January Exhibitor Update

ATTENDEE REGISTRATION
Here are the current registration numbers as of January 7:

Physicians: 3,845  (includes 939 int'l attendees)
Allied Health: 185
Total Medical: 4,030

PROMOTIONAL OPPORTUNITIES
Your exhibit is a vital tool that establishes your company as an industry leader - and an AAOS sponsorship enhances that position in the minds of over 12,000 orthopaedic surgeons and other healthcare professionals.

Bioskills
These “hands-on workshops” provide a unique opportunity for attendees to gain experience with your cutting-edge products. Each session provides a “real world” educational opportunity for you to share the latest information about your product, innovative technique or procedure. Don’t miss your chance to sign up!

Digital Ads
Digital advertising provides you with exciting opportunities for branding and attendee interaction. Each 8 second ad will be displayed on a video wall in 10 locations on level 2 of the

Important Dates
For quick reference to all AAOS 2020 Important Dates and Deadlines for exhibitors, click here.

January 31
Digital Ad Orders Deadline

February 1
AAOS Now Annual Meeting Daily Edition Commitment Deadline

February 6
Lead Retrieval - Advance Discount Deadline

February 7
Orthopaedist's Bag Orders Deadline

February 14
Deadline to pre-register badges to be mailed (U.S. only)

February 17
AAOS 2020 Attendee List available for fulfillment
West Building of the OCCC. Learn more and submit your application here.

**Orthopaedist’s Bag**
Hand delivered to all professional attendees when they register, this is a valuable tool to drive traffic to your booth, showcase your product, or draw attention to events. Place your promotional materials directly into the hands of attendees! Sign up today.

**Attendee Mail Lists**
Many attendees decide which exhibitors they will visit before they even arrive at the meeting. With a direct mail campaign, you can send a customized message and target only those registrants you want to reach. New for 2020, attendee list sales and fulfillment will come from an official vendor named InFocus. Learn more and place your order here.

**NEW! PRIORITY POINTS**
Companies will now be able to earn priority points for space assignment for AAOS 2022 on spending for non-annual meeting AAOS events and activities effective January 1, 2020. More details about other priority point changes will be announced next month!

**BADGE COLORS**
Badges are required for entrance to the exhibit halls and to attend all other official AAOS sessions. Following are the badge colors for the 2020 Annual Meeting.

- Medical Attendee: Warm Gray
- Family Badge: Goldenrod
- Industry Non-Exhibitor: Pink
- Exhibitor: Light Blue
- Press: Red

**TRAVEL PLANS**
All the details you need to make travel arrangements for AAOS 2020 can be found in one convenient location. Read more and start planning your trip!

Plan your AAOS 2020 Annual Meeting Exhibit Experience at aaos.org/annual/for-exhibitors or with the below relevant quick links.
CONTACT US
If you have any questions regarding the AAOS Annual Meeting, please contact us.

Email: exhibits@aaos.org
Phone: (847)384-4010
Frequently Asked Questions