AAOS 2024
PROMOTIONAL OPPORTUNITIES

aaos.org/promote

AAOS 2024 Annual Meeting
February 12-16, San Francisco, California
**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

**Earn Priority Points**

Participation in any of the opportunities listed in this Promotional Opportunities brochure earns one (1) priority point for every $1,000 spent. Visit the [Priority Points Guidelines](#) for complete details.

**Additional Recognition**

For any promotional opportunity secured, your company will receive the following recognition:

<table>
<thead>
<tr>
<th>RECOGNITION BENEFIT</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor Thank You Signage Onsite</td>
<td>Company logo will appear with other Annual Meeting sponsors logos on meter signs located throughout the convention center</td>
</tr>
<tr>
<td>Sponsor Ribbon</td>
<td>Sponsor ribbon that can be attached to each exhibitor badge</td>
</tr>
<tr>
<td>Sponsor Thank You Ad</td>
<td>Company logo will appear with other Annual Meeting sponsors logos in 8-second ad on screens located throughout the convention center</td>
</tr>
<tr>
<td>Sponsor Logo on Directory and App</td>
<td>Sponsor icon will appear on the sponsor’s exhibitor listing in the online Exhibitor Directory and Annual Meeting Mobile App</td>
</tr>
<tr>
<td>Sponsor Decal</td>
<td>A sponsor decal placed in front of exhibit space in hall</td>
</tr>
<tr>
<td>Sponsor Logo in Annual Meeting Mobile App</td>
<td>Company logo will appear on the floor plan in the Annual Meeting Mobile App</td>
</tr>
</tbody>
</table>

*Note:* Attendee Mail Lists, Digital Displays - Education Hallway Package, Enhanced Exhibitor Listings, 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 additional recognition.

*To receive additional recognition as a sponsor on onsite signage, the promotional opportunity must be secured by December 21, 2023.*

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

<table>
<thead>
<tr>
<th><strong>Noel Sierra, CEM</strong></th>
<th><strong>Ken Schott, CEM</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager, Exhibits &amp; Sponsorship</td>
<td>Senior Manager, Exhibits &amp; Sponsorship</td>
</tr>
<tr>
<td>Phone: 847-384-4172</td>
<td>Phone: 847-384-4186</td>
</tr>
<tr>
<td>Email: <a href="mailto:sierra@aaos.org">sierra@aaos.org</a></td>
<td>Email: <a href="mailto:schott@aaos.org">schott@aaos.org</a></td>
</tr>
<tr>
<td>Convention Center Opportunities</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Aisle Signs in the Exhibit Hall</td>
<td>4</td>
</tr>
<tr>
<td>Banners – Exhibit Hall Level or Lobby</td>
<td>4</td>
</tr>
<tr>
<td>Career Center Networking Reception</td>
<td>4</td>
</tr>
<tr>
<td>Column Wraps – Exhibit Hall Level or Lobby</td>
<td>4</td>
</tr>
<tr>
<td>Digital Displays - Education Hallway or Lobby Marquee Package</td>
<td>4</td>
</tr>
<tr>
<td>Escalator Graphics</td>
<td>5</td>
</tr>
<tr>
<td>Headshot Photo Booth</td>
<td>5</td>
</tr>
<tr>
<td>Java Jackets for Concessions and AAOS Beverage Breaks</td>
<td>5</td>
</tr>
<tr>
<td>Lobby Glass Clings</td>
<td>5</td>
</tr>
<tr>
<td>Medical Student's Program</td>
<td>6</td>
</tr>
<tr>
<td>Resident Bowl</td>
<td>6</td>
</tr>
<tr>
<td>Resident Course – Practice Management</td>
<td>7</td>
</tr>
<tr>
<td>Resident Course – Speed Mentoring</td>
<td>7</td>
</tr>
<tr>
<td>Restroom Graphics</td>
<td>7</td>
</tr>
<tr>
<td>Shuttle Bus Schedule &amp; Signs</td>
<td>8</td>
</tr>
<tr>
<td>Staircase Graphics</td>
<td>8</td>
</tr>
<tr>
<td>Wall Graphics – Exhibit Hall Level or Lobby</td>
<td>8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hotel Opportunities</th>
<th>Page</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Keycards</td>
<td>9</td>
<td>$10,000 - $30,000</td>
</tr>
</tbody>
</table>

**San Francisco Marriott Marquis and Hilton San Francisco Union Square**

<table>
<thead>
<tr>
<th>Hotel Opportunities</th>
<th>Page</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Room Presentation</td>
<td>9</td>
<td>$20,000</td>
</tr>
<tr>
<td>Lobby Glass Clings</td>
<td>9</td>
<td>$20,000 plus production costs</td>
</tr>
<tr>
<td>Front Entrance Window Clings</td>
<td>9</td>
<td>$10,000 - $20,000 plus production costs</td>
</tr>
<tr>
<td>Main Lobby Column Wraps</td>
<td>9</td>
<td>$15,000 - $30,000 plus production costs</td>
</tr>
<tr>
<td>Elevator Clings</td>
<td>9</td>
<td>$15,000 - $20,000 plus production costs</td>
</tr>
<tr>
<td>In-Room Tablets</td>
<td>9</td>
<td>Contact for Rates</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital Opportunities</th>
<th>Page</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAOS.org Web Pages</td>
<td>10</td>
<td>Contact for rates</td>
</tr>
<tr>
<td>Annual Meeting Mobile App</td>
<td>10</td>
<td>$55,000</td>
</tr>
<tr>
<td>Attendee Eblast</td>
<td>10</td>
<td>$7,000 - $10,000</td>
</tr>
<tr>
<td>Attendee Registration Confirmation Email</td>
<td>10</td>
<td>$20,000</td>
</tr>
<tr>
<td>Enhanced Exhibitor Listing</td>
<td>11</td>
<td>$700 - $4,000</td>
</tr>
<tr>
<td>Hotel Confirmation Email</td>
<td>11</td>
<td>$15,000</td>
</tr>
<tr>
<td>Wi-Fi Access Page</td>
<td>11</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Print Opportunities</th>
<th>Page</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAOS Now (January Edition)</td>
<td>12</td>
<td>Starting at $2,000</td>
</tr>
<tr>
<td>AAOS Now, The Daily Edition (February 12 – 15)</td>
<td>12</td>
<td>$6,250 - $25,500</td>
</tr>
<tr>
<td>Attendee Mail List</td>
<td>12</td>
<td>Contact for rates</td>
</tr>
<tr>
<td>Exhibitor Directory (Onsite Floor Plan)</td>
<td>12</td>
<td>$12,500</td>
</tr>
<tr>
<td>Orthopaedist’s Bag</td>
<td>13</td>
<td>$8,000</td>
</tr>
<tr>
<td>Preliminary Program</td>
<td>13</td>
<td>$8,000 - $12,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Surgeon Engagement Opportunities</th>
<th>Page</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bioskills Workshop</td>
<td>14</td>
<td>$11,000 - $13,000</td>
</tr>
<tr>
<td>Industry Lunch and Learn Sessions</td>
<td>14</td>
<td>$20,000 - $45,000</td>
</tr>
<tr>
<td>Innovation Theater Presentations</td>
<td>14</td>
<td>$3,200</td>
</tr>
<tr>
<td>OrthoDome™</td>
<td>14</td>
<td>$6,500 - $40,000</td>
</tr>
<tr>
<td>Satellite Education Event</td>
<td>14</td>
<td>$5,000 - $7,500</td>
</tr>
</tbody>
</table>

‡ Prices and dates subject to change

For additional details contact Ken Schott at schott@aaos.org or Noel Sierra at sierra@aaos.org

August 15, 2023
Aisle Signs in the Exhibit Hall
$25,000 per package, plus production costs
*Premium Opportunity*
Attendees rely on the aisle signs to navigate the Exhibit Hall. Put your company’s message on a 30” W x 24” H double-sided sign that hangs prominently below the aisle sign and drive attendees directly to your booth! Two packages are available.

Production, installation, and dismantling costs for the aisle signs are not included. For more information, visit the Aisle Signs web page.

Banners – Exhibit Hall Level or Lobby
$15,000 - $22,250 plus production costs
*Premium Opportunity*
Direct attendees straight to your booth by investing in a large banner located in high traffic areas of the South Lobby Level 1, North/South Building Exhibit Hall Level, and West Building Lobby Level 1. Make sure that your product or logo is what attendees see as they navigate throughout the meeting.

Production, installation, and dismantling costs for the exhibit hall banners are not included. For more information on locations, specifications, and production costs visit the Lobby Banners web page.

Career Center Networking Reception
$6,000
*Exclusive Opportunity*
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, February 14 at 5:15 PM at the Career Center in Academy Hall. Benefits include signage with the sponsor’s name and logo at the reception and recognition in pre-meeting promotions.

Column Wraps – Exhibit Hall Level or Lobby
$20,000 - $22,250 plus production costs
*Premium Opportunity*
Make a lasting impression on attendees by branding a column located in high traffic areas of the South Building Level 1 Lobby or North/South Building Exhibit Hall Level. These column wraps vary in size. Exhibit hall level column wraps come in packages of two.

Production, installation, and dismantling costs are not included. For more information on locations, specifications, and production costs visit the Column Wraps web page.

Digital Displays
$3,000 per 8-second ad or $6,000 per 16-second ad – Education Hallway Package
$25,000 per 16-second ad – Lobby Marquee Package
Grab the attention of attendees as they pass through the South Building Level 1 Lobby, or travel to educational sessions on the Upper Mezzanine, Level 2 and Level 3 of the South Building. Digital displays provide your company with exciting opportunities for branding, driving traffic to your booth and bringing attention to company events during the meeting.

Ads will run for 4 days (February 12 - 15) on a loop which will include AAOS ads and other exhibitor ads. Choose the Education Hallway Package for an 8 or 16-second ad that will be played on nine screens on the Upper Mezzanine, Level 2, and Level 3 for $3,000 - $6,000 OR the Lobby Marquee Package for a 16-second ad that will play on two LED screens located in the South Building Level 1 Lobby for $25,000. For more information visit the Digital Displays Brochure.
CONVENTION CENTER

Promotional Opportunities

**Escalator Graphics**

*Premium Opportunity*

$15,000 - $35,000 plus production costs

AAOS 2024 takes place throughout the Moscone Center North, South and West buildings. Escalators provide attendees access to and from educational sessions and the Exhibit Hall. Your company’s graphics will display on the side glass rails and/or runner that spans the length of the escalator. Runners and side glass rail graphics offered vary depending on each escalator’s location.

Production, installation, and dismantling costs for the escalator graphics are not included. For more information on locations, specifications, and production costs visit the Escalator Graphics web page.

**Headshot Photo Booth**

*Exclusive Opportunity*

$20,000

Located in the Career Center, the photo booth will be open all three exhibit days for attendees to have their professional headshot taken. Sponsor benefits include:

- Recognition in pre-meeting email
- Listing for booth in the Annual Meeting Mobile App
- Banner ad in headshot email
- Logo and/or messaging on the front touchscreen
- Onsite signage with company’s logo
- Option to brand the headshot booth
- Option to have branded backdrop for photo

**Java Jackets for Concessions and AAOS Beverage Breaks**

*Exclusive Opportunity*

$35,000 plus production costs

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

The sponsor designs and produces cup jackets (and napkins, if desired). Design is 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 Glass Clings**

*Exclusive Sponsorship*

$25,000 - $35,000 plus production costs

Glass clings give your company’s message prime visibility as attendees travel through the South Building Level 1 Lobby. Located in the high-traffic areas between the lobby, exhibit hall, and educational sessions on the upper levels.

Production, installation, and dismantling costs are not included. For more information on locations, specifications, and production costs visit the Lobby Glass Clings web page.
Medical Students’ Program

$15,000  
Exclusive Opportunity

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 Tuesday, February 13 and has 150-250 medical students in attendance.

Sponsor Benefits:

• Company name and logo will be placed in the agenda 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 Opportunity

Residents face off in a friendly trivia competition combining orthopaedic and pop culture questions. A favorite event at the AAOS Annual Meeting — don’t miss the opportunity to reach this group of young physicians by being the only sponsor in the room! This event takes place on Wednesday, February 14.

Sponsor Benefits:

• Sponsor banner ad placed in the invitation and reminder emails sent to approximately 5,000 residents and 200 program directors.
• Company name and logo placed with event listing on resident web page, welcome slide before the course, printed program distributed at the course, and onsite signage at the course.
• 5-minute presentation at the beginning of the event.
• Option to provide up to 10 questions that may be included in the program (AAOS approved).
• Option to distribute company pens or other giveaways (AAOS approved).
• Option to distribute napkins with company logo during the refreshment break (company to provide napkins and design must be approved by AAOS).
• List of attendees (list contains name, city, state, and residency program, if provided).
• Table at the event with company literature.
• Two staff members allowed to attend the event.

Submit the Promotional Opportunities Application/Contract Today!
RESIDENT COURSE 
Promotional Opportunities

Resident Course – Practice Management for Residents and Fellows-in-Training
$25,000
Exclusive Opportunity
In this session residents will review essential elements of practice management and learn the foundation to prepare for practice. This session will be on Tuesday, February 13 and has about 150-200 residents in attendance.

Sponsor Benefits:
- Company name and logo placed with course listing on resident web page, welcome slide before the course, and onsite signage at the course.
- Verbal “thank you” from course director at the start of the course.
- 5 to 10-minute presentation during the food break.
- Option to distribute company pens or other giveaways (AAOS approved).
- Option to distribute napkins with company logo during the refreshment break (company to provide napkins and design must be approved by AAOS).
- List of attendees (list contains name, city, state, and residency program, if provided).
- Table at the course with company literature.
- Two staff members allowed to attend the course.

Resident Course – Speed Mentoring
$25,000
Exclusive Opportunity
This fast-paced session allows residents to learn how to navigate the transition from residency to practicing physician from experts. This session will take place Wednesday, February 14 and has about 150-175 residents in attendance.

Sponsor Benefits:
- Company name and logo placed with course listing on resident web page, printed program distributed at the course, and onsite signage at the course.
- 5-minute presentation at the beginning of the course.
- Option to distribute company pens or other giveaways (AAOS approved).
- List of attendees (list only contains name, city, state, and residency program, if provided).
- Table at the course with company literature.
- Two staff members allowed to attend the course.

Restroom Graphics
$25,000 plus production costs
Exclusive Sponsorship
Put your message in a place every attendee is sure to visit! Guarantee your brand’s visibility with full-color clings fixed on selected public space restroom mirrors.

Production, installation, and dismantling costs are not included. For more information on locations, specifications, and production costs visit the Restroom Graphics web page.
Shuttle Bus Schedules & Signs

$35,000
Exclusive Sponsorship

Enjoy maximum exposure by sponsoring this essential service. The free shuttle buses are the primary means of transportation to and from the hotels and the convention center.

Company name and logo will 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 10,000 bus schedule flyers and banner ad on the bus tracker website is also included in this sponsorship.

Staircase Graphics

$20,000 plus production costs

Inspire attendees every step of the way with staircase graphics featuring your custom message or company logo. Graphics adhere to the face of the stairs and provide a unique branding opportunity in an unconventional but high traffic area.

Production, installation, and dismantling costs for the escalator graphics are not included. For more information on locations, specifications, and production costs visit the Staircase Graphics web page.

Wall Graphics - Exhibit Hall Level or Lobby

$15,000 - $20,000 plus production costs
Premium Opportunity

Ensure your company's brand or product is seen as attendees walk through the convention center lobby by placing a customized message on a wall graphic located in the South Lobby Level 1 or North/South Building Exhibit Hall Level.

Production, installation, and dismantling costs are not included. For more information on locations, specifications, and production costs visit the Wall Clings web page.

Build awareness for your brand and engage with AAOS members all year long. Opportunities include:

- Support of AAOS Skills Courses
- Webinar Sponsorship
- Educational Grant Opportunities

Learn more at [aaos.org/corporateengagement](http://aaos.org/corporateengagement)
HOTELS
Promotional Opportunities

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 2024 Annual Meeting. Hotel package information is available upon request. Sponsor has distribution rights to design and produce keycards for all hotels in their package.

San Francisco Marriott Marquis
In-Room Presentation
$20,000
Spread your company’s brand across all guest rooms by broadcasting your message. Craft a captivating video (mpg or avi format) that will play on a continuous loop, ensuring maximum exposure.

Lobby Glass Clings
$20,000 plus production costs
Get your marketing message noticed with our side glass clings strategically placed on the railing of the 4th Street Entrance Door Ramp.

Hilton San Francisco Union Square
Front Entrance Window Clings
$10,000 plus production costs for two outdoor clings on doors only
$20,000 plus production costs for full window clings on outside and inside
Capture the attention of guests as they enter or exit the hotel through the main entrance.

Main Lobby Column Wraps
$15,000 plus production costs for one column wrap
$30,000 plus production costs for all six column wraps
Prominently display your brand/message on column wraps located in the main lobby of the hotel.

Elevator Clings
$15,000 plus production costs for Tower 3 elevators
$25,000 plus production costs for Tower 1 and 2 elevators
Make a lasting impression by branding the elevator doors on the lobby level. Your message will catch the eyes of guests as they travel up to their rooms.

In-Room Tablets
Contact for Rates
Greet guests when they arrive with a customized message on in-room tablets. The greeting can include your own graphics, logo, and text. Additionally, you have the option to send messages to specific rooms or the entire room block.

For more details, please visit the Hotel Opportunities page.
DIGITAL MEDIA

Promotional Opportunities

AAOS.org Web Pages

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

For additional information regarding cost and impressions, please contact Lauren Morgan at lmorgan@aaos.org or Monique McLaughlin at mmclaughlin@aaos.org.

Annual Meeting Mobile App

$55,000
Exclusive Opportunity
An essential tool for attendees to navigate the many offerings of the Annual Meeting. Metrics for the app showed more than 9,500 downloads for the Annual Meeting. Compatible with all smartphone platforms and web-enabled devices.

Sponsor Benefits:
- Splash page ad
- Four meeting schedule banner ads
- Three carousel (rotating) banner ads
- Three push notifications - sent to all attendees each exhibit day
- Exhibitor Listing Position - sponsor’s listing will appear first within the exhibitor listing
- Sponsor logo included in the Annual Meeting Mobile App launch email, mobile app webpage, and onsite signage.

Attendee Eblast

$7,000 - $10,000
Limited Opportunity
Take advantage of this limited opportunity to have a customized message directly sent to meeting attendees either leading up to or directly after the meeting. One exclusive email sent per day. The email will be sent by AAOS on the sponsor’s behalf. Limited number of pre-meeting and post-meeting eblasts available.

Attendee Registration Confirmation Email

$20,000
Exclusive Opportunity
For most benefit, secure by September 26, 2023
Reach attendees as they register for the meeting. A banner ad linking to your website is placed in the registration confirmation that is sent to all attendees when registering and the attendee barcode email sent two weeks prior to the meeting. Sponsor’s message occupies a banner ad underneath each attendee’s express badge barcode.
Enhanced Exhibitor Listing

$700 – $4,000

Premium Opportunity

Attendees use the online directory and floor plan to learn about products and services offered by exhibitors to plan their booth visits. A complimentary standard listing is provided to all exhibitors; however, your company can upgrade to a Level 1 or Level 2 Enhanced listing for increased exposure. Features include displaying your product images with descriptions, videos, expanded exhibitor description, social media links, access to online leads, upload white papers, case studies or brochures and more.

For more information on features, specifications, and production costs visit the [Enhanced Exhibitor Listing web page](#).

Additional Listing Opportunities - Only available with Level 2 Enhanced Exhibitor Listing

**Product Spotlight: $500**

Showcase your product’s image or video on the bottom of the Directory Home Page with a link that directs attendees to your company’s listing. Limited to the first 21 exhibitors. Image or videos rotate through all images/videos sold.

**Exclusive Online Floor Plan Banner: $1,500**

A 728 x 90 pixels banner ad placed at the bottom of the attendee view floorplan.

**Exclusive Online Directory Banner: $2,500**

A 180 x 150 pixels banner ad placed above online directory home page.

Hotel Confirmation Email

$15,000

Exclusive Opportunity

For most benefit, secure by August 1, 2023

The AAOS housing bureau will send out more than 10,000 room confirmations from August until the following September to physicians attending the 2024 and 2025 meetings. Secure this opportunity for TWO Annual Meetings!

Sponsor’s message occupies an ad near the top of the confirmation email and an ad on second card of the housing website.

Wi-Fi Access Page

$20,000

Exclusive Opportunity

Provide an essential service for Annual Meeting attendees by sponsoring complimentary Wi-Fi access throughout the convention center — session rooms, lobbies, lounges, and common areas. A splash page with your company’s message will be displayed when Wi-Fi access is launched on a device. In addition, signage will be prominently displayed throughout the convention center informing attendees of wireless availability and the sponsoring company logo. Wi-Fi in the Exhibit Hall for exhibitors is not part of this opportunity.

Submit the Promotional Opportunities Application/Contract Today!
AAOS Now (January Edition)

Starting at $2,000
Premium Opportunity
Commitment Deadline: November 15, 2023

Extend your meeting message with an advertisement before, during or after the Annual Meeting in AAOS Now, the official news publication of the Academy. The January issue will be mailed to the full membership and in the doctors’ hands prior to the meeting. Also, receive on-site bonus distribution at the AAOS Resource Center.

For additional information regarding cost and impressions, please contact Lauren Morgan at lmorgan@aaos.org or Monique McLaughlin at mmclaughlin@aaos.org.

AAOS Now, The Daily Edition (February 12 - 15)

$6,250 to $25,500
Premium Opportunity
Commitment Deadline: December 20, 2023

Place your ad in the official newspaper of AAOS 2024! The Daily Editions are published and distributed onsite Monday through Thursday. Editorial coverage includes late breaking science, keynote lectures and awards, and other meeting highlights.

For additional information regarding cost and impressions, please contact Lauren Morgan at lmorgan@aaos.org or Monique McLaughlin at mmclaughlin@aaos.org or visit the AAOS Now website.

Attendee Mail List

Contact for Rates
Premium Opportunity
List available starting December 20, 2023

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. All advertisements must be approved by AAOS. Complete meeting attendee and specialty-only lists are available. Data in the lists include the attendees’ name, title, address, and phone number, as well as hospital affiliation and specialty area(s) if supplied by the attendee. E-mail addresses are not included.

For additional information regarding costs, types of lists, and dates available, visit the Attendee Lists page.

Exhibitor Directory (Onsite Floor Plan)

$12,500
Exclusive Opportunity
Commitment Deadline: December 8, 2023

Direct attendees to your booth with this handy reference guide to the Exhibit Hall floor. 12,000 copies of the fold-out map, with its portable floor plan and company booth listings, are available onsite at attendee registration and information kiosks placed throughout the convention center. Sponsor will have a full page 4/color ad.
Promotional Opportunities

JAAOS (January Edition)

**Starting at $5,000**

Extend your meeting message with an advertisement before, during or after the Annual Meeting in the *Journal of the American Academy of Orthopaedic Surgeons*, the official journal of the Academy. The January issue will be in the doctors’ hands in advance and will mail to the full membership prior to the meeting. Also, receive bonus distribution onsite in the AAOS Resource Center.

Full page, color rates starting at $5,000 (High impact premium positions available) — contact sales representative for details. Contact information: Michael.Kokell@wolterskluwer.com

**Orthopaedist’s Bag**

**$8,000 per insert**

*Limited Opportunity*

**Commitment Deadline: December 6, 2023**

Place your promotional materials directly into the hands of attendees! Given to attendees when they register or check-in, this high-demand item is a valuable tool 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 an event. For more information, visit the [Orthopaedist’s Bag page](#).

**Preliminary Program**

**Inside Front Cover (Cover 2) - $8,000**

**Inside Back Cover (Cover 3) - $8,000**

**Back Cover (Cover 4) - $12,000**

*Premium Opportunity*

**Commitment Deadline: August 25, 2023**

Get your message out early and often. The Preliminary Program provides an exclusive preview of AAOS 2024. Included with the November issue of *JAAOS* that is mailed to over 39,000 members of the Academy.

A sponsor can choose to place an individual 4/color ad on either covers 2, 3, 4 or secure all three and make this an exclusive advertising opportunity.

Promotional Opportunities at AAOS Courses

Learn about the multitude of ways AAOS can help get your name, products, services or technologies in front of orthopaedic surgeons each year.

To learn more, visit [aaos.org/CourseSupport](http://aaos.org/CourseSupport)
**SURGEON ENGAGEMENT**

Promotional Opportunities

---

**Bioskills Workshop**

$11,000 - $13,000 per workshop

These hands-on workshops or product demonstrations provide a unique opportunity for attendees to gain experience with your cutting-edge products and showcases them “in action.” For more information, view the [Bioskills Workshop brochure](#).

**Industry Lunch & Learns Sessions**

$20,000 - $45,000 per session

Industry Lunch & Learn Sessions provide an opportunity for exhibitors to showcase products, discuss techniques, or present research in a classroom setting. These sessions are 45 minutes, take place from 12:40 – 1:25 PM, do not compete with official AAOS educational programming, and include box lunches provided by AAOS. Continuing medical education (CME) credits cannot be provided for these sessions. For more information, please view the [Industry Lunch & Learn Sessions brochure](#).

**Innovation Theater Presentations**

$3,200 per presentation

$4,500 per presentation during the Happy Hour

Innovation Theater presentations provide exhibiting companies the opportunity to highlight their innovative products and services or present new research findings to Annual Meeting attendees. These 20-minute presentations take place in the Exhibit Hall. Presentations are not eligible for continuing medical education (CME) credit. For more information, please view the [Innovation Theater brochure](#).

**OrthoDome™**

$6,500 per video – Participating Sponsor

$28,000 for 4 videos – Supporting Sponsor

$40,000 for 6 videos – Premiere Sponsor

Limited Opportunity

An immersive video theater experience that showcases orthopaedic surgical techniques and devices in 4k resolution or 3D video and is live narrated by experts! Sessions take place Tuesday to Thursday in the OrthoDome™ Theater. Videos should be 7 – 12 minutes in length with time for Q&A at the end. Video presentations are not eligible for continuing medical education (CME) credit. For more information, please view the [OrthoDome™ brochure](#).

**Satellite Education Events**

$5,000 – 1 to 3 events with 150 attendees or less per event

$7,500 – 1 to 3 events with 151 attendees or more per event

Host an educational, research or marketing event designed by you. Only companies exhibiting at the AAOS meeting are eligible to host an evening event with AAOS attendees. These events may not conflict with the AAOS Educational Program. AAOS charges a non-refundable fee to exhibitors holding evening events that includes access to AAOS attendees.

The fee includes approval of up to three events and listings in the Annual Meeting Mobile app and AAOS Annual Meeting website. For more information on permitted times and approval process, please visit the [Exhibitor Event and Meeting Space page](#).

---

**Disclaimer:** The AAOS is not responsible for unsatisfactory attendance and/or marketing of the Surgical Engagement Opportunities. It is the responsibility of the organizer to market this event. Advance marketing is critical to attracting the appropriate audience.

---

[Bioskills Workshop](#)

[Industry Lunch & Learns Sessions](#)

[Innovation Theater brochure](#)

[OrthoDome™ brochure](#)

[Exhibitor Event and Meeting Space page](#)
1. Eligibility
Promotional and advertising opportunities are only available to companies exhibiting at the AAOS 2024 Annual Meeting.

2. First Right-of-Refusal
Sponsors of a promotional or advertising opportunity at the AAOS 2023 Annual Meeting will be offered right of first refusal for the same promotional opportunity at the AAOS 2024 Annual Meeting. If the same opportunity is not available, a comparable opportunity will be offered in its place. All promotional opportunities not secured by August 3, 2023, will be made available to all eligible exhibiting companies on a first-come basis starting August 22, 2023.

3. Promotional Opportunity Application/Contract
All applicants for a promotional or advertising opportunity must agree to the terms and conditions within the Promotional Opportunity Application/Contract (“Agreement”). Once this Agreement is accepted by Sponsor (whether electronically, or otherwise) and received and accepted by AAOS, it is considered binding, and fees are non-refundable. AAOS reserves the right, at its sole discretion, to decline acceptance of this Agreement for any reason.

4. Payment Terms
An invoice for promotional or advertising opportunities will be sent within 3 – 5 days of receipt of the Promotional Opportunity Application/Contract. Payment for the promotional or advertising opportunity will be due no later than 30 days from the invoice date. No promotional or advertising opportunity will be put into production, installed, or granted unless full payment is received. 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 2024 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 and order number with the check.

By Credit Card: The required balance due can be paid by credit card online through the Exhibitor Dashboard. NOTE: All credit card payments will be assessed a non-refundable 2.5% credit card surcharge.

By Wire Transfer or ACH Payments: Make payment to:

Beneficiary: AAOS
Huntington National Bank
518 Lee Street
Des Plaines, IL 60016
Account #: 0106B363979
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 Dashboard. No promotional opportunity will be put into production, installed, or granted unless full payment is received.

5. 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. An exhibitor’s cancellation of exhibit space will automatically result in cancellation of a promotional or advertising opportunity, the release of any hotel/convention center meeting space previously assigned, and all sleeping rooms assigned to the exhibitor. Exhibitors cannot earn priority points from a canceled promotional opportunity.

6. Artwork Deadlines
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 sponsor.

7. Artwork Approval
All promotional and advertising materials must be approved by AAOS prior to production. Final versions of materials should be submitted to sierra@aaos.org for approval. While AAOS will make every effort to grant approvals in a timely fashion, please allow a minimum of five (5) business days for approval. 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.

Use of the AAOS Name and/or Logo
a. 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.
b. Any inclusion of “AAOS” or “American Academy of Orthopaedic Surgeons” requires written approval from AAOS.

c. Companies are prohibited from promoting any specific AAOS Annual Meeting educational session, including paper presentations or scientific posters.

d. Companies are prohibited from using AAOS’ name in any advertising for meetings that are sponsored by another organization or at other meetings sponsored by AAOS.

How to Reference AAOS 2024 on Promotional Materials:
AAOS does not endorse, expressly or by implication, the exhibitor or its goods or services. Wording such as “presented in conjunction with,” “preceding” or “prior to the AAOS Annual Meeting” is not allowed. The following formats are the proper way to reference the AAOS 2024 Annual Meeting on promotional materials:

• AAOS 2024 - Booth XXX – February 13 – 15, 2024
• AAOS 2024 – Booth XXX
• AAOS Annual Meeting - Booth XXX – February 13 – 15, 2024
• AAOS 2024 Annual Meeting - Booth XXX
• Companies that create a website or email address for the Annual Meeting can include “Ortho”, “Orthopaedic” or “Academy” as an extension.

Improper formats that are not allowed include:

• AAOS Booth XXX
• Annual Meeting Booth XXX
• AAOS Meeting Booth XXX
• “AAOS” cannot be used as an extension for websites or email addresses.

8. Production Costs
Production, installation, and dismantling costs are not included in the cost of a promotional or advertising opportunity. These costs are the responsibility of the sponsor.

9. Third-Party Promotions/Advertising Firms
Third party agents or promotions/advertising firms must be designated by the exhibiting company to AAOS in writing at exhibits@aaos.org. The exhibiting company is responsible for the actions of their third-party agents or promotions/advertising firms. Applications, invoices, and/or metrics reports will be sent to the exhibitor unless otherwise requested by the exhibiting company.

10. Terms and Conditions
As a condition for securing promotional or advertising opportunities, each exhibitor, its third-party agents, or advertising companies hired by an exhibitor, shall agree to abide by all terms, policies, and guidelines as outlined in the Exhibit Prospectus in addition to the policies specifically cited in the Promotional and Advertising Opportunities brochure. Promotional and advertising opportunities found to be in violation of these guidelines or policies shall be immediately discontinued and risk loss of priority points for the 2025 Annual Meeting or other action deemed appropriate by AAOS.

11. 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.

12. Violation of Rules and Regulations
Any promotional or advertising opportunity found to be in violation of AAOS guidelines or policies outlined above or in the Exhibit Prospectus shall be immediately discontinued and risk loss of priority points for the 2025 Annual Meeting or other action deemed appropriate by AAOS.

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

Noel Sierra, CEM
Manager, Exhibits & Sponsorship
Phone: 847-384-4172
Email: sierra@aaos.org

Ken Schott, CEM
Senior Manager, Exhibits & Sponsorship
Phone: 847-384-4186
Email: schott@aaos.org

Submit the Promotional Opportunities Application/Contract Today!