

# EXHIBITOR PROSPECTUS



## AOAO

AMERICAN OSTEOPATHIC  
ACADEMY OF ORTHOPEDICS

# *60<sup>th</sup> Annual Spring Meeting*

April 23-25, 2020

**red rock**

CASINO - RESORT - SPA  
Las Vegas



Please watch **aoao.org** for details!

# EXHIBIT PROSPECTUS

## AOAO 60TH ANNUAL SPRING 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



**YOU'RE INVITED!**

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 Spring 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 600-700 attendees at the AOA Annual Spring Meeting.

## Exhibit Application Procedures

To apply for exhibit space and view the exhibit hall floor plan, visit <https://www.aoao.org/exhibit-information/annual-spring/>. 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 February 21, 2020.
- Payment for an Exhibit/Sponsor Agreement submitted after February 21 must be paid in full at the time of application.

The AOA W-9 is available upon request. Contact Dana Gibson [dana@societyhq.com](mailto:dana@societyhq.com).

## Exhibit Space

- A single booth is 10' x 10' with pipe and drape.
- Exhibit space is assigned on a first come, first served basis.
- Exhibit agreements must be submitted prior to exhibit space being assigned.

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

### 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 February 21, 2020 will receive a 50% refund. There are no refunds for cancellations received after February 21, 2020.

### 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.

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

## General Exhibit Information

**Exhibit Date: April 23-24, 2020**

### Exhibit Move-in Hours\*

Wednesday, April 22, 2020                      1:00 – 5:00 pm

### Exhibit Hours\*

Thursday, April 23, 2020

Breakfast in Exhibit Hall	6:30 – 7:30 am
Coffee Break in the Exhibit Hall	9:15 – 9:45 am
Lunch in the Exhibit Hall	11:30 am – 12:30 pm
Coffee Break in the Exhibit Hall	2:25 – 3:30 pm
Reception in the Exhibit Hall	5:30 – 6:30 pm

Friday, April 24, 2020

Breakfast in Exhibit Hall	6:30 – 7:30 am
Coffee Break in the Exhibit Hall	9:20 – 10:00 am
Lunch in the Exhibit Hall	11:30 am – 12:30 pm

### Exhibit Move-out Hours\*

Friday, April 24, 2020                      12:30 pm – 3:00 pm

\*Times are subject to change.

## 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

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- 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

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- 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

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- 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

#### BRONZE EXHIBITOR \$4,000

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- 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 March 25, 2020**. Email your badge names and descriptions to Julie Hitt in the AOA office, [julie@societyhq.com](mailto: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 Spring Meeting program. **To place an ad, complete and submit the Exhibit/Sponsor Agreement. Ad submission deadline is March 20, 2020.**

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

#### Ad Specs

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

**Print ready PDFs per the above specifications are DUE BY MARCH 20, 2020.** Ads are emailed to Dana Gibson at [dana@societyhq.com](mailto:dana@societyhq.com).

#### ALL EXHIBITORS

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

**WELCOME RECEPTION IN THE  
EXHIBIT HALL**

### **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](mailto: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](mailto:dana@societyhq.com).

### **Corporate Showcase Sponsor \$3,000**

- AOA Exhibitors are invited to give a short seminar or demonstration on new products and services to a maximum of 25 AOA attendees during the AOA meeting. Contact Dana Gibson for availability, [dana@societyhq.com](mailto: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 mailing list is provided. Mailings must be pre-approved by AOA. AOA will send email announcements about the showcase to members with an RSVP link provided and managed by the Sponsor.
- The AOA Executive Director will review proposals and evaluate them on the basis of the quality of the program and its relevance to osteopathic orthopedic surgery.

Available times include:

- Wednesday, April 22, 2020 at 5:00 pm or after
- Thursday, April 23, 2020 at 6:30 pm or after
- Friday, April 24, 2020 at 4:30 pm or after

### **Non CME Symposia Sponsor \$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 meeting. The number of attendees is determined by the Sponsor. Contact Dana Gibson for availability, [dana@societyhq.com](mailto: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 mailing list is provided. Mailings must be pre-approved by AOA.
- AOA will send email announcements about the symposium to members with an RSVP link provided and managed by the Sponsor.
- The AOA Executive Director will review proposals and evaluate them on the basis of the quality of the program and its relevance to osteopathic orthopedic surgery.



Available times:

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- Thursday, April 23, 2020 at 6:30 pm or after
- Friday, April 24, 2020 at 4:30 pm or after

## Exhibitor Service Kit

Shepard is the general service contractor for the Annual Meeting. The service kit will be emailed directly to exhibitors by Shepard.

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 order form is on the AOA website at <https://www.aoao.org/exhibit-information/annual-spring/>

## Hotel Reservations

The headquarters hotel is the Red Rock Casino Resort and Spa. You can book online from <https://www.aoao.org/exhibit-information/annual-spring/> or call 866-767-7773 and use the code RCIAOAO to reserve your room.

AOAO group rate is \$240.00 per night plus \$20.00 resort fee subject to availability until March 31, 2020 at 4:00 pm EDT.

Red Rock Casino Resort & Spa  
11011 W. Charleston Blvd  
Las Vegas, NV 89135  
Phone: 702-797-7777

## Exhibits and Sponsorship Contact

**Dana Gibson, Director of Corporate & Educational Support**

Email [dana@societyhq.com](mailto:dana@societyhq.com) | Telephone 804.338.6958

**Julie Hitt, Corporate & Educational Support Administrator**

Email [julie@societyhq.com](mailto:julie@societyhq.com) | Telephone 804.565.6326