

# *Advertising & Sponsorship Options*

AAOE

American Association  
of Orthopaedic Executives

American Alliance  
of Orthopaedic Executives



**San**  
**LET'S**  
**Diego!**

**2020 AAOE ANNUAL CONFERENCE**

Marriott Marquis San Diego Marina

May 2-5, 2020

“This is my favorite show — the attendees and exhibitors are all great people, and we always make valuable connections.”

## Advertising & Attendee Engagement

This year we have created several bundled options to make it easy for you to select the level of exposure and attendee engagement that meets your business objectives. The deadline to purchase a bundled package is September 13, 2019 and any unsold inventory from bundles will be made available for a la carte purchases at that time.

### BUNDLE OPTIONS DEADLINE TO PURCHASE: SEPTEMBER 13, 2019

#### Strong Coverage + Exhibit Hall Game – \$2,430

— 8 Available **SOLD OUT**

**SAVE \$270**

- **Choose One:**
  - Marketplace of Vendors half page ad (pre-conference)
  - **OR** Mobile app push notification (onsite)
- Final Program half page ad
- Exhibit Hall Game

#### Higher Exposure + Attendee Collateral/Giveaway Item – \$4,320

— 6 Available **4 REMAINING**

**SAVE \$480**

- **Choose One:**
  - Marketplace of Vendors half page ad (pre-conference)
  - **OR** Conference Highlights mailer quarter page ad (pre-conference)
- Final Program full page ad
- Mobile App preferred listing
- Attendee Collateral/Giveaway item

#### Premium Placement + Speed Meetings – \$6,750

— 4 Available **2 REMAINING**

**SAVE \$750**

- **Choose One:**
  - Marketplace of Vendors Back Cover (pre-conference)
  - **OR** Conference Highlights mailer half page Back Cover (pre-conference)
  - **OR** Final Program Inside Front Cover
  - **OR** Final Program Inside Back Cover
- Mobile App preferred listing
- Speed Meetings



**ADVERTISING & ENGAGEMENT DETAILS**



**User Group Lunch & Learn's – \$8,000**  
— 5 Available **SOLD OUT**

At the recommendation of our Industry Relations Advisory Board, we are pleased to introduce a fun, new way for you to connect with your clients (and select prospects) at the AAOE Annual Conference. On Sunday, May 2, from 10:45 am - 12:00 pm, five exhibitors will have exclusive use of private meeting

rooms to host educational "lunch and learn" gatherings where you invite the attendees and provide the content. Food and beverage is included for up to 30 attendees. User Group Lunch and Learn's will be promoted by AAOE, but each exhibitor ultimately controls their guest list.



**Preliminary Program Guide**

**SPONSORS ONLY**

*November 2019 distribution / insertion deadline 9-25-19 / artwork due by 10-11-2019*

Mailed to 2,700 conference attendee prospects, this [dimensions/format] piece is the first attendees will receive about the AAOE conference.

- Business Card Ad - No Cost
- Quarter Page Ad - No Cost
- Half Page Ad - No Cost



**Marketplace of Vendors Mailer**

*January 2020 distribution / bundle deadline 9-13-19 / a la carte deadline 1-10-20 / artwork due by 1-17-20*

Mailed in late January 2020 to 2,700 conference attendee prospects. A multi-page 8.5" w x 11" h booklet that promotes the importance of our industry vendors and encourages orthopedic business administrators and managers to learn more about the products and services from AAOE exhibitors.

- Quarter Page Ad - \$1,000
- Half Page Ad - \$1,500
- Half Page Back Cover Ad - \$3,500

**Final Program Guide**

*May onsite distribution / bundle deadline 9-13-19 / a la carte deadline 3-13-20 / artwork due by 3-20-20*

This full-color 60+ detailed guide provides attendees with everything they need to know about the conference, from education sessions to networking and social events to exhibitor and show floor information. The guide is saved by many attendees and used as a quick reference guide when looking for products and services throughout the year.

- Quarter Page Ad - \$1,000
- Half Page Ad - \$1,500
- Full Page Ad - \$2,500
- Inside Front Cover - \$3,500 **SOLD**
- Inside Back Cover - \$3,500 **SOLD**
- Outside Back Cover - \$4,500 **SOLD**

**Conference Highlights Mailer**

*March 2020 distribution / bundle deadline 9-13-19 / a la carte deadline 2-7-20 / artwork due by 2-14-20*

This conference promotional piece will be distributed in March 2020 and is a multi-page 8.5" w x 11" h booklet mailed to 2,700 individuals to promote the 2020 keynote speakers, networking opportunities, educational sessions and other conference highlights.

- Quarter Page Ad - \$1,500
- Half Page Back Cover - \$2,500

“We felt like AAOE went out of the way to help boost the traffic to the exhibit hall.”

## ADVERTISING & ENGAGEMENT DETAILS

### Mobile App

*App released to attendees in early April / bundle deadline 9-13-19 / a la carte deadline 3-13-20 / artwork & links due by 3-20-20*

46% of attendees downloaded the mobile app (a 30% increase over the previous year!) to manage their schedules, post about their activities, and find exhibitors. Your enhanced listing, ad or push notification will literally be at their fingertips!

- Preferred Company Listing - \$300
- Footer Ad - \$500
- Header Ad - \$800
- Push Notification - \$1,000
- Splash Page - \$3,000

### Speed Meetings – \$3,000

— Limit of 50 exhibitors

#### Deadline Extended - DON'T DELAY!

Rapidly becoming one of the most popular ways for exhibitors and attendees to connect, these five-minute, one-on-one appointments are a great way to have meaningful sales conversations with buyers at the beginning of the show. Qualified attendees are matched to exhibitors based on purchasing needs. Space is limited, so don't wait to sign up!

### Exhibit Hall Game – \$375

— Limit of 20 exhibitors **SOLD OUT**

*Bundle deadline 9-13-19 / a la carte deadline 3-10-20*

The exhibit hall game is a fun way to encourage attendees to visit your booth and learn about your products in order to complete their game cards and be eligible for prize drawings.



### Attendee Collateral/Giveaway – \$1,500

*Deadline to participate February 14, 2020*

This year we're going green with our attendee collateral! If you prefer to distribute a flyer, it will be made available to attendees at a carousel near the main registration area and a PDF will also be uploaded to the mobile app. If you have a fun or useful giveaway (ideally environmentally friendly!), it will be included in all attendee bags.

### Guest Room Drop

*Deadline to participate March 20, 2020*

If you want your fun giveaway item to stand out even more, then instead of putting it in the attendees bags, put it in the attendees' hotel rooms!

- Slide under door = \$3,500
- Put inside room = \$6,000

### Opening Reception Drink Tickets

The Opening Reception in the Exhibit Hall is a lot of fun for everyone — and everyone loves to have someone buy them a drink! Considering buying a pack of drink tickets to give attendees during the Opening Reception. Attendees will be notified in advance which exhibitors are offering drink tickets in order to drive more traffic to your booth!

- 20 tickets = \$750
- 50 tickets = \$1,500
- 100 tickets = \$2,500

### 2020 Conference Charity: Children of Fallen Patriots

The Children of Fallen Patriots provides college scholarships and educational counseling to military children who have lost a parent in the line of duty. They serve the families of servicemembers from all branches of the armed forces who have died as a result of combat casualties, military training accidents, service-related illnesses, suicide, or other duty-related deaths.



## Sponsorships

Whether you're looking for name recognition, creative ways to generate booth traffic, or aligning your brand with conference content and events, we have a number of ways to help your company elevate its presence, drive more booth traffic, and get attendees talking. In addition to the specific benefits of your chosen sponsorship, you will receive the following additional benefits:

| SPONSOR BENEFITS   | \$5,000 to \$7,499   | \$7,500 to \$14,999 | \$15,000 and up  |
|--|----------------------|---------------------|------------------|
| Pre-conference recognition on conference website and promotions  | ✓                    | ✓                   | ✓                |
| Onsite recognition via signage, booth balloon, and staff ribbons   | ✓                    | ✓                   | ✓                |
| Additional 5% discount on any advertising bundle   | ✓                    | ✓                   | ✓                |
| Tickets to Presidents & Volunteers Reception   | 1                    | 2                   | 2                |
| Discount on additional party tickets   | 10%                  | 15%                 | 20%              |
| Discount on additional booth staff   | 10%                  | 15%                 | 20%              |
| Ad in sponsors-only Preliminary Program Guide<br><i>Deadline to be included 9-25-19 / Artwork due 10-11-2019</i> | <b>Business Card</b> | <b>Quarter Page</b> | <b>Half Page</b> |
| Attendee collateral/giveaway   |                      |                     | ✓                |
| Priority Points earned   | <b>2</b>             | <b>3 or 4*</b>      | <b>5</b>         |

\*\$7,500 - \$9,999 = 3 priority points / \$10,000 - \$14,999 = 4 priority points



## SPONSORSHIPS

### Name Recognition

These sponsorships are all high-visibility options for getting your name in front of attendees in meaningful ways.

#### Pens – \$5,000

One of the most popular giveaway items at the conference each year — pens are included in the tote bags and are branded with your logo to put you in front of potential buyers during their note-taking!

**SOLD**

#### Co-Branded Charity T-Shirts – \$6,000

Each year AAOE chooses a different local charity to support, and this year we're pleased to support the Children of Fallen Patriots. Your company logo will be printed on the 2020 Charity T-shirts, which all attendees are encouraged to wear on the last day of the show. Your support is also mentioned at the opening and closing keynote sessions. Great exposure and a great cause!

**SOLD**

#### Charging Station – \$6,500

Be the savior that helps attendees recharge their devices with this charging station that provides locked cases for attendees to juice up. Placed in a highly visible area near The Hive and Registration so it's easy for folks to stay near their device. The charging station can also play a short video promoting your company.

**SOLD**

#### Journal Notebook – \$7,500

We're living in the age of technology, but studies show that handwritten note-taking is best. Help attendees take their notes in style with a journal featuring your logo included in attendee tote bags and used both during and after the conference.

#### Custom Earbuds – \$7,500

Who doesn't need an extra pair of earbuds! These super handy attendee gifts are branded with your logo and sure to be appreciated!

**SOLD**



#### Hotel Key Cards – \$9,500

Make one of the first and most lasting conference impressions by having your company's branding and design on the hotel key cards. They'll be reaching for your company multiple times a day!

**SOLD**

#### In Room Welcome Gift – \$10,000

Be the one to welcome attendees to the conference with your special treat or memorable gift placed in their room on the first big night, along with your note and/or marketing piece.

**SOLD**

#### Conference Wi-Fi – \$10,000

Everybody needs the conference wi-fi, and multiple signs throughout the show, as well as the mobile app, will mention your sponsorship of this essential service. Sign up by [date] and your company name can even be the password!

**SOLD**

#### Water Bottles – \$12,000

Your branded water bottle is handed out to attendees along with their registration bag — always popular, you'll see them throughout the conference and in attendees' offices once they're home again!

**SOLD**

#### Name Badge Neck Wallets – \$20,000

Attendees, speakers, exhibitors and guests are all required to wear the neck wallet with their badge throughout the show, so your name will be front-and-center during every conversation throughout the conference!

**SOLD**

#### Attendee Tote Bags – \$20,000

These branded bags are handed out at registration and include the conference program and other goodies. The longer we can order, the higher quality the bag can be, so don't wait, let's get your logo on the arms of all the attendees!

**SOLD**

**SPONSORSHIPS**

*Fun & Unique Experiences*

These sponsorships offer fun ways to drive attendees to your booth and really ramp up the energy and excitement about the show floor, as well. All "Experience" sponsorships will be highlighted in conference marketing, as well.

**NEW!** **Attendee Registration Sponsorship**

If you really want to 'wow' a prospect or make sure a happy client is onsite to spread the word about your company, we've got just the thing! We've discounted attendee registration fees for you (with deeper discounts for more attendees) so you can help your prospects and/or clients experience AAOE's #1 membership benefit. If they aren't already a member, we'll even include a free membership for them to experience all that AAOE has to offer!

- 1 registration = \$400
- 3 registrations = \$1,000
- 7 registrations = \$2,500
- 15 registrations = \$5,000

**Treasure Chest - \$6,500**

Keys are placed in the attendee bags and attendees come to your booth to see if their key is one of the lucky ones that opens the treasure chest so they can win amazing prizes. Signage is included at your booth.



**Recovery Kits - \$8,000**

Conference attendees sometimes need a pick-me-up the morning after a fun networking event — help them bounce back by providing these kits as people leave the party and/or making them available for pickup at your booth. Signage is included at your booth and the party.

**Puppy Petting - \$10,000**

Put a smile on attendees' faces with this fantastic show floor experience. It's a great way to relax with your puppets and create a fun, casual environment for your conversations. Signage is included at the puppy pen (located in the back of the expo hall).



**Massage Lounge - \$10,000**

Most of us could use some stress relievers — help attendees get a relaxing break with professional massage therapists stationed at your booth. Send the message that your company can help them get rid of some of the business stress in their practices! Signage included at your booth.

**Caricature Drawings - \$15,000**

Attendees will be asking people "where'd you get that!" when they see this fun caricature around their neck along with your logo. These fun (and flattering!) caricatures are worth lining up for, giving you a great chance to talk with folks as they wait their turn and guaranteed to get people talking. Signage included at your booth.

**Coffee Station - \$16,000**

Where do people go to connect and chat? Coffee shops. Become a temporary coffee shop on the show floor during the dedicated exhibit hall time on [date] and get attendees talking with you! Signage included at your booth.



**Photo Booth Trailer - \$20,000**

This fun traffic-driver is an actual camper where attendees grab props, climb in, and have their pictures taken with their friends, creating a light-hearted break and lasting memories of the show and your company.

**Live T-Shirt Screen Printing - \$20,000**

If you've never seen a screen-printing setup, it's pretty darn cool! Attendees can choose a design and print their very own multi-colored t-shirt while chatting with your booth staff throughout the process. A fun and unique attendee item!

**Headshot Photo Station - \$20,000**

Getting a professional headshot you love isn't something most people take the time to do — but by offering at your booth, you'll be making it easy for attendees to update or improve their headshot, and make it easier to spend time talking with them. Signage is included at the puppy pen (located in the back of the expo hall).

**SPONSORSHIPS**

## Conference Content / Networking

Aligning your company with the conference content and networking opportunities is an excellent way to show attendees that you care about what's important to them — education, thought leadership, and relationships.

### Screaming Eagles Simulator on the USS Midway – \$5,000

Give this year's party attendees a taste of what it's like to be in the cockpit with the Screaming Eagles. These 5-minute virtual reality simulations of a Screaming Eagles F/18 training exercise seat twelve guests at a time, and will be sure to put smiles on attendees' faces! Signage highlights your company as the sponsor of this one-of-a-kind party experience.

### Air Combat Simulator on the USS Midway – \$6,000

Two virtual-reality motion simulator pods will be available during the AAOE party for attendees to experience a 2-minute, WWII aerial combat dog-fighting adventure! Riders control all the action, and can execute full barrel rolls and aerial loops as they evade the enemy! Each pod accommodates 25-30 guests per hour, and signage will highlight your company as the sponsor of this pulse-pounding experience.

**SOLD**

### Digital Imaging Station at the AAOE Party – \$6,000

This year's party on the USS Midway is sure to put attendees in the mood to smile big, and you can have your logo on the evidence of their fun! High-quality photos are printed on-site in a matter of seconds and fun backdrops will make the pictures even more memorable. In addition to your logo on the photos, signage will highlight your company as the sponsor.

### Brain Break – \$6,000

— 4 Available **2 REMAINING**

Throughout the conference, these "edu-tainment" sessions encourage attendees to focus on something other than work, be it work-life balance, fun apps to make life easier, and more. Brain Breaks are highlighted in the conference program and sponsors get to introduce the speaker for their brain break session.

### Board of Directors Dinner – \$8,000

This is an intimate dinner with the AAOE Board of Directors and staff, and a great time for quality networking. Sponsor signage at the event.

**SOLD**



### Ignite Session – \$10,000

"Enlighten us, but make it quick" — that's the heart of Ignite. A series of speedy presentations where speakers have 20 slides that automatically advance every 15 seconds — they are fast and fun, and a big hit among attendees. Sponsor signage at the event, and the opportunity to introduce the speakers. Be a part of a fun, enlightening session!

**SOLD**

### Networking by Function or Networking by Practice Size – \$10,000

These are two of the most popular networking events for attendees who value feedback from their peers. Sponsors kick-off the networking session with a 3-5 minute speaking opportunity. The full session is for attendees only.

**'BY PRACTICE SIZE' - SOLD  
'BY FUNCTION' - AVAILABLE**

### The Hive – \$11,500

This networking station located near the registration desk is a relaxed - and comfortable! - environment for first-time attendees, new members, and others to socialize and meet new people. This is a highly-trafficked space and a popular spot for attendees to meet and hang out. Your logo will be included on multiple signs around The Hive and it's mentioned frequently in conference materials.

**SOLD**

### Awards of Excellence – \$15,000

The sponsor of the Awards of Excellence has very prominent exposure, including having all pictures taken in front of their logo, a 3-5 minute speaking opportunity, and a company representative introduces the winners so the president-elect can hand out the awards. Associate your company with excellence!

**SOLD**





## SPONSORSHIPS

### *Keynote Speakers & AAOE Party*

Keynote speakers are a big conference draw, so they are promoted heavily throughout pre-event promotions, along with your name as the sponsor. Onsite, in addition to sponsor signage at the event, your logo will be prominently displayed on the dais above the speaker, and you'll have the opportunity to introduce them onstage.

#### **Opening Keynote Speaker - \$55,000**

Jon Gordon, bestselling author of "The Power of Positive Leadership" and "You Win in the Locker Room First" **SOLD**

#### **Closing Keynote Speaker - \$25,000**

Pegine Echevarria, pioneering, irreverent and entrepreneurial speaker on leadership and business.

#### **AAOE Party on the USS Midway - \$30,000**

This year's party is sure to wow as attendees gather on the amazing, scenic deck of the USS Midway for food, refreshments, and dancing to music by local renowned event band, Republic of Music. Docents will provide tours of the ship, and attendees can enjoy panoramic views of the bay. As the main party sponsor, you will be highlighted on all signage and will get a few minutes of stage time to welcome everyone to the fun! **SOLD**