PROMOTIONAL OPPORTUNITIES

AAOS 2020 Annual Meeting
Orange County Convention Center
West Building
Orlando, Florida

Meeting Dates: March 24 - 28, 2020
Exhibit Dates: March 25 - 27, 2020

Make New Contacts
Strengthen Relationships
Your Best Prospects are Here

Secure Your Promotional Opportunity Now!

www.aaos.org/exhibitors
### Extend your reach beyond your booth!

There are a number of exciting promotional opportunities available to showcase your company, increase your booth traffic, and make the most of your AAOS Annual Meeting exhibit experience. In addition, AAOS welcomes the opportunity to develop customized opportunities with you.

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‡ Prices subject to change

Sponsors will receive the following additional benefits:

- Acknowledgement in the Exhibitor Guide*
- Acknowledgement in the Final Program*
- Acknowledgement on signage onsite*
- Sponsor ribbons at the Annual Meeting

Note: Attendee Mail Lists, Enhanced Exhibitor Listings, Digital Ads, Headline News Now, Orthopaedist’s Bag, AAOS Now and The Daily Edition of AAOS Now are considered advertising opportunities and will not receive the above benefits.

*In order to be listed as a sponsor, the promotional opportunity must be secured by October 31, 2019 for the Exhibitor Guide, December 19, 2019 for the Final Program and January 31, 2020 for onsite signage.

For more information on how to become a sponsor, contact:

Ken Schott
Senior Coordinator of Exhibits & Sponsorship
Phone: 847-384-4186
Email: schott@aaos.org

Noel Sierra
Exhibits Assistant
Phone: 847-384-4172
Email: sierra@aaos.org

Pat Whitaker
Exhibits & Sponsorship Manager
Phone: 847-384-4188
Email: whitaker@aaos.org
Aisle Signs in the Exhibit Hall

$25,000 plus production costs per package

**Premium Opportunity**

Aisle signs are prominently displayed above each aisle to help attendees navigate through the exhibit hall. Add your company's message as the bottom dangler of these aisle signs and drive attendees directly to your booth. Danglers are 5'W x 2'H in size and double-sided. Two packages of seventeen signs are available. Production, installation and dismantling costs for the aisle signs are not included. More information on locations, specifications, and production costs can be found on Freeman Envision.

Career Center Networking Reception

$6,000

**Exclusive Sponsorship**

The AAOS Career Center is a popular destination for attendees to network and advance their orthopaedic careers. Increase your visibility and network during this reception that will take place on Wednesday, March 25 at 6:15 PM at the Career Center. Benefits include signage with the sponsor's name and logo at the reception and recognition in pre-meeting promotions.

Digital Ads

$3,000 for 8 second digital ad

**Premium Opportunity**

Digital signage provides you with exciting opportunities for branding, digital advertising, and attendee interaction. Adaptable displays, sized to be seen from all angles, are used to showcase custom event branding and messaging. Whether you choose to provide a static high-resolution image or dynamic video, your brand is guaranteed optimal exposure.

Each 8 second ad will be displayed on LED screens located in the lobby areas throughout the Orange County Convention Center. Ads will run for 5 days (March 24-28) on an 8-minute loop which will include AAOS and several other exhibitor ads. For more information regarding locations, ad specs or to secure an ad, view the Digital Ad brochure.

Escalator Graphics

$25,000 plus production costs

**Premium Opportunity**

AAOS 2020 takes place on all levels of the Orange County Convention Center. Escalators provide participants access to and from scientific sessions and the exhibit hall. Your company's graphics will be displayed on the runner and side rails for the length of the escalator.

Production, installation and dismantling costs for the escalator graphics are not included. More information on locations, specifications and production costs can be found on Freeman Envision.
Headshot Photo Booth

$40,000

Exclusive Sponsorship

Located in the Exhibit Hall, the photo booth will be open each day for attendees to have their professional headshots taken. Sponsor will receive recognition in the pre-meeting email, an online listing for the booth, banner ad in the headshot email and signage with company’s name and logo at the photo booth onsite.

Java Jackets for Concessions and AAOS Beverage Breaks

$35,000

Exclusive Sponsorship

Coffee cup sleeves offer an eye-catching vehicle for a company’s messages. Up to 20,000 sleeves are dispensed by food vendors throughout the convention center. Another 15,000 sleeves will be used for the complimentary beverages during the breaks between sessions on Wednesday from 3:30 to 4:00 PM and on Friday from 10:00 to 11:00 AM.

Sponsor designs and produces sleeves (and napkins, if desired). Design subject to AAOS approval. Tent cards and 22” x 28” signage with the sponsor’s company name and logo are placed in the beverage break areas of the exhibit hall.

Lobby Banners

$18,500 plus production costs

Premium Opportunity

Direct attendees straight to your booth by investing in a lobby banner. Located in high traffic areas of the A - D lobbies. Make sure that your product or logo is what attendees see all week at the meeting.

Production, installation and dismantling costs for the lobby signs are not included. More information on locations, specifications and production costs can be found on Freeman Envision.

Lounge Wall Clings

$20,000 plus production costs

Premium Opportunity

Showcase your company’s products or services on a wall cling in a lounge area located in the Hall A and B lobbies. Wall clings vary in size and several locations are available.

Production, installation and dismantling costs for the lounge clings are not included. More information on locations, specifications and production costs can be found on Freeman Envision.

Contact Ken Schott at schott@aaos.org or 847-384-4186 for details. January 17, 2020
Medical Student's Program
$15,000
Exclusive Sponsorship
The half-day educational program is developed specifically for medical students to build their awareness of and exposure to orthopaedics, while strengthening the pipeline of diverse and qualified individuals into orthopaedics. This program takes place Wednesday, March 25 and has 125-150 medical students in attendance.

Sponsor Benefits:
- Company name and logo on the printed program distributed at the session, welcome slide before the session and AAOS-provided signage at the event
- Verbal “thank you” from the program moderator prior to the session starting
- Company pens or other giveaways can be distributed (must be approved by AAOS)

Resident Bowl
$35,000
Exclusive Sponsorship
Sponsor the premiere resident event of the Annual Meeting. Over twenty teams of residents will face off in a friendly competition challenging their knowledge of orthopaedic history, clinical and pop culture knowledge. This is an important group of young physicians.

Sponsor Benefits:
- Company name and logo on welcome slide before the competition and AAOS-provided signage at the event
- Verbal “thank you” from the program moderator prior to the competition starting
- Napkins with company logo can be distributed during the refreshment break (company to provide napkins and design must be approved by AAOS)
- List of participants (list only contains name, city, state and institution, if provided)
- Table at event with company literature
- Two staff members allowed to attend the event

Contact Ken Schott at schott@aaos.org or 847-384-4186 for details.
Resident Course – Practice Management for Resident and Fellows-in-Training

$25,000

Exclusive Sponsorship

In this session residents will review essential elements of practice management and learn the foundation to prepare for practice. This session will take place Wednesday, March 25 and has about 150-200 residents in attendance.

Sponsorship Benefits:

- Company name and logo will be placed with course listing on resident web page, welcome slide before the session, printed program distributed at the event and AAOS-provided signage at the event
- Verbal “thank you” from the program moderator prior to the session starting
- Company pens or other giveaways can be distributed (must be approved by AAOS)
- Napkins with company logo can be distributed during the refreshment break (company to provide napkins and design must be approved by AAOS)
- List of attendees (list only contains name, city, state and residency program, if provided)
- Table at session with company literature
- Two staff members allowed to attend the session

Resident Course – Speed Mentoring

$25,000

Exclusive Sponsorship

This fast-paced session allows residents to learn how to navigate the transition from residency to practicing physician from the experts. This session will take place Thursday, March 26 and has about 150-175 residents in attendance.

Sponsorship Benefits:

- Company name and logo will be placed with course listing on resident web page, welcome slide before the session, printed program distributed at the event and AAOS-provided signage at the event
- Verbal “thank you” from the program moderator prior to the session starting
- Company pens or other giveaways can be distributed (must be approved by AAOS)
- List of attendees (list only contains name, city, state and residency program, if provided)
- Table at session with company literature
- Two staff members allowed to attend the session

Shuttle Bus Schedules & Signs

$35,000

Exclusive Sponsorship

Enjoy maximum exposure by sponsoring this important service. The free shuttle buses are the primary means of transportation to and from the hotels and the convention center. Company name and logo appear prominently on large colorful route signs in transportation areas of convention center and on easel signs in official hotels. A full page 4/color ad on 15,000 bus schedule flyers is also featured in this sponsorship.

SOLD

SOLD

SOLD
Walkway Overhead Signs
$5,000 plus production costs
Premium Opportunity
Expand your visibility outside the convention center in high traffic walkways between Hyatt Regency, Rosen Centre, or Rosen Plaza and the Orange County Convention Center. These double-sided signs vary in size. Sponsors may purchase multiple opportunities, but sign locations cannot be consecutive.

Production, installation and dismantling costs for the Walkway Overhead Signs are not included. More information on locations, specifications and production costs can be found on Freeman Envision.

Wellness Massage Lounge
$30,000
Exclusive Sponsorship
Rejuvenate tired attendees with four massage stations located in the Exhibit Hall. Attendees will line up to take advantage of this in demand service that provides a relaxing five-minute upper body massage complements of your company.

Sponsorship Includes:
- Company name and logo signage at the lounge
- Coupon provided by sponsor at sponsor’s booth
- Sponsor can supply their own signature branded T-shirt or golf shirt for the massage therapists to wear
- Recognition in pre-meeting promotion, on-site meeting information, and on the website

Hotel Keycards
$10,000 – $30,000
Two Packages
Put your message directly into attendees’ hands with hotel keycard sponsorships. AAOS official hotels have been divided into two packages for the 2020 Annual Meeting. Hotel package information available upon request.

Sponsor has distribution rights to design and produce keycards for all hotels in their package.

Contact Ken Schott at schott@aaos.org or 847-384-4186 for details. January 17, 2020
AAOS.org Web Pages

**Limited Sponsorship**

Showcase your company with a banner on the highly viewed AAOS.org web site. Your company will maintain high visibility and attendees will be just a click away from your website.

For additional information regarding cost and impressions, please contact Nick Luciano at nluciano@aaos.org or Adam Sansolo at asansolo@aaos.org.

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**Attendee Registration Confirmation Email**

$20,000

**Exclusive Sponsorship**

Reach more than 12,000 registered attendees as they register for the meeting. A banner ad that links to the sponsor’s website is placed on every attendee’s registration confirmation.

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**Hotel Confirmation Email**

$15,000

**Exclusive Sponsorship**

The AAOS housing bureau will send out more than 9,000 room confirmations from October until the following September to physicians attending the 2020 and 2021 meeting. Secure this opportunity for TWO Annual Meetings with your ad, providing a guaranteed open email rate of 100%.

Sponsor’s message occupies a “wide skyscraper” (160 pixels wide x 600 pixels tall) in the right column.
**My Academy App**

**$55,000**

**Exclusive Sponsorship**

An increasingly essential tool for navigating the many offerings of the Annual Meeting, the My Academy app offers high visibility for its sponsor. Metrics for ads for the 2019 Annual Meeting showed more than 9,500 downloads. Compatible with all smartphone platforms and web-enabled devices. Sponsor’s ad will display on a splash page, banner ads and a notification sent each day the exhibit hall is open. Banner ads can be used for multiple products or messages. Additionally, the company is recognized as sponsor of the app on signage, the Final Program and in all app notification emails with a banner ad sent to over 12,000 meeting attendees.

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**Online Floor Plan Ads**

**$1,200**

**Limited Sponsorship**

Add your logo or advertisement to the online floor plan for AAOS 2020. Attendees regularly visit the floor plan in preparation for the annual meeting. Limited to three ads.
Attendee Mail List
Premium Opportunity
Many attendees pre-plan which exhibitors they will visit before they arrive at the meeting. Ensure that these attendees are aware of your company's participation as an exhibitor by purchasing an Attendee List, which can be used to send a mailed advertisement to attendees. Complete meeting attendee and specialty-only lists are available. Data in the lists includes the attendees’ name, title, address, and phone number, as well as hospital affiliation and specialty area(s) if supplied by the attendee. Email addresses are not included.

For additional information regarding costs, types of lists, and dates available, visit HERE.

Enhanced Exhibitor Listing
$500—Add your company's logo
$1,000—Fully expanded company profile
Premium Opportunity
Increase your company's visibility on the AAOS website, the My Academy app and in the printed Exhibitor Guide, which is mailed to all AAOS members (over 27,000) with the February issue of AAOS Now. Attendees use the Exhibitor Guide to learn about products and services offered by exhibitors to plan their booth visits. Upgraded listing features include displaying your company logo, expanding your company description, and displaying pictures/information about your company's products in our online Product Gallery.

For additional information regarding costs, types of lists, and dates available, visit HERE.

Exhibitor Directory (On-Site Floor Plan)
$12,500
Exclusive Sponsorship
Direct attendees to your booth by means of this handy reference guide to the exhibit hall floor. 10,000 copies of the fold-out map, with its portable floor plan and company booth listings, are available on-site at attendee registration and several entrances to the Exhibit Hall.

Full page 4/color ad.

For additional information regarding costs, types of lists, and dates available, visit HERE.
Exhibitor Guide

$25,000

Exclusive Sponsorship

The complete exhibitor list - with booth number, company descriptions and a category index - is included with the February issue of AAOS Now that is mailed to 27,000 members of the Academy.

The sponsor can place 3 individual 4/color ads on covers 2, 3, and 4.

Final Program

$25,000

Exclusive Sponsorship

The Final Program is the definitive resource for the Annual Meeting, providing detailed information on the educational sessions, poster sessions, and special events. Over 10,000 copies available on-site in bins located in Attendee Registration.

This exclusive opportunity offers the sponsor 4/color ad on covers 2, 3 and 4, as well as recognition of the sponsor's company name and logo distribution bins.

Orthopaedist's Bag

$8,000 per insert

Deliver your promotional materials directly into the hands of attendees when they register or check-in. This in-demand item is a valuable tool the attendees use when planning their visits to the Exhibit Hall. Use this high-profile opportunity to drive traffic to your booth, showcase your product, or draw attention to discounts or events.

For more information visit HERE

Contact Ken Schott at schott@aaos.org or 847-384-4186 for details.
Preliminary Program
$25,000

**Exclusive Sponsorship**
Get your message out early and often: The Preliminary Program provides an exclusive preview of AAOS 2020. Beginning in October, it is mailed to 30,000 potential attendees. The sponsor can place 3 individual 4/color ads on covers 2, 3, and 4.

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**AAOS Now (March Edition)**

Starting at $2,000
Extend your convention message with an advertisement before, during, or after the Annual Meeting in **AAOS Now**, the official news publication of the Academy. The February issue will be in the doctors' hands in advance, and the March issue will mail to the full membership prior to the meeting and will also receive bonus distribution on-site in the AAOS Resource Center.

For additional information, contact Nick Luciano at nluciano@aaos.org or Adam Sansolo at asansolo@aaos.org or visit HERE.

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**AAOS Now Meeting Dailies (March 25, 26, 27)**

$6,250 to $25,500
The official newspaper of the Annual Meeting, the daily edition, is published on-site Tuesday through Friday. Editorial coverage: Scientific Presentations and Posters, CME information, reports on meeting activities, and feature stories on Academy Programs and Initiatives.

For additional information, contact Nick Luciano at nluciano@aaos.org or Adam Sansolo at asansolo@aaos.org or visit HERE.
1. Eligibility
Promotional opportunities are only available to companies exhibiting at the AAOS 2020 Annual Meeting.

2. First Right-of-Refusal
Sponsors of the AAOS 2019 Annual Meeting will be offered first right-of-refusal for the same promotional opportunity, if offered, for the AAOS 2020 Annual Meeting. All promotional opportunities not secured by August 30, 2019 will be made available to all eligible companies on a first-come basis.

3. Payment Terms
A 50% deposit must accompany the Promotional Opportunity Application/Contract. Applications received without a deposit will not be processed until the appropriate deposit is received. An invoice for remaining balance due and the due date will be sent within 30 days of receipt of the Promotional Opportunity Application/Contract. No promotional opportunity will be granted unless full payment is received. Payments are to be made payable to AAOS (fed tax id 36-2110592) at the following address:

AAOS  
c/o Conventions and Exhibits  
9400 W. Higgins Road  
Rosemont, IL 60018

Payments can be made by credit card, check or wire transfer. All credit card payments will be assessed a non-refundable 2.5% credit card surcharge.

4. Cancellation Policy
If for any reason a company cancels its promotional opportunity commitment after the contract signing date, full payment is due upon cancellation. There will be no refunds.

5. Third-Party Promotions/Advertising Firms
The exhibiting company is responsible for the actions of their third-party agents or promotions/advertising firms.

6. Restrictions/Disclaimers
Each exhibitor and third-party agents or advertising companies hired by an exhibitor shall agree to observe all exhibitor rules and regulations. Refer to the Rules and Regulations at www.aaos.org/exhibitors for more information.

All products or items generated are owned by the AAOS. The AAOS has the right to distribute and use the products and/or items as it deems appropriate.

The AAOS retains the right to set the cost of future promotional opportunities and prices may change at any time at AAOS' discretion.

AAOS, in its sole discretion, has the right to refuse any advertisement, artwork or item that is inappropriate or is not in accordance with the professional nature of the AAOS Annual Meeting.

The use of the name, insignia, logo, logotype or other identifying marks of the American Academy of Orthopaedic Surgeons/American Association of Orthopaedic Surgeons is never to be used in signs, advertising or promotions in any media or on descriptive product literature.

Refer to the Publicity and Advertising section of the Rules and Regulations at www.aaos.org/exhibitors for more information.

7. Indemnification
Each supporter of the AAOS Annual Meeting agrees to indemnify, defend, and hold harmless the AAOS, 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.

8. Artwork
Artwork deadlines are strictly enforced. Artwork not received by the stated deadlines may be subject to a surcharge. Any artwork rush fees are the responsibility of the supporting company.