

Publicity and Advertising Guidelines

AAOS 2024 Annual Meeting

Meeting Dates: Monday, February 12 - Friday, February 16, 2024

Exhibit Dates: Tuesday, February 13 - Thursday, February 15, 2024 | Moscone Center | San Francisco, CA

Approval of Promotional Materials

All promotional materials including announcements, invitations, emails, social media posts, websites, advertisements, and flyers referencing the AAOS Annual Meeting must 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.

The AAOS 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.

Official Annual Meeting Graphic for Exhibitor Use

The AAOS has created an official AAOS 2024 exhibitor graphic for use within online, print, email, and social media promotions that promotes a company's exhibit booth at AAOS 2024. Only companies exhibiting at the AAOS 2024 Annual Meeting can use this graphic. This graphic can only be used to promote a company's participation as an exhibitor at AAOS 2024.

Exhibiting at:



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

Altering the Annual Meeting exhibitor graphic or using it to promote anything other than of AAOS 2024 in any way is strictly prohibited. The use of the American Academy of Orthopaedic Surgeons or American Association of Orthopaedic Surgeons' insignia, logo, or logotype in any exhibitor social media promotions, other than the authorized exhibitor graphic, is prohibited.

For access to the official AAOS 2024 exhibitor graphic, please email exhibits@aaos.org.

Additional Guidelines for Promotional Materials

- 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.
- The fact that an exhibitor or its goods or services is or was exhibited at the AAOS Annual Meeting cannot be used in advertisements or promotional activities by the exhibitor.

How to Reference AAOS 2024 on Promotional Materials

AAOS does not endorse, expressly or by implication, an 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 2024 Annual Meeting on promotional materials:

- AAOS 2024 - Booth XXX - February 13 - 15, 2024
- AAOS 2024 - Booth XXX
- AAOS Annual Meeting - Booth XXX - February 13 - 15, 2024
- AAOS 2024 Annual Meeting - Booth XXX
- Companies that create a website or email address for the Annual Meeting should use Ortho, Orthopaedic, or Academy as the extension.

Improper formats that are not allowed include:

- AAOS Booth XXX
- Annual Meeting Booth XXX
- AAOS Meeting Booth XXX
- AAOS or AAOS 2024 cannot be used as an extension for websites or email addresses.

Rules for Distribution of Promotional Materials

Except for distribution from the approved AAOS Orthopaedist’s Bag, AAOS’s on-site newspaper or within the exhibitor’s allotted exhibit space, Surgeon Engagement session, or meeting space, the distribution of handbills, fliers, or other literature within the Moscone Convention Center AAOS official hotels, or other venues is prohibited.

Order forms for inclusion of promotional materials in the official AAOS Orthopaedist’s Bag or AAOS Annual Meeting preregistration list are available in the [Promotional Opportunities Brochure](#).

For press release guidelines and information about promotional media activities, please see the [AAOS 2024 Media & Communication Policies](#) or email media@aaos.org.

Failure to abide by these regulations will result in the loss of priority points or other action deemed appropriate by AAOS.



Questions

If you have any questions, contact us at exhibits@aaos.org or 847-384-4010.

Join the Annual Meeting conversation: #AAOS2024



Ways to connect on social media during AAOS 2024

- Refer to the AAOS Annual Meeting as #AAOS2024. Use the hashtag to ensure your post is included in the meeting hashtag rollup.
- Promote your booth number, so attendees will know where to find you in the Exhibit Hall.
- Inform attendees what they can learn or expect to see by visiting your booth.
- Share, comment and engage with AAOS social posts. Tag users on social that engage with your booth to extend reach.
- Post photos and video from your booth on social media. Photos can only be taken within the confines of your exhibit space, by a full-time employee of your company and using personal equipment (i.e., a phone). An image release should be obtained from an attendee if they are clearly identifiable in the photo. Photos of any other companies exhibit space is strictly prohibited.
- For press release guidelines and information about promotional media activities, please see the [AAOS 2024 Media & Communication Policies](#) or email media@aaos.org.

Sample social media messages

- Will you be joining us at #AAOS2024? We'll be there February 13-15!
- Make the #AAOS2024 Exhibits a part of your Annual Meeting Education Experience.
- We'll be in San Francisco at #AAOS2024. Be sure to visit us in the Exhibit Hall!
- Are you going to #AAOS2024? Visit us at the AAOS 2024 Annual Meeting - Booth XXX
- We'll be at #AAOS2024 talking about _____. Be sure to visit us at the AAOS 2024 Annual Meeting - Booth XXX

Social media messages 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.

Official Annual Meeting Graphic for Exhibitor Use

The AAOS has created an official AAOS 2024 exhibitor graphic for use within online, email, and social media promotions that promotes a company's exhibit booth at AAOS 2024. Only companies exhibiting at the AAOS 2024 Annual Meeting can use this graphic. This graphic can only be used to promote a company's participation as an exhibitor at AAOS 2024.

For access to the AAOS 2024 exhibitor graphic, please email exhibits@aaos.org.

Altering the Annual Meeting exhibitor graphic or using it to promote anything outside of AAOS 2024 in any way is strictly prohibited. The use of the American Academy of Orthopaedic Surgeons or American Association of Orthopaedic Surgeons' insignia, logo, or logotype in any exhibitor social media promotions, other than the authorized exhibitor graphic is prohibited.

For questions or assistance regarding social media outreach, contact: Natasha Prosek, AAOS Social Media Manager, at prosek@aaos.org or 847-384-4166.

Failure to abide by these regulations will result in the loss of priority points or other action deemed appropriate by AAOS.