

AAOS 2026

Publicity and Advertising Guidelines



Meeting Dates: March 2 - 6 | Exhibit Dates: March 3 - 5
Ernest N. Morial Convention Center | New Orleans, LA

We're excited to collaborate with you to promote your presence at the AAOS 2026 Annual Meeting, a premier gathering of the global orthopaedic community. We look forward to welcoming you and sharing your message with our community!

Approval of Promotional Materials

To ensure consistency and quality across all materials referencing the event, please submit your promotional materials—including announcements, invitations, emails, social media posts, websites, advertisements, and flyers—for approval. Materials should be submitted using the [Advertising Approval Request form](#), and we kindly ask that you allow at least five (5) business days for review. AAOS is committed to providing timely approvals to support your promotional efforts and help you make the most of your participation at the Annual Meeting.

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, other than the approved exhibitor graphic, is never to be used in signs, advertising or promotions in any media or on descriptive product literature.

Official Annual Meeting Graphic for Exhibitor Use

The AAOS has created an official AAOS 2026 exhibitor graphic that may be incorporated within online, print, email, and social media visuals that promotes a company's exhibit booth at AAOS 2026. Only companies exhibiting at the AAOS 2026 Annual Meeting can use this graphic.

Exhibiting at:



2026 Annual Meeting

March 2-6, New Orleans, Louisiana

Altering the AAOS 2026 Annual Meeting exhibitor graphic itself or using it to promote anything other than of AAOS 2026 in any way is strictly prohibited. The use of the American Academy of Orthopaedic Surgeons or American Association of Orthopaedic Surgeons' insignia, logo, or logotype in any exhibitor social media promotions, other than the authorized exhibitor graphic, is prohibited.

For access to the official AAOS 2026 exhibitor graphic, please email exhibits@aaos.org.



2026 Annual Meeting

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Additional Guidelines for Promotional Materials

To help ensure a consistent experience and maintain AAOS standards, please keep in mind the following guidelines regarding the use of the AAOS name and promotion of the AAOS Annual Meeting.

- Any inclusion of “AAOS” or “American Academy of Orthopaedic Surgeons” requires written approval from AAOS.
- Companies are prohibited from promoting any specific AAOS Annual Meeting education session, including Ask an Expert, paper presentations, posters, or ICL’s.
- 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.

How to Reference AAOS 2026 on Promotional Materials

Please note that AAOS does not endorse, either expressly or by implication, any exhibitor or their goods and services. To maintain consistency, please avoid terms such as ‘presented in conjunction with,’ ‘preceding,’ or ‘prior to the AAOS Annual Meeting’.

The following formats are the proper way to reference the AAOS 2026 Annual Meeting on promotional materials:

- AAOS 2026 - Booth XXX - March 3 - 5, 2026
- AAOS 2026 - Booth XXX
- AAOS Annual Meeting - Booth XXX - March 3 - 5, 2026
- AAOS 2026 Annual Meeting - Booth XXX
- Companies that create a website or email address for the Annual Meeting event are encouraged to use Ortho, Orthopaedic, or Academy as the extension.

Improper formats that are not allowed include:

- AAOS Booth XXX
- Annual Meeting Booth XXX
- AAOS Meeting Booth XXX
- AAOS or AAOS 2026 cannot be used as an extension for exhibitor event websites or email addresses.

Rules for Distribution of Promotional Materials

Except for distribution through approved channels such as the AAOS Orthopaedist’s Bag, AAOS Now Daily Edition, or within the exhibitor’s allotted exhibit space, Surgeon Engagement session, or meeting space, the distribution of handbills, fliers, or other promotional materials is prohibited within the Morial Convention Center, AAOS official hotels, and all other meeting venues.

Order forms for inclusion of promotional materials in the official AAOS Orthopaedist’s Bag or AAOS Annual Meeting preregistration list are available on the [Promotional Opportunities page](#).

For press release guidelines and information about promotional media activities, please see the [AAOS 2026 Media & Communication Policies](#) or email media@aaos.org.



Questions

If you have any questions, contact us at exhibits@aaos.org or 847-384-4010.

Convert Social Buzz into Booth Traffic: #AAOS2026

Make your presence at AAOS 2026 count. Share updates, highlights, and behind-the-scenes moments to connect with attendees and the orthopaedic community. Follow these guidelines to ensure your posts reflect AAOS standards while boosting engagement and visibility.



**Be sure to follow the AAOS B2B page
- a community space for industry
connection and collaboration!**



Smart Strategies to Build Visibility and Drive Booth Traffic

- Start early and post consistently—begin 4–6 weeks before the meeting and keep momentum with live updates or quick recaps.
- Share value, not just promotion. Focus on educational or interactive content that resonates with attendees.
- Build anticipation by teasing demos, giveaways, and who's at your booth. Always include your booth number and what visitors can expect.
- Engage actively—reply to comments, tag team members, and interact with AAOS posts to boost visibility. Tag official AAOS channels and use #AAOS2026 to join the broader conversation.
- Show your presence with photos or short videos from your booth—taken only within your space, by your team, and with permission if attendees are identifiable.

Sample Social Media Posts

- We're exhibiting at #AAOS2026, March 3-5 in New Orleans! If you're attending, make time to visit us in the Exhibit Hall at Booth XXX
- Headed to #AAOS2026? Stop by Booth XXX to see what's new, ask questions, and connect with our team.
- Our team will be at the #AAOS2026 Annual Meeting sharing real-world solutions in [insert area, e.g., joint reconstruction]. Visit us at Booth XXX to learn more.
- First time at #AAOS2026? Same here! We're looking forward to meeting the orthopaedic community and showcasing our latest innovations at Booth XXX.
- We're launching something new at #AAOS2026. Stop by Booth XXX for a first look and learn how it's helping orthopaedic surgeons improve outcomes.
- Add Booth XXX to your #AAOS2026 itinerary! Our team will be running live demos that you won't want to miss and sharing practical insights you can take back to your practice. See you there!

For questions or assistance regarding social media outreach, contact: Natasha Prosek, AAOS Social Media Content Strategist, at prosek@aaos.org or 224-598-3850.