

Regulations – Publicity and Advertising Guidelines

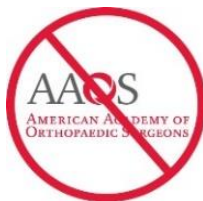
Promotional Usage

All promotional materials (including announcements, invitations, emails, websites, advertisements, and flyers) referencing the AAOS Annual Meeting **must be approved by AAOS** prior to printing and/or distribution. Final versions of materials should be submitted for approval to exhibits@aaos.org. While AAOS will make every effort to grant these approvals in a timely fashion, please allow a minimum of five (5) business days for approval.

Failure to abide by these regulations will result in the loss of priority points or other action deemed appropriate by AAOS.

The AAOS Logo

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.



Annual Meeting Exhibitor Graphic

The AAOS has created an official AAOS 2018 Annual Meeting exhibitor graphic for use within online, print, email, and social promotions that promotes a company's exhibit booth at the AAOS 2018 Annual Meeting. Only companies exhibiting at the AAOS 2018 Annual Meeting are allowed to use this graphic. This graphic can only be used to promote a company's participation as an exhibitor at the AAOS 2018 Annual Meeting. It will be provided on a trial basis through the AAOS 2018 Annual Meeting. AAOS will monitor the use of this graphic and determine if it will be provided for use during the AAOS 2019 Annual Meeting.

Exhibiting at

AAOS 2018 Annual Meeting

Exhibit Dates March 7–9, New Orleans, LA

AAOS

AMERICAN ACADEMY OF
ORTHOPAEDIC SURGEONS

Altering the Annual Meeting exhibitor graphic, or using it to promote anything outside of the AAOS 2018 Annual Meeting in any way is strictly prohibited. The use of the American Academy of Orthopaedic Surgeons or American Association of Orthopaedic Surgeons' insignia, logo, or logotype in any exhibitor social media promotions, other than the authorized exhibitor graphic is prohibited.

For access to the AAOS 2018 Annual Meeting exhibitor graphic, please email exhibits@aaos.org.

Usage Guidelines

- Any inclusion of “AAOS” or “American Academy of Orthopaedic Surgeons” requires written approval from AAOS.
- Companies are prohibited from promoting any specific AAOS Annual Meeting education session, including paper presentations, posters or scientific exhibits.
- Companies are prohibited from using AAOS’s name in any advertising for meetings that are sponsored by another organization or at other meetings sponsored by AAOS.
- The fact that an exhibitor or its goods or services is or was exhibited at the AAOS Annual Meeting cannot be used in advertisements or promotional activities by the exhibitor.

Verbiage Guidelines

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 2018 Annual Meeting on promotional materials:

- AAOS Annual Meeting - Booth XXX – March 7 – 9, 2018
- AAOS 2018 Annual Meeting - Booth XXX
- Companies that create a web site or email address for the Annual Meeting are allowed to 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
- Companies that create a web site or email address for the Annual Meeting are not allowed use AAOS as an extension

Distribution Guidelines

- Except for distribution from the approved AAOS Orthopaedist’s Bag, AAOS’s on-site newspaper or within the exhibitor’s allotted exhibit space or meeting space, the distribution of handbills, fliers or other literature within the Morial Convention Center, AAOS official hotels, or other venues is prohibited.
- Order forms for inclusion of promotional materials in official the AAOS Orthopaedist’s Bag or the AAOS Annual Meeting pre-registration list order form are available in the Promotional Opportunities brochure available online at www.aaos.org/exhibitors.

Failure to abide by these regulations will result in the loss of priority points or other action deemed appropriate by AAOS.

Direct questions and/or requests for approval of any items that you wish to include mention of AAOS or the American Academy of Orthopaedic Surgeons

to: Ken Schott, AAOS Exhibits Coordinator, at schott@aaos.org or 847-384-4186

Social Media Guidelines

Join the Annual Meeting conversation: [#AAOS2018](https://twitter.com/AAOS2018)



[AAOS Members](https://www.facebook.com/AAOSMembers)



[@AAOSmembers](https://twitter.com/AAOSmembers)

Ways to connect on social media during AAOS 2018:

- Promote your booth number so attendees will know where to find you in the Exhibit Hall.
- Inform attendees what they can learn or expect to see by visiting your booth.
- Retweet and share the AAOS Members Twitter and Facebook when relevant.
- Live tweet from the meeting! Twitter is a great platform to provide your followers with real-time information and quick updates from your exhibit.
- Post photos and video from your exhibit on Facebook. Photos must be taken within the confines of your exhibit. Use of photos of attendees is permitted if the individual(s) is unrecognizable. An image release should be obtained from the attendee if his/her is clearly identifiable in the image.
- Refer to the AAOS Annual Meeting as #AAOS2018.

Sample social media messages:

- Will you be joining us at #AAOS2018? We'll be there March 7-9!
- Make the #AAOS2018 Exhibits a part of your Annual Meeting Education Experience.
- We'll be in New Orleans at #AAOS2018. Be sure to visit us in the Exhibit Hall!
- Are you going to #AAOS2018? Visit us at the AAOS 2018 Annual Meeting – Booth XXX
- We'll be at #AAOS2018 talking about _____. Be sure to visit us at the AAOS 2018 Annual Meeting – Booth XXX.

AAOS approved Annual Meeting Exhibitor Graphic:

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For questions or assistance regarding social media outreach, contact:
Megan Lusk, AAOS Social Media Channel Specialist, at lusk@aaos.org or 847-384-4166

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or other action deemed appropriate by AAOS.***

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