

Exhibitor Resources Guide

AAOS 2023 Annual Meeting

Meeting Dates: March 7-11

Exhibit Dates: March 8-10 | The Venetian Expo & Convention Center | Las Vegas, Nevada

Thank you for choosing to exhibit at AAOS 2023, the world's premier orthopaedic meeting! This guide will help you have a successful Annual Meeting. As the AAOS Annual Meeting is unique, we recommend you also read the [Exhibit Prospectus](#).

About the AAOS Annual Meeting

No other meeting in the world provides you the opportunity to meet face-to-face with so many orthopaedic surgeons and health care professionals.

The AAOS Annual Meeting is the world's largest orthopaedic educational event showcasing the following during 4 days of scientific programming:

- 20+ Symposia
- 200+ Instructional Courses
- 800+ Paper Presentations
- 1000+ Posters

Tuesday March 7	Wednesday - Friday March 8-10
8:00 AM - 6:00 PM	8:00 AM - 5:00 PM

Exhibit Hall Hours

Wednesday March 8	Thursday March 9	Friday March 10
9:00 AM - 5:00 PM	9:00 AM - 5:00 PM	9:00 AM - 3:00 PM

Unopposed Exhibit Time

10 hours of unopposed time are provided.

Wednesday March 8	Thursday March 9	Friday March 10
9:30 - 11:00 AM	9:30 - 11:00 AM	9:30 - 11:00 AM
12:30 - 1:30 PM	12:30 - 1:30 PM	12:30 - 1:30 PM
3:00 - 3:30 PM	3:00 - 5:00 PM	

Building Your Booth

Exhibit space includes the following:

- Booth number affixed on aisle floor
- 7" x 44" identification sign (linear booths only)
- 8' high back and 3' high side drapes (linear booths only)
- General perimeter security
- Five exhibit badges for each 100 sq. ft. of exhibit space, badges are complimentary if registered by March 7
- Complimentary wi-fi for basic use
- Access to scientific sessions, if space permits

Setup/Dismantle

Every exhibitor has been assigned a specific "Target Move-In" date and time. This target is the earliest that direct shipments to show-site can arrive and the earliest your company is permitted to setup your booth. **Booths must be fully setup by 5:00 PM on March 7.** The target move-in schedule can be found in the [Exhibitor Service Manual](#).



Dismantling of booths cannot begin until after the hall closes at 3:00 PM on March 10 or the exhibitor may be subject to penalties enforced by AAOS. All exhibits must be packed with an outbound bill of lading turned in to the Exhibitor Service Center by 2:00 PM on March 12.

*Exhibitors may use Exhibitor-Appointed Contractors for booth installation and dismantling. Request to use EACs are due by January 12, 2023. **The EAC request form is available within the Exhibitor Badge Registration website.** Refer to page 19 of the [Exhibit Prospectus](#) for complete details regarding EACs.*

For complete details regarding booth construction visit pages 15 – 17 of the [Exhibit Prospectus](#).

Your Exhibitor Dashboard



Your Exhibitor Dashboard gives you access to all booth planning information for the Annual Meeting. [Start here](#) to view and mark items as completed from your Exhibitor Checklist, register badges, book housing, update your company listing – and more!

Ordering Booth Services



The [Exhibitor Service Manual](#) contains order forms and information for all exhibitor services and official contractors.

Visit the [Service Contractors Directory](#) for the full list of official contractors for AAOS 2023 and their contact information.

Beware of companies who are not on this list who solicit their services as they are not affiliated with AAOS 2023.

Visit the following for common services:

- [Carpet, Electricity, Furniture and more: Freeman](#)
- [Lead Retrieval: CDS](#)
- [Booth Insurance: Rainprotection Insurance](#)
- [Catering: SES](#)

Shipping

Exhibitors can choose to ship their booth materials via any carrier, but are encouraged to use the official freight carrier of the Annual Meeting, [ELITeXPO](#). International shipments that require customs clearance should use our official international shipping & customs broker, [DSV Fairs & Exhibitions](#).

Shipments can be sent to Freeman's advance warehouse between January 31 - February 23. After February 23, all shipments must be sent directly to the convention center scheduled to arrive on your target move-in date.

At the close of the meeting, an outbound bill of lading must be delivered to the Freeman Exhibitor Services counter to arrange for pickup and ship-out of booth freight. [Click here](#) for details about the shipping process, shipping labels, and more.

Badge Registration



Exhibitors may register a maximum of five representatives for each 100 square feet of exhibit space. **There will be no additional badges provided or sold over this allotment.** Badges may be exchanged on-site at no cost.

January 26	Deadline to register badges that are to be mailed (U.S. addresses only)
February 9	Badges mailed if requested by January 26 (U.S. addresses only)
January 27 - March 6	Online badge registration continues within allotment at no charge and must be picked up on-site
March 5-10	Onsite registration opens at 1:00 PM on Sunday, March 5
Express Badge Pick-up On-site:	During the online registration process, provide the email address for each individual being registered and they will be sent a confirmation email with a bar code on February 28 that they can scan on-site at Exhibitor Registration in Level 1, Hall G to pick up their badge.

- Visit the [Exhibitor Badge Registration](#) page for more details.



Housing Reservations



AAOS requires exhibitors to secure sleeping rooms through AAOS' official housing bureau, onPeak. Securing sleeping rooms in the official AAOS exhibitor room block managed by onPeak will earn an exhibitor two [priority points](#).

First time exhibitors are allotted four sleeping rooms per 100 square feet of exhibit space. Out of this allotment, exhibitors can reserve their sleeping rooms in properties designated by AAOS as follows:

A Properties – 25% B Properties– 75%

Exhibitors may choose to reserve all their sleeping rooms in Area B hotels.

September 20, 2022	Real-time exhibitor housing reservations opens to all exhibitors online.
Starting October 6, 2022	Requests received for additional sleeping rooms over allotment will be assigned based upon availability.
January 6, 2023	Last date to enter names to existing room reservations. Rooms without names will be dropped from your block at 5:00 PM CST.
January 20, 2023	Starting at 5:01 PM deposits become non-refundable for cancellations
February 13, 2023	Last day to make reservation changes through onPeak.
After February 14, 2023	Contact hotels directly to make reservation changes.

➤ Visit the [Exhibitor Housing page](#) for details and the list and map of hotels.

Beware of Fraudulent Housing Companies

Fraudulent companies pretending to be the official AAOS housing company contact exhibitors every year offering assistance with hotel reservations. Beware of these false and fraudulent claims. onPeak is the **ONLY** official Housing Provider for the AAOS 2023 Annual Meeting.



Many of these are outright scams with no actual reservation abilities. We cannot guarantee the authenticity of these companies. Do not provide your credit card information or any other payment for hotel reservations to anyone other than onPeak. AAOS is not responsible for any reservations made or payments submitted through unofficial housing companies.

Contact onPeak: Phone (U.S./Canada): 800-631-9079 | Phone (International): 312-527-7300 | Email: aaos@onpeak.com

Rules and Regulations

AAOS has rules and regulations that may be different from other exhibitions. Below are some of the most asked about policies. Review the [Exhibit Prospectus](#) for complete details.



Booth Activities

The goal of the AAOS is to provide an exhibit hall which reflects the professional nature of the Annual Meeting. Several regulations apply towards in-booth activities.

Exhibitors are permitted to:

- Hold demonstrations and presentations regarding products and services
- Have video displays relevant to the company and/or product(s) being exhibited
- Conduct sales within their exhibit booth if done in a professional nature
- Distribute product samples from their exhibit
- Distribute the following non-product items: pens, pencils, paper, rulers, tape measures, luggage tags and food and beverage items ordered from the Venetian Convention and Expo Center exclusive food and beverage contractor, SES (Specialized Event Services), and small bags (14" x 11" or smaller) for distributing company literature or products

Exhibitors must request approval to:

- Hold drawings and raffles ONLY for educational items that are \$100 or less in value and provided certain conditions are met. Other awards will not be permitted.
- Give away items that can be used during the meeting or in the professional activities of the attendee and have a cost per item of \$25 or less
- Have a celebrity spokesperson in their booth
- Conduct sports-related activities within the booth
- Photograph, videotape or audio tape within the booth

Requests for approval for these items must be submitted via the [Booth Activities form](#).

Exhibitors are not permitted to:

- Use balloons, live animals, magicians, puppet shows, fortune tellers, dancers, costumed characters, celebrity look-a-likes, live music performance, mimes, robots or other like entertainment of this nature within the booth
- Video display of entertainment events in an exhibit booth, including sporting events, television shows, movies, and concerts.
- Hold demonstrations in any other areas of The Venetian Convention and Expo Center besides their exhibit booth
- Use live or human tissue to demonstrate techniques or instrumentation (except in Bioskills Sessions). Similarly, exhibitors may not use human or xenograft tissue outside of sealed bona fide packaging.
- Demonstrate diagnostic imaging equipment using either ionizing or non-ionizing radiation, or activated therapeutic lasers

- Provide food or beverage brought in from outside of The Venetian Convention and Expo Center
- Photograph or videotape any other exhibitors' booth, their products, persons in their booths, or the aisles.

Only such activities that, in the sole discretion of the AAOS, are in keeping with the professional nature of the Annual Meeting will be permitted. See pages 7 and 8 of the [Exhibit Prospectus](#) for details. Any questionable activities must have the written permission of the AAOS Exhibits Manager. Email any request to exhibits@aaos.org.

Access to Other Booths

Exhibitors may not enter another exhibitor's booth space without obtaining permission from that exhibitor. Exhibitors are responsible for monitoring their own booth space. Lingering in the aisles surrounding other exhibitors' booths is prohibited.

Distribution of Materials

Distribution of printed materials by an exhibitor or its agents is limited to within the exhibitor's allotted exhibit or meeting space. Such materials are not permitted to be distributed in the aisles, lobbies, registration, Academy Hall, publication bins, on counters and/or tables, in or near education rooms, parking lots, and/or in any hotel.

Meeting Space

Exhibitors planning on holding an event or function that will take place outside of their assigned exhibit booth space during the AAOS Annual Meeting dates must secure approval from AAOS and comply with the policies set forth in the [Exhibitor Event & Meeting Space Guidelines](#).

AAOS prohibits exhibitors from holding events for meeting attendees that conflict with the AAOS scientific program and the exhibit hall hours. Meeting space is NOT available at The Venetian Convention and Expo Center.

Usage of "AAOS" logo In advertising and promotions

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.

Full guidelines on advertising are available [HERE](#).

All promotional materials referencing the AAOS Annual Meeting must be approved by AAOS prior to printing and/or distribution and should be submitted via the [Advertising Approval Request form](#).

We Promote Your Presence!

- Inclusion of company listing on the [AAOS web site](#).
- Inclusion of company name, booth number, product categories and company description on the Annual Meeting mobile app.
- Printed exhibit hall maps that include exhibitor names and booth numbers available at each Exhibitor Directory located at the entrance to the exhibit hall. Note: any booths assignments made after **January 17** will not be included on the printed exhibit hall floor plan.



Engaging Attendees

DO

- Stand in your exhibit and greet attendees warmly
- Engage attendees in friendly conversation; establish a connection
- Make visitors happy they stopped by your exhibit; thank them for stopping
- Have a system for capturing, qualifying, and following up on leads
- Keep your exhibit space neat and clean
- Wear your official meeting badge while in the exhibit hall
- Review the exhibiting policies in advance of the meeting
- Have staff in your exhibit space at all times while exhibits are open
- Have sufficient staffing to allow for rest and breaks
- Dress in a professional manner
- Wear comfortable shoes; consider having an extra pair to change into

DO NOT

- Dismantle your display until the exhibits are officially closed
- Sit while attendees are in the area of your exhibit
- Talk or text on your cell phone while in your exhibit space
- Eat, drink, read or otherwise be distracted
- Stand with your arms crossed, folded or behind your back
- Chew gum
- Engage in conversation with your fellow exhibit staff when attendees are nearby
- Pursue an attendee while outside your exhibit space
- Enter the exhibit space of other exhibitors without permission

Advertise Your Booth

- **Exhibitor Description** – Add a 500-character description to your online profile. Cost: Complimentary
- **Attendee Mailing List** – E-mail addresses are not included. Cost: \$400 - \$2100
- **Profile Enhancements** – Cost: \$700 - \$1500
- **Advertising and Sponsorships** - Cost: Varies
- **Surgeon Engagement Opportunities** – Cost: \$3200 - \$35000



Contact Us at exhibits@aaos.org

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For More Information



www.aaos.org/annual/for-exhibitors/



Exhibit Prospectus – Details regarding AAOS rules and regulations and exhibiting information.



Monthly Newsletters – Monthly email updates to alert you of upcoming deadlines and relevant information.