

# EXHIBIT PROSPECTUS

**2020 AOA VIRTUAL FALL MEETING**

**October 23-25, 2020**



**FOR MORE EXHIBIT, ADVERTISING, AND SPONSORSHIP INFORMATION,  
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# EXHIBIT PROSPECTUS

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## 2020 AOA VIRTUAL FALL MEETING

### Mission of AOA

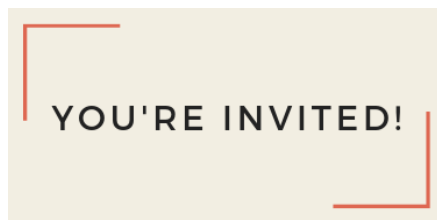
The American Osteopathic Academy of Orthopedics (AOAO) facilitates the finest training and continuous development of Osteopathic Orthopedic Surgeons to positively improve the care, healing and quality of life of patients.

### 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.

### AOAO Virtual 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.

## Online Exhibit Hall

The AOA online exhibit hall is a **digital platform** for exhibitors and attendees to connect and engage. Vendors and sponsors create a "digital booth" that features the same products and services displayed in traditional exhibit booths. Registered participants will then receive an invite to "stroll through the virtual exhibit hall" where they can view personalized sales messages and company websites, interact with vendors via their social media platforms and receive "show specials" just like they would in an in-person trade show environment. This networking resource is a great alternative solution to face-to-face engagements.

The link to the online exhibit hall will be included on the AOA website and mobile meeting guide. Attendees will visit the exhibit hall through these "entrances" or through the direct link they are sent pre-conference.

The overview of the online exhibit hall is included in the prospectus and on the AOA website at <https://www.aoao.org/promotions-information/annual-fall/>.

## Letter of Agreement

To apply for exhibit space, visit <https://www.aoao.org/promotions-information/annual-fall/> The **Exhibit Agreement** is an online form.

- **Agreements are due at least 30 days prior to the conference.** AOA will provide our online exhibit hall partner, Bartizan, with the list of exhibitors and their contact information. Bartizan will send exhibitors an email invitation to customize their digital booth on the web-portal LeadsLightning®. For companies only purchasing ad space in the online exhibit hall, AOA staff will follow up with details on how to upload the ad after payment is made in full.
- **Payment is due in full when the Agreement is submitted.** Only paid exhibits and advertisements will have access to the online exhibit hall profile site and/or the banner ad upload site.

**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 AOA, Attn: Dana Gibson, 2209 Dickens Road, Richmond, Virginia 23230.

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

## Exhibit Break Schedule

The online exhibit hall opens two weeks prior to the meeting on October 8, 2020 and will close December 6, 2020.

### Conference Exhibit Breaks\*

Saturday, October 24, 2020

10:45 – 11:00 am

11:45 am – 12:00 pm

12:45 – 1:00 pm

1:45 – 2:00 pm

2:45 – 3:00 pm

3:45 – 4:00 pm

4:45 – 5:00 pm

\*Times are subject to change.

## Exhibit Tiers and Benefits

### GOLD EXHIBITOR | \$7,000

#### Digital Booth Space

- **Digital booth** in the AOA online exhibit hall
- Opens 14 days prior to conference and remains open for a total of 60 days: **October 8 – December 6, 2020**
- Exhibitors listed in order of levels of support
- The AOA online exhibit hall is a **digital platform** for exhibitors and attendees to connect and engage. Vendors and sponsors create a “digital booth” that features the same products and services displayed in traditional exhibit booths. Registered participants will then receive an invite to “stroll through the virtual exhibit hall” where they can view personalized sales messages and company websites, interact with vendors via their social media platforms and receive “show specials” just like they would in an in-person trade show environment.

#### Promotions

- One complimentary banner ad on the homepage of *The Orthopod*, the AOA e-newsletter
  - December 2020 issue – Submission deadline is November 1, 2020
  - Size: 672 pixels x 100 pixels horizontal
  - Format: 72 dpi gif or jpg file, RGB or Index color
- Choose one of the following:
  - One complimentary Sponsor Hosted Promotional Webinar
    - Guidelines are listed at <https://www.aoao.org/promotions-information/>
    - Benefit expires January 31, 2021

## OR

- One complimentary ad on the homepage of the AOA website
  - October 1 – December 31, 2020
  - Bottom page banner ad
  - Size: 728 x 90 pixels Horizontal
  - Format: 72 dpi gif or jpg file, RGB or Index color
- Two complimentary promotional emails to pre-registration list
  - Exhibitor responsible for content – due September 15, 2020
  - First email will be sent by AOA staff three weeks prior to conference
  - Second email will be sent by AOA staff one week prior to conference
  - REQUIRED: [Promotional Email Request Form](#) – due August 31, 2020
- Pre-conference cross promotion on AOA's social media platforms
  - Three posts to Facebook, Twitter, and Instagram in the 15 days prior to the conference
- Pre-conference promotion of the online exhibit hall when it opens 14 days prior to the event, promotion of online exhibit hall during the conference, and post-conference promotion with members and attendees
- Your logo featured on the conference website and linked to your website for one year

### **Acknowledgement of Support**

Exhibitors listed in order of levels of support:

- Recognition in the mobile meeting guide
  - Product or company description can be included. Maximum of 250 words.
- Recognition on the AOA website
  - Product or company description can be included. Maximum of 250 words.
- Recognition in the AOA e-newsletter (separate from comp ad)

### **Mobile Meeting Guide and Registration List**

- Access to the mobile meeting guide with exhibitor login
- Registration list with name, city, and state (pre- and post-conference)

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## **SILVER EXHIBITOR | \$4,500**

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same products and services displayed in traditional exhibit booths. Registered participants will then receive an invite to “stroll through the virtual exhibit hall” where they can view personalized sales messages and company websites, interact with vendors via their social media platforms and receive “show specials” just like they would in an in-person trade show environment.

## Promotions

- One complimentary banner ad on an inside page of *The Orthopod*, the AOA e-newsletter
  - December 2020 issue – Submission deadline is November 1, 2020
  - Size: 275 pixels x 193 pixels horizontal
  - Format: 72 dpi gif or jpg file, RGB or Index color
  - REQUIRED: [Ad Insertion Order Form](#)
- One complimentary ad on the homepage or preferred section page of the AOA Section Forum App
  - October 1 – December 31, 2020
  - Size: 728 x 90 pixels Horizontal
  - Format: 72 dpi gif or jpg file, RGB or Index color
  - MORE DETAILS AND AD INSERTION ORDER FORM FORTHCOMING
- Two complimentary promotional emails to pre-registration list
  - Exhibitor responsible for content – due September 15, 2020
  - First email will be sent by AOA staff four weeks prior to conference
  - Second email will be sent by AOA staff two weeks prior to conference
  - REQUIRED: [Promotional Email Request Form](#) – due August 31, 2020
- Pre-conference cross promotion on AOA’s social media platforms
  - Three posts to Facebook, Twitter, and Instagram in the 15 days prior to the conference
- Pre-conference promotion of the online exhibit hall when it opens 14 days prior to the event, promotion of online exhibit hall during the conference, and post-conference promotion with members and attendees
- Your logo featured on the conference website and linked to your website for one year

## Acknowledgement of Support

Exhibitors listed in order of levels of support:

- Recognition in the mobile meeting guide
  - Product or company description can be included. Maximum of 200 words.
- Recognition on the AOA website
  - Product or company description can be included. Maximum of 200 words.
- Recognition in the AOA e-newsletter (separate from comp ad)

## Mobile Meeting Guide and Registration List

- Access to the mobile meeting guide with exhibitor login
  - Registration list with name, city, and state (pre- and post-conference)
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## BRONZE EXHIBITOR | \$3,000

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- Pre-conference cross promotion on AOA’s social media platforms
  - Three posts to Facebook, Twitter, and Instagram in the 15 days prior to the conference
- Pre-conference promotion of the online exhibit hall when it opens 14 days prior to the event, promotion of online exhibit hall during the conference, and post-conference promotion with members and attendees
- Your logo featured on the conference website and linked to your website for one year

### Acknowledgement of Support

Exhibitors listed in order of levels of support:

- Recognition in the mobile meeting guide

- Product or company description can be included. Maximum of 150 words.
- Recognition on the AOA website
  - Product or company description can be included. Maximum of 150 words.
- Recognition in the AOA e-newsletter (separate from comp ad)

### Mobile Meeting Guide and Registration List

- Access to the mobile meeting guide with exhibitor login
- Registration list with name, city, and state (pre- and post-conference)

## EXHIBITOR | \$2,000

### Digital Booth Space

- **Digital booth** in the AOA online exhibit hall
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### Promotions

Choose one of the following:

- One complimentary banner ad on an inside page of *The Orthopod*, the AOA e-newsletter
  - December 2020 issue – Submission deadline is November 1, 2020
  - Size: 275 pixels x 193 pixels horizontal
  - Format: 72 dpi gif or jpg file, RGB or Index color
  - REQUIRED: [Ad Insertion Order Form](#)

OR

- One complimentary ad on the homepage or preferred section page of the AOA Section Forum App
  - October 1 – December 31, 2020
  - Size: 728 x 90 pixels Horizontal
  - Format: 72 dpi gif or jpg file, RGB or Index color
  - MORE DETAILS AND AD INSERTION ORDER FORM FORTHCOMING
- Pre-conference cross promotion on AOA’s social media platforms



- Three posts to Facebook, Twitter, and Instagram in the 15 days prior to the conference
- Pre-conference promotion of the online exhibit hall when it opens 14 days prior to the event, promotion of online exhibit hall during the conference, and post-conference promotion with members and attendees
- Your logo featured on the conference website and linked to your website for one year

### Acknowledgement of Support

Exhibitors listed in order of levels of support:

- Recognition in the mobile meeting guide
  - Product or company description can be included. Maximum of 100 words.
- Recognition on the AOAO website
  - Product or company description can be included. Maximum of 100 words.
- Recognition in the AOAO e-newsletter (separate from comp ad)

### Mobile Meeting Guide and Registration List

- Access to the mobile meeting guide with exhibitor login
- Registration list with name, city, and state (pre- and post-conference)

## Advertising

The add-on promotion options can be selected when completing the Letter of Agreement.

### Banner Ads – Online Exhibit Hall | Submission Deadline September 15, 2020

#### Accepted formats:

- JPG – JPG/JPEG Format
- GIF – Compuserve GIF
- BMP – Windows Bitmap
- PNG – Portable Network Graphics

Ad Sizes	Ad Fees
Small Banner – 1 ad block (Size: 120 x 60 pixels)	\$75
Half Banner – 2 ad blocks (Size: 234 x 60 pixels)	\$125
Full Banner – 4 ad blocks (Size: 468 x 60 pixels)	\$225
Leaderboard – 6 ad blocks (Size: 728 x 90 pixels)	\$325

## Other Promotional Opportunities

Learn more about year-round promotional opportunities by visiting the AOA at <https://www.aoao.org/promotions-information/>.

## Exhibits and Promotions 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 Coordinator**

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