AAOS 2021
PROMOTIONAL OPPORTUNITIES
aaos.org/exhibitors

ENGAGE IN EXCELLENCE
Be seen. Be heard. Be successful.
It’s Time to Think Outside the Booth!
Looking to build brand awareness in the orthopaedic market? There’s no place better than the AAOS Annual Meeting - the world’s premiere orthopaedic meeting.

Now that you have made the important commitment to exhibit, take the next steps to:

- Be first in the mind of attendees
- Enhance your company's visibility
- Stand out from the competition
- Drive traffic to your booth
- Maximize the exhibit investment

AAOS offers a wide range of promotional and advertising opportunities to suit any exhibitor’s budget and goals. Take time now to carefully review this array of opportunities to maximize your company's visibility and exhibit investment. In addition, AAOS welcomes the opportunity to develop customized opportunities with you.

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. The order of exhibit space selection is determined by an exhibitor’s cumulative number of points. Visit the Priority Points Guidelines for complete details.

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

<table>
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<tr>
<th>Recognition Benefit</th>
<th>Details</th>
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<tbody>
<tr>
<td>Final Program</td>
<td>Company logo on “AAOS 2021 Sponsors Thank You” ad. Over 10,000 copies will be available in bins onsite at AAOS 2021.</td>
</tr>
<tr>
<td>Sponsor Thank You Signage on-site</td>
<td>Company logo will appear with other Annual Meeting sponsors logos on meter signs located throughout lobby.</td>
</tr>
<tr>
<td>Digital Thank You Signage on-site</td>
<td>Company logo will appear with other Annual Meeting sponsors logos on the AAOS media wall and on digital entrance units to exhibit halls.</td>
</tr>
<tr>
<td>Banner of Supporters</td>
<td>Company name listed on banners recognizing support of AAOS 2021 and AAOS programs throughout 2020.</td>
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<tr>
<td>Sponsor Ribbon</td>
<td>Sponsor ribbon that can be attached to each exhibitor badge.</td>
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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 addition recognition.

*In order to be listed as a sponsor, the promotional opportunity must be secured by May 14, 2021 for the Final Program and June 30, 2021 for onsite signage.

For more information on how to become a sponsor, contact:
Ken Schott
Exhibits & Sponsorship Manager
Phone: 847-384-4186
Email: schott@aaos.org

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

Pat Whitaker
Exhibits & Sponsorship Senior Manager
Phone: 847-384-4188
Email: whitaker@aaos.org

AAOS 2021 ANNUAL MEETING • PROMOTIONAL OPPORTUNITIES AT-A-GLANCE
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<td>Exterior (Street) Banners</td>
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<td>Headshot Photo Booth</td>
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<td>Column Wraps</td>
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<td>13</td>
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<td>June 1, 2021</td>
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‡ Prices and dates subject to change
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 5' W x 2' H double-sided sign that hangs prominently below the aisle sign and drive the doctors directly to your booth! Two packages are available. Production, installation and dismantling costs for the aisle signs are not included. For more information on locations, specifications, and production costs visit the [Promotional Opportunities](#) 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, September 1 at 5:15 PM at the Career Center. Benefits include signage with the sponsor's name and logo at the reception and recognition in pre-meeting promotions.

Column Wraps

$25,000 - $30,000 per column

**Premium Opportunity**

Make a powerful impact with a highly visible column wrap located in the lobby of the convention center. Drive traffic to your booth by creating awareness about a new product or promoting your company. Eight large columns available.

Production, installation and dismantling costs for the column wraps are not included. For more information on locations, specifications, and production costs visit the [Promotional Opportunities](#) web page.

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 San Diego Convention Center. Ads will run for 4 days (August 31 - September 3) on an 8-minute loop which will include AAOS and other exhibitor ads.
Escalator Graphics
$20,000 - $25,000 plus production costs
Premium Opportunity
AAOS 2021 takes place on all levels of the San Diego Convention Center. Escalators provide participants access to and from scientific sessions and the exhibit hall. Your company’s graphics will display on the runner and/or glass cling graphic that runs the length of the escalator. Runners and glass cling 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 Promotional Opportunities web page.

Exterior (Street) Banners
$20,000 plus production costs
Premium Opportunity
These banners are located outside the San Diego Convention Center and greets attendees as they arrive. Banner size is approximately two feet four inches wide by seven feet eight inches high. Package of four signs available.
Production, installation and dismantling costs for the exterior banners are not included. For more information on locations, specifications, and production costs visit the Promotional Opportunities web page.

Headshot Photo Booth
$40,000
Exclusive Opportunity
Located in the Exhibit Hall, the photo booth will be open all three exhibit days for attendees to have their professional headshot taken. The sponsor will receive recognition in the pre-meeting email, an online listing for the booth, banner ad in 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 plus production costs
Exclusive Opportunity
Coffee cup sleeves offer an eye-catching vehicle for a company's messages. Up to 20,000 sleeves are dispensed by SDCC food vendors throughout the convention center. Another 15,000 sleeves will be used for the complimentary beverages during the breaks between sessions on Wednesday and Thursday from 3:30 to 4:00 PM and on Friday morning from 10:00 to 11:00 AM. Sponsor designs and produces cup 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.

Contact Ken Schott at schott@aaos.org or 847-384-4186 for details. Revised: July 30, 2020
Lobby Banners
$18,000 - $25,000 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 - H 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 banners are not included. For more information on locations, specifications, and production costs visit the Promotional Opportunities web page.

Medical Student's 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 Wednesday, September 1 and has 125-150 medical students in attendance.

Sponsor Benefits:
- Company name and logo will be placed 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 Opportunity
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, orthopaedic expertise and pop culture knowledge. This is an exclusive opportunity to reach this important group of young physicians.

Sponsor Benefits:
- Digital banner, with click-through capability, on the invitation and reminder emails sent to approximately 5,000 residents and 200 program directors
- Company name and logo will be placed 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
Resident Course – Practice Management for Resident 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 take place Wednesday, September 1 and has about 150-200 residents in attendance.

Sponsor 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 Opportunity

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, September 2 and has about 150-175 residents in attendance.

Sponsor 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.
Wall Clings
$25,000 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 cling located in high traffic areas.

Production, installation and dismantling costs for the wall clings are not included. For more information on locations, specifications, and production costs visit the Promotional Opportunities web page.

Shuttle Bus Schedules & Signs
$35,000 plus production costs

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 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 15,000 bus schedule flyers is also featured in this sponsorship.

Contact Ken Schott at schott@aaos.org or 847-384-4186 for details. Revised: July 30, 2020
### 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 2021 Annual Meeting. Hotel package information available upon request.

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

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<tr>
<th>Hotel</th>
<th>Column Wraps</th>
<th>Escalator Graphics</th>
<th>Elevator Door Clings</th>
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</thead>
<tbody>
<tr>
<td>Hilton San Diego Bayfront</td>
<td>$20,000 plus production costs</td>
<td>$15,000 - $25,000 plus production costs</td>
<td>$20,000 per elevator door, $35,000 for two elevator doors, plus production costs</td>
</tr>
<tr>
<td>Manchester Grand Hyatt San Diego</td>
<td>$20,000 - $25,000 plus production costs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marriott Marquis San Diego Marina</td>
<td>$20,000 plus production costs</td>
<td>$20,000 - $25,000 plus production costs</td>
<td>$20,000 per elevator door, $35,000 for two elevator doors, plus production costs</td>
</tr>
</tbody>
</table>

**Column Wraps**

Ensure your company’s brand is seen as attendees walk through the Hotel to the convention center by placing a customized message on column wraps in high traffic areas. Location and size vary at each hotel.

**Elevator Door Clings**

Elevator door clings catch attendees’ attention on the way to and from their rooms. This is an excellent advertising opportunity to draw traffic to your exhibit booth.

**Escalator Graphics**

Place your company message along the side of the escalators that attendees will use every day. These runners give your company the opportunity to create eye-catching artwork that will capture the attention of attendees.
Limited Opportunity
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.

Enhanced Exhibitor Listing
$700 – $1,500

Premium Opportunity
The AAOS Annual Meeting Virtual Experience is the official online exhibitor directory and floor plan. Attendees use the Virtual Experience to learn about products and services offered by exhibitors to plan their booth visits. A complimentary standard listing is provided to all exhibitors, and increase your company’s visibility with an upgraded listing. Features include displaying your company logo, product image panels with descriptions, video panels, access to online leads, virtual business cards, upload white papers, case studies or brochures and more.

For more information on features, specifications, and production costs visit the Promotional Opportunities web page.

Enhance Exhibitor Listing Add-ons
Listing add-ons are only available with securing a Level 2 Enhanced Exhibitor Listing.

Product Spotlight Sponsorship: $500
Showcase your product’s image or video on 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 Hall Sponsorship: $1500
Banner ad on bottom of the attendee view floorplan. Banner ad size is 320 x 50 pixels.

Exclusive Online Directory Sponsorship: $2500
Banner ad placed above online directory. Banner ad size is 728 x 90.
Hotel Confirmation Email
$15,000
Exclusive Opportunity
The AAOS housing bureau will send out more than 9,000 room confirmations from January until the following November to physicians attending the 2021 and 2022 meeting. Secure this opportunity for TWO Annual Meetings with your ad, providing a guaranteed open email rate of 100%.
Sponsor’s message occupies an ad in the right sidebar of the confirmation.

My Academy App
$55,000
Exclusive Opportunity
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 the app showed more than 9,500 downloads for the 2019 Annual Meeting. 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 that the exhibit hall is open. Banner ads can be used for multiple products or messages. Additionally, the company is recognized as the 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.

AAOS Now (July Edition)
Starting at $2,000
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 July issue will be in the doctors’ hands in advance, and will mail to the full membership prior to the meeting. 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.
**Attendee Mail List**

**Contact for Rates**

**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. E-mail addresses are not included.

For additional information regarding costs, types of lists, and dates available, visit Attendee Mail List.

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**Exhibitor Directory (On-Site Floor Plan)**

**$12,500**

**Exclusive Opportunity**

Direct attendees to your booth with 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 information kiosks placed throughout the convention center. Sponsor will have a full page 4/color ad.
Final Program

**Inside Front Cover (Cover 2)** - $8,000  
**Inside Back Cover (Cover 3)** - $8,000  
**Back Cover (Cover 4)** - $12,000  

**Premium Opportunity**

The Final Program is the definitive resource for the Annual Meeting, providing detailed information on the educational sessions, poster sessions and special events. Over 8,000 copies available on-site in bins located in Attendee Registration.

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

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Preliminary Program

**Inside Front Cover (Cover 2)** - $8,000  
**Inside Back Cover (Cover 3)** - $8,000  
**Back Cover (Cover 4)** - $12,000  

**Premium Opportunity**

Get your message out early and often. The Preliminary Program provides an exclusive preview of AAOS 2021. Beginning in March, it is mailed to 30,000 potential attendees.

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

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**Orthopaedist's Bag**

**$8,000 per insert**

Place your promotional materials directly into the hands of attendees! Given to 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 your events.

For more information or to secure this opportunity, visit the [Orthopaedist's Bag](#).

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Contact Ken Schott at [schott@aaos.org](mailto:schott@aaos.org) or 847-384-4186 for details. Revised: July 30, 2020
Innovation Theater Presentations
$4,000
Innovation Theater presentations provides exhibiting companies the opportunity to highlight their innovative products and services or present new research findings to Annual Meeting attendees. These 20-minute presentations should focus on a new product or service and/or new research findings. Sessions are not eligible for continuing medical education (CME) credit. For more information, please view the Innovation Theater brochure.

Bioskills Workshops
$11,000 - $13,000
These “hands-on workshops” or product demonstrations provide a unique opportunity for attendees to gain experience with your cutting-edge products and showcases these products “in action.” Each session provides a “real world” educational opportunity for your expert consultants or experienced sales representatives to share the latest information about your product, innovative technique or procedure. For more information or to apply, view the Bioskills Sessions brochure.

Industry Evening Events
$5,000 – 1 to 3 events with a total attendance of 150 attendees or less per event
$7,500 – 1 to 3 events with a total attendance of 151 attendees or more per event
The AAOS is pleased to offer exhibitors the ability to host an educational, research or marketing event, designed by you. Only companies exhibiting at the AAOS meeting are eligible to present educational events/satellite symposia to AAOS attendees. These events may not conflict with the AAOS Scientific Program. AAOS charges a non-refundable fee to exhibitors holding educational functions that includes access to AAOS attendees. The fee includes approval of up to three (3) events and listings in the My Academy App, and AAOS Annual Meeting website.

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. For marketing suggestions, please contact AAOS at exhibits@aaos.org.

Contact Ken Schott at schott@aaos.org or 847-384-4186 for details.

Revised: July 30, 2020
1. Eligibility
Promotional and advertising opportunities are only available to companies exhibiting at the AAOS 2021 Annual Meeting.

2. First Right-of-Refusal
Sponsors of the AAOS 2020 Annual Meeting will be offered first right-of-refusal for the same promotional opportunity, if offered, for the AAOS 2021 Annual Meeting. All promotional opportunities not secured by December 3, 2020, will be made available to all eligible companies on a first-come basis.

3. Payment Terms
An invoice for promotional or advertising opportunities secured 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 of the Promotional Opportunity Application/Contract submission. No promotional opportunity will be granted unless full payment is received. Payments are to be made payable to AAOS (fed tax id 36-2110592) and sent to the following address:

   AAOS  
c/o 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 and can be paid online through the Exhibitor Console.

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.

An exhibitor’s cancellation of exhibit space will automatically result in cancellation of a promotional opportunity, the release of any hotel/convention center meeting space previously assigned, and all sleeping rooms assigned to the exhibitor.

5. 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.

6. Restrictions/Disclaimers
Each exhibitor and third-party agents or advertising companies hired by an exhibitor shall agree to abide by all terms, policies, and guidelines as outlined in the Exhibits Prospectus in addition to the policies specifically cited for the Promotional Opportunities policies. Promotional or advertising opportunities found to be in violation of these guidelines or policies shall be immediately discontinued and risk loss of priority points for the 2022 Annual Meeting.

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.

9. Violation of Rules and Regulations
As a condition for securing promotional or advertising opportunities, each exhibitor and third-party agents or advertising companies hired by an exhibitor shall agree to abide by all terms, policies, and guidelines as outlined in the Exhibits Prospectus in addition to the policies specifically cited for the Promotional Opportunities brochures. 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 2022 Annual Meeting or other action deemed appropriate by AAOS.

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

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

Pat Whitaker  
Exhibits & Sponsorship Senior Manager  
Phone: 847-384-4188  
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Exhibits & Sponsorship Coordinator  
Phone: 847-384-4172  
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Washington, DC 20005-3071  
Email: info@aaos.org  
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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 Guidelines 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.

Contact Ken Schott at schott@aaos.org or 847-384-4186 for details.