EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES



Be a part of the 45th Annual Meeting of the Arthroscopy Association of North America (AANA), May 13-15, 2027.

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

Attend **AANA27** to personally interact with Orthopaedic Surgeons and other medical professionals such as Allied Health partners, Physical Therapists and Athletic Trainers. Maximize your experience through increased company and/or product education and awareness. Join us at the Diplomat Beach Resort in Hollywood, Florida, May 13-15, 2027.



Why Exhibit at AANA27

Exhibiting at AANA27 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.
- Industry education and sponsorship opportunities.
- Unopposed Exhibit Hall hours.
- Full conference registration.
- And much more!

Did you know?

74% of survey respondants said they practice Arthroplasty



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ABOUT THE ATTENDEES

AANA BY THE NUMBERS

Statistics from AANA25 in Washington, D.C.

2025 AANA Annual Meeting Attendance

1,000+ ATTENDEES

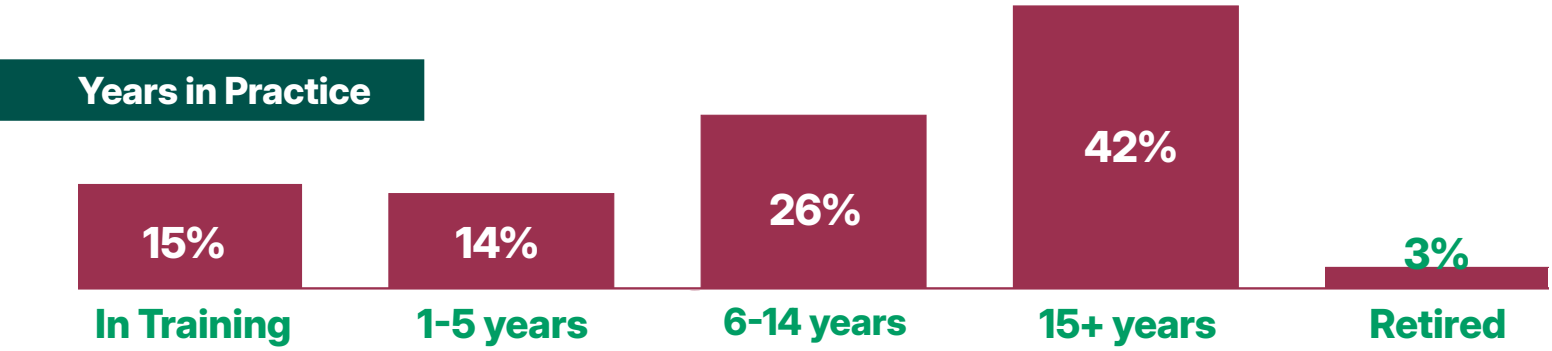
90% of annual meeting attendees are Surgeons

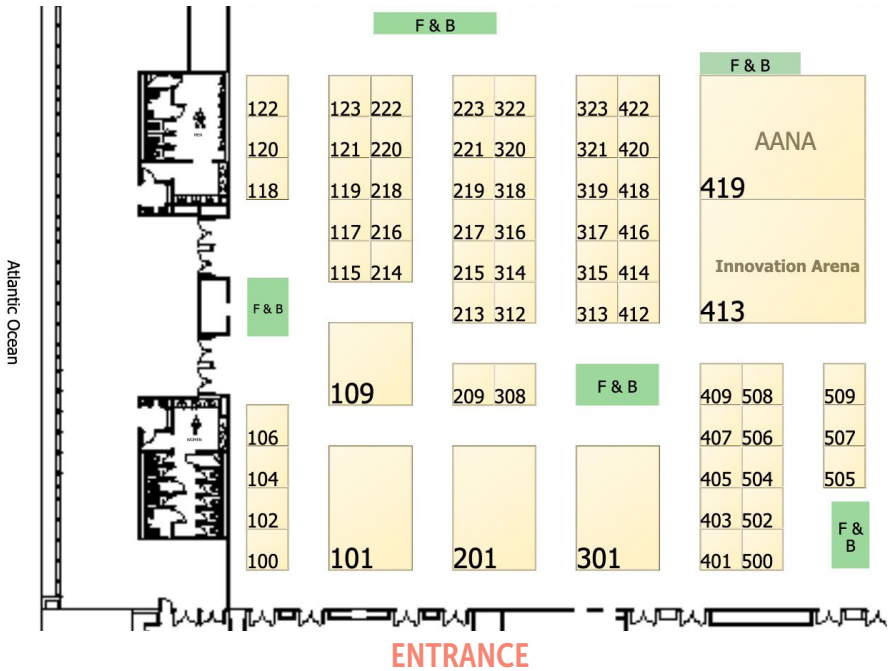
Shoulder and **Knee** are the most cited primary joints

39% of annual meeting attendees are employed in small, large or independent practices

Annual meeting attendees represent **30+ different countries**

Years in Practice





NEW FOR 2027!

The Exhibitor Application will be available online for added convenience:

aana.org/AANA27Booth

Up-to-date floor plan can also be found online:

aana.org/AANA27floorplan

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BENEFITS OF EXHIBITING

Exhibit Hall Hours

Thursday, May 13
8:30 a.m.-4:30 p.m.;
5:30-7 p.m.

Unopposed Hours for Surgeons:

>> 9-10 a.m.

>> 12:20-1:40 p.m.

>> 3:30-4:30 p.m.

>> 5:30-7 p.m.
Welcome Reception

Friday, May 14
8:30 a.m.-4:30 p.m.

Unopposed Hours for Surgeons:

>> 9:30-10:30 a.m.

>> 12:20-1:35 p.m.

>> 3-4 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'.

	By September 1, 2026	After September 1, 2026
10' x 10'	$4,200	$4,400
Corner	$4,400	$4,500
Island	$4,600	$4,700
Turnkey	$5,000	$5,200



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

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EDUCATIONAL OPPORTUNITIES

Industry Lunch Presentation

Host your very own 60-minute presentation for up to 75 attendees with boxed lunches and beverages included. Three (3) lunch presentations will be offered Thursday and three (3) on Friday with one badge scanner and basic AV including microphone, monitor and audio. Video recording available for an additional charge.

Option 1: $30,000
Includes Guestroom door drop and pre-registration list

Option 2: $35,000
Includes Guestroom door drop, pre-registration list and video recording posted to the AANA annual meeting virtual platform. Metrics for the video posting will be provided.

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

Innovation Arena

Host a 15-30 minute education session during the unopposed morning and afternoon breaks. Sessions will take place in the Innovation Arena located in the Exhibit Hall. The arena will accommodate 50 seats with plenty of standing room. These dedicated breaks offer an ideal opportunity to showcase your company's new innovation products or services.

A maximum of three sessions are available per break. so secure your spot quickly as they sell out fast. There are no competing sessions during the breaks, so all the meeting attendees are yours!

Includes basic AV, session scanner, AANA will promote all of these sessions on signage and includes a push notification via the AANA app.

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

NEW FOR 2027! Resident Lunch

Host a 60-minute education session during the lunch break. This session will take place in the Innovation Arena located in the Exhibit Hall. The arena will accommodate 50 seats with plenty of standing room. Boxed lunch provided.

Opportunity Cost: $20,000

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HIGH-IMPACT OPPORTUNITIES

Wi-Fi

Exclusive Sponsorship

Support this high-visibility opportunity to have your brand front and center, appearing on the splash page when attendees log in to use Wi-Fi. This package also offers the opportunity to select the login password used by all attendees and is promoted on the Wi-Fi signage.

Opportunity Cost: $20,000

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, Exhibit Hall information, activities, events and more. Secure your sponsorship now and receive a company logo login splash page, logo recognition on signage and one push notification per day.

Opportunity Cost: $15,000

Private Meeting Room

Reserve your own dedicated meeting room located near 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 two 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*

Previous sponsors have the right of first refusal on their 2026 sponsorships for 2027 until September 30, 2026.

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SURGICAL TRAINING OPPORTUNITIES

Surgical Training Suites on the Exhibit Floor

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, graphics, electrical, storage counter, additional overhead lighting or 60" Monitor w/Bracket.*



MARKETING PACKAGES TO BOOST ATTENDANCE

Marketing Package A

Includes:

- 1 Guest Room Door Drop
- 1 Push Notification

Opportunity Cost: $5,000

Marketing Package B

Includes:

- 1 Dedicated E-Blast
- Guest Room Door Drop
- 1 Push Notification

Opportunity Cost: $10,000

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NETWORKING RECEPTION OPPORTUNITIES

Welcome Reception

Exclusive Sponsorship

Thursday, May 13 | Approximately 1,000 attendees

Audience: All AANA27 attendees and Exhibitors

Supporter will receive:

- On-site recognition at the event
- The ability for sponsor to provide handouts
- Acknowledgement in AANA Mobile App

Opportunity Cost: $2,000 per sponsor
EXCLUSIVE: $20,000

Emerging Leaders Program

Friday, May 14 | Approximately 100 attendees

Audience: Up-and coming Orthopaedic Surgeons, future leaders of AANA, AANA Board Members, AANA Innovation Committee

Supporter will receive:

- On-site recognition at the event
- The ability for sponsor to provide handouts
- Acknowledgement in AANA Mobile App

Opportunity Cost: $3,500 per sponsor
EXCLUSIVE: $10,000 includes a two-minute welcome

Women in Arthroscopy Breakfast

Friday, May 14 | Approximately 120 attendees
Audience: Women in arthroscopy, including meeting attendees and Exhibitors

Supporter will receive:

- On-site recognition at the event
- The ability for sponsor to provide handouts
- Acknowledgement in AANA Mobile App

Opportunity Cost: $3,500 per sponsor
EXCLUSIVE: $10,000 includes a two-minute welcome



All receptions are at the Diplomat Beach Resort.

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NETWORKING RECEPTION OPPORTUNITIES

NEW FOR 2027! Build Your Own Reception

Exclusive Sponsorship

Host a private, unforgettable evening in one of the resort's most stunning settings. The Build Your Own Reception opportunity allows your company to create a fully branded experience at either the Horizon Room or the Verandah Social Club – two of the most picturesque locations on property. This is your moment to design an event that aligns with your brand's goals, whether it's a networking reception, thought leadership gathering or celebration for VIP guests.

Horizon Room
Thursday, May 13
7:30-8:30 p.m.

Verandah Social Club
Friday, May 14
5:30-6:30 p.m.

Times subject to change.

Opportunity Cost: $15,000

Sponsorship Includes:

- Exclusive use of one on-resort venue (choice of the Horizon Room or the Verandah Social Club)
- Recognition in the official meeting Mobile App and Website
- Opportunity to co-brand invitation (via one email prior to the meeting)
- Option to deliver welcome remarks or short program



Food & beverage, AV, and any additional décor to be arranged directly by sponsor with the host hotel outside of the sponsorship fee.

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SPONSORSHIP OPPORTUNITIES

Guest Room Bag Drop Insert

This is a great way to reach attendees before they visit you in the Exhibit Hall. It allows you to showcase your featured products, driving traffic to your booth. Guaranteed distribution to all attendee staying at the host hotel. Must receive AANA approval prior to production. This is not exclusive opportunity.

Opportunity Cost: $5,000 per piece

LED Screen

Digital Wall: Maximize your brand visibility with a high-impact presence on the Digital Wall. Strategically positioned for maximum engagement, the LED Wall captures the attention of attendees as they move between sessions and networking spaces. Your message will be showcased alongside (3) other leading organizations, reinforcing your brand's presence and reach. This sponsorship includes a 20-second advertisement displayed on a continuous loop in a high-traffic area, ensuring repeated exposure to attendees throughout the whole day, Thursday and Friday.

Opportunity Cost: $15,000

Dedicated Email Blasts

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

Opportunity Cost:
One: $10,000 | Two: $15,000

Daily Email

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

Opportunity Cost:
All Three Days: $10,000
One Day: $4,000



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SPONSORSHIP OPPORTUNITIES

Branding at the Diplomat Beach Resort

Highlight your company's presence by purchasing signage throughout AANA27 meeting space.

Escalator Cling: $40,000

(1) Column Wrap: $40,000

(3) Stackable Cubes: $15,000

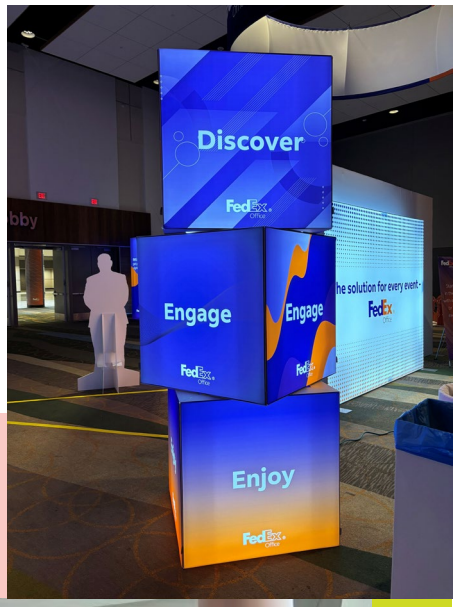
Double-Sided Meterboard: $5,000

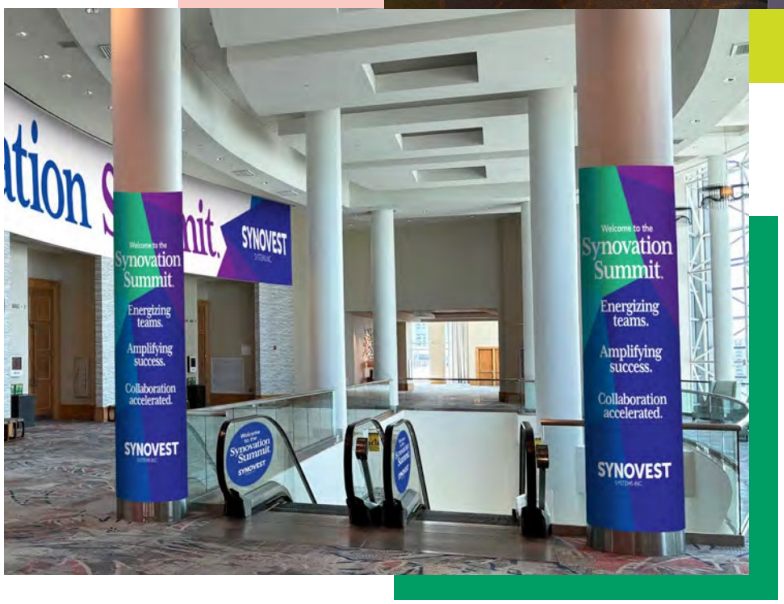
Light Box Single-Sided: $6,500

Light Box Double-Sided: $8,500

(5) Floor Clings: $10,000

Your company's decals will be placed strategically in areas of high visibility to make your mark at AANA27.





Badge Lanyards

Exclusive Sponsorship

Place your brand around the neck of every AANA meeting attendee.

Opportunity Cost: $15,000



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SPONSORSHIP BENEFITS

	Diamond $100,000+	Platinum $75,000+	Gold $50,000+	Silver $15,000+
ACKNOWLEDGMENT				
Acknowledgment in general supporter signage as an Official Show Sponsor	Single Individual Sign	Logo Acknowledgment on On-Site Meterboard Signage	Logo Acknowledgment on On-Site Meterboard Signage	Logo Acknowledgment on On-Site Meterboard Signage
Inclusion in general corporate support slide on screens during AANA27 (no logo)	*	*	*	*
Logo acknowledgment in the Mobile App	*	*	*	*
Recognition in AANA Annual Report	*	*	*	*
ENGAGEMENT				
Social Media Post Acknowledgment	*	*		
Recognition on the AANA27 Website	Company Listing	Company Listing	Company Listing	
Dedicated eBlast Pre or Post AANA27	*	*		
Acknowledgment in Daily AANA27 Emails	3 Days	2 Days	1 Day	
Acknowledgment in Know Before You Go Email	Logo	Logo	Logo	Logo
Verbal Recognition from AANA President at the podium during the General Session	*			
Mobile App rotating banner	*			
Complimentary Post-Meeting Attendee Registration List	*	*		
Complimentary Pre-Meeting Attendee Registration List	*	*	*	*
Logo Acknowledgment in the Mobile App	Acknowledgment at Diamond Level	Acknowledgment at Platinumn Level	Acknowledgment at Gold Level	Acknowledgment at Silver Level
Recognition as Premium Supporter in the April and June Issues of *Inside AANA* E-Newsletter	*	*	*	
Verbal Recognition at the Board of Directors Spring Meeting	*	*	*	
Push Notification at AANA27	2	2	1	
NETWORKING				
Evening of Excellence Award Dinner with the Board of Directors at AANA27	2 Tickets			

**Subject to change.*

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