

Reach your target audience with an AAOS Spotlight Session!

Each year, AAOS offers live courses with the highest quality CME programming on the latest clinical topics across the orthopaedic specialties. These events flourish with true synergy and partnership with industry. Financial support for these courses is critical to our mission of teaching and transfer of experience, knowledge, and techniques to orthopaedic surgeons and their teams.



Your Audience

This is your opportunity to get your products, services, and technologies in front of distinguished faculty, renowned orthopaedic surgeons, and valued allied health professionals.



2000+ registrants attend live AAOS courses every year

66%

of skills course attendees are in **private practice** - your key decision-makers!

67 hands-on skills course attendees on average



179 didactic course attendees on average



Your Benefits of Participating

Unopposed session slots position your company to educate course attendees and market your key products that align with content and procedures presented at the course. AAOS Spotlight Sessions include access to faculty who can participate in session programming, with the help of the course directors.

In addition to your position as a leader in the field, your company will enjoy:

- Name recognition in print and electronic acknowledgements
- Inclusion in pre-registration marketing efforts by the AAOS
- Recognition during course announcements
- Recognition and session details on signage at course
- Registrant mailing lists, updated through the date of the course, to share session information

AAOS course attendees want to see you there!

Attendee evaluations show an expressed desire for:

- More information on new technologies and implant systems
- Hands-on experience with new technologies
- Experience with the latest in navigation and robotics

Your Spotlight Session Details

AAOS Spotlight Sessions are 60-minute, non-CME sessions that can be a combination of lectures, pre-recorded video demonstrations, and small group or panel case discussions for interested participants. Skills course spotlight sessions have the added option of hosting live surgical demonstrations. The fee to host a session is \$20,000.

To learn more and reserve your Spotlight Session, contact Paul Zemaitis at zemaitis@aaos.org or 847-384-4315