

Media Relations and PR Opportunities for Meeting Exhibitors

The AAOS welcomes credentialed journalists to report on the exciting array of information and news coming out of the AAOS Annual Meeting.

As an exhibitor, we invite you to prepare and supply appropriate media materials for distribution to registered journalists in the Academy Press Office. Media materials can include news releases, fact sheets, press kits, business cards or flash drives. NO sample products are allowed.

Exhibitors are responsible for shipping materials to McCormick Place or hand-delivering materials to the Press Office, Room N230a. The Press Office will be open to exhibitors starting on Monday, March 21, 2022 at 9:00 am. Each exhibitor will be limited to a maximum display of 20 hard copies.

If scheduling any offsite media-only events or press conferences, please notify AAOS Communications staff who will keep an ongoing list about exhibitor news announcements to share with on-site journalists. Exhibitors are prohibited from conducting press conferences in their booths during the Annual Meeting.

Any journalist or blogger interested in attending and reporting on the conference on behalf of your organization is required and encouraged to sign-up in advance of the meeting. Online registration begins November 10, 2021. If registering on-site, journalists and bloggers must submit appropriate media credentials to media@aaos.org in advance of the meeting for verification. AAOS Media & Communication Policies, which include photo and video guidelines, will be available online in November 2021 at newsroom.aaos.org.

Registered media may also agree to release their contact information to meeting exhibitors and publicists. To request a copy of this shared media list, email media@aaos.org after March 1, 2021.

Exhibitors may contact AAOS Communications staff with any media or PR-related questions. We encourage you to review the [AAOS Publicity and Advertising Guidelines](#) for additional policies for promotional materials. We look forward to sharing and promoting timely musculoskeletal health information and news with you and the world during the AAOS 2022 Annual Meeting Chicago.

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SOCIAL MEDIA

Communicating about the AAOS Annual Meeting by way of social media is encouraged within study embargo restrictions or timed news announcements. The official hashtag for the 2022 Annual Meeting in Chicago is #AAOS2022. Be sure to follow AAOS on social media for regular updates and tag the Academy for added visibility on Facebook, Twitter, Instagram, and LinkedIn.