

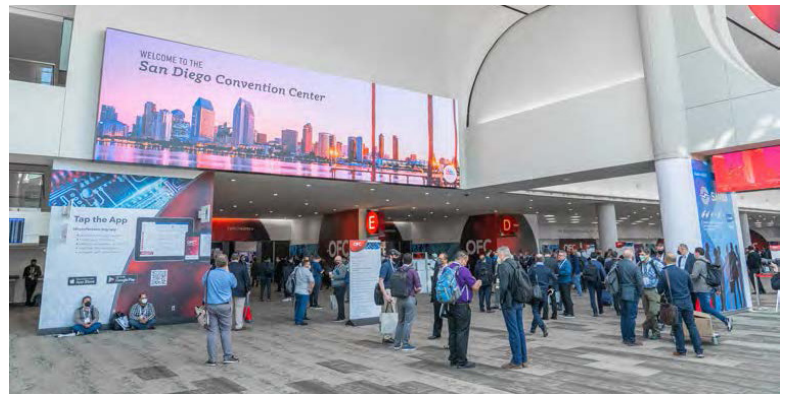
AAOS 2025 Digital Display Ads

78% of Exhibitors Rated Digital Signage as Very Effective in Generating Revenue*

Meeting Dates: March 10 - 14 | Exhibit Dates: March 11 - 13
San Diego Convention Center | San Diego, California

Feature Your Brand. Announce Your Events. Broadcast Your Booth Number.

Capture the eye of attendees as they navigate through the bustling lobbies on the ground-level and education hallways on the upper-level of the San Diego Convention Center. These strategically positioned digital displays are a powerful tool to showcase your brand, drive traffic to your booth, and highlight company events throughout the meeting.



Package Options to Suit a Variety of Marketing Plans

Lobby Package

- 3 vibrant displays spread throughout the bustling ground-level lobbies of the San Diego Convention Center (SDCC).
- These lobbies serve as gateways to the Exhibit Hall and feature escalators leading to the AAOS education sessions on the upper-level.

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Lobby + Education Hallway Package

- A total of 5 captivating displays, including all 3 displays from the Lobby Package, plus:
- 2 additional displays thoughtfully placed in the hallways of the upper-level where all AAOS education session will be held.

GET MORE INFO →

Marquee Package

- 2 expansive displays positioned in the heart of the ground-level lobbies: one directly facing attendee registration and the other above the entrance to Hall E and visible from the Starbucks.
- *The loop will be limited to 15 exhibitor ads.*

GET MORE INFO →

*According to the 2023 CEIR Report: Exhibit and Sponsorship Sales Approaches: Driving Revenue Growth

Digital Display Ads Options and Features

	Lobby Package	Lobby + Education Hallway Package	Marquee Package
Number of Displays	3	5	2 enormous screens
Size of Displays	(2) - 27' W x 3.5' H double-sided (1) - 12' W x 6.5' H single-sided	(2) - 27' W x 3.5' H double-sided (2) - 16' W x 9' H single-sided (1) - 12' W x 6.5' H single-sided	(1) - 20' W x 11.5' H single-sided (1) - 40' W x 11.5' H single-sided
Image Dimensions	3120 x 406 px 1920 x 1080 px	3120 x 406 px 1920 x 1080 px	1920 x 1080 px 4800 x 1350 px
Media Specifications	Accepted Still Files: JPG, PNG Accepted Video Formats: MPEG-4, H.264 No audio	Accepted Still Files: JPG, PNG Accepted Video Formats: MPEG-4, H.264 No audio	Accepted Still Files: JPG, PNG Accepted Video Formats: MPEG-4, H.264 No audio
Loop Duration	6-minute loop	6-minute loop	limited to 15 exhibitor ads
Days Active	Monday, March 10 - Thursday, March 13	Monday, March 10 - Thursday, March 13	Monday, March 10 - Thursday, March 13
Ad Length & Cost	8-second ad: \$3,000 16-second ad: \$5,500	8-second ad: \$5,000 16-second ad: \$9,000	16-second ad: \$25,000

Deadlines

- **Application Deadline:** February 10, 2025
- **Ad File Deadline:** February 17, 2025

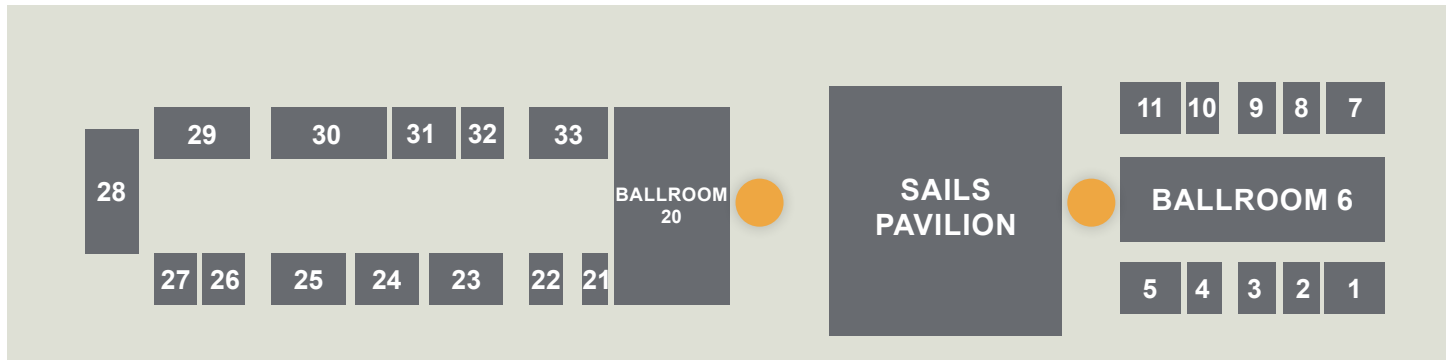
How to Send your Artwork

- All ad files must be approved by AAOS.
- Please send your ad files to sierra@aaos.org for approval. AAOS will notify you of receipt and approval of the file.

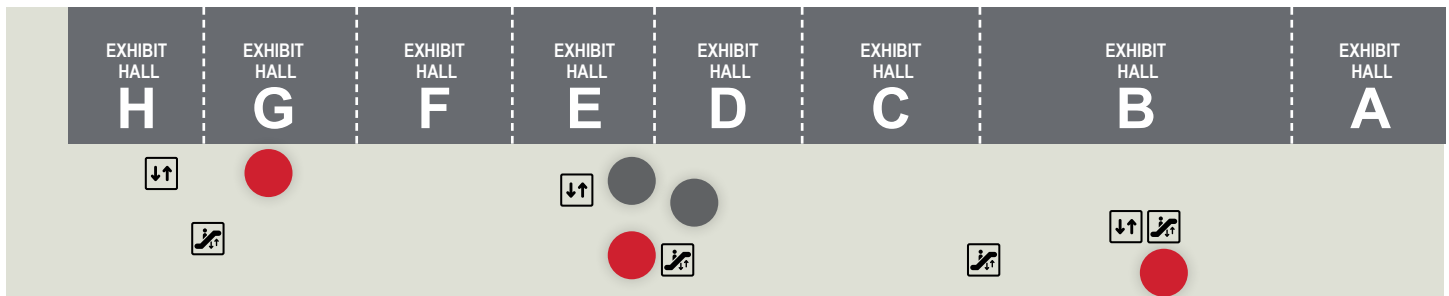






Map of Display Locations

UPPER LEVEL



GROUND LEVEL



-  – Lobby Package – [View Photos of the Displays](#)
-  +  – Lobby + Education Package – [View Photos of the Displays](#)
-  – Marquee Package – [View Photos of the Displays](#)

For additional information

Noel Sierra, CEM
Manager, Exhibits & Sponsorship
847-384-4172
sierra@aaos.org

Ken Schott, CEM
Senior Manager, Exhibits & Sponsorship
847-384-4186
schott@aaos.org