



AANA24
BOSTON
MAY 9-11, 2024



Be a part of the 42nd Annual Meeting of the
Arthroscopy Association of North America (AANA).

Support the largest meeting focused on the advancement of arthroscopy and minimally invasive surgery, attended by Orthopaedic Surgeons and advanced practitioners.

Attend **AANA24** to personally interact with Orthopaedic Surgeons and other medical professionals. Maximize your experience through increased company and/or product education and awareness. Join us at the Hynes Convention Center May 9-11, 2024.



Why Exhibit at AANA24

Exhibiting at AANA24 gives you unparalleled exposure to current and prospective clients.

Benefits include:

- Access to surgeons from around the globe interested in the latest orthopaedic innovations.
- Exposure to professionals that represent and influence current industry standards.
- Environment aided to promote cohesion and networking between clients and exhibitors.
- NEW industry education and sponsorship opportunities.
- Unopposed Exhibit Hall hours.
- Full conference registration.
- And much more!



ABOUT THE ATTENDEES

AANA BY THE NUMBERS

Statistics from AANA23 in New Orleans

2023 Annual Meeting Attendance

927

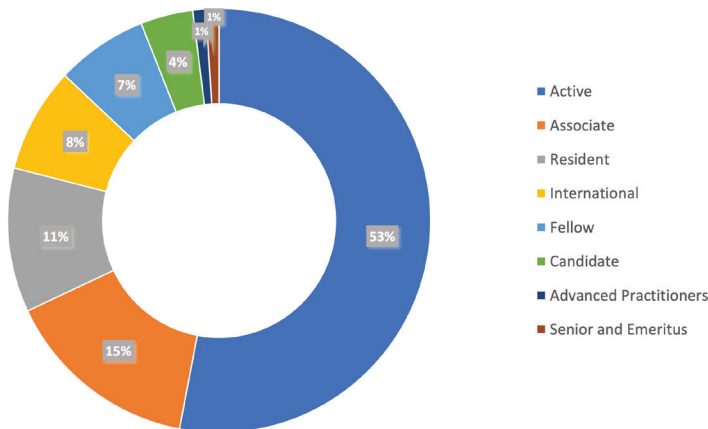
Domestic Attendees

800+

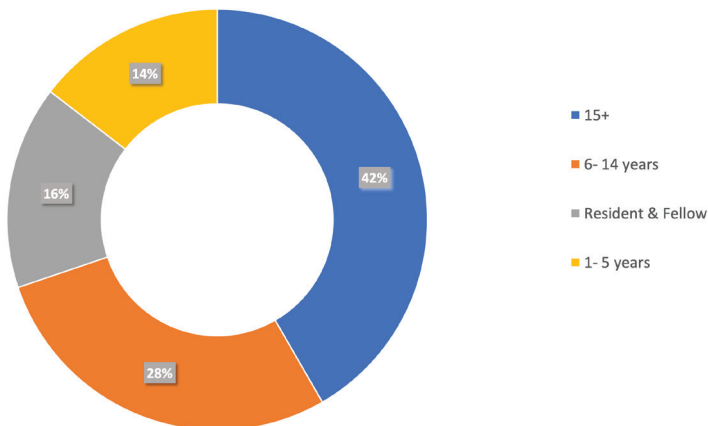
International Attendees

125+

MEMBERSHIP TYPE



YEARS IN PRACTICE



More than **55%** of AANA23 attendees belong to practice types outside of traditional hospital or academic settings.

Over **40%** of AANA23 attendees have owned and operated their practice for **15+** years.

One in three attendees own a practice with **25** or more employees.

BENEFITS OF EXHIBITING

Exhibit Hall Hours

Thursday, May 9
8:30 a.m.–4 p.m.

Unopposed Hours:

>> 9–9:45 a.m.

>> 12:30–1:30 p.m.

>> 3–3:45 p.m.

>> 6–7:30 p.m.

Welcome Reception

Friday, May 10
8:30 a.m.–4 p.m.

Unopposed Hours:

>> 9:30–10:15 a.m.

>> 12:30–1:30 p.m.

>> 3:15–4 p.m.

Saturday, May 11
8:30 a.m.–2 p.m.

Unopposed Hours:

>> 10–10:45 a.m.

>> 12:30–1:30 p.m.

This preliminary schedule is subject to change.



- Company listing to include booth description and website link in the mobile app.
- Unopposed hours each day.
- Beverage service during breaks.
- Welcome Reception Thursday evening in the Exhibit Hall.
- Three badges per 10' x 10'.
- Access to over 1,000 attendees who are committed to advancing arthroscopy and minimally invasive surgery.

EXHIBIT RATES FOR AANA ANNUAL MEETING

Pricing Per # of Booth Units. Booths are 10' x 10'.

10' x 10'	\$3,700
Corner	\$3,800
Island	\$4,100
Turnkey	\$4,600

[Click here to view the floor plan.](#)

[Click here for the exhibitor application.](#)

Renew your booth while on-site in Boston for an early-bird discount when exhibiting at AANA25 in Washington, D.C.

aana.org/AANA24



For more information about these opportunities and to create a customized package, contact Lisa Koch at 617-285-2320 or email lkoch@conventusmedia.com.

EDUCATIONAL OPPORTUNITIES

LIMITED SPOTS REMAINING! **Industry Lunch Presentation**

Host your very own 60-minute presentation for up to 75 attendees with boxed lunches and beverages included. Six (6) lunch presentations will be offered daily with one badge scanner and basic AV including microphone, monitor and audio. NEW in Boston – video recording available for an additional charge.

Opportunity Cost: \$25,000

LIMITED SPOTS REMAINING! **Industry Innovation Break**

New in Boston! Host a 15-30 minute educational session during the daily morning break in the AANA Theater within the Exhibit Hall as part of the **Industry Innovation Hour**. The theater can accommodate 50 attendees with plenty of standing room available. Also included is a basic AV equipment along with a badge scanner. These dedicated breaks offer an ideal opportunity to showcase your company's new innovative products or services. Innovation breaks will be promoted each morning and with premeeting marketing to generate interest.

A maximum of only six sessions are available (two per day), so secure your spot early! **There are no competing sessions during this break, so all meeting attendees are yours!**

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

Take advantage of afternoon unopposed hours!
Additional educational sessions will run unopposed during the afternoon breaks. A maximum of only six sessions are available (two per day), so make sure to reserve your spot in advance.

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

AANA Theater

New in Boston! Take part in the opportunity to host a 20-minute educational session during Exhibit Hall hours. The AANA Theater can hold 50 attendees and will be equipped with one badge scanner and basic AV, including microphone, monitor and audio. AANA will promote all sessions. Time slots will be sold on a first-come, first-serve basis.

Opportunity Cost: \$5,000

Marketing Package

Enhance your education presentation by purchasing this marketing package that includes a pre-show mailing list, one registration bag insert and push notifications via the AANA app.

Opportunity Cost: \$5,000

ICL Support

Instructional Course Lectures (ICLs) provide an in-depth look at a variety of topics in the form of case-based studies or didactic lectures. Supporters of these courses are acknowledged on the AANA website, mobile app and on-site signage. Supporters are offered the opportunity to select which course they would like to support on a first-come, first-serve basis.

Opportunity Cost: \$5,000 per course

Previous sponsors have the right of first refusal on their 2023 sponsorship until October 1, 2023.

For more information about these opportunities and to create a customized package, contact Lisa Koch at 617-285-2320 or email lkoch@conventusmedia.com.

HIGH-IMPACT OPPORTUNITIES

Wi-Fi

Exclusive Sponsorship

Support this high-visibility opportunity to have the name and logo of your organization appear on the signage that attendees log in to the Wi-Fi. This package also offers the opportunity to select the login password used by attendees and is prominently on the Wi-Fi signage.

Opportunity Cost: \$30,000

Hotel Key Cards

Exclusive Sponsorship

Have your company logo appear on hotel key cards given to all meeting attendees staying at the headquarter hotel. Key cards are used every day and your company logo will be prominently featured.

Opportunity Cost: \$25,000

Meeting App

Exclusive Sponsorship

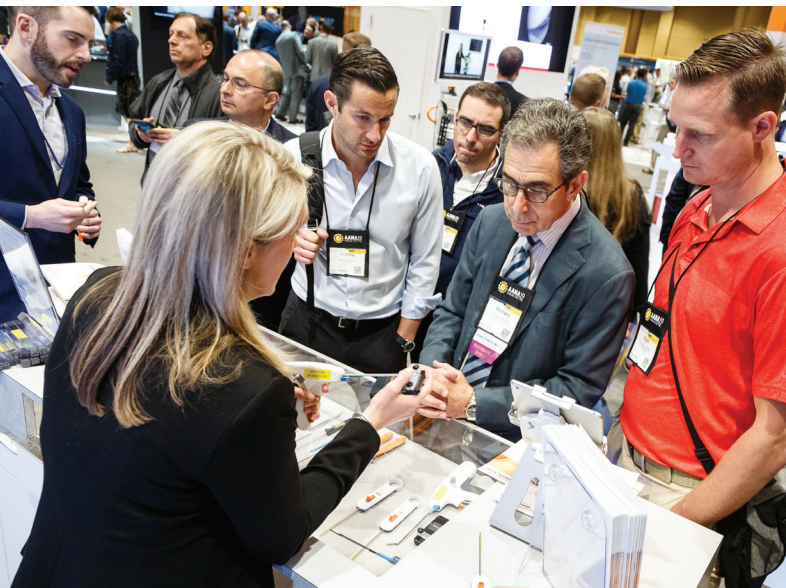
The AANA app is where attendees go to find all the current information about concurrent sessions, Exhibitor information, activities, events and more. Secure your sponsorship now and receive a company logo splash page, logo recognition signage, sticky banner on all pages and one push notification per day.

Opportunity Cost: \$15,000

Private Meeting Room

Reserve your own dedicated 10x20 meeting room located in the Exhibit Hall. The room is set up to be in a premium location with ID signage. The room is exclusively yours to use for all three days during Exhibit Hall hours. Room includes carpet, table, chairs and a trash can. Electric, additional signage, food and beverages will be available upon request for an additional cost.

Opportunity Cost: \$6,000 per room



Always a great meeting!
AANA brings together our
most important surgeons!"

- SMITH+NEPHEW

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SPONSORSHIP OPPORTUNITIES

Collateral

REGISTRATION BAG – \$3,500 (sponsor provides bags)

Take advantage of a prime branding opportunity with our registration bag sponsorship, which allows you to showcase your logo on bags given to every attendee. Must receive AANA approval prior to production.

LANYARDS – \$7,500 (includes lanyards)

Be the exclusive sponsor of the AANA24 lanyards! Guaranteed distribution to EVERY attendee.

BRANDED PENS – \$5,000 (includes pens)

Everyone takes notes! Place your branded pen inside the AANA24 registration bag and reach every attendee.

Advertising

DAILY NEWS EMAIL

Sponsor the daily news email sent to all registrants in the early morning highlighting the day's events.

Opportunity Cost:

All Three Days Exclusive – **\$35,000**

All Three Days – **\$25,000**

One-Day Exclusive – **\$12,000**

One Day – **\$7,500**

DEDICATED EMAIL BLASTS – \$7,500

AANA will send an email to preregistered attendees on your behalf. Provide AANA with the email content and let them do the work!

SIGNAGE –

STARTING AT \$10,000

Stand out in one of our high-visibility areas. Contact us for more information regarding signage opportunities at the Hynes Convention Center.

REGISTRATION BAG INSERT – \$3,500

Place your company insert in the AANA24 registration bags provided to ALL attendees.



Events

WELCOME RECEPTION PACKAGE (Two Available)

\$20,000 Exclusive
\$15,000 Nonexclusive

This is an exclusive opportunity to sponsor the AANA24 Welcome Reception. Includes branded bars at the reception, branded napkins and attribution on all signage/materials promoting the Welcome Reception.

Other branding opportunities are available upon request. Please call for information.

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SPONSORSHIP BENEFITS

Engage	Platinum \$85,000+	Gold \$65,000+	Silver \$35,000+	Bronze \$15,000+
Verbal recognition from the AANA President at the podium during the General Session	*			
Banner ad on AANA website (Value: \$10,000) <i>Posted two months pre-meeting until one month post-meeting.</i>	*			
Banner ad in daily news email <i>One day.</i> (Value: \$7,500)	*			
Verbal recognition at the Spring AANA Board of Directors Meeting	*	*		
Recognition in "Know Before You Go" email to all attendees (Value: \$5,000)	3	1		
Additional exhibitor badges (Value: \$350 each)	*	*		
One social media post from AANA 30 days prior to the AANA Annual Meeting (Value: \$5,000)	*	*	*	
Rotating banner ad on the mobile app (Value: \$3,000)	*	*	*	
One time use of the AANA Annual Meeting mailing list (Value: \$1,000)	*	*	*	
Recognition in the April and June issues of the <i>Inside AANA</i> E-Newsletter <i>Sent to all AANA members.</i> (Value: \$7,500)	*	*	*	*
AANA Annual Meeting sponsorship floor decal <i>Number of decals based on spend.</i> (Value: \$5,000)	*	*	*	*
Invitation to attend the Friday evening Presidential Celebration	8 Tickets	6 Tickets	4 Tickets	2 Tickets
Recognition on a slide during the Welcome and Opening Session	Color Logo	Color Logo	Color Logo	Name Only
On-site signage recognition	Color Logo	Color Logo	Color Logo	Name Only
Recognition in AANA Education Foundation Annual Report	*	*	*	*
AANA Annual Meeting total spend included in over all yearly recognition	*	*	*	*

* This does not include the cost of your booth.

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