

EXHIBITOR PROSPECTUS



AOAO
AMERICAN OSTEOPATHIC
ACADEMY OF ORTHOPEDICS



61ST Annual *Spring Meeting*

APRIL 15-17, 2021

The
**GRAND
AMERICA**
Hotel

SALT LAKE CITY, UTAH



SAFELY IN PERSON OR VIRTUAL

EXHIBIT PROSPECTUS

AOAO 61ST ANNUAL SPRING MEETING (HYBRID)

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 3,000 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.

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 200-250 attendees in-person and 700+ virtually.

Exhibit Application Procedures

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

Payment is due when the Agreement is submitted.

- 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

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

In-person Exhibit Space

A single booth is 10' x 10' with pipe and drape.

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

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 booths if necessary. The floor plan is subject to change.

Virtual Exhibit Space

- Company logo
- Contact information
- Company description
- Company social media links
- Company promotional video
- Up to three links to company promotional information (i.e., brochures, sales information, video)
- Message feature
- Live Twitter feed

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 15, 2021 will receive a 50% refund. There are no refunds for cancellations received after February 15, 2021.

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.

Exhibitors will be provided with the online exhibit set-up form and given the opportunity to proof the virtual exhibit before it is published on the virtual meeting platform (an in-house platform).

A demo of the virtual exhibit hall platform is available upon request. Contact Dana Gibson dana@societyhq.com.

General Exhibit Information

Exhibit Dates: April 15-16, 2021

Exhibit Move-in Hours*

Wednesday, April 14, 2021	1:00 – 5:00 pm
Thursday, April 15, 2021	8:00 – 10:30 am

Exhibit Hours*

Thursday, April 15, 2021	
Lunch in the Exhibit Hall	11:30 am – 12:30 pm
Coffee Break in the Exhibit Hall	2:10 – 2:50 pm
Cocktail Hour in the Exhibit Hall	5:00 – 6:00 pm

Friday, April 16, 2021	
Breakfast in Exhibit Hall	6:30 – 7:30 am
Coffee Break in the Exhibit Hall	8:55 – 9:35 am
Lunch in the Exhibit Hall	11:30 am – 12:30 pm

Exhibit Move-out Hours*

Friday, April 16, 2021	12:30 – 5:00 pm
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**Times are subject to change.*

Hybrid Exhibit Packages

	Gold Exhibitor \$7,500	Silver Exhibitor \$5,000	Bronze Exhibitor \$2,500	Exhibitor \$1,500
Exhibit Booth at In-person Meeting	✓	✓	✓	
Virtual Exhibit	✓	✓	✓	✓
Exhibit Badges	6	4	2	
Banner ad on the Homepage of <i>The Orthopod</i>	✓			
Banner ad an Inside Page of <i>The Orthopod</i>		✓	✓	
Banner ad on the Homepage of AOA Website	✓			
Banner Ad on AOA Website		✓		
Promotional Email to Attendees	✓	✓		
AOAO Social Media Promotion	✓	✓	✓	✓
AOAO Email Promotion	✓	✓	✓	✓
Logo on AOA Website	✓	✓	✓	✓
Acknowledgement of Support (in-person and virtual)	✓	✓	✓	✓
Virtual Meeting Platform Access	✓	✓	✓	✓
Registration List	✓	✓	✓	✓

Gold Exhibitor | \$7,500

Exhibit Space

- **Exhibit Booth – In-person exhibit hall**
 - 10' x 30' booth
 - 8' high back drape, 3' high side dividers
 - Exhibitor Service Kit will be provided by the official general service contractor
 - Six exhibitor badges
- **Virtual Meeting Platform Exhibit**
 - Company logo
 - Contact information
 - Company description
 - Company social media links
 - Company promotional video
 - Up to three links to company promotional information (i.e., brochures, sales information, video)
 - Message feature
 - Live Twitter feed

Promotions

- Banner ad on the homepage of *The Orthopod*, the AOA newsletter
 - July 2021 issue – Submission deadline is June 1, 2021
 - Size: 672 pixels x 100 pixels horizontal
 - Format: 72 dpi gif or jpg file, RGB or Index color
 - REQUIRED: [Ad Insertion Order Form](#)
- Banner ad on the homepage of the AOA website
 - Ad runs April 1 – June 30, 2021 – Submission deadline is March 15, 2021
 - Size: 728 x 90 pixels Horizontal
 - Format: 72 dpi gif or jpg file, RGB or Index color
- One promotional email to Annual Spring Meeting registration list
 - Email sent by AOA office using Constant Contact
 - Company provides content in HTML
 - Content due 10 days in advance of scheduled distribution date
- AOA cross promotion of exhibits social media platforms: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#)
- AOA email promotion of exhibits to members and attendees in conference email campaign
- Company logo featured on the conference website and linked to Company website

Acknowledgement of Support

- Recognition on the AOA website
- Recognition on the virtual meeting platform
- Recognition on signage at the in-person meeting

- Recognition in the printed program at the in-person meeting
- Recognition in the AOA newsletter

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)

Silver Exhibitor | \$5,000

Exhibit Space

- **Exhibit Booth – In-person exhibit hall**
 - 10' x 20' booth
 - 8' high back drape, 3' high side dividers
 - Exhibitor Service Kit will be provided by the official general service contractor
 - Four exhibitor badges
- **Virtual Meeting Platform Exhibit**
 - Company logo
 - Contact information
 - Company description
 - Company social media links
 - Company promotional video
 - Up to three links to company promotional information (i.e., brochures, sales information, video)
 - Message feature
 - Live Twitter feed

Promotions

- Banner ad on an inside page of *The Orthopod*, the AOA e-newsletter
 - July 2021 issue – Submission deadline is June 1, 2021
 - Size: 275 pixels x 193 pixels horizontal
 - Format: 72 dpi gif or jpg file, RGB or Index color
 - REQUIRED: [Ad Insertion Order Form](#)
- Banner ad on the AOA website on one of the most visited pages, such as the Annual Spring Meeting Page, Meetings Page, CME Tracker Page, or Award of Fellow Page (options based on inventory)
 - Ad runs April 1 – June 30, 2021 – Submission deadline is March 15, 2021
 - Size: 728 x 90 pixels Horizontal
 - Format: 72 dpi gif or jpg file, RGB or Index color
- One promotional email to Annual Spring Meeting registration list
 - Email sent by AOA office using Constant Contact
 - Company provides content in HTML
 - Content due 10 days in advance of scheduled distribution date
- AOA cross promotion of exhibits social media platforms: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#)

- AOA email promotion of exhibits to members and attendees in conference email campaign
- Company logo featured on the conference website and linked to Company website

Bronze Exhibitor | \$2,500

Exhibit Space

- **Exhibit Booth – In-person exhibit hall**
 - 10' x 10' booth
 - 8' high back drape, 3' high side dividers
 - Exhibitor Service Kit will be provided by the official general service contractor
 - Two exhibitor badges
- **Virtual Meeting Platform Exhibit**
 - Company logo
 - Contact information
 - Company description
 - Company social media links
 - Company promotional video
 - Up to three links to company promotional information (i.e., brochures, sales information, video)
 - Message feature
 - Live Twitter feed

Promotions

- Choose one of the following banner ad options:
 - One complimentary banner ad on an inside page of *The Orthopod*, the AOA e-newsletter
 - July 2021 issue – Submission deadline is June 1, 2021
 - Size: 275 pixels x 193 pixels horizontal
 - Format: 72 dpi gif or jpg file, RGB or Index color
 - REQUIRED: [Ad Insertion Order Form](#)

OR

- Banner ad on the AOA website on one of the most visited pages, such as the Annual Spring Meeting Page, Meetings Page, CME Tracker Page or Award of Fellow Page (options based on inventory)
 - Ad runs April 1 – June 30, 2021 – Submission deadline is March 15, 2021
 - Size: 728 x 90 pixels Horizontal
 - Format: 72 dpi gif or jpg file, RGB or Index color
- AOA cross promotion of exhibits social media platforms: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#)
- AOA email promotion of exhibits to members and attendees in conference email campaign

- Company logo featured on the conference website and linked to Company website

Acknowledgement of Support

- Recognition on the AOAO website
- Recognition on the virtual meeting platform
- Recognition on signage at the in-person meeting
- Recognition in the printed program at the in-person meeting
- Recognition in the AOAO newsletter

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 - Virtual Only | \$1,500

Virtual Meeting Platform Exhibit

- Company logo
- Contact information
- Company description
- Company social media links
- Company promotional video
- Up to three links to company promotional information (i.e., brochures, sales information, video)
- Message feature
- Live Twitter feed

Promotions

- AOAO cross promotion of exhibits social media platforms: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#)
- AOAO email promotion of exhibits to members and attendees in conference email campaign
- Company logo featured on the conference website and linked to Company website

Acknowledgement of Support

- Recognition on the AOAO website
- Recognition on the virtual meeting platform
- Recognition on signage at the in-person meeting
- Recognition in the printed program at the in-person meeting
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Mobile Meeting Guide and Registration List

- Access to the mobile meeting guide with exhibitor login
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EXHIBITOR BADGES

Exhibitor badge names for the in-person exhibits are **due by March 15, 2021**. Email your badge names to Julie Hitt in the AOA office, julie@societyhq.com.

EXHIBITORS ARE LIMITED TO THE NUMBER OF REPRESENTATIVES FOR THE CHOSEN EXHIBIT PACKAGE. ADDITIONAL REPS ARE NOT ALLOWED DUE TO SOCIAL DISTANCING GUIDELINES.

Other Promotional Opportunities

Print Program Advertisement

Full page ad – outside back cover | \$600

- Ad specs: 3.5" x 4.75" vertical, CMYK color, 300 dpi, no bleed, print ready pdf
- Print ready PDFs per the above specifications are **due by March 1, 2021**. Email to Dana Gibson dana@societyhq.com

Full page ad – inside page | \$500

- Ad specs: 3.5" x 4.75" vertical, CMYK color, 300 dpi, no bleed, print ready pdf
- Print ready PDFs per the above specifications are **due by March 1, 2021**. Email to Dana Gibson dana@societyhq.com

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 1, 2021.**

Covid-19 Health and Safety Measures

- All in person conference attendees and exhibitors will be provided PPE kits with their registration packet, including a face mask and hand sanitizer.
- Conference attendees and exhibitors checking in at The Grand America Hotel on Wednesday, April 14 will have their conference registration badges delivered to their guest rooms. Exhibitors who arrive on a different date or stay at another property other than the headquarters hotel will have their exhibitor badge packets delivered to their exhibit booth when the scheduled exhibit move-in begins on April 14.
- Face masks will be required to be worn at all times in the Exhibit Hall, General Session rooms, and at other official AOA activities held at The Grand America Hotel. AOA will provide signage to that effect.
- AOA conference attendees, exhibitors, and staff will be encouraged to use hand sanitizer and to wash hands frequently. There will be signage throughout the conference area.
- Seating in the meeting rooms will be arranged one person per 6' table.
- Floor markers placed 6' apart, will be added in front of each booth as well as at the registration desk, food buffets, and coffee break stations.
- Food stations and seating will be strategically placed within the Exhibit Hall to avoid crowding at or near exhibit booths.

- There will be one reserved seat at each 72" round table, set with (6) chairs each, for an exhibitor to allow for more interaction with attendees while remaining 6' apart.
- All food and beverage will be managed and served by the hotel staff, there will be NO self-service stations for coffee or food.

To learn about the health and safety measures being taken by The Grand America Hotel, visit <https://www.grandamerica.com/health-and-safety-highlights/>.

Exhibitor Service Kit

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

Hotel Reservations

The headquarters hotel is The Grand America Hotel. You can book online from <https://www.aoao.org/promotions-information/annual-spring>.

THE GRAND AMERICA HOTEL
555 SOUTH MAIN STREET
SALT LAKE CITY, UT 84111

Exhibits and Sponsorship Contact

Dana Gibson, Director of Corporate & Educational Support

Email dana@societyhq.com | Telephone 804.338.6958

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