

AAOS 2025

Exhibitor Marketing Kit

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



The AAOS Annual Meeting is the premier global event for orthopaedics, offering your brand a unique opportunity to connect with thousands of orthopaedic surgeons and healthcare professionals from every subspecialty.

Executive Summary

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**. Your company's success hinges on having a broad marketing plan that encompasses the phases before, during, and after the meeting.

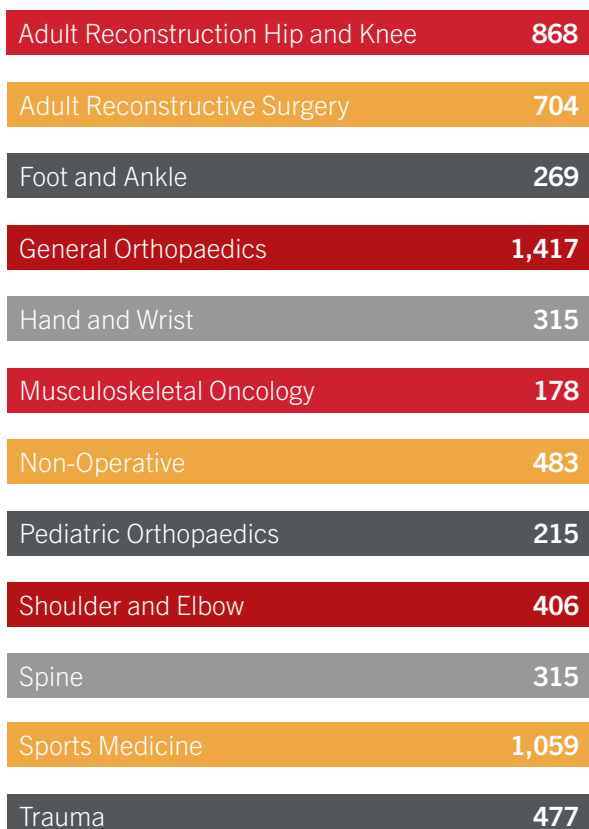
To enhance your planning, AAOS offers a comprehensive suite of marketing tools designed to maximize your exhibit investment. Whether you are a first-time exhibitor or a long-time supporter of the Annual Meeting, this marketing kit provides numerous strategies to promote your exhibit, attract new prospects,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

Annual Meeting Demographics

TOTAL MEDICAL PROFESSIONAL ATTENDANCE



TOP ATTENDEES BY FOCUS



DOMESTIC ATTENDANCE

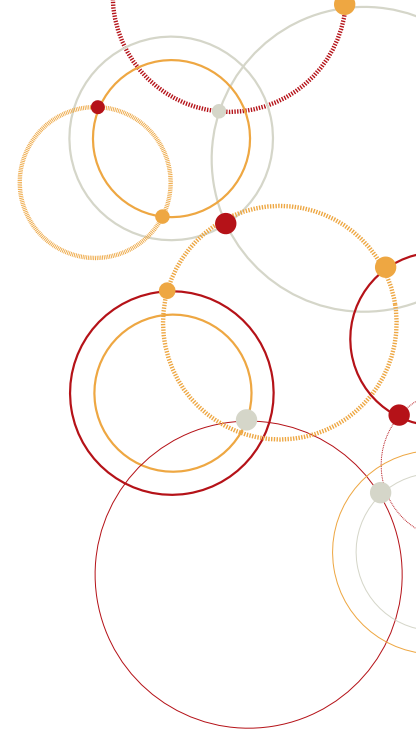


INTERNATIONAL ATTENDANCE



View the full **Demographics**

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Be Seen. Be Heard.
Be Unforgettable.



Complimentary Marketing Opportunities

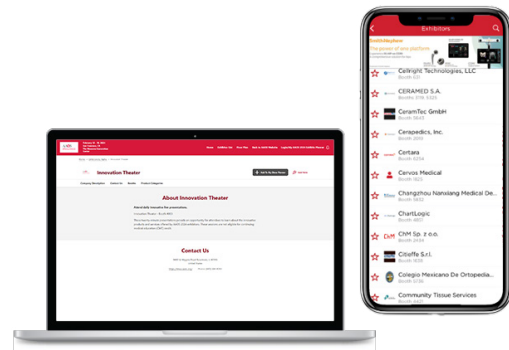


At AAOS, we recognize the significant investment your company has made by choosing to exhibit at the Annual Meeting. To help maximize your return, we offer several exciting, **no-cost marketing opportunities!** Increase anticipation for your exhibit presence, enhance your brand's reputation, network with attendees, and draw in fresh leads – all without any extra expense!

Exhibitor Listing

Attendees rely on the official exhibitor directory, floor plan, and meeting app as their comprehensive guide to navigating the AAOS Annual Meeting—before, during, and after the event. Attendees can start exploring the directory and floor plan in early November while the meeting app will be available in late January.

Be sure your complimentary exhibitor listing is up to date at least 2 – 3 months prior to the meeting to increase your visibility, ensure attendees add your company to their itinerary, optimize your search engine results, and stand out from your competition.



Your complimentary listing includes your company name, address, website, phone number, logo, description, and product categories. To update your listing, login to the [Exhibitor Resource Center](#) and click on the “Complete Your Exhibitor Listing” tile.



For maximum impact, upgrade to an Enhanced Exhibitor Listing.



Official Annual Meeting Exhibitor Graphic

AAOS has crafted an official graphic just for exhibitors. This recognizable event graphic signals your company's trustworthiness to attendees and shows your support of the meeting.

 <p>AAOS AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS</p>	<h2>2025 Annual Meeting</h2> <p>March 10-14, San Diego, California</p>
Exhibit Dates: March 11-13	San Diego Convention Center

How to Make the Most of the Exhibitor Graphic



Online Platforms: Show off your participation by featuring the graphic on your website and social media profiles.



Print Materials: Make your brochures, flyers, and banners pop with this graphic.



Emails: Boost your visibility by adding the graphic to your email signatures and newsletters.



Social Media: Engage with attendees by posting the graphic along with updates about your booth and meeting participation.

The AAOS Logo

Remember, stick to using the official Annual Meeting exhibitor graphic for all your promotions. The AAOS logo cannot be used for any of your materials. Let's keep it stylish and compliant!



Feel free to email us at exhibits@aaos.org to request the graphic. The graphic is available in a variety of file formats and color schemes to suite your marketing needs.



Promotional Materials

Engage attendees before, during, and after the Annual Meeting by creating announcements, invitations, emails, social media posts, and more. This will drive booth traffic, enhance visibility, strengthen connections in the orthopaedic community, and maximize your exhibit's impact.



Guidelines for Promotional Materials

- Before printing or distributing any promotional materials, they must be approved by AAOS. Simply submit the final versions via the [Advertising Approval Request form](#).
- Any inclusion of “AAOS” or “American Academy of Orthopaedic Surgeons” requires written approval from AAOS.
- Companies are prohibited from promoting any specific AAOS Annual Meeting education session, including Ask an Expert, TechTalks, and paper presentations, posters, or ICL’s.
- Companies are prohibited from using AAOS’s name in any advertising for meetings that are sponsored by another organization or at other meetings sponsored by AAOS.



How to Reference AAOS 2025 in Promotional Materials

To make sure your promotional materials for the AAOS 2025 Annual Meeting look sharp and consistent, please stick to these approved formats.

- The following formats are the proper way to reference the AAOS 2025 Annual Meeting on promotional materials:
 - o AAOS 2025 - Booth XXX – March 11 – 13, 2025
 - o AAOS 2025 - Booth XXX
 - o AAOS Annual Meeting - Booth XXX - March 11 – 13, 2025
 - o AAOS 2025 Annual Meeting - Booth XXX
- Improper formats that are not allowed include:
 - o AAOS Booth XXX
 - o Annual Meeting Booth XXX
 - o AAOS Meeting Booth XXX
 - o AAOS or AAOS 2025 cannot be used as an extension for websites or email addresses.



Rules for Distribution of Promotional Materials

Keep in mind: You can only distribute handouts, flyers, or other company literature from these approved locations:

- Your Exhibit Space
- Your Surgeon Engagement session
- Your Exhibitor Suite
- Your AAOS approved hotel meeting space
- The AAOS Orthopaedist’s Bag
- The AAOS Now Daily Editions

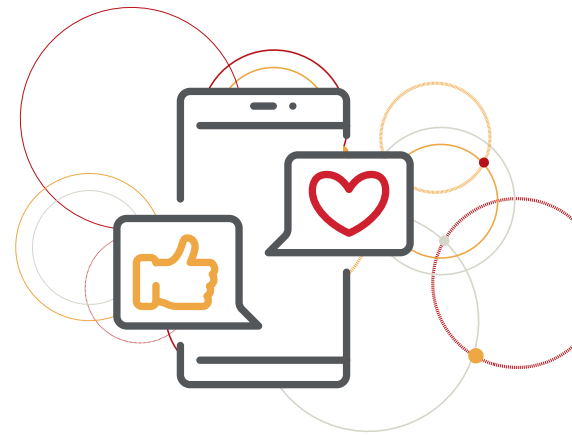
Distributing materials anywhere else in the San Diego Convention Center, AAOS official hotels, or other venues is prohibited.

Want to include your promotional materials in the Orthopaedist’s Bag or AAOS Now Daily Editions? Order forms are ready for you on the [Promotional Opportunities page](#).



Social Media Marketing

With everyone on social media these days - including Annual Meeting attendees - it's the perfect platform to generate buzz and engage with your audience. Utilize posts, stories, and live streams to amplify your presence, spark excitement, and foster lasting connections.



Tag #AAOS2025: Keep the conversation buzzing by using our official hashtag. Each post counts towards making this event unforgettable!

Showcase Your Booth: Let everyone know your spot in the Exhibit Hall. The more, the merrier!

Excite and Invite: Give a sneak peek of what visitors can discover at your booth. Tease the innovations and insights awaiting them.

Engage with the Community: Like, share, and comment on #AAOS2025 posts. Don't forget to tag folks who stop by your booth – let's build connections and expand our reach!

Capture the Moment: Snap and share photos or videos of your booth. Remember, all pictures must be taken within your exhibit space, by your team, and with your own equipment. Get a release from any identifiable attendees and steer clear of other exhibits.

Connect and Shine on Social Media at #AAOS2025



Sample Social Media Messages

- Will you be joining us at #AAOS2025? Mark your calendar for March 11-13 – we can't wait to see you there!
- Make the #AAOS2025 Exhibits a key part of your Annual Meeting Education Experience. Dive into innovation and inspiration!
- We'll be in San Diego at #AAOS2025. Swing by the Exhibit Hall and say hello!
- Headed to #AAOS2025? Don't miss us at the AAOS 2025 Annual Meeting – find us at booth XXX!
- Catch us at #AAOS2025! We're excited to talk about _____. Stop by Booth XXX at the AAOS 2025 Annual Meeting!
- Excited to be a first-time exhibitor at #AAOS2025! We'll be in sunny San Diego, ready to showcase our latest advances in orthopaedics.
- Don't miss the exclusive launch of our latest breakthrough product at #AAOS2025! Be the first to experience cutting-edge innovation designed to revolutionize orthopaedic care at booth XXX.



See Your Social Media Post Live at the Annual Meeting!

The vibrant, live media wall scrolls through real-time posts from popular social media sites. Use the official hashtag, #AAOS2025, and your social media post will rotate with other posts on the Media Wall onsite at the Annual Meeting!



Email Marketing

Email marketing is a straightforward yet powerful tool for reaching attendees. Tailor your messages to specific interests, generate excitement, share booth details, announce special promotions or giveaways, and provide a sneak peek of your meeting activities. The AAOS Annual Meeting is an excellent opportunity not only to attract new customers but also to strengthen and grow your relationships with existing ones.

★ **Pro Tip:** Plan on sending your marketing campaign to current customers at least 1 – 3 months prior to the Annual Meeting. **For a full timeline, see the Marketing Checklist section.**

Press Releases

Gear Up for Media Coverage! Make sure you prepare and supply the right media materials for distribution to registered journalists in the Academy Press Office.

What to Include: Your media materials can include news releases, fact sheets, press kits, business cards, or flash drives.

Need the Media List? Email media@aaos.org after **January 16, 2025**, to request your copy.



Dedicated Exhibit Time

Enjoy **ten full hours of dedicated exhibit time** at the Annual Meeting! With no AAOS education sessions happening during these times, expect a bustling exhibit hall filled with eager attendees. Leverage this prime time by planning exciting booth activities like a champion surgeon presentation, product or service demos, giveaways, special promotions, one-on-one consultations, Q&A sessions, or even product launches. Here's the schedule for these dedicated exhibit times:

Tuesday, March 11	Wednesday, March 12	Thursday, March 13
9:30 a.m. - 11 a.m.	9:30 a.m. - 11 a.m.	9:30 a.m. - 11 a.m.
12:30 p.m. – 1:30 p.m.	12:30 p.m. – 1:30 p.m.	12:30 p.m. – 1:30 p.m.
3 p.m. – 3:30 p.m.	3 p.m. – 5 p.m.	N/A

Happy Hour in the Exhibit Hall

Get ready for Happy Hour in the Exhibit Hall on Wednesday, March 12 from 3 – 5 p.m! All attendees and exhibitors will enjoy two complimentary drinks—just scan your badge at any bar in the exhibit hall.



With reduced AAOS education programming during this time, it's the perfect opportunity to plan exciting booth education events or catering. Don't miss out on this fantastic chance to connect and engage with attendees!



Budget-Friendly Promotions



To help make the most of your exhibit investment, AAOS offers a suite of low-cost promotions that will amplify your brand's visibility without breaking the bank. These savvy, **cost-effective strategies** ensure you get maximum value and impact from your participation at the Annual Meeting.

Booth Education Showcase

Looking to draw a larger audience to your in-booth events? Showcase your booth events alongside AAOS education in the meeting app, website, and onsite signage.



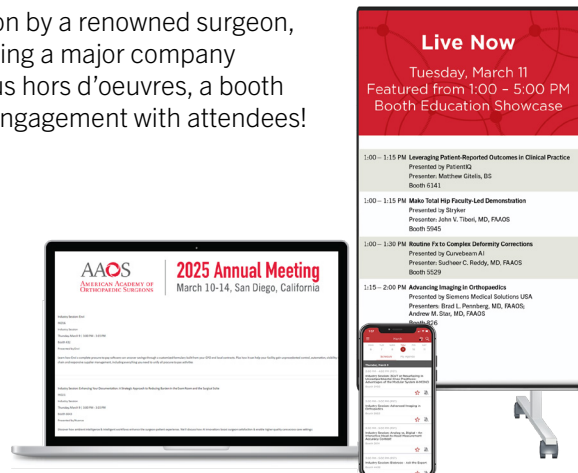
According to the AAOS 2024 Attendee Survey, **two-thirds of visitors to the Exhibit Hall** want to see more exhibitor presentations.

Whether you're showcasing a groundbreaking presentation by a renowned surgeon, announcing an exciting product launch or demo, celebrating a major company milestone, or simply mingling with attendees over delicious hors d'oeuvres, a booth education showcase listing is your pathway to impactful engagement with attendees!

Purchase a single listing for \$500.

Opt for three listings for \$1,200.

Review the [Booth Education Showcase brochure](#) for full details.



Attendee Lists

Ready to stand out from the crowd, spark meaningful interactions, and nurture future sales opportunities? Prominently position your brand in the minds of attendees before they even set foot at the meeting by purchasing an Attendee List.

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.
- ✓ All advertising copy must be approved by AAOS, so be sure to submit the Mail Piece Approval form.
- ✓ Lists are permitted for one-time use only. Duplication, transfer, or reproduction of the AAOS 2025 attendee lists, or information thereon, in any form whatsoever is prohibited.



Pre-Meeting Lists

Pre-Meeting Lists will be available for fulfillment starting on **January 9, 2025:**

- Full List: \$2,100
- Per Specialty Area: \$450/\$750
- The best time to send a pre-meeting mailing to attendees is approximately 2-3 weeks prior to the meeting date.

Utilize the Pre-Meeting Attendee List to send a tailored advertisement directly to attendees, placing your booth on their must-visit list.



Post-Meeting Lists

Post-Meeting Lists will be available for fulfillment starting on **March 27, 2025:**

- Full List: \$2,400
- Per Specialty Area: \$550/\$850
- For optimal results, send a post-meeting mailing to attendees within 4 weeks of the end of the meeting.

Maintain contact with attendees after the meeting to reinforce connections made, share additional information, and continue the conversation.

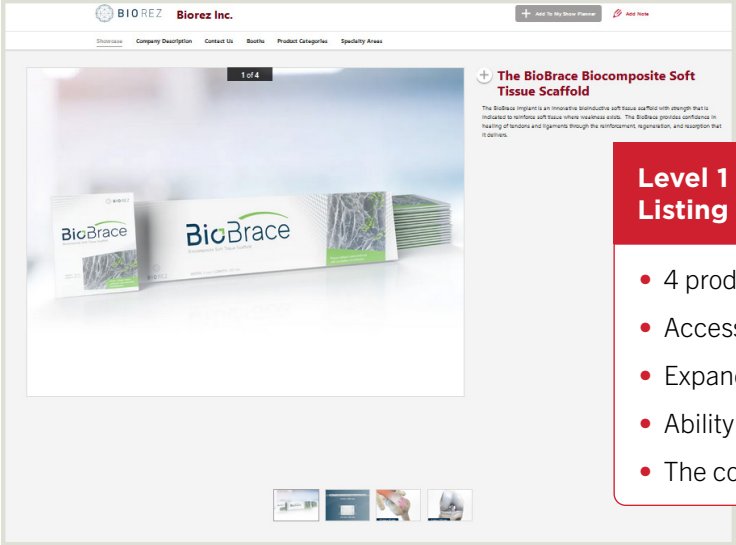


Attendee Lists can be purchased via the **Exhibitor Resource Center**.

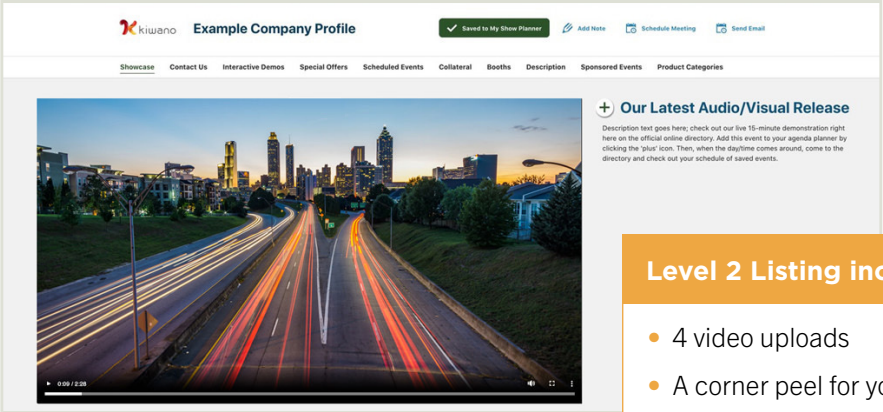


Enhanced Exhibitor Listing

Want to boost your visibility and attract more attention in the online exhibitor directory, floor plan, and meeting app? Consider upgrading your complimentary exhibitor listing to a Level 1 or Level 2 Enhanced Exhibitor Listing! An enhanced listing will ensure your company is front and center, making it easier for potential clients and partners to find you.



- Level 1 Listing Includes the Complimentary Listing Plus:**
- 4 product images
 - Access to online leads
 - Expanded Exhibitor Description
 - Ability to add Online Contacts and Social Media Links
 - The cost is \$700



- Level 2 Listing includes Level 1 Features Plus:**
- 4 video uploads
 - A corner peel for your booth on the online exhibit floor plan
 - Priority placement at the top of online search results and inclusion in the featured exhibitors' section in the exhibitor directory
 - Ability to add White Papers, Case Studies, Brochures, Press Releases, and Show Specials
 - The cost is \$1,500

To enhance your listing, simply login to the [Exhibitor Resource Center](#) and click on the **“Enhanced Exhibitor Listing”** tile.

Ready to Stand Out at the Annual Meeting?



AAOS offers a diverse array of promotional opportunities designed to boost your brand exposure, enhance your reputation, and generate leads. Whether you're looking for digital and print advertising, speaking engagements, or traditional options like banners, we offer an opportunity to fit every budget!

Below are some popular opportunities:

- ✓ **Digital Display Ads**
- ✓ **Lobby Banners, Column Wraps, and Wall Graphics**
- ✓ **Attendee Registration Confirmation Email**
- ✓ **Innovation Theater Presentation**
- ✓ **Resident Education Events**



Explore all the exciting options for the Annual Meeting by visiting the **Promotional Opportunities page**.



Marketing Checklist ✓

This handy timeline is designed to guide you through the exhibit marketing process and help maximize your ROI. Let's make this your best meeting yet!

Pre-Meeting

September
through
December

- Upload your Complimentary Exhibitor Listing:** The exhibitor directory and floor plan will be available to attendees starting in early November.
- Set SMART Goals:** Define specific, measurable, attainable, realistic, and time-sensitive goals for a successful exhibit experience.
- Design Your Booth:** Create a booth that showcases your unique brand identity, attracts attention, and encourages attendees to explore your products and services.
- Stay Informed:** Read all monthly Exhibitor e-Letters for opportunities to boost your meeting presence.
- Watch the [AAOS 2025 Virtual Site Visit Webinar](#):** Get a sneak peek into the convention center layout and exhibit hall traffic flow.
- Review [Promotional](#) and [Surgeon Engagement Opportunities](#):** Explore ways to boost your brand visibility, attract potential leads, and position your company as an authority in orthopaedics.
- ★ **Pro Tip:** Secure prime convention center opportunities like lobby banners, column wraps, or wall graphics at least 3 months before the meeting to save on production costs and to give yourself plenty of time to create stunning artwork!
- Consider an Exclusive Digital Advertising Option:** Purchase a full or half-page ad in the Digital Preliminary Program by October. This exclusive preview of AAOS 2025 reaches over 39,000 AAOS members.
- Maximize Exposure with Registration Confirmation Emails:** Feature your brand prominently in the attendee registration confirmation emails by securing a sponsorship spot by **October 16, 2024**. Your message will appear directly below the barcode, ensuring high visibility to all registered attendees.
- Plan Off-Site Events and Satellite Symposia:** Create memorable experiences for your targeted audience by taking advantage of the destination city's offerings.
 - ★ **Explore Suggestions:** Check out recommendations from the [San Diego Tourism Authority](#).
 - ★ **Get Approval:** Secure approval for your [meeting and event space requests](#) before finalizing your plans.

Marketing Checklist ✓

January

- Update Your Complimentary Exhibitor Listing:** Be sure your listing is current and accurate since the meeting app will be available in late January.
- Kick Off Your Email Marketing Campaign:** Connect with current customers and highlight your participation and products at AAOS 2025. Don't forget to include the official exhibitor graphic in your emails!
- Start Your Social Media Promotion:** Build excitement for your participation by posting on social media using the official hashtag, #AAOS2025.
- Create Promotional Materials:** Develop eye-catching materials to distribute at your booth or send to attendees before the meeting.
- Prepare Media Materials:** Assemble news releases, fact sheets, press kits, business cards, or flash drives for distribution to registered journalists at AAOS 2025.
- Consider Purchasing a Pre-Meeting Attendee List:** Send direct mail advertisements highlighting your participation and products to registered attendees. Lists will be available starting on **January 9, 2025**.
- Submit Promotional Materials for Approval:** Ensure all materials referencing the AAOS 2025 are approved by AAOS. Final versions of materials should be submitted via the [Advertising Approval Request](#) by **January 14, 2025**.
- Plan In-Booth Activities:** Organize events and activities to capitalize on dedicated exhibit times and the Happy Hour.
 - ★ **Consider a Booth Education Showcase Listing:** Feature your booth events alongside AAOS education in the meeting app and website. Listings also appear on onsite signage!
 - ★ **Prepare Giveaways and Samples:** Organize promotional giveaways or product samples for booth visitors.
 - ★ **Review the Exhibitor Prospectus:** Check the [prospectus](#) for guidelines on booth activities giveaways. All booth activities and giveaways must be submitted for approval via the [Booth Activities form](#).
- Shine the Spotlight on Your Booth and Events:** Secure an exclusive full-page ad in the Exhibitor Directory (Onsite Floor Plan), include your marketing materials in the Orthopaedist's Bag order, or place an ad in AAOS Now, The Daily Editions to highlight your booth or events.
 - ★ **Pro Tip:** Secure these print opportunities by January 2025!
- Create a Staff Schedule:** Ensure booth coverage during dedicated exhibit times and the Happy Hour, leveraging peak foot traffic.

Marketing Checklist ✓

February

- Purchase Lead Retrieval Services:** Swiftly scan badges, access attendee information, categorize leads, and conduct targeted follow-ups after the meeting.
- Request Media List:** Obtain a copy by emailing media@aaos.org to ensure you connect with key journalists and maximize your media coverage.
- Distribute Final Monthly Exhibitor Newsletter:** Send the “Important Info for Onsite Staff” Exhibitor Newsletter to your booth team.
- Schedule Client Meetings:** Encourage onsite staff to arrange meetings with clients at the booth or invite VIP clients to dinner with company leadership to build stronger relationships.
- Develop a Follow-Up Plan:** Create a strategy for post-event follow-ups with leads and contacts made during the meeting.
- Train Your Booth Staff:** Ensure your team is well-versed in greeting attendees, mastering body language, key talking points, and professional dress. Refer to [EXHIBITOR magazine’s Staff Training Primer article](#) for helpful tips.

Onsite

- Pre-Show Pep Talk:** Gather your team before the show opens for a motivational meeting to review show objectives, logistics, best practices for booth behavior, and highlight planned booth activities.
- Deliver Media Materials:** Take your prepared media materials to the AAOS Press Office.
- Social Media Engagement:** Keep those social media posts coming using #AAOS2025—they’ll rotate with other posts on the Media Wall!
- Attend Educational Programming:** Designate the appropriate staff to attend AAOS educational programming to stay on top of the latest industry trends and innovations. This will ensure your booth is always staffed.
 - ★ **Badge Access:** Your exhibitor badge allows entry to poster presentations, symposia, and paper presentations (space permitting).
 - ★ **Ticketed Sessions:** Purchase tickets for instructional courses onsite at the Attendee Registration Ticket Sales kiosks on the day of the course.
- Lead Retrieval Services:** Utilize lead retrieval services to track booth visitors and follow up on leads efficiently.
- Competitor Strategies:** Observe and analyze competitor booths and strategies to enhance your own future exhibit plans.

Marketing Checklist ✓

Post-Meeting

March
through
April

- Maintain Momentum:** Follow up on leads within 10 days after the meeting with promotional materials and sales sheets.
- Keep the Buzz Alive:** Continue posting on social media to engage with attendees and maintain post-meeting buzz.
- Post-Event Surveys:** Send surveys to booth visitors and clients to gather feedback and improve future exhibitions.
- Evaluate Performance:** Assess your sales, leads, and prospects to determine if you met your SMART goals.
- Post-Meeting Analysis:** Schedule a meeting with your team to review performance, celebrate successes, identify challenges, and find areas for improvement.
- Consider Year-Round Engagement:** Invest in a banner ad on AAOS.org to maintain engagement with AAOS members throughout the year.
- Post-Meeting Attendee List:** Consider purchasing the Post-Meeting Attendee List to send direct mail advertisements to those attendees you might have missed at the booth, available starting **March 27, 2025**.
- Future Exhibitions:** Exhibit at one of the upcoming AAOS CME Courses. These smaller, specialty-focused courses offer an intimate setting perfect for meaningful interactions.
- Apply for AAOS 2026:** Plan to exhibit at AAOS 2026 in New Orleans, Louisiana, from **March 9 - 13, 2026**. The application will be emailed and posted on the Apply for Exhibit Space page in late April.

We're Here To Help. Reach Out With Any Questions!



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