

2019 Exhibitor & Sponsor Prospectus



AAOE

American **Association** of Orthopaedic Executives

American **Alliance** of Orthopaedic Executives

About AAOE

For the past 50 years, AAOE has supported the community of orthopaedic practice executives and their staff members with outstanding education and industry resources.

AAOE is the direct channel through which you can target and reach more than **1,500** practice management professionals, representing some **15,000** orthopaedic surgeons in more than **900** practices and in all **50** states.

THE ANNUAL CONFERENCE

For several days in May, hundreds of AAOE members and their staff will gather together to exchange ideas, enhance product knowledge, and discuss the latest industry issues that affect them each day. During the only conference specifically dedicated to orthopaedic practice management, they will learn key insights, trends, and best practices to help them be better at their jobs.

And, in the exhibit hall, they will connect with industry-specific vendors like you. You can be there to help them explore products and service options. You can be with them as they make purchasing decisions that positively support the needs of their practices.

WHO ATTENDS?

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

- **94%** of conference attendees are final decision-makers or purchasing influencers
- Approximately **550** practice management professionals expected to attend
- **350** practices expected to be represented ranging from 1-275 surgeons

WHY YOU SHOULD PARTICIPATE

Take this opportunity to show your support of the industry as a conference exhibitor, sponsor, and advertiser. By participating at the annual conference you can:

- Reach your target audience, both current customers and new prospects
- Interact face-to-face with decision-makers and influencers
- Build your brand and name recognition

WHAT DO EXHIBITORS SAY?

A solid 97% of exhibitors last year said the conference was beneficial to their business. And 69% have exhibited at least four times. Here's what keeps them coming back:

“

Seeing our AAOE-member clients is our favorite part of the conference. . . This show allows us to support the organization's mission while also learning about members' concerns, challenges, and successes. This helps us serve their needs.

”

See sponsorship details and latest availability online at aaoe.net/2019vendoropportunities

Sponsorship Opportunities

You'll find a variety of sponsorships are available to help increase your company's visibility before, during, and even after the Annual Conference. With so many opportunities to choose from that cover budgets of all sizes, we're sure you'll find the right fit. Even so, know that customized packages also are available.

Educational Grant • \$Open

If sponsorship is not an option, your company can still show support of the event by providing an educational grant in the amount of your choosing.

Opening Reception Drink Tickets • \$750-\$2,500

Purchase a package of drink tickets to pass out from your booth during the Opening Reception in the Exhibit Hall. Attendees will be informed which exhibitors are offering drink tickets and will visit your booth to claim them. Available as packages of 100, 50, or 20 tickets.



Pens • \$5,500

Always one of the most popular give-away items among attendees based on usefulness. Just think about all the notetaking throughout the conference.

Guest Room Drop • \$6,000

Hotel staff will distribute the sponsor's marketing piece to each attendees' hotel room. You can encourage attendees to visit your booth (include your booth number in the marketing piece) and let them know what you have in-store for them at this year's conference! Choose which night and provide the item to slide under the guest room doors.

Treasure Chest • \$6,000 **SOLD**

Create an exciting experience for attendees with the chance to use their key, placed in the attendee bags, to open up the treasure chest and win one of many amazing prizes! Attendees will be flocking to your booth for the chance to be the treasure chest winner!

Highlighters • \$6,500

The perfect tool to accentuate your brand in the hands of attendees. Make a permanent impression.



Journal Notebook • \$7,500

Give attendees a gift they will use immediately. Branded journals will be used for notetaking in educational sessions and taken back to the office for reference afterward.



The audience at AAOE is very engaged and the extended time in the exhibit hall is very valuable.



Charging Station • \$7,500

Placed in a highly-visible and heavy-traffic location of the conference venue, the branded charging station allows attendees to charge their mobile devices – free of charge – in a safely locked case. The case can charge up to ten devices at a time. PLUS: you can provide a video/advertisement to be played while attendees are getting their phones locked away.

Custom Earbuds • \$7,500

Turn up the volume in Music City! Whether wearing them to work out or tune out, attendees will regularly appreciate this tech giveaway marked with your brand.

Recovery Kit • \$8,000 **SOLD**

AAOE members love to have fun and enjoy their time at the Annual Conference! Sometimes... a little too much fun! Help them recover from their night out with the recovery kit. The sponsor will have the option to include an insert in the AAOE registration bags to promote the kits that are being handed out from their booth or distribute kits to attendees as they are leaving the party venue.



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The Hive • \$9,500

First-time attendees and new members, collectively known as “newbies,” swarm to The Hive for networking with other attendees and to socialize in a relaxed environment. As the sponsor, your company logo will be included on signage for this oasis in a high-traffic area.

Hotel Key Cards • \$9,500 **SOLD**

The first stop for attendees upon arrival at the conference hotel is check-in, where they receive their key card for their hotel room. Make an impact with your company’s branding and design on the front of every attendee’s hotel key card.

Ambassador Breakfast • \$9,500

New AAOE members, first-time attendees, AAOE leadership, and AAOE mentor/mentee pairs are personally invited to the Ambassador Breakfast. The sponsor will have the option to provide printed materials at the breakfast and speak about their company for the first 3-5 minutes. Network while enjoying a sit-down breakfast among AAOE attendees.

Water Bottles • \$9,600 **SOLD**

One of the first places conference attendees visit upon arriving at the AAOE Annual Conference is the registration desk to pick up their registration bag. The branded water bottles are included in the attendee registration bag to be used throughout conference and eventually take home with them for continued use at their office.

Mobile App • \$10,000

Make it easy for attendees to stay in the loop on everything happening at the conference. Attendees will reference the mobile app for the schedule and floor plans, and they will receive push notifications on various updates throughout the event. Receive high visibility and maximum exposure with the mobile app sponsorship.

Massage Lounge • \$10,000

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 and catch attendees at a great time: right after they have had the chance to relax!



Hotel Coffee Shop Gift Card • \$10,000

Caffeine is practically a necessity for conference attendees. Each attendee will get a gift card to use in one of the coffee shops in the hotel thanks to your generosity.

In Room Welcome Gift • \$10,000 **SOLD**

Welcome attendees to the Gaylord Opryland Resort & Conference Center with a memorable treat! Treats will be placed in attendees’ hotel rooms the first day of conference.

Networking by Practice Size (Sunday) • \$12,000

Networking by Function (Monday) • \$12,000

Networking during the conference is one of the main attractions for orthopaedic practice professionals. Whether it is discussing the latest trends or sharing tricks of the trade, networking sessions are truly valuable. Sponsors have the opportunity to kick off the networking session by sharing a little bit about your company during the first 3-5 minutes of the session. (2 networking sessions available)

Caricature Drawings • \$15,000

Attendees visit your booth to receive a digital caricature drawing of themselves (or with a friend!) and YOU get traffic! Your company logo is included on each caricature printed. Lanyards and holders for their caricature photo will also be included making attendees walking advertisements! If attendees opt out of a caricature drawing, they can choose to have their name painted in Asian-style painting.

Wi-Fi Sponsor • \$20,000

The Wi-Fi sponsorship is a great way to get noticed by conference attendees using their electronic devices requiring an internet connection.

Name Badge Neck Wallets • \$20,000 **SOLD**

Attendees, speakers, exhibitors, and guests receive neck wallets first thing upon arriving at the AAOE Annual Conference. Everyone is required to wear their neck wallet throughout the entire conference, which means high visibility for you, the sponsor.



“

Board members and other participants made an effort to stop by just to thank us for being here which was really nice.

”

Attendee Tote Bag • \$20,000

Provide conference attendees with a reliable bag so they can manage everything they have to carry around while on-site at conference. Each attendee will receive a branded registration bag upon checking in at the AAOE registration desk. This sponsorship ensures high visibility by putting your logo on the arms of all AAOE Annual Conference attendees.

Professional Headshot Photo Station • \$20,000

Professional headshot stations are highly popular with conference attendees. Attendees will leave the conference with a professional headshot and you can leave conference with qualified leads of orthopaedic practice professionals that visit your booth.

Refresh Station • \$20,000

Attendees can be overwhelmed at the conference. The restroom is one of the few places they can find alone time! The refresh station sponsorship allows the sponsor to promote their company to attendees, without any distractions. Branded refresh items such as stain removers and mouthwash will be placed in the bathroom next to signage and marketing materials.

Photo Booth Trailer • \$25,000

Add some fun for attendees with this photo booth that is an actual camping trailer. Guests grab props, climb in, and get their pictures taken. Unlike other photo booths, this studio on wheels is sure to get everyone talking.

**Live T-Shirt Screen Printing** • \$30,000

Make time with attendees more interactive by inviting them to make their own swag. Screen printing is a fun and memorable experience you can share. You're sure to leave a lasting impression.

**Keynote Speakers** • \$30,000 **SOLD**

In addition to pre-event promotion, keynote sponsorships include exclusive identification on signage during the general session, as well as the opportunity to introduce the speaker onstage.



“
[We’re] getting face time with Administrators who are too busy back at the office.
 ”

ADD-ONS

Insert in Attendee Tote Bag • \$1,000
 Include something fun and useful in attendee registration bag! Flyer inserts and other items you provide will be placed in the attendees’ bags distributed at the AAOE registration desk.

Discovery Presentation • \$2,000
 Exhibiting companies receive one 15-minute time slot to showcase the company’s products and/or services to a large audience in the exhibit hall. Note: maximum of three demo presentations per company.

Speed Meetings • \$3,000
 (one-on-one appointments with buyers)
 A select number of qualifying Annual Conference attendees will be matched based on purchasing needs to relevant industry supplier representatives for one-on-one appointments pre-scheduled during a three-hour time period on Sunday. Exhibitors are guaranteed 10 appointments. Must be exhibiting at the 2019 Annual Conference to participate.

50TH ANNIVERSARY CELEBRATION OPPORTUNITIES

50TH ANNIVERSARY CELEBRATION

Be an integral part of the 50th Anniversary celebration. Add \$500 (or more) to your registration to support anniversary activities during the conference, support for past presidents to attend the conference, and commemorative gifts that attendees will keep for many years to come. Sponsors will be recognized in the credits on the anniversary video, the commemorative advice book, and on the mural displayed onsite throughout the conference.

If you are interested in sponsoring a commemorative attendee gift, you can put your mark next to AAOE’s on a special memento for attendees to take home. A variety of gift options are available. Contact AAOE at 800-247-9699 for more information about opportunities including:

- Padfolio • \$25,000
- Charging Coaster • \$25,000
- Bluetooth Speaker • \$20,000
- Bottle Opener/Corkscrew • \$10,000
- Anniversary Advice Book • \$10,000
- Onsite Mural • \$5,000



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OUR SPONSORS

AS OF 10/12/2018



See sponsorship details and latest availability online at aaoe.net/2019vendoropportunities

EXHIBITOR OPPORTUNITIES

10x10 booth
\$3,900

Multiple booth configurations including island booths are available for purchase. For more information and pricing, contact AAOE at **800-247-9699**.

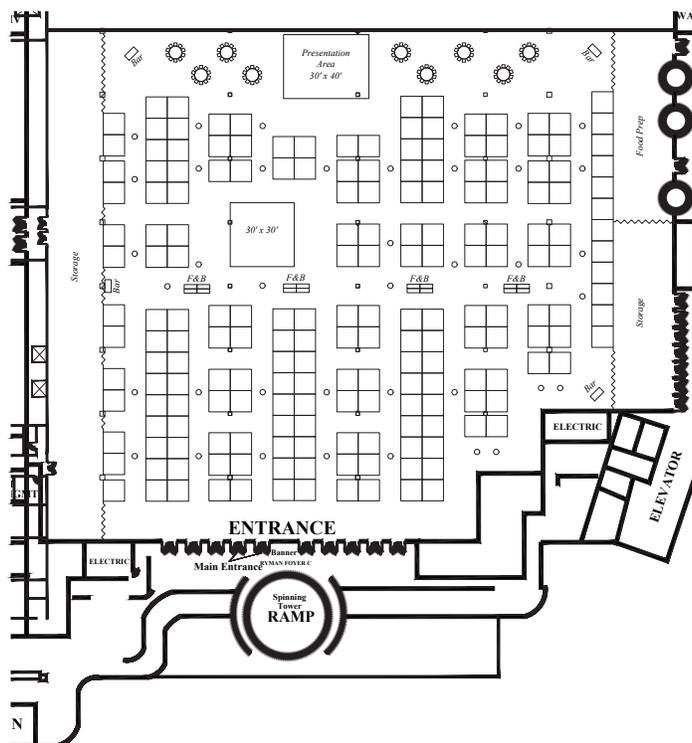


EXHIBIT BOOTH PURCHASE INCLUDES:

- Almost 14 exhibit hall hours with six dedicated solely to exhibit time
- Three complimentary registrant contact lists (two pre-conference and one post-conference)
- Two complimentary booth staff registrations per 10 x 10 exhibit booth
- Lunch provided for exhibit booth staff
- Complimentary company listing on the Annual Conference website, mobile app, and printed program book
- Pipe and drape plus a two-line identification sign displaying company name
- One complimentary ticket to the Party per 10 x 10 booth

EXHIBIT HALL SCHEDULE:

Sunday, May 5

7:00 am - 2:00 pm Exhibitor Set Up

4:30 pm - 6:30 pm Exhibit Hall Open/Opening Reception

Monday, May 6

10:45 am - 5:00 pm Exhibit Hall Open

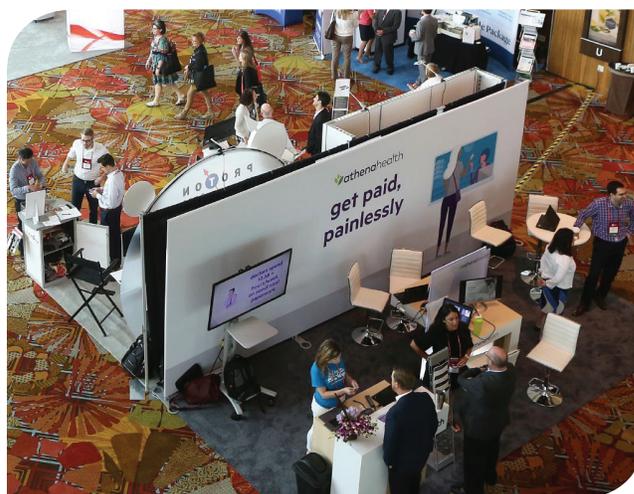
Tuesday, May 7

9:30 am - 3:00 pm Exhibit Hall Open

3:15 pm - 11:00 pm Exhibitor Tear Down

QUESTIONS?

If you would like additional information or have questions, contact AAOE at **800-247-9699** or **info@aaoe.net**.



See sponsorship details and latest availability online at aaoe.net/2019vendoropportunities

ADVERTISING OPPORTUNITIES

MARKETPLACE OF VENDORS

Mailed in January to approximately 2,700 AAOE members and prospective members, this printed piece is all about working with industry vendors and your products that will help readers plan their purchasing for 2019.

ADVERTISING RATES

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

Deadline to be included December 5, 2018

HIGHLIGHTS MAILER

Providing an overview of the Annual Conference, this March mailing will tease approximately 2,700 readers with just enough about the conference that they'll be sure to register.

ADVERTISING RATES

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

Deadline to be included February 10, 2019

FINAL PROGRAM

Distributed onsite, the Final Program book includes all programming and exhibitor details so is used daily during the conference by attendees to select educational sessions to attend and decide which exhibitors to visit. All attendees and exhibit staff are provided a copy, making the estimated distribution 1,100 people.

ADVERTISING RATES

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

Deadline to be included March 8, 2019

CONFERENCE MOBILE APP ADVERTISING

AAOE has offered a mobile app option for several years making it easy for attendees to build their own session schedule, read session materials, connect with others, and even to research exhibitors and sponsors.

ADVERTISING RATES

Preferred Company Listing	\$300
Top Banner Ad	\$800
Push Notification	\$1,000

Deadline to be included March 8, 2019

See sponsorship details and latest availability online at aaoe.net/2019vendoropportunities

Sign Up Now!

Expand your visibility
with our members!

Company Name _____

Contact Name _____

Phone _____ Email _____

1. EXHIBIT SPACE

Number of booths requested _____ at \$3,900 per 10x10

2. SPONSORSHIP OPPORTUNITIES

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Opening Keynote Speaker \$30,000 | <input type="checkbox"/> Networking by Practice Size \$12,000 | <input checked="" type="checkbox"/> Recovery Kit \$8,000 |
| <input type="checkbox"/> Live T-Shirt Screen Printing \$30,000 | <input type="checkbox"/> Networking by Function \$12,000 | <input type="checkbox"/> Charging Station \$7,500 |
| <input type="checkbox"/> Photo Booth Trailer \$25,000 | <input type="checkbox"/> Mobile App \$10,000 | <input type="checkbox"/> Journal Notebook \$7,500 |
| <input checked="" type="checkbox"/> Closing Session Speaker \$20,000 | <input type="checkbox"/> Massage Lounge \$10,000 | <input type="checkbox"/> Custom Earbuds \$7,500 |
| <input type="checkbox"/> Wi-Fi Sponsor \$20,000 | <input type="checkbox"/> Hotel Coffee Shop Gift Card \$10,000 | <input type="checkbox"/> Highlighters \$6,500 |
| <input checked="" type="checkbox"/> Name Badge Neck Wallets \$20,000 | <input checked="" type="checkbox"/> Welcome Gift \$10,000 | <input checked="" type="checkbox"/> Treasure Chest \$6,000 |
| <input type="checkbox"/> Attendee Tote Bags \$20,000 | <input checked="" type="checkbox"/> Water Bottle \$9,600 | <input checked="" type="checkbox"/> Guest Room Drop Monday \$6,000 |
| <input type="checkbox"/> Professional Photo Headshots \$20,000 | <input checked="" type="checkbox"/> Hotel Key Cards \$9,500 | <input type="checkbox"/> Guest Room Drop Tuesday \$6,000 |
| <input type="checkbox"/> Refresh Station \$20,000 | <input type="checkbox"/> Ambassador Breakfast \$9,500 | <input type="checkbox"/> Pens \$5,500 |
| <input type="checkbox"/> Caricature Drawings \$15,000 | <input type="checkbox"/> The Hive \$9,500 | |

3. ADD-ONS AND ADVERTISING

- | | | |
|--|---|--|
| <input type="checkbox"/> Speed Meetings \$3,000 | MARKETPLACE OF VENDOR ADS | <input type="checkbox"/> Full Page \$2,500 |
| <input type="checkbox"/> Discovery Presentations \$2,000 | <input type="checkbox"/> Quarter Page \$1,000 | <input checked="" type="checkbox"/> Inside Front Cover \$3,500 |
| <input type="checkbox"/> Insert in Attendee Tote Bag \$1,000 | <input type="checkbox"/> Half Page \$1,500 | <input type="checkbox"/> Inside Back Cover \$3,500 |
| <input type="checkbox"/> Opening Reception Drink Tickets: | <input type="checkbox"/> Half Page Back Cover \$3,500 | <input checked="" type="checkbox"/> Outside Back Cover \$4,500 |
| 20 Tickets \$750 | HIGHLIGHTS MAILER ADS | MOBILE APP |
| 50 Tickets \$1,500 | <input type="checkbox"/> Quarter Page \$1,000 | <input type="checkbox"/> Preferred Company Listing \$300 |
| 100 Tickets \$2,500 | <input type="checkbox"/> Half Page Back Cover \$3,500 | <input type="checkbox"/> Top Banner Ad \$800 |
| <input type="checkbox"/> Educational Grant \$ _____ | FINAL PROGRAM ADS | <input type="checkbox"/> Push Notification \$1,000 |
| 50TH ANNIVERSARY COMMEMORATIVE GIFTS | <input type="checkbox"/> Quarter Page \$1,000 | |
| <input type="checkbox"/> Yes! WE want to be a part of it. Add \$500 | <input type="checkbox"/> Half Page \$1,500 | |

Didn't find what you were looking for? Contact AAOE to customize a unique opportunity that fits your needs Call us at **800-247-9699** or email **info@aaoe.net**

4. PAYMENT — Payment in full or a 50% deposit must accompany registration form. Full payment required beginning January 9, 2019.

- Booth Cost/Deposit Amount: \$ _____ **I have enclosed a check.** USD, payable to AAOE, 6602 E 75th St, Suite 112, Indianapolis, IN 46250-2866
- Sponsorship Item(s): \$ _____ **I will pay by credit card** Note that a 3% processing fee will be added to all credit card orders.
- Add-On Item(s): \$ _____ Visa MasterCard American Express
- Advertising: \$ _____
- 50th Anniversary \$ _____
- Total Amount Due:** \$ _____
- Credit Card# _____ CVW _____ Exp. Date _____
- Cardholder Name _____

See sponsorship details and latest availability online at aaoe.net/2019vendoropportunities

AAOE 2019 ANNUAL CONFERENCE EXHIBITOR RULES & REGULATIONS

(UPDATED SEPTEMBER 5, 2018)

All exhibitors and sponsors are subject to the terms and conditions of the agreement between the American Alliance of Orthopaedic Executives (AAOE) and the Gaylord Opryland Resort & Convention Center regarding the use and occupancy of the exhibit halls and to all reasonable rules and regulations prescribed by AAOE or the Gaylord Opryland Resort. In addition, the exhibitor should comply with applicable federal, state, and local statutes, ordinances, rules, and regulations. By registering to exhibit, the exhibitor agrees to adhere to all conditions and regulations outlined in this document. AAOE reserves the right to interpret and make final decisions regarding all rules and regulations.

It is recommended that copies of the AAOE Annual Conference Rules & Regulations document are distributed to all staff involved in the exhibit and annual conference planning, including contracted set-up companies and on-site booth staff. The AAOE Rules & Regulations are subject to change and the exhibit company is responsible for obtaining a current copy of such rules.

As a condition for exhibiting, each exhibitor shall agree to observe all rules and regulations. The action taken against an exhibitor for violation of rules and regulations will be determined based on the particular circumstances of each case. Infractions will be communicated in a warning notice that may not result in a violation if, in the sole discretion of AAOE staff, it is deemed that corrective measures were completed in a timely fashion and no other parties were negatively impacted. Prior years' warning and penalties may be considered in assessing penalties for future AAOE Annual Conferences. AAOE reserves the right, at its sole discretion, to levy a more severe penalty, up to and including refusal of or termination of the exhibit, without progressing through each of the successive steps. In the event of such restriction or eviction, AAOE will not be liable for any refunds on rentals or other exhibit expenses.

Penalties for violation of the AAOE Annual Conference Rules & Regulations are as follows:

- First violation:** Loss of 25% company's priority points
- Second violation:** Loss of 50% company's priority points
- Third violation:** Loss of 100% company's priority points
- Fourth violation:** One-year suspension of company's exhibit privileges
- Subsequent violations:** Company will not be eligible to exhibit at future AAOE Annual Conferences

Important Dates

Early Bird Registration Deadline with 50% Deposit	May 31, 2018
All Final Balances Due to be Included in Booth Draw	January 9, 2019
Deadline for Cancellation with Partial Refund	January 9, 2019
Booth Draw Notices Sent	January 16, 2019
Booth Draw	January 23 – January 24, 2019
Deadline to be included in on-site Final Program	March 8, 2019

See sponsorship details and latest availability online at aaoe.net/2019vendoropportunities

AAOE 2019 ANNUAL CONFERENCE EXHIBITOR RULES & REGULATIONS

Space Assignment and Fees

1. **Eligibility to Exhibit**

Exhibitor products and services must serve a need of AAOE members. AAOE reserves the right to refuse space to any company with products and services that do not meet the educational, scientific, and/or practice needs of AAOE members, as judged by AAOE.

Exhibiting companies must be in good financial standing with AAOE. AAOE reserves the right to refuse space to any company that has failed to fulfill its financial obligations to AAOE.

2. **Space Assignment**

Booth space is assigned through a booth draw process occurring on January 23-24, 2019. Exhibitors will select booths in order based on their total priority points (see number 3 for details of how to earn priority points). Exhibitors must be registered to exhibit with a balance paid in full before they have the option to select booth space. The official floor plan is subject to change pending final approval by the Nashville Fire Marshall.

After January 9, exhibit registrations must be submitted with payment in full, subject to available space. Space will be assigned from the remaining booths after initial space assignments. If exhibit space is sold out, exhibit registrations will be placed on a wait-list for space.

Wait-List companies that submit registrations after exhibit space is sold out will be notified they have been placed on a wait-list. If exhibit space becomes available, companies will be notified of space availability, and must reply within 48 hours to confirm space. If exhibit space does not become available, AAOE will issue a refund of any exhibit space fees paid. AAOE reserves the right to allocate space on any other basis deemed appropriate.

3. **Priority Points**

How to Earn Points:

- One point is awarded for each year of participation as an exhibitor, dependent on how many 10 x 10 booths are purchased. One point is earned for every 10 x 10 booth/conference.
- Points also can be earned through AAOE Annual Conference sponsorship:
 - 1 point = \$3,600 - \$4,999
 - 2 points = \$5,000 - \$7,499
 - 3 points = \$7,500 - \$9,999
 - 4 points = \$10,000 - \$14,999
 - 5 points = \$15,000 and above
- **Example:** Company XYZ exhibited at the 2017 AAOE Annual Conference with a 10 x 10 booth and at the 2018 AAOE Annual Conference with a 10 x 20 booth and \$5,000 sponsorship. Company XYZ has 5 priority points.

4. **Space Limitations**

AAOE reserves the right to place reasonable limitations on the number of booths to be sold to any exhibitor. The limitation will be determined by the relation of total applications to the number of booths available on the floor plan. The AAOE strives to provide a broad spectrum of products and services.

5. **Booth Relocation**

AAOE does not normally relocate booths. On those rare occasions when this does occur, exhibitors are notified with an explanation of the reason for the relocation. If the reassigned space is not acceptable, exhibitors may notify AAOE within 10 days from the relocation notification to cancel booth space and receive a full refund of any exhibit space fees paid.

AAOE 2019 ANNUAL CONFERENCE EXHIBITOR RULES & REGULATIONS

6. **Sharing/Subletting Space**

- a. Exhibitors may not share, sublet, or transfer booth space in whole or part to another company and/or exhibitor.
- b. Exhibitor may not under any circumstance, permit non-exhibiting company representatives to occupy or sell non-exhibiting company services or products in its booth.
- c. Only those who are employed by the exhibiting company or approved as a division or subsidiary of the exhibiting company that appears on the Exhibitor Registration can be present in the booth and on the list of exhibitors in the on-site Final Program book.
- d. Each booth staff representative must pick up his/her official Annual Conference badge personally and provide a business card as confirmation of employment with the company that has registered for booth space.

7. **Mergers and Acquisitions**

Companies that have merged with, been purchased by, or have purchased another company may use the exhibit history from whichever company is most favorable, but not by combining history of multiple companies. AAOE should be notified in writing that the acquisition or merger between companies has been completed.

Companies requesting a transfer of points must be directly related to the exhibiting company in order to inherit those points. A directly related company shall be defined as a company that is wholly owned by a subsidiary of or one that has merged with another company. Points will be awarded only if similar product lines are being displayed. The sale of a product, product line, certain technology, or certain assets to another company will be considered to transfer priority points only if and to the extent determined by AAOE in its sole discretion. All requests for priority point transfers must be submitted in writing to the AAOE office and confirmed in writing by the parent or subsidiary company.

8. **Divisions/Subsidiaries**

Divisions/subsidiaries of an Exhibitor may be eligible for representation in the Exhibitor's booth upon verification of eligibility and approval by AAOE. The fee for each division/subsidiary is \$950 per 10 x 10 exhibit booth space and includes a listing in the online and printed conference directories as a separate entity in the same booth location. Divisions/subsidiaries are defined as two or more companies that are legally related entities (i.e., parent company and subsidiary; subsidiaries of the same parent company; a corporation and division or a controlled company). Application for division/subsidiary listings must be submitted by January 9, 2019 via email to info@aaoe.net for review and approval.

9. **Fees and Payment Terms**

A minimum 50% deposit must accompany an exhibit registration submitted on or before January 9. Registrations sent without a deposit will not be processed until the appropriate deposit is received. After January 9, all registrations must be submitted with payment in full.

Invoices: Registration fee balances will be invoiced and emailed on December 3, 2018. Full payment must be received no later than January 9. If a balance is outstanding after this date, the space may be assigned and resold without notification or refund of any payments.

Payment Options: Exhibitors are encouraged to submit payments by check or wire transfer. AAOE accepts Visa, MasterCard, or American Express, but we kindly ask that you make every effort to pay via check or wire transfer. Doing so will help alleviate the rising cost of credit card fees associated with credit card payment transactions and raising registration rates further.

Please make checks payable to:

American Alliance of Orthopaedic Executives (AAOE)
6602 East 75th Street, Suite 112
Indianapolis, IN 46250

Disclaimer: No company will be allowed to exhibit unless balance is paid on the company's invoice. Late payment may result in priority point penalization for future AAOE Annual Conferences.

See sponsorship details and latest availability online at aaoe.net/2019vendoropportunities

AAOE 2019 ANNUAL CONFERENCE EXHIBITOR RULES & REGULATIONS

10. Cancellations/Refunds

Exhibitors may cancel on or before January 9, 2019, to receive a refund less a \$200 administrative fee. Any exhibitor that cancels after January 9, will remain liable for the cost of the exhibit space and any additional costs. No refunds will be granted. All cancellations must be received in writing to lmartin@aaoe.net. AAOE reserves the right to resell any cancelled exhibit space.

Exhibit Hall Information

11. Access to Exhibit Hall

Exhibitors may not enter, photograph, or video another exhibitor's booth area without obtaining permission. This is out of respect for the rights of AAOE vendors to conduct business during the exhibit hours without interference or improper intervention. AAOE, its representatives, and staff shall have free access to any exhibit at all times in the performance of their assigned duties.

12. Booth Staff Badges

Booth staff representatives will pick up their badges at the on-site registration desk of the AAOE Annual Conference, in the Gaylord Opryland Resort & Convention Center.

- a. Two complimentary booth staff badges are included per 10 x 10 booth space. Additional badges may be purchased on the AAOE Annual Conference website, within the Exhibitor Service Center or call to purchase via phone at 800-247-9699.
- b. Badges are NOT to be used by AAOE members of any type. AAOE members must register and pay to attend the conference to obtain CEU's, etc.
- c. Badges are nontransferable: no exceptions. Replacement of lost badges will be issued for the full amount of \$300 per badge.
- d. Company badges will not be accepted in lieu of the official AAOE 2019 Annual Conference badge. Supplementing the badge with business cards, altering, adding to, or defacing the official badge is not permitted. You are required to present a picture ID to replace a lost badge.
- e. Booth staff representatives may not pick up badges for other booth staff representatives.
- f. Each booth staff representative must pick up his/her official Annual Conference badge personally and provide a business card as confirmation of employment with the exhibiting company that has registered for booth space.
- g. Exhibitors must wear their badges at all times.

13. Display Guidelines

AAOE Annual Conference exhibit booths must follow the International Association of Exhibitions and Events Guidelines for Display Rules and Regulations. Exhibitors may not place any signage in the front half of their booth space, so they don't block the view from the aisle into adjacent booths.

14. Contests and Games

- a. Exhibitors are permitted to demonstrate equipment to make informational presentations regarding products or services in a manner which assures all exhibitor personnel and attendees are within the exhibitor's booth space and not encroaching on the aisle or neighboring exhibits.
- b. Exhibitors are permitted to hold contests, games of chance, drawings, lotteries, or raffles during the annual conference. Announcements of prize winners on the final day of conference must be coordinated with AAOE to avoid conflicts with other programming. The use of magicians, costumed characters, dancers, or other entertainment of this nature is prohibited.
- c. Exhibitors may include sports-related activities in their booth only with written approval from AAOE. These sports-related activities must be set far enough back in an exhibitor's booth as not to obstruct the aisles or prevent access to any nearby exhibitor booths. Request for sports activities must be made via exhibitor portal by March 8, 2019.

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15. Off-Site Events

Exhibitors are welcome to host attendee events such as dinners or receptions as long as they do not conflict with AAOE-related activities. (Please refer to the AAOE Annual Conference website for the full schedule.) Events that are held on the same night as an AAOE event must start no sooner than 30 minutes after the conclusion of the AAOE event. The AAOE has designated time in the schedule when attendees are available for exhibitor-hosted events. Exhibitors hosting onsite events are required to submit an ICW (in conjunction with) request form via the exhibitor portal by April 26, 2019. Approval is required.

16. Booth Staffing

As a courtesy to attendees, all exhibits must be open on time and remain staffed each day during dedicated exhibit hall hours. Exhibitors are only required to staff their booths during dedicated hours. Staffing is optional outside of dedicated hours. AAOE and the Gaylord Opryland Resort & Convention Center urge exhibitors to exercise precautions to discourage theft (see item number 23: Security).

17. Harassment

AAOE wishes to create a welcoming environment at our conference and expects all participants to refrain from harassing behavior and speech. Any person who has been subjected to harassment, or who has witnessed harassment, is encouraged to notify AAOE staff. AAOE reserves the right to take any action it deems appropriate in response to such conduct by any person, including removal of that person from the conference and prohibiting attendance at future events. Please refer to the AAOE website for more details regarding this policy (<http://www.aaoe.net/page/AntiHarassment>).

18. Housing

AAOE has contracted hotel rooms in Nashville, Tennessee for exhibitors at the AAOE 2019 Annual Conference. Exhibitors must obtain sleeping rooms at the host hotel or risk the loss of priority points. Exhibitors or their agents may not negotiate blocks of rooms directly with hotels in the Nashville area. If such a violation should occur, the company will lose 25% of its accrued priority points for exhibit space assignments for future AAOE Annual Conferences. Complete housing information will be sent to exhibitors along with their booth assignments in January 2019.

19. Exhibitor Service Kit

The Exhibitor Service Kit contains show information, important dates, and order forms for all show services. The kit will be sent to all exhibiting companies in January 2019 from the show decorator, Paramount Convention Services. All forms should be completed online and submitted by Paramount's deadline date(s) to be eligible for the discounted rate. Deadline dates will be provided when the Exhibitor Service Kit is released.

20. Catering

Exhibitors will be permitted to distribute food and beverage items from their booth provided items are ordered through the Gaylord Opryland Resort & Convention Center. Exhibitors wishing to provide catering at their booth are required to submit an ICW (in conjunction with) request form via the exhibitor portal by March 30, 2019. The Gaylord Opryland Resort & Convention Center does not allow any food or beverages to be brought in from the outside by guests due to city, state, health, and liquor laws.

21. Exhibit Dismantle

Dismantle or removal of exhibit or materials is prohibited before the official closing of the exhibit hall at 3:00 pm on Tuesday, May 7. Companies in violation of this rule will forfeit 25% of their accrued priority points for the following year's space assignment. Repeat violations may result in the exhibitor not being permitted to exhibit at future AAOE Annual Conferences.

22. Education Sessions

Exhibitor representatives are prohibited from attending networking sessions and the Member Business Meeting. Exhibitors may attend general sessions and educational sessions but should relinquish seats to regular attendees if the room is full. Exhibitor representatives who wish to receive continuing education units (CEUs) at the AAOE Annual Conference must pay the full conference registration fee to gain eligibility.

See sponsorship details and latest availability online at aaoe.net/2019vendoropportunities

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23. Security

A security company will be hired to provide protection for the overall exhibit area from move-in through move-out, but not for any particular exhibit. Neither AAOE nor the Gaylord Opryland Resort & Convention Center will be held responsible for the loss and/or damages to exhibitor property. AAOE and the Gaylord Opryland Resort & Convention Center urge exhibitors to exercise precautions to discourage theft.

24. FDA Compliance

All products that are not FDA-approved for a particular use by humans or which are not commercially available in the United States will be permitted to be exhibited only when accompanied by the appropriate signs that indicate the device's FDA clearance status. The following signs should be displayed:

This device is not cleared by the FDA for distribution in the United States. This device is intended to be used in the United States as described in the product's labeling (pending review).

The signs must be easily visible and placed near the devices themselves and on any graphics depicting the device. The exhibitor shall have a letter from the FDA available at the booth which describes the allowable use status of the product or products. Exhibitors are cautioned about the FDA's prohibition on promoting cleared for marketing devices for unapproved use. For additional information, go to the FDA/CDRH/Office of Device Evaluation at www.fda.gov.

25. General Service Contractor

Material or handling, drayage, furniture, carpet, extra draperies, labor, telephone, audio/visual equipment, electrical services, and crate storage are available through the show decorator, Paramount Convention Services. Exhibitors shall be fully responsible for all fees associated with the construction, maintenance, utility, shipping, storage, and use of their exhibit. All shipments must be prepaid.

If you have general questions regarding the services provided by Paramount Convention Services, contact Jessica Johnson via email, jjohnson@paramount.com or phone at 800-883-6578.

Contractual Considerations

26. Fire Ordinances

Local fire codes and ordinances require that the aisles be clear at all times. Demonstrations shall not be placed on the aisle or side of an exhibit. Sufficient space within an exhibit area must be left to absorb any crowd. Should spectators interfere with other exhibits, the AAOE may, in its sole discretion, require that the demonstration be limited or canceled.

27. Compliance with Local Ordinances

Licenses and permits required by local statute, ordinance, or regulations (if any) are to be obtained and paid for by the exhibitor. Each exhibitor will be individually responsible for compliance with local health, fire, and safety ordinances, and regulations. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations for such products and services highlighted in number 21, FDA Compliance.

AAOE has no further responsibility to notify the exhibitors that this compliance is required.

28. Liability Insurance Certificate

If you are using an Exhibitor Appointed Contractor (EAC), an independent contractor hired by exhibiting companies to provide services that might include labor to build the booth, booth supervisors, booth designers, independent display companies, delivery personnel, technicians, manufacturing reps, etc. for your booth, you are required to submit a certificate of insurance. You are required to cover exhibit material against damage and loss, and public liability insurance of at least \$1 million per occurrence and \$1 million per aggregate, against injury to the person and the property of others. Policies shall name AAOE as an additional insured. Certificates of Insurance must be uploaded via the exhibitor portal by March 8, 2019.

See sponsorship details and latest availability online at aaoe.net/2019vendoropportunities

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29. Indemnification

The exhibitor agrees to indemnify and hold harmless the AAOE, its officers, directors, agents, and employees from any and all claims of liability of third parties arising out of or related to the acts of omissions of the exhibitor in connection with the exhibitor's participation in the AAOE Annual Conference.

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the AAOE, Gaylord Opryland Resort & Convention Center and its employees and agents harmless against all claims, losses, damages, to persons or property, or caused by exhibitor's installations, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by sole negligence of the Gaylord Opryland Resort & Convention Center, its employees, and agents.

30. Use of Certain Property

The exhibitor will assume all costs arising from the patented, trademarked, franchised or copyrighted music, materials, devices, processors, or dramatic rights used on or incorporated in the exhibitor's booth or table area. License agreements for music covered by ASCAP, BMI, and other organizations are the sole responsibility of the exhibitor.

31. Loss or Damage

All property of the exhibitor remains under the exhibitor's custody and control while in transit to and from the Gaylord Opryland Resort & Convention Center, during installation and removal, and while it is in the confines of the Gaylord Opryland Resort & Convention Center. Neither AAOE, Paramount Convention Services, Gaylord Opryland Resort & Convention Center, nor any other of the offices, directors, agents, or employees of any of the same are responsible for the safety of the exhibitor's property from theft, fire damage, accident, vandalism, or any other causes, and the exhibitor expressly waives and releases any claim or demand against any of them by reason of any damage to or loss of any property, except where the damage to or loss is due to gross negligence or willful misconduct of the person or entities mentioned above, their agents, or employees.

32. Damage to Hotel Property

Exhibitors will be held responsible for any damage done to the Gaylord Opryland Resort & Convention Center by them, their employees, or agents. No nails, tacks, or screws may be driven into the floor, wall, or woodwork of the building.

33. Non-Exhibiting Sponsors

Official AAOE Annual Conference sponsors that are not exhibiting at the AAOE Annual Conference must sponsor at a minimum of \$5,000 to attend. Non-exhibiting sponsors may register two company representatives for every \$5,000 sponsored.

34. Vendor Speakers

Any company classified as a vendor that has an employee or representative speaking at the Annual Conference, must be an exhibitor or sponsor at the AAOE Annual Conference.

35. Amendment to Exhibitor Rules & Regulations (as of 9/5/2018)

- a. Updates to the Exhibitor Rules & Registrations will be provided as necessary once floor plans are finalized.
- b. Any matters not specifically covered by these Exhibitor Rules & Regulations may be amended at any time by AAOE and all amendments so made shall be binding for all Exhibitors equally.
- c. Final Exhibitor Rules & Regulations will be provided prior to the event for a final electronic signature.