

AAOS 2025

Promotional Opportunities





Seizing Success: The Advantages of Promotions

A 2023 study conducted by EMC Outdoor, titled “Beyond the Booth: A Report on Exhibitors’ Viewpoints and Attitudes Toward Sponsorship Opportunities,” highlighted several notable advantages of promotional opportunities according to survey respondents:



✓ Increased Exposure

✓ Enhanced Brand Reputation



✓ Increased Relationship Building

✓ Lead Generation

✓ Speaking Opportunities



✓ Support for a Product Launch

✓ Building Company’s Thought Leadership

Building on the insights from the study, the AAOS Annual Meeting presents an unparalleled opportunity to establish strong brand recognition, attract and engage potential leads, access exclusive networking events, and make a strong first impression on attendees. As a cornerstone event in the global orthopaedic community, the meeting gathers leading experts and decision-makers under one roof, offering a strategic platform for your sales strategy.

From preliminary build-up to the ensuing follow-up, capitalize on the comprehensive promotional opportunities to expand your presence within the orthopaedic marketplace. Explore the array of options available to enhance your marketing initiatives pre-meeting, onsite, and post-meeting.

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Convention Center Opportunity



Digital Opportunity



Hotel Opportunity



Print Opportunity



Surgeon Engagement Opportunity

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Convention Center Opportunity



Digital Opportunity



Hotel Opportunity



Print Opportunity



Surgeon Engagement Opportunity

PROMOTIONAL OPPORTUNITIES AT-A-GLANCE

Onsite Opportunities

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Convention Center Opportunity



Digital Opportunity



Hotel Opportunity















Print Opportunity



Surgeon Engagement Opportunity

PROMOTIONAL OPPORTUNITIES AT-A-GLANCE

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Convention Center
Opportunity



Digital
Opportunity



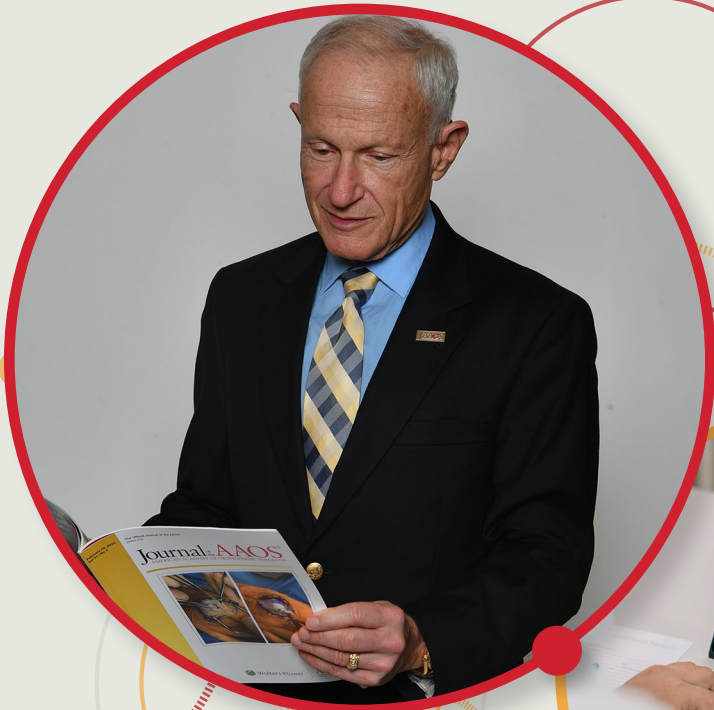
Hotel
Opportunity



Print
Opportunity



Surgeon Engagement
Opportunity



Pre-Meeting Promotional Opportunities

The months leading up to the meeting are a critical time for your company to build excitement for your exhibit participation. By engaging attendees early, you not only spark interest in your brand but also pave the way for meaningful connections that extend beyond the event itself.

Pre-meeting promotions are an invaluable means to establish

Brand Recognition • Lead Generation • Enhanced Networking • First Impressions

Participating in pre-meeting sponsorship not only elevates your reputation and credibility but also leaves a lasting impression on attendees and impacts their choices of the exhibitors to prioritize visiting at the meeting.

Pre-Meeting Promotional Opportunities



2025 Hotel Confirmation Email



\$15,000
Digital Opportunity

For the most benefit, secure by July 29, 2024.

The official AAOS housing bureau will send out more than 10,000 room confirmations from August until the following September to physicians attending the 2025 and 2026 meetings. This unique opportunity covers the pre-meeting and post-meeting phases and offers exposure across TWO consecutive Annual Meetings!

Your brand's message will be prominently featured at the top of each confirmation email, ensuring top-tier exposure. Additionally, a clickable ad will be placed on the second card of the housing website, directing attendees to a website of your preference.

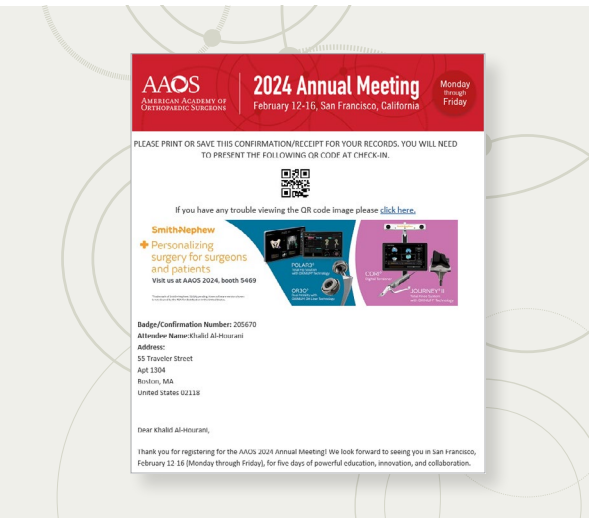
AAOS.org Web Pages



Contact for rates
Digital Opportunity

Gain exposure for your company before the meeting starts with a prominent banner on the highly trafficked AAOS.org website. Elevate your visibility and connect with attendees just a click away from accessing your website.

For additional information regarding cost and impressions, please contact Lauren Morgan at lmorgan@aaos.org, Monique McLaughlin at mmclaughlin@aaos.org.



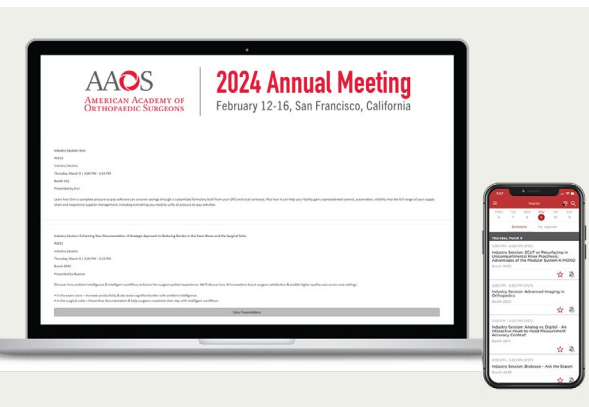
Attendee Registration Confirmation Email



\$20,000
Digital Opportunity

For the most benefit, secure by October 16, 2024

Highlight your branded message to attendees immediately after they register for the meeting. A banner, featuring a direct link to your website, will be easily seen just below the barcode in the confirmation email and in the registration reminder email sent to attendees two weeks before the meeting.



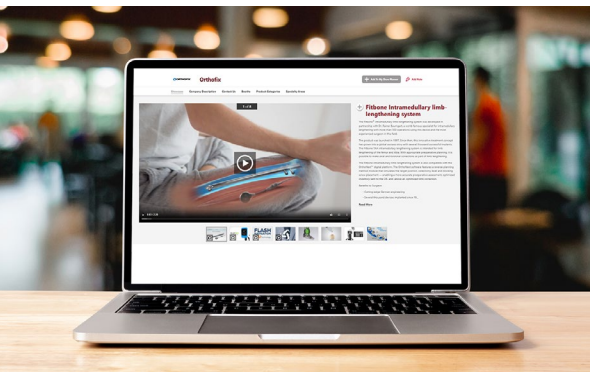
Booth Education Showcase - Annual Meeting App and Website



\$500 - \$1,200
Digital Opportunity

Showcase your presentations and/or product demonstrations alongside AAOS education before the meeting starts to create buzz, build anticipation, and reach a broad audience of attendees eager to engage with educational content. Take advantage of unparalleled exposure through listings in the Annual Meeting app and website, further amplified by onsite digital signage. Each listing includes your company name, booth number, time, title, speaker, and description. Opt for a single listing for \$500 or take advantage of three listings for \$1,200. For more details, view the [Booth Education Showcase Brochure](#).

Pre-Meeting Promotional Opportunities



Enhanced Exhibitor Listing - Website



\$700 – \$2,500

Digital Opportunity

Attendees utilize the online directory and floor plan to discover exhibitors' products and services to strategically plan their booth visits. While every exhibitor receives a complimentary standard listing, there's an opportunity for your company to amplify its visibility by upgrading to Level 1 or Level 2 Enhanced Exhibitor Listing. Features include displaying your product images with descriptions, videos, expanded exhibitor description, social media links, access to online leads, upload white papers, case studies, or brochures and more.

For more information on features and specifications, visit the [Enhanced Exhibitor Listing web page](#).

Additional Listing Opportunities

Only Available with Level 2 Enhanced Exhibitor Listing

Product Spotlight: \$500

Limited to the first 21 exhibitors. Showcase your product's image or video on the bottom of the Directory Home Page, accompanied by a link that directs attendees to your company's listing. Image or videos rotate, ensuring each participating exhibitor's content receives equal exposure.

Exclusive Online Floor Plan Banner: \$1,500

A custom banner ad that is placed at the bottom of the attendee view floorplan.

Exclusive Online Directory Banner: \$2,500

A banner ad of your choice is positioned above the online directory home page.

Pre-Meeting Attendee Eblast



\$7,000 - \$10,000

Digital Opportunity

Take advantage of this limited opportunity to have a customized message directly sent to meeting attendees in the days leading up to the meeting. The email will be sent by AAOS on behalf of the sponsor. One exclusive email sent per day. A limited number of pre-meeting eblasts are available.

Pre-Meeting Digital Retargeting Advertisement

Contact for rates

Digital Opportunity

Achieve guaranteed exposure before the meeting even starts! Your advertisement will be seen up to 1.5 million times with 39,000+ AAOS Members and Orthopaedic Surgeons in 2024-25 through the AAOS Digital Retargeting Program! Your products, services, and solutions for the orthopaedic industry will be featured prominently on popular sites like ESPN, Weather.com, USA Today, and many more to AAOS members and AAOS Annual Meeting attendees when they visit these sites!

Pre-Annual Meeting packages available through [The Association Partner](#). Contact Advertise@theassociationpartner.com to learn more.



AAOS
AMERICAN ACADEMY OF
ORTHOPAEDIC SURGEONS

2024 Annual Meeting
February 12-16, San Francisco, California



Annual Meeting Digital Retargeting Packages

Advertise with Surgical Precision

Your Brand Seen by AAOS Surgeons on Websites they Visit Daily!



Contact [The Association Partner](#) for More Info Today!

Pre-Meeting Promotional Opportunities



AAOS Now (February Edition)



Starting at \$2,000
Print Opportunity

Commitment Deadline: December 15, 2024

It's never too early to build anticipation for your participation in AAOS 2025. Get started with an advertisement before the Annual Meeting in AAOS Now, the official news publication of the Academy. The February issue will be mailed to more than 27,000 members and will be in the doctors' hands in advance of the meeting. Also, it will be available on-site at the meeting.

For additional information regarding cost and impressions, please contact Lauren Morgan at Lmorgan@aaos.org or Monique McLaughlin at mmclaughlin@aaos.org.

JAAOS (February Edition)



Starting at \$5,000
Print Opportunity

Begin building momentum prior to the meeting by placing an ad in the February edition of the Journal of the American Academy of Orthopaedic Surgeons, the official publication of the Academy. The February edition is distributed to the entire membership and arrives in physicians' hands well ahead of the meeting. Additionally, benefit from extra distribution at the AAOS Resource Center during the event itself.

For more information, contact Michael Kokell at Michael.Kokell@wolterskluwer.com.

Preliminary Program



Inside Front Cover (Cover 2) - \$8,000
Inside Back Cover (Cover 3) - \$8,000
Back Cover (Cover 4) - \$12,000
Print Opportunity

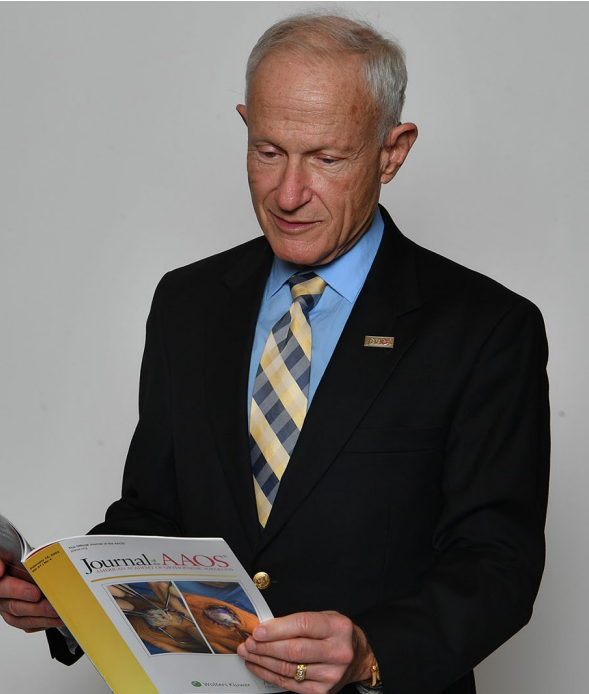
Commitment Deadline: September 6, 2024

Launch your marketing campaign with an ad in the Preliminary Program. This exclusive preview of AAOS 2025 is bundled with the December issue of JAAOS, the Journal of the American Academy of Orthopaedic Surgeons, and is distributed to more than 27,000 members of the Academy.

Sponsors have the exclusive opportunity to feature a full-page ad on one of the program's most coveted positions: the Inside Front Cover (cover 2), the Inside Back Cover (cover 3), or the Back Cover (cover 4).

AAOS Publications:
Trusted Resources for
Orthopaedic Advances
and Events

[AAOS NOW](#)
[JAAOS](#)



For additional details contact, Noel Sierra at sierra@aaos.org or Ken Schott at schott@aaos.org.

Pre-Meeting Promotional Opportunities



Pre-Meeting Attendee Mail List



\$400 - \$1,800

Print Opportunity

Lists available starting on January 9, 2025

Position your brand prominently in the minds of attendees before they even set foot at the meeting. Utilize the pre-meeting Attendee List to send a tailored advertisement directly to attendees, placing your booth on their must-visit list.

All promotional materials must receive AAOS approval. Complete meeting attendee and specialty-only lists are available. The list contains the attendee's name, title, address, hospital affiliation, and specialty area(s) if provided by the attendee. **Email addresses and phone numbers are not provided.** To comply with GDPR regulations, registrants from the EU are also not included.

For additional information regarding costs, types of lists, and dates available, visit the [Attendee Lists page](#).

2024 Market Research



Contact for Pricing

Surgeon Engagement

Start your game plan early for the Annual Meeting with our Sponsored Market Research program! Unlock valuable market intelligence by tapping into the pulse of the AAOS membership to gather insights from your key audience.

For additional info, visit the [Corporate Engagement page](#) or contact Jeff Hanwell at hanwell@aaos.org.

2024 Webinars



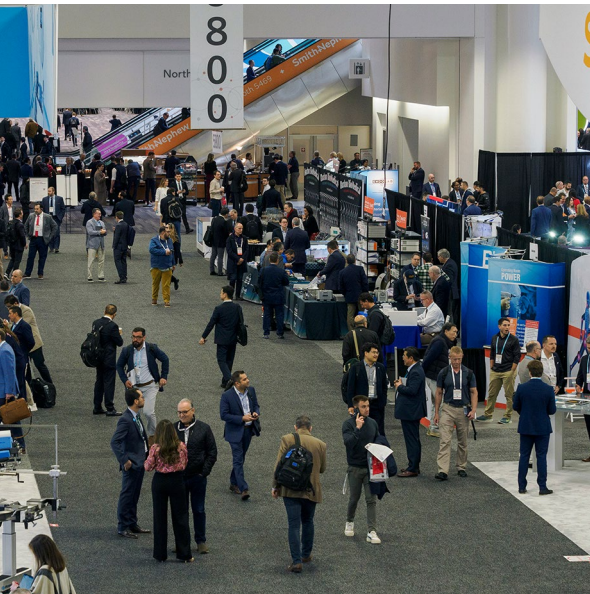
AAOS Hosted Webinar - \$10,000

Webinar Promo - \$2,000 per week

Surgeon Engagement

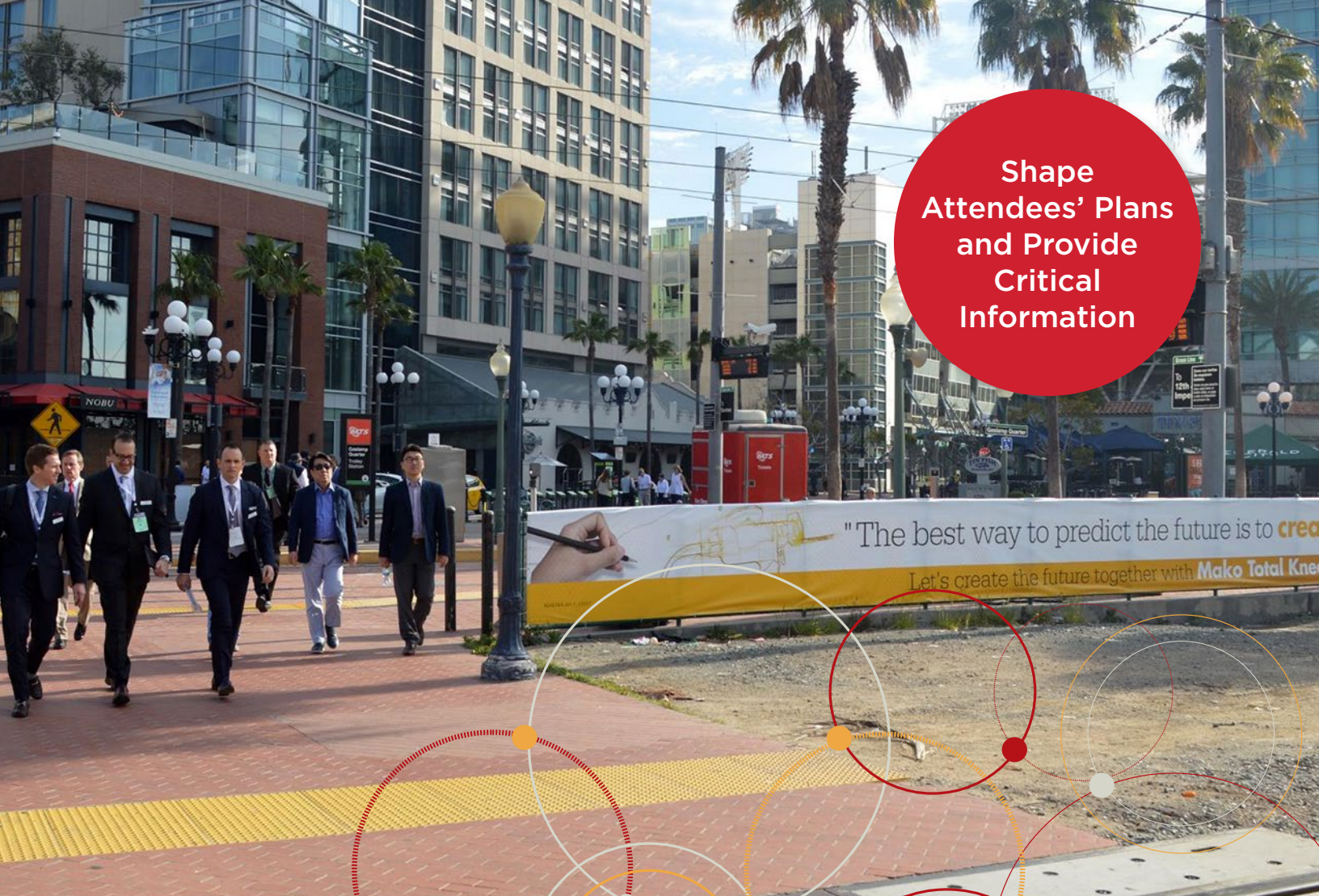
Start generating buzz early for your involvement in AAOS 2025. Explore dynamic webinar opportunities to engage our members! Whether you're eager to showcase your webinar to our diverse AAOS community or co-host an engaging session with us, our platform offers an exciting chance to captivate and interact. Highlight the educational value of your offering to a wide audience of orthopaedic professionals looking to enhance their skills.

For additional info, visit the [Corporate Engagement page](#) or contact Alex Ryan at aryan@aaos.org.



SUBMIT

the Promotional Opportunities Application/Contract **Today!**



Shape
Attendees' Plans
and Provide
Critical
Information

Onsite Promotional Opportunities

As one of the world's largest medical events, the AAOS Annual Meeting presents a unique challenge with its hundreds of education courses, networking events, and over 600 exhibitors. In such a dynamic environment, it is critical to ensure your booth stands out.

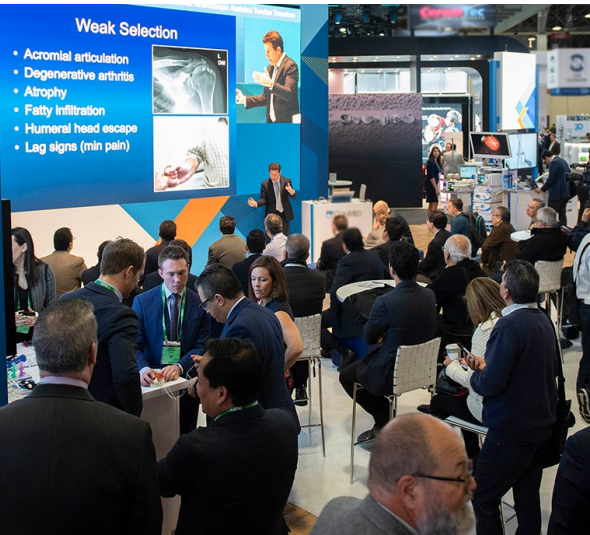
Leverage the power of onsite opportunities to

Make a Real-Time Impact • Craft Targeted Messaging • Boost Your Reputation

Deliver Valuable Content • Achieve Strategic Visibility

By focusing on these strategic areas, you can cut through the noise of the AAOS Annual Meeting, ensuring your company not only stands out but also leaves a lasting impact on attendees.

Onsite Promotional Opportunities



Aisle Signs in the Exhibit Hall

 **\$25,000 per package, plus production costs**
Convention Center Opportunity

Take your exhibit presence to new heights by showcasing your brand on our notable aisle signs. Attendees depend on these signs to navigate the bustling Exhibit Hall, making them a prime location to elevate your company's visibility and attract targeted traffic to your booth.

Your company's message will be featured on a 30" W x 24" H double-sided sign. For more information, visit the [Aisle Signs web page](#).

Booth Education Showcase - Digital Signage

 **\$500 - \$1,200**
Convention Center Opportunity

Looking to draw a crowd to your product demonstrations and/or presentations? Capture the interest of attendees by showcasing your booth activities on digital signage prominently displayed at the entrances to the Exhibit Hall and featuring a schedule of exhibit booth education. Listing on signage includes company name, booth number, title, and speaker (listing in app and website also includes a description). Purchase one listing for \$500 or three listings for \$1,200. For more details, view the [In-Booth Education Brochure](#).

Career Center Networking Reception

 **\$6,000**
Convention Center Opportunity

The AAOS Career Center stands as a sought-after hub for attendees aiming to foster connections and propel their orthopedic careers forward. Expand your brand recognition and networking opportunities by joining us at the reception, scheduled for Wednesday, March 12 at 5:15 PM, hosted at the Career Center within OrthoLive. Enjoy perks such as prominent signage displaying the sponsor's name and logo at the reception, along with acknowledgment in pre-meeting promotional materials.

Career Center Headshot Photo Booth

 **\$20,000**
Convention Center Opportunity

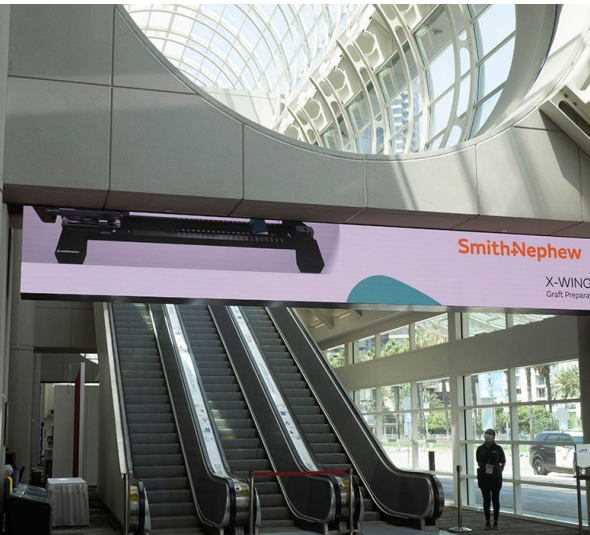
Located at the Career Center within OrthoLive, the photo booth is a popular destination for attendees to have their professional headshot taken. Sponsor benefits include:

- Acknowledgment in pre-meeting email
- Listing for booth in the Annual Meeting Mobile App that features the sponsor
- Banner ad featured in the email that delivers the attendees' new headshot
- Logo and/or messaging featured on the interactive touchscreen
- Prominent onsite signage with company's logo
- Exclusive option to brand the photo booth (available for an additional fee)

Post Your Open Job Opportunities and Connect with Thousands of Orthopaedic Surgeons Eager to Fill the Position.
[Visit the AAOS Career Center Today!](#)



Onsite Promotional Opportunities



Digital Displays Ads



3 Packages to Choose From:

Lobby Package - \$3,000 (8-secs) or \$5,500 (16-secs)

Lobby + Education Package - \$5,000 (8-secs) or \$9,000 (16-secs)

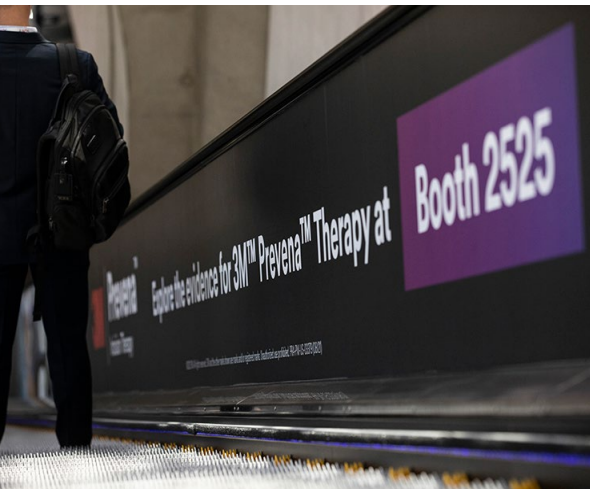
Marquee Package - \$25,000 (16-secs)

Convention Center Opportunity

Capture the eye of attendees as they navigate through the bustling lobbies on the ground-level and education hallways on the second level of the San Diego Convention Center. These strategically positioned digital displays are a powerful tool to feature your brand, drive traffic to your booth, and highlight company events throughout the meeting. Ads will run for 4 days (March 10 - 13) on a loop featuring a mixture of AAOS ads and other exhibitor ads.

Choose the Lobby Package for an 8 or 16-second ad that will be played on three screens in the ground-level lobbies. For broader exposure, opt for the Lobby + Education Package, extending your reach with two additional displays in the second-level education hallways.

Consider the Marquee Package for premier exposure, featuring a 16-second ad on two large screens in the ground-level lobby, including a prime location above the entrance to Hall E and another situated in front of Attendee Registration. For more information, visit the [Digital Displays Brochure](#).



Escalator Graphics



\$20,000 - \$25,000 plus production costs

Convention Center Opportunity

With all AAOS educational sessions occurring on the second level, escalator graphics place your company's branded message amidst the constant stream of attendee traffic. The options for these graphics differ based on the escalator's specific location. Your company's graphic will either display on the side glass rails or the runner that spans the length of the escalator.

For more information on locations, specifications, and production costs visit the [Escalator Graphics web page](#).



Exhibit Hall Floor Graphics



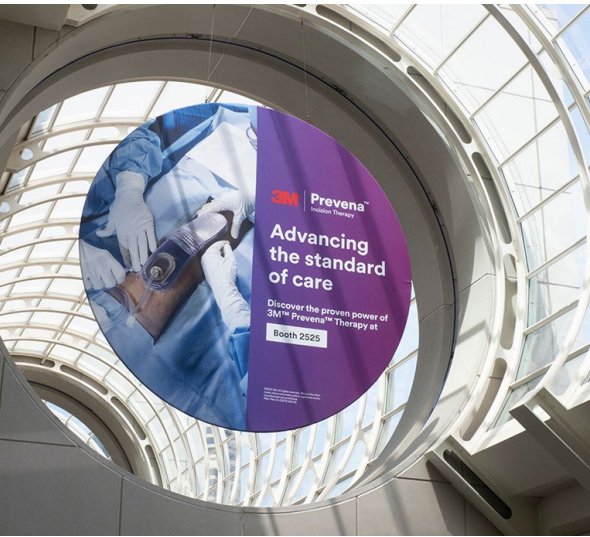
\$6,000 - \$12,000 plus production costs

Convention Center Opportunity


Ensure your branded message greets attendees as soon as they step into the Exhibit Hall. Two custom, high-impact 3' x 3' floor graphics will be strategically placed at an entrance of your choice in the Exhibit Hall.

For more information on locations, specifications, and production costs, visit the [Exhibit Hall Floor Graphics web page](#).

Onsite Promotional Opportunities



Ground-Level Lobby Opportunities

 Make a lasting impact on attendees in the vibrant heart of the meeting by taking advantage of ground-level lobby promotional opportunities.

From strategically placed banners that capture attention to prominent column wraps and striking wall graphics, your brand can stand out in this high-traffic area. Whether it's showcasing key messages, enhancing brand recognition, or creating a cohesive brand experience, these opportunities in the lobby ensure maximum visibility and engagement with attendees.

Banners: Exterior or Lobby

\$15,000 - \$25,000 plus production costs

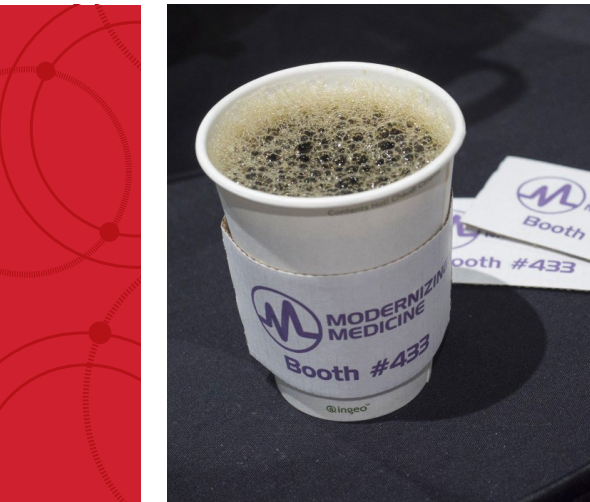
Lobby Column Wraps

\$35,000 plus production costs

Lobby Wall Graphics

\$25,000 plus production costs

For more information on locations, specifications, and production costs, visit the [Ground-Level Lobby Opportunities page](#).



Java Jackets for Concessions and AAOS Beverage Breaks


 **\$35,000 plus production costs**

Convention Center Opportunity

Coffee cup sleeves present an engaging avenue for your company's message, ensuring visibility to attendees during moments of relaxation and networking. With 15,000 sleeves distributed by the San Diego Convention Center food vendors throughout the convention center, and additional 10,000 sleeves being used during the complimentary beverages breaks between sessions on Tuesday from 3:30 to 4:00 PM and on Wednesday and Thursday morning from 10:00 to 11:00 AM.

The sponsor designs and produces cup jackets (and napkins, if desired). Design is subject to AAOS approval. Tent cards and 22" x 28" signage with the sponsor's company name and logo are placed in the beverage break areas of the Exhibit Hall.

Medical Students' Program

 **\$15,000**

Convention Center Opportunity

The half-day educational program is developed specifically for medical students to build their awareness of and exposure to orthopaedics while strengthening the pipeline of diverse and qualified individuals into orthopaedics. This program takes place Tuesday, March 11 and has 150 -250 medical students in attendance. Sponsor benefits include:

- Company name and logo will be placed in the agenda distributed at the session, welcome slide before the session and AAOS-provided signage at the event.
- Verbal "thank you" from the program moderator prior to the session starting.
- The option to distribute company-branded pens or other promotional items (subject to AAOS approval).



Onsite Promotional Opportunities



Interested in Other Opportunities to Engage with Residents?

AAOS Offers Several Resident Focused CME Courses All Year Long!



Resident Bowl



\$35,000

Convention Center Opportunity

A highly anticipated event where residents engage in a spirited trivia contest blending orthopaedic knowledge with pop culture trends. Seize the opportunity to connect with an energetic audience of young physicians as the sole sponsor on Wednesday, March 12. The benefits of this sponsorship include:

- Sponsor banner ad featured in both the invitation and reminder emails, reaching approximately 5,000 residents and 200 program directors.
- Company name and logo displayed across multiple platforms: resident web page, welcome slide before the event, and onsite signage.
- 5-minute speaking opportunity at the beginning of the event.
- Option to provide up to 10 questions that may be included in the program (subject to AAOS approval).
- Option to distribute company pens or other giveaways (subject to AAOS approval).
- Option to distribute branded napkins during the refreshment break (company to provide napkins and design is subject to AAOS approval).
- List of attendees (list contains name, city, state, and residency program, if provided).
- Dedicated table at the event for displaying company literature.
- Two staff members are allowed to attend the event.

Resident Course - Practice Management for Residents and Fellows-in-Training



\$25,000

Convention Center Opportunity

In this course, residents will review essential elements of practice management and learn the foundation to prepare for practice. This session will be on Tuesday, March 11 and will have about 150-200 residents in attendance. The course sponsor will enjoy the following benefits:

- Company name and logo displayed across multiple platforms: resident web page, welcome slide before the course, and onsite signage.
- Verbal "thank you" from course director at the start of the course.
- 5 to 10-minute speaking opportunity during the food break.
- Option to distribute company pens or other giveaways (subject to AAOS approval).
- Option to distribute branded napkins during the refreshment break (company to provide napkins and design is subject to AAOS approval).
- List of attendees (list contains name, city, state, and residency program, if provided).
- Dedicated table at the course for displaying company literature.
- Two staff members are allowed to attend the course.

Onsite Promotional Opportunities



Resident Course - Speed Mentoring



\$25,000

Convention Center Opportunity

This fast-paced session allows residents to learn how to navigate the transition from residency to practicing physician from the experts. This course will take place Wednesday, March 12 and has about 150-175 residents in attendance. By sponsoring this course, your company will gain the following benefits:

- Company name and logo displayed across multiple platforms: resident web page, welcome slide before the course, printed program distributed at the course, and onsite signage.
- 5-minute speaking opportunity at the beginning of the course.
- Option to distribute company pens or other giveaways (subject to AAOS approval).
- List of attendees (list only contains name, city, state, and residency program, if provided).
- Dedicated table at the course for displaying company literature.
- Two staff members are allowed to attend the course.



Restroom Graphics



\$25,000 plus production costs

Convention Center Opportunity

Put your message in a place every attendee is sure to visit! Guarantee your brand's visibility with full-color clings affixed to select public space restroom mirrors.

Production, installation, and dismantling costs are not included. For more information on locations, specifications, and production costs visit the [Restroom Graphics web page](#).

Shuttle Bus Schedules & Signs



\$35,000

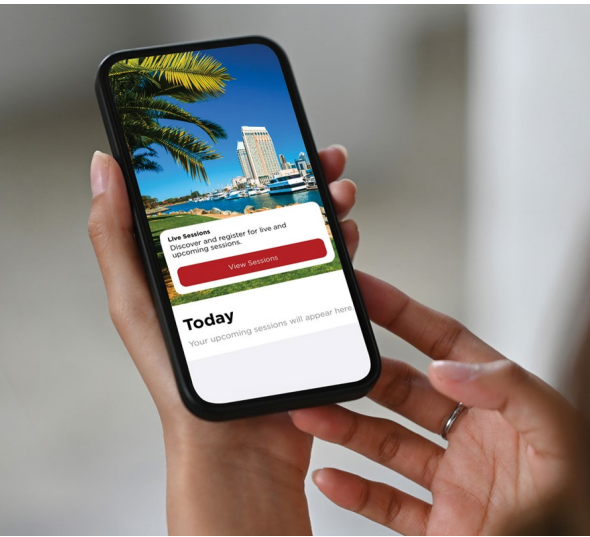
Convention Center Opportunity

The free shuttle buses are the primary means of transportation to and from the Convention Center. Enjoy maximum brand exposure by sponsoring this essential service! The benefits of this sponsorship include:

- Sponsor's branded message will appear prominently on large colorful route signs in transportation areas of convention center.
- Company name and logo will appear on easel signs in the lobby of official hotels.
- A full page 4/color ad on 10,000 bus schedule flyers
- Banner ad on the bus tracker website.



Onsite Promotional Opportunities



Annual Meeting Mobile App

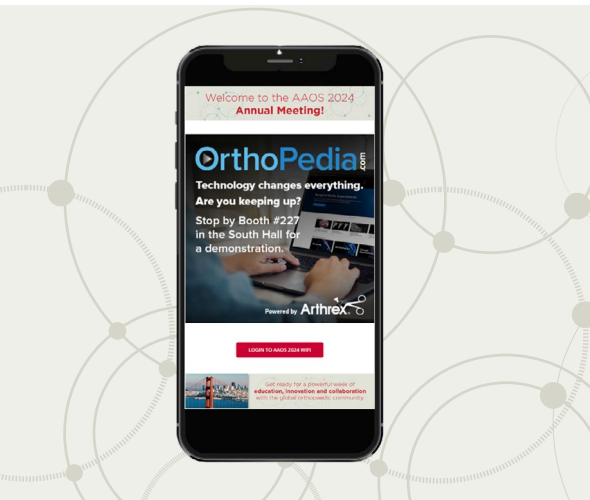


\$55,000

Digital Opportunity

An essential tool for attendees to navigate the many offerings of the Annual Meeting. Last year, the app boasted more than 8,000 downloads, establishing itself as the go-to resource for all meeting activities. Compatible with all smartphone platforms and web-enabled devices. Included with this sponsorship:

- Splash page ad – capturing attention the moment the app is opened.
- Four meeting schedule banner ads – offering continuous visibility.
- Three carousel (rotating) banner ads.
- Three push notifications - sent to all attendees each exhibit day.
- Priority Exhibitor Listing Position - placing your company's listing at the forefront in the exhibitor section.
- Sponsor logo featured in the Annual Meeting Mobile App launch email, mobile app webpage, and onsite signage.



Wi-Fi Access Page



\$20,000

Digital Opportunity

Enhance the attendee experience at the Annual Meeting by becoming the exclusive sponsor of essential Wi-Fi service across the convention center—this includes session rooms, lobbies, lounges, and other common areas (excluding the Exhibit Hall). This sponsorship puts your company's brand at the forefront, as attendees are greeted with a branded splash page each time they connect to the Wi-Fi network. Additionally, prominent signage throughout the convention center will not only guide attendees to this complimentary service but also prominently feature your company logo, acknowledging your support in keeping them connected.

Seize These Opportunities
Submit Your Application Today!

Onsite Promotional Opportunities



Official Hotel Opportunities



Maximize your brand's visibility by taking advantage of our exclusive hotel sponsorship opportunities. Located at the event's premier hotels—the Hilton San Diego Bayfront, Manchester Grand Hyatt San Diego, and Marriott Marquis San Diego Marina—these sponsorships ensure your brand maintains a continuous presence with attendees. From check-in to their daily journey to the event, your message becomes an integral part of their experience, offering a unique opportunity for brand recall in a relaxed environment outside the convention center.

Hotel Column Wraps

\$20,000 plus production costs

Hotel Elevator Graphics

\$20,000 - \$35,000 plus production costs

Hotel Escalator Graphics

\$15,000 - \$25,000 plus production costs

For more information on locations, specifications, and production costs, visit the [Hotel Opportunities web page](#).

Hotel Keycards



\$10,000 – \$30,000 plus production costs

Hotel Opportunity

Put your marketing message directly into attendees' hands and gain extensive exposure throughout their stays with customized keycards at the official AAOS hotels. This sponsorship has been divided into two packages for the 2025 Annual Meeting. Hotel package information is available upon request. Sponsor has distribution rights to design and produce keycards for all hotels in their package.

AAOS Now, The Daily Edition (March 10 - 13)



\$6,250 to \$25,500

Print Opportunity

Commitment Deadline: January 20, 2025

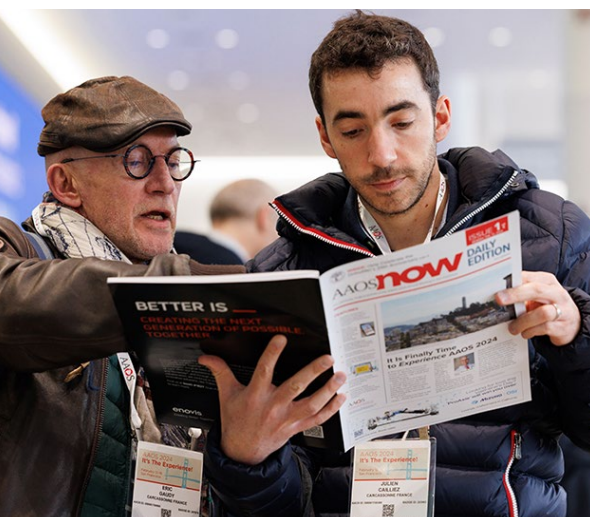
Secure a spot in AAOS 2025's official newspaper! The Daily Edition is circulated onsite from Monday through Thursday, featuring exclusive editorial content on the latest scientific breakthroughs, keynote addresses, award ceremonies, and other event highlights.

For detailed pricing and audience reach insights, please contact Lauren Morgan at lmorgan@aaos.org, Monique McLaughlin at mmclaughlin@aaos.org, or visit the [AAOS Now website](#).

Interested in Citywide & Outdoor Opportunities in San Diego?

EMC Outdoor is the official AAOS 2025 vendor for promotions outside the convention center

For more info, contact
Melissa King at
mrk@emcoutdoor.com



For additional details contact, Noel Sierra at sierra@aaos.org or Ken Schott at schott@aaos.org.

Onsite Promotional Opportunities



Exhibitor Directory (Onsite Floor Plan)



\$12,500

Print Opportunity

Commitment Deadline: January 10, 2025

Guide attendees directly to your booth with a striking full-page, four-color advertisement in the Exhibit Hall's essential reference guide. Designed for easy navigation, this indispensable tool will feature a detailed floor plan and a complete list of company booths. With 10,000 copies to be distributed at Attendee Registration and information kiosks throughout the convention center, your ad is guaranteed to capture attention and guide foot traffic to your exhibit.

Orthopaedist's Bag

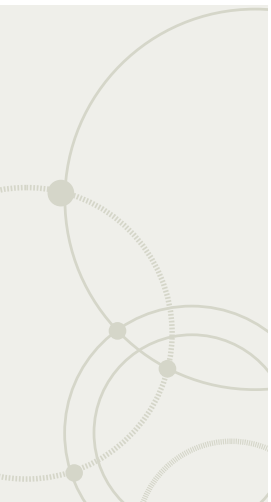


\$8,000 per insert

Print Opportunity

Commitment Deadline: January 17, 2025

Ensure your promotional materials land directly in the hands of event attendees! Distributed at registration or check-in, these bags are a critical tool for attendees mapping out their Exhibit Hall strategy. Take advantage of this ideal chance to boost visits to your booth, showcase your products, or advertise a special event. Discover more details on the [Orthopaedist's Bag page](#).



Bioskills Workshop



\$11,000 - \$13,000 per workshop

Surgeon Engagement Opportunity

These interactive workshops are a dynamic platform for showcasing your innovative products in real-world scenarios. This unique setting allows orthopaedic surgeons to witness the practical benefits of your products firsthand while also creating in-depth engagement with industry leaders. For additional information, view the [Bioskills Workshop brochure](#).



Industry Education Sessions



\$15,000 - \$45,000 per session

Surgeon Engagement Opportunity

The Industry Education Sessions offer exhibitors a platform to showcase products, discuss techniques, or present research in a classroom setting. We offer two different formats for industry education: Lunch and Learns and Breakthroughs and Beverages sessions.

Lunch and Learns are 45-minute sessions, scheduled from 12:40 to 1:25 PM, that do not compete with official AAOS educational programming, and include box lunches provided by AAOS.

Breakthroughs and Beverages are also 45-minute sessions taking place in the morning and afternoon, and include beverages provided by AAOS.

Continuing medical education (CME) credits cannot be provided for these sessions. For additional information, please view the [Industry Education Sessions brochure](#).

Onsite Promotional Opportunities




Innovation Theater Presentations

 **\$2,900 - \$4,500 per 20-minute presentation**
Surgeon Engagement Opportunity

Innovation Theater presentations provide exhibiting companies the opportunity to spotlight their latest innovations, from cutting-edge products and services to groundbreaking research. Held in the Exhibit Hall, these 20-minute presentations are designed to provide attendees with a visionary peek into the future of healthcare technologies and solutions. Presentations are not eligible for continuing medical education (CME) credit. For additional information, please view the [Innovation Theater brochure](#).

OrthoDome®

\$7,500 per video – Participating Sponsor
\$28,000 for 4 videos – Supporting Sponsor
\$40,000 for 6 videos – Premiere Sponsor
Surgeon Engagement Opportunity


 An immersive video theater experience where orthopedic surgical techniques and cutting-edge devices are showcased in stunning 4K resolution, accompanied by live narration from experts. Sessions take place Tuesday to Thursday in the OrthoDome® Theater. Videos should be 7 – 12 minutes in length with time for Q&A at the end. Video presentations are not eligible for continuing medical education (CME) credit. For additional information, please view the [OrthoDome® brochure](#).

**Looking to Repurpose
Your Annual Meeting
Presentation to Reach a
Wider Audience?**

Contact Alex Ryan at
aryan@aaos.org
to Find Out How

Satellite Education Events

\$5,000 – 1 to 3 events with 150 attendees or less per event
\$7,500 – 1 to 3 events with 151 attendees or more per event
Surgeon Engagement Opportunity

 Host an educational, research, or marketing event designed by you. Only companies exhibiting at the AAOS meeting are eligible to host an evening event with AAOS attendees. These events may not conflict with the AAOS Educational Program. AAOS charges a non-refundable fee to exhibitors holding evening events that includes access to AAOS attendees.

The fee includes approval of up to three events and listings in the Annual Meeting Mobile app and AAOS Annual Meeting website. For more information on permitted times and approval process, please visit the [Exhibitor Event and Meeting Space page](#).

Disclaimer: The AAOS is not responsible for unsatisfactory attendance and/or marketing of Surgical Engagement Opportunities. It is the responsibility of the organizer to market this event. Advance marketing is critical to attracting the appropriate audience.





Use the Annual Meeting as a Platform to Forge Lasting Relationships

Post-Meeting Promotional Opportunities

The end of the meeting is just the starting point for maximizing engagement. Continue the connection your company has established with attendees to maintain interest and cultivate lasting relationships. A strategic post-meeting marketing plan ensures your brand remains a focal point throughout the year and enhances your return on investment.

Move the conversation forward after the meeting for
Continued Engagement • Extended Reach • Relationship Building

Employing these post-event promotional tactics allows your company to solidify the relationships initiated at the event and bolster your brand's industry presence. This approach not only extends the life of your event participation but sets the stage for year-round engagement and growth.

Post-Meeting Promotional Opportunities



2026 Hotel Confirmation Email



\$15,000
Digital Opportunity

Ensure continuous brand visibility and engagement with attendees of both AAOS 2025 and AAOS 2026. This exceptional opportunity provides exposure across TWO consecutive Annual Meetings!

Your brand's message will be prominently featured at the top of each confirmation email, ensuring top-tier exposure. Additionally, a clickable ad will be placed on the second card of the housing website, directing attendees to a website of your preference.

AAOS.org Web Pages - Year-Round



Contact for rates
Digital Opportunity

Stay in the minds of attendees by putting your banner ad on the frequently visited [AAOS.org website](https://www.aaos.org). Elevate your visibility and connect with attendees just a click away from accessing your website.

For additional information regarding cost and impressions, please contact Lauren Morgan at lmorgan@aaos.org, Monique McLaughlin at mmclaughlin@aaos.org, or visit the [AAOS Now website](https://www.aaos.org/now).

Post-Meeting Attendee Eblast



\$7,000
Digital Opportunity

Capitalize on the critical window following the meeting by sending a tailored message straight to attendees' inboxes. Your customized message will be sent by AAOS shortly after the meeting concludes, ensuring your brand remains a top thought among attendees. One exclusive email sent per day. A limited number of post-meeting eblasts are available.

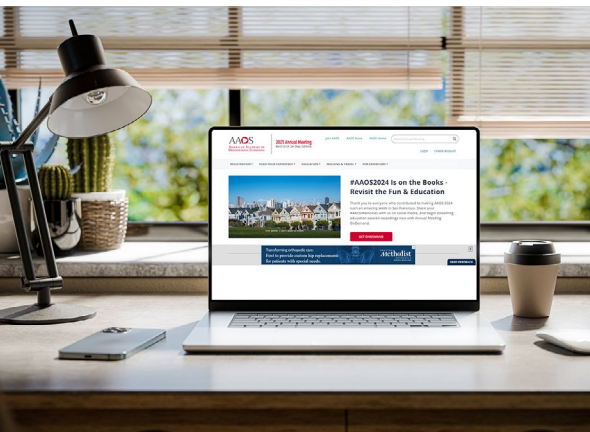
Post-Meeting Digital Retargeting Advertisement



Contact for rates
Digital Opportunity

Keep the momentum going after the meeting! Your products, services, and solutions for the orthopaedic industry will be featured prominently on popular sites like ESPN, Weather.com, USA Today, and many more to AAOS members and AAOS Annual Meeting attendees when they visit these sites!

Post-Annual Meeting packages available through [The Association Partner](https://www.theassociationpartner.com). Contact Advertise@theassociationpartner.com to learn more.



Post-Meeting Promotional Opportunities



AAOS Now (April - December Editions)

 **Starting at \$2,000**
Print Opportunity

Commitment Deadline: December 15, 2024

Just because the Annual Meeting is over doesn't mean your marketing efforts should stop. Extend your meeting message with an advertisement in AAOS Now, the official news publication of the Academy. Each issue will be mailed to over 27,000 members.

For additional information regarding cost and impressions, please contact Lauren Morgan at Lmorgan@aaos.org or Monique McLaughlin at mmclaughlin@aaos.org.

JAAOS (April - December Editions)

 **Starting at \$5,000**
Print Opportunity

Sustain your brand's visibility and maintain the momentum generated at the meeting by running an ad in the Journal of the American Academy of Orthopaedic Surgeons, the official Journal of the Academy. With distribution to a membership of 39,000, your ad will continue to engage a dedicated audience of orthopaedic surgeons, reinforcing connections made during the event and extending your influence within the orthopaedic community.

For more information, contact Michael Kokell at Michael.Kokell@wolterskluwer.com.

Post-Meeting Attendee Mail List

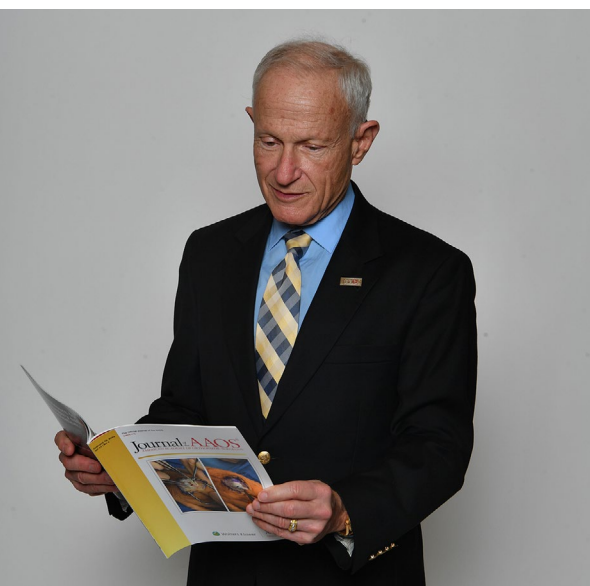
 **\$500 - \$2,100**
Print Opportunity

Lists available starting March 27, 2025

Extend your brand's reach beyond the meeting by tapping into the post-meeting Attendee List for a targeted follow-up campaign. Utilize this opportunity to send a tailored advertisement directly to attendees, reinforcing the connections made and maintaining your brand's prominence.

All promotional materials must receive AAOS approval. Complete meeting attendee and specialty-only lists are available. The list contains the attendee's name, title, address, hospital affiliation, and specialty area(s) if provided by the attendee. Email addresses and phone numbers are not provided.

For additional information regarding costs, types of lists, and dates available, visit the [Attendee Lists page](#).



Post-Meeting Promotional Opportunities



CME Course Exhibit



\$2,000 - \$4,600

Surgeon Engagement Opportunity

Elevate your brand and deepen your engagement with AAOS Members by participating in our CME courses, offered throughout the year. These smaller, specialty-focused courses are an intimate setting ideal for meaningful interactions. Your exhibit package includes:

- One 6' x 30" table and two chairs
- Registration for two company representatives
- Complimentary meals for your representatives during the course.
- Attendee list provided in Excel format (e-mail addresses are not included)

For any questions, please contact Noel Sierra at sierra@aaos.org.

CME Course Networking Event



\$2,500

Surgeon Engagement Opportunity

Create lasting impressions by sponsoring the Innovation & Networking Happy Hour, a featured component of select AAOS CME courses. This sponsorship not only provides you with valuable face-to-face time with course attendees and key faculty but also positions your brand front and center in targeted pre-event and post-event communications. Seize this strategic chance to engage with a dedicated audience of surgeons in a relaxed setting, ideal for developing meaningful connections.

For any questions, please contact Noel Sierra at sierra@aaos.org.

CME Course Spotlight Session



\$10,000 - \$20,000

Surgeon Engagement Opportunity

Spotlight sessions provide companies with unopposed, non-CME sessions that can be a combination of lectures, pre-recorded video demonstrations, and small group or panel case discussions and debates.

Your company can educate course attendees and market key products that align with content and procedures presented at the course. In addition to your position as a leader in the field, your company will enjoy these added benefits:

- Name recognition in print and electronic acknowledgements
- Recognition during course announcements
- Recognition on AAOS' online course platform and signage at the course
- Registrant mailing lists
- Registration for two company representatives
- Spotlight session will be recorded for your use and hosted on the Orthopaedic Video Theater (OVT) channel for one year post event

For any questions, please contact Angela Buckley at buckley@aaos.org.

Ask us about bundle options for CME Course Exhibit, Networking Events, and Spotlight Sessions to feature your company for the entire course!

AAOS CME Courses Take Place Throughout the Year and Cover Various Orthopaedic Topics

[View the Full Course Calendar](#)




Post-Meeting Promotional Opportunities



The Business Development Team is Ready to Elevate Your Presence in the Orthopaedic Field, Drive Innovation, and Forge Lasting Connections?

Contact Alex Ryan at aryan@aaos.org for more info.

2025 Market Research

 **Contact for pricing**
Surgeon Engagement Opportunity

Unlock valuable market intelligence post meeting by tapping into the pulse of the AAOS membership to gather insights from your key audience.

For additional information, visit our [Corporate Engagement page](#) or contact Angela Buckley at buckley@aaos.org.

2025 Webinars

 **AAOS Hosted Webinar - \$10,000**
 **Webinar Promo - \$2,000 per week**

Surgeon Engagement Opportunity

Amplify your message beyond the exhibit floor. Engage with our members by showcasing your webinar to our AAOS community or co-host an interactive session with us. This is your chance to highlight how your content will elevate the professional experience of orthopedic specialists.

For additional information, visit the [Corporate Engagement page](#) or contact Alex Ryan at aryan@aaos.org.

Seize These Opportunities
Submit Your Application Today!

Let's Collaborate

AAOS is eager to craft customized or bundled opportunities that seamlessly fit your needs and budget. Our team is here to assist you every step of the way with any questions or innovative ideas you may have. Don't hesitate to contact us for more details on tailor-made promotions and package options that suit you best.

Success hinges on having a comprehensive marketing plan that encompasses the phases before, during, and after the meeting. Here are some package examples that address planning for the entire Annual Meeting process.

Essential Package

- Booth Education Showcase
Pre-Meeting
- Digital Display 8-Second Ad
Onsite
- Post-Meeting Attendee List
Post-Meeting

Deluxe Package

- Preliminary Program Ad
Pre-Meeting
- Lobby Banner
Onsite
- CME Course Exhibit
Post-Meeting

Ultimate Package

- Hotel Confirmation Email
Pre-Meeting
- Lobby Column Wrap
Onsite
- CME Course Spotlight Session
Post-Meeting

For more information on how to become an **Annual Meeting** sponsor, contact:



Noel Sierra, CEM
Manager, Exhibits & Sponsorship
847-384-4172
sierra@aaos.org



Ken Schott, CEM
Senior Manager, Exhibits & Sponsorship
847-384-4186
schott@aaos.org



Amanda Bogdal
Exhibits Specialist
847-384-4374
abogdal@aaos.org



Jeff Hanwell
Director, Business Development
847-384-4029
hanwell@aaos.org



Angela Buckley
Manager, Business Development
847-384-4335
buckley@aaos.org



Alex Ryan
Strategic Account Specialist
847-384-4076
aryan@aaos.org

Additional Recognition

In addition to solidifying your place in the orthopaedic marketplace, your company will receive the following recognition for any promotional opportunity secured.

Earn Priority Points

Participation in any of the opportunities (pre-meeting, onsite, or post-meeting) listed in this Promotional Opportunities brochure earns priority points for total spending. Visit the [Priority Points Guidelines](#) for complete details.

RECOGNITION BENEFIT	DETAILS
Sponsor Thank You – Printed Signage	Company logo showcased with other Annual Meeting sponsor logos on meter signs strategically located throughout the convention center.
Sponsor Thank You – Digital Ad	Company logo featured with other Annual Meeting sponsor logos in an impactful 8-second ad displayed on screens throughout the convention center.
Sponsor Icon in the Directory and App	Sponsor icon will be prominently displayed on the exhibitor’s listing in the online Exhibitor Directory and Annual Meeting App.
Sponsor Logo in Annual Meeting App	Company logo will distinguish your booth location on the floor plan in the Annual Meeting App.
Sponsor Decal	A decal placed in front of exhibit space signifies your company as an esteemed sponsor of the meeting.

Note: Attendee Mail Lists, Digital Display Ads – Lobby Package, Enhanced Exhibitor Listings, Headline News Now, Orthopaedist’s Bag, AAOS Now, and The Daily Edition of AAOS Now are considered advertising opportunities and will not receive the above additional recognition.

**To receive additional recognition as a sponsor on onsite signage, the promotional opportunity must be secured by January 31, 2025.*



Application/Contract Policies

1. Eligibility

Promotional and advertising opportunities are only available to companies exhibiting at the AAOS 2025 Annual Meeting.

2. First Right-of-Refusal

Sponsors of a promotional or advertising opportunity at the AAOS 2024 Annual Meeting will be offered right of first refusal for the same promotional opportunity at the AAOS 2025 Annual Meeting. If the same opportunity is not available, a comparable opportunity will be offered in its place. All promotional opportunities not secured by **July 11, 2024**, will be made available to all eligible exhibiting companies on a first-come basis starting **August 22, 2024**.

3. Promotional Opportunity Application/ Contract

All applicants for a promotional or advertising opportunity must agree to the terms and conditions within the Promotional Opportunity Application/Contract (“Agreement”). Once this Agreement is accepted by Sponsor (whether electronically, or otherwise) and received and accepted by AAOS, it is considered binding, and fees are non-refundable. AAOS reserves the right, at its sole discretion, to decline acceptance of this Agreement for any reason.

4. Payment Terms

An invoice for promotional or advertising opportunities will be sent within 3 – 5 days of receipt of the Promotional Opportunity Application/Contract. Payment for the promotional or advertising opportunity will be due no later than 30 days from the invoice date. **No promotional or advertising opportunity will be put into production, installed, or granted unless full payment is received.** Payments are to be made:

By Check: Checks are to be made payable to AAOS (fed tax id 36-2110592) in U.S. funds only and mailed to:

AAOS 2025 Annual Meeting
American Academy of Orthopaedic Surgeons
Attn: Exhibits
9400 West Higgins Road
Rosemont, IL 60018

Please be sure to include the exhibiting company name or order number with the check.

By Credit Card: The required balance due can be paid by credit card online through the [Exhibitor Resource Center](#). **NOTE:** All credit card payments will be assessed with a non-refundable 2.5% credit card surcharge.

By Wire Transfer or ACH Payments:

Make payment to:
Beneficiary: AAOS
Huntington National Bank
518 Lee Street
Des Plaines, IL 60016
Account #: 01068363979
ABA #: 044000024
Swift Code: HUNTUS33

Please be sure to include the exhibiting company name or order number with the wire transfer. The exhibiting company is responsible for all bank fees.

Invoices: Invoices are available for viewing, downloading, printing, and online payment at any time through the [Exhibitor Resource Center](#). Surgeon engagement opportunity listings will NOT be posted on the Annual Meeting website or Annual Meeting Mobile App until 100% of the fees have been received.

5. Cancellation Policy

If for any reason a company cancels its promotional opportunity commitment after the contract signing date, full payment is due upon cancellation. There will be no refunds. An exhibitor’s cancellation of exhibit space will automatically result in the cancellation of a promotional or advertising opportunity, the release of any hotel/convention center meeting space previously assigned, and all sleeping rooms assigned to the exhibitor.

Exhibitors cannot earn priority points from a canceled promotional opportunity.

6. Artwork Deadlines

Artwork deadlines are strictly enforced. Artwork not received by the stated deadlines may be subject to a surcharge. Any artwork rush fees are the responsibility of the sponsor.

7. Artwork Approval

All promotional and advertising materials must be approved by AAOS prior to production. Final versions of materials should be submitted to sierra@aaos.org for approval. While AAOS will make every effort to grant approvals in a timely fashion, please allow a minimum of five (5) business days for approval. AAOS, in its sole discretion, has the right to refuse any advertisement, artwork or item that is inappropriate or is not in accordance with the professional nature of the AAOS Annual Meeting.

Use of the AAOS Name and/or 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.

- b. Any inclusion of “AAOS” or “American Academy of Orthopaedic Surgeons” requires written approval from AAOS.
- c. Companies are prohibited from promoting any specific AAOS Annual Meeting educational session, including paper presentations or scientific posters.
- d. Companies are prohibited from using AAOS’ name in any advertising for meetings that are sponsored by another organization or at other meetings sponsored by AAOS.

How to Reference AAOS 2025 on Promotional Materials:

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 2025 Annual Meeting on promotional materials:

- AAOS 2025 - Booth XXX – March 11 – 13, 2025
- AAOS 2025 – Booth XXX
- AAOS Annual Meeting - Booth XXX – March 11 – 13, 2025
- AAOS 2025 Annual Meeting - Booth XXX
- Companies that create a website or email address for the Annual Meeting can 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
- “AAOS” cannot be used as an extension for websites or email addresses.

8. Production Costs

Production, installation, and dismantling costs are not included in the cost of a promotional or advertising opportunity. These costs are the responsibility of the sponsor.

9. Third-Party Promotions/Advertising Firms

Third party agents or promotions/advertising firms must be designated by the exhibiting company to AAOS in writing at exhibits@aaos.org. The exhibiting company is responsible for the actions of their third-party agents or promotions/advertising firms.

Applications, invoices, and/or metrics reports will be sent to the exhibitor unless otherwise requested by the exhibiting company.

10. Terms and Conditions

As a condition for securing promotional or advertising opportunities, each exhibitor, its third-party agents, or advertising companies hired by an exhibitor, shall agree to abide by all terms, policies, and guidelines as outlined in the [Exhibit Prospectus](#) in addition to the policies specifically cited in the Promotional and Advertising Opportunities brochure. Promotional and advertising opportunities found to be in violation of these guidelines or policies shall be immediately discontinued and risk loss of priority points for the 2026 Annual Meeting or other action deemed appropriate by AAOS.

11. Indemnification

Each supporter of the AAOS Annual Meeting agrees to indemnify, defend and hold harmless the AAOS, its employees, directors, agents, representatives and any affiliated organizations against any and all claims, judgments, fees, demands, settlements and expenses (including reasonable attorneys’ fees) that arise as a result of the company’s performance, or non-performance, of duties in this Agreement.

12. Violation of Rules and Regulations

Any promotional or advertising opportunity found to be in violation of AAOS guidelines or policies outlined above or in the [Exhibit Prospectus](#) shall be immediately discontinued and risk loss of priority points for the 2026 Annual Meeting or other action deemed appropriate by AAOS.

SUBMIT

the Promotional Opportunities Application/Contract Today!