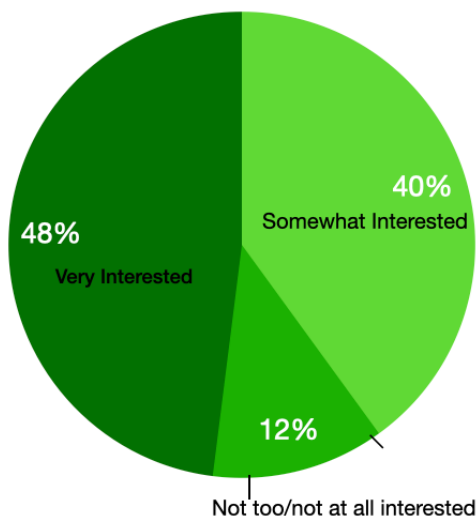
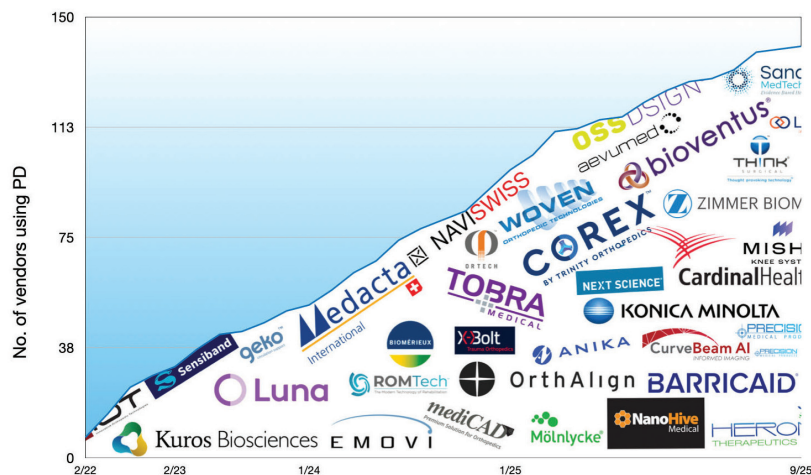
— **Sophia Hamati**, *Precision Medical Director, Tempus AI*

Why Are So Many People "Going Direct"?

Surgeons Who've Joined Physician Direct



Vendors Using Physician Direct



Comments from prospects

"Would love to have you to the clinic to discuss."

"Please send additional information to my office and arrange a lunch meeting."

"I am going to talk to my office manager and senior partner about instituting a program."

"Let's set it up in our office. Come do an in service and bring some signage."

"Can't wait to try this product - will be trying to get a trial approved by our surgical services for my partners and me!"

"Please contact me via email to discuss further. I would like to present this to our group at our next partnership meeting."

Our meetings get results!

Average levels of interest in the products prospects see

Kudos to Physician Direct® and OR Direct

“



“I used to learn a lot at conferences, but I don’t go that much anymore. All the new laws and regulations took all the fun out of it and now it’s just a financial burden on my practice. **Physician Direct®** allows me to see some of the innovative ideas I used to see at conferences. It is a brilliant concept.”

—Robert Sedaros, MD, *Space Coast Orthopedics, Merritt Island, Fla.*

“



“There are a ton of new things out there and I always want to hear about them, but it’s hard. In my practice, I’m sometimes running behind, so if someone wants to talk with me in the middle of the day about a new surgical product, I just don’t have time. And when I go to a meeting like AAOS with 7,000 booths, it’s overwhelming. I end up going to just one or two booths where I know people. I read through articles or at least look at the abstracts, but it’s not the same as talking in person with someone who’s knowledgeable. With **Physician Direct®**, I’m home, on my computer, relaxed. I’m listening, and I’m ready to hear more information. In just 10 minutes, I can get a little presentation, get the basics, ask questions, decide on next steps. For me, this is a better process. It’s a great concept.”

—Richard Lehman, MD, President, *U.S. Center for Sports Medicine, St. Louis, Mo.*

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“**OR Direct** has connected me with vendors whose products I’m interested in exploring. I am actively engaged with two vendors for future opportunities. It’s cost-effective, eliminating the need to travel to conferences or spend time navigating exhibit halls to meet the right vendors.”

—Tracy Hoeft-Hoffman, MBA, MSN, RN, CASC - Administrator, *Heartland Surgery Center, Kearney, Neb.*

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“I’ve been in acute care and surgery for over 25 years and I learn something new at every **OR Direct**. As a result of the highly relevant meetings, we’ve started working with several new vendors, but more importantly we have increased our network of vendors to fill our needs. Their OR Direct team is pleasant to work with and we are looking forward to the next event.”

— Allen R Hocker MHA, BSN, CNOR - Vice President Ancillary Services, *Avita Health System, Galion, Ohio*

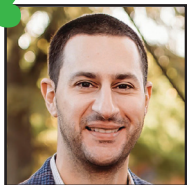
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“You learn about new things that you might otherwise not hear about. I’ve been in practice 38 years, and I changed the way I do total knees because of something I learned in a **Physician Direct®** session.”

— Samuel Gerber, MD, *North Chelmsford, MA*

“



“When I go to meetings, I usually don’t go into the exhibit hall because it’s just a shot in the dark, people always trying to sell you something without even knowing who you are. It’s a turnoff. The vendors that come on **Physician Direct®** have done at least a little bit of research into my practice and me. They have a goal in mind because there is a very finite period of time to talk. ”

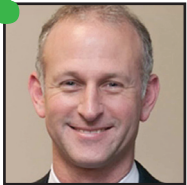
—Gregory Gasbarro, MD, *Baltimore, MD*

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“This was fantastic, really cool, I loved it! The company representatives had just a few minutes to make their case, then I got to ask the questions I wanted to ask. And then there was a sort of anonymous way to indicate whether I was interested or not. I learned things, but I didn’t have to be stuck at a long boring dinner with someone I didn’t really jibe with, or sit through a cold call about something in which I had zero interest. I also loved that I got to pick a time that was convenient for me. This is really a great concept, kudos to **Physician Direct®**!”
— Khoi Than, MD, *Duke University, Raleigh, NC*

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“I almost never take cold calls and almost never look at journal ads. And we don’t have that much time to go to conferences anymore—it’s too inefficient to fly all the way to Albuquerque to check out a new piece of technology. **Physician Direct®** was a wonderful experience. Being able to sit in your own office and see technology - I really enjoyed it. Interesting, interesting stuff.”
— Joshua Ammerman, MD, *Washington Neurosurgical Associates, Washington DC*

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“I love the **OR Direct** setting. I am able to see 3-4 products in under an hour without leaving my office. The overall experience has been quite informative and as a result, we’re currently trialing a VR head set to train surgical techs.— Todd McCartney, OR Manager/Cardiac Services Director at *Advocate BroMenn Medical Center, Normal, Ill.*

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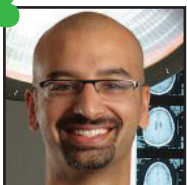
“It’s cool! It goes by very quickly! I much prefer this to going to dinner with someone and sitting there for two hours to talk about a product. With this, you can talk through several products, glean some knowledge out of each one, and then you’re done. I’ve learned something from each and every one of these meetings.”
—Jaideep Chunduri, MD, *Hebron, Ky.*

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“This platform is fantastic for surgeons.”
—Vadim Goz, MD, *Reno, Nev.*

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“It’s hard for me to take sales calls in my office. My day is already packed, and the last thing I want to do is sit down and chat about potential products that may have no relevance to my clinical practice. And at national meetings, I don’t find it very efficient to walk through giant exhibit halls and look at hundreds of companies. In contrast, **Physician Direct®** is really quick. People start appearing on your screen in scheduled timeslots and they explain their new technology to you. It’s over in 90 minutes. I liked the forum - very different and interesting.”
—Sharad Rajpal, MD, *AdventHealth, Louisville, CO*

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“Getting to meetings is harder and harder, and having salespeople come in to show you stuff is miserable—we don’t even have time to eat lunch. I enjoy this. My work is done, I’m sitting in my own house, it’s a good way to do it. Seeing these products without being harassed in my office is the way to go.”
—Mark Gardner, DO, *Hermitage, PA*