



Evolve

2024 ANNUAL CONFERENCE
FOR THE BUSINESS SIDE OF ORTHOPEDICS
CHICAGO **APRIL 26-29**

2024 ANNUAL CONFERENCE PROSPECTUS

AAOE

American **Association**
of Orthopaedic Executives

American **Alliance**
of Orthopaedic Executives

“We attend 20 trade shows per year across a variety of specialties, and AAOE has set itself apart as one of the best.”

AAOE 2023 Annual Conference Sponsor



ABOUT AAOE AND THE ANNUAL CONFERENCE

AAOE is a vibrant community of 2,400 practice professionals (of which 1,300 are members) working on the business side of orthopedics. For more than 50 years, the association has provided the resources and tools needed by practice administrators for their success.

Each year, hundreds of administrators from practices of all sizes and with a range of experience levels gather together to exchange ideas, enhance product knowledge and stay current on the latest industry issues that affect them every day. During the AAOE Annual Conference, they learn key insights, trends, and best practices that directly impact their jobs. On the trade show floor and during conference events, they connect with vendors like you as they look for ways to improve their practices.



700+
Practices

2,200+
Practice Management Professionals

12,000+
Orthopedic Surgeons

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About The Attendees

“This was one of the best organized and managed shows we have attended.”

AAOE 2023
Conference Exhibitor

About The Exhibitors & Show Floors



Members typically hold non-clinical positions and are responsible for business operations within a practice including finance, human resources, risk management, and patient care systems. In addition:

94% CONFERENCE ATTENDEES ARE FINAL DECISION-MAKERS OR PURCHASING INFLUENCERS

450+ TARGET ATTENDANCE FOR 2024 (PRE-COVID ATTENDANCE = 600-700)

349 PRACTICES REPRESENT THE ATTENDEES OF THE 2019 CONFERENCE RANGING IN SIZE FROM 1-175 SURGEONS

Exhibitors represent a broad spectrum of companies including Medical Record Systems, Medical Equipment and Supplies, Office Equipment and Supplies, Business Services, Computer Software and Hardware, and Revenue Consulting and Management. Connecting with practice administrators can be challenging given the busy nature of their jobs. The AAOE Annual Conference brings our industry professionals together, and the show floor and networking events create a fun and relaxing atmosphere to help everyone make new connections and further existing ones.

97% EXHIBITORS SAID THE CONFERENCE WAS BENEFICIAL TO THEIR BUSINESS

69% HAVE EXHIBITED AT LEAST FOUR TIMES

Thank you to all of the companies that supported AAOE's conference and other year-round programs in 2023!

1st Credentialing	FUJIFILM Healthcare	Ossur Americas
1st-Dragon/CME	Americas Corporation	P3 Practice Marketing
Academic Orthopaedic Consortium (AOC)	Growth Ortho	PatientIQ
Advantum Health	Health Here	Paymentus Corp
Allia Group	Health iPASS	Paymerang
Allscripts	Healthcare Compliance Pros, Inc.	Phoenix Ortho
AmerisourceBergen	Healthcare Information Services, LLC	Phreesia
ApexNetwork Physical Therapy	Healthmark Group	Physicians Rehab Solutions
ARMG	HealthMe	PRACTICE FLOW SOLUTIONS
ARS Collections	HealthSpaces	PracticeMax
Artera	HeathTrust/AdvantageTrust	Precision Medical Billing
A-S Medication Solutions LLC	Henry Schein Medical	Prescribe Fit
athenahealth	Highmark Interactive	ProScan Reading Services
Athletic Trainers in Physician Practice Society (ATPPS)	HOPCo / The CORE Institute	Provident
Automated HealthCare Solutions	Iceberg Digital Marketing	Radsourc
Availity	IMA	rater8
BBL Medical Facilities	Infinx	Relatient
Better Day Health	Innovative Therapy Concepts	Reliable IT a Meriplex Company
Bioventus	InstaMed, a J.P. Morgan company	ReMedics, LLC
Black ROCC	InSync Healthcare Solutions	Remedy Medical Properties, Inc.
Blue Ridge Imaging Technologies	Integrity Rehab Group	RevSpring
BREG, Inc.	Intellisound, Inc	Rivet Health
Call Box	Intersocietal Accreditation Commission (IAC)	Robin Healthcare
Captive Radiology	Intrepay Healthcare Marketing	ScanSTAT Technologies
Care Credit	iScribe Health	Select Medical
Carestream Health Inc.	Keona Health	Select Ortho
CaseCTRL	Klara	Sharecare
Clarus	Konica Minolta Healthcare	Siemens Medical Solutions USA, Inc.
Clearwave	LG Electronics	Simple Interact
CODE Technology	MajorBoost	SixTen Surgical
Coding Network, LLC (The)	MANAMED	SocialClimb
Coker Group	McKesson	Socius Marketing
Compulink Healthcare Solutions	MD Clarity	Somerset CPAs and Advisors
Coronis Health	MedCo Data	SpineSearch LLC
Coverys	MedEvolve	Strive MedTech
Cross Country	Medical Advantage	Suki AI
Cuatro, LLC	Medical Business Bureau Inc	Summit Industries
CuraScript SD	Medical Management	Surgical Care Affiliates
Curi	Association	Surgimate
CurveBeam	Medicus IT	SYNERGEN Health
Dedicated IT	Medline Industries	Systemedx Healthcare Technology, Inc.
DeliverHealth	MedRecs Management	Tavoca Inc
DocRX	MEDSTRAT	TeleRay
DoctorsManagement	Merchant's Credit Guide Co.	TheraOffice
Donovan CPAs	MetisMD	ThermoTek, Inc.
eClinicalWorks	Metrix RCM, LLC	Truist Medical Specialty Group
Efferent	Millennia	tsi (Transworld Systems)
Enovis	Modernizing Medicine	Updox and AlertMD
Enter Health	MRO	Venel
ERDMAN	MXR Imaging	Vital Records Control
Esaothe North America	National Medical Billing Services	Wakefield & Associates, Inc.
Experian Healthcare	Nextech	Waller
Fairfield Advisors	NextGen Healthcare	White Plume Technologies
Ferring Pharmaceutical	Nuance	WRS
Fidia Pharma USA Inc	NYS Bones	
Frost-Arnett Company	OJM Group	
	Ortho Risk Partners, LLC	

Booth Pricing, Floor Plan, and Show Hours

EXHIBITING

10' X 10' BOOTH IN EXPO HALL = **\$4,400**

- Over 12 Exhibit Hall hours with 7 hours dedicated solely to exhibit time.
- Opening Reception is in the Exhibit Hall
- Four complimentary one-time use registrant contact lists (three pre-conference and one post-conference)
- Two staff badges per 10' x 10' booth
- Lunch provided for exhibit booth staff
- Company listing on the Annual Conference website, mobile app, and printed Program Guide
- Pipe and drape plus a two-line identification sign with your company name
- You do not need to purchase carpet this year (space is already carpeted)

Booth Buster Bundle = \$1,100

This advertising package is only available if purchased WITH your booth. Receive \$1,500 worth of advertising for only \$1,100! It's a great deal that includes:

- Upgraded listing in the show mobile app to include your logo (retail: \$300)
- Quarter page ad in the full-color onsite Program Guide physically distributed to all in-person attendees (retail: \$1,200)

EXHIBITOR SCHEDULE / SHOW HOURS

Friday, April 26

7:00 am – 5:00 pm
Registration Open
9:30 am – 12:00 pm
Pre-Conference Workshops (separate registration required)
9:30 am – 11:45 am
Speed Meetings (separate registration required)
12:30 pm – 1:30 pm
Concurrent Education Sessions
1:45 pm – 2:30 pm
Concurrent Education Sessions
2:15 pm – 2:45 pm
Coffee Break
2:45 pm – 4:00 pm
Group Discussions by Practice Size
4:00 pm – 4:30 pm
The Hive Welcome Event
4:15 pm – 6:00 pm
Opening Reception in the Exhibit Hall
6:00 pm – 6:30 pm
President and Volunteer Reception (by invitation only)
6:30 pm – 7:15 pm
State Receptions (by invitation only)

Saturday, April 27

7:30 am – 8:30 am
Continental Breakfast
7:30 am – 8:30 am
The Hive Meetup
8:00 am – 5:30 pm
Registration Open
8:30 am – 9:15 am
Concurrent Education Sessions
9:30 am – 11:00 am
Opening Keynote & Member Business Meeting
11:15 am – 4:30 pm
Exhibit Hall Open
11:15 am – 1:15 pm
Lunch & Networking in the Exhibit Hall
1:30 pm – 2:30 pm
Concurrent Education Sessions
2:45 pm – 3:45 pm
Concurrent Education Sessions
3:30 pm – 4:00 pm
Coffee Break in the Exhibit Hall
4:00 pm – 5:15 pm
Group Discussions by Topic
5:15 pm – 6:30 pm
Carnival Reception in the Exhibit Hall

Sunday, April 28

7:30 am – 8:30 am
Continental Breakfast
7:30 am – 8:30 am
The Hive Meetup
8:00 am – 4:15 pm
Registration Open
8:30 am – 9:30 am
Concurrent Education Sessions
9:30 am – 1:30 pm
Exhibit Hall Open
9:30 am – 10:30 am
Coffee & Networking in the Exhibit Hall
10:45 am – 11:45 am
IGNITE General Session + Awards
12:00 pm – 1:30 pm
Lunch & Networking in the Exhibit Hall
1:45 pm – 2:45 pm
Concurrent Education Sessions
2:45 pm – 3:00 pm
Coffee Break
3:00 pm – 4:00 pm
Concurrent Education Sessions
4:00 pm – 4:30 pm
The Hive Meetup
4:00 pm – 10:00 pm
Explore Chicago

Monday, April 29

8:00 am – 9:15 am
Continental Breakfast
8:00 am – 11:00 am
Registration Open
8:30 am – 9:00 am
Concurrent Education Sessions
9:15 am – 9:45 am
Concurrent Education Sessions
10:00 am – 11:15 am
Closing Keynote + Prizes

Saturday, April 27

CARNIVAL DAY

Sunday, April 28

CHARITY DAY



2024 ANNUAL CONFERENCE
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2024 Annual Conference

CARNIVAL THEMED

Sponsorships Available!

ADD SOMETHING FUN OR YUMMY TO
YOUR BOOTH. CHOOSE FROM THESE IDEAS
OR CREATE YOUR OWN!

Email jridings@thewymancompany.com with what you're interested in, and the AAOE team will begin the research to source your experience and provide you with a proposal as soon as possible.



Food and Beverage



- LEMONADE
- BUCKETS OF BEER
- HOT SOFT PRETZELS
- COTTON CANDY
- FUNNEL CAKES
- POPCORN MACHINE
- ICE CREAM
- SPICED/CINNAMON NUTS

Experiences



- CARICATURE ARTIST
- BALLOON ARTIST
- COTTON CANDY ARTIST
- CIRCUS ACROBATS OR PERFORMERS
- STILT WALKERS
- HENNA TATTOOS
- CLOSE-UP MAGIC
- MAGICIANS
- FUN PHOTO BOOTH WITH COSTUMES

Advertising & Attendee Engagement

Register Now! Postcard

Insertion deadline 8-17-23, logo/ad due by 8-28-23, mail date of 9-11-23. Second Postcard purchase due 8-31-23, artwork due 10-27-23 and postcard sent 11-10-23

This direct mail piece will include ONE exclusive ad that will be mailed to 2,400 practice administrators, so it's a great way to get your name and message in front of members.

Exclusive Ad - \$1,600

Preliminary Program Guide

January 2024 distribution – insertion deadline 12-8-23, artwork due 12-15-23

Mailed to 2,400 conference attendee prospects. This in-depth piece is the first attendees will receive about the AAOE conference.

- Quarter Page Ad - \$1,200
- Half Page Ad - \$1,500
- Full Page Ad - \$2,500
- Inside Front Cover - \$3,500
- Inside Back Cover - \$3,500
- Outside Back Cover - \$4,500



Booth Buster Bundle - \$1,100

Must be purchased with your booth

This bundle gets you \$1,500 of advertising value. Includes company logo in the mobile app (\$300 retail) and a quarter page ad in the full-color onsite Program Guide (\$1,200 retail). For more details on the mobile app see page 7 and see below for the Program Guide.

Onsite Final Program Guide

Onsite distribution / insertion deadline 2-6-24 / artwork due 2-20-24

This full-color 40+ page 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 - \$1,200
- Half Page Ad - \$1,500
- Full Page Ad - \$2,500
- Inside Front Cover - \$3,500
- Inside Back Cover - \$3,500
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Advertising & Engagement Details

Mobile App

App released to attendees by early April / purchase deadline 2-23-24, splash page artwork due 1-31-24, other artwork due 2-20-24

Nearly half of attendees download the app 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
- Banner Ad (5) = \$600
- Push Notification (8) = \$1,000
- Timed Ad (3) = \$1,500
- Splash Page (1) = \$3,000

Speed Meetings – \$4,000

*Limit of 30 exhibitors
Deadline to participate 1-29-24*

Rapidly becoming one of the most popular ways for exhibitors and attendees to connect, these six-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!

Onsite Exhibit Hall Game – \$750

*Limit of 25 exhibitors
Deadline to participate 2-14-24*

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.

Tote Bag Insert

Deadline for proof of item due 2-20-24 / Items shipped to AAOE by 3-29-24

Put your collateral or eye-catching item in attendee bags for distribution at registration — a great chance to make a fun first impression!

- Tote Bag Insert (Paper): \$1,750
- Tote Bag Insert (Fun Item, not paper): \$1,000

Guest Room Drop

Deadline to purchase 3-7-24, deadline to receive 3-29-24

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

- Slide under door = \$4,000
- Put inside room = \$6,750

Reception Drink Tickets

This year we have TWO receptions in the Exhibit Hall for even more fun networking time! Everyone loves to have someone buy them a drink, and tickets can be used at either of the receptions. 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

Limited quantity!



“We felt like AAOE went out of their way to help boost the traffic to the Exhibit Hall.”

AAOE 2023 Annual Conference First-Time Exhibitor



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, and star ribbons	✓	✓	✓
5% off of advertising items purchased before 2-20-24	✓	✓	✓
Tickets to President & Volunteers Reception	1	2	3
Tote Bag Insert			✓
Priority Points earned	2	3 or 4	5

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

CONFERENCE CHARITY

2024 Conference Charity — Boys and Girls Club of South Cicero

Co-branded Charity T-Shirts — \$10,000

The Charity T-Shirt sponsorship is low-cost and high-impact, with your logo included in virtually every marketing piece related to the conference, as well as marketing specific to the charity. Your logo will be printed on the 2024 Charity t-shirts, which all attendees are encouraged to wear on day two of the Exhibit Hall. Your support is also mentioned at the opening and closing keynote sessions. It's great exposure for a great cause!



SPONSORSHIP

Keynote Speakers

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.



Ivan Joseph

Opening Keynote Speaker - \$35,000

Dr. Ivan Joseph coaches individuals and teams to maximize their potential. He's proof that, when we help others succeed, we succeed, too. His TEDx Talk has over 21 million views; Forbes named it one of the Best TED Talks About the Meaning of Life. As a soccer coach in the US, he shattered records, coached National level players and Olympians, and was named the NAIA Coach of the Year. Ivan is the Vice President of Wilfrid Laurier University. He leads the university's efforts to promote interconnectedness and belonging among a diverse student body from across the country and around the globe. He's the author of the best-selling book: You Got This: Mastering the Skills of Self-Confidence.



Sarita Maybin

Closing Keynote Speaker - \$15,000

Sarita Maybin shows her audiences how to transform uncomfortable conversations into constructive communication. With real stories, real solutions and a relatable presence, she breaks down barriers to reveal how to work together better. Raised as a "military brat" moving from country to country, Sarita mastered how to make fast friends and finesse stressful situations. She quickly learned that it isn't just what you say, but how you say it that matters. Sarita has spoken in all 50 states and 10 countries—including Iceland--making a positive impact globally and giving back to her community locally. She has presented on the prestigious TEDx stage, she is a past president of the San Diego chapter of the National Speakers Association, and she served for six years on the board of her local YMCA.

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CONTACT: Judy Ridings • 352-810-3060 • jridings@thewymancompany.com

SPONSORSHIP

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.

Each of these items includes a 3-5 minute speaking opportunity for the sponsor.

Game Changer Session – \$6,000 (4 available)

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 even more. Game changers are highlighted in the conference program and sponsors get to introduce the speaker for their session.

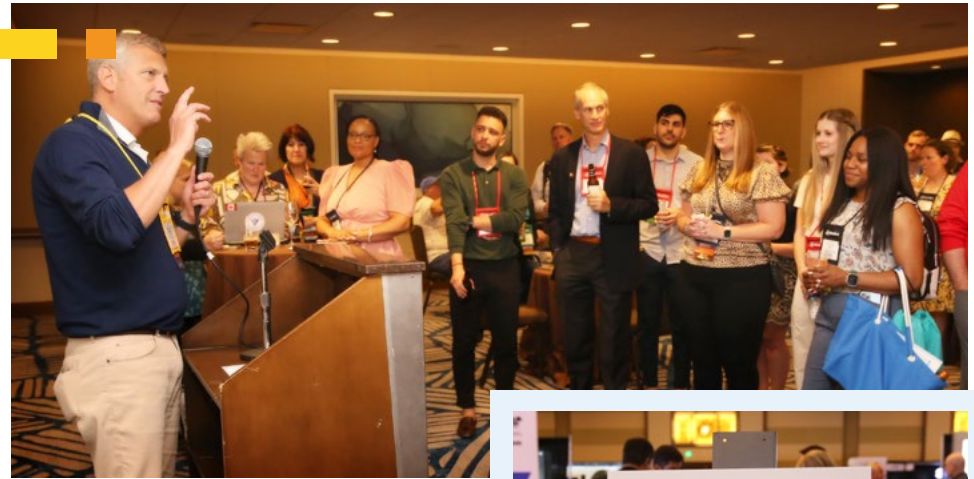
Networking Sessions – \$9,500 each

Choose from:
Networking by Topic
Networking by Practice Size

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.

The Hive – \$15,000

Back again for 2024! This popular networking station will be close to the heart of the AAOE conference between the general session room and all education breakouts. It offers a relaxed and comfortable environment for first-time attendees, new members and others to socialize and meet new people. Your logo will be included on multiple signs around The Hive and it's mentioned frequently in conference materials.



Board of Directors Dinner – \$9,500

Taking place on Thursday night of the conference, this is an offsite dinner at a local restaurant for three of your staff to network in a fun, casual setting with the AAOE Board of Directors and staff. Includes sponsor signage.



Ignite Session – \$25,000

“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 will be at the event, and you have the opportunity to introduce the speakers. Be a part of a fun, enlightening session!

Meals / Snacks – \$15,000

Exclusive sponsor of all conference meals inside and outside the Exhibit Hall. Sponsor signage at all food stations, along with branded napkins and recognition in the onsite program guide. Includes 3 breakfasts, 2 lunches, and four breaks. (Does not include exhibit hall receptions).

SPONSORSHIP

Name Recognition

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

Pens – \$6,000

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!

Charging Station – \$7,500

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

Hand Sanitizing Stations – \$8,750

Your company branding will be prominently displayed on six hand sanitizing stations located in high traffic areas throughout the venue.

Conference Wi-Fi – \$9,500

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 ASAP and your company name can even be the password!

Notebook – \$9,750

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.



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.

Earbuds – \$11,000

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

Hotel Key Cards – \$17,000

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!

Water Bottles – \$17,500

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

Attendee Tote Bags – \$20,000

These branded bags are handed out at registration and include the conference program and other goodies. The sooner 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!

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!



SPONSORSHIP

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.



Attendee Registration Sponsorship

Purchase attendee registrations at a discount and give them to select clients as a 'thank you' to ensure your brand ambassadors are onsite to champion your product/service. Or use these as the prize in a giveaway campaign for prospects you'd like to spend time with onsite.

- 1 registration = \$400
- 2 registrations = \$760
- 5 registrations = \$1,600
- 10 registrations = \$3,000

Treasure Chest – \$7,500

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 – \$9,500

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.

Massage Lounge – \$11,500

Professional massage therapists will be stationed at your booth with comfortable massage chairs for attendees to take some time for themselves. Increase traffic at your booth, chat with folks waiting their turn, and give folks the gift of a few moments to relax! Signage is included at your booth.

Puppy Petting – \$11,500

Put a smile on attendees' faces with this fantastic show floor experience. It's a great way to relax with your prospects and create a fun, casual environment for your conversations. Signage is included at the puppy pen.

Headshot Photo Station - \$12,000

Getting a professional headshot you love isn't something most people take the time to do. By offering it 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 your booth.

Caricature Drawings – \$14,500

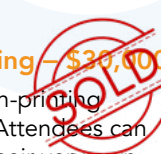
Attendees will be asking people "where'd you get that!" when they see this fun caricature around their neck, along with your logo. These fun (and flattering!) caricatures are worth lining up for, giving you a great chance to talk with folks as they wait their turn and guaranteed to get people talking.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

Coffee Station – \$20,000

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 and get attendees talking with you! Signage is included at your booth.

Live T-Shirt Screen Printing – \$30,000

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! Signage is included at your booth.



Make it even easier for your clients and prospects to meet up with you at the AAOE 2024 Annual Conference in Chicago!



SCAN OR CLICK THE QR CODE TO REQUEST YOUR PERSONALIZED CODE TO PROVIDE A \$150 DISCOUNT ON REGISTRATION TO YOUR CLIENTS AND PROSPECTS.

Marketing resources will be included to help you promote it. You may use your code as often as you like and there is NO CHARGE to your company for the code or for the use of the code.

