



This e-letter is your go-to guide for making the most of your experience at AAOS 2025 and setting up long-term success.

Attendee Registration Numbers

The registration numbers as of December 19th:

U.S. Physician: 1,576

U.S. Residents/Fellowships: 401

International Physician: 659

International Residents: 21

Other Healthcare Professionals: 385

Physician Assistants: 16

Total Medical: 3,058



Check the Attendee Registration Numbers Page Each Monday for Updates



Stay in the Loop



Connect With Attendee's Before the Meeting

Reach decision-makers even before the meeting begins by purchasing an Attendee Mailing List. The list includes the attendees name, title, address, hospital affiliation, and specialty areas. The full list is \$2,100, and specialty-only lists range from \$450 to \$750. Lists will be available starting on **January 9, 2025**. To place an order, login to the [Exhibitor Resource Center](#).

Hotel Reservations

Several key dates for exhibitor housing are approaching:

- **January 9, 2025:** Final day to enter names for reservations within an exhibitor's block.
- **January 16, 2025:** Hotel room night deposits become non-refundable.
- **January 21, 2025:** Hotels will begin charging the two-night deposit.

Requests for additional rooms can be made by emailing onPeak at AAOS@onpeak.com. For further hotel details, please visit [the Exhibitor Housing page](#).

Host Meaningful Events for Key Attendees

Create meaningful connections and foster collaboration by hosting tailored educational, research, or marketing events for key attendees. These events will be featured on the Annual Meeting website and app. To learn more and submit your request, visit the [Exhibitor Event & Meeting Space page](#).

Pre-Register Your Badges

Badge registration is now open! To register, simply login to the [Exhibitor Resource Center](#). Each exhibitor can register up to five representatives per 100 sq. ft. of exhibit space. The deadline to pre-register your badges to be mailed is **January 22, 2025** (available to U.S. addresses only).

- **Pro Tip:** If your staff will arrive before 1:00 PM on Saturday, March 8, be sure to have their badges mailed as onsite exhibitor registration will not yet be open.

Create a Memorable Experience With Booth Activities/Giveaways

Exhibitors are encouraged to create memorable interactions at their booth with engaging activities and unique giveaways that draw attendees. Be sure to review our booth activity guidelines, as certain activities may require prior AAOS approval. If your planned activity requires approval, submit the [Booth Activity Request Form](#) by **January 14, 2025**.

- **Pro Tip:** For a list of permitted activities and giveaways, refer to pages 7-9 of the [Exhibit Prospectus](#).

Company Advertisement Approvals

Make a lasting impression by engaging attendees before, during, and after the Annual Meeting with announcements, invitations, emails, and social media posts. While we encourage you to promote your participation, all promotional materials must comply with our guidelines. Review the [Publicity and Advertising Guidelines](#) and submit your ad copy via the [Company Advertisement Approval form](#) by **January 14, 2025**.

Exhibitor Appointed Contractor (EAC) Requests & Insurance

Exhibitors may hire independent contractors solely for the installation and dismantling of exhibits. AAOS approval is required. For more details, review the [EAC Process Overview](#) and then submit your [EAC Approval Request](#). Requests and Certificates of Insurance (COI) from the EAC are due by **January 14, 2025**.

Discount Deadlines

Save money by ordering the following booth services before the deadlines:

- [Catering Orders](#): **January 17, 2025**
- [Lead Retrieval](#): **January 30, 2025**
- [Booth Services Orders](#) (carpet, furniture, A/V, labor, and utilities): **February 5, 2025**

- [Photography Orders](#): February 5, 2025
- [Internet Orders](#): February 18, 2025
- [Floral Orders](#): February 18, 2025

Stand Out in San Diego: Marketing Ideas

Have you explored the no-cost strategies and affordable promotions to help your booth stand out among hundreds of exhibitors? Our budget-friendly, high-impact promotional opportunities are designed to boost your brand's visibility. Visit the [Promotional Opportunities page](#) for a full range of options, and check out our [Exhibitor Marketing Kit](#) for valuable tips on cost-free strategies.

Got Questions for the Exhibits Team?

We invite you to attend the upcoming exhibitor town hall webinar on **Wednesday, January 8, 2025, from 1:00 PM - 1:30 PM CST**. This is a great opportunity to ask any questions you may have about the Annual Meeting and get direct answers from the Exhibits Team.

[Register for Exhibitor Town Hall](#)

If you were unable to attend our most recent webinars, you can watch the [December](#) and [November Town Hall recording](#).

Let's Connect on LinkedIn!

We're excited to announce a new hub for collaboration and connection. Follow our all-new [AAOS B2B LinkedIn page](#) to engage with the AAOS team, discover exclusive opportunities, and stay informed about the latest advancements in orthopaedic innovation. Let's work together to shape the future of musculoskeletal health!

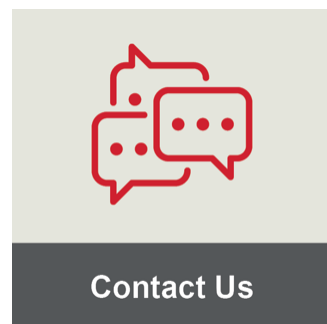
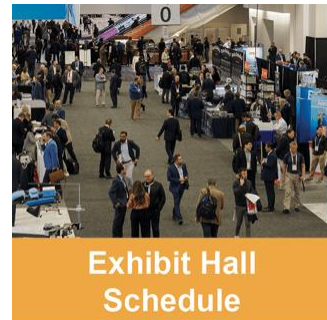
Reach Each Attendee Right From the Start!

Distributed at registration or check-in, the **Orthopaedist's Bag** is essential for helping attendees navigate the Exhibit Hall and plan their visit. Maximize this prime opportunity to drive traffic to your booth, highlight your products, or promote a special event.



Secure Your Spot in the Bag

Quick Links



Upcoming Deadlines



January 9, 2025

Last Date to Enter Names to
Reservations Within an Exhibitor's
Block
Pre-Meeting Attendee Lists Available

January 14, 2025

Booth Activity/Giveaway Request
Deadline
Island Booth Floor Plans Due
Exhibitor-Appointed Contractor (EAC)
Request Due
Certificate of Insurance (COI) from
EAC Due
Multi-Level and Covered Booth Floor
Plans Due

January 16, 2025

Last Day for Housing Deposit
Refunds

January 17, 2025

Orthopaedist's Bag Order Deadline

January 21, 2025

Hotel Charges Credit Cards for 2-
Night Deposit

January 22, 2025

Deadline to Pre-Register Exhibitor
Badges to Be Mailed (U.S. Only)