

# AAOS 2025

# Innovation Theater



Meeting Dates: March 10 - 14 | Exhibit Dates: March 11 - 13  
San Diego Convention Center | San Diego, California

## Spotlight Cutting-Edge Products & Services. Unveil the Latest Research Discoveries.

Share your newest advances, from pioneering products and services to groundbreaking research, with key decision-makers and influencers in the orthopaedic field. These presentations offer attendees an exclusive preview of future technologies and provide invaluable insights into upcoming trends, solutions, and advancements.

### Mark Your Calendar Now! Presentations Will Sell Out Quickly

June 26, 2024

[Innovation Theater application](#) available

July 25, 2024

Application deadline for initial assignment is due

September 6, 2024

Presentation assignments and invoices emailed

October 5, 2024

Presentation fees due

\* All applications received after **July 25, 2024**, will be assigned on a first-come, first-served basis from the remaining available time slots.

## Presentation Details

- \$2,900 per 20-minute presentation during non-dedicated exhibit times.
- \$3,500 per 20-minute presentation during dedicated exhibit times.
- \$4,500 per 20-minute presentation during Happy Hour.
- Innovation Theater presentations will take place March 11 - 13 in the Exhibit Hall.
- There are 33 available presentation times.
- To adhere to the schedule below, presentations must start and end at the assigned time.
- The set-up time will be 10 minutes prior to the start time of the presentation.
- Presentations are open to all attendees. Companies may not charge a fee to attendees. AAOS attendee information will not be provided to the presenting company.
- Live demonstrations involving equipment, devices, or prescription pharmaceuticals are prohibited.
- Presentations are not eligible for Continuing Medical Education (CME) credit.

# Presentation Schedule

## Tuesday, March 11

9:30 AM – 9:50 AM
10:00 AM – 10:20 AM
10:30 AM – 10:50 AM
11:00 AM – 11:20 AM
11:30 AM – 11:50 AM
12:00 PM – 12:20 PM
1:30 PM – 1:50 PM
2:00 PM – 2:20 PM
2:30 PM – 2:50 PM
3:00 PM – 3:20 PM
3:30 PM – 3:50 PM

## Wednesday, March 12

9:30 AM – 9:50 AM
10:00 AM – 10:20 AM
10:30 AM – 10:50 AM
11:00 AM – 11:20 AM
11:30 AM – 11:50 AM
12:00 PM – 12:20 PM
1:30 PM – 1:50 PM
2:00 PM – 2:20 PM
2:30 PM – 2:50 PM
3:10 PM – 3:30 PM
3:40 PM – 4:00 PM
4:10 PM – 4:30 PM
4:40 PM – 5:00 PM

## Thursday, March 13

9:30 AM – 9:50 AM
10:00 AM – 10:20 AM
10:30 AM – 10:50 AM
11:00 AM – 11:20 AM
11:30 AM – 11:50 AM
12:00 PM – 12:20 PM
1:30 PM – 1:50 PM
2:00 PM – 2:20 PM
2:30 PM – 2:50 PM

■ Presentation During Non-Dedicated Exhibit Time - **\$2,900**

■ Presentation During Dedicated Exhibit Time - **\$3,500**

■ Presentation During Happy Hour - **\$4,500**

## ? Questions

If you have any questions, contact Noel Sierra at 847-384-4172 or [sierra@aaos.org](mailto:sierra@aaos.org).

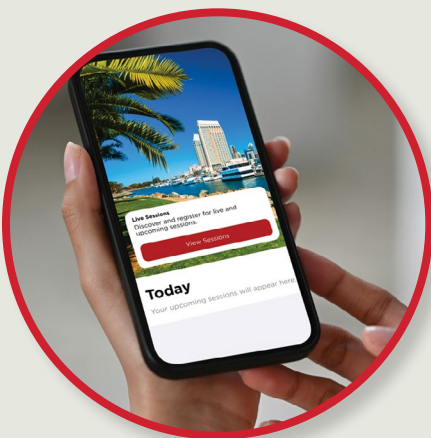
## Presentations Include

- Seating for 40 attendees with additional space for standing.
- The theater will be open on three sides, carpeted, and include a back wall.
- One (1) lectern, one (1) chair
- A/V equipment:
  - ◆ Laptop
  - ◆ Lectern microphone
  - ◆ LCD digital screen and sound system
  - ◆ A/V tech present during all presentations
- Signage at the theater with title, company name, and presenter name



## Record Your Presentation

Upgrade your Innovation Theater participation with a recording of the presentation. See the “Post-Meeting Opportunities” section for ways to extend the audience for your recording. Recordings are available for \$325 and include the PowerPoint presentation and audio of the presenter (available for purchase through the application). See the “Post-Meeting Opportunities” section for ways to extend the reach of your presentation beyond the Annual Meeting.



## AAOS Will Feature Your Presentation!

AAOS showcases presentations on the Annual Meeting website and Annual Meeting App. The information shown includes:

- Date and time
- Location
- Title of presentation with “presented by company name”
- Speaker(s)
- Brief 50-word description

**Note:** Presentation information will NOT be posted on the Annual Meeting website or Annual Meeting Mobile App until 100% of the fees have been received.

## Promote Your Presentation

Effectively marketing a company’s Innovation Theater presentation is essential for engaging the right audience. Leverage our pre-meeting and onsite opportunities to attract a larger audience to your presentation.

### ➤ Pre-Meeting Opportunities

- ◆ [Pre-Meeting Attendee List](#)
- ◆ [Pre-Meeting Attendee Eblast](#)

### ➤ Onsite Opportunities

- ◆ [AAOS Now, The Daily Editions \(March 10 – 13\)](#)
- ◆ [Digital Display Ads](#)
- ◆ [Orthopaedist’s Bag](#)

### ➤ Post-Meeting Opportunities

Interested in extending the reach of your session to a wider audience after the meeting?

- ◆ **Webinars:** Offers a unique opportunity to engage with the entire AAOS membership or specific market segments tailored to your products or services.
- ◆ **OVT Video:** Accessible to the entire AAOS membership, OVT offers a collection of trusted and relevant surgical videos from globally renowned experts across the orthopaedic landscape.
- ◆ Ready to elevate your presence in the orthopaedic field, drive innovation, and forge lasting connections? Working with our Business Development team is your key to year-round success! Contact Angela Buckley at [buckley@aaos.org](mailto:buckley@aaos.org) or Alex Ryan at [aryan@aaos.org](mailto:aryan@aaos.org).

## Presentation Availability is Limited!

Secure a [Innovation Theater Presentation](#) now!

# INNOVATION THEATER • APPLICATION/CONTRACT POLICIES

## Eligibility

Innovation Theater presentations are exclusively available to companies exhibiting at AAOS 2025.

## Application & Assignment of Innovation Theater

- a. For initial presentation assignments, applications must be received by **July 25, 2024**. All applications received after **July 25, 2024**, will be assigned on a first-come, first-served basis from the remaining available time slots.
- b. Applications will not be accepted from meeting planning or other third-party companies.
- c. Requests for multiple time slots will be at the discretion of AAOS.
- d. AAOS reserves the right to review and approve all applications to ensure presentations are suitable for Annual Meeting attendees.
- e. Innovation Theater presentations will be assigned on a first-come, first-served basis. AAOS reserves the right, in its sole discretion, to allocate Innovation Theater presentations on any other basis it deems appropriate.
- f. By **September 6, 2024**, AAOS will notify the exhibiting company if the application is approved for presentation, and if approved, will provide the assigned date and time.

## Payment Terms

Once Innovation Theater presentations are assigned, an invoice for 100% of fees will be sent. Payment for the presentation will be due no later than 30 days from the invoice date. Presentation listings will NOT be posted on the Annual Meeting website or Annual Meeting Mobile App until 100% of the fees have been 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 2025 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 or order number with the check.

**By Credit Card:** The required balance due can be paid by credit card online through the [Exhibitor Resource Center](#). **NOTE:** All credit card payments will be assessed with 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 #: 01068363979  
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 Resource Center](#). Presentation listings will NOT be posted on the Annual Meeting website or Annual Meeting Mobile App until 100% of the fees have been received.

## Cancellation Policy

All cancellations for confirmed and assigned Innovation Theater presentations must be sent in writing to [sierra@aaos.org](mailto:sierra@aaos.org). Written notice of cancellation must be received by the date listed below to be eligible for a refund:

AAOS retains 50% of presentation fees on and before **September 20, 2024**

AAOS retains 100% of presentation fees on and after **September 21, 2024**

An exhibitor's cancellation of exhibit space will automatically result in the cancellation of their Innovation Theater presentation, any hotel/ convention center meeting space previously assigned, and all sleeping rooms assigned to the exhibitor.

## Badges

All exhibitors, presenters, and attendees will be required to wear their AAOS official badges for admission to the Exhibit Hall. Presentations are open to all attendees. Companies may not charge a fee to attendees. AAOS attendee information is not provided to sponsors.

## CME Accreditation

AAOS does not provide Continuing Medical Education (CME) accreditation for exhibitor educational presentations. Exhibitors are not allowed to offer CME credits for Innovation Theater presentations.

## Lead Retrieval

Exhibitors are not allowed to scan and capture AAOS badge bar code data at their Innovation Theater presentations.

## Publicity and Advertising

The AAOS is not responsible for unsatisfactory attendance and/or marketing of the Innovation Theater presentations. It is the responsibility of the presenting company to market this event. Advance marketing is critical to attracting the appropriate audience.

### Approval of Promotional Materials

All promotional materials (including announcements, invitations, emails, websites, social media posts, advertisements, and flyers) promoting a company's Innovation Theater presentations be approved by AAOS prior to printing and/or distribution. Final versions of materials should be submitted via the Advertising [Approval Request form](#). While AAOS will make every effort to grant approvals in a timely fashion, please allow a minimum of five (5) business days for approval.

### Guidelines for Promotional Materials

a. AAOS does not endorse nor consider any Innovation Theater presentation part of the official program. The following statement must appear on any promotional material:

“This Innovation Theater presentation is a promotional activity and is not approved for continuing medical education credit. The content of this presentation and the opinions expressed by presenters are those of the “Presenting Company’s Name” or presenters and do not represent an endorsement, nor imply that the products have been evaluated or approved by the AAOS.”

b. 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.

c. Any inclusion of “AAOS” or “American Academy of Orthopaedic Surgeons” requires written approval from AAOS.

d. Wording such as “presented in conjunction with,” “preceding”, “prior”, during, or “after” the AAOS Annual Meeting is not allowed. The only exception is that presenting companies may reference the AAOS Annual Meeting in a format like:

[Innovation Theater Presentations Title] presented by [Company Name], [Date, Time] located in [Location] at AAOS 2025.

e. These rules apply to promotional materials developed for use before, during, and after the AAOS Annual Meeting. Please refer to the [Publicity and Advertising Guidelines](#) for more details.

## Promotional Materials Distribution Guidelines

Except for distribution from the approved AAOS Orthopaedist's Bag, AAOS' onsite newspaper or within the exhibitor's allotted exhibit space or Innovation Theater, the distribution of handbills, fliers, or other literature within the San Diego Convention Center, AAOS official hotels, or other venues are prohibited. Order forms for inclusion of promotional materials in the official AAOS Orthopaedist's Bag or the AAOS Annual Meeting pre-registration list order forms are available on the [Promotional Opportunities web page](#).

The materials presented and distributed in the Innovation Theater should be product-focused, promotional in nature and conducted in accordance with all applicable FDA regulations and other established standards and codes.

## Presenters/Speakers

All speakers/presenters for Innovation Theater presentation must be registered for AAOS 2025 and must wear their meeting badge to be admitted into the Exhibit Hall. The company coordinating the Innovation Theater presentation is responsible for ensuring that all speakers/presenters are appropriately badged. Physician presenters are required to verbally disclose to the audience their relationship with the company/product.

## Product Demonstrations

Live demonstrations for the purpose of demonstrating techniques that involve equipment, devices, or prescription pharmaceuticals are prohibited.

## Ownership of Copyright for Content of Innovation Theater Presentations

Copyright of the content presented at the Innovation Theater shall be owned by the Innovation Theater presenter with all rights intact. The Innovation Theater presenter is responsible for obtaining copyright permissions and licenses for materials previously copyrighted that will be used as part of the Innovation Theater program.

## Indemnification

Exhibitors that are assigned an Innovation Theater presentation at AAOS 2025 agree 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.

## Terms and Conditions

As a condition for holding a presentation, each exhibitor, their agents, and employees shall agree to abide by all terms, policies, and guidelines as outlined in the [Exhibit Prospectus](#) in addition to the policies specifically cited for the Innovation Theater presentation.

## Violation of Rules and Regulations

Innovation Theater presentations found to be in violation of AAOS guidelines or policies outlined above and in the [Exhibit Prospectus](#) shall be immediately discontinued and risk loss of priority points for the 2026 Annual Meeting or other action deemed appropriate by AAOS.