

## SPACE ASSIGNMENT AND FEES

**Priority Points:** 16 companies have over 100 points  
47 companies have 50 points to 98 points  
123 companies have 26 to 48 points  
74 companies have 16 to 24 points  
83 companies have 10 to 14 points  
135 companies have 6 to 8 points  
Over 400 companies have less than 6 points

The exhibit floor plan has been designed to maximize the amount of exhibit space. If none of the requested booths are available, space will be assigned based on indicated preference of type of booth versus location of booth. Additional island booths not included on the floor plan will be created at the discretion of AAOS to accommodate exhibitors that require more than 800 NSF of exhibit space. It is not possible to contact each company for new selections of booth space during the space assignment process.

### Specialty Areas

The following exhibitors will be assigned space in specialty designated areas as indicated on the enclosed exhibit hall floor plan.

Diagnostic Equipment: 128 – 956  
First-Time Exhibitors: 6013 – 6649  
Practice Productivity Exhibitors: 162 – 952  
Publishers and Educators: 5713 – 6028

### Multiple Divisions

Companies with several divisions may choose to average points in order to be grouped together in the space assignment process. The process will allow each division to contract separately while maintaining their own identities for Final Program listings, badges and hotel rooms. Only written requests received prior to August 24, 2009 from all involved parties accompanied with the Applications for Exhibit Space will be honored.

### Joint-Venture/Co-Marketing

If two or more companies want exhibit space adjacent to one another, each company must attach a cover letter to their Application for Exhibit Space stating the request. Each request must be submitted on company letterhead and indicate that a copy has been sent to the other company. Space assignments will then be made by averaging the companies' points. Only requests received prior to September 8, 2009 will be honored.

### Sharing Space

Sharing of exhibit space is permitted only for divisions of the same company. Exhibitors may not sublet or assign booth spaces.

### Mergers and Acquisitions

Companies that have merged with, been purchased by, or have purchased another company may use the exhibit history from whichever company is most favorable, but not by combining history of multiple companies. AAOS should be notified in writing that the acquisition or merger between companies has been completed, along with the effective date of this change.

Companies requesting a transfer of points must be directly related to the exhibiting company in order to inherit those points. A directly related company shall be defined as a company that is wholly owned by a subsidiary of or one that has merged with another company. Points will be awarded only if similar product lines are being displayed. The sale of a product, product line, certain technology, or certain assets to another company will be

considered to transfer priority points only if and to the extent determined by AAOS in its sole discretion.

All requests for priority point transactions must be submitted in writing to the AAOS Exhibits Manager and confirmed in writing by the parent or subsidiary company.

### Market Research Booths

Market research companies will be assigned space only if research is being conducted for an approved AAOS exhibitor and if space is available. If space is assigned, all surveys must be conducted within the confines of the booth space. Survey and questionnaires must be submitted to the AAOS Exhibits Manager for approval by December 10, 2009.

### Booth Fees

All exhibit booth space rental fees are \$35 per square foot:

Inline booth 10' x 10' .....	\$3,500
Corner booth 10' x 10' .....	\$3,500
Island space .....	\$35 per square foot (i.e.: 20' x 20' = \$14,000; 30' x 50' = \$52,500)

### Booth Space

Fees for exhibit booth space include the following:

- Assigned exhibit booth space
- 8' high back drape, 36" high side dividers in show colors (red) for linear booths
- A 7" x 44" identification sign for linear booths
- Booth number identification on an adhesive-backed label located on aisle carpet
- Aisle carpet and vacuuming of aisles (color of aisle carpet will be tuxedo, black/white specked)
- General perimeter security
- Access to the shuttle bus service for exhibitor representative to and from AAOS hotels and the convention center
- Five complimentary exhibit badges for each 100 sq. ft. of exhibit space if ordered by January 22, 2010
- Allocation of sleeping rooms through the AAOS Housing Bureau
- Inclusion of company name and product information on the AAOS web site
- Publication of company information and 25 word booth description in February 2010 issue of *AAOS Now* if information is provided by deadline of November 10, 2009
- Publication of company name, address, booth number and product information in the Final Program if contract is received by November 10, 2009
- Copies of the Annual Meeting Final Program and Exhibitor Directory, and a CD-ROM of the Meeting Proceedings
- Access to scientific sessions if space permits
- Availability to purchase instructional course tickets on-site on the day the course takes place

## Terms of Payment

A 30% deposit (\$1,050 per 100 NSF) must accompany the Application for Exhibit Space. Applications received after October 10, 2009 must be paid in full.

Applications received without a deposit will not be processed until the appropriate deposit is received. All applications and checks are processed through the AAOS finance department prior to being forwarded to the exhibits department. Faxed copies of an application will only be accepted if the credit card payment section on the application is properly completed.

**By Check:** Mail your check as indicated below. Checks can only be processed at this address. Applications mailed directly to the Academy office will be forwarded to the Post Office Box and will not be date and time-stamped until processed by our bank. This will delay posting and processing your application by approximately 5 business days.

Checks are to be made payable to "AAOS" in U.S. funds only, and mailed to:

AAOS  
P. O. Box 6153  
Carol Stream, IL 60197-6153

**By Credit Card:** Fax to: 847-823-1273 or mail to the above Post Office Box. Be sure to complete the credit card information section on the application prior to sending your application.

**By Wire Transfer:** Fax completed application to AAOS at 847-823-1273. Make payment to:

American Academy of Orthopaedic Surgeons  
Northern Trust Company  
Chicago, IL  
ABA 071000152  
Account 4210263

**Invoices:** Invoices for remaining booth fees due, if any, will be sent with space assignments on September 8, 2009. The balance of required fees is due to be received **NO LATER THAN** November 10, 2009. If a balance is still outstanding after this date, the space assigned may be resold without notification or refund of any payments.

No company will be allowed to exhibit unless full payment for exhibit space is received. Late payment may result in priority point penalization for the 2011 Annual Meeting.

## Cancellation/Refunds

All cancellations or changes in exhibit space must be sent on company letterhead to the AAOS Exhibits Manager. Written notice of cancellation must be received by the dates listed below to receive a refund:

**Full refund of all monies paid**  
through August 24, 2009

**30% of booth space fees retained**  
August 25 – November 9, 2009

**50% of booth space fees retained**  
November 10 – December 10, 2009

**100% of booth space fees retained**  
After December 10, 2009

An exhibitor's cancellation of exhibit space will result in the release of all assigned hotel guest rooms and hotel public space previously assigned to the exhibitor, and company representatives will not be allowed to attend the annual meeting. For companies reducing exhibit space, sleeping rooms and badges will be decreased to coordinate with the reduction in booth space.

If a balance is still outstanding on November 11, 2009 the space assigned may be resold without notification or refund of any payments. Failure to notify AAOS in writing of intent to cancel will result in the company being denied participation at future AAOS Annual Meetings.

## Complimentary Exhibit Booth Space

A limited amount of space is set aside for complimentary exhibits. These booths are reserved for educational displays for non-profit organizations that are not selling a product or service. To receive an application and further details, contact the AAOS Exhibits Coordinator by August 24, 2009. Complimentary space assignments are made at the discretion of the AAOS Exhibits Committee.

