

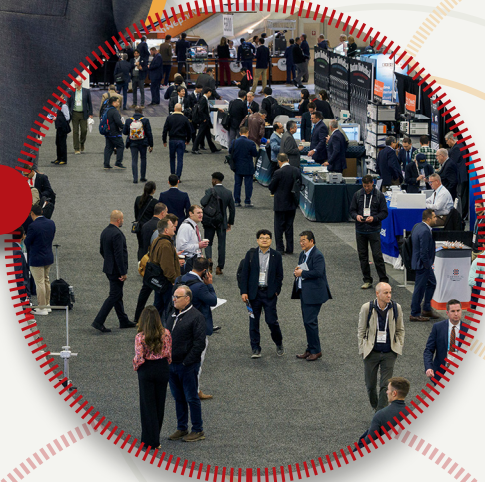
# First-Time Exhibitor Guide

The San Diego Convention Center  
San Diego, California

Meeting Dates: Monday, March 10 - Friday, March 14  
Exhibit Dates: Tuesday, March 11 - Thursday, March 13



This step-by-step guide will take you on an exciting journey through pre-meeting planning, successful participation, and post-meeting follow-up.





# Introduction

The AAOS 2025 Annual Meeting is the premier orthopaedic meeting in the world. Nowhere else will you find such an unparalleled opportunity to engage face-to-face with leading orthopaedic surgeons and healthcare experts.

Participating in the AAOS Annual Meeting is more than just an investment - it is a gateway to endless possibilities for your business. That's why approaching medical conferences with a well-planned strategy is crucial for maximizing your investment - and this guide is here to assist you every step of the way. Inside, you'll discover how to define your business objectives and craft an effective meeting strategy, as well as:

- ✓ Insider tips for navigating your inaugural AAOS Annual Meeting
- ✓ Proven tactics to elevate your exhibit strategy
- ✓ Valuable tools & resources to drive tangible results
- ✓ Tried-and-true best practices for optimizing your return on investment

We're thrilled to have you join us as an exhibitor at AAOS 2025, and our team is dedicated to supporting you on your journey to a successful debut at the meeting!



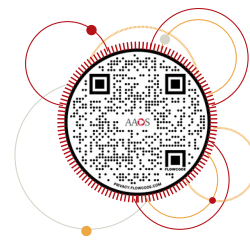


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# Meeting at a Glance



Access the full program now by downloading the [Annual Meeting Mobile App!](#)

The AAOS 2025 Annual Meeting is five days of powerful education, innovation, and collaboration. **This year's meeting will take place Monday through Friday.**

All events will take place at the San Diego Convention Center	Monday March 10	Tuesday March 11	Wednesday March 12	Thursday March 13	Friday March 14
<b>Attendee Registration*</b>	7 AM–5 PM	7 AM–5 PM	7 AM–5 PM	7 AM–5 PM	6:30–11:30 AM
<b>AAOS Education Sessions</b>	8–9:30 AM 11 AM–12:30 PM 1:30–3 PM 3:30–4:30 PM	8–9:30 AM 11 AM–12:30 PM 1:30–3 PM 3:30–4:30 PM	8–9:30 AM 11 AM–12:30 PM 1:30–3 PM	8–9:30 AM 11 AM–12:30 PM 1:30–3 PM 3:30–4:30 PM	
<b>AAOS Self-directed Learning</b>	7 AM–5 PM	7 AM–5 PM	7 AM–5 PM	7 AM–5 PM	
<b>OrthoDome</b>		9:15 AM - 5:15 PM	9:15 AM - 5:15 PM	9:15 AM - 2:45 PM	
<b>Industry Exhibits</b>		9 AM–5 PM	9 AM–5 PM	9 AM–3 PM	
		<b>Dedicated Exhibit Hours</b> 9:30–11 AM 12:30–1:30 PM 3–3:30 PM			
		<b>Happy Hour in the Hall</b> 3–5 PM			
<b>CASTING COURSES</b>			8:15 AM–4:30 PM	8:15 AM–4:30 PM	
<b>Career Center</b>	7 AM–5 PM	7 AM–5 PM	7 AM–5 PM	7 AM–5 PM	
<b>Your Academy 2025</b>			9:30–10:30 AM		
<b>Guest Speaker, Captain Sully Sullenberger</b>			10:30–11:45 AM		
<b>Business Meetings</b>			11:45 AM–12:30 PM		
<b>Specialty Society Programs</b>					<a href="#">various times</a>

\*Attendee registration will be open on Sunday, March 9, 2–5 PM.

## Dedicated Exhibit Time for Connecting with Orthopaedic Surgeons and Other Healthcare Professionals

Each day there are several scheduled breaks within the educational program, which allows attendees time to explore the exhibit hall and meet with exhibitors. It is highly recommended to schedule in-booth presentations during this dedicated time!

[Learn how to promote those presentations in the Annual Meeting app.](#)



**10 hours** of dedicated exhibit time





If your objectives are specific, they become measurable and you can easily calculate your return on your investments.

## Identifying Your Objective Is a Must

At AAOS 2025, your business has countless opportunities waiting to be seized. Whether your aim is to boost brand visibility, expand your customer base, or drive product sales - setting clear objectives and crafting effective strategies is paramount to ensuring a successful return on investment. It is essential to pinpoint the reasons behind your participation to guarantee success!

When outlining your objectives, it is crucial to avoid conflicting goals and be sure that you are not overextending the team by trying to achieve too much. With the hustle and bustle of events like the AAOS Annual Meeting, keeping track of a lengthy agenda can be challenging. Thus, strive for clarity and specificity in your objectives. Consider the following examples:

- ✓ Secure at least 3 new leads for follow-up each day
- ✓ Schedule a minimum of 12 appointments
- ✓ Connect with 10 existing clients
- ✓ Expand your customer database by engaging with 50 potential clients

By setting precise goals tailored to your business needs, you'll pave the way for a focused and impactful presence at AAOS 2025.

## Communicate Your Objectives

It is very important to make sure that the team staffing the booth fully understands your objectives. Otherwise, your careful planning could go to waste. Keep in mind that when it comes to communication, sometimes less is more!

# Build Your Meeting Budget

Prior to constructing your meeting budget, it is imperative to first assess your booth requirements and gain a comprehensive understanding of the potential expenses involved. Make sure your budget includes the following costs:

## Budget Allocation

Costs	% of Overall Budget
-------	---------------------

### Exhibit Booth

- |  |     |
|--|-----|
| <ul style="list-style-type: none"><li>• Rent or Custom-Build the Booth</li><li>• Booth Graphics</li><li>• Booth Furnishings and Floor Covering</li></ul> | 30% |
|--|-----|

### Exhibition Marketing and Engagement

- |  |     |
|--|-----|
| <ul style="list-style-type: none"><li>• Print and Online ads</li><li>• Ad Designs</li><li>• Product Brochures</li><li>• Sponsorships/Promotional Opportunities</li><li>• Booth Giveaways</li></ul> | 25% |
|--|-----|

### Logistics

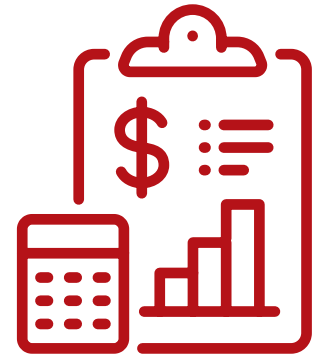
- |   |     |
|---|-----|
| <ul style="list-style-type: none"><li>• Display Labor</li><li>• Electricity</li><li>• Material Handling</li><li>• A/V</li></ul> | 20% |
|---|-----|

### Booth Staff

- |  |     |
|--|-----|
| <ul style="list-style-type: none"><li>• Booth Staff Expenses</li><li>• Travel</li><li>• Hotel Accommodations</li></ul> | 15% |
|--|-----|

### Miscellaneous

- |  |     |
|--|-----|
| <ul style="list-style-type: none"><li>• Upgraded Wi-Fi</li><li>• Housekeeping</li><li>• In-booth Catering</li><li>• Unexpected Booth Repairs</li><li>• Office Supplies</li></ul> | 10% |
|--|-----|



\*The budget allocation percentages above are only suggested and may vary based on each exhibitor's meeting needs and goals

Budgeting will help you prepare for every aspect even before the event begins.



# Review the Meeting Rules and Regulations

To ensure a successful exhibition experience, exhibitors should be aware of all AAOS 2025 deadlines, rules & regulations. The [Exhibit Prospectus](#) is your complete overview of what you need to know about exhibiting at the Annual Meeting. It contains valuable information on:

- [Badge Registration](#)
- [Hotel Reservations](#)
- [Publicity & Advertising Rules](#)
- [Details on Installation and Dismantling](#)
- [Details on Booth Construction](#)
- [Booth Activities](#)
- And More!

## Important Dates

Be sure to mark your calendar with the AAOS [2025 important dates](#) so you don't miss any deadlines. Reminders along with additional updates will be sent monthly via the [AAOS Exhibitor e-Letter](#).

**Be sure to carefully read the [Exhibit Prospectus](#) before beginning your planning for AAOS 2025.**

## Priority Points

AAOS has established a priority point system for the 2026 exhibit space assignment. This system recognizes a company's support of AAOS and rewards exhibitors for upholding Annual Meeting rules and regulations. Priority points can be earned in the following ways:

- ✓ Participation as an Exhibitor at AAOS 2025
- ✓ Exhibit Space Application and Deposit Submission by the Deadline
- ✓ Securing Hotel Rooms Through the Official Housing Vendor, onPeak
- ✓ Final Payment Submission by the Deadline
- ✓ AAOS 2025 Spend – Exhibit Space and Promotional & Advertising Opportunities
- ✓ Support of any AAOS Non-Annual Meeting Opportunities

Learn more about the Priority Point system and how to determine your points for AAOS 2026 by reviewing the [Priority Point System Guidelines](#).



# Exhibitor Resource Center (ERC)

The [Exhibitor Resource Center \(ERC\)](#) is your hub for tools and information during the Annual Meeting planning cycle. The following are some of the items that can be accessed:

- Checklist – Keep Track of Your Completed Tasks for AAOS 2025
- Exhibitor Badge Registration
- Purchase Attendee Lists
- Pay & Print Invoices
- Update Your Company Description, Contact Information, & Company Logo
- Exhibitor Insurance - Submit or Purchase a Compliant COI



Previously, logging into the Exhibitor Dashboard required a unique Exhibitor ID and Password provided by AAOS. Now, with the [Exhibitor Resource Center](#), you'll use your email address and a password of your choice. If you have trouble logging in, refer to the ERC login instructions.

## Exhibitor Resource Center Login Instructions

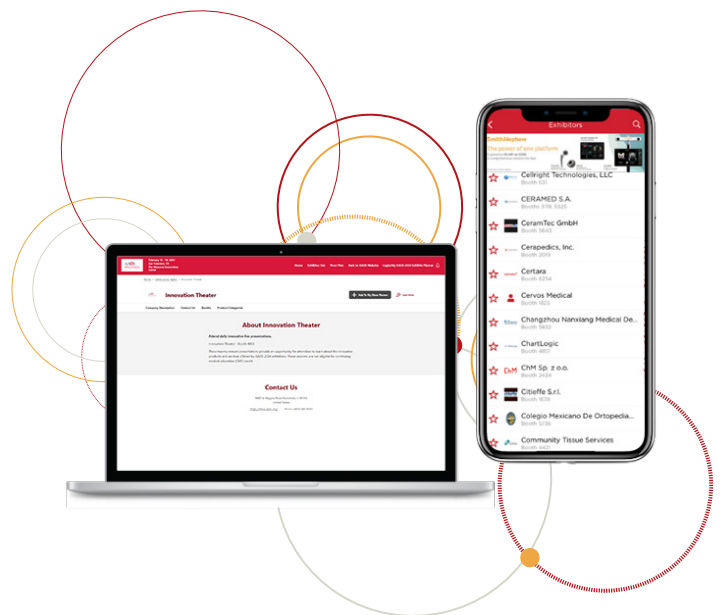
## Complimentary Exhibitor Directory Listing

### Start Reaching Attendees Prior to the Meeting!

Attendees use the online exhibitor directory, floorplan, and Annual Meeting Mobile App to learn about the products and services offered by exhibitors. The complimentary standard listing is visible before, during, and after the meeting. Visit the [Exhibitor Resource Center](#) to upload your company description, product categories, and company logo.

Looking to generate more views and increase your exposure at AAOS 2025? Purchase an [Enhanced Exhibitor Listing](#) today and take advantage of the following benefits:

- ✓ Upload Extra Content (product images, expanded description, promote scheduled events)
- ✓ Make your Booth Stand Out on the Floor Plan
- ✓ Be a Featured Exhibitor
- ✓ Get Priority Placement
- ✓ More Impressions





# Create A Booth That Stands Out

A well-designed booth is crucial for attracting attendees and making a lasting impression. Consider the following design elements:

- **Branding:** Incorporate your company's logo, colors, and messaging to create a cohesive and memorable presence.
- **Layout:** Design a booth layout that encourages attendees to engage with your products or services and provides a comfortable space for conversations.
- **Lighting:** Use lighting strategically to highlight key areas and create an inviting atmosphere.
- **Graphics and Signage:** Eye-catching graphics and clear signage can help your booth stand out from the competition. Captivating attendees' attention and holding their interest equals more valuable time for your representatives to interact with potential customers.
- **Interactive Elements:** Consider incorporating interactive elements, such as touchscreens or product demonstrations, to encourage attendee engagement.



## Exhibit Space

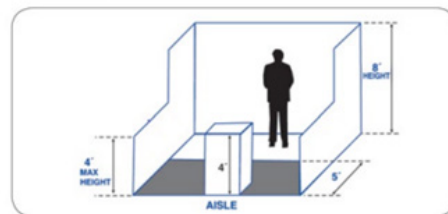
### Included with Exhibit Space:

- 8' high back drape, 3' high side dividers
- 7" x 44" identification sign for linear booths
- Five complimentary exhibit badges for each 100 sq. ft. of exhibit space
- Complimentary WiFi throughout the Exhibit Hall
- Discounted exhibitor housing rates at AAOS official hotels through the AAOS Housing Bureau, onPeak
- Reserve meeting space at an official AAOS hotel
- Shuttle bus service to and from AAOS hotels and The San Diego Convention Center
- Company listing published on the AAOS Annual Meeting website and Annual Meeting Mobile App

### Not Included with Exhibit Space:

- Booth Furnishings
- Electrical
- A/V
- Floor Coverings/Carpet (required)

Here is a helpful visual aid for the height restrictions for linear exhibit booths:



Review the Display Rules starting on page 16 of the [Exhibit Prospectus](#) for important guidelines for booth construction, such as:

- Booth Space Dimensions and Use of Space
- Height Restrictions
- Signs and Graphics
- Accessibility Compliance Under the Americans with Disabilities Act (ADA)
- Storage and Fire Regulations
- Electrical and Lighting
- Use of Sound Equipment

# Optimize Your Exposure

The Exhibit Hall at the AAOS Annual Meeting is large and can be overwhelming for attendees to navigate. It is vital that you promote your booth location, company products and services to maximize the potential for new leads and connections. Use the following no-cost strategies:



**Exhibitor Listing:** A complimentary standard listing is provided to all AAOS 2025 exhibitors. This listing includes a company description, product categories, and company logo which will be displayed on the AAOS Annual Meeting site and in the AAOS Annual Meeting Mobile App before, during, and after the meeting. Visit the [Exhibitor Resource Center](#) and upload your listing.



**Official Annual Meeting Exhibitor Graphic:** AAOS has created an official AAOS 2025 exhibitor graphic for use within online, print, email, and social media promotions that highlights a company's exhibit participation at AAOS 2025. Feel free to email us at [exhibits@aaos.org](mailto:exhibits@aaos.org) to request the graphic.



**Social Media:** Announce your participation prior to and during the meeting on your social media channels, and use the event's official hashtag, #AAOS2025, to join the conversation.



**Email Campaigns:** Send personalized emails to your existing contacts, inviting them to visit your booth and schedule meetings.



**Press Releases:** Issue a press release announcing any new product or service launches. Be sure to review the [Annual Meeting Media Communications Policies](#) for more details.

## Explore AAOS Marketing and Advertising Opportunities

Marketing and advertising make an important statement about your company as an industry leader—regardless of your company's size. AAOS offers a wide array of opportunities that range from digital advertising to onsite opportunities at the convention center. Whether you are looking for pre-, onsite, or post-meeting promotion, these opportunities allow you to:

- Build Brand Awareness in the Orthopaedic Market
- Be First in the Minds of Attendees
- Enhance Your Company's Visibility
- Stand Out from the Competition
- Drive Traffic to Your Booth
- Maximize Your Exhibit Investment

All promotional materials (including announcements, invitations, emails, websites, social media posts, advertisements, and flyers) must be approved by AAOS. For approval, submit promotional materials via the [Advertising Approval Request form](#).



For more details regarding Promotional and Advertising Opportunities, or to secure an opportunity, please refer to the [Promotional Opportunities web page](#).

To enhance your planning, AAOS offers a comprehensive suite of marketing tools designed to maximize your exhibit investment. Whether you are a first-time exhibitor or a long-time supporter of the Annual Meeting, this marketing kit provides numerous strategies to promote your exhibit, attract new prospects, and heighten your company's profile in the media and industry.

View the full Exhibitor Marketing Kit [here](#).





# Creating The Ultimate Experience at Your Booth

With so much for attendees to see and do at AAOS 2025, creating unique and engaging opportunities at your booth will set your brand apart from other exhibitors and leave a lasting impact. Below are a few successful ideas we've seen executed by our exhibitors at past meetings:

- ✓ Product Demonstrations
- ✓ Raffles and Giveaways
- ✓ In-Booth Presentations with a Surgeon Champion
- ✓ Celebrity Spokesperson
- ✓ Light Snacks and Beverages
- ✓ Q&A Sessions
- ✓ Sports-Related Activities (i.e. Putting Green)

For rules and regulations on raffles, sports-related activities, and in-booth presentations, review page 7 and 8 of the [Exhibit Prospectus](#). If you wish to participate by hosting an in-booth activity, submit the [Booth Activities Request form](#) for AAOS approval.



## Booth Giveaways

As an exhibitor, you are allowed to distribute promotional items from your booth during the meeting. Branding promotional items is a great way to build brand recognition. To ensure your item doesn't spend the rest of its days forgotten in a drawer somewhere, be sure that your items:

- Are educational in nature
- Can be used during the meeting or in the professional activities of the attendee
- Have a value of less than \$100

**If your company wishes to distribute items of educational nature, other than product literature or samples, you must [submit a request for approval](#) by January 14, 2025.**

Items that *do not* require approval are product literature, writing pens, pencils, pad of paper, rulers, tape measurers, luggage tags, or food or beverage items ordered from the convention center's exclusive food and beverage provider, Sodexo Live. Small paper or plastic bags for distributing company literature or products are acceptable if no larger than 14" x 11" including the handle but a sample or drawing with the dimensions must be submitted for review and approval.

Items that are *not permitted* for distribution are golf balls, pocketknives, t-shirts, lanyards, adhesive backed decals, stickers, unofficial badges, pins, buttons, or large shopping or tote bags.

# Housing & Accommodations

AAOS has contracted over 11,000 sleeping rooms in San Diego for AAOS 2025. Sleeping rooms for exhibitors must be obtained through AAOS' housing bureau, OnPeak. Exhibitors or their representatives may not negotiate blocks of rooms directly with hotels in the San Diego area. Securing sleeping rooms in the official AAOS exhibitor room block managed by onPeak will earn an exhibitor two priority points.

[Housing Reservations Portal](#)

[Exhibitor Housing Guidelines](#)

[Hotel Map](#)

[Hotel List with Amenities](#)

## Important Housing Dates

January 9, 2025	Last date to enter names to reservations within an exhibitor's block. Reservations without names will be dropped from an exhibitor's block.
January 16, 2025 @ 5:01 PM CST	Room night deposits become non-refundable
January 21, 2025 @ 9:00 AM CST	The two-night deposits will start being charged by the hotels
February 18, 2025	Last day to make reservation changes through onPeak
February 20, 2025	Contact hotels directly to make reservation changes



### Housing for International Exhibitors

AAOS has designated onPeak's International Groups Department (IGD) as the official international travel agent for AAOS 2025. IGD EXHIBITORS: partner of onPeak, provides ConServices®.

ConServices® provides exhibitors with dedicated multilingual travel experts from online to onsite and provide exceptional individualized customer assistance for housing, travel, ground services, special events, and registration needs. To reserve your IGD Exhibitor Housing and learn more about all-inclusive options, please visit [www.aaos-igd.com](http://www.aaos-igd.com). For any questions, please email IGD at [exhibitors@aaos-igd.com](mailto:exhibitors@aaos-igd.com).



### Beware of Fraudulent Housing Companies

Fraudulent companies pretending to be the official AAOS housing company contact exhibitors every year in an attempt to offer assistance with hotel reservations. Beware of these false and fraudulent claims. **onPeak is the ONLY official Housing Provider for the AAOS 2025 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.

## Housing Questions

OnPeak  
1-800-631-9079  
(US & Canada)  
1-312-527-7300  
(International)  
[aaos@onpeak.com](mailto:aaos@onpeak.com)

AAOS  
Erin Cannon, CMP  
Operations Manager  
847-384-4188  
[cannon@aaos.org](mailto:cannon@aaos.org)



# EXHIBITOR REGISTRATION



## Exhibitor Badges

### Badge Allotment

You can register a maximum of five representatives for each 100 square feet of exhibit booth space contracted. Additional badges over this allotment are not provided or sold. Should you need additional badges you may exchange badges as needed. View the [Exhibitor Badge Registration Information and Policies](#) for more details.

### Badge Admittance

An exhibitor badge allows admittance to the exhibit halls, and if space permits, poster presentations, symposia, and paper presentations. Any ticketed sessions, like an instructional course, must be purchased onsite at the Attendee Registration Ticket Sales kiosks on the day of the course, depending on availability.

### Exhibitor Badge Registration

The Exhibitor Registration web site can be accessed through the [Exhibitor Resource Center](#) and will remain open throughout the meeting. The online registration system allows exhibiting companies to:

- Add booth personnel names
  - All badges within a company's allotment are complimentary
- Select badge distribution options
- Send confirmation emails to booth personnel
- Make name changes/badges exchanges for previously registered badges
- Review and print a list of registrants and badges picked up

For more information regarding badge exchanges/name changes, badge distribution options, and exhibitor registration policies, please refer to the [Exhibitor Badge Registration Information and Policies](#).

## Onsite Badge Pickup

Your company's badges can be picked up onsite at Exhibitor Registration located in the **Lobby D of the San Diego Convention Center**. During the online registration process, you will be asked for your badge distribution preference – Mail, Group Pick-up, or Express Pick-up

- **Mail:** The deadline to register badges to be mailed (U.S. only) is **January 22, 2025**. Badges will be mailed on **February 4, 2025**, to the designated company contact.
- **Group Pick-Up:** All badges can be picked up onsite at Exhibitor Registration by any registered company representative.
- **Express Pick-Up:** An email with a barcode will be sent to each of your booth personnel on **March 4, 2025**. Onsite at the Express Badge counters in Exhibitor Registration, your booth staff should scan that barcode to print their badge or there is an option for self-look-up by last name.





# The Exhibitor Service Manual

Exhibiting at the AAOS Annual Meeting can require a lot of planning. The AAOS Exhibits team, and our official vendors, are committed to supporting your efforts by providing pertinent information in a convenient and timely manner. The [Exhibitor Service Manual](#) has been designed to make your planning and participation in AAOS 2025 as easy as possible. The [Exhibitor Service Manual](#) is your source for ordering all of your exhibit services, including:



[Furniture](#)



[Auto Visual \(A/V\)](#)



[Photography](#)



[Electricity](#)



[Lead Retrieval](#)



[Internet](#)



[Carpet](#)



[Floral](#)



And Much More!

Take a moment to look over everything that is included in the [Exhibitor Service Manual](#) and make note of deadlines. By ordering in advance of deadlines, you will save significant expenses.



## AAOS 2025 Official Vendors

The AAOS secures suppliers and vendors as official contractors to provide the necessary services for a successful meeting and exhibition. We encourage all exhibitors to utilize their services. To identify our partners, please use the [Service Contractor List](#), or look for the “AAOS official vendor” designation on order forms and email communications. Any other vendor who contacts you with offers for these exhibit services is not affiliated with AAOS in any way.



## Utilize the Exhibitor Checklist

The Exhibitor Checklist is the ultimate list of deliverables and deadlines for AAOS 2025. Use this interactive tool to stay on top of tasks specific to your booth, deadlines for AAOS deliverables, and more. The Exhibitor Checklist can be accessed by visiting the [Exhibitor Resource Center](#).



**Order Early & Save** - most of our vendors offer early discount pricing!

## Booth Services



### Booth Furnishings

Set the scene for engagement! The right booth furnishings set the stage to educate attendees about your brand, inspire audiences to partner with you, display your products elegantly, or connect through conversation.

Exhibit space does not include booth furnishings, electrical service, A/V, or floor covering/carpet (which is required for all exhibitors). [For booth furnishings, exhibit packages, graphics, and more, view the full furnishings brochure and order form.](#) Be sure to order before the discount deadline of **February 5, 2025**, and save!



### Electric Services

Installation and connection to all electrical services must be made by Freeman, the exclusive provider of electrical services. Whether you require basic household/office power or a more technical installation for equipment, audio-visual presentations or truss lights, Freeman's electrical specialists and qualified electricians are always available to assist you. [To view all electrical services and costs, visit the Electrical Services web page.](#)



### Audio Visual (A/V)

Standing out among the noise around your booth may be one of the biggest challenges in the exhibit hall. Audio/Visual within your booth is a great way to draw attention and is essential for your exhibit. Not only does this display important information about your products and services, but it also enables you to create an unforgettable and unique experience for attendees. [View the A/V options that will highlight your products and project a visual that attendees will remember long after leaving your booth.](#)



## Internet/Telecommunications

AAOS will be providing complimentary Wi-Fi throughout the exhibit hall for exhibitors for basic internet access, such as browsing the web or checking emails. A login for this network will be provided both before and onsite at the meeting. If you are needing a more robust or private network for greater needs such as streaming video, connecting devices to each other, or more, it must be ordered through Smart City, the exclusive supplier of Internet and Telecommunications services.

Smart City provides both wireless and hardwired services with the option for public or private IP addresses which can be both statically assigned or automatically assigned. Smart City will be available to assist in determining the right solution for your booth needs. [For packages and pricing, view the Internet and Telecommunications order form.](#)



## Booth Catering

Serving light snacks or beverages in your booth is a great way to attract attendees, promote your brand, and make connections. The San Diego Convention Center offers an in-house vendor, Sodexo Live, that allows exhibitors to arrange catering services, as no catering from outside vendors is allowed. [For food and beverage ideas, view the Catering menu.](#)



## Floral

Greenery and floral arrangements can enhance your booth and give the area a distinctive finishing touch that makes it stand out from the others. Whether your exhibit space is large or small, thoughtful selection and placement of plants and flowers can create a warm and inviting environment. [View the Floral brochure to learn how to make your exhibit more visually attractive.](#)



## Lead Retrieval

A successful exhibit at AAOS 2025 is much more than just purchasing a booth and showing up. Meeting qualified prospects and turning them into loyal customers is the true measure of exhibiting success. With just a quick scan of an attendee's name badge, you can qualify, rate, and take notes on each lead. [Learn how to capture, collect, and manage all your leads with ease.](#)

## Exhibitor-Appointed Contractors (EAC's)

An Exhibitor Appointed Contractor (EAC) is a company other than the "general or official" service provider of the show that requires access to an exhibiting company's booth during installation and dismantling. Visit our web page for more information, or to view the EAC checklist.





# Shipping and Material Handling

There are several major components to the AAOS 2025 shipping process:

- Target Move-in Schedule
- Selecting a Shipping Service
- Inbound Shipping
- Material Handling
- Outbound Shipping



Here's a breakdown of what you need to know in order to prepare your shipment:

## Target Move-in Schedule

A [Target Move-in Schedule](#) has been adopted for the installation of exhibits, your time and day was assigned based upon your booth size and location. Be sure to review the [Target Move-in Schedule](#) for your assigned target date for installation and delivery of direct shipments to the San Diego Convention Center. These times are guidelines as to the anticipated times that trucks will start to be dispatched to the San Diego Convention Center unloading/loading areas – this is not the actual time that trucks may start to be unloaded or installation will begin. If you wish to change your target move-in time, please complete the [Target Move-In Change Request Form](#) by **February 3, 2025**.

## Shipping Services

Shipping and material handling can account for a large portion of your meeting expenses. While your shipping costs will ultimately depend on the weight of your shipment, there are cost effective shipping options available to exhibitors. You'll want to select a trustworthy shipping provider to pick up and deliver your items on time and damage free. Be sure to select a provider that is familiar with deliveries to trade shows, as it is a different process than standard deliveries. [As our official service provider, ELITeXPO offers fully integrated domestic shipping at competitive rates.](#)

For international exhibitors needing assistance with shipping to San Diego, customs clearance procedures, delivering your cargo to the appointed site handling contractor, and re-exporting freight at the conclusion of the meeting, DSV Fairs & Events has been appointed as the Official International Freight Forwarder and Customs Broker for AAOS 2025. [For more details regarding international shipments, view the DSV Fairs & Events' brochure.](#)

## Material Handling

[Material handling](#) (also known as drayage) is the unloading of your shipment from the facility dock, transporting it to your booth, storing and returning your empty crates and cartons, and reloading your shipment from the facility dock at the close of the meeting. This service, provided to AAOS 2025 exhibitors exclusively by Freeman, is not included in your booth space rental or shipping/logistics costs. [Avoid unexpected fees at the meeting by pre-ordering your material handling services.](#)

## Inbound Shipping

Inbound shipping is the act of shipping your freight to show site. There are two options available for receiving your inbound shipments:

### Advance Shipping to the Warehouse

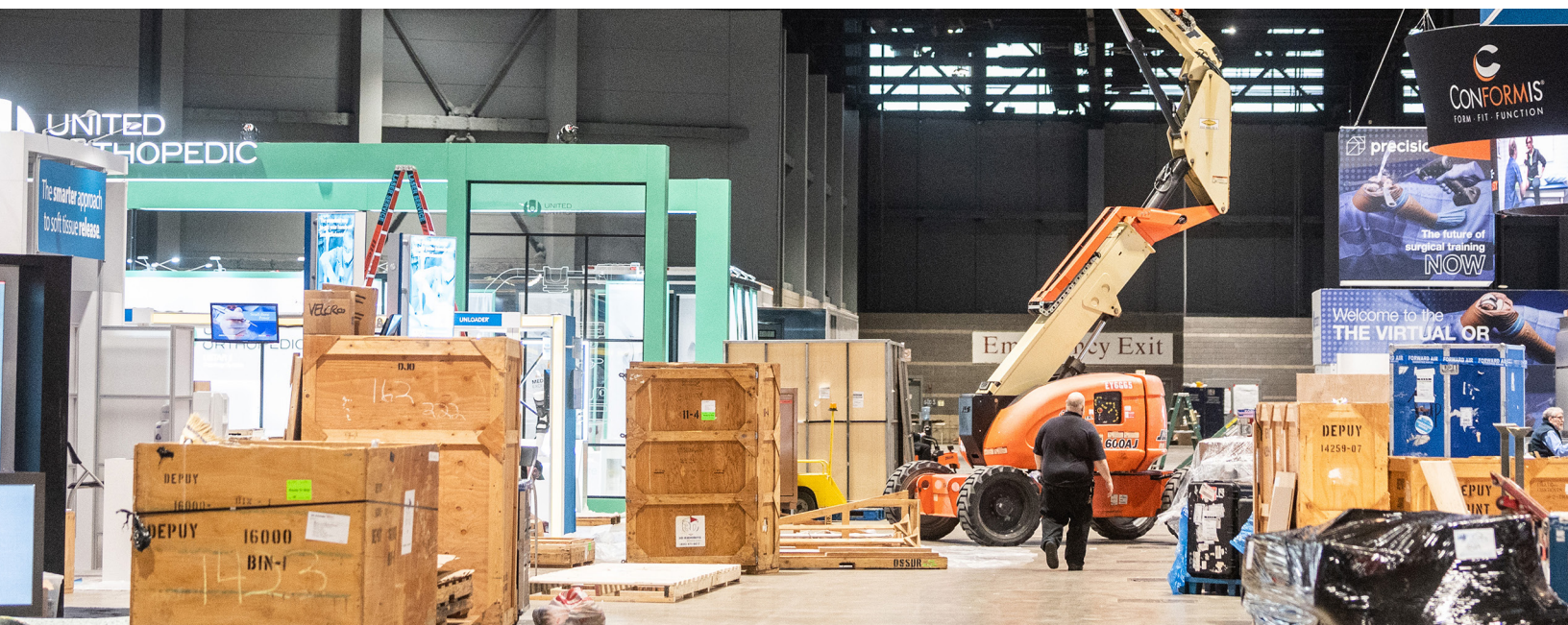
The Freeman warehouse is an offsite storage facility that receives crated, boxed, or skidded materials beginning **Monday, February 3, 2025**. We recommend advance shipping as the best option for your show shipments. Advance shipping allows you to track your package(s) and receive priority move-in with all shipped materials delivered to your booth prior to your target move-in date and time. When shipping to the Advanced Warehouse, be sure to use the [preprinted shipping labels](#).

### Direct Shipping to the Meeting

Direct shipping delivers your package(s) directly to the San Diego Convention Center; however, direct shipping can only be delivered on or after your target move-in day and time. All vehicles delivering materials to the San Diego Convention Center must report to the [Marshalling Yard](#) to be checked-in and routed to a dock. All trucks must have a certified weight ticket (gross & tare). No vehicle will be allowed to the dock area without being checked-in at the [Marshalling Yard](#). Additionally, freight delivery time to your booth on the first day of set-up is not guaranteed. [Review Freeman's Quick Facts for more information regarding direct shipping to the San Diego Convention Center](#). When shipping to the San Diego Convention Center, be sure to use the [preprinted shipping labels](#).

## Outbound Shipping

Every outbound shipment will require a material handling agreement, Bill of Lading (BOL), and shipping labels. The bill of lading and shipping labels can be obtained onsite at the Exhibitor Service Desk. Freeman would be happy to prepare these for you and deliver them to your booth prior to meeting's close. To take advantage of this service, please complete and return the [Outbound Shipping form](#) to the Freeman desk in the onsite Service Center. Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.







# Booth Installation & Dismantling



## Move-In

A [Target Move-in Schedule](#) has been adopted for the installation of exhibits, your time and day was assigned based upon your booth size and location. Your booth must be fully set by **5:00 PM on March 10, 2025**. If your booth is not in the process of being set up by **3:00 PM on Monday, March 10, 2025**, you will be regarded as a no show, and, as such, any freight will be removed from your booth, returned to the loading dock at your expense, and AAOS will be free to utilize the space at its discretion. Booth installation the morning of Tuesday, March 11, 2025, is not allowed. View the [Exhibit Schedule](#) for hours you will have access to the Exhibit Hall. Should you be required to work past the published move-in hours, an After-Hours Work Permit will be available from an AAOS Floor Manager onsite.

## Move-Out

Dismantling of exhibits will start on **Thursday, March 13, 2025, at 3:00 PM**. All exhibits must remain intact until **3:00 PM, Thursday, March 13, 2025**, the official closing time. A violation of this rule will forfeit 25% of your accrued priority points for their AAOS 2026 Annual Meeting space assignment.

Remain with your display materials until crates are returned and all materials are packed. The return of empty crates, containers and cartons will not begin until the aisle carpet is removed and may take a minimum of eight to ten hours after the close of the meeting. Please plan your departure schedule accordingly.

Be sure your exhibit is dismantled, packed up, has the proper shipping labels, and the outbound bill of lading has been turned in to the Exhibitor Service Center by **Saturday, March 15, 2025, at 2:00 PM**. Any materials left on the floor for which an outbound bill of lading has not been submitted, may be re-routed onto another carrier at the exhibitor's expense. Neither AAOS nor the official service contractor shall be responsible for any costs, damages or losses incurred.





# Setting Up Your Booth

Make note of the following information below and be sure to reference the [Monthly Exhibitor e-Letters](#) for more updated details.



- ✓ **Exhibitor Service Center**  
Stop by the Exhibitor Service Center located in the rear of Hall B2 for assistance or to locate a representative with our official AAOS 2025 vendors.
- ✓ **Hand-Carrying Booth Materials**  
You may transport small items to your booth by hand through the front doors as long as you are not using a cart or any type of equipment. Parking in the dock area to unload is not permitted.
- ✓ **Product Set-up**  
Setting up product the morning of Tuesday, March 11 is permitted as long as it is in a fully installed exhibit booth. Installation of your booth the morning of Tuesday, March 11, 2025, is prohibited. All booths must be set by Monday, March 10, 2025 at 5:00 PM.
- ✓ **Empty Container Storage**  
Prep your empty crates for storage as you unpack and pick up empty container storage labels from the Freeman desk in the Exhibitor Service Center.
- ✓ **Storage Behind Booths**  
Storage of any kind is prohibited inside the display area, behind the drape or display wall. If needed, storage is available for items that need to be accessed during the meeting. [View the Accessible Storage rates.](#)
- ✓ **Booth Construction Orders**  
Place [orders](#) for booth construction, labor, and furnishings prior to arriving onsite and the deadline to take advantage of the discounted prices.
- ✓ **Booth Services**  
Secure additional show services & vendors (depending on your booth needs).
- ✓ **Exhibitor Insurance Requirement**  
All AAOS 2025 exhibitors are required to carry Commercial General Liability Insurance. For more information on Exhibitor Insurance Requirements, review page 15 of the [Exhibit Prospectus](#). [Purchase a policy](#) from the official Annual Meeting vendor for \$125 or [submit proof of insurance](#) by **February 4, 2025**.
- ✓ **Labor**  
Be sure to review the [Union Rules and Regulations](#) as to what installation you can perform and when you must hire Union Labor.
- ✓ **Exhibitor Appointed Contractor (EAC)**  
If you decide to work with an Exhibitor Appointed Contractor (EAC) on the installation or dismantling of your booth, [review the EAC requirements](#).
- ✓ **Onsite Payment Information**  
Submit your payment information with Freeman.  
**Pro-Tip:** Authorizing your credit card payment before move-in will expedite the move-out process onsite.



# Tips

## Set-Up

- Use carriers that specialize in trade show logistics
- Bring a list of tracking numbers to the meeting
- Exhibiting at multiple meetings? Talk to your carrier about potential volume discounts. Freeman offers round-trip bundle rates for most shows.
- Air conditioning and heating may not be turned on during move-in; be sure to dress accordingly
- Be sure to submit or purchase a compliant COI for your exhibit booth so your onsite representatives will be allowed access to the meeting.

## Upon Arrival to Your Booth Space

- Take inventory of what was shipped and delivered
- Get in touch with Freeman if you have any questions about your services
- Empty and label containers – they are not accessible during the meeting
  - Avoid sending valuables to empty storage during the meeting
  - Pick up “Empty” Labels at the Exhibitor Service Center

## Reduce Labor Costs By

- Ordering labor in advance to secure discount rates
- Diagramming your setup and numbering crates accordingly – Include electrical needs and repacking instructions
- Prewiring equipment and organizing/color-coding all wires
- Providing a mobile contact number for any questions that arise during set-up

## Invoicing & Payment

- Outbound shipping information and labels are available prior to and at the meeting
- Be prepared – take care of all invoices prior to the end of AAOS 2025
- Remember to submit your invoices and expenses to avoid any issues



# Booth Staff Etiquette

The Annual Meeting offers a great opportunity to share your products and services with potential clients. But creating an eye-catching booth display is only one element of success. To attract attendees to your booth, your staff will need to know the rules for trade show booth etiquette. Follow these ideas and suggestions to prepare booth staff in appropriate conduct will make the difference between a lead and a lost opportunity.

## ✓ How to Greet People at a Trade Show

What's the most important part of trade show booth etiquette? It all starts with an enthusiastic greeting. Making a strong first impression is the key to attracting attendees to your exhibit booth. Be sure to smile and make eye contact to make attendees feel welcome. Your staff should warmly introduce themselves and the business by name before explaining the available products and services. Never underestimate the value of a strong handshake and be sure to thank attendees for their time after they visit your booth.

## ✓ Body Language Tips

When it comes to body language, your booth staff needs to follow a few simple recommendations. This is trade show booth staff etiquette 101: Express openness and warmth. Think of yourself as a host.

- Stand up straight (if you are physically able). Sitting suggests idleness or lethargy.
- Avoid crossing your arms or putting hands in pockets.
- Keep yourself from fidgeting and other nervous movements.
- Never turn your back to an attendee.
- Remember to smile.
- Keep your attention on potential visitors, not other booths.
- Actively listen while an attendee is speaking.

**ACTIVELY  
LISTEN WHILE  
AN ATTENDEE IS  
SPEAKING.**





### ✓ **How to Stay Focused on the Show Floor**

For a good return on investment, your team will have to spend its time efficiently on the exhibit floor. They will need specific instructions to stay focused, including talking points to hit upon and introductory phrases that will attract attendees to your booth. Giving staff specific tasks and goals will minimize distractions.

Your booth staff should not spend a significant amount of time chatting with people from other exhibit booths. While some networking opportunities may arise, they are more likely to waste time that could be used pitching to prospective clients.

It is important to remember to schedule break time for those staffing the booth. Your booth staff needs to be alert and energized, and taking adequate breaks helps to ensure that. An attentive staff on the exhibit floor will send an inviting, welcoming message to attendees. Proper booth staffing is also necessary to guarantee your team isn't tired and overworked. Using a booth staff schedule template can be helpful.

### ✓ **Eating in the Booth**

Your booth staff should not eat or drink while staffing the booth. It distracts the staff from giving potential clients their full attention -- and it's just plain unprofessional. Even chewing gum is a major no-no for trade show booth staff etiquette. You don't want any half-consumed food, empty water bottles or wrappers littering the display. However, it's important to keep staff from getting too hungry or dehydrated while working. Staff should use their break time to recharge with food or water away from the booth. Company-branded reusable bottles are also a great way to stay hydrated while keeping trash off your booth.

### ✓ **How to Train Your Booth Staff**

Your booth staff should be equipped with a set of talking points about your business. Utilizing a pitch prepared in advance will ensure your team sends a unified message to all attendees. The team does not need to read the script verbatim but should remember the key details to hit upon with each prospective client.

Your script shouldn't be a monologue, however -- you're aiming to start a conversation with attendees. To achieve this, prepare open-ended questions that will get attendees thinking about the ways in which your products and services would be useful to them. You want to get them talking about their business needs so you can share how your business can help. Avoid asking questions that can be answered with a yes or no. That will only halt the dialogue.

### ✓ **How Should My Booth Staff Dress?**

Your booth staff's attire should be clean and professional. With long hours spent standing, comfortable shoes are a must, but make sure they are still professional and clean. Your appearance sends an immediate message to attendees.

### ✓ **Closing Strong at a Trade Show**

Whether or not a team member manages to get a lead or close a sale, every attendee should walk away from the booth feeling that they were treated with respect. That's where the send-off comes in. Be sure to thank each attendee for their time and offer any informational material that you've prepared, along with a business card.

Time to Put Your Staff Etiquette into Action!!

# Post-Meeting Follow-up



## Continue Engaging with Attendees

Business doesn't stop once the meeting closes, and there are plenty of opportunities to continue engaging with attendees. Use these tips to maximize your presence on the exhibit hall floor, even when you're back home.



## Consider a Post-Meeting Marketing Plan

Didn't have a chance to meet with some of the attendees you hoped to see? Use your client list or an [AAOS post meeting attendee list](#) to continue your post-meeting outreach:

- ✓ Create an email campaign using playful messaging such as "Sorry We Missed You!" or "Did You Forget to Stop By?!" to capture their attention
- ✓ Consider purchasing a [post-meeting mail list](#) for a direct mail campaign
- ✓ Consider advertising in an orthopaedic publication like [JAAOS](#), [AAOS Now](#) or *Headline News*
- ✓ Advertise on the [Annual Meeting web pages](#)
- ✓ Create a post-meeting social media campaign
- ✓ Share any promotional materials and sales sheets with leads taken at the meeting and your client list



## Follow Up with Leads

Following up with your sales leads and finalizing/completing purchase orders should be your biggest priority. Make it a priority to continue building your relationships with new and current customers in between meetings. Doing so will turn one-time customers into repeat customers and build an audience of buyers who look forward to seeing you at the meeting each year.



# Reflect On Your Meeting Experience

## Measure Your Success

Now is the opportune time to reflect on the objectives you set for the meeting and evaluate your achievements. Did you successfully meet your exhibiting goals? Were the strategies and tactics you employed effective in supporting your objectives? Take a moment to assess how you could have optimized your use of resources better. Review and analyze your metrics - such as website traffic, media coverage, sales data, and social media engagement - to compile a comprehensive report for discussion with your team.

## Conduct Post-Meeting Review

Schedule a post-meeting review session with your team to discuss into your findings and reflect on the overall experience. Consider the following questions during your discussion, encompassing your pre-meeting, onsite, and post-meeting efforts:

- ✓ What aspects of our participation went smoothly, and what areas can we enhance? What valuable lessons did we learn?
- ✓ What innovative ideas do we want to incorporate into next year's event?
- ✓ Did we successfully connect with our targeted attendees?
- ✓ How many leads did we generate, and what was the quality of those leads?
- ✓ Did our achieved metrics align with our predetermined goals? If not, what were the contributing factors?
- ✓ What new insights did we gain from the experience?
- ✓ Are there any untapped resources we should consider utilizing for future events?
- ✓ Were we satisfied with our booth location, or do we wish to explore alternative options for next year?

By engaging in this reflective process, you will gain invaluable insights to refine your strategies and optimize your future exhibiting endeavors.



## Start Preparing for AAOS 2026

Use the information and discussions from your post-meeting reflections to start forming your goals and strategies for next year's meeting. Before you know it, the planning begins for AAOS 2026 in New Orleans, LA!



# Final Thoughts

As you gear up for AAOS 2025, it is crucial to recognize that the effort you invest in the meeting experience will shape the outcome of your exhibiting endeavor. With countless brands vying for attendee attention and foot traffic, it is essential to ask yourself: What will distinguish your brand from the rest? How will you carve out your unique presence among the crowd?

At the close of the meeting, your achievements will be a reflection of your defined goals. Therefore, consider these final thoughts:

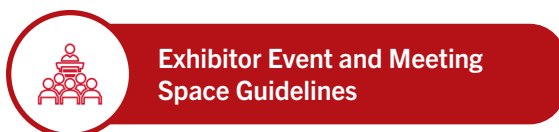
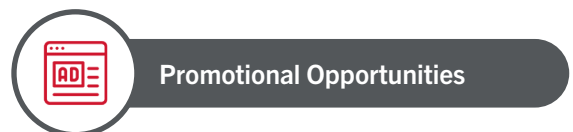
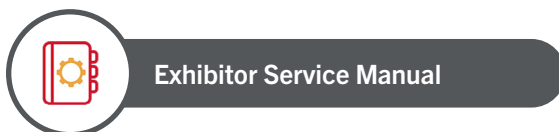
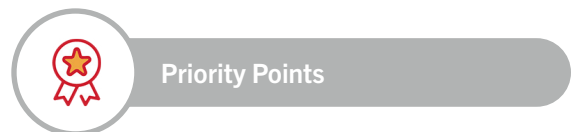
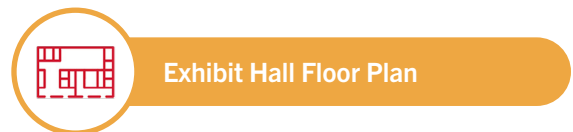
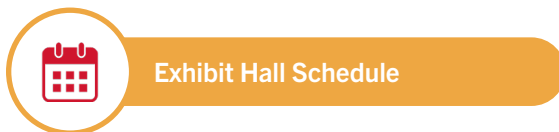
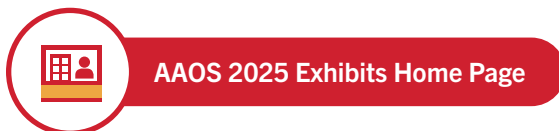
- What does success at AAOS 2025 look like for your company?
- How will you harness the array of resources and tools at your disposal - including this guide - to realize your meeting objectives?
- In what ways can you breathe life into your brand identity within your exhibit space?

By pondering these questions and strategizing accordingly, you will position yourself for a memorable and impactful presence at AAOS 2025.

**We can't wait to see what you come up with!**

*-AAOS Exhibits Team*

## Important Links



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## Facility

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