



AOAO
AMERICAN OSTEOPATHIC
ACADEMY OF ORTHOPEDICS

EXHIBITOR PROSPECTUS

2021 ANNUAL

Fall Meeting

*Refocus, Revamp, Re-energize for 2021!
Where do we go from here?*



Thursday, October 28 to Saturday, October 30
Omni Louisville • Louisville, Kentucky

Exhibitor Prospectus

2021 AOA 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.

You're Invited!

AOAO is pleased to invite your organization to exhibit at the Annual Fall Meeting. 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.

We anticipate 500+ attendees at the AOA Annual Fall Meeting.



Exhibit Application

The exhibit application and payment must be submitted to secure an exhibit booth. The application is an online form and includes the option to pay the fees with a credit card.

The application or Letter of Agreement is located on the AOA website at <https://aoao.org/promotions-information/annual-fall/>.

Payment

Payment is due in full when the Agreement is submitted.

- To pay by credit card, fill in the payment details on the Agreement.
- To pay by check, mark “check” as the payment method on the Agreement. Make the check payable to American Osteopathic Academy of Orthopedics and mail to AOA, 2209 Dickens Rd, Richmond, VA 23230.

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

Exhibit Space

- Exhibit Booth
 - A single booth is 10' x 10'
 - *See exhibit packages for additional exhibit space details*
 - 8' high back drape, 3' high side dividers
 - 6' table, skirted and 2 chairs
- Exhibit Profile in Mobile Meeting Guide
 - 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)

- Special offer option
- Message feature
- Live Twitter feed

Exhibit Hall Floor Plan

Posted and updated on the AOA website at
<https://aoao.org/promotions-information/annual-fall/>

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

Exhibit Schedule

Exhibit Dates: October 28-29, 2021

Wednesday, October 27, 2021

12:00 - 5:00 pm Exhibit Move-in

Thursday, October 28, 2021

8:40 - 9:10 am Coffee Break with Exhibitors
 9:50 - 10:10 am Coffee Break with Exhibitors
 12:00 - 1:00 pm Lunch with Exhibitors
 3:10 - 3:40 pm Coffee Break with Exhibitors
 5:00 - 6:00 pm Cocktail Hour with Exhibitors

Friday, October 29, 2021

6:30 - 7:30 am Breakfast with Exhibitors
 8:40 - 9:30 am Coffee Break with Exhibitors
 11:00 am - 12:00 pm Lunch with Exhibitors

12:00 - 5:00 pm Exhibit Move-out

**Times are subject to change.*

Exhibit Booth

- Single booth is 10' x 10'
- Pipe and drape
- 6' table and 2 chairs
- Identification sign

See exhibit packages for more booth space details.

Cancellation Policy

Written cancellations received in the AOA office by August 28, 2021 will receive a 50% refund. There are no refunds for cancellations received after August 21, 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.

Exhibit Packages

	Gold Exhibitor \$10,000	Silver Exhibitor \$6,000	Bronze Exhibitor \$4,500	Exhibitor \$3,000
<i>Exhibit Booth (pipe and drape)</i>	10' x 30'	10' x 20'	10' x 10'	10' x 10'
<i>Exhibit Profile in Mobile Meeting Guide</i>	✓	✓	✓	✓
<i>Exhibit Badges</i>	10	6	4	2
<i>Banner ad on the Homepage of AOA Website</i>	✓			
<i>Banner ad on Two AOA Pre-conference Emails</i>	✓			
<i>Promotional Email to Members</i>	✓			
<i>Banner Ad on AOA Website - Select Page</i>		✓		
<i>Promotional Email to Attendees</i>		✓		
<i>Banner ad Inside Page of The Orthopod</i>			✓	
<i>Banner ad on One AOA Post-conference Email</i>			✓	
<i>AOA Email Promotion</i>	✓	✓	✓	✓
<i>AOA Social Media Promotion</i>	✓	✓	✓	✓
<i>Logo on AOA Website</i>	✓	✓	✓	✓
<i>Acknowledgement of Support</i>	✓	✓	✓	✓
<i>Mobile Meeting Guide Access</i>	✓	✓	✓	✓
<i>Registration List</i>	✓	✓	✓	✓

Gold Exhibitor | \$10,000

Exhibit Space

- Exhibit Booth
 - 10' x 30' booth with 6' table, skirted and 2 chairs
 - 8' high back drape, 3' high side dividers
 - Ten exhibitor badges; additional badges can be purchased separately
- Exhibit Profile in Mobile Meeting Guide
 - Company logo
 - Contact information
 - Company description
 - Company social media links
 - Company promotional video
 - Up to three links to company promotional information
 - Special offer option
 - Message feature
 - Live Twitter feed

Promotions

- Banner ad on the homepage of the AOA website
 - Ad runs October 1 - December 31, 2021 - **Submission deadline is September 15, 2021**

- Size: 728 x 90 pixels Horizontal
 - Format: 72 dpi gif or jpg file, RGB or Index color
- Banner ad on two AOA Annual Fall Meeting pre-conference emails to members
 - Ad runs in two conference email promotions between September 1 and October 15, 2021 - **Submission deadline is August 20, 2021**
 - Size: 728 x 90 pixels Horizontal
 - Format: 72 dpi gif or jpg file, RGB or Index color
- One promotional email to AOA members
 - Email sent by AOA office using Constant Contact
 - Company provides content in HTML
 - **Email content due August 15, 2021.** We will add the email distribution date to our master meeting email schedule avoiding conflicts with other emails.
- AOA cross promotion of exhibits on 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 mobile meeting guide
- Recognition on signage at the meeting
- Recognition in the printed program
- 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 | \$6,000

Exhibit Space

- Exhibit Booth
 - 10' x 20' booth with 6' table, skirted and 2 chairs
 - 8' high back drape, 3' high side dividers
 - Six exhibitor badges; additional badges can be purchased separately
- Exhibit Profile in Mobile Meeting Guide
 - Company logo
 - Contact information
 - Company description
 - Company social media links
 - Company promotional video
 - Up to three links to company promotional information
 - Special offer option
 - Message feature
 - Live Twitter feed

Promotions

- Banner ad on the AOA website on one of the most visited pages, such as the Annual Fall Meeting Page, Meetings Page, CME Tracker Page, or Award of Fellow Page (options based on inventory)
 - Ad runs October 1 - December 31, 2021 - **Submission deadline is September 15, 2021**
 - Size: 728 x 90 pixels Horizontal
 - Format: 72 dpi gif or jpg file, RGB or Index color
- One promotional email to Annual Fall Meeting registration list
 - Email sent by AOA office using Constant Contact
 - Company provides content in HTML
 - **Email content due August 15, 2021.** We will add the email distribution date to our master meeting email schedule avoiding conflicts with other emails.
- AOA cross promotion of exhibits on 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 mobile meeting guide
- Recognition on signage at the meeting
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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)

Bronze Exhibitor | \$4,500

Exhibit Space

- Exhibit Booth
 - 10' x 10' booth with 6' table, skirted and 2 chairs
 - 8' high back drape, 3' high side dividers
 - Four exhibitor badges; additional badges can be purchased separately
- Exhibit Profile in Mobile Meeting Guide
 - Company logo
 - Contact information
 - Company description
 - Company social media links
 - Company promotional video
 - Up to three links to company promotional information
 - Special offer option

- Message feature
- Live Twitter feed

Promotions

- Banner ad on an inside page of The Orthopod, the AOA e-newsletter
 - December 2021 issue - **Submission deadline is November 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 one AOA Annual Fall Meeting post-conference email promotion to members (promoting virtual meeting access AFTER the live conference)
 - Ad runs in one email promotion between November 1 and November 15, 2021 - **Submission deadline is October 15, 2021**
 - Size: 728 x 90 pixels Horizontal
 - Format: 72 dpi gif or jpg file, RGB or Index color
- AOA cross promotion of exhibits on 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 mobile meeting guide
- Recognition on signage at the meeting
- Recognition in the printed program
- 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)

Exhibitor | \$3,000

Exhibit Space

- Exhibit Booth
 - 10' x 10' booth with 6' table, skirted and 2 chairs
 - 8' high back drape, 3' high side dividers
 - Two exhibitor badges; additional badges can be purchased separately
- Exhibit Profile in Mobile Meeting Guide
 - Company logo
 - Contact information
 - Company description
 - Company social media links
 - Company promotional video

- Up to three links to company promotional information
- Special offer option
- Message feature
- Live Twitter feed

Promotions

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- AOA email promotion of exhibits to members and attendees in conference email campaign
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- Recognition on the AOA website
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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 Badges

Exhibitor badge names are due by **October 1, 2021**. Email names to Julie Hitt in the AOA office at julie@societyhq.com. Badges included with exhibit packages:

Exhibit Tier	Number of Badges
Gold Exhibitor	10
Silver Exhibitor	6
Bronze Exhibitor	4
Exhibitor	2

Additional badges can be ordered with the [AOA Credit Card Payment Form](#). Badge fee is \$200/badge. List the full name(s) for the additional badges on the payment form.

Promotions

Program Advertising

Ad space can be purchased while available for the printed AOA Annual Fall Meeting program. To place an ad, complete and submit the Letter of Agreement. **Ad submission deadline is September 15, 2021.**

Ad Placement	Ad Fees
Full page ad - outside cover of printed program	\$600
Full page ad - inside page of printed program	\$500

Ad Specs

3.5" x 4.75" vertical, CMYK color, 300 dpi, no bleed

Print ready PDFs per the above specifications are due by September 15, 2021. Email print ready pdf ad to Dana Gibson, dana@societyhq.com.

Hotel Key Card Sponsor | \$500

- Exclusive!
- Sponsor fee plus the cost of the key card
- The hotel key card sponsor provides the hotel with branded room keys for AOA guests at the Omni Louisville.
- The sponsor is responsible for the coordination and expense of the branded key card directly with the hotel.
- AOA staff will provide the contact information for the Omni Louisville.
- The sponsor fee payable to AOA is due by September 15, 2021.

Exhibitor Service Kit

Excel Decorators, Inc. is the official general service contractor for the AOA Annual Fall Meeting. The exhibitor service kit will be available summer 2021.



EXCEL DECORATORS, INC.
convention & exposition services



Housing

The headquarter hotel for the AOA Annual Fall Meeting is Omni Louisville.

Omni Louisville
400 S. 2nd Street
Louisville, KY



Group reservation information will be available summer 2021.

Exhibits and Promotions Contacts

Dana Gibson, Director of Corporate & Educational Support

dana@societyhq.com | T 804.338.6958

Julie Hitt, Corporate & Educational Support Coordinator

julie@societyhq.com | T 804.565.6326

For updates to the exhibit information, check the AOA website

<https://aoao.org/promotions-information/annual-fall/>

