

NEW!

Priority Point System

AAOS 2021 Annual Meeting

Exhibit Dates: September 1 - 3, 2021 | San Diego Convention Center | San Diego, California

AAOS has established a new priority point system that will go into effect for exhibit space assignment for the AAOS 2022 Annual Meeting.

Through the AAOS 2020 Annual Meeting, the priority points system was solely based on the number of years a company had exhibited at an AAOS Annual Meeting. Two priority points were awarded for each year a company exhibited at the AAOS Annual Meeting. No other means were available to acquire additional priority points.

A new priority point system is now in place and recognizes a company's support of AAOS and rewards exhibitors for upholding AAOS Annual Meeting rules and regulations during their previous year's participation. The order of booth selection will continue be determined by each exhibitor's cumulative number of priority points.

1. Priority points earned for participating as an exhibitor each year are permanent and will accumulate from year to year.
2. All other priority points earned each year will reset to zero the following year.

How Points Are Earned

NEW!

Permanent Priority Points:

- Two (2) priority points are earned for each year of participation as an exhibitor at an AAOS Annual Meeting. **These points are permanent and will accumulate from year to year.**

Expiring Priority Points:

- One (1) priority point is earned for each \$1,000 spent in support of the AAOS 2021 Annual Meeting. This includes booth fees, exhibitor suites, surgeon engagement opportunities, and promotional and advertising opportunities secured through AAOS.
- One (1) priority point is earned for each \$10,000 spent in support of outdoor/citywide advertising opportunities through EMC Outdoor at the AAOS 2021 Annual Meeting with a commitment date of **July 31, 2021**.
- One (1) priority point is earned for each \$1,000 spent in support of any AAOS non-Annual Meeting opportunities that occurs in the 2020 calendar year. This includes CME Course Exhibits, Spotlight Sessions, advertising in AAOS publications, and sponsorships.
- Four (4) priority points are earned for exhibit space applications and 50% deposits received by the original initial space assignment date of **July 9, 2020**.
- Two (2) priority points are earned for exhibit space applications and 50% deposits received between **July 10, 2020 to January 21, 2021**.
- Two (2) priority points are earned for full payment of exhibit space fees by the full payment due date of **May 3, 2021**.
- Two (2) priority points are earned for securing hotel rooms in the Exhibitor Room Block through onPeak, the official housing vendor of AAOS.

General Rules

1. Priority points earned for participating as an exhibitor each year are permanent and will accumulate from year to year. All other priority points earned each year will reset to zero the following year.
2. Priority points earned for AAOS 2021 Annual Meeting spend, and the 2020 calendar year spend will determine the exhibit space assignment order for AAOS 2022 Annual Meeting.
3. All priority points are calculated after the AAOS Annual Meeting.
4. Dates and criteria to earn points are subject to change.
5. Show management has the right to deduct points for not following show rules and regulations while participating at the AAOS Annual Meeting.

6. Points may only be used by the company that holds the points. A company's subsidiary or affiliate companies may not use points that belong to another company.
7. Exhibitors with a complimentary booth will not earn priority points.

Company Mergers, Acquisitions, or Splits

1. If companies are acquired, merged or consolidated, AAOS will use the points from the company with the highest amount of accumulated priority points. Priority points from both companies cannot be combined.
2. If a company splits, it is the responsibility of the companies to determine how the priority points are to be split between each company. All requests for priority point transactions must be submitted in writing by the parent or subsidiary company to exhibits@aaos.org within 90 days after the sale/split.

Violation of Rules and Regulations

As a condition for exhibiting, each exhibitor shall agree to abide by all rules and regulations. For most violations, the following penalties will be enforced:

First violation	Loss of 25% of priority points
Second violation	Loss of 50% of priority points
Third violation	Loss of 100% of priority points
Fourth violation	One-year suspension of exhibit privileges
Subsequent violations	Company will not be eligible to exhibit at future AAOS Annual Meetings

Questions

Phone: 847-384-4010 or Email: exhibits@aaos.org

