

AAOS 2017 Annual Meeting

March 14 – 18, San Diego, California

AAOS

AMERICAN ACADEMY OF
ORTHOPAEDIC SURGEONS

Exhibit Dates: March 15 – 17 | San Diego Convention Center

Regulations – Publicity and Advertising Copy

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

The inclusion of the AAOS logo is never allowed.



1. 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 schott@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.
2. 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.
3. Companies are prohibited from promoting any specific AAOS Annual Meeting education session, including paper presentations, posters or scientific exhibits.
4. 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.
5. 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.
6. AAOS does not endorse, either 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.
7. Failure to abide by these regulations will result in the loss of priority points or other action deemed appropriate by AAOS.
8. The following formats are the proper way to reference the AAOS 2017 Annual Meeting on promotional materials:
 - AAOS Annual Meeting - Booth XXX – March 15-17, 2017
 - AAOS 2017 Annual Meeting - Booth XXX
 - Companies that create a web site address for the Annual Meeting are allowed to include Ortho, Orthopaedic or Academy as an extension.
9. Improper formats that are not allowed include:
 - AAOS Booth XXX
 - Annual Meeting Booth XXX
 - AAOS Meeting Booth XXX
 - Companies that create a web site address for the Annual Meeting are not allowed use AAOS as an extension.
10. Order forms for inclusion of promotional materials in official AAOS publications and/or the AAOS Orthopaedist's Bag are available in the Promotional Opportunities brochure that is available online at www.aaos.org/exhibitors.
11. The AAOS Annual Meeting pre-registration list order form is available online at www.aaos.org/exhibitors.
12. 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 San Diego Convention Center, AAOS official hotels, or other venues is prohibited.

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 847-384-4188

Social Media Guidelines

Join the Annual Meeting conversation: [#AAOS2017](https://twitter.com/AAOS2017)

 [AAOS Members](#)

 [@AAOSMembers](#)

Ways to connect on social media during AAOS 2017:

- Promote your booth number so attendees will know where to find you in the Technical Exhibits.
- 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. Photos of attendees are permitted to use if the individual(s) is unrecognizable. An image release should be obtained from the attendee if a specific photo of them is captured.
- Refer to the AAOS Annual Meeting as #AAOS2017.
- Share the below sample messages and graphics on your social media channels. Altering the graphics in any way is prohibited.

Tips from AAOS:

- Use the 80/20 rule on social media! For every five posts, only one should be a direct ask of your followers.
- Do not post overly promotional messages on your social media channels frequently. Social media channels reach the most people when content (an article, fact, video, imagery, etc.) is provided to followers versus direct marketing messages.

Sample social media messages:

- Will you be joining us at #AAOS2017? We'll be there March 15-17!
- Make the #AAOS2017 Technical Exhibits a part of your Annual Meeting Education Experience.
- We'll be in San Diego at #AAOS2017. Be sure to visit us in the Technical Exhibits!
- Are you going to #AAOS2017? Visit us at the AAOS 2017 Annual Meeting – Booth XXX
- We'll be at #AAOS2017 talking about _____. Be sure to visit us at the AAOS 2017 Annual Meeting – Booth XXX.

AAOS approved graphics:

- The AAOS has created graphics for use with your social media messages.
- These graphics will be provided on a trial basis through the AAOS 2017 Annual Meeting.
- The AAOS will monitor the use of these graphics and determine if they will be provided for use during the AAOS 2018 Annual Meeting.

Altering these graphics in any way is prohibited. The use of the American Academy Association of Orthopaedic Surgeons' insignia, logo, or logotype in any of your own social media promotions besides the complete and sanctioned graphics provided is prohibited.

For access to the AAOS approved graphics please email exhibits@aaos.org

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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