



AAOS 2026 Technology Innovation Showcases

Position Your Emerging Technologies Where Surgeons Evaluate What's Next

What Are Technology Innovation Showcases?

Technology Innovation Showcases place your technology in front of surgeons during a critical evaluation moment at the AAOS Annual Meeting. This occurs when they are actively exploring what's next and long before final purchasing decisions are made. These **procedure-specific, single-station demonstrations use human anatomical specimens**, the “gold standard” for surgical education, and are delivered within a **high-visibility, advance-promoted environment** on the exhibit floor.

Designed for observation and comparison, Showcases allow surgeons to observe multiple live procedures, engage directly with presenters, and assess emerging technologies in real-world procedural contexts. By situating demonstrations within a curated, multi-procedure program, Showcases extend your reach beyond the booth and position your technology within the broader clinical and educational narrative of the meeting.

Unlike Bioskills Workshops, which focus on hands-on training for a single sponsor with limited, ad-hoc attendance, Technology Innovation Showcases prioritize awareness, early evaluation, and informed follow-up. They **complement, not replace, Bioskills Workshops** and are built to support stronger post-meeting conversations and momentum.

Showcases Enhance Medtech Visibility at the AAOS Meeting

Ideal for companies that:

- Introduce new or emerging technologies, including robotic, navigation, AI-enabled platforms, advanced materials, or procedural approaches.
- Drive awareness across multiple surgeon segments, from residents and fellows to board-certified surgeons evaluating new technologies.
- Support post-meeting sales efforts by generating informed interest and pre-primed follow-up opportunities for sales teams.

Showcase Sessions & Pricing

Date	Time	Demonstration	Stations Available	Station Fee*
Tuesday, March 3, 2026	8:00 am - 11:00 am	Navigation and Robotic-Assisted Surgery - Knee	4	\$16,000
Tuesday, March 3, 2026	1:00 pm - 4:00 pm	Navigation and Robotic-Assisted Surgery - Hip	4	\$12,000
Wednesday, March 4, 2026	8:00 am - 11:00 am	Arthroplasty or Arthroscopy- Shoulder	6	\$8,000
Wednesday, March 4, 2026	1:00 pm - 4:00 pm	Foot, Ankle, Hand, or Wrist	8	\$5,000

Limited Availability

Technology Innovation Showcases are limited in number and restricted to one demonstration station per sponsor and procedure. Early commitment secures preferred placement, advance promotion, and visibility during high-interest procedural sessions.

Choose the Showcase that best supports your technology goals and reserve your session today!

What's Included in Each Demonstration Station

One Fully Equipped Demonstration Station: Each station includes a surgical table, lighting, suction, and required electrical access to support live procedural demonstrations.

Procedure-Specific Human Anatomical Specimens
Specimens are tailored to the demonstrated procedure to support realistic visualization and clinical relevance.

Imaging and Instrumentation Support
C-arm imaging and a dedicated technician are provided when required. General hand instruments are included to support the procedure.

PPE and Safety Essentials:
Includes PPE, lead vests, and thyroid collars to ensure a safe demonstration environment.

Live Video Capture and Broadcast
Each station is equipped with live video capture, recording, and broadcast through the Rods and Cones system. Demonstrations are streamed to the Surgical Theater viewing area to extend visibility beyond the lab.

Post-Event Assets
Raw video footage from each demonstration is provided following the meeting to support follow-up and internal use.



MOBILE LAB INTERIOR SPECIFICATIONS

➤ Width: 24'

➤ Length: 42'



Promotion, Engagement, and Extended Visibility



Attendance is promoted in advance to meeting attendees through the AAOS website and targeted email communications, encouraging surgeons to register for procedures aligned with their clinical interests.

Demonstrations are presented by a sponsor-provided Key Opinion Leader, Surgeon Consultant, or knowledgeable sponsor representative, allowing companies to guide the conversation around their technology.

Each demonstration is live-streamed to a dedicated Surgical Theater viewing area, extending visibility beyond the lab and driving additional foot traffic. Raw video footage is provided post-event, along with AAOS attendee contact lists to support timely and informed follow-up.

Application/Contract Policies

Eligibility

Technology Innovation Showcases are exclusively available to companies exhibiting at AAOS 2026.

Application & Assignment of Technology Innovation

- a. The [Technology Innovation Showcase Application](#) must be submitted in order to participate. Showcases will be assigned on a first-come, first-served basis from the remaining available time slots. AAOS reserves the right, in its sole discretion, to allocate Technology Innovation Showcases on any other basis it deems appropriate.
- b. Applications will not be accepted from meeting planning or other third-party companies.
- c. Showcases will be assigned within 5 business days of receipt of the application. An invoice will be included with the assignment which will be due no later than 30 days from the invoice date.
- d. Once the Technology Innovation Showcases are assigned, the exhibitor is responsible for finalizing all showcase arrangements directly with Surgical Training Institute (STI). Any fees incurred between the exhibitor and STI are the responsibility of the exhibitor. It is understood that AAOS accepts no responsibility for the showcase.
- e. Exhibitors that are assigned Technology Innovation Showcases will:
 - i. work directly with STI for procuring any additional equipment or anatomical specimen.
 - ii. be allowed to scan and capture AAOS badge bar code data at their showcase. Lead retrieval scanners are the responsibility of the exhibitor to secure and pay for separately. Lead retrieval services may be ordered through the [Exhibitor Service Manual](#).

Payment Terms

Once Technology Innovation Showcases are assigned, an invoice for 100% of the fees will be sent. Payment for the showcases will be due no later than 30 days from the invoice date. Payments are to be made:

By Check: Checks are to be made payable to AAOS (fed tax id 36- 2110592) in U.S. funds only and mailed to:

AAOS 2026 Annual Meeting
American Academy of Orthopaedic Surgeons
Attn: Exhibits
9400 West Higgins Road
Rosemont, IL 60018

Please be sure to include the exhibiting company name or order number with the check.

By Credit Card: The required balance due can be paid by credit card online through the [Exhibitor Resource Center](#). **NOTE:** All credit card payments will be assessed with a non-refundable 2.5% credit card surcharge.

By Wire Transfer or ACH Payments:

Make payment to:
Beneficiary: AAOS
Huntington National Bank
5600 N River Road
Rosemont, IL 60018
Account #: 01068363979
ABA #: 044000024
Swift Code: HUNTUS33

Please be sure to include the exhibiting company name or order number with the wire transfer. The exhibiting company is responsible for all bank fees.

Invoices: Invoices are available for viewing, downloading, printing, and online payment at any time through the [Exhibitor Resource Center](#).

Cancellation Policy

All cancellations of a Technology Innovation Showcases must be submitted in writing to sierra@aaos.org. Cancellations will be subject to the following policy:

AAOS retains 50% of the showcase fees for any cancellation **within 14 days of application submission**.

AAOS retains 100% of the showcase fees for any cancellation made **after 14 days of application submission**.

AAOS retains 100% of the showcase fees for any cancellation made on or after **January 3, 2026**, regardless of the submission date.

It is important to note that cancellation of exhibit space does not eliminate an outstanding balance. If there is a balance at the time of cancellation, the exhibitor will be responsible for either the cancellation fee or the remaining balance, depending on the time of the cancellation.

Additionally, cancellation of exhibit space will automatically cancel any associated opportunities, including Technology Innovation Showcases, surgeon engagement activities, and promotional or advertising opportunities. All assigned hotel or convention center meeting space and sleeping rooms will also be released. Priority points will not be awarded for canceled Technology Innovation Showcases, even if the full balance has been paid.

Badges

All exhibitors, presenters, and attendees will be required to wear their official AAOS badges for admission to the Technology Innovation Showcases.

CME Accreditation

AAOS does not provide Continuing Medical Education (CME) accreditation for exhibitor educational events. Exhibitors are not allowed to offer CME credits for Technology Innovation Showcases.

Human Anatomical Specimen

Due to the complicated coordination of handling and disposal logistics, all specimens will be provided through Surgical Training Institute (STI). For questions about specimens or equipment, contact Kerry Vault, STI at 303-903-7902 or kvault@mobilesti.com.

Lead Retrieval

Exhibitors will be allowed to scan and capture AAOS badge bar code data at their Technology Innovation Showcases. Lead retrieval scanners are the responsibility of the exhibitor to secure and pay for separately. Lead retrieval services may be ordered through the [Exhibitor Service Manual](#).

Lab Location

Technology Innovation Showcases will take place in the Exhibit Hall. All exhibitors and attendees will be required to wear their official AAOS badges for admission to the hall.

Publicity and Advertising

The AAOS is not responsible for unsatisfactory attendance and/or marketing of the Technology Innovation Showcases. It is the responsibility of the company coordinating the showcase to market this event. Advance marketing is critical to attracting the appropriate audience.

Approval of Promotional Materials

All promotional materials (including announcements, invitations, emails, websites, social media posts, advertisements, and flyers) promoting a company's Technology Innovation Showcases be approved by AAOS prior to printing and/or distribution. Final versions of materials should be submitted via the [Advertising Approval Request form](#). While AAOS will make every effort to grant approvals in a timely fashion, please allow a minimum of five (5) business days for approval.

Guidelines for Promotional Materials

- 1) AAOS does not endorse nor consider any Technology Innovation Showcases as part of the official program. The following statement must appear in any promotional material:



"This Technology Innovation Showcases. is a promotional activity and is not approved for continuing medical education credit. The content of this showcase and the opinions expressed by presenters are those of the "Presenting Company's Name" or presenters and do not represent an endorsement, nor imply that the products have been evaluated or approved by the AAOS."

- 2) 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.
- 3) Any inclusion of "AAOS" or "American Academy of Orthopaedic Surgeons" requires written approval from AAOS.
- 4) Wording such as "presented in conjunction with," "preceding", "prior", during, or "after" the AAOS Annual Meeting is not allowed. The only exception is that presenting companies may reference the AAOS Annual Meeting in a format like:
[Technology Innovation Showcases Title] presented by [Company Name], [Date, Time] located in the Exhibit Hall at AAOS 2026.
- 5) These rules apply to promotional materials developed for use before, during, and after the AAOS Annual Meeting. Please refer to the [Publicity and Advertising Guidelines](#) for more details.

Promotional Materials Distribution Guidelines

Except for distribution from the approved AAOS Orthopaedist's Bag, AAOS' onsite newspaper, within the exhibitor's allotted exhibit space, or Technology Innovation Showcases, the distribution of handbills, fliers, or other literature within the New Orleans Ernest N. Morial Convention Center, AAOS official hotels, or other venues are prohibited. Order forms for inclusion of promotional materials in the official AAOS Orthopaedist's Bag, AAOS' onsite newspaper, or the AAOS Annual Meeting pre-meeting list order forms are available on the [Promotional Opportunities web page](#).

Presenters/Speakers

All speakers/presenters for Technology Innovation Showcases must be registered for AAOS 2026. Orthopaedic healthcare professionals must register as medical attendees, while all other presenters must be registered using the company's exhibitor badge allotment. Additional or complimentary badges will not be provided for presenters. The exhibiting company is responsible for ensuring that all speakers are registered appropriately and wearing their official meeting badge to access the exhibit hall.

Signage

AAOS will provide a 22" x 28" exhibitor identification sign with the exhibitor's company logo at the entrance to the exhibitor's assigned showcase. Technology Innovation Showcases will be identified with a showcase

number. Exhibitors may display signage in the exhibitor's booth and outside the entrance to their assigned showcase during the assigned showcase time.

Indemnification

Exhibitors assigned Technology Innovation Showcases at AAOS 2026 agrees to indemnify, defend, and hold harmless AAOS, STI, its employees, directors, agents, representatives and any affiliated organizations against any and all claims, judgments, fees, demands, settlements and expenses (including reasonable attorneys' fees) that arise as a result of the company's performance, or non-performance, of duties in this Agreement.

Terms and Conditions

As a condition for holding a Technology Innovation Showcases, each exhibitor, their agents, and employees shall agree to abide by all terms, policies, and guidelines as outlined in the [Exhibit Prospectus](#) in addition to the policies specifically cited for the Technology Innovation Showcases.

Violation of Rules and Regulations

Technology Innovation Showcases found to be in violation of AAOS guidelines or policies outlined above and in the [Exhibit Prospectus](#) shall be immediately discontinued and risk loss of priority points for the 2027 Annual Meeting or other action deemed appropriate by AAOS.

