Exhibit Prospectus

Make New Contacts
Strengthen Relationships
Your Best Prospects are Here

AAOS 2017 Annual Meeting
San Diego Convention Center
San Diego, California

Meeting Dates: March 14 - 18
Exhibit Dates: March 15 - 17

Priority Point Booth Assignment Deadline: August 8, 2016
No other meeting in the world provides you the opportunity to meet face to face with more than 12,000 orthopaedic surgeons and 1,500 health care professionals.

### AAOS Annual Meeting Attendance

#### 2016 Orlando, FL
- **27,714** Total Attendance
  - **10,493** Exhibitor
    - **7,591** Domestic Physician
    - **5,222** International Physician
  - **14,509** Total Professional

#### 2015 Las Vegas, NV
- **31,844** Total Attendance
  - **10,350** Exhibitor
    - **10,478** Domestic Physician
    - **5,373** International Physician
  - **17,849** Total Professional

#### 2014 New Orleans, LA
- **28,868** Total Attendance
  - **10,771** Exhibitor
    - **9,039** Domestic Physician
    - **4,124** International Physician
  - **14,760** Total Professional

### 2016 Attendees by Focus*

<table>
<thead>
<tr>
<th>Focus</th>
<th>2016 Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Reconstruction Hip and Knee</td>
<td>1,651</td>
</tr>
<tr>
<td>Adult Spine</td>
<td>545</td>
</tr>
<tr>
<td>Arthroscopy</td>
<td>758</td>
</tr>
<tr>
<td>Basic Science</td>
<td>276</td>
</tr>
<tr>
<td>Disability Legal</td>
<td>73</td>
</tr>
<tr>
<td>Foot and Ankle</td>
<td>600</td>
</tr>
<tr>
<td>General Orthopaedics</td>
<td>1,252</td>
</tr>
<tr>
<td>Hand and Wrist</td>
<td>603</td>
</tr>
<tr>
<td>Musculoskeletal Oncology</td>
<td>254</td>
</tr>
<tr>
<td>Pain Management</td>
<td>164</td>
</tr>
<tr>
<td>Pediatric Orthopaedics</td>
<td>444</td>
</tr>
<tr>
<td>Pediatric Spine</td>
<td>87</td>
</tr>
<tr>
<td>Shoulder and Elbow</td>
<td>1,085</td>
</tr>
<tr>
<td>Sports Medicine</td>
<td>1,565</td>
</tr>
<tr>
<td>Total Joint</td>
<td>452</td>
</tr>
<tr>
<td>Trauma</td>
<td>1,043</td>
</tr>
</tbody>
</table>

*Information obtained from the 2014 American Academy of Orthopaedic Surgeons Census. Totals may vary if physicians did not respond to a question. Physicians may be included in more than one practice focus or setting.

### Reason Attendees Visit the Exhibit Hall

- To see new products
- Evaluate and compare products
- Visit specific exhibitors
- Visit many exhibitors in one location
- Network

Response received from the 2016 Annual Meeting Survey distributed to residents, candidate, and fellow attendees of the 2016 Annual Meeting.
2016 Domestic Physician Attendance by State

2016 International Physician Attendance by Region and Top Countries (non-US)

- Europe ...................... 1,670
- Asia ......................... 1,304
- South America .............. 1,195
- North America ............. 723
- Africa ....................... 146
- South Pacific ............... 107
- Central America ............ 77

Total International Physician Attendance .......... 5,222

To view full list, visit www.aaos.org/exhibitors

2016 Attendees by Age**

- 18% <36
- 13% 36-40
- 11% 41-45
- 11% 46-50
- 12% 51-55
- 13% 56-60
- 10% 61-65
- 12% >65

**Not all attendees provided this information
We promote you!

• Inclusion of company name and product categories on the AAOS web site.
• Publication of company information and exhibit description in the Exhibitor Guide, mailed with the January 2017 issue of AAOS Now to over 26,000 AAOS members if information provided by November 17, 2016.
• Publication of company name, booth number and exhibit information in the Final Program if information provided by December 15, 2016.
• Inclusion of company name, booth number and exhibit information on the MyAcademy meeting app.
• Printed exhibit hall maps that include exhibitor names and booth numbers will be available at Exhibitor Directories located at entrances to the exhibit hall; if booth space is secured by February 1, 2017.

Exhibit Space Includes

Fees for assigned exhibit space include the following:

• Linear booths include 8’ high back drape, 36” high side dividers
• A 7” x 44” identification sign for linear booths
• Booth number identification on an adhesive-backed label located on aisle carpet
• Aisle carpet and vacuuming of aisles
• General perimeter security
• Access to the shuttle bus service for exhibitor representative to and from AAOS hotels and San Diego Convention Center, for hotels not within walking distance
• Five exhibit badges for each 100 sq. ft. of exhibit space, badges are complimentary if registered by March 13, 2017
• Allocation of sleeping rooms through the AAOS Housing Bureau, Wyndham Jade
• Access to scientific sessions if space permits
• Ability to purchase instructional course tickets on-site on the day the course takes place if space permits
• Printed version of the Final Program and access to the MyAcademy mobile app

Driving Attendee Traffic

These activities that take place in the exhibit hall will be promoted to medical attendees before and during the meeting.

• Unopposed Exhibit Time - One hour of unopposed exhibit time will be provided each exhibit day from 12:30 PM to 1:30 PM.
• Beverage Breaks in Exhibit Halls – Attendees will be provided with complimentary beverages during the 30-minute break between scientific sessions at 3:30 PM Wednesday and Thursday, and at 10:00 AM on Friday.
• AAOS Redemption Centers – Attendees can pick up a complimentary tote bag, AAOS logo t-shirt and enter drawings for a variety of items at designated kiosks.
• Technology Theater – Presentations for attendees that focus on the latest technology related to orthopaedic surgeons, their staff and practice.
• Ask an Expert – Interactive learning sessions that take place in the exhibit hall where attendees are invited to bring challenging cases for presentation to experts in orthopaedics for diagnosis and recommendation.

Exhibit Space Fees

All exhibit space rental fees are $38 per net square foot:

- Linear inline booth 10’ x 10’ ........................................ $3,800
- Linear corner booth 10’ x 10’ ................................... $3,800
- Island booth space ..................................................... $38 per net square foot

A 30% deposit ($1,140 per 100 NSF) must accompany the Application for Exhibit Space.

Exhibit Space Assignment

AAOS intends to send initial space assignment on August 24, 2016. Only applications received by August 8, 2016 with the required 30% deposit will be considered for initial space assignment. These applications will be assigned space under the priority point system.

Applications received after August 8, 2016 will be assigned space from the remaining open booths after initial space assignments. If all exhibit space is sold out, applications will be placed on a wait-list for space.

Apply Now Before Exhibit Space Sells Out
Reserve Your Exhibit Space Today!

Visit www.aaos.org/exhibitors for the following:

- Apply for Exhibit Space
- Rules and Regulations
- Floor Plan
- Promotional Opportunities
- 2016 Exhibitor Listing
- FAQs

Important Dates

Application and 30% deposits due for priority point assignment................................. August 8, 2016
Space assignments, invoices and housing information sent................................................. August 24, 2016
Balance of booth space fees due....................................................................................... November 14, 2016

Exhibit Space Cancellation/Reductions

Full refund of fees paid........................................................................................................ through August 8, 2016
AAOS retains 30% of exhibit space fees .............................................................................. August 9 – November 14, 2016
AAOS retains 50% of exhibit space fees .............................................................................. November 15 – December 15, 2016
AAOS retains 100% of exhibit space fees ........................................................................... after December 15, 2016

2017 Exhibit Schedule

<table>
<thead>
<tr>
<th>DATE</th>
<th>INSTALLATION* / DISMANTLE OF EXHIBITS</th>
<th>EXHIBIT HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, March 8</td>
<td>Per Target Schedule*</td>
<td></td>
</tr>
<tr>
<td>Thursday, March 9</td>
<td>Per Target Schedule*</td>
<td></td>
</tr>
<tr>
<td>Friday, March 10</td>
<td>7:30 AM – 7:00 PM</td>
<td></td>
</tr>
<tr>
<td>Saturday, March 11</td>
<td>7:30 AM – 7:00 PM</td>
<td></td>
</tr>
<tr>
<td>Sunday, March 12</td>
<td>7:30 AM – 5:00 PM**</td>
<td></td>
</tr>
<tr>
<td>Monday, March 13</td>
<td>7:30 AM – 7:00 PM</td>
<td></td>
</tr>
<tr>
<td>Tuesday, March 14</td>
<td>7:30 AM – 5:00 PM</td>
<td></td>
</tr>
<tr>
<td>Wednesday, March 15</td>
<td>9:00 AM – 5:00 PM</td>
<td></td>
</tr>
<tr>
<td>Thursday, March 16</td>
<td>9:00 AM – 5:00 PM</td>
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</tr>
<tr>
<td>Friday, March 17</td>
<td>4:00 PM – Midnight</td>
<td>9:00 AM – 4:00 PM</td>
</tr>
<tr>
<td>Saturday, March 18</td>
<td>7:30 AM – 5:00 PM</td>
<td></td>
</tr>
<tr>
<td>Sunday, March 19</td>
<td>7:30 AM – 2:00 PM</td>
<td></td>
</tr>
</tbody>
</table>

*Installation of exhibits will take place using a target move-in schedule, based upon booth size and location. Exhibitors must adhere to their assigned target date and time for delivery of direct shipments to the San Diego Convention Center. This schedule will be detailed in the Exhibitor Service Manual.

**Limited services-no freight receiving

Questions:

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AAOS 2017 Annual Meeting

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San Diego Convention Center
111 West Harbor Drive, San Diego, CA 92101
www.visitsandiego.com

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Strengthen Existing Relationships
Exhibit at the AAOS 2017 Annual Meeting