



AMERICAN ORTHOPAEDIC
FOOT & ANKLE SOCIETY®

RECONSTRUCTION • SPORTS MEDICINE • TRAUMA • TECHNOLOGY

2017

Commercial Support Opportunities



Specialty Day 2017 ■ San Diego, California

Annual Meeting 2017 ■ Seattle, Washington

Surgical Complications Course ■ Austin, Texas

The American Orthopaedic Foot & Ankle Society offers a variety of opportunities to increase your company's visibility with the global community of orthopaedic foot and ankle specialists. Build brand awareness while supporting the Society's efforts to provide superior foot and ankle education and promote quality, ethical patient care.



Partner with the AOFAS for the following meetings in 2017:

Specialty Day 2017

March 18, 2017

San Diego Convention Center
San Diego, California



Annual Meeting 2017

Pre-meeting Course: July 12, 2017

General Session: July 13-15, 2017

Washington State Convention Center
Seattle, Washington



Surgical Complications of the Foot and Ankle

October 26-28, 2017

Sheraton Austin Hotel at the Capitol
Austin, Texas



2016 COMMERCIAL SUPPORTERS

The American Orthopaedic Foot & Ankle Society values our industry partners and their commitment to the Society's vital programs and initiatives. We are grateful to the following companies for their support in 2016.

Thank you!

\$55,000 up to \$100,000



\$20,000 up to \$54,999



\$8,500 up to \$19,999



\$5,000 up to \$8,499



\$1,000 up to \$4,999



Up to \$999





The annual one-day Specialty Day program is held in conjunction with the annual meeting of the American Academy of Orthopaedic Surgeons. Combining symposia, original research papers, guest speakers, and current concept debates, the AOFAS program is a highlight for many AOFAS members attending the AAOS meeting. This year's program also includes a special joint session with the American Orthopaedic Society for Sports Medicine focusing on foot and ankle injuries in athletes.

Raise your company's profile in the orthopaedic community by supporting this exclusive industry opportunity through an educational grant. In addition to reaching nearly 700 orthopaedic foot and ankle specialists, general orthopaedic surgeons, and other foot and ankle professionals at Specialty Day, you will gain exposure among the more than 2,000 members of the AOFAS through pre- and post-meeting communications.

► **EXCLUSIVE AOFAS SPECIALTY DAY 2017 INDUSTRY SUPPORTER**

\$10,000 exclusive support

As the exclusive industry supporter of AOFAS Specialty Day 2017, you will receive the following benefits:

On Site

- Company logo on the Specialty Day mobile app splash page (appears when app is opened)
- Company logo on AOFAS Specialty Day slides and signage
- Verbal acknowledgment of company from the podium on Specialty Day
- Access for up to five company representatives to attend Specialty Day

Pre/Post-Meeting

- Company logo on aofas.org
- Acknowledgment in the *In-Stride* member newsletter
- Acknowledgment in Specialty Day emails to AOFAS members
- Special recognition at AOFAS Board of Directors meetings



PRE-MEETING COURSE 2017: TRAUMA

July 12, 2017

Washington State Convention Center
Seattle, Washington

Course Chair: Sandra Klein, MD

Make an early impression on more than 500 attendees who begin their Annual Meeting experience with the Pre-meeting Course. The AOFAS offers the right of first refusal to companies that sponsored an item or event in the previous year. Returning commitments from 2016 must be confirmed by February 16, 2017. After that date, the item or event will be made available to other supporters.

▶ **INDUSTRY SATELLITE SYMPOSIA**

(2 hours)

\$6,000 each (including Mobile Lab Units*)

Take advantage of opportunities to demonstrate your company's surgical equipment. Limited times are available on Tuesday evening, July 11. Symposia will be listed in program material, and companies acknowledged in onsite signage, promotional materials, and on the AOFAS website.

▶ **INDUSTRY SATELLITE SYMPOSIA**

(one 90-minute session)

\$9,000 each (including Mobile Lab Units*)

Companies have the opportunity to present a special focused session highlighting the company's innovations in technology, surgical product development, and services. Support includes one unopposed time slot offered during a mid-day break in the CME programming on Wednesday, July 12. Box lunches are included for symposia attendees. Companies will be acknowledged in program material, onsite signage, promotional materials, and on the AOFAS website. Participation is limited to corporate Foundation donors who have contributed at least \$5,000, and opportunities are offered on a first-come, first-served basis.

AOFAS ANNUAL MEETING 2017

July 13-15, 2017

Washington State Convention Center
Seattle, Washington

Program Chair: Jeremy McCormick, MD

More than 750 orthopaedic specialists from around the world will come together for the AOFAS Annual Meeting, the premier event for foot and ankle education. Reach this community of leaders and decision makers by supporting one or more of the following opportunities through a partial or exclusive educational grant.

The AOFAS offers the right of first refusal to companies that sponsored an item or event during the previous year. Returning commitments from 2016 must be confirmed by February 16, 2017. After that date, the item or event will be made available to other supporters.

▶ **ATTENDEE NOTEPADS**

\$5,000 exclusive support

Attendees always appreciate notepads to record their insights and key takeaways from the sessions. Notepads will be displayed close to the registration area for easy attendee access. Your corporate logo may be prominently displayed. Company support will be acknowledged in onsite signage, promotional materials, and on the AOFAS website. Opportunity offered on a first-come, first-served basis. *Commercial supporter provides notepads.*

▶ **ATTENDEE PENS**

\$5,000 exclusive support

Provide the pens that attendees will carry with them wherever they go. Pens will be displayed in the registration area for easy attendee access. Your corporate logo may be prominently displayed. Company support will be acknowledged in onsite signage, promotional materials, and on the AOFAS website. Opportunity offered on a first-come, first-served basis. *Commercial supporter provides pens.*

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2017 SUPPORT OPPORTUNITIES

AOFAS ANNUAL MEETING 2017 *continued*

▶ **ATTENDEE TOTE BAGS**

\$8,500 exclusive support

Each attendee will receive this popular bag at registration and use it to carry their materials throughout the meeting. Your corporate logo may be prominently displayed, along with the AOFAS Annual Meeting logo. You may also insert company material in bags. Company support will be acknowledged in program material, onsite signage, and on the AOFAS website. *Commercial supporter provides bags.*

▶ **COFFEE SLEEVES**

\$5,000 exclusive support

Your corporate logo may be prominently displayed on these coffee sleeves that will be used during all break service. Company support will be acknowledged in onsite signage, promotional materials, and on the AOFAS website. Opportunity offered on a first-come, first-served basis. *Commercial supporter provides coffee sleeves.*

▶ **CREATE YOUR OWN SUPPORT IDEA**

It's **your** product and **your** brand! Help the AOFAS maximize your exposure at the AOFAS Annual Meeting 2017. Your creativity is the AOFAS' best asset. Call Debbie Whalen at 847-430-5084 or send an email to dwhalen@aofas.org with your idea and for pricing and information. *Idea must be approved by May 1, 2017.*

▶ **ELECTRONIC POSTERS**

\$12,000 exclusive support

OR \$3,000 per viewing station – Registration Area and Exhibit Hall

The ePosters at AOFAS Annual Meeting 2017 are a valued component of the attendee's educational experience. The computer viewing stations will be strategically located in the registration area as well as in the Exhibit Hall. Each station will highlight the supporting company's name and logo.

▶ **EXHIBIT HALL AISLE SIGNS**

\$2,000 exclusive support (8 signs)

OR \$1,000 each of two companies (4 signs each)

Attendees refer to the large aisle signs overhead to navigate the Exhibit Hall. Add your company's name/logo and booth number to aisle signs to increase visibility with attendees visiting the Exhibit Hall. Each aisle sign will feature 4' x 3' sponsor branding and booth number. *Limited to two sponsors.*

▶ **GENERAL SUPPORT OF THE MEETING**

\$2,500 & up

This support provides funding for the general operation of AOFAS Annual Meeting 2017. Company support will be acknowledged in program material, onsite signage, and on the AOFAS website.

▶ **HOTEL KEY CARDS**

\$8,500 exclusive support

Your company designs the hotel key cards with your company logo, information and/or booth number, plus the AOFAS logo. All attendees staying at the headquarters hotel will receive these key cards. Company will be acknowledged in program material, onsite signage, and on the AOFAS website. *Commercial supporter provides key cards that must be ordered through the hotel.*

▶ **INDUSTRY SATELLITE SYMPOSIA (AFTERNOON)**

(90 minutes)

\$8,000 each (including Mobile Lab Units*)

Take advantage of opportunities to demonstrate your company's surgical equipment. Symposia sessions available Thursday afternoon, July 13. Symposia will be listed in program materials and companies will be acknowledged in program material, onsite signage, and on the AOFAS website. Participation is limited to corporate Foundation donors who have contributed at least \$5,000. *Commercial supporter provides snack as desired.*

▶ **INDUSTRY SATELLITE SYMPOSIA (BREAKFAST)**

(90 minutes)

\$8,000 each (including Mobile Lab Units*)

Take advantage of opportunities to demonstrate your company's surgical equipment. Symposia sessions available Friday morning, July 14. Symposia will be listed in program materials and companies will be acknowledged in program material, onsite signage, and on the AOFAS website. Participation is limited to corporate Foundation donors who have contributed at least \$5,000. *Commercial supporter provides breakfast.*

*** Mobile Lab**

\$5,000 each for 3 companies

Limited mobile lab space will be available within the Washington State Convention Center. Trucks will be parked in a premium location and companies will be required to participate in industry session time slots each day. Wednesday and Thursday evenings will be open to hold additional sessions if desired. Specified times allowed. *No commercial support required.*

2017 SUPPORT OPPORTUNITIES

AOFAS ANNUAL MEETING 2017 *continued*

▶ **LANYARDS**

\$8,500 exclusive support

Your company name and/or logo may be prominently displayed on these highly visible lanyards that hold each attendee's name badge. Company support will be acknowledged in program material, onsite signage, and on the AOFAS website. *Commercial supporter provides lanyards.*

▶ **MOBILE APP**

\$10,000 exclusive support

The mobile app will house key meeting information for attendees. Company logo will be prominently displayed on the splash screen of the mobile app that appears when the app is opened and remains on the screen while content is loading. Display will show in the week prior to the Annual Meeting through the end of 2017. Company support will be acknowledged in program material, onsite signage, and on the AOFAS website.

▶ **MOBILE DEVICE CHARGING STATION**

\$4,000 exclusive support

Smartphones, tablets, and other mobile devices have become essential to the meeting experience as attendees record notes, access onsite materials, and check in with their colleagues, patients, and families back home. This station will be a popular spot for attendees as they recharge their devices between sessions. Your company's logo will be displayed prominently on the charging kiosk. *Commercial supporter covers cost of charging station.*

▶ **PILLAR WRAP STRUCTURES, ESCALATOR CLINGS/DECALS, AND RAIL HANGING BANNERS**

Pricing varies, starting at \$5,000 (*please call for details*)

Be front and center when attendees enter the Washington State Convention Center for the AOFAS Annual Meeting 2017. Various options are available. *Installation and dismantle cost is included in Commercial Support amount; art design and signage production (through Shepard Exposition Services) is responsibility of supporting company.*

▶ **POCKET GUIDE & EXHIBIT HALL MAP**

\$4,500 exclusive support (*includes cost of guide*)

Provide attendees a convenient map for both the Exhibit Hall and Seattle. Highlight your booth location on the Exhibit Hall map and give attendees a valuable resource for finding their way around the city. Maps will be available at the AOFAS Registration Desk. The AOFAS will design and distribute maps.

▶ **POSTER DISPLAY AREAS**

\$10,000 exclusive support - Exhibit Hall

Selected posters will be displayed on posterboards at the Annual Meeting. There will be two poster display areas in the Exhibit Hall, each highlighting the supporting company's name and logo.

▶ **ROOM DROP**

\$750 per day

Ensure that the newest information about your company's products reaches each attendee at the beginning of the day. This is an excellent way to draw members to your exhibit booth or industry symposia. Room drops are available on a daily basis. *Commercial supporter provides room drop materials and covers hotel delivery costs.*

▶ **YOUNG ORTHOPAEDIC SURGEONS FORUM & RECEPTION**

\$12,000 exclusive support

Enjoy the opportunity to mix and mingle at a casual social gathering with young orthopaedic surgeons following a focused session led by experienced orthopaedic foot and ankle practitioners. Company will be acknowledged on the invitation, in program material, onsite signage, and on the AOFAS websites. Company will also receive advance registration list of Forum/Reception attendees.

▶ **GALA SUPPORT**

Pricing to be announced

Gala plans for 2017 are still being finalized. There will be several options to support this event. More details to come.

2017 SUPPORT OPPORTUNITIES



AOFAS Surgical Complications of the Foot and Ankle Course

October 26-28, 2017 • Austin, Texas

www.aofas.org/surgicalcx

This advanced course, chaired by William McGarvey, MD, and Gregory Berlet, MD, focuses on the predictable and unpredictable complications that may arise during a surgical procedure, along with practical, clinical solutions. Reach a targeted group of approximately 150 orthopaedic foot and ankle specialists by supporting one or more of the following opportunities through a partial or exclusive educational grant.

▶ **ATTENDEE NOTEPADS**

\$1,000 exclusive support

Attendees appreciate notepads to record their insights and key takeaways from the course. Your corporate logo may be prominently displayed. Company support will be acknowledged in program material, onsite signage, and on the AOFAS website. Opportunity offered on a first-come, first-served basis. *Commercial supporter provides notepads.*

▶ **ATTENDEE PENS**

\$1,000 exclusive support

Provide the pens that attendees will carry with them wherever they go. Your corporate logo may be prominently displayed. Company support will be acknowledged in program material, onsite signage, and on the AOFAS website. Opportunity offered on a first-come, first-served basis. *Commercial supporter provides pens.*

▶ **ATTENDEE TOTE BAGS**

\$1,500 exclusive support

Each attendee will receive this popular bag at registration and use it to carry their materials throughout the meeting. Your corporate logo may be prominently displayed, and you may insert company material in bags. Company support will be acknowledged in program material, onsite signage, and on the AOFAS website. *Commercial supporter provides bags.*

▶ **COFFEE SLEEVES**

\$1,000 exclusive support

Put your brand at attendees' fingertips as they relax and refuel. Your corporate logo may be prominently displayed on coffee sleeves that will be used during all break service. Company support will be acknowledged in program material, onsite signage, and on the AOFAS website. Opportunity offered on a first-come, first-served basis. *Commercial supporter provides coffee sleeves.*

▶ **CREATE YOUR OWN SUPPORT IDEA**

It's **your** product and **your** brand! Help the AOFAS maximize your exposure at the Surgical Complications Course. Your creativity is the AOFAS' best asset. Call Debbie Whalen at 847-430-5084 or send an email to dwhalen@aofas.org with your idea and for pricing and information. *Idea must be approved by October 1, 2017.*

▶ **LANYARDS**

\$1,500 exclusive support

Your company name and/or logo may be prominently displayed on these highly visible lanyards that hold each attendee's name badge. Company support will be acknowledged in program material, onsite signage, and on the AOFAS website. *Commercial supporter provides lanyards.*

▶ **GENERAL SUPPORT OF THE COURSE**

\$500 & up

This support provides funding for the general operation of the Surgical Complications Course. Company support will be acknowledged in program material, onsite signage, and on the AOFAS website.

▶ **ROOM DROP**

\$300 per day

Ensure that the newest information about your company's product(s) reaches each attendee at the beginning of the day. This is an excellent way to draw members to your exhibit booth. Room drops are available on a daily basis. Company support will be acknowledged in program material, onsite signage, and on the AOFAS website. *Commercial supporter provides room drop materials and covers hotel delivery costs.*

Questions? Contact Debbie Whalen at dwhalen@aofas.org or 847-430-5084.

2017 PARTICIPATION FORM

SPECIALTY DAY 2017

Refer to page 4 for details and benefits.

▶ EXCLUSIVE SPECIALTY DAY INDUSTRY SUPPORTER

- Exclusive Supporter \$10,000

SUB-TOTAL: \$ _____

AOFAS PRE-MEETING COURSE

Refer to page 5 for details and benefits.

▶ INDUSTRY SATELLITE SYMPOSIA

Tuesday, July 11, 2017 / 8:00 – 10:00 pm

\$6,000 each (including Mobile Lab Units)

- One of Three Session Supporters

▶ INDUSTRY SATELLITE SYMPOSIA

Wednesday, July 12, 2017 / 12:00 – 1:30 pm

Participation limited to Foundation donors of \$5,000 or more

\$9,000 each (including Mobile Lab Units)

- One of Six Session Supporters

SUB-TOTAL: \$ _____

AOFAS ANNUAL MEETING 2017

Refer to pages 5-7 for details and benefits.

▶ ATTENDEE NOTEPADS

- Exclusive Supporter \$5,000

▶ ATTENDEE PENS

- Exclusive Supporter \$5,000

▶ ATTENDEE TOTE BAGS

- Exclusive Supporter \$8,500

▶ COFFEE SLEEVES

- Exclusive Supporter \$5,000

▶ CREATE YOUR OWN SUPPORT IDEA

- Contact the AOFAS Executive Office to discuss

▶ ELECTRONIC POSTERS

- Exclusive Supporter \$12,000
 ___ of Four at \$3,000 Per Station –
Registration Area and Exhibit Hall

▶ EXHIBIT HALL AISLE SIGNS

- Exclusive Supporter \$2,000
 ___ of Two at \$1,000 each

▶ GENERAL SUPPORT OF THE MEETING

\$2,500 minimum

- One or More Supporters

▶ HOTEL KEY CARDS

- Exclusive Supporter \$8,500

▶ INDUSTRY SATELLITE SYMPOSIA (AFTERNOON)

Thursday, July 13, 2017 / 12:30 – 2:00 pm

Participation limited to Foundation donors of \$5,000 or more

\$8,000 each (including Mobile Lab Units)

- One of Five Session Supporters

▶ INDUSTRY SATELLITE SYMPOSIA (BREAKFAST)

Friday, July 13, 2017 / 6:30 – 8:00 am

Participation limited to Foundation donors of \$5,000 or more

\$8,000 each (including Mobile Lab Units)

- One of Five Session Supporters

▶ MOBILE LAB

\$5,000 each

- One of Three Session Supporters

▶ LANYARDS

- Exclusive Supporter \$8,500

▶ MOBILE APP

- Exclusive Supporter \$5,000

▶ MOBILE DEVICE CHARGING STATION

- Exclusive Supporter \$4,000

▶ PILLAR WRAP STRUCTURES, ESCALATOR CLINGS/DECALS, RAIL HANGING BANNERS

Starting at \$5,000

- Contact the AOFAS Executive Office to discuss

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2017 PARTICIPATION FORM

AOFAS ANNUAL MEETING 2017 *continued*

▶ **POCKET GUIDE & EXHIBIT HALL MAP**

Exclusive Supporter \$4,500

▶ **POSTER DISPLAY AREAS**

Exclusive Supporter \$10,000

▶ **ROOM DROP**

___ at \$750 Per Day

▶ **YOUNG ORTHOPAEDIC SURGEONS FORUM & RECEPTION**

Exclusive Supporter \$12,000

▶ **GALA EVENT**

To be announced

SUB-TOTAL: \$ _____

SURGICAL COMPLICATIONS COURSE

Refer to page 8 for details and benefits.

▶ **ATTENDEE NOTEPADS**

Exclusive Supporter \$1,000

▶ **ATTENDEE PENS**

Exclusive Supporter \$1,000

▶ **ATTENDEE TOTE BAGS**

Exclusive Supporter \$1,500

▶ **COFFEE SLEEVES**

Exclusive Supporter \$1,000

▶ **CREATE YOUR OWN SUPPORT IDEA**

Contact the AOFAS Executive Office to discuss

▶ **LANYARDS**

Exclusive Supporter \$1,500

▶ **GENERAL SUPPORT OF THE COURSE**

\$500 minimum

One or More Supporters

▶ **ROOM DROP**

___ at \$300 Per Day

SUB-TOTAL: \$ _____

SUPPORT OPPORTUNITIES TOTAL: \$ _____

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2017 PARTICIPATION FORM

TERMS OF COMMERCIAL SUPPORT FOR ALL CME ACTIVITY

The AOFAS is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. The AOFAS is committed to presenting CME activities that promote improvements or quality in healthcare, are independent of the control of commercial interests, and abide by all requirements of the ACCME Standards of Commercial Support of Continuing Medical Education.

PAYMENT POLICY

Full payment must be received 60 days prior to the start of a meeting or educational course.

CANCELLATION POLICY

Requests for cancellation of any corporate support opportunity must be made in writing. Refunds will be made approximately 30 days after the meeting, in accordance with the following schedule:

- 60-90 days out: 50% retained
- Less than 60 days out: 100% retained

COMPANY INFORMATION

Please provide company name as it would appear on your company letterhead and how it should appear in AOFAS publications. Use upper and lower case. Abbreviations of Inc., Co., and Corp. will be used as stated.

COMPANY NAME _____

CONTACT NAME _____

TITLE _____

PHONE _____

FAX _____

EMAIL _____

BILLING ADDRESS _____

CITY _____

STATE _____

ZIP _____

PAYMENT

Check enclosed (payable to AOFAS) Check # _____

Credit Card: VISA® MasterCard® AmEx®

Card # _____

Expiration(mm/yy) _____ Security Code _____

I authorize the AOFAS to apply 100 percent toward the opportunities requested (no exceptions).

Signature _____

I have read and agree to the Commercial Support Terms and Conditions (above)

Signature _____

Date _____

PO # (if necessary) _____

Submit completed order form to:

Debbie Whalen, Exhibits/Corporate Support Management

Phone: 847-430-5084 • Fax: 847-692-3315

Email: dwhalen@aofas.org

FEDERAL TAX ID # 23-7087029

9400 West Higgins Road, Suite 220

Rosemont, Illinois 60018-4975

Questions? Contact Debbie Whalen at dwhalen@aofas.org or 847-430-5084.