

ANNUAL  
MEETING  
MOMENT  
#245



# AAOS 2026

## Exhibitor Marketing Kit

Morial Convention Center | New Orleans, Louisiana  
Meeting Dates: March 2 - 6 | Exhibit Dates: March 3 - 5

The AAOS Annual Meeting is the largest and most influential gathering of orthopaedic surgeons in the world. It's your most valuable opportunity each year to connect face-to-face with thousands of decision-makers and specialists from every corner of the field.



# Executive Summary

The AAOS Annual Meeting is the largest and most competitive medical conference in the world. With over 600 exhibitors and hundreds of education sessions competing for attendees' attention, **simply showing up with a booth is no longer enough to ensure a successful outcome.**

To generate leads, build meaningful relationships, and justify your investment, you need a well-planned marketing strategy that spans **before, during, and after** the meeting. This guide is designed to help you do just that. Whether you're navigating the meeting for the first time or refining a seasoned strategy, this kit outlines a range of **complimentary, budget friendly, and premium marketing tactics**—all designed to help you market with confidence and purpose. But more importantly, it will help you **think strategically** about how to reach your goals.

## Why a Marketing Plan Matters

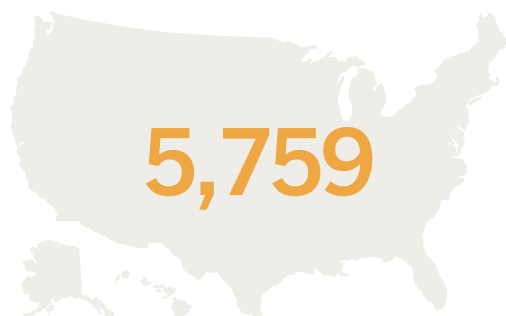
AAOS attendees are **highly selective with their time**. With hundreds of competing opportunities, from education sessions and networking events to industry presentations, they plan their time with care. Exhibitors who market before the meeting consistently see **stronger booth traffic** and **better-quality leads**. Yet many skip this step entirely—and it shows. **A clear, focused marketing plan** is the difference between leaving with **genuine prospects** or walking away with a handful of badge scans and no real traction.

## Annual Meeting Demographics

### TOTAL MEDICAL PROFESSIONAL ATTENDANCE



### 2025 DOMESTIC ATTENDANCE



### 2025 INTERNATIONAL ATTENDANCE



[View the full Demographics](#)



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## Inside the Kit: Your Roadmap to Results

You'll find practical tips, timelines, and templates to help you:

**Plan Strategically:** Use the checklist to break marketing into manageable phases.

**Build Early Awareness:** From complimentary listings to press releases, learn how to get noticed before attendees even land in New Orleans.

**Drive Booth Traffic:** Explore tactics that work, like in-booth education, targeted mailings, and strong calls-to-action.

**Engage Long After the Show:** Learn how post-meeting follow-up can drive long-term ROI.





# Complimentary Marketing Opportunities



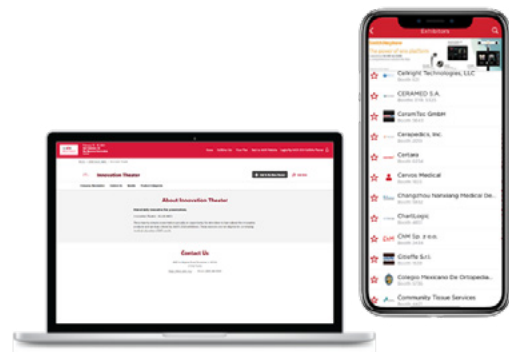
Your decision to exhibit at the AAOS Annual Meeting is a significant investment—and not just financially. You're investing staff time, logistics, and opportunity cost. That's why it's critical to make sure attendees actually know you're there. To help, AAOS offers several built-in promotional tools that are **completely complimentary** to exhibitors. These are often overlooked, but when used properly, they can play a major role in increasing booth traffic and strengthening your brand presence.

## Your Exhibitor Listing: Treat It Like Your Digital Handshake

Attendees start planning their schedules weeks in advance, and the **online exhibitor directory**, **interactive floor plan**, and **meeting app** are their go-to tools. Yet, many exhibitors fail to fully complete or update their listings, making them nearly invisible in search results.

### Tips to stand out with a compelling listing:

- ✓ Complete your listing at least 4 months before the meeting. In November, AAOS begins promoting exhibitors and Exhibit Hall activities to registered and prospective attendees. Completing your listing early ensures you're included in these pre-meeting marketing efforts.
- ✓ Use clear, benefit-focused language in your description to show what sets you apart.
- ✓ If you're launching or showcasing a product, mention it in your description. Attendees are drawn to innovation.
- ✓ Include keywords related to your core products, specialties, or conditions treated so your listing is more likely to be found.
- ✓ Select product categories carefully, they impact search visibility.
- ✓ Add your logo to reinforce brand recognition.



### Ready to Rise Above the Noise?

A complete listing is good but an **Enhanced Exhibitor Listing** is better.

With added visibility, premium placement, and lead generation tools, it's the easiest way to turn interest into booth conversations. Learn more about [Enhanced Exhibitor Listing](#).



Exhibitors with complete listings and product categories receive 3 times more views than those with incomplete or generic listings. [Update your listing now.](#)





# The Official Exhibitor Graphic

This ready-to-use graphic helps signal your presence to attendees and positions your company as part of the Annual Meeting experience.



## 2026 Annual Meeting

March 2-6, New Orleans, Louisiana

Exhibit Dates: March 3-5

Morial Convention Center

### Use the Exhibitor Graphic to Build Recognition Before You Arrive



**Online Platforms:** Place the graphic on your homepage or within any “Upcoming Events” sections.



**Print Materials:** Incorporate the graphic into any printed flyers, direct mail pieces, or inserts.



**Emails:** Add the graphic to your email signature or any outbound marketing emails related to the meeting.



**Social Media:** Use the graphic alongside updates about your booth activities, team members attending, or sneak peeks of products.

**Reminder:** The official AAOS logo may not be used, and only the provided Exhibitor Graphic is permitted.



Feel free to email us at [exhibits@aaos.org](mailto:exhibits@aaos.org) to request the graphic. The graphic is available in a variety of file formats and color schemes to suite your marketing needs.





# Use Promotional Materials to Spark Interest and Drive Booth Visits

Make it clear why your booth is worth a stop, or someone else will. Thoughtfully crafted materials such as emails, invites, social posts, and flyers can be the difference between a passing glance and a meaningful conversation.



## Guidelines for Promotional Materials

- Before printing or distributing any promotional materials, they must be approved by AAOS. Simply submit the final versions via the [Advertising Approval Request form](#).
- 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 educational session, such as 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 in Promotional Materials

To keep your promotional materials clear, consistent, and compliant, use one of the approved formats when referencing the AAOS 2026 Annual Meeting.

- 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

### 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 websites or email addresses.

## Guidelines for Distribution of Promotional Materials



Keep in mind: You can only distribute handouts, flyers, or other company literature from these approved locations:

- Your Exhibit Space
- Your Surgeon Engagement session
- Your Exhibitor Suite
- Your AAOS approved hotel meeting space
- The AAOS Orthopaedist’s Bag
- The AAOS *Now Daily Editions*

Distributing materials anywhere else in the Morial Convention Center, AAOS official hotels, or other venues is prohibited.



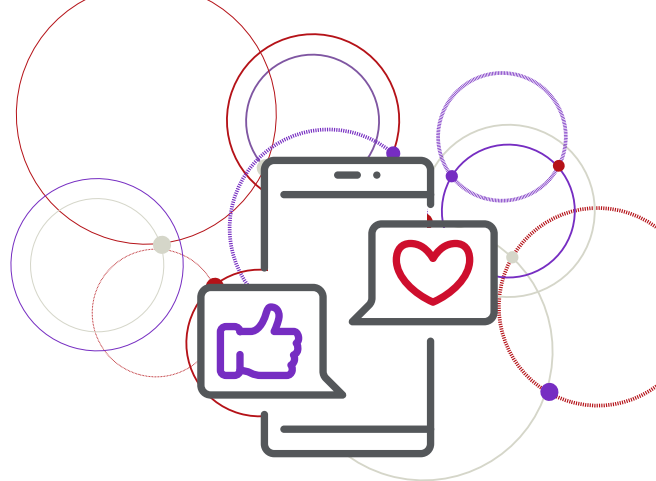
**Want to include your promotional materials in the Orthopaedist’s Bag or AAOS Now Daily Editions?** Order forms are ready for you on the [Promotional Opportunities page](#).





# Social Media

AAOS 2026 attendees actively follow event content on LinkedIn, X (Twitter), and Instagram. A smart, well-timed social campaign before and during the meeting can increase traffic, drive brand awareness, and help your team engage with leads in real-time.



## Smart strategies to build visibility and drive booth traffic:

- ✓ Always use the official hashtag: #AAOS2026
- ✓ Begin posting at least 4–6 weeks out. Continue through the meeting with live updates, behind-the-scenes content, or quick recaps to maintain engagement.
- ✓ Post consistently at least 1-2 times per week in the lead-up to the meeting.
- ✓ Focus on educational or value-driven content rather than pure sales pitches to avoid oversaturating the #AAOS2026 hashtag. Attendees are more likely to engage when posts feel relevant, informative, or interactive.
- ✓ Tease what's happening at your booth: demos, giveaways, or key team members that attendees can meet.
- ✓ Use visuals that stop the scroll. Photos of your product in use, your booth setup, or team members create more engagement than plain text. Short videos (even taken on a phone) work great, too.
- ✓ Be mindful with tagging photos. Don't post images of attendees or other exhibitors without permission.
- ✓ Don't just promote—engage. Reply to comments, tag team members, and start real conversations.



Include your booth number in every post. The easier it is to find you, the more likely attendees will stop by.

## Turn Social Buzz Into Booth Traffic at #AAOS2026



### Sample Social Media Messages

- We're exhibiting at #AAOS2026, March 3-5 in New Orleans. If you're attending, make time to visit us in the Exhibit Hall.
- 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 AAOS 2026 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.
- We're launching something new at #AAOS2026. Stop by Booth XXX for a first look and learn how it's helping surgeons improve outcomes.
- Add Booth XXX to your #AAOS2026 itinerary as we'll be running live demos and sharing practical insights you can take back to your practice.





# Your Social Post Will Be Front and Center Onsite

Use the hashtag **#AAOS2026** during the meeting, and your post will be featured on the Media Wall onsite. Posts will rotate with other meeting posts, giving your message added visibility during the meeting.



## Email Marketing: Still One of Your Most Effective Tools

Email remains one of the most reliable ways to reach AAOS attendees, especially when it's targeted, timely, and relevant. Use it to highlight what sets your booth apart: product launches, hands-on demos, giveaways, or key team members attending the meeting. It's also a chance to re-engage existing customers. A well-timed message can prompt a visit to your booth and strengthen the relationship.



Keep your email short, visually clean, and mobile-friendly. Most attendees will be checking email on the go. Start your campaign 1–3 months before the meeting. Focus first on your current customers, then expand outreach to prospects as the event gets closer.

[Get the complete timeline—download the Marketing Checklist now!](#)

## Press Materials for the AAOS Media Office

Give your news the attention it deserves. The AAOS Media Office is a go-to resource for accredited press covering innovation, leadership, and orthopaedic trends. Submitting your materials ensures they reach journalists actively seeking stories to share.

### What to Submit:

- ✓ Press releases
- ✓ Press kits (printed or USB)
- ✓ Fact sheets
- ✓ Company backgrounders and business cards



Keep your materials concise, polished, and clearly branded. Include booth number and key contacts for follow-up.





# Make the Most of High-Traffic Hours in the Exhibit Hall

## Dedicated Exhibit Time

AAOS has built **more than 11.5 hours of dedicated, non-competing exhibit time** into the meeting schedule, giving attendees uninterrupted time to explore the Exhibit Hall and your best opportunities to engage attendees without overlapping education sessions.

**Don't let this valuable time go underutilized. Plan ahead to maximize your impact:**

- ✓ **Staff strategically.** Make sure your most knowledgeable, engaging team members are present during dedicated hours as these are peak traffic times.
- ✓ **Create reasons to stop and stay.** Host informal discussions, short presentations, or live product demos that tie into attendee interests or hot topics. These activities break the ice and give people a reason to linger and learn more.
- ✓ **Offer simple incentives.** Coffee, snacks, or small branded giveaways can serve as a great draw and help build goodwill. Make sure your offerings are visible and easy to access without blocking the booth experience.
- ✓ **Promote activities in advance.** Use email campaigns, social media posts, and your exhibitor listing to highlight what's happening at your booth. Clear, timely promotion drives anticipation and helps get your booth on attendees' schedules.
- ✓ **Capture and qualify leads.** Use lead retrieval tools to track visitors and capture key information. Encourage your team to take brief notes about each interaction to help with personalized, effective follow-up after the meeting.

**The dedicated exhibit times for AAOS 2026 have increased by 1.5 hours! Plan accordingly to make the most of these key windows for uninterrupted attendee engagement.**

### Tuesday, March 3

9 - 10:30 a.m.  
11:30 a.m. - 12:30 p.m.  
1:30 - 2 p.m.  
3 p.m. - 3:30 p.m.

### Wednesday, March 4

9 - 10:30 a.m.  
11:30 a.m. - 12:30 p.m.  
1:30 - 2 p.m.  
3 p.m. - 5 p.m.

### Thursday, March 5

9 - 10:30 a.m.  
11:30 a.m. - 12:30 p.m.  
1:30 - 2 p.m.



Need help driving attendees to your booth activities? Promote them with a **Booth Education Listing** in the Annual Meeting app and website. This low cost opportunity (\$500–\$1,200) places your session alongside official AAOS education—making it easier for attendees to find you and plan their visit.





# Happy Hour in the Exhibit Hall

Wednesday, March 4 from 3–5 p.m.

The AAOS Happy Hour is designed to keep attendees in the Exhibit Hall longer and encourage informal networking between attendees and industry. All registered attendees and exhibitors receive two free drinks; just scan your badge at any bar.



## Tips for Making the Most of Happy Hour

- ✓ **Expect a noticeable increase in foot traffic.** Staff your booth with approachable, well-versed team members who can engage visitors naturally and reflect your brand's strengths.
- ✓ **Offer a reason to stop.** Schedule live product demos, in-booth presentations with surgeon champions, or VIP guest appearances. Short, compelling segments every 15–20 minutes work well during this fast-paced window.
- ✓ **Incentivize visits with a quick raffle or giveaway.** Branded items, gift cards, or specialty prizes can spark interest and create natural talking points. Consider themed items that align with your product or mission.
- ✓ **Promote ahead of time.** Don't rely solely on passersby and create buzz in advance. Mention your Happy Hour plans in emails, flyers, social posts or a Booth Education Listing to help attendees plan their visit.
- ✓ **Keep it casual but strategic.** Start with a conversation, not a pitch. Happy Hour is a time to be sociable, and small talk can open the door to deeper business discussions later.
- ✓ **Use eye-catching visuals to draw people in.** Attractive graphics, looping videos, or interactive displays can help your booth stand out. Make sure visuals are easy to understand at a glance and don't overwhelm the space.



Give attendees a reason to stop, stay, and connect. Offering something simple like coffee, a premium bar, or light appetizers can create a natural pause point—giving your team more time to start conversations and build meaningful engagement.



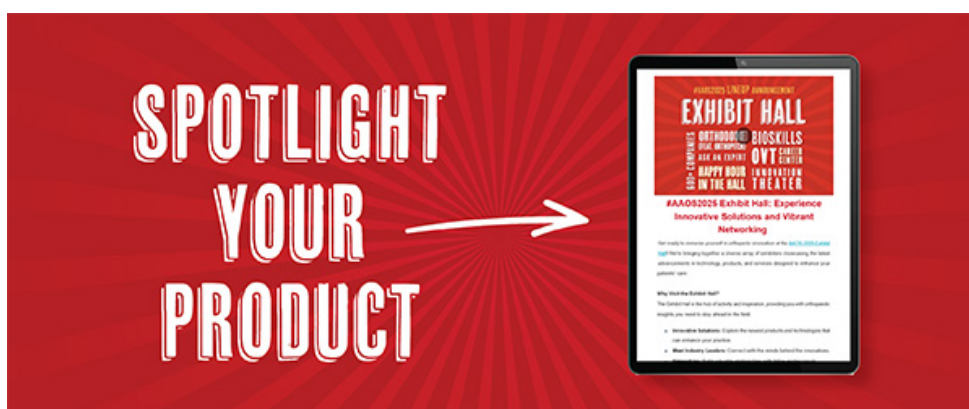


# Be Featured in **AAOS Attendee Marketing**—At No Cost

Want to build brand awareness before the Exhibit Hall even opens? Here's a complimentary opportunity to be spotlighted in AAOS's official attendee marketing.

We're curating a selection of can't-miss Exhibit Hall highlights to include in promotional emails sent to thousands of registered attendees leading up to the meeting. This is your chance to get in front of your target audience before they set foot in New Orleans.

**If you're showcasing something new, interactive, or hands-on, we want to hear from you.**



## Examples of what we're looking for

- ✓ A product launch or innovation debut
- ✓ A live or interactive demo
- ✓ A hands-on booth experience
- ✓ Something that clearly provides a solution to a clinical challenge



## What to Submit

- ✓ **Your company name** (only one mention per company)
- ✓ A **6–8-word phrase** that highlights your product, service, or experience  
(Examples: “3D-printed implants for precision,” “Robotics redefining knee surgery,” “Revolutionary fracture management tools”)



### PRO INSIGHT

Make it attendee focused. The best submissions speak to what attendees will learn, experience, or walk away with, and not just what you're selling.





# Budget-Friendly Promotions



Exhibiting at AAOS is a major commitment, but you don't need a massive budget to make a big impact. If you're looking to boost visibility and drive traffic without overspending, these **cost-effective options** offer strong returns when used strategically.

## Booth Education Listing

If you're planning an in-booth event such as a surgeon-led demo, product launch, Q&A session, or even a casual reception—don't keep it a secret. A Booth Education Listing puts your activation in front of attendees where they're already looking:



**The AAOS Meeting App**



**The official meeting website**

These listings appear alongside AAOS educational programming, helping you position your event as part of the overall learning experience.

Choose from:

**Purchase a single listing for \$500.**

**Opt for three listings for \$1,200.**

**Review the [Booth Education Listing brochure](#) for full details.**



According to AAOS attendee feedback, nearly **two-thirds of visitors want to see more presentations and learning opportunities inside the Exhibit Hall**. Promote your activation and meet that demand head-on.





# Attendee Lists

Connecting with attendees doesn't start and end on the show floor. AAOS offers targeted attendee lists that allow you to send direct mail before or after the meeting to help you stay top of mind and drive meaningful engagement.

Each list includes the **attendee's name, title, mailing address, institution, and specialty area** (when provided). Email addresses, phone numbers, and EU registrants are not included. All mailings must be approved by AAOS before distribution.



## Pre-Meeting Lists

Available starting January 14, 2026

Use this list to send a tailored mailer that puts your booth on attendees' radars before they finalize their schedules.

- **Full list:** \$2,100
- **Specialty lists:** \$450 / \$750
- **Best timing:** Mail 2–3 weeks before the meeting for optimal visibility.



## Post-Meeting Lists

Available starting March 27, 2026

Follow up with attendees after the meeting to reinforce connections, share resources, or offer a next step.

- **Full list:** \$2,400
- **Specialty lists:** \$550 / \$850
- **Best timing:** Mail within 4 weeks of the meeting to reinforce your presence and increase the likelihood of continued engagement.



Attendee Lists can be purchased via the **Exhibitor Resource Center**.

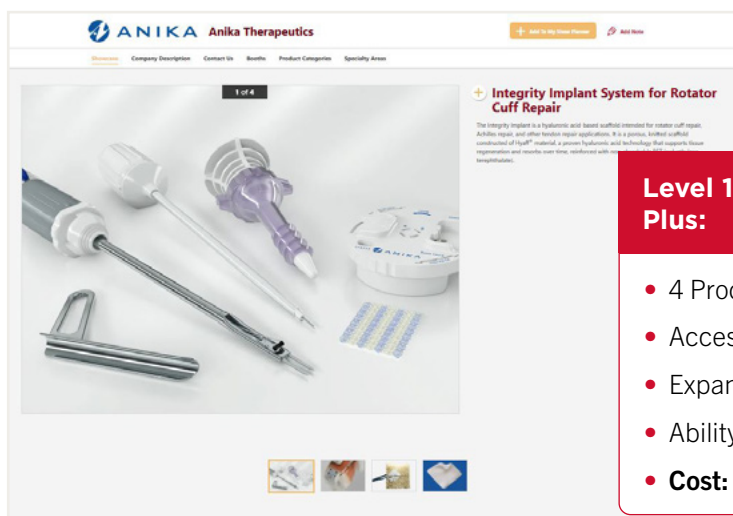




# Enhanced Exhibitor Listing

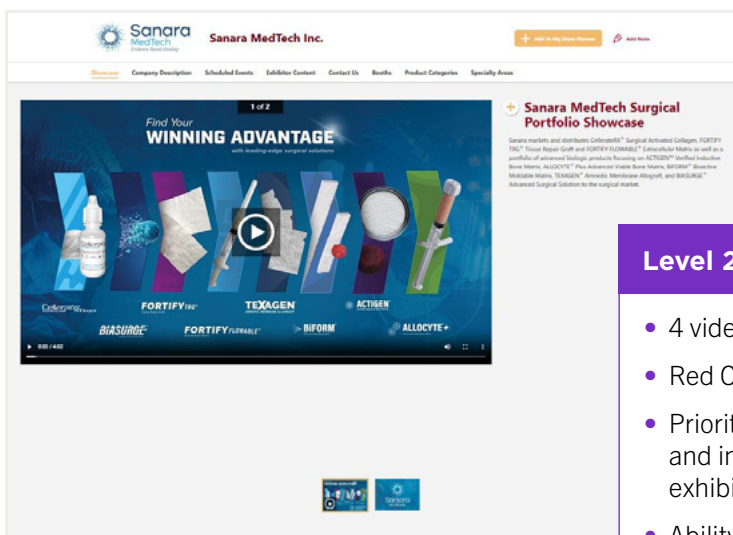
Attendees rely on the **online exhibitor directory and interactive floor plan** to decide which companies to visit, often well before they arrive onsite. Your complimentary listing ensures you have a presence in both, but upgrading to an Enhanced Exhibitor Listing gives you added visibility and more ways to make an impression.

With expanded content, visuals, and premium placement, you can attract targeted traffic and connect with attendees who are actively looking for solutions like yours.



## Level 1 Listing Includes Complimentary Listing Plus:

- 4 Product Images with Descriptions
- Access to online leads
- Expanded 1,000-character Exhibitor Description
- Ability to add Online Contacts and Social Media Links
- **Cost:** \$700



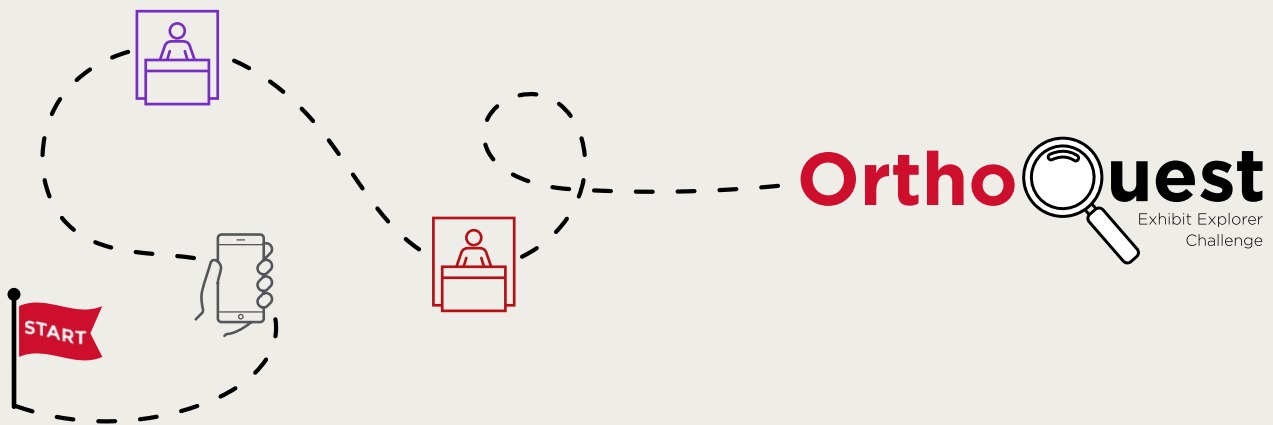
## Level 2 Listing includes Level 1 Plus:

- 4 video uploads
- Red Corner Peel on Booth in Online Exhibit Floor Plan
- Priority placement at the top of online search results and inclusion in the featured exhibitors' section in the exhibitor directory
- Ability to add White Papers, Case Studies, Brochures, Press Releases, and Show Specials
- **Cost:** \$1,500

To enhance your listing, simply login to the [Exhibitor Resource Center](#) and click on the “**Enhanced Exhibitor Listing**” tile.

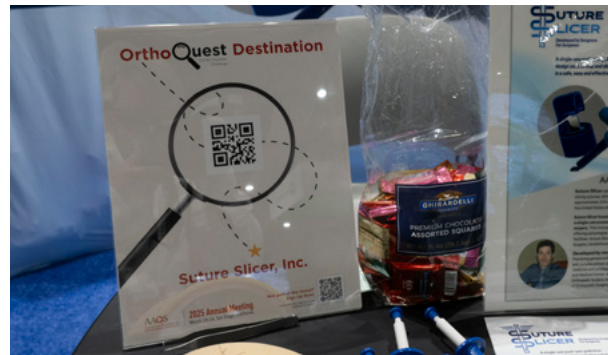






## Turn Your Booth into a Destination with OrthoQuest

Looking for a simple, cost-effective way to bring attendees directly to your booth? OrthoQuest is an interactive scavenger hunt designed to bring attendees directly to participating exhibitors enabling you to start conversations, capture leads, and create memorable experiences.



### Why Participate in OrthoQuest?

- ✓ **Boost Booth Traffic:** Attendees are incentivized to visit participating booths as part of the challenge.
- ✓ **Get Opted-In Leads:** Receive a list of participating attendees who consent to follow-up.
- ✓ **Gain Extra Visibility:** Be featured in the meeting app, onsite signage, and AAOS social media as an official OrthoQuest stop.
- ✓ **Make It Memorable:** Engage visitors with a quick demo, trivia question, or interactive touchpoint.

### Pricing

#### Tier 1 - \$500

- Scavenger hunt participation
- Opted-in lead list

#### Tier 2 - \$900

- Includes Tier 1
- Lead Retrieval App license



OrthoQuest is ideal for smaller booths or first-time exhibitors looking for extra visibility and engagement without a big price tag.







# Claim the Visibility Other Exhibitors Wish They Had

Your booth is just one touchpoint. These premium opportunities give your brand added presence where it matters most—at the moments when surgeons are moving, engaging, and making decisions. From eye-catching branding in high-traffic areas to aligning your name with trusted education or direct surgeon engagement sessions, **this is how you gain visibility, drive booth traffic, generate qualified leads, and stay top of mind.**

The companies that secure these opportunities don't just show up. They get remembered.

## High Impact Opportunities Include:

- ✓ [Onsite Digital Advertising](#)
- ✓ [Atrium Cafe Glass Clings, Escalator Graphics, Graphic Tower Displays, and Lobby Banners](#)
- ✓ [Pickleball Experience](#)
- ✓ [Innovation Theater Presentation, Industry Educational Sessions, Bioskills Workshops, and OrthoDome Video Presentations](#)
- ✓ [Resident Education Events](#)



Explore all the exciting options for the Annual Meeting by visiting the **[Promotional Opportunities page](#)**.





# Maximize Your Exhibit ROI by Avoiding These Common Pitfalls

Even seasoned exhibitors can miss the mark without a thoughtful strategy. Whether you're aiming to boost booth traffic, generate quality leads, or increase brand awareness, success starts with avoiding these five common exhibiting mistakes.

## TOP 5 MISTAKES Exhibitors Make and How to Avoid Them

### ✖ Mistake

#### 1. Incomplete Exhibitor Listing

#### 2. Relying Only on Onsite Visibility

#### 3. Understaffing During Peak Hours

#### 4. Misaligned Booth Activities

#### 5. No Post-Show Follow-Up Plan

### ✔ Best Practice

Your listing is the first-place attendees go to plan their time. If it's outdated or missing details, they'll skip you.

Without pre-meeting outreach, you're starting cold. Get on attendee radars early.

Dedicated exhibit times and Happy Hour are peak traffic periods so staff your booth with your most engaging team members.

Build activations around what attendees care about—not just what you want to promote.

Leads fade fast. Timely, relevant follow-up is key to converting booth visits into business.



### ✖ Mistake



### ✔ Best Practice



Avoiding these common pitfalls can significantly improve your exhibit experience. With the right planning, staffing, and follow-up, you'll turn booth traffic into real results—and make your investment in the meeting count.





# Marketing Checklist ✓

Stay on track and maximize your exhibit ROI with our step-by-step marketing checklist. This quick-reference guide breaks down what to do before, during, and after the meeting, so you can stay organized, plan smarter, and avoid last-minute scrambles. Download your roadmap to a smoother, more successful exhibit experience!

↓ Download checklist



**We're Here To Help.** Reach Out With Any Questions!



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