INSTRUCTIONS FOR COMPLETING A SCIENTIFIC EXHIBIT

What is a Scientific Exhibit?
A Scientific Exhibit graphically illustrates an extended study or a complex procedure with a minimum 2-year follow-up per patient for clinical reconstructive studies. It differentiates itself from a Poster Presentation in the amount of material that is presented, may be of a laboratory or clinical nature, and must use audiovisual, interactive demonstration, or some other type of enhancement in its presentation. Demonstrations and comprehensive handout materials are encouraged and should reflect the exhibit content and assist in understanding it. It is not necessary for an exhibit subject to be new. However, it must make its point concisely, use clinical or research data to support its conclusions, and may show new or modified techniques as they relate to diagnosis, surgical complications, or other phases of orthopaedic surgical problems.

How to Prepare a Scientific Exhibit
Scientific Exhibits are more interesting and informative if they are composed of some of the following components:

- Creative, eye-catching, and attractive artwork
- Black and white or color photographs
- Audio, video, multimedia, or interactive computer programs to teach about procedures or instruments
- Overlay graphics showing the stages and final results of a procedure
- Models of extremities, joints, bones, implants, etc. to further develop the theme
- Handout materials with an exhibit synopsis, references, correspondence address, and other important information

Booth Layout
When planning a Scientific Exhibit, be sure to consider the booth space and the way traffic will move through the area. At the Academy meeting, the booths are 6 feet deep; the back wall is 10 feet long. The booths are carpeted and an 8-foot high Velcro-compatible wall borders three sides of each space.

The exhibit material should not cover more than 60% to 70% of the total surface area of the sidewall. Additionally, do not place copy lower than 3 feet from the floor. Keep in mind that portions of the exhibit placed too high on the panels will be inaccessible to some attendees.

NOTICE! The AAOS will not be providing a title header. Each scientific exhibit will be provided with a floor decal that has each scientific exhibit’s number (SE number). It is required that each scientific exhibit include a title header with the title, scientific exhibit number (SE number), and list of authors in the display.
Blending display cases, audiovisual presentations, or other similar kind of media into a display distinguish it from a poster presentation. The displayed materials will be easier to view if the units are placed on the table that will be provided with your exhibit. In addition, AAOS will provide complimentary standard monitor and computer with a DVD player to all Scientific Exhibits. These items will be delivered to the booth before set up.

Audiovisual Presentations
Audiovisual presentations provide an additional learning experience to an exhibit and are effective especially for demonstrating techniques and instruments and for reporting the results of surgical or medical treatment. AAOS provides a complimentary AV package consisting of computer with a DVD player and monitor. Equipment will be delivered to the booth on Monday and picked up by the audiovisual contractor when the meeting ends.

Present a video on one or several monitors, with or without sound. Short videos seem to be preferable to long ones for better retention. A good way to hold the audience’s attention is to keep audiovisual presentations to 10 minutes or less. To provide continuity to the exhibit, set up a video to replay continually or “loop”.

Bring one or two duplicates of your audiovisual presentation in case damage occurs. This seems relatively unimportant until your original copy is rendered unusable, thus compromising the effectiveness of the exhibit.

Disclosure
The Annual Meeting Committee requires that one or more of the following statements indicating the highest level of conflict related to this Scientific Exhibit must be displayed in the exhibit below the title and listing of authors’ names, and in the first screen of your AV presentation:

- Research or other financial support has been received from the same company as the products discussed
- Consulting/Royalty payment has been received for other products from the same company as the products discussed
- Consulting/Royalty payments have been received directly related to products discussed
- No conflict of interest

Equipment
Your booth space will be automatically supplied with the following complimentary items:
- A Velcro compatible booth wall system measuring 10’ wide x 6’ deep x 8’ high.
- Carpeting
- Standard quad electrical connection
- Standard AV Package: i7 Quad Core 860, 2.80 GHz, Win7, 4G RAM, 1TB HD, DVD-RW Desktop Computer with 23" HD Monitor and Computer Speakers. Each Desktop will be Preloaded with MS Office 2010 and Adobe Acrobat
- Standard X-ray view box (order on AV order form)
- 1 chair
- 1 draped table

For a charge, you may order additional items such as supplemental lighting, back wall materials like tack boards or paneling, additional audiovisual equipment, etc. Forms for ordering these items will be included in the Service Manual sent to Scientific Exhibitor presenters in November.

**FDA**
If a device or drug requiring FDA approval is covered by the material used in the Scientific Exhibit, the exhibit must include the FDA clearance status of the medical devices and pharmaceuticals for the uses discussed or described. “Off label” uses of a device or pharmaceutical may be described so long as the lack of FDA clearance for such uses is also disclosed.

**Handouts**
Long, detailed narratives of an exhibit detract greatly from its overall appearance and effectiveness. Information of this sort is better presented in a handout. The handout should elaborate on the main idea of the exhibit and provide the viewer with a meaningful narration of the presentation. Include the exhibitor’s name and address. Both photocopied sheets and printed brochures are acceptable; remember the content is the most important factor. The advantage of furnishing additional written information is that the viewer walks away with the reference materials, a reminder of the exhibit and information by which to contact the exhibitor with further comments and questions. Handouts materials must be relevant to the Scientific Exhibit presentation.

**Photography**
Photographs are an important adjunct to an exhibit. A balance of color and black and white images may be the most visually pleasing. Enlarge the photographs so their images are easily seen. Be sure your pictures are properly composed and cropped. Good composition requires input into the photograph when taking it. Eliminate distracting background clutter and sloppily dressed human subjects. Make sure your camera equipment is set properly for the right exposure. Frame the subject of the picture so he, she, or it receives the primary emphasis. The best picture is the one that carries its own message and does not need a long explanatory caption.

Radiographs frequently are used in Scientific Exhibits either on view boxes or as black and white photographs. They must be high quality, easily read from a distance, descriptive with minimal accompanying verbiage, and not require intense examination to detect the diagnostic details.
**Signage**

- The AAOS will not be providing a title header. Each scientific exhibit will be provided with a floor decal that has each scientific exhibit’s number (SE number). It is required that each scientific exhibit include a title header with the title, scientific exhibit number (SE number) and list of authors in the display.
- The current **FDA status** of devices and pharmaceuticals must be displayed in the exhibit.
- The Annual Meeting Committee requires that one or more of the following statements related to the highest level of **disclosure** for this Scientific Exhibit must be displayed in the exhibit below the title and listing of the authors’ names. If using a computer or slide projector in your presentation, the first screen should indicate your disclosure statement.
  - Research or other financial support has been received from the same company as the products discussed
  - Consulting/Royalty payment has been received for other products from the same company as the products discussed
  - Consulting/Royalty payments have been received directly related to products discussed
  - No conflict of interest