

EXHIBITOR INFORMATION

Access to Exhibit Hall

During show days exhibitors properly badged may enter the exhibit halls as follows:

Wednesday, March 106:00 AM – 6:00 PM

Thursday, March 117:00 AM – 6:00 PM

Friday, March 12.....7:00 AM – Midnight

Meetings in the exhibit halls with medical attendees and other non-exhibit individuals can only take place during official exhibit hours (9:00 AM – 5:00 PM). Any non-exhibit individuals must be properly badged to gain access to the exhibit hall during official exhibit hours.

Access to Other Exhibit Booths

Exhibitors are not allowed to enter other exhibit booths unless invited. This is in respect of the rights of all exhibitors to conduct business during exhibit hours without interference or improper intervention. AAOS, its representatives and employees, shall have free access to any exhibit at all times.

Admittance to Scientific Programming

Based upon seating availability, exhibit badges allow admittance to scientific sessions that do not require a ticket.

Exhibitors may attend instructional courses by purchasing a ticket at Attendee Registration Ticket Sales on the day the course is offered, based upon space availability. Tickets will not be sold to exhibitors in advance. Ticket prices range from \$60 to \$85 depending on the length of the instructional course.

Badges

All exhibitor representatives must register and wear the official exhibitor's badge for admission to and while in the exhibit hall. Company badges will not be accepted in lieu of the official AAOS badge. False certification of individuals as exhibitor's representatives, misuse of exhibitor's badges or any other method used to assist unregistered persons to gain admission to the exhibit floor or scientific sessions will be cause for expelling the violator from the exhibition, or for removing a violator's exhibit from the floor without obligations on the part of AAOS. Refer to Exhibitor Badge Registration details on Page 15.

Booth Activities

Exhibitors are permitted to demonstrate equipment and to make informational presentations regarding products or services in a manner which assures all exhibitor personnel and attendees are within the exhibitor's booth space and not encroaching on the aisle or neighboring exhibits.

AAOS is the sole provider of CME credits at the Annual Meeting between the hours of 7:30 AM – 6:00 PM. CME credit cannot be provided for presentations in the exhibit hall or time spent viewing the technical exhibits.

Exhibitors are not permitted to use live tissue from humans in any booth demonstration or display.

The use of magicians, fortunetellers, dancers, puppet shows, games of chance, drawings or other entertainment of this nature is prohibited.

Exhibitors may utilize the services of celebrities or other individuals who are not routinely employed as spokespersons for

the exhibiting company; however, using such individuals will require written approval from AAOS. Submit the individual's name along with the dates and times requesting their presence in the booth for approval by the AAOS Exhibits Manager by **December 10, 2009**. Allow 15 business days for AAOS to review and respond.

Only such activities that, in the sole discretion of the AAOS, are in keeping with the professional nature of the annual meeting will be permitted. Any questionable activities must have the written permission of the AAOS Exhibits Manager or they may be subject to termination on-site.

Diagnostic Imaging Equipment and Lasers

NEW! Exhibitors will be able to display and demonstrate ultrasound imaging equipment in their booth space. Prior written approval is necessary by the Morial Convention Center. Contact the MCC Public Safety Department for more information.

The Morial Convention Center requires exhibitors demonstrating or displaying lasers must comply with all provisions of ANSIZ136.1. Any potential dangerous laser beams must be enclosed or otherwise made inaccessible to spectators. All laser beams must terminate in a beam block sufficient for the wavelength and energy of the beam. Precautions must be taken to eliminate exposure to stray beams or spurious reflections.

Dismantle of Exhibits

Dismantle or removal of exhibit or materials before the official closing of the exhibit hall is prohibited. Companies in violation of this rule will forfeit 25% of their accrued priority points for the following year's space assignment. Repeat violators may result in the exhibitor not being permitted to exhibit at future annual meetings.

Drawings, Lotteries, Raffles or Contests

Exhibitors are prohibited from holding contests, drawings, lotteries, or raffles held at any time or place during the annual meeting.

Equipment Passes

Packages may not be removed from the exhibit halls at any time without completing an equipment pass. This includes hand-carried items such as cartons, luggage, and equipment. Passes may be obtained on-site from security guards or at the Exhibit Manager's Office.

Exhibitor Lounge

An Exhibitor Lounge will be provided for exhibitors to use during show days and hours. The Exhibitor Lounge is for use by registered exhibit staff only and cannot be used to meet with professional attendees.

Final Program

The Final Program will include an alphabetical listing of exhibitors as well as a listing by product or service. This information will be taken from the information supplied on the Contract for Exhibit Space.

NEW! Each exhibitor will receive between one to 15 Final Programs, based on the net square feet of exhibit space. The programs will be available for pick up at Exhibitor Registration, and will be released to one representative from each company. Final Programs are not available prior to the meeting. However, the Final Program information will be available in January on the AAOS web site: www.aaos.org/am2010

FDA Compliance

All products that are not FDA approved for a particular use in humans or which are not commercially available in the United States will be permitted to be exhibited only when accompanied by the appropriate signs that indicate the product's FDA clearance status. The following are sample signs that should be displayed:

- This product is not cleared by the FDA for distribution in the United States
- This product is intended to be used in the United States as described in the product's labeling

Signs must be easily visible and placed near the product, and on any graphics depicting the product.

Exhibitors are cautioned about the FDA's prohibition of promoting products that are cleared for marketing for unapproved uses.

Requests for information and guidance can be obtained at www.fda.gov or directed to:

FDA/CDRH/Office of Device Evaluation

HFZ-400
9200 Corporate Drive
Rockville, MD 20850
Phone: 800-638-2041 or 240-276-3993

FDA Division of Drug Marketing

10903 New Hampshire Ave.
Building 51, Room 3200
Silver Spring, MD 20993-0002
Phone: 301-796-1200

Food and Beverages

Exhibitors will be permitted to distribute selected food and beverage items from their booth. Examples of items allowed include cookies, brownies, granola bars, and water, soda, and beverage stations. Items must be ordered through the Morial Convention Center's exclusive food and beverage contractor, Aramark. A catering order form and additional information will be included in the Exhibitor Service Manual.

Gift and Promotional Items

Exhibitors are permitted to distribute product samples from their exhibit booth during the meeting and these items do not require approval by AAOS. In addition, the following non-product items do not require approval from AAOS: writing pens, pencils, pads of paper, rulers, tape measures, luggage tags and food and beverage items ordered from Aramark, the Morial Convention Center's exclusive food and beverage contractor.

All other novelty items not manufactured by the exhibiting company must be submitted to AAOS for review and written approval by **December 10, 2009**. These premiums should be items that can be used during the meeting or in the professional activities of the attendee and have a cost per item of \$25 or less. Golf balls, pocket knives, T-shirts, hats, lanyards and tote bags are items that will not be approved. A form will be included in the Exhibitor Service Manual for exhibitors to request permission to distribute non-product items not detailed above.

Exhibitors are prohibited from holding contests, drawings, lotteries, or raffles held at any time or place during the annual meeting.

Exhibitors may not distribute adhesive backed decals or stickers, unofficial badges, company nameplates, pins, buttons, or lanyards.

Large shopping bags or tote bags are strictly forbidden. Small paper or plastic bags for distributing literature or products are acceptable if no larger than 14" x 11" including the handle. A sample or drawing with the dimensions must be submitted along for review and approval by the AAOS Exhibits Manager by **December 10, 2009**.

AAOS reserves the right to grant permission to distribute souvenirs or other free or special convention offers of any type.

Media-Related Activities

NEW! The Academy invites exhibitors to supply appropriate media materials for distribution in the Academy Press Room. These materials should be formatted as news releases or press kits, and be no larger than 9.5" x 12". Press kit flash drives also will be allowed. Exhibitors are responsible for shipping their materials to New Orleans, bringing their materials to the press room, setting them out and replenishing if necessary. Each exhibitor will be limited to a maximum display of 25 press kits/press materials/flash drives. Exhibitor materials for display in the Press Room must be sent by February 10, 2010 for review and approval to:

AAOS Public Relations Department
Attn: Press Materials for AM
6300 North River Road
Rosemont, IL 60018

Exhibitors are prohibited from conducting press conferences in their booth during exhibit hours. Exhibitors can notify our media relations staff of any offsite media-only events or exhibitor announcements as a list will be maintained in the Press Room for media reference.

If you have any media-related questions, contact:

Kristina Findlay, Media Relations Manager,
findlay@aaos.org or 847-384-4034

Lauren Pearson, Media Relations Specialist,
lpearson@aaos.org or 847-384-4031

Media Staff

NEW! Before receiving a meeting press pass, media representatives must register with the AAOS Public Relations Department and provide credentials, such as a driver's license with a business card, letter of assignment, and/or samples of published works. Freelance writers seeking meeting credentials must submit a letter of assignment or letter of intent from the media outlet represented.

Advertising, sales, public relations and marketing representatives will not be registered as press.

Any individual with a press badge who sells, markets or represents a company for the purpose of obtaining advertising or subscriptions from registrants or exhibitors, or violates any other AAOS rules and regulations immediately forfeits press credentials.

Camera crews and photographers must be escorted by AAOS public relations staff at all times.

EXHIBITOR INFORMATION

Photography, Video and Audiotape Activities

Except for services ordered through the official photographer, exhibitors must have prior written approval for any photographing, videotaping or audio taping activity in the exhibit hall. Exhibitors may photograph their booth from the confines of their booth space during non-exhibit hours provided shots are taken by a full-time company employee. Requests must be submitted in writing to the AAOS Exhibits Manager by **December 10, 2009**. AAOS has designated an official photographer to handle all photography within the exhibit halls and an order form will be included in the Exhibitor Service Manual.

During the meeting, exhibitors should notify the AAOS Exhibits Manager if they believe their booth is being photographed or videotaped by another exhibitor without their permission. Companies in violation of these rules will forfeit 25% of their priority points for the following year's space assignment.

Porter Service

Booths that distribute products or giveaways that generate trash will need to order porter service to remove empty cartons and or containers. Any exhibitor disposing of cartons, containers or other trash in the aisles will be charged for removal and cleaning. A form to order service from Freeman will be included in the Exhibitor Service Manual.

Products Displayed

Exhibitors are required to submit a list of any new products and services planned for display that have not been approved or exhibited at prior AAOS Annual Meetings to the AAOS Exhibits Manager by December 10, 2009. New products refer to completely new product categories, not revisions or improvements to previously approved product categories. The Exhibits Committee may require additional reports, literature or other materials relating to the exhibitor's claims for the efficacy and safety of such products and services. Failure to comply with this provision shall, at AAOS's option, void this application.

Publicity and Advertising

The use of the name, insignia, logo, logotype or other identifying marks of the American Academy of Orthopaedic Surgeons/ American Association of Orthopaedic Surgeons may not be used in signs, advertising or promotions in any media or on descriptive product literature. Wording such as "presented in conjunction with," "preceding" or "prior to the AAOS Annual Meeting" is not allowed. The only exception is that exhibitors may reference "AAOS Annual Meeting – Booth #XXX – March 10 – 12, 2010" on materials associated with the AAOS Annual Meeting. Any such intended use must receive prior written approval from the AAOS Exhibits Manager. These rules apply to materials developed for use before, during and after the AAOS Annual Meeting.

Exhibitors may not use AAOS's name in any advertising for meetings that are sponsored by another organization or at other meetings sponsored by AAOS. The fact that an exhibitor or its goods or services is or was exhibited at the AAOS Annual Meeting cannot be used in advertisements or promotional activities by the exhibitor. AAOS does not endorse, either expressly or by implication, the exhibitor or its goods or services.

Selling and Order Taking

The purpose of the exhibits is to further the education of meeting attendees through product and service display and demonstrations. Sales and order taking are permitted if transactions are conducted in a manner consistent with the professional nature of the meeting. No signage or advertising of product pricing will be allowed. The exhibitor is responsible for permits and paying sales tax, if applicable. AAOS reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

Exhibitors that sell items for delivery on the show floor may be required to obtain city occupational licenses. Additionally, they must be required to collect and remit city and state sales taxes.

Sound and Odor Restrictions

Sound systems must be directed into the exhibit space, and sound and noise may not exceed 85 decibels. Exhibitors that use or display noisy devices, sound-producing equipment or other devices that prove objectionable to AAOS because of noise, odor or other disagreeable features, must agree to keep the noise and/or odor of such devices at levels determined acceptable by the AAOS Exhibits Manager or be discontinued. Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. License agreements for music covered by the American Society of Composers, Authors, and Publishers (ASCAP), Broadcast Music International (BMI), and other organizations are the sole responsibility of the exhibitor.

Staffing of Exhibits

Exhibit booths must be staffed during all exhibit hours. An exhibit company that has failed to set up or properly staff its booth during the exhibition will forfeit all exhibit rights for this annual meeting.

Subletting of Booth Space

Exhibitors may not let, sublet or transfer the exhibit privilege or space in whole or in part.

Temporary Staff/Models

Temporary staff/models are considered company personnel and must be registered and wear a company exhibitor badge for entrance to the exhibit hall. These badges must be registered within the exhibitor's allotment of badges.

Models under the age of 16 are prohibited unless advance arrangements have been approved in writing by the AAOS Exhibits Manager.

Attire of models shall be consistent with the professional atmosphere of the AAOS Annual Meeting. Models are allowed to wear sports attire including sweat suits, shorts and T-shirts. Tight fitting or other inappropriate garments, which include leotards, T-backs and short-shorts, will not be permitted on the exhibit floor.