Welcome! Please take the time to read through this brochure which serves as an overview of important information for those who are coordinating their company’s exhibit participation at the AAOS Annual Meeting. Some of the rules and regulations at the AAOS Annual Meeting are unique to AAOS, and may be different than other exhibitions that you have attended. While this brochure provides an overview, please be sure to also read our Exhibit Prospectus which contains full details of exhibit information for our Annual Meeting.

About the AAOS Annual Meeting

The AAOS Annual Meeting is the world’s largest orthopaedic meeting. In addition to the exhibit hall, our five day scientific program includes scheduled sessions of over 25 symposia, 200 instructional courses, and 800 paper presentations. In Academy Hall, there are over 500 posters and 88 scientific exhibits, which can be viewed throughout the meeting.

**Exhibit Hall Hours**
March 25-26: 9:00 AM – 5:00 PM
March 27: 9:00 AM – 4:00 PM

**Scientific Programming**
March 24-27: 8:00 AM – 6:00 PM
March 28: Specialty Day, 7:30 AM – 5:30 PM

**Unopposed Exhibit Time**
Breaks in scientific programming take place for two hours each day in order to drive traffic the exhibit hall.

Unopposed exhibit times are:
March 25 – 27: 10:00 AM – 10:30 AM
12:30 PM – 1:30 PM
3:30 PM – 4:00 PM

**Attendance (4 year averages)**
US Physicians: 10,478
Int’l Physicians: 5,092
Allied Health: 1,659
Total professional: 17,229

**Exhibiting Companies**: 598

Building Your Booth

**Linear booths (10’ x 10’ up to 10’ x 40’)**
Consist of 8-foot high back drape and 3-foot high side dividers mounted on aluminum tubular frames. Signs, construction, decoration, and equipment may not rise above 8 feet and 3 inches or be placed outside the booth space.

**Island booths (20’ x 20’ or larger)**
Consist of an open area of exhibit space with aisles on all four sides and must be accessible from all sides. No identification sign or pipe and drape is provided. Hanging signs are allowed. The height limit is 25 feet.

For complete details regarding your booth construction and installation/dismantling, please see pages 15-17 of the Exhibit Prospectus.

Install/Dismantle
A target move-in schedule for booth installation will be provided in the Exhibitor Service Manual. Each exhibitor will have a date assigned for delivery of their direct shipments and installation of the booth. Booths must be set by 5:00 PM on March 24.

Dismantling of booths cannot begin until the hall closes at 4:00 PM on March 27 or be subject to penalties enforced by AAOS. All exhibits must be packed with an outbound bill of lading by 2:00 PM on March 29.

Exhibitors may use their own designated contractors (EDCs) for installation and dismantling of their exhibit. Exhibitors must submit requests to use EDCs by December 22. The EDC must also provide their Certificate of Insurance to AAOS by December 22 to be approved.
Exhibit space includes the following services/materials:

- Booth number affixed on aisle carpet
- 7” x 44” identification sign (linear booths only)
- Back and side drape in show colors (red) (linear booths only)
- Aisle carpet and vacuuming of aisles (aisle carpet will be black and white tuxedo)
- General perimeter security
- Five exhibit badges for each 100 sq. ft. of exhibit space, badges are complimentary if registered by March 21, 2015

PLEASE NOTE:
Furnishings, carpet (required), utilities (including Wi-Fi), and daily vacuuming (of your booth) are NOT included in your exhibit space rental fee. Order forms for all of these products and services will be included in the Exhibitor Service Manual.

Badges

Each exhibitor may register a maximum of five badges for each 100 sq. ft. of exhibit booth space they have contracted. Additional badges over your company’s allotment are not provided or sold.

Advance online badge registration is complimentary, and remains open from November through March 21.

If requested online, for U.S. addresses only, badges registered by February 4, can be mailed to the designated company contact person. All other badges must be picked up on-site at Exhibitor Registration.

On-site badge registration opens March 22. Any remaining allotment of badges may be purchased for a fee of $50 each and badge name changes may be made for a fee of $50 each. There is no limit to the number of exchanges an exhibitor can make, and exchanges do not count against an exhibitor’s allotment.

The exhibitor’s badge allows admittance to the exhibit halls, and on a space available basis to the scientific exhibit, poster presentations, general sessions, symposia, and paper presentations. If available, instructional course tickets may be purchased on-site at Attendee Registration Ticket Sales on the day of the instructional course.

No one under 16 years of age will be allowed in the exhibit halls at any time.

NOTE: Additional badges over your company’s allotment are not provided or sold.

Housing

AAOS requires all exhibitors to secure sleeping rooms through the AAOS Housing Bureau, Wyndham Jade, or risk the loss of priority points.

Exhibitors with booth space 1,500 sq. ft. or less will be able to reserve a maximum of three rooms per 100 sq. ft. of booth space. Exhibitors with booth space over 1,500 sq. ft. will be given a block based on their previous year’s pick-up. Out of this allotment, exhibitors will be able to secure their sleeping rooms in properties designated by AAOS as follows:

- Area A – 40%
- Area B – 60%

Exhibitors may choose to reserve all of their sleeping rooms in Area B hotels.

Requests for additional rooms over an exhibitor’s allotment should be sent to Wyndham Jade and will be assigned after February 9, 2015, based upon availability.

Please be aware of false and fraudulent housing claims. Exhibitors have reported receiving calls from “pirate” companies claiming to be the official housing bureau. Wyndham Jade is the only official AAOS housing vendor.

Shuttle bus service will be provided between AAOS official hotels that are not within walking distance to the Venetian/Sands EXPO.

NOTE: Additional badges over your company’s allotment are not provided or sold.

The following is a list of official AAOS vendors designated for the Annual Meeting.

- General Services Contractor: Freeman
- Audio/Visual Equipment: PSAV
- Catering: Specialized Event Services
- Electricity: Specialized Event Services
- Internet/Phone: Specialized Event Services
- Lead Retrieval: Compusystems
- Floral: Floral Exhibits
- Photography: Eelpond Photo Group
- Intl Freight/Customs Broker: Agility Fairs & Events
- Air Freight/Van Line Information: ELITeXPO

The Exhibitor Service Manual, containing information and order forms for all exhibitor services and contractors will be available October 24, 2014, online at: www.aaos.org/exhibits.

Wyndham Jade Contact Information

Phone (U.S./Canada): 800-931-6027
Phone (International): 972-349-5559
E-mail: aaoste@wyndhamjade.com
**Booth Activities**
The goal of the AAOS is to provide an exhibit hall which reflects the professional nature of the Annual Meeting.

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 booth space.

Exhibitors are not permitted to use live or human tissue in any booth to demonstrate techniques or instrumentation; companies that process and market human or xenograft tissues may exhibit them in securely sealed packaging only, and cannot be removed from this packaging.

Raffles, drawings, contests, or other games of chance are prohibited. The use of magicians, costumed characters, dancers or other entertainment of this nature is prohibited.

Any questionable activities must have the written permission of the AAOS Exhibits Manager. Requests may be sent to whitaker@aaos.org.

**Booth Giveaways**
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 the Venetian/Sands EXPO’s exclusive food and beverage contractor, SES (Specialized Event Services).

A form will be included in the Exhibitor Service Manual for exhibitors to request permission to distribute non-product items not detailed above. 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.

Large shopping bags or tote bags are strictly forbidden. Small paper or plastic bags for distributing company 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 to exhibits@aaos.org by December 22, 2014 for review and approval.

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

**Access to Other Booths**
Exhibitors may not enter another exhibitor’s booth space without obtaining permission from that exhibitor. Exhibiting companies are responsible for monitoring their own booth space. Lingering in the aisles surrounding other exhibitors’ booths is also prohibited.

**Usage of “AAOS” and the AAOS’ logo**
The use of the name, insignia, logo, logotype or other identifying marks of the American Academy of Orthopaedic Surgeons/ American Association of Orthopaedic Surgeons is never to be used in signs, advertising or promotions in any media or on descriptive product literature.

- Companies are prohibited from promoting any specific AAOS Annual Meeting education session, including paper presentations, posters or scientific exhibits.
- Companies are prohibited from using 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.
- Wording such as “presented in conjunction with,” “preceding” or “prior to the AAOS Annual Meeting” is not allowed.
- The inclusion of “AAOS Booth XXX” on any exhibitor materials is never an approved use of “AAOS.”
- Only if written approval is received, exhibitors may reference “AAOS Annual Meeting - Booth XXX – March 25-27, 2015” on materials associated with the AAOS Annual Meeting. Any such intended use must be submitted for review and receive prior written approval. Requests should be sent to schott@aaos.org.
Increasing Your Presence at the Annual Meeting

**AAOS Initiatives to Promote Attendee Traffic in the Hall**

- **AAOS Electronic Skills Pavilion** – Presentations focusing on technology, located in the exhibit hall.
- **AAOS Ask an Expert** – Interactive learning sessions that take place in the exhibit hall where attendees bring case challenges for presentation to an expert in orthopaedics for diagnosis and recommendation.
- **Redemption Centers** – Distribution of complimentary tote bags and drop off of tickets for attendee raffle items only on the exhibit floor.
- **Beverage Breaks** – Complimentary beverage breaks are provided at 3:30 PM on March 25 and 26, and at 10:00 AM on March 27.
- **Unopposed Exhibit Time** – One hour of unopposed exhibit time will be provided each day from 12:30 PM to 1:30 PM.

**Promotional Opportunities**

These opportunities can assist you in marketing your product/service:

- **Attendee Mailing List** – Mailing lists of registered attendees can be purchased via an online order form. E-mail addresses are not included. Cost: $450 - $1800
- **Orthopaedist’s Bag** - Distributed to 12,000 professional attendees when they register. Insert a brochure or flyer advertising your company’s product(s) or services. Cost: $7000 - $7500
- **Advertising and Sponsorships** – Available from the Promotional Opportunities Brochure on our website. Costs vary.
- **Exhibitor Description** – Add a description of your company and/or product/service to your company online profile. Cost: Free
- **Profile Enhancements** – Add your logo, detailed product information, and/or press releases to your company online profile. Cost: $200 - $800

**Resources for Exhibitors**

AAOS provides our exhibitors with complimentary access to articles and webinars. These tools can be found on our website here: Resources and Education for Exhibitors

Perhaps the most useful of the information available, is the article 21 Ways to Improve Your Exhibit Effectiveness, which is designed specifically for the AAOS Annual Meeting about how to increase your exhibit’s effectiveness in attracting traffic to your booth at AAOS Annual Meeting.

**Contact Us**

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibits Assistant</td>
<td>Jason Raymond</td>
<td>847-384-4174</td>
<td><a href="mailto:jrayment@aaos.org">jrayment@aaos.org</a></td>
</tr>
<tr>
<td>Exhibits Coordinator</td>
<td>Ken Schott</td>
<td>847-384-4186</td>
<td><a href="mailto:schott@aaos.org">schott@aaos.org</a></td>
</tr>
<tr>
<td>Exhibits Manager</td>
<td>Patricia Whitaker</td>
<td>847-384-4188</td>
<td><a href="mailto:whitaker@aaos.org">whitaker@aaos.org</a></td>
</tr>
</tbody>
</table>

**For More Information**

[www.aaos.org/exhibits](http://www.aaos.org/exhibits) - Direct link to all exhibit-related information for the Annual Meeting.

[Exhibit Prospectus](http://www.aaos.org/exhibits) – Complete details regarding AAOS rules and regulations and exhibiting information.

[Monthly e-mail updates](http://www.aaos.org/exhibits) - Monthly from September through March AAOS will email Exhibitor Updates to assist you with preparing for a successful Annual Meeting. Take the time to read these communications as each will contain important information, as well alert you of upcoming deadline dates.