

EXHIBIT PROSPECTUS

AOAO ANNUAL FALL MEETING

**October 24-26, 2019
The Broadmoor
Colorado Springs, CO**



**FOR MORE EXHIBIT, ADVERTISING, AND SPONSORSHIP INFORMATION,
CONTACT DANA GIBSON, DIRECTOR OF CORPORATE AND EDUCATIONAL SUPPORT
T 804.338.6958 | DANA@SOCIETYHQ.COM**

EXHIBIT PROSPECTUS

AOAO ANNUAL FALL MEETING

Mission of AOA

The American Osteopathic Academy of Orthopedics (AOAO) facilitates the finest training and continuous development of Osteopathic Orthopedic Surgeons to positively improve the care, healing and quality of life of patients.

History of AOA

The American Osteopathic Academy of Orthopedics (AOAO) was formed in 1941. AOA currently has over 1,900 members, including Active, Life, Military, Retired, Honorary, Allied Health and Associate Members. Each year members of the AOA participate in the training of 500 Osteopathic Orthopedic Surgeons in 40 different residencies as Program Directors and Faculty.

In order to promote the highest quality orthopedic service, the AOA has long provided outstanding instructional courses semi-annually. The Academy first promotes and advances the specialty of osteopathic orthopedic surgery among its members. We also promote osteopathic orthopedic surgery throughout the osteopathic profession, disseminating the latest medical information in our specialty. These efforts are aimed at increasing the knowledge of all Osteopathic Physicians, thus enhancing their ability to manage patients in the field of orthopedics.

Invitation to Support



AOAO is pleased to invite your organization to increase your visibility and build relationships with leaders in osteopathic orthopedic surgery. Industry support is vital to the success of this conference and demonstrates your commitment to improving patient care.

With unopposed exhibit hours in the Exhibit Hall, you will have an opportunity to generate new leads with orthopedic surgeons.

AOAO Annual Fall Meeting Program

The goal of this year's program is to provide orthopedic surgeons with an update on current techniques and controversies in orthopedics. Leaders in the field will debate and discuss selected topics so that practicing orthopedists will have knowledge to further develop their skills.

Target Audience

This activity is intended for osteopathic surgeons in the field of orthopedics, orthopedic residents, allied health and any physician interested in the practice of orthopedics.

The goal of this year's program is to provide orthopedic surgeons with an update on current techniques and controversies in orthopedics. Leaders in the field will debate and discuss selected topics so that practicing orthopedists will have knowledge to further develop their skills.

We anticipate 800-950 orthopedic surgeons at the AOA Annual Fall Meeting.

Exhibit Application Procedures

To apply for exhibit space and view the exhibit hall floor plan, visit <https://www.aoao.org/exhibitors/annual-fall/>. The **Exhibit Agreement** is an online form.

Payment can be made by credit card or check.

- To pay by credit card, fill in the payment details of the exhibit agreement.
- To pay by check, mark "check" as the payment method on the Exhibit Agreement. Make the check payable to American Osteopathic Academy of Orthopedics and mail the check to:

AOAO
Attn: Dana Gibson
2209 Dickens Road
Richmond, Virginia 23230

- A minimum of 50% of the exhibit fee is due when the Exhibit Agreement is submitted. Payment is due in full by August 26, 2019.
- Payment for an Exhibit/Sponsor Agreement submitted after August 26 must be paid in full at the time of application.

The AOA W-9 is available upon request. Contact Dana Gibson dana@societyhq.com.

Exhibit Space

Exhibit space is assigned on a first come, first served basis.

- Exhibit agreements must be submitted prior to exhibit space being assigned.
- A single exhibit booth is 10' x 10'.

Every effort will be made to accommodate special requests. The AOA cannot guarantee preferences for exhibit space locations.

The AOA reserves the right to add, move or remove exhibit tables if necessary. The floor plan is subject to change.

Exhibit Space Includes

- 10' x 10' booth with pipe and drape
- 6 ft table, skirted; 2 chairs
- Identification sign

See exhibit level packages for additional exhibit space details.

Cancellation Policy

Written cancellations received in the AOA office by August 26, 2019 will receive a 50% refund. There are no refunds for cancellations received after August 26, 2019.

Liability

Exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless the American Osteopathic Academy of Orthopedics, its officers, directors, trustees, employees, agents and contractors, from any and all claims, liabilities, losses, costs and expenses (including attorneys' fees) arising from or in connection with Exhibitor's participation in the Activity.

General Exhibit Information

Exhibit Date: October 24-25, 2019

Exhibit Move-in Hours | TBA

Exhibit Hours*

Thursday, October 24, 2019

Lunch in the Exhibit Hall	12:00 – 1:00 pm
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Coffee Break in the Exhibit Hall	TBA
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Reception in the Exhibit Hall	6:00 – 7:00 pm
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Friday, October 25, 2019

Breakfast in Exhibit Hall	6:30 – 7:00 am
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Coffee Break in the Exhibit Hall	TBA
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Lunch in the Exhibit Hall	11:00 am – 12:00 pm
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Coffee Break in the Exhibit Hall	TBA
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Exhibit Move-out Hours*

Friday, October 25, 2019	TBA
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***Times are subject to change.**

Exhibitors are welcome to attend all general sessions. Booths should be staffed for meal and break times held in the Hall.

Exhibit Packages

DIAMOND EXHIBITOR \$25,000

- Recognition in the mobile meeting guide, meeting signage, and on AOA slides run between sessions
- Recognition in the AOA newsletter
- Recognition on the AOA conference website
- Recognition at the Exhibit Hall Entrance
- First right of refusal for dinner symposium
- Two complimentary uses of the AOA member mailing list for one pre-approved mailers
- Four inline 10' x 10' booths or 20' x 20' if available
- Ten exhibitor badges
- Two banner ads on the home page of The Orthopod
- Two banner ads on the inside pages of The Orthopod
- Your logo featured on the conference website and linked to your website for one year
- Pre and post conference attendee list with name, city, and state
- Up to 250-word product/company description on the conference website

PLATINUM EXHIBITOR \$20,000

- Recognition in the mobile meeting guide, meeting signage, and on AOA slides run between sessions
- Recognition in the AOA newsletter

- Recognition on the AOA conference website
- Recognition at the Exhibit Hall Entrance
- Four inline 10' x 10' booths or 20' x 20' if available
- Eight exhibitor badges
- First right of refusal for lunch symposium
- Two banner ads on the home page of The Orthopod
- Your logo featured on the conference website and linked to your website for one year
- Pre and post conference attendee list with name, city, and state
- Up to 200-word product/company description on the conference website

GOLD EXHIBITOR \$10,000

- Recognition in the mobile meeting guide, meeting signage, and on AOA slides run between sessions
- Recognition in the AOA newsletter
- Recognition on the AOA conference website
- Recognition at the Exhibit Hall Entrance
- Three inline 10' x 10' booths
- Six exhibitor badges
- One banner ad on the inside pages of The Orthopod
- Your logo featured on the conference website and linked to your website for one year
- Pre and post conference attendee list with name, city, and state
- Up to 150-word product/company description on the conference website

SILVER EXHIBITOR \$5,500

- Recognition in the mobile meeting guide, meeting signage, and on AOA slides run between sessions
- Recognition in the AOA newsletter
- Recognition on the AOA conference website
- Recognition at the Exhibit Hall Entrance
- Two inline 10' x 10' booths
- Four exhibitor badges
- Your logo featured on the conference website and linked to your website for one year
- Pre and post conference attendee list with name, city, and state
- Up to 125-word product/company description on the conference website

ALL EXHIBITORS

**COMPLIMENTARY BREAKFAST,
COFFEE BREAKS, AND LUNCH IN THE
EXHIBIT HALL**

RECEPTION IN THE EXHIBIT HALL

BRONZE EXHIBITOR \$4,000

- Recognition in the mobile meeting guide, meeting signage, and on AOA slides run between sessions
- Recognition in the AOA newsletter
- Recognition on the AOA conference website
- Recognition at the Exhibit Hall Entrance

- One 10' x 10' booth
- Three exhibitor badges
- Pre and post conference attendee list with name, city, and state
- Up to 100-word product/company description on the conference website

EXHIBITOR \$3,000

- Recognition in the mobile meeting guide, meeting signage, and on AOA slides run between sessions
- Recognition in the AOA newsletter
- Recognition on the AOA conference website
- Recognition at the Exhibit Hall Entrance
- One 10' x 10' booth
- Two exhibitor badges
- Post conference attendee list with name, city, and state
- Up to 100-word product/company description on the conference website

EXHIBITOR BADGES AND PRODUCT/COMPANY DESCRIPTION

Exhibitor badge names and product or company descriptions are **due by October 1, 2019**. Email your badge names and descriptions to Julie Hitt in the AOA office, julie@societyhq.com.

To order additional exhibit badges, use the [AOAO credit card payment form](#). Badges are \$200/badge. Be sure to list the full name(s) for the badge(s) on the payment form.

Other Promotional Opportunities

Program Ads

Ad space can be purchased while available for the printed AOA Annual Fall Meeting program. **To place an ad, complete and submit the Exhibit/Sponsor Agreement. Ad submission deadline is September 20, 2019.**

Ad Sizes

	Ad Fees
Full page, 4-color advertisement, outside back cover of the printed program	\$600
Full page, 4-color advertisement, inside page of the printed program	\$500
Half page, 4-color advertisement inside page of the printed program	\$250

Ad Specs

Full page ad: 3.5" x 4.75" vertical, CMYK color, 300 dpi, no bleed
 Half page ad: 3.5" x 2.375" horizontal, CMYK color, 300 dpi, no bleed

Print ready PDFs per the above specifications are DUE BY SEPTEMBER 20, 2019. Ads are emailed to Dana Gibson at dana@societyhq.com.

Logo on the Conference Website and Mobile Meeting Guide List of Exhibitors \$250

- Exhibitor will provide AOA staff with a high-resolution jpg, png, or vectored eps file of the company logo.
- Exhibitor will provide the url to which the logo will be linked.
- The logo will be placed on the list of exhibitors located on the AOA website and mobile meeting guide.

Mobile Meeting Guide Sponsor \$3,500

- EXCLUSIVE! The conference mobile meeting guide (e-material) sponsorship is a great way to get your name out to all conference attendees.
- Special recognition in the mobile meeting guide with your logo
- Recognition on the meeting signage
- Identified as the mobile meeting guide sponsor in the conference program (if print deadline is met)
- Sponsor listing in the mobile meeting guide
- Sponsor listing on the AOA conference website with your organization's profile (100-word description) and logo with a link to your site

Conference Charging Station Sponsor \$3,000

The sponsorship allows you to brand the Charging Station used throughout the conference giving you frequent visibility among attendees. Contact Dana Gibson to see an example of the charging station, dana@societyhq.com.

- Exclusive sponsorship!
- Custom wrap with sponsor branding
- Identified as the Sponsor in the conference program (if print deadline is met)
- Sponsor listing on the AOA mobile meeting guide
- Sponsor listing on the AOA conference website with your organization's profile (100-word description) and logo with a link to your site

Conference WiFi Sponsor \$3,500

- Exclusive sponsorship!
- Custom splash page with sponsor acknowledgement
- Identified as the Sponsor in the conference program (if print deadline is met)
- Sponsor listing on the AOA mobile meeting guide
- Sponsor listing on the AOA conference website with your organization's profile (100-word description) and logo with a link to your site

Hotel Key Card Sponsor \$500

Exclusive sponsorship! Provide a customized hotel key card for every AOA attendee. The sponsoring company will work directly with the headquarter hotel key card vendor and cover all costs associated with

the key cards in addition to the sponsorship fee. Contact Dana Gibson for additional information, dana@societyhq.com.

Corporate Showcase Sponsor \$3,000

- AOA O Exhibitors are invited to give a short seminar or demonstration on new products and services to a maximum of 25 AOA O attendees during the AOA O meeting. Contact Dana Gibson for availability, dana@societyhq.com.
- Showcase events are offered during unopposed session hours.
- The Corporate Showcase Sponsor is responsible for all aspects associated with the planning, promotion, and management of the event and for payment of all related costs, including but not limited to catering, audiovisual equipment and services, and electrical services.
- One complimentary use of the AOA O mailing list is provided. Mailings must be pre-approved by AOA O. AOA O will send email announcements about the showcase to members with an RSVP link provided and managed by the Sponsor.
- The AOA O Executive Director will review proposals and evaluate them on the basis of the quality of the program and its relevance to osteopathic orthopedic surgery.

NON CME SYMPOSIA SPONSOR

\$10,000 – Lunch Symposium

\$15,000 – Dinner Symposium

Exhibitors are invited to submit proposals to present information about their products or services to osteopathic orthopedic surgeons at the AOA O meeting. The number of attendees is determined by the Sponsor. Contact Dana Gibson for availability, dana@societyhq.com.

- Symposia are offered during unopposed session hours.
- The symposium sponsor is responsible for all aspects associated with the planning, promotion, and management of the event and for payment of all related costs, including but not limited to catering, audiovisual equipment and services, and electrical services.
- One complimentary use of the AOA O mailing list is provided. Mailings must be pre-approved by AOA O.
- AOA O will send email announcements about the symposium to members with an RSVP link provided and managed by the Sponsor.
- The AOA O Executive Director will review proposals and evaluate them on the basis of the quality of the program and its relevance to osteopathic orthopedic surgery.

Exhibitor Service Kit

There will be a general service contractor for the Annual Fall Meeting. The service kit will be emailed directly to exhibitors by show services.

The lead retrieval system offered for the conference is iLeads, a cloud-based trade show lead capture app that lets you digitally collect and manage information from all of your trade show sales interactions using a

smartphone or tablet. The iLeads FAQs for Exhibitors and order form are available on the AOA website at the same address as above.

Hotel Reservations

The AOA 2019 Annual Fall Meeting will be held at The Broadmoor. Reservations will be available summer 2019.

The group rate is \$299 Single/Double, based on availability, until September 20, 2019. Resort service charge applies.

The Broadmoor
1 Lake Avenue
Colorado Springs, CO 80906

Exhibits and Sponsorship Contact

Dana Gibson, Director of Corporate & Educational Support

Email dana@societyhq.com | Telephone 804.338.6958

Julie Hitt, Corporate & Educational Support Administrator

Email julie@societyhq.com | Telephone 804.565.6326