ENGLISH IN EXCELLENCE

AAOS 2020
March 24 - 28, Orlando, FL

EXHIBITOR EVENT AND MEETING SPACE GUIDELINES

NEW! Permitted Times
Activities that include AAOS Annual Meeting attendees may only be scheduled during the following times:

<table>
<thead>
<tr>
<th>Monday March 23</th>
<th>Tuesday March 24</th>
<th>Wednesday March 25</th>
<th>Thursday March 26</th>
<th>Friday March 27</th>
<th>Saturday March 28</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Day</td>
<td>6:00 - 7:30 AM</td>
<td>6:00 - 7:30 AM</td>
<td>6:00 - 7:30 AM</td>
<td>6:00 - 7:30 AM</td>
<td>6:00 - 7:30 AM</td>
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<tr>
<td>6:00 PM - Evening</td>
<td>5:00 PM* - Evening</td>
<td>5:00 PM* - Evening</td>
<td>5:00 PM* - Evening</td>
<td>6:00 PM - Evening</td>
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</tbody>
</table>

Do not begin registration or travel to the event earlier than the designated times above.

New time*

Request approval for meeting space in two easy steps:

**Step 1**: Submit an Exhibitor Event and Meeting Space Form.

**Step 2**: Space assignment will be confirmed or denied within 10 business days of receipt of submission.

Submission Deadline: **November 22, 2019**
Note: All meeting or event space requests must still be submitted for review and receive written response from AAOS. After November 22, AAOS will approve dates and time, the exhibitor is responsible for securing the meeting space.
These guidelines have been developed to ensure exhibitors schedule meetings or events that do not conflict with AAOS Scientific Programming at AAOS 2020. Any exhibitor planning on holding an event or function that will take place outside of their assigned exhibit booth space during AAOS 2020 must secure written approval from AAOS. Meeting space will only be assigned to companies exhibiting at the AAOS 2020.

**ASSIGNMENT OF SPACE**

a. All hotel meeting space requests must be submitted via the [Exhibitor Event and Meeting Space form](#). Events held at a non-hotel venue (such as restaurants, museums, etc.) are also required to submit the Exhibitor Event and Meeting Space form.

b. Educational Events/Satellite Symposia, Social Events and Hospitality Suites must be scheduled during the AAOS permitted times. Company/Staff meetings that only include the exhibiting company’s staff do not have any time restrictions, however, these events require written approval from AAOS.

c. Meeting space is not available at the Orange County Convention Center and there is limited meeting space available at the Hyatt Regency Orlando.

d. Meeting space is assigned on a first-come, first-served basis. AAOS will attempt to accommodate all preferred location requests but cannot guarantee the location due to space constraints.

e. AAOS will make every effort to assign the best available meeting space at the time of assignment.

f. All meeting room requests require a 10-person minimum in order for meeting space to be assigned by AAOS.

g. Hotels will assess room rental charges for events to meet required food and beverage minimums.

h. AAOS does not guarantee that an exhibitor's sleeping rooms will be assigned in the same hotel as the exhibitor function.

i. An email will be sent at the time the application is submitted confirming it was received.

j. Space assignment will be confirmed or denied within ten business days of receipt of the submission.

k. Once space is assigned, the exhibitor is responsible for finalizing all arrangements directly with the assigned hotel. Any penalty incurred between the exhibitor and the hotel is the responsibility of the exhibitor. It is understood that AAOS accepts no responsibility for the event(s).

l. AAOS does not endorse exhibitor functions and does not consider them a part of the official program.

m. AAOS does not publish social events and/or company/staff meetings in the Final Program or [My Academy App](#). [My Academy App](#).

n. It is the responsibility of the exhibitor to ensure that all company personnel or third-party agents that are involved in meeting or travel arrangements are aware of and adhere to [AAOS Exhibitor Rules and Regulations](#).

o. After November 22, 2019 all requests for event or meeting space must still be submitted via the [Exhibitor Event and Meeting Space form](#) for review and receive approval from AAOS. If AAOS approves dates and time, the exhibitor is responsible for securing the meeting space.
AAOS LIST OF HOTELS WITH MEETING SPACE AND CONTACTS

1. **Doubletree by Hilton Orlando at Seaworld**  
   10100 International Drive  
   Orlando, FL 32821  
   Phone: (407) 352-1100  
   Website: [doubletreeorlandoseaworld.com](http://doubletreeorlandoseaworld.com)

2. **Hilton Orlando**  
   6001 Destination Parkway  
   Orlando, FL 32819  
   Phone: (407) 313-4300  
   Website: [thehiltonorlando.com](http://thehiltonorlando.com)

3. **Hyatt Regency Orlando**  
   9801 International Drive  
   Orlando, FL 32819  
   Phone: (407) 284-1234  
   Website: [hyattregencyorlando.com](http://hyattregencyorlando.com)

4. **Rosen Centre Hotel**  
   9840 International Drive  
   Orlando, Florida 32819  
   Phone: (407) 996-9840  
   Website: [www.rosencentre.com/](http://www.rosencentre.com/)

5. **Rosen Plaza Hotel**  
   9700 International Drive  
   Orlando, FL 32819  
   Phone: (407) 996-9700  
   Website: [www.rosenplaza.com/](http://www.rosenplaza.com/)

**NOTE:** Meeting space is not available at the Orange County Convention Center and there is limited meeting space availability at the Hyatt Regency Orlando.

If you have any questions regarding meeting space at any of these hotels, please contact:  
**AAOS Meetings / Housing Specialist**  
Anita R. Cooper, CMP  
Phone: 847-384-4182  
Email: cooper@aaos.org
MEETING OR EVENT FORMATS

Company/Staff Meetings
There are no date or time restrictions for events that only include staff of the exhibiting company; however, these events require approval from AAOS. These meetings cannot include AAOS attendees unless the individual is an employee of the company holding the event.

Educational Events/Satellite Symposia
Educational Events/Satellite Symposia are events that include presentations, speakers, equipment demonstrations, procedural instruction, or focus groups. Only companies exhibiting at the AAOS meeting are eligible to present educational events/satellite symposia to AAOS attendees. Third party organizers must be designated by the exhibitor. These events may not conflict with the AAOS Scientific Program. AAOS charges a non-refundable fee to exhibitors holding educational functions that includes access to AAOS attendees.

- $5,000 – 1 to 3 events with a total attendance of 150 attendees or less per event
- $7,500 – 1 to 3 events with a total attendance of 151 attendees or more per event

The fee includes:
- Approval of up to three (3) events

Social Events
Receptions, dinners, and other events where there is no educational programming offered to attendees are considered social events. If a social event is held in conjunction with an educational event, the event would be considered an educational event. Social events may not conflict with the AAOS Scientific Program.

Hospitality Suites
Hotel hospitality suites are only available to companies that exhibit at AAOS 2020. Requests for hotel suites should be made at the same time as sleeping room requests are made through the AAOS housing bureau, MCI USA. Availability of suites are based on hotel demand and current occupancy factors. Hospitality functions cannot conflict with the official AAOS scientific programming.

CANCELLATION POLICY

For any function other than Educational Events/Satellite Symposia, meeting space canceled after November 22, 2019 will be subject to a $250 cancellation fee if AAOS is unable to reassign that space. The fee will be invoiced and should be made payable to AAOS. Educational Events/ Satellite Symposia are non-refundable events. If exhibit booth space is canceled, AAOS will automatically cancel meeting space.

OTHER MEETING OFFERINGS AT AAOS 2020

Bioskills
These “hands-on workshops” or product demonstrations provide a unique opportunity for attendees to gain experience with your cutting-edge products and showcase these products “in action.” Each session provides a “real world” educational opportunity for your expert consultant or experienced sales representatives to share the latest information about your product, innovative technique or procedure. For more information or to apply, view the Bioskills Sessions brochure available in August.

Exhibitor Suites
A limited number of exhibitor suites will be available on a first-come, first-served basis on the exhibit floor. Suites are open during exhibit hall hours and will only be available to exhibiting companies. The cost of an exhibitor suite is $4,500 per 10’ x 10’. Information for securing an Exhibitor Suite will be available October 31 in the Exhibitor Service Manual.

Industry Lunch & Learn Sessions
AAOS Industry Sessions provide an opportunity for exhibitors to showcase products, demonstrate techniques, or present research to a targeted audience. Sessions are 45 minutes and will take place from 12:40 – 1:25 PM in a classroom setting during AAOS 2020. Industry Sessions will have no competition with official AAOS scientific programming and Industry Sessions cannot provide CME. For more information, please view the Industry Lunch & Learn Sessions brochure available in August.

Innovation Theater Sessions
Innovation Theater Sessions provide an opportunity for exhibiting companies to present information about their innovative products and services to Annual Meeting attendees. Sessions should be product-focused and are not eligible for continuing medical education (CME) credit. All sessions will be limited to a maximum of 20 minutes in length. For more information or to apply, view the Innovation Theater Sessions brochure available in August.
### REGULATIONS

**Badges and Bar Codes**
Unless written approval is given by AAOS, exhibitors are not allowed to use AAOS official badges for admission, nor scan and capture AAOS badge bar code data at any meeting or event.

**CME Accreditation**
AAOS does not provide Continuing Medical Education (CME) accreditation for exhibitor educational events. Exhibitors wishing to provide credit for their educational event will need to obtain credit from other accredited CME providers.

**Signage**
Signage for exhibitor events is allowed at the room entrance only. The overall dimensions of signs are not to exceed 28” x 44”.

**Third Party Organizers**
Third party organizers must be designated on the [Exhibitor Event and Meeting Space Form](#) and confirmed by the exhibiting company before any space will be assigned. Sleeping room requirements for third party individuals must be reserved through the exhibitor’s housing allotment.

**Publicity and Advertising**
All promotional materials (including announcements, invitations, emails, websites, advertisements, and flyers) referencing the AAOS Annual Meeting must be approved by AAOS prior to printing and/or distribution. Final versions of materials should be submitted for approval to exhibits@aaos.org. While AAOS will make every effort to grant these approvals in a timely fashion, please allow a minimum of five (5) business days for approval. Failure to abide by these regulations will result in the loss of priority points or other action deemed appropriate by AAOS. The Publicity and Advertising Regulations are available at [www.aaos.org/exhibitors](http://www.aaos.org/exhibitors).

**Use of the AAOS Logo:** The use of the name, insignia, logo, logotype, or other identifying marks of the American Academy of Orthopaedic Surgeons/American Association of Orthopaedic Surgeons other than the approved exhibitor graphic, is never to be used in signs, advertising or promotions in any media or on descriptive product literature.

**Annual Meeting Exhibitor Graphic:*** The AAOS has created an official AAOS 2020 exhibitor graphic for use within online, print, email, and social promotions that promotes a company’s exhibit booth at AAOS 2020. Only companies exhibiting at AAOS 2020 can use this graphic. This graphic can only be used to promote a company’s participation as an exhibitor at the AAOS 2020 Annual Meeting. For access to AAOS 2020 exhibitor graphic, please email exhibits@aaos.org.

**Usage Guidelines**
- Any inclusion of “AAOS” or “American Academy of Orthopaedic Surgeons” requires written approval from AAOS.
- Companies are prohibited from promoting any specific AAOS Annual Meeting education session, including paper presentations or posters.

### PROMOTE YOUR EVENT

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orthopaedist’s Bag</td>
<td>$8,000 per</td>
<td>Deliver your event’s promotional materials directly into the physicians’ hands. Distributed to all</td>
</tr>
<tr>
<td></td>
<td>insert</td>
<td>professional attendees when they register. This in-demand item is a valuable tool the orthopaedists</td>
</tr>
<tr>
<td></td>
<td></td>
<td>use when planning their schedule. Use this high-profile opportunity to drive attendees to your event.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>For more information visit <a href="#">HERE</a></td>
</tr>
</tbody>
</table>

**Attendee Mail List**
Many attendees pre-plan schedule before they arrive at the meeting. Ensure that these attendees are aware of your event by purchasing an Attendee List, which can be used to send a mailed advertisement to attendees. Complete meeting attendee and specialty-only lists are available. Data in the lists includes the attendees’ name, title, address, and phone number, as well as hospital affiliation and specialty area(s) if supplied by the attendee. E-mail addresses are not included. Additional information on prices, list types and the order form will be available in October 31, in the [Exhibitor Service Manual](#).

**AAOS Now Meeting Dailies**
(March 25, 26, 27)
$6,250 to $25,500
The official newspaper of the Annual Meeting is a must-read for attendees. Each Daily Edition provides meeting news, hot topics and featured stories on Academy programs and initiatives. Available Tuesday, March 24 through Friday, March 27. To view specifications or rates, [HERE](#).
c. Companies are prohibited from using AAOS’s name in any advertising for meetings that are sponsored by another organization or at other meetings sponsored by AAOS.

d. The fact that an exhibitor or its goods or services is or was exhibited at the AAOS Annual Meeting cannot be used in advertisements or promotional activities by the exhibitor.

Verbiage Guidelines: AAOS does not endorse, expressly or by implication, the exhibitor or its goods or services. Wording such as “presented in conjunction with,” “preceding” or “prior to the AAOS Annual Meeting” is not allowed.

The following formats are the proper way to reference AAOS 2020 on promotional materials:

- AAOS Annual Meeting - Booth XXX – March 25 – 27, 2020
- AAOS 2020 Annual Meeting - Booth XXX
- AAOS 2020 – Booth XXX

Companies that create a web site or email address for the Annual Meeting can include Ortho, Orthopaedic, or Academy as an extension.

Improper formats that are not allowed include:

- AAOS Booth XXX
- Annual Meeting Booth XXX
- AAOS Meeting Booth XXX
- AAOS cannot be used as an extension for web sites or email addresses

Distribution Guidelines:

a. Except for distribution from the approved AAOS Orthopaedist’s Bag, AAOS’s on-site newspaper, or within the exhibitor’s exhibit space or meeting space, the distribution of handbills, fliers or other literature within the Orange County Convention Center, AAOS official hotels, or other venues is prohibited.

b. Order forms for the official AAOS Orthopaedist’s Bag and the AAOS Annual Meeting pre-registration list are included in the Promotional Opportunities brochure, which will be available online at www.aaos.org/exhibitors.

Social Media: For guidelines on AAOS approved messaging via social media, refer to page 3 of the Publicity and Advertising Regulations.

Transportation for Exhibitor Functions

AAOS shuttle buses cannot be used to transport attendees to or from exhibitor functions. Exhibitor-sponsored shuttle buses may not utilize AAOS shuttle bus drop-off or pickup areas at the Orange County Convention Center. Please contact amevents@aaos.org to pre-arrange an exhibitor shuttle bus drop-off or pickup area.

Violation of Rules and Regulations

Failure to abide by these regulations will result in the loss of priority points or other action deemed appropriate by AAOS. For most violations, the following are the penalties that will be enforced:

- First violation: Loss of 25% of priority points
- Second violation: Loss of 50% of priority points
- Third violation: Loss of 100% of priority points
- Fourth violation: One-year suspension of exhibit privileges
- Subsequent violations: Company will not be eligible to exhibit at future annual meetings

The action taken against an exhibitor for violation of rules and regulations will be determined on a case by case basis. Some infractions will be communicated in a warning notice that may not result in a violation, if in the sole discretion of the AAOS Exhibits Manager, it is deemed that corrective measures were completed in a timely fashion and no other parties were negatively impacted. Prior years’ warnings and penalties may be considered in assessing penalties for AAOS 2021.