

# AAOS 2025 Industry Education Sessions



Meeting Dates: March 10 - 14 | Exhibit Dates: March 11 - 13  
San Diego Convention Center | San Diego, California

**Showcase** Products. **Explore** Techniques. **Highlight** Research.

This unique opportunity allows exhibitors to take center stage and engage directly with attendees in an intimate classroom setting. Present your company's latest innovations, share best practices, or reveal clinical outcomes to an engaged audience eager for new knowledge and advancements.

## Mark Your Calendar Now! Sessions Will Sell Out Quickly

June 26, 2024

[Industry Education Session](#) application available

July 25, 2024

Application deadline for initial assignment is due

September 6, 2024

Session assignments and invoices emailed

October 5, 2024

Sessions fees due

\* All applications received after **July 25, 2024**, will be assigned on a first-come, first-served basis from the remaining available time slots.

## We offer two different formats for Industry Education



### Lunch and Learn Sessions

- Take place each day March 10-13
- 12:40 - 1:25 PM
- 100, 200, or 300 attendee sessions
- Located in the Exhibit Hall and meeting rooms
- Box lunches provided by AAOS



### Breakthroughs and Beverage Sessions

- Take place each day March 11 and 12
- 10:30 - 11:15 AM and 2:00 - 2:45 PM
- 100 attendee sessions
- Located in the Exhibit Hall and meeting rooms
- Beverages provided by AAOS

# Session Prices, Availability, and Details

Date	Lunch and Learns 100 Attendees	Lunch and Learns 200 Attendees	Lunch and Learns 300 Attendees	Breakthroughs and Beverages 100 Attendee
Monday, March 10	N/A	3 Available \$30,000 each	1 Available \$40,000 each	N/A
Tuesday, March 11	2 Available \$25,000 each	3 Available \$37,500 each	2 Available \$45,000 each	2 Available \$15,000 each
Wednesday, March 12	2 Available \$25,000 each	3 Available \$37,500 each	2 Available \$45,000 each	2 Available \$15,000 each
Thursday, March 13	2 Available \$25,000 each	3 Available \$35,000 each	1 Available \$42,500 each	N/A

- All sessions are 45 minutes in length.
- There are 28 total sessions (24 Lunch and Learns and 4 Breakthroughs and Beverages).
- Lunch and Learn sessions will be in the Exhibit Hall and in meeting rooms.
  - ◆ 100-attendee sessions will be in the Ask an Expert theater in the Exhibit Hall.
  - ◆ 200 and 300-attendee sessions will take place in meeting rooms on level 2 of the convention center.
- Set-up time for Lunch and Learns will be one (1) hour prior to the start time of the session.
- Breakthroughs and Beverage sessions will be in the Ask an Expert theater in the Exhibit Hall and meeting rooms on level 2 of the convention center.
- Set-up time for Breakthroughs and Beverages will be 15 minutes prior to the start time.
- Continuing Medical Education (CME) credits cannot be provided for these sessions.
- The AAOS is not responsible for unsatisfactory attendance and/or marketing of the Industry Education Sessions. It is the responsibility of the presenting company to market this event. Advance marketing is critical to attracting the appropriate audience.
- Refer to the “Promote Your Session” section for options to market your event.



## ? Questions

If you have any questions, contact Noel Sierra at 847-384-4172 or [sierra@aaos.org](mailto:sierra@aaos.org).

## Sessions Include

- Standard A/V Equipment:
  - ◆ Lectern with microphone
  - ◆ Three (3) microphones for audience
  - ◆ Sound system
  - ◆ LCD display for theaters in the Exhibit Hall
  - ◆ LCD projector with screen for meeting rooms
  - ◆ A/V technician during the session
  - ◆ Classroom seating for attendees
  - ◆ Box lunches and beverages for Lunch and Learn attendees will be provided by AAOS
  - ◆ Beverages for Breakthroughs and Beverage attendees will be provided by AAOS
  - ◆ Signage indicating the food and beverage is provided by AAOS at each session
  - ◆ Signage at the session with company name



This is a standard room set and cannot be changed due to the AAOS educational programming that follows in these session rooms.

## Record Your Session

Upgrade your Industry Education Session experience with a recording of the session. Recordings are available for \$475 and include the PowerPoint presentation and audio of the presenters and can be ordered on the application. See the “Post-Meeting Opportunities” section for ways to extend the reach of your session beyond the Annual Meeting.



## AAOS Will Feature Your Session!

AAOS showcases your session on the Annual Meeting website and Annual Meeting Mobile. The information shown includes:

- Date and time
- Location
- Title of session with “presented by company name”
- Speaker(s)
- Brief 50-word description

**Note:** Sessions will not be listed until 100% of the fees have been received.

## Promote Your Session

Effectively marketing a company’s Industry Education Session is essential for engaging the right audience. Leverage our pre-meeting and onsite opportunities to attract a larger audience to your session.

### ➤ Pre-Meeting Opportunities

- ◆ [Pre-Meeting Attendee List](#)
- ◆ [Pre-Meeting Attendee Eblast](#)

### ➤ Onsite Opportunities

- ◆ [AAOS Now, The Daily Editions \(March 10 – 13\)](#)
- ◆ [Digital Display Ads](#)
- ◆ [Orthopaedist’s Bag](#)

### ➤ Post-Meeting Opportunities

Interested in extending the reach of your session to a wider audience after the meeting?

- ◆ **Webinars:** Offers a unique opportunity to engage with the entire AAOS membership or specific market segments tailored to your products or services.
- ◆ **OVT Video:** Accessible to the entire AAOS membership, OVT offers a collection of trusted and relevant surgical videos from globally renowned experts across the orthopaedic landscape.
- ◆ Ready to elevate your presence in the orthopaedic field, drive innovation, and forge lasting connections? Working with our Business Development team is your key to year-round success! Contact Angela Buckley at [buckley@aaos.org](mailto:buckley@aaos.org) or Alex Ryan at [aryan@aaos.org](mailto:aryan@aaos.org).

# INDUSTRY EDUCATION SESSIONS • APPLICATION/CONTRACT POLICIES

## Eligibility

Industry Education Sessions are exclusively available to companies exhibiting at AAOS 2025.

## Application and Assignment of Industry Education Sessions

- a. For initial session assignments, applications must be received by **July 25, 2024**. All applications received after **July 25, 2024**, will be assigned on a first-come, first-served basis from the remaining available time slots.
- b. Applications will not be accepted from meeting planning or other third-party companies.
- c. Industry Education Sessions will be assigned on a first-come, first-served basis. AAOS reserves the right, in its sole discretion, to allocate Industry Education Sessions on any other basis it deems appropriate.
- d. Confirmations of each Industry Education Sessions will be emailed with a specific date, time, and location on **September 6, 2024**.
- e. Exhibitors that are assigned an Education Sessions will:
  - a. provide speaker(s) and session content.
  - b. be responsible for inviting attendees.
  - c. be responsible for securing/confirming attendees.
  - d. be allowed to scan and capture AAOS badge bar code data at their session. Lead retrieval scanners are the responsibility of the exhibitor to secure and pay for separately. Lead retrieval services may be ordered through [Exhibitor Service Manual](#).
  - e. be responsible for removing all literature and other materials from the room at the end of the session.

## Payment Terms

Once Industry Education Sessions are assigned, an invoice for 100% of fees will be sent. Payment for the session will be due no later than 30 days from the invoice date. Session listings will NOT be posted on the Annual Meeting website or Annual Meeting Mobile App until 100% of the fees have been 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](#). Session listings will NOT be posted on the Annual Meeting website or Annual Meeting Mobile App until 100% of the fees have been received.

## Cancellation Policy

All cancellations for confirmed and assigned Industry Education Sessions must be sent in writing to [sierra@aaos.org](mailto:sierra@aaos.org). Written notice of cancellation must be received by the date listed below to be eligible for a refund:

AAOS retains 50% of session fees on and before **September 20, 2024**

AAOS retains 100% of session fees on and after **September 21, 2024**

An exhibitor's cancellation of exhibit space will automatically result in the cancellation of their Industry Education Session, any hotel/convention center meeting space previously assigned, and all sleeping rooms assigned to the exhibitor.



## Badges

All exhibitors, presenters, and attendees will be required to wear their AAOS official badges for admission to Industry Education Sessions

## Catering

AAOS will provide box lunches for Lunch and Learn attendees and beverages for Breakthroughs and Beverage participants. Additionally, AAOS will furnish signs at each session indicating that the food and beverages are provided by AAOS.

## CME Accreditation

AAOS does not provide Continuing Medical Education (CME) accreditation for exhibitor educational sessions. Exhibitors are not allowed to offer CME credits for Industry Education Sessions.

## Lead Retrieval

Exhibitors will be allowed to scan and capture AAOS badge bar code data at their Industry Education Sessions. Lead retrieval scanners are the responsibility of the exhibitor to secure and pay for separately. Lead retrieval services may be ordered through the [Exhibitor Service Manual](#).

## Publicity and Advertising

The AAOS is not responsible for unsatisfactory attendance and/or marketing of the Industry Education Sessions. It is the responsibility of the presenting company to market this event. Advance marketing is critical to attracting the appropriate audience.

### Approval of Promotional Materials

All promotional materials (including announcements, invitations, emails, websites, social media posts, advertisements, and flyers) promoting a company's Industry Education Sessions be approved by AAOS prior to printing and/or distribution. Final versions of materials should be submitted via the [Advertising Approval Request form](#). While AAOS will make every effort to grant approvals in a timely fashion, please allow a minimum of five (5) business days for approval.

### Guidelines for Promotional Materials

- a. AAOS does not endorse nor consider any Industry Education Session as part of the official program. The following statement must appear on any promotional material:  

“This Industry Education Session is a promotional activity and is not approved for continuing medical education credit. The content of this session and the opinions expressed by presenters are those of the “Presenting Company's Name” or presenters and do not represent an endorsement, nor imply that the products have been evaluated or approved by the AAOS.”
- b. 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.
- c. Any inclusion of “AAOS” or “American Academy of Orthopaedic Surgeons” requires written approval from AAOS.

- d. Wording such as “presented in conjunction with,” “preceding”, “prior”, during, or “after” the AAOS Annual Meeting is not allowed. The only exception is that presenting companies may reference the AAOS Annual Meeting in a format like:

[Industry Education Session Title] presented by [Company Name], [Date, Time] located in [Location] at AAOS 2025.

- e. These rules apply to promotional materials developed for use before, during, and after the AAOS Annual Meeting. Please refer to the [Publicity and Advertising Guidelines](#) for more details.

### Promotional Materials Distribution Guidelines

Except for distribution from the approved AAOS Orthopaedist's Bag, AAOS' onsite newspaper, within the exhibitor's allotted exhibit space, or Industry Education Session room, the distribution of handbills, fliers, or other literature within the San Diego Convention Center AAOS official hotels, or other venues are prohibited. Order forms for inclusion of promotional materials in the official AAOS Orthopaedist's Bag, AAOS' onsite newspaper, or the AAOS Annual Meeting pre-registration list order forms are available on the [Promotional Opportunities web page](#).

## Presenters/Speakers

All speakers/presenters for Industry Education Sessions must be registered for AAOS 2025 and must wear their meeting badge to be admitted into the session. The company coordinating the Industry Education Session is responsible for ensuring that all speakers/presenters are appropriately badged. Physician presenters are required to verbally disclose to the audience their relationship with the company/product.

## Signage

AAOS will provide a 22” x 28” exhibitor identification sign at the entrance to the exhibitor's assigned session room. Exhibitors may display signage in the exhibitor's booth and the Industry Education Session room.

## Indemnification

Exhibitors that are assigned an Industry Education Session at AAOS 2025 agree 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.

## Terms and Conditions

As a condition for holding a session, each exhibitor, their agents, and employees shall agree to abide by all terms, policies, and guidelines as outlined in the [Exhibit Prospectus](#) in addition to the policies specifically cited for the Industry Education Sessions.

## Violation of Rules and Regulations

Industry Education Sessions found to be in violation of AAOS guidelines or policies outlined above and 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.

# Sessions Will Sell Out Quickly

Secure your [Industry Education Session](#) Today!