



»» MAY 14-16 ««
AANA26
» PHOENIX, ARIZONA «

SPONSORSHIP OPPORTUNITIES



EMAIL AND BRANDING OPPORTUNITIES

PRE-SHOW EBLAST

- This opportunity allows you to fully customize your company branded e-blast to each pre-registered attendee through AANA-deployed email.
 - Sent to all registrants on pre-determined selected dates
 - Specs to be provided
 - eBlasts must be approved by AANA and must contain a disclaimer (provided by AANA)

Opportunity Cost:

One: \$10,000 | Two: \$15,000

Example:

This communication is sponsored content.



The MISHA® Knee System is an FDA breakthrough treatment for medial knee OA patients.

Effective January 1, 2025, the Centers for Medicare & Medicaid Services (CMS) established a new Healthcare Common Procedure Coding System (HCPCS) C-Code, C8003, for the MISHA Knee System and assigned it to Ambulatory Payment Classification (APC) 5116. The new code provides a **definitive Medicare facility payment** amount for ambulatory surgery centers (ASC) and hospital outpatient departments (HOPD) for the MISHA Procedure.

[Learn More About the CMS Procedure Code](#)

The MISHA Knee System is intelligently designed with patients in mind.



Placed under the skin, but outside the joint itself, in an outpatient setting, the procedure does not impose restrictions on weight bearing or return to activity. Demonstrated to provide rapid and significant improvement in pain and function, the MISHA Knee System is a revolutionary knee solution that preserves the joint and has the potential to delay arthroplasty.¹⁻²

The MISHA Knee System is the result of over a decade of clinical research and development and is the first implantable shock absorber for the treatment of medial knee OA. This breakthrough treatment is indicated for patients who failed to find relief from previous treatments and are unwilling or ineligible to undergo total knee replacement due to age or absence of advanced OA.³

[Register to join our May webinar to see the MISHA Knee System Procedure:](#)

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DAILY EMAILS

- Sponsor the **DAILY EMAILS** sent to **ALL REGISTRANTS** in the early morning highlighting the daily events.
 - Deployed through AANA email platform

Opportunity Cost:

\$10,000 (All 3 days) | \$4,000 (1 day)

Example:



Welcome to AANA25 – Day One!

We hope you're ready to engage and network in this historic city with colleagues from around the world. The robust agenda awaits you and we are excited to watch it unfold over the next few days.

Please make note of these important pieces of information to ensure a successful first day:

GET YOUR BADGE



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EXCLUSIVE OPPORTUNITY!

HOTEL KEY CARDS

- Single-side custom image and/or message on hotel key card
- Will be distributed to registrants who reserved through the official housing block

Opportunity Cost: \$15,000

Key cards only



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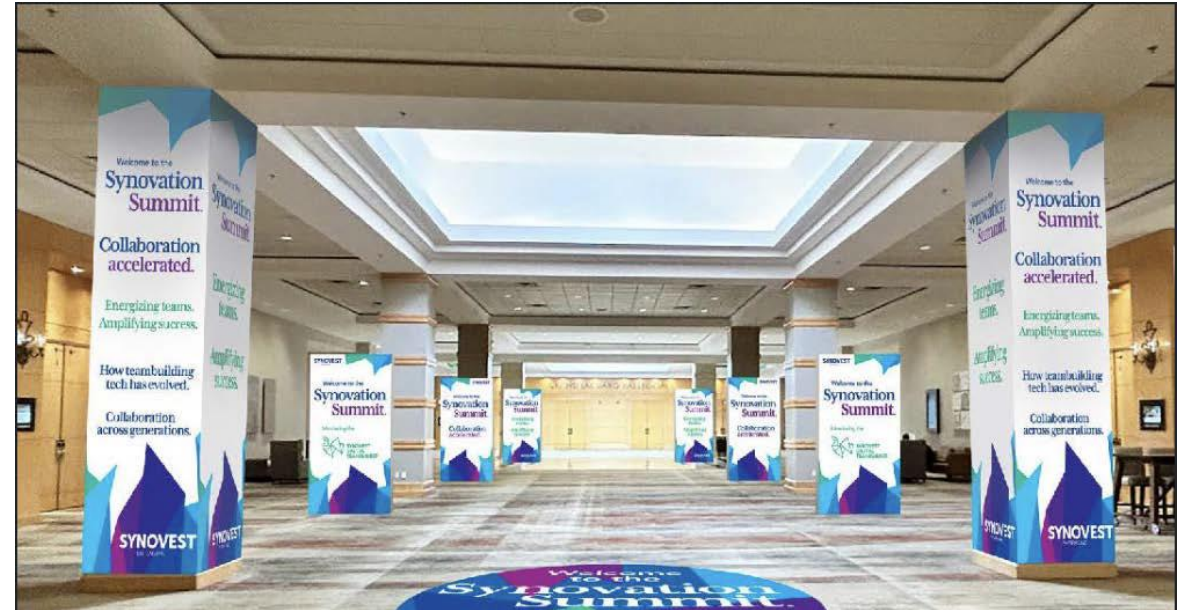


BANNER CLINGS AND WRAPS

BANNERS, CLINGS AND WRAPS

MAXIMIZE VISIBILITY AND ENGAGEMENT WITH ATTENDEES

- **BANNER PLACEMENTS...**
 - Offer prominent exposure in high-traffic areas, ensuring your message is seen by a large audience.
- **CLINGS AND WRAPS...**
 - Transform ordinary surfaces into eye-catching displays and immersive advertising experiences.



CUBES | WRAPS | CLINGS

BRANDING CUBES



- Single Cube – located near Exhibit Hall
 - All 3 cubes – placed in area of your choice
 - 26.5" H x 20.125" W per cube
 - 4 graphics per cube / 3 cubes per structure
- OPPORTUNITY COST: (1) CUBE: \$2,500**
(3) Stacked Cubes: \$6,500

PILLAR WRAPS



- (4) sided fabric pillar wrap
 - High-traffic area branding opportunity
 - Can also do individual column or 2-sided panel
- OPPORTUNITY COST: (1) Panel \$2,500**
(2) side Panels: \$5,000
(4) sided: \$10,000

PILLAR CLINGS



- (4) sided individual pillar wrap
 - Placed on Pillars between the Exhibit Hall and General Session
- OPPORTUNITY COST: (1) Panel \$2,000**
(2) Panels: \$4,000

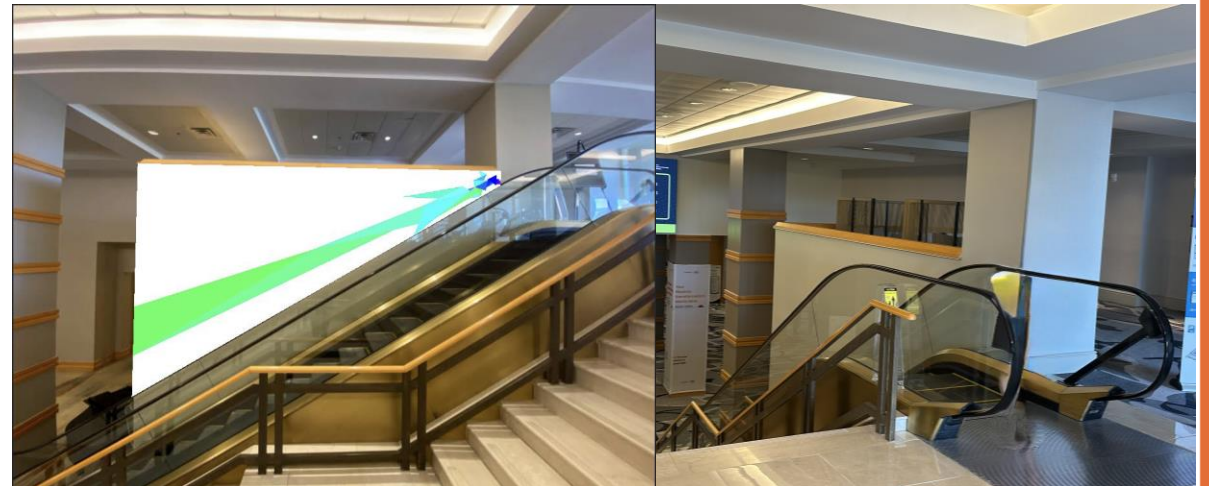
ESCALATOR AND WALL CLINGS

Canyon Escalators – Main walkway to all AANA Meeting Space and Events

- **Daily high-traffic walkway offers high visibility for branding messaging**
 - Wall Cling Branding along with escalator clings
 - Can be sold as package or separately

Opportunity Cost:

Wall Cling: \$9,000 | Escalators (2 inside panels): \$20,000





DIGITAL AND LIGHT BOX OPPORTUNITIES

DIGITAL OPPORTUNITIES

Walkway to Convention Space

- Video or Static Image

Opportunity Cost: \$15,000

All 3 days



EXCLUSIVE OPPORTUNITY!



Convention Entrance

- Shared rotating opportunity with AANA and (2) Sponsors
- 3 full days of video or rotating static images

Opportunity Cost: \$12,000

Per company

LIGHT BOXES

- Light up your brand and command attention in a high-traffic area
- Showcase your messaging with vibrant, backlit graphics that can't be missed
- Ideal for promoting new products, services, or driving attendees to your booth

Opportunity Cost:

Single-Sided: \$3,500 | Double-Sided: \$7,000





EDUCATION OPPORTUNITIES

SURGICAL TRAINING SUITES

- Includes:
 - 10' X 15' Suite
 - 4 Plexiglass Walls
(may have back wall solid for branding purposes)
 - Plexiglass Door with Lock
 - Carpet
 - One 6' Draped Table with Chairs
 - ID Sign
 - Installation and Dismantle



Opportunity Cost: \$25,000

**Does not include rigging, electrical, storage counter, additional overhead lighting or 60" Monitor w/Bracket.*

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6 OPPORTUNITIES AVAILABLE!

INDUSTRY LUNCH PRESENTATIONS

- Includes:
 - Ballroom setup to 75 attendees
 - Held during unopposed lunch times
 - 6 opportunities available: 3 on Thursday, 3 on Friday
 - Basic Audio/Visual set up; badge scanner included
 - Food & Beverage: (75) Boxed Lunches included in the price



Opportunity Cost:

Option 1: \$30,000

Includes guest room door drop and pre-registration list

Option 2: \$35,000

Includes guest room door drop, pre-registration list and video recording posted to the AANA annual meeting virtual platform. Metrics for the video posting will be provided.

6-8 OPPORTUNITIES AVAILABLE!

INNOVATION ARENA



- 15-30 minute presentation in the Exhibit Hall exclusively to showcase company-related innovations
- Hosted during unopposed Exhibit Hall hours
- Standard AV setup and scanner included

Opportunity Cost:

\$6,500 (15 minutes) | \$12,000 (30 minutes)

Add-On Opportunity: Highlight Your Innovation!

For an additional \$2,000, showcase a two-minute video of your innovation on the AANA Innovation webpage for one month. Gain added visibility – performance metrics will be provided.

6-8 OPPORTUNITIES AVAILABLE!

INSTRUCTIONAL COURSE LECTURES

- Gain visibility by supporting one of AANA's high-demand Instructional Course Lectures (ICLs)
- Courses provide an in-depth look at trending topics through case-based studies or didactic lectures
- On-site recognition
AANA website, signage, Mobile App
- Select the specific course you'd like to support (first-come, first-serve)



Opportunity Cost: \$5,000 per course



NETWORKING OPPORTUNITIES

WELCOME RECEPTION

- Thursday, May 14 | Approx 1,000 Attendees
- Audience: All AANA26 Attendees and Exhibitors
- On-site recognition
Signage, Mobile App
- Ability to provide handout



Opportunity Cost: \$2,000 per sponsor

WOMEN IN ARTHROSCOPY BREAKFAST

- Friday, May 15 | 120 Attendees
- Audience: Women (Attendees & Exhibitors) in arthroscopy
- On-site recognition
Signage, Mobile App
- Ability to provide handout



Opportunity Cost: \$3,500 per sponsor

EXCLUSIVE: \$10,000 includes a two-minute welcome

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EMERGING LEADERS PROGRAM

- Friday, May 15 | 100 Attendees
- Audience: Orthopaedic Surgeons on the move, future leaders of AANA, Board Members, Innovation Committee
- On-site recognition
Signage, Mobile App
- Ability to provide handout



Opportunity Cost: \$3,500 per sponsor

EXCLUSIVE: \$10,000 includes a two-minute welcome

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PRIVATE MEETING ROOMS

- Reserve a dedicated meeting room to host private meetings during the conference
- Room includes tables, chairs, trashcan, ID sign
- Rooms located near the Exhibit Hall



Opportunity Cost: \$6,000 per room

**Electrical, AV, Food & Beverage not included in the cost of the room*



HIGH-IMPACT OPPORTUNITIES

EXCLUSIVE OPPORTUNITY!

MEETING APP

- **Be with Attendees EVERY DAY as they use the Meeting App for:**
 - Daily Schedule
 - Connecting with Colleagues
 - Exhibit Hall and Company Information
 - Reminders of Important Events and Sessions
 - Breaking Updates at the Annual Meeting
- **Secure your sponsorship now and receive:**
 - Company logo login splash page
 - Logo recognition on signage
 - One push notification per day

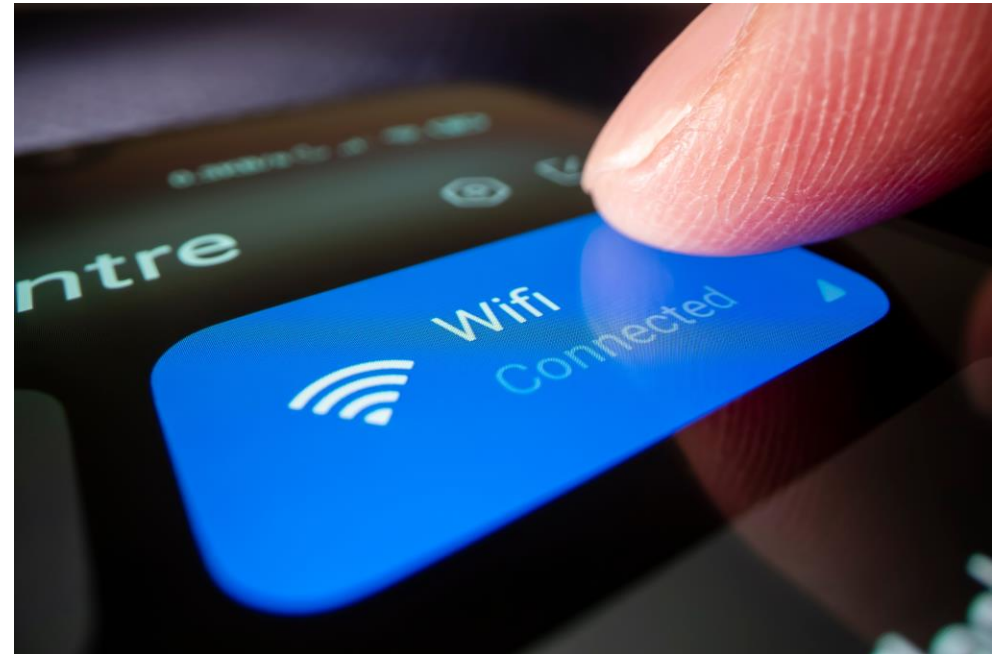


Opportunity Cost: \$15,000

EXCLUSIVE OPPORTUNITY!

WI-FI

- **Put your brand front and center, ensuring visibility every time attendees connect:**
 - Company logo and name appear on splash page when attendees log into meeting Wi-Fi
 - Customized login Password
 - Logo prominent on Wi-Fi signage at meeting
 - Metrics will be provided



Opportunity Cost: \$20,000

GUEST ROOM DOOR DROPS

- **Drive traffic to your booth by reaching conference attendees as they check into their room at the J.W. Marriott Phoenix Desert Ridge**
 - Not an exclusive opportunity – replaces previous years' registration bag inserts
 - Must receive AANA approval of company bag insert



Opportunity Cost: \$5,000 per piece



We look forward to the opportunity to collaborate.

Lisa Koch

Exhibits and Sponsorships, AANA26

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THANK YOU FOR YOUR CONSIDERATION!