

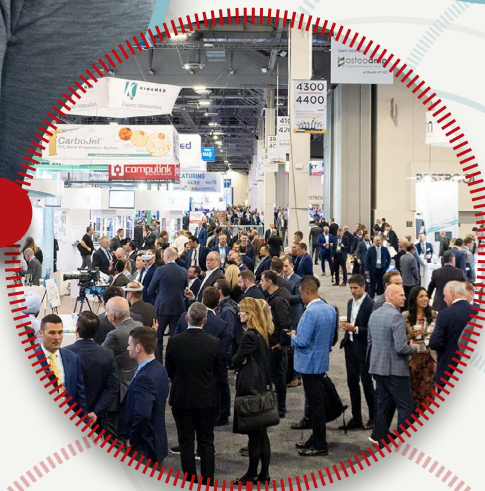
# First-Time Exhibitor Guide

The Moscone Convention Center  
San Francisco, California

Meeting Dates: Monday, February 12 – Friday, February 16

Exhibit Dates: Tuesday, February 13 – Thursday, February 15

This step-by-step guide will take you on an exciting journey through pre-meeting planning, successful participation, and post-meeting follow-up.



# Introduction

The AAOS 2024 Annual Meeting is the premier orthopaedic meeting in the world. No other meeting provides you with the opportunity to meet face-to-face with so many orthopaedic surgeons and health care professionals.

Unlike any other investment, the AAOS Annual Meeting can open many doors for your business. With that in mind, it's important to approach medical meetings with the right strategies to maximize your investment – and that's where this guide comes in. Within this guide, you'll learn how to identify your overarching business goals and the elements of an effective meeting strategy, along with:

- ✓ Tips on Navigating Your First AAOS Annual Meeting
- ✓ Tactics to Strengthen Your Exhibit Strategy
- ✓ Tools And Resources to Yield Results
- ✓ Best Practices to Maximize Your Return on Investment

We're excited for you to participate as an exhibitor at AAOS 2024, and we are here to help you along your journey to a successful first meeting!



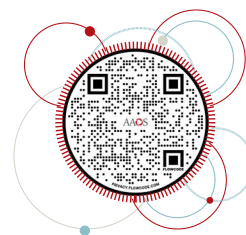


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# Meeting at a Glance



Access the full program now by downloading the [Annual Meeting Mobile App!](#)

The AAOS 2024 Annual Meeting is five days of powerful education, innovation, and collaboration. **This year's meeting will take place Monday through Friday.**

All events will take place at the Moscone Center	Monday February 12	Tuesday February 13	Wednesday February 14	Thursday February 15	Friday February 16
<b>Attendee Registration*</b>	7 AM – 5 PM	7 AM – 5 PM	7 AM – 5 PM	7 AM – 5 PM	6:30 – 11:30 AM
<b>AAOS Education Sessions</b>	8 – 9:30 AM 11 AM – 12:30 PM 1:30 – 3 PM 3:30 – 4:30 PM	8 – 9:30 AM 11 AM – 12:30 PM 1:30 – 3 PM 3:30 – 4:30 PM	8 – 9:30 AM 11 AM – 12:30 PM 1:30 – 3 PM	8 – 9:30 AM 11 AM – 12:30 PM 1:30 – 3 PM 3:30 – 4:30 PM	
<b>AAOS Self-directed Learning</b>	7 AM – 5 PM	7 AM – 5 PM	7 AM – 5 PM	7 AM – 5 PM	
<b>OrthoDome</b>		8 AM - 4:30 PM	8 AM - 4:30 PM	8 AM - 3 PM	
<b>Industry Exhibits</b>		9 AM – 5 PM 9:30 – 11 AM 12:30 – 1:30 PM 3 – 3:30 PM	9 AM – 5 PM <b>Dedicated Exhibit Hours</b> 9:30 – 11 AM 12:30 – 1:30 PM 3 – 5 PM <b>Happy Hour in the Hall</b> 3 – 5 PM	9 AM – 3 PM 9:30 – 11 AM 12:30 – 1:30 PM	
<b>Casting Courses</b>			8:15 AM – 4:30 PM	8:15 AM – 4:30 PM	
<b>Career Center</b>	7 AM – 5 PM	7 AM – 5 PM	7 AM – 5 PM	7 AM – 5 PM	
<b>Your Academy 2024 Guest Speaker, Dr. Sanjay Gupta Business Meetings</b>			9:30 – 10:30 AM 10:30 – 11:45 AM 11:45 AM – 12:30 PM		
<b>Specialty Society Programs</b>					<a href="#">various times</a>

\*Attendee registration will be open on Sunday, February 11, 2–5 PM.

## Dedicated Exhibit Time for Connecting with Orthopaedic Surgeons and Other Healthcare Professionals

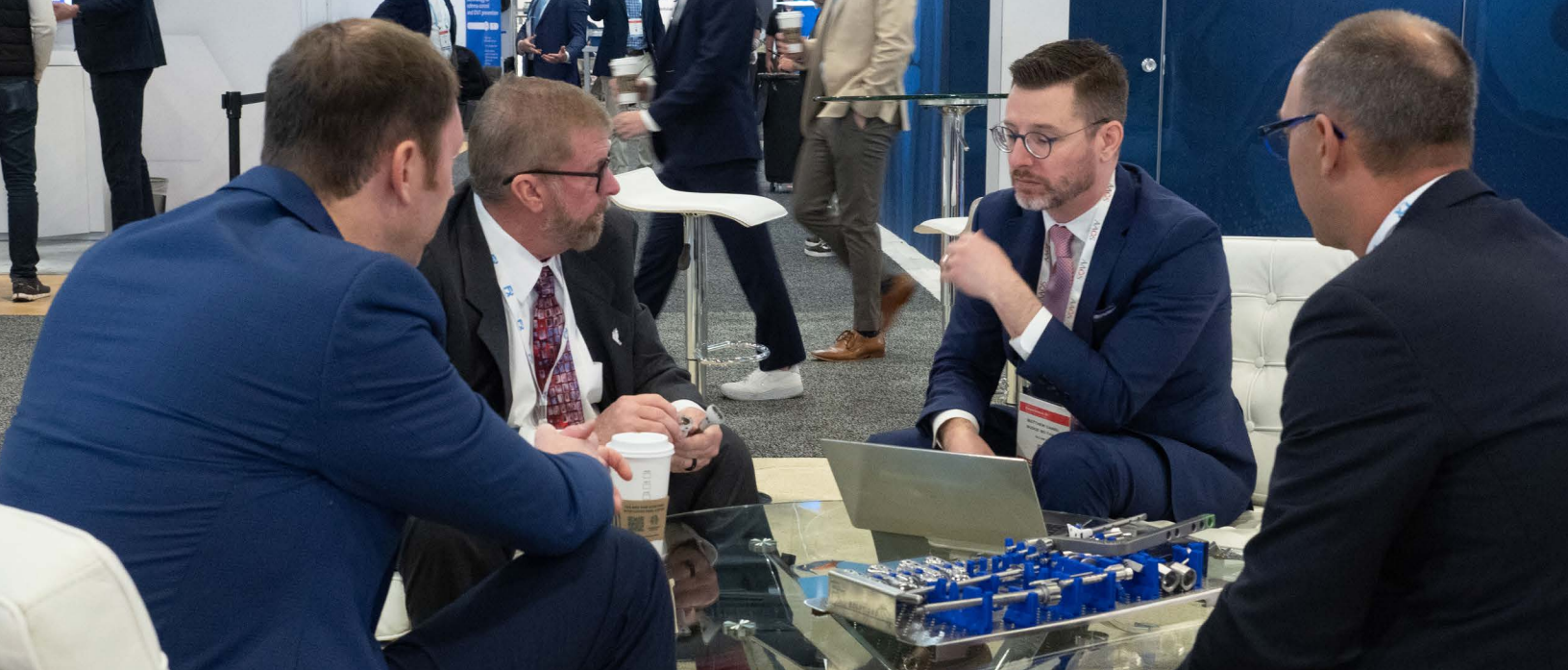
Each day there are several scheduled breaks within the educational program, which allows attendees time to explore the exhibit hall and meet with exhibitors. It is highly recommended to schedule in-booth presentations during this dedicated time!

[Learn how to promote those presentations in the Annual Meeting app.](#)



**10 hours of  
dedicated  
exhibit time**





If your objectives are specific, they become measurable and you can easily calculate your return on your investments.

## Identifying Your Objective Is a Must

AAOS 2024 offers countless opportunities for your business. Whether you want to increase exposure for your brand, grow your customer base, or make product sales, it's important to set goals and develop strategies to maximize your return on investment. Determine why you are exhibiting to guarantee your success!

When setting your objectives, make sure that they don't clash and that you are not overextending the team by trying to achieve too much. At busy events like the AAOS Annual Meeting, it can be difficult to remember a list! Try to be specific with your objectives. Below are a few examples:

- Secure 3 new leads for follow up each day
- Make 12 appointments
- Meet With 10 existing clients
- Build your customer database by 50 potential clients

## Communicate Your Objectives

It is very important to make sure that the team staffing the booth fully understands your objectives. Otherwise, your careful planning could go to waste. Keep in mind that when it comes to communication, sometimes less is more!



# Build Your Meeting Budget

Before you begin building your meeting budget, first identify your booth needs and understand the potential associated costs. Make sure your budget includes the following costs:

## Budget Allocation

Costs	% of Overall Budget
-------	---------------------

### Exhibit Booth

- |  |     |
|--|-----|
| <ul style="list-style-type: none"><li>• Rent or Custom-Build the Booth</li><li>• Booth Graphics</li><li>• Booth Furnishings and Floor Covering</li></ul> | 30% |
|--|-----|

### Exhibition Marketing and Engagement

- |  |     |
|--|-----|
| <ul style="list-style-type: none"><li>• Print and Online ads</li><li>• Ad Designs</li><li>• Product Brochures</li><li>• Sponsorships/Promotional Opportunities</li><li>• Booth Giveaways</li></ul> | 25% |
|--|-----|

### Logistics

- |   |     |
|---|-----|
| <ul style="list-style-type: none"><li>• Display Labor</li><li>• Electricity</li><li>• Material Handling</li><li>• A/V</li></ul> | 20% |
|---|-----|

### Booth Staff

- |  |     |
|--|-----|
| <ul style="list-style-type: none"><li>• Booth Staff Expenses</li><li>• Travel</li><li>• Hotel Accommodations</li></ul> | 15% |
|--|-----|

### Miscellaneous

- |  |     |
|--|-----|
| <ul style="list-style-type: none"><li>• Upgraded Wi-Fi</li><li>• Housekeeping</li><li>• In-booth Catering</li><li>• Unexpected Booth Repairs</li><li>• Office Supplies</li></ul> | 10% |
|--|-----|



\*The budget allocation percentages above are only suggested and may vary based on each exhibitor's meeting needs and goals

Budgeting will help you prepare for every aspect even before the event begins.

# Review the Meeting Rules and Regulations

To ensure a successful exhibition experience, exhibitors should be aware of all AAOS 2024 deadlines, rules & regulations. The [Exhibit Prospectus](#) is your complete overview of what you need to know about exhibiting at the Annual Meeting. It contains valuable information on:

- [Badge Registration](#)
- [Hotel Reservations](#)
- [Publicity & Advertising Rules](#)
- Details on Installation and Dismantling
- Details on Booth Construction
- [Booth Activities](#)
- And More!

## Important Dates

Be sure to mark your calendar with the AAOS [2024 important dates](#) so you don't miss any deadlines. Reminders along with additional updates will be sent monthly via the AAOS Exhibitor e-Letter.

**Be sure to carefully read the [Exhibit Prospectus](#) before beginning your planning for AAOS 2024.**

## Priority Points

AAOS has established a priority point system for the 2025 exhibit space assignment. This system recognizes a company's support of AAOS and rewards exhibitors for upholding Annual Meeting rules and regulations. Priority points can be earned in the following ways:

- ✓ Participation as an Exhibitor at AAOS 2024
- ✓ Exhibit Space Application and Deposit Submission by the Deadline
- ✓ Securing Hotel Rooms Through the Official Housing Vendor, onPeak
- ✓ Final Payment Submission by the Deadline
- ✓ AAOS 2024 Spend – Exhibit Space and Promotional & Advertising Opportunities
- ✓ Support of any AAOS Non-Annual Meeting Opportunities

Learn more about the Priority Point system and how to determine your points for AAOS 2025 by reviewing the [Priority Point System Guidelines](#).



# Exhibitor Dashboard

The [Exhibitor Dashboard](#) is your hub for tools and information during the Annual Meeting planning cycle. The following are some of the items that can be accessed:

- Checklist – Keep Track of Your Completed Tasks for AAOS 2024
- Exhibitor Badge Registration
- Purchase Attendee Lists
- Pay & Print Invoices
- Update Your Company Description, Contact Information, & Company Logo



An Exhibitor ID number and password are required to access your Exhibitor Dashboard. This login was included in the space assignment confirmation email. If you do not remember your password, please use the “Forgot your password?” feature. Contact AAOS at [exhibits@aaos.org](mailto:exhibits@aaos.org) if there are any issues retrieving your Exhibitor ID number and/or password.

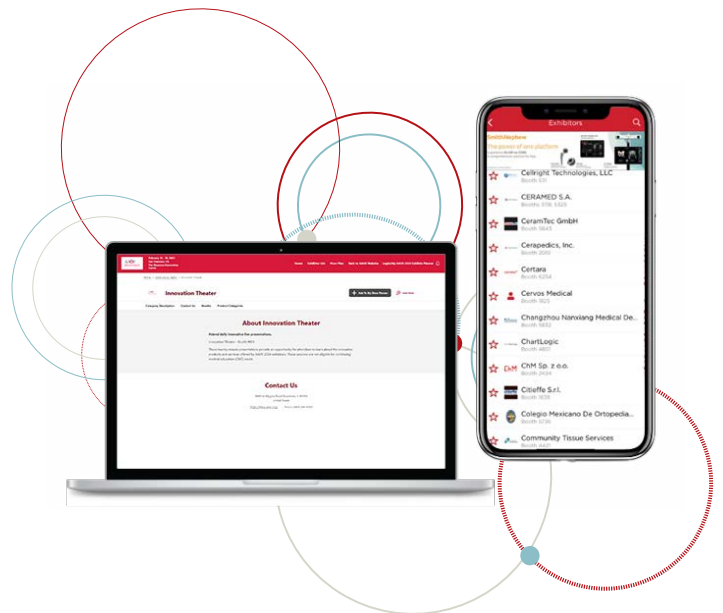
## Complimentary Exhibitor Directory Listing

### Start Reaching Attendees Prior to the Meeting!

Attendees use the online exhibitor directory, floorplan, and Annual Meeting Mobile App to learn about the products and services offered by exhibitors. The complimentary standard listing is visible before, during, and after the meeting. Visit the [Exhibitor Dashboard](#) to upload your company description, product categories, and company logo.

Looking to generate more views and increase your exposure at AAOS 2024? Purchase an [Enhanced Exhibitor Listing](#) today and take advantage of the following benefits:

- ✓ Upload Extra Content (product images, expanded description, promote scheduled events)
- ✓ Make your Booth Stand Out on the Floor Plan
- ✓ Be a Featured Exhibitor
- ✓ Get Priority Placement
- ✓ More Impressions





# Create A Booth That Stands Out

A well-designed booth is crucial for attracting attendees and making a lasting impression. Consider the following design elements:

- **Branding:** Incorporate your company's logo, colors, and messaging to create a cohesive and memorable presence.
- **Layout:** Design a booth layout that encourages attendees to engage with your products or services and provides a comfortable space for conversations.
- **Lighting:** Use lighting strategically to highlight key areas and create an inviting atmosphere.
- **Graphics and Signage:** Eye-catching graphics and clear signage can help your booth stand out from the competition. Captivating attendees' attention and holding their interest equals more valuable time for your representatives to interact with potential customers.
- **Interactive Elements:** Consider incorporating interactive elements, such as touchscreens or product demonstrations, to encourage attendee engagement.



## Exhibit Space

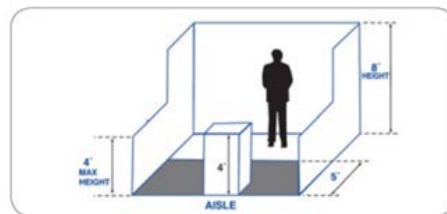
### Included with Exhibit Space:

- 8' high back drape, 3' high side dividers
- 7" x 44" identification sign for linear booths
- Five complimentary exhibit badges for each 100 sq. ft. of exhibit space
- Complimentary WiFi throughout the Exhibit Hall
- Discounted exhibitor housing rates at AAOS official hotels through the AAOS Housing Bureau, onPeak
- Reserve meeting space at an official AAOS hotel
- Shuttle bus service to and from AAOS hotels and The Moscone Convention Center
- Company listing published on the AAOS Annual Meeting website and Annual Meeting Mobile App

### Not Included with Exhibit Space:

- Booth Furnishings
- Electrical
- A/V
- Floor Coverings/Carpet (required)

Here is a helpful visual aid for the height restrictions for linear exhibit booths:



Review the Display Rules starting on page 16 of the [Exhibit Prospectus](#) for important guidelines for booth construction, such as:

- Booth Space Dimensions and Use of Space
- Height Restrictions
- Signs and Graphics
- Accessibility Compliance Under the Americans with Disabilities Act (ADA)
- Storage and Fire Regulations
- Electrical and Lighting
- Use of Sound Equipment

# Optimize Your Exposure

The Exhibit Hall at the AAOS Annual Meeting is large and can be overwhelming for attendees to navigate. It is vital that you promote your booth location, company products and services to maximize the potential for new leads and connections. Use the following no-cost strategies:



**Exhibitor Listing:** A complimentary standard listing is provided to all AAOS 2024 exhibitors. This listing includes a company description, product categories, and company logo which will be displayed on the AAOS Annual Meeting site and in the AAOS Annual Meeting Mobile App before, during, and after the meeting. Visit the [Exhibitor Dashboard](#) and upload your listing.



**Official Annual Meeting Exhibitor Graphic:** AAOS has created an official AAOS 2024 exhibitor graphic for use within online, print, email, and social media promotions that highlights a company's exhibit participation at AAOS 2024.



**Social Media:** Announce your participation prior to and during the meeting on your social media channels, and use the event's official hashtag, #AAOS2024, to join the conversation.



**Email Campaigns:** Send personalized emails to your existing contacts, inviting them to visit your booth and schedule meetings.



**Press Releases:** Issue a press release announcing any new product or service launches. Be sure to review the [Annual Meeting Media Communications Policies](#) for more details.

## Explore AAOS Marketing and Advertising Opportunities

Marketing and advertising make an important statement about your company as an industry leader—regardless of your company's size. AAOS offers a wide array of opportunities that range from digital advertising to onsite opportunities at the convention center. Whether you are looking for pre-, onsite, or post-meeting promotion, these opportunities allow you to:

- Build Brand Awareness in the Orthopaedic Market
- Be First in the Minds of Attendees
- Enhance Your Company's Visibility
- Stand Out from the Competition
- Drive Traffic to Your Booth
- Maximize Your Exhibit Investment

For more details regarding Promotional and Advertising Opportunities, or to secure an opportunity, please refer to the [Promotional Opportunities web page](#).

All promotional materials (including announcements, invitations, emails, websites, social media posts, advertisements, and flyers) must be approved by AAOS. For approval, submit promotional materials via the [Advertising Approval Request form](#).



# Creating The Ultimate Experience at Your Booth

With so much for attendees to see and do at AAOS 2024, creating unique and engaging opportunities at your booth will set your brand apart from other exhibitors and leave a lasting impact. Below are a few successful ideas we've seen executed by our exhibitors at past meetings:

- ✓ Product Demonstrations
- ✓ Raffles and Giveaways
- ✓ In-Booth Presentations with a Surgeon Champion
- ✓ Celebrity Spokesperson
- ✓ Light Snacks and Beverages
- ✓ Q&A Sessions
- ✓ Sports-Related Activities (i.e. Putting Green)

For rules and regulations on raffles, sports-related activities, and in-booth presentations, review page 7 and 8 of the [Exhibit Prospectus](#). If you wish to participate by hosting an in-booth activity, submit the [Booth Activities Request form](#) for AAOS approval.



## Booth Giveaways

As an exhibitor, you are allowed to distribute promotional items from your booth during the meeting. Branding promotional items is a great way to build brand recognition. To ensure your item doesn't spend the rest of its days forgotten in a drawer somewhere, be sure that your items:

- Are educational in nature
- Can be used during the meeting or in the professional activities of the attendee
- Have a cost of \$100 or less per item

**If your company wishes to distribute items of educational nature, other than product literature or samples, you must [submit a request for approval](#) by December 7, 2023.**

Items that *do not* require approval are product literature, writing pens, pencils, pad of paper, rulers, tape measurers, luggage tags, or food or beverage items ordered from the convention center's exclusive food and beverage provider, SAVOR. Small paper or plastic bags for distributing company literature or products are acceptable if no larger than 14" x 11" including the handle but a sample or drawing with the dimensions must be submitted for review and approval.

Items that are *not permitted* for distribution are golf balls, pocketknives, t-shirts, lanyards, adhesive backed decals, stickers, unofficial badges, pins, buttons, or large shopping or tote bags.



# Housing & Accommodations

AAOS has contracted over 10,000 sleeping rooms in San Francisco for AAOS 2024. Sleeping rooms for exhibitors must be obtained through AAOS' housing bureau, OnPeak. Exhibitors or their representatives may not negotiate blocks of rooms directly with hotels in the San Francisco area. Securing sleeping rooms in the official AAOS exhibitor room block managed by onPeak will earn an exhibitor two priority points.

[Housing Reservations Portal](#)[Exhibitor Housing Guidelines](#)[Hotel Map](#)[Hotel List with Amenities](#)

## Important Housing Dates

<b>November 30, 2023</b>	Last date to enter names to reservations within an exhibitor's block. Reservations without names will be dropped from an exhibitor's block.
<b>December 8, 2023 @ 5:01 PM CST</b>	Room night deposits become non-refundable
<b>December 12, 2023 @ 9:00 AM CST</b>	The two-night deposits will start being charged by the hotels
<b>January 22, 2024</b>	Last day to make reservation changes through onPeak
<b>January 23, 2024</b>	Contact hotels directly to make reservation changes



### Housing for International Exhibitors

AAOS has designated onPeak's International Groups Department (IGD) as the official international travel agent for AAOS 2024. IGD EXHIBITORS: partner of onPeak, provides ConServices®.

ConServices® provides exhibitors with dedicated multilingual travel experts from online to onsite and provide exceptional individualized customer assistance for housing, travel, ground services, special events, and registration needs. To reserve your IGD Exhibitor Housing and learn more about all-inclusive options, please visit [www.aaos-igd.com](http://www.aaos-igd.com). For any questions, please email IGD at [exhibitors@aaos-igd.com](mailto:exhibitors@aaos-igd.com).



### Beware of Fraudulent Housing Companies

Fraudulent companies pretending to be the official AAOS housing company contact exhibitors every year in an attempt to offer assistance with hotel reservations. Beware of these false and fraudulent claims. **onPeak is the ONLY official Housing Provider for the AAOS 2024 Annual Meeting.**

Many of these are outright scams with no actual reservation abilities. We cannot guarantee the authenticity of these companies. Do not provide your credit card information or any other payment for hotel reservations to anyone other than onPeak. AAOS is not responsible for any reservations made or payments submitted through unofficial housing companies.

## Housing Questions

OnPeak  
1-800-631-9079  
(US & Canada)  
1-312-527-7300  
(International)  
[aaos@onpeak.com](mailto:aaos@onpeak.com)

AAOS  
Erin Cannon, CMP  
Housing & Travel Specialist  
847-384-4188  
[cannon@aaos.org](mailto:cannon@aaos.org)





# Exhibitor Badges

## Badge Allotment

You can register a maximum of five representatives for each 100 square feet of exhibit booth space contracted. Additional badges over this allotment are not provided or sold. Should you need additional badges you may exchange badges as needed. View the [Exhibitor Badge Registration Information and Policies](#) for more details.

## Badge Admittance

An exhibitor badge allows admittance to the exhibit halls, and if space permits, poster presentations, symposia, and paper presentations. Any ticketed sessions, like an instructional course, must be purchased onsite at the Attendee Registration Ticket Sales kiosks on the day of the course, depending on availability.

## Exhibitor Badge Registration

The Exhibitor Registration web site can be accessed through the [Exhibitor Dashboard](#) and will remain open throughout the meeting. The online registration system allows exhibiting companies to:

- Add booth personnel names
  - All badges within a company's allotment are complimentary
- Select badge distribution options
- Send confirmation emails to booth personnel
- Make name changes/badges exchanges for previously registered badges
- Review and print a list of registrants and badges picked up

For more information regarding badge exchanges/name changes, badge distribution options, and exhibitor registration policies, please refer to the [Exhibitor Badge Registration Information and Policies](#).

## Onsite Badge Pickup

Your company's badges can be picked up onsite at Exhibitor Registration located in the **Level 1 Lobby of the South Building of the Moscone Center**. During the online registration process, you will be asked for your badge distribution preference – Mail, Group Pick-up, or Express Pick-up

- **Mail:** The deadline to register badges to be mailed (U.S. only) is December 14, 2023. Badges will be mailed on January 3, 2024, to the designated company contact.
- **Group Pick-Up:** All badges can be picked up onsite at Exhibitor Registration by any registered company representative.
- **Express Pick-Up:** An email with a barcode will be sent to each of your booth personnel on February 6, 2024. Onsite at the Express Badge counters in Exhibitor Registration, your booth staff should scan that barcode to print their badge or there is an option for self-look-up by last name.



# The Exhibitor Service Manual

Exhibiting at the AAOS 2024 can require a lot of planning. The AAOS Exhibits team, and our official vendors, are committed to supporting your efforts by providing pertinent information in a convenient and timely manner. The [Exhibitor Service Manual](#) has been designed to make your planning and participation in AAOS 2024 as easy as possible. The [Exhibitor Service Manual](#) is your source for ordering all of your exhibit services, including:



[Furniture](#)



[Auto Visual \(A/V\)](#)



[Photography](#)



[Electricity](#)



[Lead Retrieval](#)



[Internet](#)



[Carpet](#)



[Floral](#)



And Much More!

Take a moment to look over everything that is included in the [Exhibitor Service Manual](#) and make note of deadlines. By ordering in advance of deadlines, you will save significant expenses.



## AAOS 2024 Official Vendors

The AAOS secures suppliers and vendors as official contractors to provide the necessary services for a successful meeting and exhibition. We encourage all exhibitors to utilize their services. To identify our partners, please use the [Service Contractor List](#), or look for the “AAOS official vendor” designation on order forms and email communications. Any other vendor who contacts you with offers for these exhibit services is not affiliated with AAOS in any way.



## Utilize the Exhibitor Checklist

The Exhibitor Checklist is the ultimate list of deliverables and deadlines for AAOS 2024. Use this interactive tool to stay on top of tasks specific to your booth, deadlines for AAOS deliverables, and more. The Exhibitor Checklist can be accessed by visiting the [Exhibitor Dashboard](#).





**Order Early & Save** - most of our vendors offer early discount pricing!

## Booth Services



### Booth Furnishings

Set the scene for engagement! The right booth furnishings set the stage to educate attendees about your brand, inspire audiences to partner with you, display your products elegantly, or connect through conversation.

Exhibit space does not include booth furnishings, electrical service, A/V, or floor covering/carpet (which is required for all exhibitors). [For booth furnishings, exhibit packages, graphics, and more, view the full furnishings brochure and order form.](#) Be sure to order before the discount deadline of January 9, 2024, and save!



### Electric Services

Installation and connection to all electrical services must be made by Freeman, the exclusive provider of electrical services. Whether you require basic household/office power or a more technical installation for equipment, audio-visual presentations or truss lights, Freeman's electrical specialists and qualified electricians are always available to assist you. [To view all electrical services and costs, visit the Electrical Services web page.](#)



### Audio Visual (A/V)

Standing out among the noise around your booth may be one of the biggest challenges in the exhibit hall. Audio/Visual within your booth is a great way to draw attention and is essential for your exhibit. Not

only does this display important information about your products and services, but it also enables you to create an unforgettable and unique experience for attendees. [View the A/V options that will highlight your products and project a visual that attendees will remember long after leaving your booth.](#)



## Internet/Telecommunications

AAOS will be providing complimentary Wi-Fi throughout the exhibit hall for exhibitors for basic internet access, such as browsing the web or checking emails. A login for this network will be provided both before and onsite at the meeting. If you are needing a more robust or private network for greater needs such as streaming video, connecting devices to each other, or more, it must be ordered through the Moscone Center Technology Services Department, the exclusive supplier of Internet and Telecommunications services.

Moscone Center Technology Services Department provides both wireless and hardwired services with the option for public or private IP addresses which can be both statically assigned or automatically assigned. The Moscone Center Technology Services Customer Service team will be available to assist in determining the right solution for your booth needs. [For packages and pricing, view the Internet and Telecommunications order form.](#)



## Booth Catering

Serving light snacks or beverages in your booth is a great way to attract attendees, promote your brand, and make connections. The Moscone Center offers an in-house vendor, SAVOR, that allows exhibitors to arrange catering services, as no catering from outside vendors is allowed. [For food and beverage ideas, view the Catering menu.](#)



## Floral

Greenery and floral arrangements can enhance your booth and give the area a distinctive finishing touch that makes it stand out from the others. Whether your exhibit space is large or small, thoughtful selection and placement of plants and flowers can create a warm and inviting environment. [View the Floral brochure to learn how to make your exhibit more visually attractive.](#)



## Lead Retrieval

A successful exhibit at AAOS 2024 is much more than just purchasing a booth and showing up. Meeting qualified prospects and turning them into loyal customers is the true measure of exhibiting success. With just a quick scan of an attendee's name badge, you can qualify, rate, and take notes on each lead. [Learn how to capture, collect, and manage all your leads with ease.](#)

## Exhibitor-Appointed Contractors (EAC's)

An Exhibitor Appointed Contractor (EAC) is a company other than the "general or official" service provider of the show that requires access to an exhibiting company's booth during installation and dismantling. Upon approval of the [Exhibitor Appointed Contractor Request form](#), specific information detailing AAOS requirements and policies will be emailed directly to each contractor. [Visit our web page for more information, or to view the EAC checklist.](#)



# Shipping and Material Handling

There are several major components to the AAOS 2024 shipping process:

- Target Move-in Schedule
- Selecting a Shipping Service
- Inbound Shipping
- Material Handling
- Outbound Shipping



Here's a breakdown of what you need to know in order to prepare your shipment:

## Target Move-in Schedule

A [Target Move-in Schedule](#) has been adopted for the installation of exhibits, your time and day was assigned based upon your booth size and location. Be sure to review the [Target Move-in Schedule](#) for your assigned target date for installation and delivery of direct shipments to the Moscone Center. These times are guidelines as to the anticipated times that trucks will start to be dispatched to the Moscone Convention Center unloading/loading areas – this is not the actual time that trucks may start to be unloaded or installation will begin. If you wish to change your target move-in time, please complete the [Target Move-In Change Request Form](#) by **December 12, 2023**.

## Shipping Services

Shipping and material handling can account for a large portion of your meeting expenses. While your shipping costs will ultimately depend on the weight of your shipment, there are cost effective shipping options available to exhibitors. You'll want to select a trustworthy shipping provider to pick up and deliver your items on time and damage free. Be sure to select a provider that is familiar with deliveries to trade shows, as it is a different process than standard deliveries. [As our official service provider, ELITeXPO offers fully integrated domestic shipping at competitive rates.](#)

For international exhibitors needing assistance with shipping to San Francisco, customs clearance procedures, delivering your cargo to the appointed site handling contractor, and re-exporting freight at the conclusion of the meeting, DSV Fairs & Events has been appointed as the Official International Freight Forwarder and Customs Broker for AAOS 2024. [For more details regarding international shipments, view the DSV Fairs & Events' brochure.](#)

## Material Handling

[Material handling](#) (also known as drayage) is the unloading of your shipment from the facility dock, transporting it to your booth, storing and returning your empty crates and cartons, and reloading your shipment from the facility dock at the close of the meeting. This service, provided to AAOS 2024 exhibitors exclusively by Freeman, is not included in your booth space rental or shipping/logistics costs. [Avoid unexpected fees at the meeting by pre-ordering your material handling services.](#)



## Inbound Shipping

Inbound shipping is the act of shipping your freight to show site. There are two options available for receiving your inbound shipments:

### Advance Shipping to the Warehouse

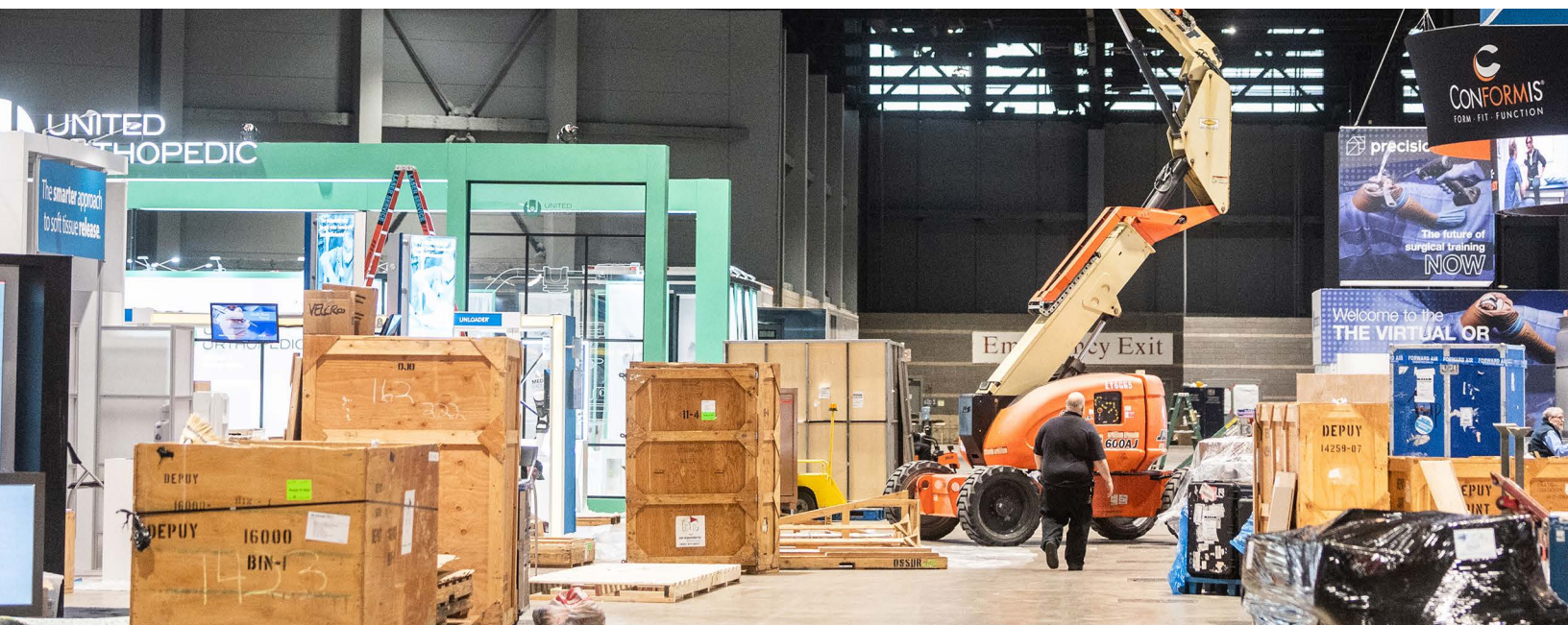
The Freeman warehouse is an offsite storage facility that receives crated, boxed, or skidded materials beginning Friday, January 5, 2024. We recommend advance shipping as the best option for your show shipments. Advance shipping allows you to track your package(s) and receive priority move-in with all shipped materials delivered to your booth prior to your target move-in date and time. [Review Freeman's Quick Facts for more information regarding shipping to the Advance Warehouse](#). When shipping to the Advanced Warehouse, be sure to use the [preprinted shipping labels](#).

### Direct Shipping to the Meeting

Direct shipping delivers your package(s) directly to Moscone Center; however, direct shipping can only be delivered on or after your target move-in day and time. All vehicles delivering materials to the Moscone Center must report to the [Marshalling Yard](#) to be checked-in and routed to a dock. All trucks must have a certified weight ticket (gross & tare). No vehicle will be allowed to the dock area without being checked-in at the [Marshalling Yard](#). Additionally, freight delivery time to your booth on the first day of set-up is not guaranteed. [Review Freeman's Quick Facts for more information regarding direct shipping to the Moscone Center](#). When shipping to the Moscone Center, be sure to use the [preprinted shipping labels](#).

## Outbound Shipping

Every outbound shipment will require a material handling agreement, Bill of Lading (BOL), and shipping labels. The bill of lading and shipping labels can be obtained onsite at the Exhibitor Service Desk. Freeman would be happy to prepare these for you and deliver them to your booth prior to meeting's close. To take advantage of this service, please complete and return the [Outbound Shipping form](#) to the Freeman desk in the onsite Service Center. Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.





# Booth Installation & Dismantling



## Move-In

A [Target Move-in Schedule](#) has been adopted for the installation of exhibits, your time and day was assigned based upon your booth size and location. Your booth must be fully set by **5:00 PM on Monday, February 12, 2024**. If your booth is not in the process of being set up by **3:00 PM on Monday, February 12, 2024**, you will be regarded as a no show, and, as such, any freight will be removed from your booth, returned to the loading dock at your expense, and AAOS will be free to utilize the space at its discretion. Booth installation the morning of Tuesday, February 13, 2024, is not allowed. View the [Exhibit Schedule](#) for hours you will have access to the Exhibit Hall. Should you be required to work past the published move-in hours, an After-Hours Work Permit will be available from an AAOS Floor Manager onsite.

## Move-Out

Dismantling of exhibits will start on **Thursday, February 15, 2024, at 3:00 PM**. All exhibits must remain intact until **3:00 PM, Thursday, February 15, 2024**, the official closing time. A violation of this rule will forfeit 25% of your accrued priority points for their AAOS 2025 Annual Meeting space assignment.

Remain with your display materials until crates are returned and all materials are packed. The return of empty crates, containers and cartons will not begin until the aisle carpet is removed and may take a minimum of eight to ten hours after the close of the meeting. Please plan your departure schedule accordingly.

Be sure your exhibit is dismantled, packed up, has the proper shipping labels, and the outbound bill of lading has been turned in to the Exhibitor Service Center by **Saturday, February 17, 2024, at 2:00 PM**. Any materials left on the floor for which an outbound bill of lading has not been submitted, may be re-routed onto another carrier at the exhibitor's expense. Neither AAOS nor the official service contractor shall be responsible for any costs, damages or losses incurred.





# Setting Up Your Booth

Make note of the following information below and be sure to reference the [Monthly Exhibitor e-Letters](#) for more updated details.

- ✓ **Exhibitor Service Center**

Stop by the Exhibitor Service Center located in Halls C or F for assistance or to locate a representative with our official AAOS 2024 vendors.

- ✓ **Hand-Carrying Booth Materials**

You may transport small items to your booth by hand through the front doors as long as you are not using a cart or any type of equipment. Parking in the dock area to unload is not permitted.

- ✓ **Product Set-up**

Setting up product the morning of Tuesday, February 13 is permitted as long as it is in a fully installed exhibit booth. Installation of your booth the morning of Tuesday, February 13, 2024, is prohibited. All booths must be set by Monday, February 12, 2024 at 5:00 PM.

- ✓ **Empty Container Storage**

Prep your empty crates for storage as you unpack and pick up empty container storage labels from the Freeman desk in the Exhibitor Service Center.

- ✓ **Storage Behind Booths**

Storage of any kind is prohibited inside the display area, behind the drape or display wall. If needed, storage is available for items that need to be accessed during the meeting. [View the Accessible Storage rates.](#)

- ✓ **Booth Construction Orders**

Place [orders](#) for booth construction, labor, and furnishings prior to arriving onsite and the deadline to take advantage of the discounted prices.

- ✓ **Booth Services**

Secure additional show services & vendors (depending on your booth needs).

- ✓ **Exhibitor Insurance Requirement**

All AAOS 2024 exhibitors are required to carry Commercial General Liability Insurance. For more information on Exhibitor Insurance Requirements, review page 15 of the [Exhibit Prospectus](#). [Purchase a policy](#) from the official Annual Meeting vendor for \$125 or [submit proof of insurance](#) by **December 19, 2023**.

- ✓ **Labor**

Be sure to review the [Union Rules and Regulations](#) as to what installation you can perform and when you must hire Union Labor.

- ✓ **Exhibitor Appointed Contractor (EAC)**

If you decide to work with an Exhibitor Appointed Contractor (EAC) on the installation or dismantling of your booth, [review the EAC requirements](#).

- ✓ **Onsite Payment Information**

Submit your payment information with Freeman.

**Pro-Tip:** Authorizing your credit card payment before move-in will expedite the move-out process onsite.





# Tips

## Set-Up

- Use carriers that specialize in trade show logistics
- Bring a list of tracking numbers to the meeting
- Exhibiting at multiple meetings? Talk to your carrier about potential volume discounts. Freeman offers round-trip bundle rates for most shows.
- Air conditioning and heating may not be turned on during move-in; be sure to dress accordingly

## Upon Arrival to Your Booth Space

- Take inventory of what was shipped and delivered
- Take inventory of what was shipped and delivered
- Get in touch with Freeman if you have any questions about your services
- Empty and label containers – they are not accessible during the meeting
  - Avoid sending valuables to empty storage during the meeting
  - Pick up “Empty” Labels at the Exhibitor Service Center

## Reduce Labor Costs By

- Ordering labor in advance to secure discount rates
- Diagramming your setup and numbering crates accordingly – Include electrical needs and repacking instructions
- Prewiring equipment and organizing/color-coding all wires
- Providing a mobile contact number for any questions that arise during set-up

## Invoicing & Payment

- Outbound shipping information and labels are available prior to and at the meeting
- Be prepared – take care of all invoices prior to the end of AAOS 2024
- Remember to submit your invoices and expenses to avoid any issues



# Booth Staff Etiquette

The Annual Meeting offers a great opportunity to share your products and services with potential clients. But creating an eye-catching booth display is only one element of success. To attract attendees to your booth, your staff will need to know the rules for trade show booth etiquette. Follow these ideas and suggestions to prepare booth staff in appropriate conduct will make the difference between a lead and a lost opportunity.

## ✓ How to Greet People at a Trade Show

What's the most important part of trade show booth etiquette? It all starts with an enthusiastic greeting. Making a strong first impression is the key to attracting attendees to your exhibit booth. Be sure to smile and make eye contact to make attendees feel welcome. Your staff should warmly introduce themselves and the business by name before explaining the available products and services. Never underestimate the value of a strong handshake and be sure to thank attendees for their time after they visit your booth.

## ✓ Body Language Tips

When it comes to body language, your booth staff needs to follow a few simple recommendations. This is trade show booth staff etiquette 101: Express openness and warmth. Think of yourself as a host.

- Stand up straight (if you are physically able). Sitting suggests idleness or lethargy.
- Avoid crossing your arms or putting hands in pockets.
- Keep yourself from fidgeting and other nervous movements.
- Never turn your back to an attendee.
- Remember to smile.
- Keep your attention on potential visitors, not other booths.
- Actively listen while an attendee is speaking.

**ACTIVELY  
LISTEN WHILE  
AN ATTENDEE IS  
SPEAKING.**



### ✓ **How to Stay Focused on the Show Floor**

For a good return on investment, your team will have to spend its time efficiently on the exhibit floor. They will need specific instructions to stay focused, including talking points to hit upon and introductory phrases that will attract attendees to your booth. Giving staff specific tasks and goals will minimize distractions.

Your booth staff should not spend a significant amount of time chatting with people from other exhibit booths. While some networking opportunities may arise, they are more likely to waste time that could be used pitching to prospective clients.

It is important to remember to schedule break time for those staffing the booth. Your booth staff needs to be alert and energized, and taking adequate breaks helps to ensure that. An attentive staff on the exhibit floor will send an inviting, welcoming message to attendees. Proper booth staffing is also necessary to guarantee your team isn't tired and overworked. Using a booth staff schedule template can be helpful.

### ✓ **Eating in the Booth**

Your booth staff should not eat or drink while staffing the booth. It distracts the staff from giving potential clients their full attention -- and it's just plain unprofessional. Even chewing gum is a major no-no for trade show booth staff etiquette. You don't want any half-consumed food, empty water bottles or wrappers littering the display. However, it's important to keep staff from getting too hungry or dehydrated while working. Staff should use their break time to recharge with food or water away from the booth. Company-branded reusable bottles are also a great way to stay hydrated while keeping trash off your booth.

### ✓ **How to Train Your Booth Staff**

Your booth staff should be equipped with a set of talking points about your business. Utilizing a pitch prepared in advance will ensure your team sends a unified message to all attendees. The team does not need to read the script verbatim but should remember the key details to hit upon with each prospective client.

Your script shouldn't be a monologue, however -- you're aiming to start a conversation with attendees. To achieve this, prepare open-ended questions that will get attendees thinking about the ways in which your products and services would be useful to them. You want to get them talking about their business needs so you can share how your business can help. Avoid asking questions that can be answered with a yes or no. That will only halt the dialogue.

### ✓ **How Should My Booth Staff Dress?**

Your booth staff's attire should be clean and professional. With long hours spent standing, comfortable shoes are a must, but make sure they are still professional and clean. Your appearance sends an immediate message to attendees.

### ✓ **Closing Strong at a Trade Show**

Whether or not a team member manages to get a lead or close a sale, every attendee should walk away from the booth feeling that they were treated with respect. That's where the send-off comes in. Be sure to thank each attendee for their time and offer any informational material that you've prepared, along with a business card.

Time to Put Your Staff Etiquette into Action!!



# Post-Meeting Follow-up



## Continue Engaging with Attendees

Business doesn't stop once the meeting closes, and there are plenty of opportunities to continue engaging with attendees. Use these tips to maximize your presence on the exhibit hall floor, even when you're back home.



## Consider a Post-Meeting Marketing Plan

Didn't have a chance to meet with some of the attendees you hoped to see? Use your client list or an [AAOS post meeting attendee list](#) to continue your post-meeting outreach:

- ✓ Create an email campaign using playful messaging such as "Sorry We Missed You!" or "Did You Forget to Stop By?!" to capture their attention
- ✓ Consider purchasing a [post-meeting mail list](#) for a direct mail campaign
- ✓ Consider advertising in an orthopaedic publication like *JAAOS*, *AAOS Now* or *Headline News*
- ✓ Advertise on the Annual Meeting web pages
- ✓ Create a post-meeting social media campaign
- ✓ Share any promotional materials and sales sheets with leads taken at the meeting and your client list



## Follow Up with Leads

Following up with your sales leads and finalizing/completing purchase orders should be your biggest priority. Make it a priority to continue building your relationships with new and current customers in between meetings. Doing so will turn one-time customers into repeat customers and build an audience of buyers who look forward to seeing you at the meeting each year.



# Reflect On Your Meeting Experience

## Measure Your Success

Now is the time to reflect on the goals you set for the meeting and measure your success. Did you meet your exhibiting goals? Did the strategies and tactics you used effectively support these goals? What resources could you have leveraged better? Take time to review and analyze your metrics (e.g., website traffic, media pickups, sales metrics, social media engagement, etc.) and compile a report to review with your team.

## Conduct Post-meeting Review

Schedule a post-meeting review with your team to review your report and discuss the overall experience. Include some of the following questions in your discussion, making sure to consider all of your pre-meeting, during the meeting and post-meeting efforts:

- ✓ What went well? What can we improve? What did we learn?
- ✓ What ideas do we want to implement next year?
- ✓ Did we meet with the attendees we wanted to see?
- ✓ How many leads did we generate? How many were quality leads?
- ✓ Did the reported metrics meet our goals? Why or why not?
- ✓ Did we learn something new?
- ✓ Are there resources we didn't use that we want to try next year?
- ✓ Did we like our booth location? Is there a different location we'd like to try next year?



## Start Preparing for AAOS 2025

Use the information and discussions from your post-meeting reflections to start forming your goals and strategies for next year's meeting. Before you know it, the planning begins for AAOS 2025 in San Diego, CA!

# Final Thoughts

As you prepare for AAOS 2024, remember that what you put into your meeting experience will ultimately define how successful of an exhibiting experience you have. As we remind all Annual Meeting exhibitors, your products and service are one of over a thousand brands competing for the highest level of attendee engagement and the most foot traffic. That said, what will set you apart from the competition? How will you stand out in the crowd?

At the end of the meeting, your goals will define how you perceive your success. So, a few final considerations:

- What does success at AAOS 2024 look like for your company?
- How will you leverage all the resources and tools available to you, including this Guide, to accomplish your meeting goals?
- How can you make your brand identity come to life in your exhibit?

**We can't wait to see what you come up with!**

*-AAOS Exhibits Team*

## Important Links

[AAOS 2024 Exhibits Home Page](#)

[Exhibitor Housing](#)

[Exhibit Hall Schedule](#)

[Exhibit Hall Floorplan](#)

[Exhibitor Dashboard](#)

[Priority Points](#)

[Exhibitor Service Manual](#)

[Promotional Opportunities](#)

[Exhibitor Event and Meeting Space Guidelines](#)

[Exhibitor FAQ](#)



# AAOS Exhibit Staff



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## Facility

**The Moscone Convention Center**  
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