



25th ANNUAL AAOS/AOSSM/AANA SPORTS MEDICINE COURSE EXHIBIT PROSPECTUS

Join us for an event that combines a specialized learning opportunity with the scenic beauty and leisure of Park City's snowy peaks. The 25th Annual AAOS/AOSSM/AANA Sports Medicine Courses draws a distinguished audience of professionals eager to explore the latest treatment methodologies and solutions tailored for athletic injuries.

As an exhibitor, you will engage directly with leading orthopaedic surgeons, sports medicine physicians, and other healthcare professionals. This unique setting offers you the opportunity to connect with, educate, and influence key decision-makers in the industry, all set against the stunning winter backdrop of Park City. Don't miss this chance to elevate your company's profile and forge valuable partnerships at this leading sports medicine gathering.

BENEFITS OF EXHIBITING

- **Dedicated Exposure:** Engage with attendees during 5.5 hours of exclusive exhibit time to showcase your products and services, ensuring maximum attention from attendees.
- **Targeted Engagement:** Connect with over 200 medical professionals including Orthopaedic Surgeons, Residents, Sports Medicine Fellows, Primary Care Sports Medicine Physicians, Nurses, Physical Therapists, PAs, Athletic Trainers, DOs, and Occupational Therapists. This setting is ideal for forging new connections and generating valuable leads.
- **Exclusive Access:** Interact with the esteemed course faculty and directors, opening further possibilities for collaborations and partnerships.

January 26 - 29, 2025
Park City, UT
Grand Summit Hotel at
Canyons Village



Eric Cleveland McCarty, MD, FAAOS
Course Director

Elizabeth G. Matzkin, MD, FAAOS
Course Co-Director



TABLETOP EXHIBIT, ASSIGNMENTS, AND FEES

TABLETOP EXHIBIT INCLUDES:

- One 6' x 30" table and two chairs
- Registration for two company representatives
- Meals for company representatives
- Attendee list provided in Excel format (e-mail addresses are not included)
- Electrical outlet available upon request (additional fees may apply)

AVAILABLE TABLETOP EXHIBIT LOCATIONS AND FEES:

- **Kokopelli Ballroom Foyer: \$4,750**
Located in the main lobby outside the Kokopelli Ballroom where didactic lectures occur. This high-traffic area sees frequent attendee movement, entering and exiting lectures. *Limited to 13 exhibitors.*
- **Food & Beverage Room: \$3,750**
This area hosts the event's food and beverage services, visited frequently by attendees during the numerous breaks.

[View the Exhibit Floor Plan](#)



APPLICATIONS RECEIVED ON AND BEFORE SEPTEMBER 16, 2024

- **Application and Deposit:** Submit an Exhibit Application and 50% deposit by **September 16, 2024**. Applications received without the deposit will not be assigned space until the deposit is received.
- **Space Assignment Criteria:** Exhibit space will be assigned based on priority point order, past exhibit participation at the Sports Medicine Course, and the date the application is received.
- **Choice of Location:** On the application, choose your preferred room location—either the Kokopelli Ballroom Foyer or the Food & Beverage Room.
- **Confirmation and Balance:** Initial space assignment confirmations will be emailed by **September 17, 2024**. The remaining balance is due within 30 days of receipt of the exhibit space confirmation email.
- **Space Allocation:** AAOS reserves the right, in its sole discretion, to allocate space on any other basis it deems appropriate.

APPLICATIONS RECEIVED ON AND AFTER SEPTEMBER 17, 2024

- **Full Payment Requirement:** Applications must be accompanied by full payment. Space will not be assigned or reserved until full payment is received.
- **Space Assignment:** Post-deadline applications will be assigned on a first-come, first-served basis.

Submit the Exhibit Application Today!

The deadline to be included in initial space assignments is **September 16, 2024**. Applications submitted after this date will be assigned on a first-come, first-served basis.

PROMOTIONAL OPPORTUNITIES

THE ADVANTAGES OF PROMOTIONS

- Increased Exposure
- Enhanced Brand Reputation
- Increased Relationship Building
- Lead Generation
- Speaking Opportunities
- Support for a Product Launch
- Building Company's Thought Leadership

ADDED RECOGNITION FOR SPONSORS

- Verbal "Thank You" from the course director at the start of the course.
- Company logo included in the onsite supporter recognition signage.
- Company logo included in the digital course syllabus.
- Company logo included in the final program.

AVAILABLE PROMOTIONAL OPPORTUNITIES

• Door Drops - Starting at \$4,500

Maximize your marketing exposure and deliver your promotional materials directly to the rooms of every attendee at the Grand Summit Hotel at Canyons Village, ensuring widespread visibility and engagement.

• Beverage Station - Starting at \$5,400

Boost your brand reputation and increase networking opportunities with attendees by sponsoring an upgraded beverage station. Includes prominent signage displaying your company's name and logo in the Food and Beverage Room.

• Wi-Fi Access Page - \$7,500

Provide an essential service for attendees by sponsoring complimentary Wi-Fi access throughout the resort. An access page with your company's message will be displayed when Wi-Fi access is launched on a device. In addition, signage with the sponsoring company logo will be prominently displayed throughout the resort informing attendees of wireless availability.

→ Submit Your Application to Secure a Promotional Opportunity

SPOTLIGHT SESSIONS

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

To receive the full benefits, commitments must be made by **December 15, 2024**. To book a timeslot or for any questions about Spotlight Sessions, please contact Angela Buckley at buckley@aaos.org or 847-384-4335.

Don't Have a Booking Code? Reach Out to Noel Sierra at sierra@aaos.org

PROMOTIONAL OPPORTUNITIES

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.



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→ Apply to Exhibit Today!



Don't Have a Booking Code? Reach Out to Noel Sierra at sierra@aaos.org

EXHIBIT RULES & REGULATIONS

PAYMENT

A 50% deposit must accompany the [Exhibit Application](#). Applications received after **September 16, 2024**, must be paid for in full. Applications received without a deposit will not be assigned exhibit space until the appropriate payment is received.

By Check: Checks are to be made payable to “AAOS” and mailed to:

2025 Sports Medicine Course
American Academy of Orthopaedic Surgeons
Attn: Course Exhibits
9400 West Higgins Road
Rosemont, IL 60018-4976

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

By Credit Card: The required deposit can be paid by credit card online through the [Exhibit Application](#). **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 invoice number with the wire transfer. The exhibiting company is responsible for all bank fees.

Invoices: Invoices are available online for viewing, downloading, printing, and payment at any time through the Exhibitor Resource Center. The balance of required exhibit space fees must be received by **October 16, 2024**. If a balance is still outstanding after this date, the space assigned may be resold without notification or refund of any payments.

Final payments for exhibit fees can be made by check, credit card, or wire transfer. No company will be allowed to exhibit unless full payment for exhibit space is received.

EXHIBIT SPACE CANCELLATIONS

All cancellations of exhibit space must be sent in writing to sierra@aaos.org. Written notice of cancellation must be received by the dates listed below to receive a refund:

Full refund of exhibit space fees paid minus a \$150 processing fee: **Through October 16, 2024**

AAOS retains 100% of the total cost of exhibit space*: **On and after October 17, 2024**

*If a balance for the exhibit space is still outstanding at the time of cancellation, the exhibitor will be responsible for the remaining balance. The cancellation of exhibit space does not eliminate an outstanding balance.

ADDITIONAL BADGES

Two (2) badges are included in the exhibit space fee. Up to three (3) additional badges may be purchased for \$750 per badge via the Exhibitor Resource Center.

All exhibitor representatives must register and wear the official exhibitor badge for admission to and while at the course. Exhibitor badges are to be issued only to company employees, and/or any other individuals working in the exhibit booth.

EXHIBIT SPACE REQUIREMENTS

All exhibits must be confined to the space limits as indicated on the floor plan. All equipment, products, or materials to be displayed or demonstrated must be placed on the exhibit table and chairs must be positioned behind the table. More than one table may be purchased for additional space. Please note that the table-top displays will be in public areas that are not secured. Exhibits are subject to show site review and modification where necessary, at the exhibitor’s expense.

EXHIBIT LOGISTICS

Shipping information, setup/dismantle dates and times, and exhibitor service order forms will be provided in the exhibit space confirmation email.

EXHIBIT RULES & REGULATIONS

HOTEL INFORMATION

Reservations should be made directly with the Grand Summit Hotel. Special group rates will be available. The room block is certain to sell out and the special rates cannot be extended. It is highly advised to make reservations as soon as possible. Details will be included in the exhibit space confirmation email.

A two-night's room and tax deposit are required for each sleeping room reservation. The reservation balance is due 30 days prior to the arrival date. Any changes or cancellations to a reservation must be made 30 days prior to the arrival date. Late arrivals, early departures, downgrade to room types, and no-shows are non-refundable 30 days prior to your arrival date.

Please note that the check-in time is at 4:00 PM and the check-out time is at 11:00 AM.

VENUE ADDRESS

Grand Summit Hotel at Canyons Village
4000 Canyons Resort Drive
Park City, UT 84098

PARK CITY ATTRACTIONS

- Maximize your trip with the phenomenal snow and terrain for every level of skier. [View the snow report](#) for the latest updates.
- Experience world-class restaurants, shopping, spas, and more - just a 10-minute shuttle from the ski-in ski-out course venue! [Explore the many family-friendly activities](#) in Park City.
- Spend some time at the renowned [Sundance Film Festival](#), happening throughout Park City from January 23 - February 2, 2025.

IMPORTANT LINKS

- [Course Details](#)
- [CME Courses - Industry Opportunities](#)
- [Exhibit Rules & Regulations](#)



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