



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

# AAOS 2026 Onsite Digital Advertising Be Everywhere Attendees Are

At AAOS 2026, every hallway is an opportunity, and digital ads place your brand in the center of the action. As thousands of orthopaedic professionals move between sessions, head to the Exhibit Hall, or stop for a coffee break, your ad appears again and again in the busiest areas of the convention center. These vibrant digital displays don't just attract attention, they reinforce your message at the exact moments attendees are deciding where to go next.

## What Makes Digital Ads So Effective?



### Strategic Placement

Ads appear on screens positioned in the lobbies outside the Exhibit Hall and education session rooms.



### Maximum Exposure

Your ad runs at least 10 times per hour—giving your message repeated exposure in high-traffic areas.



### Cost-Effective Reach

A simple, affordable way to stay visible all week.



### Promote Key Offerings

Spotlight booth activities, giveaways, or presentations to influence attendee behavior throughout the day.

**Don't Miss This Opportunity!**  
Ads are limited, and sold on a first-come, first-served basis. [Submit your application today.](#)

## Two Ways to Be Seen. One Smart Investment.

Whether you're looking for broad visibility across the entire convention center or high-impact exposure in a prime location, there's a digital ad package designed to support your objectives and budget.



**Essential Package**

### Put your brand in front of thousands of attendees all day, every day

- 8- or 16-second ads across 14 displays
- Locations outside the Exhibit Hall and education session rooms
- Minimum of 10 plays per hour for continuous exposure
- Drives booth traffic by reaching attendees at key decision points



**Premium Spotlight Package**

### Stand out in the highest traffic area of the meeting with large-format digital placement

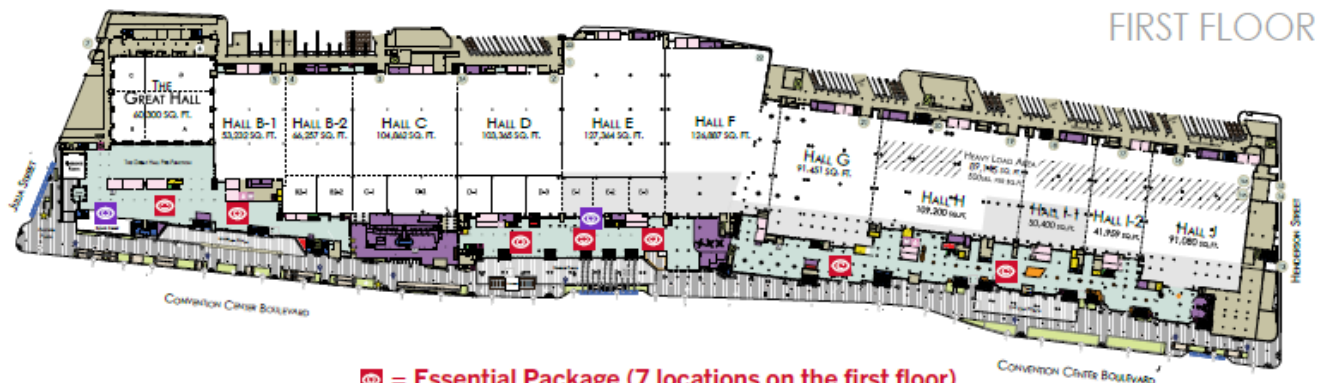
- Prime screen in the first-floor lobby, main attendee flow
- 16-second ad plays at least 15 times per hour
- Limited to 15 exhibitors
- High-impact visibility in the busiest area of the meeting

## Digital Ad Details & Specifications

Use the comparison below to review package details at a glance.

<b>Number of Displays</b>	14	2
<b>Size of Displays</b>	46" W x 26" H	7' W x 5' H and 24.5' W x 13.3' H
<b>Image Dimensions</b>	1920 x 1080 px at 96 dpi	1344 x 768 px and 5760 x 3240 px at 96 dpi
<b>Accepted File Types</b>	JPG or MP4	MP4, H.264
<b>Ad Length &amp; Cost</b>	8-second ad: \$3,500 16-second ad: \$6,000	16-second ad: \$25,000

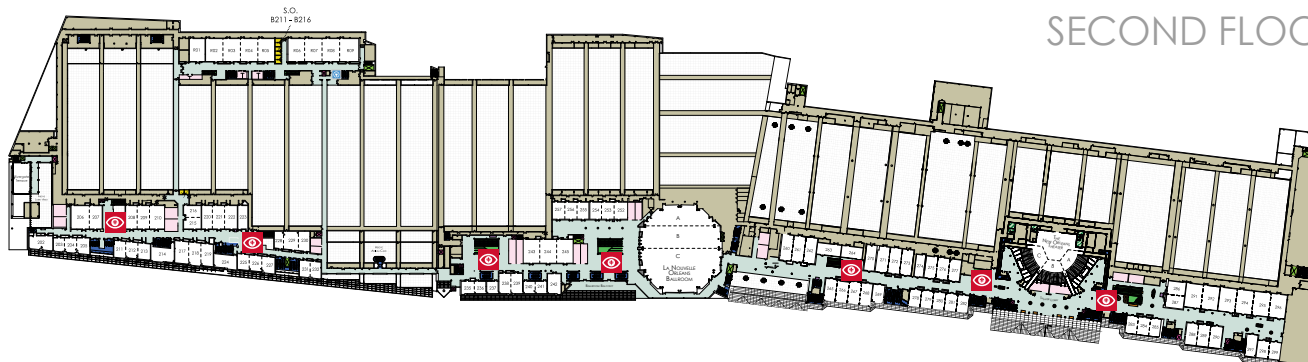
## Map of Display Locations



FIRST FLOOR

**E** = Essential Package (7 locations on the first floor)

**P** = Premium Spotlight Package (2 locations on the first floor)



SECOND FLOOR

**E** = Essential Package (7 locations on the second floor)

## Artwork Submission

All digital ad files should be submitted to [sierra@aaos.org](mailto:sierra@aaos.org) and are subject to approval by AAOS.

## Deadlines

**Application Deadline:** February 2, 2026

**Ad File Deadline:** February 9, 2026

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