



**2022**

**AOAO**

AMERICAN OSTEOPATHIC  
ACADEMY OF ORTHOPEDICS

*Annual Fall Meeting*

**November 3-5, 2022**

Chicago Marriott Downtown, Chicago, IL

**aoao.org**

# Exhibitor Prospectus

## 2022 AOA 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.

### 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 2022 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](mailto:dana@societyhq.com).

## Exhibit Space

- 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 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 Move-in: Wednesday, November 2, 2022

Exhibit Dates: November 3-4, 2022

### Wednesday, November 2, 2022

12:00 - 5:00 pm Exhibit Move-in: Grand Ballroom Salon II-III

### Thursday, November 3, 2022

6:30 - 7:30 am Breakfast with Exhibitors  
9:10 - 10:00 am Refreshment Break with Exhibitors  
12:30 - 1:30 pm Lunch Break with Exhibitors  
2:35 - 3:05 pm Refreshment Break with Exhibitors  
3:35 - 4:05 pm Refreshment Break with Exhibitors  
5:00 - 6:00 pm Cocktail Reception with Exhibitors

### Friday, November 4, 2022

6:30 - 7:30 am Breakfast with Exhibitors  
8:45 - 9:35 am Refreshment Break with Exhibitors  
11:30 am - 12:30 pm Lunch Break with Exhibitors  
  
12:30 - 4:30 pm Exhibits move out

*\*Times are subject to change.*

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## Exhibit Packages

### Gold Exhibitor | \$10,000

#### Exhibit Booth

- 10' x 30' booth
- 8' high back drape, 3' high side dividers
- Exhibitor Service Kit will be provided by the official general service contractor
- Ten exhibitor badges; additional badges can be purchased separately

#### Promotions

- Banner ad on the homepage of the AOA website
  - Ad runs October 1 - December 31, 2022 - Submission deadline is **September 15, 2022**
  - Size: 728 x 90 pixels Horizontal
  - Format: 72 dpi gif or jpg file, RGB or Index color
  - Email ad to [dana@societyhq.com](mailto:dana@societyhq.com)

- Banner ad on two AOA Annual Fall Meeting pre-conference emails to members
  - Ad runs between September 15 and October 31, 2022 - **Submission deadline is September 1, 2022**
  - Size: 728 x 90 pixels Horizontal
  - Format: 72 dpi gif or jpg file, RGB or Index color
  - Email to [dana@societyhq.com](mailto:dana@societyhq.com)
- Ad in printed program
  - 3.5" x 5" vertical, CMYK color, 300 dpi, no bleed, pdf print ready
  - **Submission deadline is September 15, 2022**
- Hotel key card sponsor (based on availability; first come first served)
  - All production expenses are the Company's responsibility
  - The Company provides the hotel with branded room keys for AOA guests at the Chicago Marriott Downtown Magnificent Mile
- One use of the AOA member mailing list (active, military, and life members)
  - Mailer must be submitted to the AOA for review and pre-approval
  - Upon approval the AOA will provide the member mailing addresses for one time use
  - Benefit expires November 30, 2022
- Company logo featured on the conference website and linked to Company website
- Company description featured on the conference website
- 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

#### Acknowledgement of Support

- Recognition on the AOA website
- Recognition on the mobile meeting guide
- Recognition on signage at the meeting (print deadline 9/15/22)
- Recognition in the printed program (print deadline 9/15/22)
- Recognition in the AOA newsletter

#### Mobile Meeting Guide and Registration List

- Access to the mobile meeting guide with exhibitor login (maximum of two; no CME awarded)
- Pre-Meeting Attendee List with name, credentials, city, and state
- Post-Meeting Attendee List with name, credentials, city, and state

### *Silver Exhibitor | \$6,000*

#### Exhibit Booth

- 10' x 20' booth
- 8' high back drape, 3' high side dividers
- Exhibitor Service Kit will be provided by the official general service contractor
- Six exhibitor badges; additional badges can be purchased separately

## Promotions

- Banner ad on the AOA website
  - Ad runs October 1 - December 31, 2022 - Submission deadline is **September 15, 2022**
  - Size: 728 x 90 pixels Horizontal
  - Format: 72 dpi gif or jpg file, RGB or Index color
  - Email ad to [dana@societyhq.com](mailto:dana@societyhq.com)
- Banner ad on two AOA Annual Fall Meeting pre-conference emails to members
  - Ad runs between September 15 and October 31, 2022 - **Submission deadline is September 1, 2022**
  - Size: 728 x 90 pixels Horizontal
  - Format: 72 dpi gif or jpg file, RGB or Index color
  - Email to [dana@societyhq.com](mailto:dana@societyhq.com)
- Ad in printed program
  - 3.5" x 5" vertical, CMYK color, 300 dpi, no bleed, pdf print ready
  - **Submission deadline is September 15, 2022**
- Company logo featured on the conference website and linked to Company website
- Company description featured on the conference website
- 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

## Acknowledgement of Support

- Recognition on the AOA website
- Recognition on the mobile meeting guide
- Recognition on signage at the meeting (print deadline 9/15/22)
- Recognition in the printed program (print deadline 9/15/22)
- Recognition in the AOA newsletter

## Mobile Meeting Guide and Registration List

- Access to the mobile meeting guide with exhibitor login (maximum of two; no CME awarded)
- Pre-Meeting Attendee List with name, credentials, city, and state
- Post-Meeting Attendee List with name, credentials, city, and state

## *Bronze Exhibitor | \$4,500*

### Exhibit Booth

- 10' x 10' booth
- 8' high back drape, 3' high side dividers
- Exhibitor Service Kit will be provided by the official general service contractor
- Four exhibitor badges; additional badges can be purchased separately

## Promotions

- Banner ad on the homepage of The Orthopod, the AOA member e-newsletter (inside page ad if homepage ad space is filled)
  - December 2022 issue - **Submission deadline is November 1, 2022**
  - 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 in two AOA Annual Fall Meeting post-conference email to attendees
  - Ad runs in November 2022 - *Submission deadline is October 15, 2022*
  - Size: 728 x 90 pixels Horizontal
  - Format: 72 dpi gif or jpg file, RGB or Index color
  - Email to [dana@societyhq.com](mailto:dana@societyhq.com)
- Company logo featured on the conference website and linked to Company website
- Company description featured on the conference website
- 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

## Acknowledgement of Support

- Recognition on the AOA website
- Recognition on the mobile meeting guide
- Recognition on signage at the meeting (print deadline 9/15/22)
- Recognition in the printed program (print deadline 9/15/22)
- Recognition in the AOA newsletter

## Mobile Meeting Guide and Registration List

- Access to the mobile meeting guide with exhibitor login (maximum of two; no CME awarded)
- Pre-Meeting Attendee List with name, credentials, city, and state
- Post-Meeting Attendee List with name, credentials, city, and state

## *Exhibitor | \$3,000*

### Exhibit Booth

- 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; additional badges can be purchased separately

## Promotions

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

#### Acknowledgement of Support

- Recognition on the AOA website
- Recognition on the mobile meeting guide
- Recognition on signage at the meeting (print deadline 9/15/22)
- Recognition in the printed program (print deadline 9/15/22)
- Recognition in the AOA newsletter

#### Mobile Meeting Guide and Registration List

- Access to the mobile meeting guide with exhibitor login (maximum of two; no CME awarded)
- Pre-Meeting Attendee List with name, credentials, city, and state
- Post-Meeting Attendee List with name, credentials, city, and state

## Exhibitor Badges

Exhibitor badge names are due by **September 30, 2022**. Email names to Sarah Cronin in the AOA office at [sarah@societyhq.com](mailto:sarah@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 [AOAO Credit Card Payment Form](#). Badge fee is \$200/badge. List the full name(s) for the additional badges on the payment form.

## 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, 2022.**



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, 2022. Email print ready pdf ad to Dana Gibson, [dana@societyhq.com](mailto:dana@societyhq.com).

## Sponsorship

### *Refreshment Break Sponsor | \$5,000 per break*

- Two breaks on Thursday, November 3
- Two breaks on Friday, November 4
- One break on Saturday, November 5

#### Acknowledgement of Support

- Logo placement on refreshment break signage
- Recognition on the AOA website
- Recognition on the mobile meeting guide
- Recognition on signage at the meeting (print deadline 9/15/22)
- Recognition in the printed program (print deadline 9/15/22)
- Recognition in the AOA newsletter

### *Cocktail Reception Sponsor | \$10,000*

Thursday, November 3 | 5:00 - 6:00 pm

#### Acknowledgement of Support

- Logo placement on cocktail reception signage
- Recognition on the AOA website
- Recognition on the mobile meeting guide
- Recognition on signage at the meeting (print deadline 9/15/22)
- Recognition in the printed program (print deadline 9/15/22)

- Recognition in the AOA newsletter

### *Breakfast Sponsor | \$10,000 per breakfast*

- Thursday, November 3
- Friday, November 4

#### **Acknowledgement of Support**

- Logo placement on breakfast signage
- Recognition on the AOA website
- Recognition on the mobile meeting guide
- Recognition on signage at the meeting (print deadline 9/15/22)
- Recognition in the printed program (print deadline 9/15/22)
- Recognition in the AOA newsletter

### *Lunch Sponsor | \$15,000 per lunch*

- Thursday, November 3
- Friday, November 4

#### **Acknowledgement of Support**

- Logo placement on lunch break signage
- Recognition on the AOA website
- Recognition on the mobile meeting guide
- Recognition on signage at the meeting (print deadline 9/15/22)
- Recognition in the printed program (print deadline 9/15/22)
- Recognition in the AOA newsletter

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## **Exhibitor Service Kit**

**Alliance Expo** is the official general service contractor for the AOA Annual Fall Meeting. The exhibitor service kit will be available summer 2022.

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## **Housing**

The headquarter hotel for the Annual Fall Meeting at the Chicago Marriott Downtown Magnificent Mile.

Chicago Marriott Downtown Magnificent Mile  
540 Michigan Ave, Chicago, IL 60611

Group reservation information is available at <https://aoao.org/promotions-information/annual-fall>.

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## Exhibits and Promotions Contacts

Dana Gibson, Director of Corporate & Educational Support  
[dana@societyhq.com](mailto:dana@societyhq.com) | T 804.338.6958

Sarah Cronin, Corporate & Educational Support Coordinator  
[sarah@societyhq.com](mailto:sarah@societyhq.com) | T 804.565.6329

**For updates to the exhibit information, check the AOA website**

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