



## PROMOTIONAL OPPORTUNITIES

### ADVERTISING

AAOS offers many sponsorship, advertising and promotional opportunities that are available exclusively to AAOS 2010 Annual Meeting exhibitors. AAOS offers a myriad of tools to assist you in building a year-long relationship through the following publications which will place your advertising message in front of orthopaedic surgeons and other healthcare professionals. In addition, AAOS will be pleased to work with you to develop a customized opportunity.

#### Annual Meeting Media Kit

**NEW!** The AAOS 2010 Annual Meeting Media Kit containing specific detailed information on offerings to assist you in marketing your product and/or service is available online at: [www.aaos.org/exhibits](http://www.aaos.org/exhibits).

For specific information on annual meeting sponsorship and advertising opportunities, contact:

PMI  
30 East 33rd Street  
New York, NY 10016

Joann Mitchell  
212-904-0364  
e-mail: [jmitchell@pminy.com](mailto:jmitchell@pminy.com)

#### Annual Meeting Attendee Lists

To assist you in marketing your product or service, annual meeting attendee lists are available for purchase. Mailing lists of all 2010 Annual Meeting attendees will be sold exclusively to 2010 exhibiting companies or companies on the 2010 wait list for exhibit space. Pre-registered attendee lists will be available in February. Full registration lists will be available for purchase after the meeting. An order form for annual meeting mailing lists will be included in the Exhibitor Service Manual.

#### Advertising and Sponsorship

We encourage exhibitors to support AAOS services and events that support or complement our meetings. Recognition of supporters will be provided on signage at the annual meeting, acknowledgement from the podium during the Opening Ceremony, and on listings in the Annual Meeting Final Program and other publications. If your company is interested in annual meeting sponsorship opportunities, please contact Joann Mitchell at 212-904-0364 or Judy Sherr at Orthopaedic Research and Education Foundation (OREF) at 847-384-4356.

#### Advertising in Hotels

Exhibitors are not allowed to distribute fliers, handbills, invitations, magazines or other advertising materials in hotel rooms of annual meeting attendees.

#### Publicity and Advertising Copy

Exhibitors may not use the AAOS 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.

Promotional materials of any kind may not use the AAOS logo or name or make mention of AAOS or the AAOS Annual Meeting. 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 annual meeting.

#### Third Party Agents

Third parties acting on behalf of or representing the exhibitor must adhere to and abide by all AAOS rules and regulations. It is the exhibitor's responsibility to inform its agencies and/or contractors of all guidelines and deadline dates and to forward promotional materials, service manuals and order forms that are the responsibility of the third party.