NOVEMBER 5-8, 2020

AAHKS
ANNUAL MEETING

PEER REVIEWED. PEERLESS INSIGHTS.

Exhibitor Prospectus  November 5-8, 2020  Dallas, Texas
Visit www.AAHKS.org/Meeting for:
- Learning Center/Exhibit Hall floor plan
- Exhibitor registration
- Branding opportunities
- Industry Symposia guide and application

Table of Contents
Sponsorship Opportunities ............ 4
Print Ad Opportunities ............... 5
Exhibit Hours ......................... 6
Policies ................................. 7
Print Ad Specifications .............. 10

The American Association of Hip and Knee Surgeons (AAHKS) invites you to the 2020 AAHKS Annual Meeting at the Hilton Anatole in Dallas, Texas, USA on November 5-8, 2020. Join more than 2,000 surgeons, fellows, residents and other health professionals who are active in the field of primary and revision total joint arthroplasty. The Annual Meeting features innovative concepts and the latest advances in hip and knee arthroplasty. The AAHKS Annual Meeting offers:

- A focused target market of joint replacement surgeons
- An efficient weekend schedule
- Seven hours of exhibit time on Friday featuring breaks, lunch and reception
- A focused schedule for the Learning Center/Exhibit Hall on Saturday featuring breaks, lunch and reception
- Cost-effective exhibitor fees

Exhibitors tell us each year that the Learning Center/Exhibit Hall at the AAHKS Annual Meeting gives them the best opportunity for interaction with hip and knee surgeons. To secure exhibit space, limited sponsorship opportunities and on-site branding or advertising, please contact Jeff Mitchell, Director of Marketing and Corporate Relations at jmitchell@aahks.org or 847-430-5072.
Benefits of Sponsoring

- **Pre-Event Acknowledgment**
  - Recognition and thank you in Preliminary Program mailed to all members prior to the Annual Meeting
  - Acknowledgment on AAHKS Website

- **On-Site acknowledgment**
  - Recognition on signage at the sponsored event
  - Recognition in the Final Program given to all attendees

Sponsored Meals and Refreshments

Meals and refreshment breaks are held in the Exhibit Hall/Learning Center and facilitate interaction with attendees. Your company's name will be prominently displayed on site, in promotional materials and on the AAHKS Annual Meeting website.

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday Reception</strong></td>
<td><strong>$8,000</strong></td>
</tr>
<tr>
<td>Friday, November 6</td>
<td></td>
</tr>
<tr>
<td>Learning Center/Exhibit Hall – following General Session</td>
<td></td>
</tr>
<tr>
<td>Logo placement: Signage</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday Reception</strong></td>
<td><strong>$8,000</strong></td>
</tr>
<tr>
<td>Saturday, November 7</td>
<td></td>
</tr>
<tr>
<td>Learning Center/Exhibit Hall – following General Session</td>
<td></td>
</tr>
<tr>
<td>Logo placement: Signage</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee Lunche (two available)</td>
<td><strong>$3,000</strong></td>
</tr>
<tr>
<td>Friday and Saturday, November 6 and 7</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee Breakfasts (three available)</td>
<td><strong>$2,000</strong></td>
</tr>
<tr>
<td>Friday, Saturday and Sunday, November 6, 7 and 8</td>
<td></td>
</tr>
<tr>
<td>Learning Center/Exhibit Hall – prior to the start of General Session</td>
<td></td>
</tr>
<tr>
<td>Logo placement: Signage</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refreshment Breaks (two available)</td>
<td><strong>$1,500 per break</strong></td>
</tr>
<tr>
<td>Two on Saturday, November 7</td>
<td></td>
</tr>
<tr>
<td>Learning Center/Exhibit Hall – during General Session breaks</td>
<td></td>
</tr>
<tr>
<td>Logo placement: Signage, accessories</td>
<td></td>
</tr>
</tbody>
</table>
Sponsored Events and Programs

**Poster Lounge Sponsorships $5,000 (two available)**

The Annual Meeting includes a display of 350 scientific posters that are viewed and studied by meeting attendees. Your company will be prominently displayed in the poster exhibition area.

**Charging Station $5,000 (two available)**

The Charging Station provides a station for meeting attendees to charge their mobile devices and is customized with your company’s name and logo.

**Ask the Experts (five available) $4,000**

These case-review sessions are moderated by notable faculty, and are the most popular event at the Annual Meeting. Your company will be the sole sponsor in one of the “Ask the Experts” sessions. Acknowledgment of your support will be included in promotional materials and on signage at the sponsored event.

**Hilton Anatole Hotel Key Cards $12,000**

Hotel guest room key cards feature your company logo, info and booth number with your own design. Pre-approval of design is required.

Print Advertising Opportunities

**Preliminary Program Ads**

Feature your ad in the full-color program mailed to AAHKS members with meeting registration information. Pre-approval is required; deadlines apply.

- Full Page, inside covers .................................................... $5,000
- Full Page, inside pages ...................................................... $4,000
- Half Page, inside pages ..................................................... $3,000
- Quarter Page ...................................................................... $2,000

**Exhibitor Directory Ads**

Feature your ad in the full-color directory given to all meeting attendees as a guide to the Learning Center/Exhibit Hall. Pre-approval is required; deadlines apply.

- Full Page, inside covers, outside back cover ....................... $5,000
- Full Page, inside pages ...................................................... $4,000
- Half Page, inside pages ..................................................... $3,000
- Quarter Page, inside pages ................................................ $2,000

**AAHKS Update Ads**

Feature your ad in the full-color membership publication mailed to over 4,000 members three times a year. Pre-approval required; deadlines apply. Limited to one size, vertical.

- Third Page ad, inside ........................................................ $2,000

**Room Drop**

Draw meeting attendees to your exhibit booth by dropping promotional materials in guest rooms at the Hilton Anatole. Pre-approval is required; deadlines apply.

- Per drop ............................................................................. $6,000

**Meeting Packet Insert**

Include a company ad in the packet given to all attendees in the meeting materials bag. Pre-approval is required; deadlines apply.

- Per insert .......................................................................... $5,000
**Benefits of Exhibiting**

In addition to the opportunity to engage with over 2,000 surgeons, fellows, residents and other health professionals, exhibitors receive exclusive benefits prior to the Annual Meeting, as well as on-site.

**PRE-EVENT**
- Company listing on AAHKS website
- List of pre-registered attendees (includes name, credentials, and title)
- Opportunity to participate as a Corporate Partner through additional engagement

**ON-SITE**
- Company or product description in the printed Exhibitor Directory given to all attendees
- Access to the General Session
- Opportunity for representatives to participate in complimentary meals and refreshments

**LEARNING OBJECTIVES**
- Exhibitors are expected to submit up to three to promote data and publication-based education
- Create interaction with booth visitors
- Featured in the Exhibitor Directory and in booth

**Exhibit Packages**

Exhibit space is sold on a first-come, first-served basis. There is limited space available to preserve the integrity of the Meeting and to maximize exhibitors’ exposure. Exhibits will be located in a high-traffic area where attendees gather. AAHKS has the right to alter the floor plan at any time. To view the floor plan and reserve your space, visit www.AAHKS.org/Meeting.

**ALL EXHIBITING COMPANIES RECEIVE:**
- Blue back and wing drape
- One 6’ skirted table, two side chairs and waste basket
- 7” x 44” Exhibitor identification sign
- Copies of the Final Program
- Pre-Registered Attendee List (includes name, credentials, title)
- Listing on AAHKS website and Exhibitor Directory

<table>
<thead>
<tr>
<th>Exhibit Size</th>
<th>Badges Included</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>20’ x 40’</td>
<td>20</td>
<td>$60,000</td>
</tr>
<tr>
<td>20’ x 30’</td>
<td>14</td>
<td>$42,500</td>
</tr>
<tr>
<td>20’ x 20’</td>
<td>10</td>
<td>$30,000</td>
</tr>
<tr>
<td>10’ x 30’</td>
<td>8</td>
<td>$19,500</td>
</tr>
<tr>
<td>10’ x 20’</td>
<td>6</td>
<td>$13,000</td>
</tr>
<tr>
<td>10’ x 10’</td>
<td>3</td>
<td>$6,500</td>
</tr>
</tbody>
</table>

**Exhibitor Move In**

**Exhibitors with 20’ x 20’ Booths and Larger**
November 4
10:00 a.m. – 5:00 p.m.

**Exhibitors with 20’ x 20’ Booths and Smaller**
November 5
10:00 a.m. – 5:00 p.m.
All booths must be fully installed by 5:00 p.m.

**LEARNING CENTER/EXHIBIT HALL LOCATION AND HOURS**

Exhibits will be located in the Trinity Exhibit Hall at the Hilton Anatole. Exhibitors must have at least one representative in the booth during exhibit hours. While the General Session is in progress on Friday and the Learning Center/Exhibit Hall is closed, representatives are welcome to attend the General Session. Times are subject to change. For the most current schedule, visit www.AAHKS.org/Meeting.

**Friday, November 6**
6:00 a.m. – 2:55 p.m. Learning Center/Exhibit Hall open
11:00 a.m. – 1:00 p.m. Lunch break held in Learning Center/Exhibit Hall
6:30 a.m. – 8:00 p.m. Reception held in Learning Center/Exhibit Hall

**Saturday, November 7**
6:00 a.m. – 6:00 p.m. Learning Center/Exhibit Hall open all day with Breakfast, Lunch, and Breaks
CONSTRUCTION OF EXHIBITS
Booths sized 20’ x 20’ or larger are permitted a height of 14’. All other booths are permitted a height of 8’. Exhibitors or agents acting in their stead may not attach any item to any stationary wall, floor, window, or ceiling with screws, nails, staples, tape or any other substance. No item may be posted, nailed, screwed or otherwise attached to columns, floors, furniture or other areas.

DISMANTLING EXHIBITS
No exhibitors will be allowed to dismantle or pack or remove any part of their exhibits until after the close of the Learning Center/Exhibit Hall on Saturday.

Convention Services and Booth Policies

Freeman
5130 Cash Rd, Dallas Texas 75248
214–634–1463

Freeman will provide receiving, handling and shipping upon request of written authority. All shipments must be directed through Freeman. Tabletop furnishings, janitorial, drayage services, additional equipment, labor and storage are available from Freeman. Advance warehouse freight can be sent to Freeman’s warehouse in early October with no additional storage charges. To receive the discounted rate for additional equipment or services, orders must be placed by October 10. The Freeman exhibitor kit is posted www.AAHKS.org/Meeting.

ELIGIBILITY
AAHKS determines eligibility of any company or products for the Learning Center/Exhibit Hall. AAHKS may forbid installations or request removal at its discretion at any time of any exhibit or promotion that is not in keeping with the AAHKS mission.

BOOTH APPLICATION AND PAYMENT
Exhibit space will be assigned on a first-come, first-served basis upon receipt of exhibit applications and full payment to AAHKS. Visit www.AAHKS.org/Meeting to select, apply for and purchase booth space. The subletting of space is not permitted.

EXHIBITOR BADGES
All representatives of exhibiting companies must register and wear exhibitor badges to enter the Learning Center/Exhibit Hall and General Session. Company badges will not be accepted in lieu of official badges. False certification of individuals as exhibitor’s representatives, misuse of exhibitor’s badges or any other method used to assist unregistered persons to gain admission to the Learning Center/Exhibit Hall or General Session will be cause for expelling the violator from the Learning Center/Exhibit Hall, or for removing a violator’s exhibit from the floor without obligations on the part of AAHKS.

On-site fees apply to exhibitor representative badge requests received after October 22, 2020. Exhibitors may purchase additional badges over the allotted amount included with the booth fee for $500 each. All badges will be available for pickup at the Exhibitor Registration Desk. Exhibitor representative cancellations or changes must be received in writing before October 30, 2020. AAHKS will charge a $100 processing fee for all cancellations. No refunds will be issued after October 30, 2020.

NOVELTY GIFTS AT BOOTHS
• Subject to compliance with AAHKS, AdvaMed, ACCME and AMA guidelines, companies wishing to “give away” novelty gifts, which are practice-related in nature, may be permitted to do so with prior approval of AAHKS.
• Distribution of promotional gummed stickers or labels are prohibited.
• Under no circumstances can any promotional material be allowed in lobby areas. Prize contests, drawings, raffles or lotteries of any description, held at any time or places within the auspices of the Annual Meeting are expressly prohibited.
• Non-AAHKS Meeting activities may only be promoted within the confines of the exhibitor space or in public areas of the hotel.
• AAHKS may forbid or request removal of any “giveaway” at its discretion.
CANCELLATION POLICY
Cancellations must be received in writing before June 1, 2020 and are subject to a 50% cancellation fee. After June 1, NO REFUNDS will be made.

AAHKS Annual Meeting Policies

COMPANY-SPONSORED EVENTS
Exhibitors are prohibited from conducting or sponsoring non-AAHKS approved events directed at Annual Meeting attendees over the official dates of the Annual Meeting and within 50 miles of the Hilton Anatole Hotel. Even where an exhibitor seeks to conduct or sponsor an event outside of this 50-mile radius, if the event is directed at Annual Meeting attendees, the exhibitor is still required to submit a written request to conduct or sponsor the event to ensure that it does not conflict with the Annual Meeting General Session, educational programs, and social functions. Failing to submit a request for consideration will lead to penalties to be determined by AAHKS. Failure to comply may result in revocation of exhibiting privileges.

COMPANY STAFF MEETINGS
AAHKS does not charge a fee for meeting space within our block that is intended for company personnel meetings (i.e. sales recaps or any meeting not involving Annual Meeting attendees). These meetings must be strictly for the employees and/or representatives of the company. AAHKS requires written request to hold such staff meetings.

SOLICITATION AND MARKETING
Exhibitors are prohibited from contacting Annual Meeting registrants via email unless they have received prior permission from the recipients approving solicitations/sales messages in this manner. Exhibitor representatives are expected to present themselves professionally at all times and to respect the sales activities of their competitors on the show floor. Any violations or improper behavior should be reported immediately to AAHKS staff. To ensure that the educational program remains bona fide, inappropriate marketing activities by exhibitors are prohibited. In accordance with ACCME standards, exhibitors are not permitted to engage in sales or promotional activities while in the General Session or to display or distribute promotional materials before, during, or after the event, except for in designated exhibitor areas. Please refer to the ACCME Standards for Commercial Support of Continuing Medical Education at www.accme.org.

Terms and Conditions

INDEMNITY
The exhibitor agrees to indemnify and hold AAHKS, its official contractors, and the Hilton Anatole Hotel, and their respective employees, representatives, agents, and successors, and assigns harmless against any and all third party damages, claims, judgments, losses, costs and expenses (including attorneys’ fees) that may at any time be incurred, suffered, sustained by or imposed upon AAHKS and/or the Hilton Anatole Hotel or their respective employees, representatives, agents, and successors, or assigns to the extent that they are directly related to exhibitor’s negligence or willful misconduct. This indemnification and hold harmless agreement includes, but is not limited to, any and all third party claims, damages, losses or expenses attributable to personal or bodily injury, sickness, disease or death, or to injury to or destruction of tangible property, including the loss of such property.

FDA COMPLIANCE
All products which are not FDA approved for a particular use in humans or which are not commercially available in the US will be permitted to be exhibited only when accompanied by the appropriate signs that indicate the device's FDA clearance status, with the following wording:

• This device/drug is not cleared by the FDA for distribution in the United States.
• This device/drug is intended to be used in the United States as described in the product’s labeling.

Signs must be visible and placed near the devices or drug, and on any graphics depicting the device or drug. Exhibitors are cautioned about the FDA’s prohibition of promoting devices or drugs that are cleared for marketing for unapproved uses and are solely responsible for complying with related FDA rules and regulations. Requests for information and guidance can be obtained at www.fda.gov or directed to:
Office of Device Evaluation/CDRH/FDA, Program Operations Staff, WO66-1640, 10903 New Hampshire Avenue, Silver Spring, MD 20993-0002, 800-638-2041 and the FDA Division of Drug Marketing (CDER), 10001 New Hampshire Ave. Hillandale Building, 4th Floor Silver Spring, MD 20993, 888-463-6332.

Meeting Location and Hotel Reservations

Meeting Headquarters
Hilton Anatole
2201 N. Stemmons Freeway
Dallas, TX, 75207 USA
214-748-1200

EXHIBITOR ROOM BLOCKS
All contracted exhibit companies will receive a link via email to make hotel reservations in the Exhibitor room block at hotels near the Hilton Anatole. AAHKS reserves the right to cancel any hotel reservation made within AAHKS room blocks at Annual Meeting hotels by Exhibitor representatives and individuals not registered for the AAHKS Annual Meeting.

AAHKS Contact
Jeff Mitchell
Director of Marketing and Corporate Relations
jmitchell@aahks.org
847-430-5072

2020 CALENDAR CHECKLIST

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Sponsorships ordered</td>
</tr>
<tr>
<td>June 1</td>
<td>No refunds this date and after</td>
</tr>
<tr>
<td>August 1</td>
<td>Company product, service descriptions and company logos received after this date will not be included in printed promotional materials.</td>
</tr>
<tr>
<td>October 3 - 26</td>
<td>Advanced freight sent to Freeman to receive discount</td>
</tr>
<tr>
<td>October 17</td>
<td>Exhibitor representatives registered</td>
</tr>
<tr>
<td>October 26</td>
<td>No freight discount this date and after</td>
</tr>
<tr>
<td>November 9</td>
<td>No freight accepted this date and after</td>
</tr>
</tbody>
</table>
AAHKS 2020 Rate Card
These are the advertising rates, specifications and deadlines for placement in AAHKS publications in 2020.

The 2020 AAHKS Annual Meeting
PRELIMINARY PROGRAM AND EXHIBITOR DIRECTORY

<table>
<thead>
<tr>
<th>Covers</th>
<th>Trim Size 8.5” x 11”</th>
<th>$5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Back</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Inside front</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>Inside back</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inside Pages</th>
<th>Trim Size 8.5” x 11”</th>
<th>$4,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td></td>
<td>$3,000</td>
</tr>
<tr>
<td>Quarter page</td>
<td></td>
<td>$2,000</td>
</tr>
</tbody>
</table>

AAHKS UPDATE MEMBER NEWSLETTER
Mailed to AAHKS members three times a year

<table>
<thead>
<tr>
<th>Inside Pages</th>
<th>Trim Size 8.5” x 11”</th>
<th>$2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical sidebar 2.8125” x 11”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NEWSLETTER AD DEADLINES
• Member Resource Guide March 13, 2020
• Annual Meeting Preview June 12, 2020
• Annual Meeting Recap and Year in Review November 27, 2020

Website Ads Available Only to AAHKS Corporate Partners
The AAHKS website averages 50,000 sessions per month.
Banner 728 W x 90 H pixels

JOURNAL RATE CARDS

Arthroplasty Today is published by Elsevier on behalf of AAHKS. Visit www.ArthroplastyToday.org for rates and specifications.

SUBMISSION AND CONTACT
Please submit print ready, high-resolution (300 dpi, CMYK) PDF files to Jeff Mitchell at jmitchell@aahks.org.

PAYMENT
Ad placement is not secure until payment is received. Please make checks payable to AAHKS, and mail to 9400 W. Higgins Rd., Suite 230, Rosemont, IL 60018-4976.
<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON BLEED</th>
<th>TRIM + 0.125”</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8” x 10.5”</td>
<td>8.5” x 11”</td>
<td>8.75” x 11.25”</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>8” x 5”</td>
<td>8.5” x 5.5”</td>
<td>8.75” x 5.75”</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>4” x 10.5”</td>
<td>4.5” x 11”</td>
<td>4.5” x 11.25”</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.75” x 5”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Publication Trim Size: 8.5” x 11”
Visit www.AAHKS.org/Meeting for:
- Learning Center/Exhibit Hall floor plan
- Exhibitor registration
- Branding opportunities
- Industry Symposia guide and application

Save the Date
2021 AAHKS ANNUAL MEETING
November 11-14, 2021
Hilton Anatole
Dallas, Texas, USA

Visit
www.AAHKS.org/Meeting

Contact
Jeff Mitchell
Director of Marketing and Corporate Relations
American Association of Hip and Knee Surgeons
9400 W. Higgins Rd., Suite 230
Rosemont, IL 60018
847-430-5072
jmitchell@aahks.org