



Exhibit and Commercial Support Opportunities **2010 Annual Planner**



April 22-24, 2010

AOFAS ADVANCED FOOT AND ANKLE COURSE

Hyatt Regency Philadelphia at Penn's Landing ■ Philadelphia, Pennsylvania

July 7-10, 2010

AOFAS 26th ANNUAL SUMMER MEETING

Gaylord National Hotel ■ National Harbor, Maryland (near Washington, DC)

October 1-2, 2010

AOFAS COMPLETE FOOT CARE COURSE

Penn State Milton S. Hershey Medical Center ■ Hershey, Pennsylvania

The AOFAS is dedicated to helping you reach your goals

AOFAS Mission Statement

The AOFAS promotes quality, ethical and cost-effective patient care through education, research and training of orthopaedic surgeons and other health care providers. The AOFAS creates public awareness for the prevention and treatment of foot and ankle disorders and provides leadership and serves as a resource for government, industry, and the national and international health care community.

AOFAS Vision Statement

The AOFAS, through its growing national and international membership, is the pre-eminent resource for standards in patient management, public safety, health care policy, education, and research in foot and ankle care.

You are cordially invited to exhibit at the following meetings...



Liberty Bell. Credit: Robin Miller
www.PhiladelphiaUSA.Travel

AOFAS Advanced Foot and Ankle Course

April 22-24, 2010
Philadelphia, Pennsylvania
Exhibit Dates: April 23-24

Designed for experienced orthopaedic surgeons, fellows and residents who treat acute and chronic problems. Attendees should have a good working knowledge of problems associated with the management of common, as well as complex foot and ankle clinical disorders related to trauma, sports injuries and reconstructive procedures. In a symposium setting, an expert faculty will address the most challenging problems and how to manage them in an interactive format focusing on what's new and cutting edge in a technique-oriented manner.



US Capitol

AOFAS 26th Annual Summer Meeting

July 7-10, 2010
National Harbor, Maryland
(near Washington, DC)
Exhibit Dates: July 7-9

Designed to expand attendee knowledge base in all areas of foot and ankle surgery, this comprehensive meeting will consist of paper presentations along with numerous interactive, focused symposia and challenging debates and electronic posters of procedures and case studies. The meeting will begin on July 7 with the **Pre-meeting Course: *Evolving Technologies: Bone, Cartilage, and Soft Tissue.***



Hershey Chocolate World
www.hersheyharrisburg.org

AOFAS Complete Foot Care Course

October 1-2, 2010
Hershey, Pennsylvania
Exhibit Dates: October 1-2

A comprehensive multi-disciplinary course for health care professionals, this course enables participants to enhance their skills in the management of foot and ankle problems. This course emphasizes the non-operative management of foot and ankle problems. Topics covered include: the evaluation and office treatment of common causes of forefoot, midfoot and hindfoot pain; the assessment of foot mechanics; the aging foot; the role of footwear and orthotic devices in treating disorders; foot and ankle injuries; and foot complications in diabetes mellitus.

The 26th Annual Summer Meeting is expected to attract approximately 500 attendees comprised of AOFAS Members and affiliated foot and ankle professionals. Attendance at regional courses is anticipated to be 150 orthopaedic foot and ankle surgeons and other health care professionals. Your company's exhibition at all events will provide an unparalleled opportunity to directly address your targeted audience.

Hotel and Travel

American Airlines is the preferred carrier for AOFAS meetings and offers a 50% discount off any fare. Progressive Travel Management Inc. is the preferred travel agency for the AOFAS. Contact Tomi Gaudio at Progressive Travel: tomi@progressivetravel.net or 877-366-0366 (toll free) or 847-348-3600 for airline reservations. Attendees in North America may also contact American Airlines Meeting Services directly at 800-433-1790 or www.aa.com. Travelers outside North America may contact American's Oneworld Alliance Partners directly.

American Airlines authorization numbers required:

- Advanced Foot and Ankle Course: **6740AH**
- Annual Summer Meeting: **4870AC** (DCA, IAD, BWI only)
- Complete Foot Care Course: **83HOAP**

AOFAS Advanced Foot and Ankle Course



Hyatt Regency Philadelphia at Penn's Landing

201 South Christopher Columbus Boulevard
Philadelphia, Pennsylvania 19106
Phone: 215-928-1234; Fax: 215-521-6543

A block of guest rooms is being held at the rate of \$245 single or double occupancy. This special room rate will be available until Monday, March 22, 2010 or until the group block is sold out, whichever comes first. Early registration is encouraged. Deposit and cancellation penalties apply; please ask for these details when making your reservation.

Reservation Methods:

- **Online** link posted on www.aofas.org
- **Online link to the Hyatt Regency** <http://bit.ly/4ob2l>
- **Phone:** Call Central Reservations at 800-233-1234 or the hotel directly at 215-928-1234. Mention this course to secure the discounted room rate.

AOFAS 26th Annual Summer Meeting



Gaylord National Hotel

201 Waterfront Street
National Harbor, Maryland 20745
Phone: 301-965-2000; Fax: 301-965-2039

A block of guest rooms is being held at the rate of \$225 single or double occupancy. This special room rate will be available until Wednesday, May 26, 2010 or until the group block is sold out, whichever comes first. Early registration is encouraged. Deposit and cancellation penalties apply; please ask for these details when making your reservation.

Reservation Methods:

- **Online** link posted on www.aofas.org
- **Online link to the Gaylord National Hotel** <http://bit.ly/4upDmd>
- **Phone:** Call 301-965-4000 and mention the AOFAS or reference Group ID A-AOF10.



Hershey Famous Kiss Street Lights



Harrisburg City Skyline Across Susquehanna River

AOFAS Complete Foot Care Course Penn State Milton S. Hershey Medical Center Hershey, Pennsylvania

Information about local hotel accommodations near the meeting facility is forthcoming.

General Information

General Information – Regional Courses

Location

**Hyatt Regency Philadelphia at Penn's Landing
Philadelphia, Pennsylvania**

Exhibit Registration:

Thursday, April 22, 2010	3:00 pm - 9:00 pm
Friday, April 23, 2010	6:30 am - 7:00 pm
Saturday, April 24, 2010	6:30 am - 3:30 pm

Exhibit Dates & Hours:

Friday, April 23, 2010	6:30 am - 7:00 pm
Saturday, April 24, 2010	6:30 am - 3:30 pm

Installation of Exhibits

Thursday, April 22, 2010	6:30 pm - 9:00 pm
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Dismantling of Exhibits

Saturday, April 24, 2010	3:30 pm - 5:00 pm
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Location

**Penn State Milton S. Hershey Medical Center –
University Conference Center
Hershey, Pennsylvania**

Exhibit Registration:

Thursday, September 30, 2010	3:00 pm - 7:00 pm
Friday, October 1, 2010	6:30 am - 7:00 pm
Saturday, October 2, 2010	6:30 am - 1:00 pm

Exhibit Dates & Hours:

Friday, October 1, 2010	6:30 am – 7:00 pm
Saturday, October 2, 2010	6:30 am – 1:00 pm

Installation of Exhibits

Thursday, September 30, 2010	3:00 pm – 7:00 pm
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Dismantling of Exhibits

Saturday, October 2, 2010	6:30 am – 1:00 pm
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Exhibitors receive:

- One (1) copy each of the Preliminary and Final Programs
- Listing of company name, address, description and contact information in the official program book if payment is received 30 days prior to the meeting dates
- One (1) 6' draped table, two chairs and a waste basket in the exhibit area
- Badges and admittance for up to two (2) people to all attendee food functions taking place during the meeting: continental breakfasts, lunches, breaks, and Welcome Reception
- Attendee lists pre and post meeting
- Entrance into sessions (to observe) if space permits after paid attendees are seated
- General security

Exhibit space guidelines:

- **Dismantling of exhibits is not permitted before the official closing time.**
- Displays are limited to tabletops ONLY. All exhibit displays, literature, video and audio equipment, etc. must be contained upon allotted table space. Other display requirements, such as electrical needs or phone lines, can be requested on the corresponding forms posted at www.aofas.org on the Exhibit & Support Opportunities page. Any additional requirements (such as extension cords, internet connection, etc.) may result in an additional charge. If you wish to display equipment which cannot be displayed on a tabletop, please contact the AOFAS to discuss options.
- Outreach & Education Fund (OEF) donors will receive preferential exhibit placement for applications and payments received by March 1, 2010 for the Advanced Foot and Ankle Course and August 15, 2010 for the Complete Foot Care Course. All other exhibit space will be assigned in the order in which paid reservations are received. Space will not be held until application and payment are received. Exhibit tables will not be assigned numbers. Exhibit tables will be labeled prior to exhibitor set-up.
- A company may register two (2) individuals per tabletop exhibit at no charge. Additional representatives may be registered at a \$300 fee per person.
- A maximum of four (4) personnel, per exhibit space, may be present in the Exhibit Hall at any one time, however, there is no limit to the number of badges a company can purchase. The badge registration form will be available online through the AOFAS website at www.aofas.org.
- Badges are personal and nontransferable. Each representative of an exhibiting company must wear the official badge at all times while in the Exhibit Hall. Supplementing this with business cards or company badges is not permitted. Exhibitor badges may be made out only in the name of the company shown on the exhibit application.
- Representative registering on-site will be required to complete an on-site registration form and submit proof of company affiliation (business card). On-site badges will be printed at a cost of \$300 per badge.

General Information – 26th Annual Summer Meeting

Location

**Gaylord National Hotel
National Harbor, Maryland**

Exhibit Registration:

Wednesday, July 7, 2010	8:00 am - 8:00 pm
Thursday, July 8, 2010	6:15 am - 1:30 pm
Friday, July 9, 2010	6:15 am - 1:30 pm

Exhibit Dates & Hours:*

Wednesday, July 7, 2010	6:00 pm - 8:00 pm
Thursday, July 8, 2010	6:15 am - 1:30 pm
Friday, July 9, 2010	6:15 am - 1:30 pm

*Exhibit hours subject to change

Installation of Exhibits

Wednesday, July 7, 2010	8:00 am - 3:00 pm
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Dismantling of Exhibits

Friday, July 9, 2010	1:30 pm
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Selecting Exhibit Space and Space Assignment

Please review the floor plan and indicate 6 locations in different areas of the Exhibit Hall on the Application for Exhibit Space. **TO MAXIMIZE YOUR CHANCE OF GETTING THE BOOTH OF YOUR CHOICE, DO NOT SELECT LOCATIONS THAT OVERLAP.** Booth space assignment will be finalized by May 1, 2010.

Island Booths

Island booths are available in lots of 4 or more booths, only if 2 additional booths are purchased for an aisle-way.

Space Confirmation

You will receive written confirmation of your assigned space by May 15, 2010.

Outreach & Education Fund (OEF) donors will receive preferential placement if applications and payments are received by April 1, 2010. All other exhibit space will be assigned in the order in which paid applications are received.

Note: The AOFAS Annual Summer Meeting exhibit space usually sells out approximately 3 months prior to the meeting.

Exhibitors receive:

- 7" x 44" identification sign
- Standard booth constructed using 8' high back walls and 36" high side dividers
- One (1) 6' draped table, two chairs and a wastebasket in the exhibit area
- Company name, address and contact information in the official program book if payment is received 30 days prior to the meeting start dates
- Badges and admittance for up to two (2) people to all attendee food functions taking place during the meeting: continental breakfasts, breaks and Welcome Reception

- Outreach & Education Fund (OEF) donor exhibiting companies will receive badges and admittance for up to four (4) people to attend all attendee food functions
- Attendee lists pre and post meeting
- Unless the room is overcrowded, booth personnel may attend the scientific sessions which do not require a ticket.

Exhibit space guidelines:

- **Dismantling of exhibits is not permitted before the official closing time.**
- Displays are limited to 8' x 10' spaces ONLY, height not to exceed 8'. All exhibit displays, literature, video and audio equipment, etc. must be contained within allotted exhibit space. Other display requirements, such as electrical needs or phone lines, can be requested on the corresponding forms posted on the AOFAS website under Exhibits. Any additional requirements (such as extension cords, internet connection, etc.) may result in an additional charge. If you wish to display equipment which cannot be displayed on a tabletop, please contact the AOFAS to discuss options.
- A company may register two (2) Individual per booth space at no charge. Additional representatives may be registered at a \$300 fee per person.
- A maximum of four (4) personnel, per booth space, may be present in the Exhibit Hall at any one time, however, there is no limit to the number of badges a company can purchase. The badge registration form will be available online through the AOFAS website at www.aofas.org.
- Badges are personal and nontransferable. Each representative of an exhibiting company must wear the official badge at all times while in the Exhibit Hall. Supplementing this with business cards or company badges is not permitted. Exhibitor badges may be made out only in the name of the company shown on the exhibit application.
- Representative registering on-site will be required to complete an on-site registration form and submit proof of company affiliation (business card). On-site badges will be printed at a cost of \$300 per badge.

Official Service Contractor

GES will serve as the "official" service contractor for the AOFAS 2010 Annual Summer Meeting. Service kits will be sent via e-mail in early May 2010 and will be available online. Any questions regarding show services should be directed to GES at 800-475-2096 or www.ges.com/chat.

Exhibitor must notify the show manager at least 30 days in advance of the show if they will be using an outside contractor, supplying name, address and supervisor in attendance.

Outside contractors must supply to the show manager, at least 30 days in advance of the show, the names of exhibiting companies from whom they have requests to work, the names of personnel the outside contractor will employ, and appropriate insurance certificates.

Thank You!

Exhibitors at the 25th Annual Summer Meeting Vancouver, BC, Canada, July 15-18, 2009



(Bold type indicates OEF corporate donor)

Acumed LLC

Aetrex Worldwide, Inc.

Alimed, Inc.

Arthrex Inc.

ArthroCare Sports Medicine

Ascension Orthopedics, Inc.

Bio-Mechanical Composites

Bio Skin Bracing

Biomet Trauma

BioMimetic Therapeutics

BioPro, Inc.

Bledsoe Brace Systems

BME (BioMedical Enterprises, Inc.)

Carticept Medical, Inc.

Darco International

Data Trace Publishing Company

DePuy Orthopaedics Inc., A Johnson & Johnson Co.

DJO, Inc.

Elsevier Canada

Excel Medical Solutions, Inc.

Extremity Medical LLC

FH Orthopedics

Foot Education LLC

Footmaxx

GraMedica

Hapad, Inc.

Innomed, Inc.

Instratek, Inc.

Integra LifeSciences

Joint Restoration Foundation

Med Spec (ASO)

MedTronic's Spinal & Biologics

Memometal USA, Inc. (MMI)

Merete Medical Inc.

Mile High Orthotics Lab

MTF Sports Medicine

Narimya Pharmaceuticals

Orthofix, Inc.

OrthoHelix Surgical Designs

OrthoScan, Inc

OsteoMed LP

Osteotech

Roll-A-Bout Corporation

SAGE

Sawbones/Pacific Research Laboratories

Schering-Plough Pharmaceuticals

Small Bone Innovations (SBI)

Smith & Nephew

Stryker Trauma & Extremities

Synthes Trauma

Tornier

TriMed, Inc.

Wright Medical Technology

Zimmer

Rules and Regulations

1. SPACE AND REFUNDS

To be included in the first round of exhibit space assignments for the AOFAS 26th Annual Summer Meeting, this application must be received by April 15, 2010 with the appropriate payment. Applications without such payment will not be processed nor will space assignment be made. Assignment of space shall be made by the AOFAS in accordance with the priority of dates of receipt of application on a first-received basis. Acceptance of an applicant does not imply endorsement by the AOFAS of exhibitor's products or services, nor does rejection imply lack of merit of same.

Exhibit Space Assignment

Exhibit space will be assigned based on receipt and payment of exhibit application. However, the Society reserves the right, in its sole discretion, to allocate space on any other basis it deems appropriate.

Outreach & Education Fund (OEF) donors will receive preferential exhibit placement for applications and payments received by March 1, 2010 for the Advanced Foot and Ankle Course, April 15, 2010 for the 26th Annual Summer Meeting, and August 15, 2010 for the Complete Foot Care Course. All other exhibit space will be assigned in the order in which paid reservations are received.

Cancellation

Requests for cancellation of exhibit space must be submitted in writing or e-mail. No refunds will be made for space not occupied or any space occupied for only a portion of the exhibit time.

Cancellation refunds will be made on the following schedule:

Annual Summer Meeting

Prior to booth assignment – May 1, 2010:

Full refund less \$300 will be granted if post-marked or e-mail dated prior to May 1, 2010.

After booth assignment:

Advanced Foot and Ankle Course

Full refund less \$200 will be granted if post-marked or e-mail dated no later than March 15, 2010.

No refund will be given after March 15, 2010.

Complete Foot Care Course

Full refund less \$200 will be granted if post-marked or e-mail dated no later than August 15, 2010.

No refund will be given after August 15, 2010.

In the event the Annual Meeting or a regional course, including exhibits, requests for cancellation of additional name badges must be submitted in writing (by mail or e-mail) according to the following schedule:

- Requests postmarked/e-mailed no later than 30 days prior to the official meeting start date shall be refunded the full badge fee, less a \$25 administrative fee;
- Requests postmarked/e-mailed 29 days to 5 days prior to the official meeting start date shall be refunded 50% of the full badge fee, less a \$25 administrative fee;
- No refunds for additional badge(s) ordered will be granted less than 5 days prior to the official start of the meeting (day the Exhibit Hall opens).

In the event the Annual Meeting, including exhibits, is canceled or postponed, or the AOFAS is unable to perform for any reason whatsoever, including performance under this agreement, the sole and exclusive remedy of exhibitor against the AOFAS with respect to any damages sustained by exhibitor as a result of the non-occurrence or postponement of the Annual Meeting, including incremental and consequential damages, shall be a refund by the AOFAS of monies paid on account of the exhibit space or additional badges, less exhibitor's pro-rata share of expenses relating to the exhibits portion, as determined by the AOFAS.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION

AOFAS Exhibits are designed to provide a showcase for goods and services either specifically designed for or customarily related to orthopaedics. The AOFAS reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of the AOFAS, likely to be compatible with the general character and objectives of the Exhibit Hall. Whenever possible, space assignments will be made by the AOFAS in keeping with the preferences as to location as requested by the exhibitor. THE AOFAS, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.

3. USE OF SPACE, SUBLETTING OF SPACE

No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from the AOFAS. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

4. EXHIBITOR AUTHORIZED REPRESENTATIVE & STAFFING

Each exhibitor must name one person to be his/her representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. All exhibits must be staffed during exhibit hours. Exhibitors that do not comply with this requirement may be unable to participate in future AOFAS exhibits. The exhibitor shall assume responsibility for such representative being in attendance throughout all Exhibit Hall periods, and this representative shall be responsible for keeping the exhibit neat, staffed and orderly at all times.

Rules and Regulations continue on next page

Rules and Regulations

5. FIRE, SAFETY AND HEALTH

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. No flammable decorations such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time. All packing containers, excelsior and wrapping paper must be flame proof and are to be removed from the floor. This material is NOT to be stored under tables or behind displays. All muslin, velvet, silken or other cloth decorations must withstand a flame proof test as prescribed by fire ordinances. All materials and fluids which are flammable are to be kept in safety containers.

6. FOOD AND DRUG ADMINISTRATION (FDA) REGULATIONS

Exhibitors are expected to abide by all applicable FDA regulations. Exhibitors shall have available at their table a letter from the FDA which describes the allowable use status of the product. Exhibitors are reminded of FDA restrictions on the promotion of investigational and pre-approved drugs and devices, and the prohibition on promoting approved drugs and devices for unapproved uses. All products which are not FDA approved for a particular use in humans or which are not commercially available in the U.S. will be permitted to be exhibited only when accompanied by the appropriate signs that indicate their status. The signs must be easily visible and placed near the product and on any graphics depicting the product. The following are signs that should be displayed:

- Device/product is not for distribution in the United States
- Device/product is limited by Federal Law for investigational use
- Cleared for marketing when intended for _____ (type of use) only

7. ARRANGEMENT OF EXHIBITS

Annual Summer Meeting exhibitors will receive: one (1) 8' x 10' pipe and drape exhibit space; one (1) 6' draped table; two (2) chairs; and one (1) wastebasket in the exhibit area plus company name, address and contact information in the official program book Exhibitor Listing if payment is received 30 days prior to the meeting start dates. Outreach & Education Fund (OEF) donors will receive preferential exhibit placement for applications and payments received by April 1, 2010. All other exhibit space will be assigned in the order in which paid reservations are received.

Regional Course exhibitors will receive one (1) display area, limited to tabletops ONLY. All exhibit displays, literature, video and audio equipment, etc. must be contained upon allotted table space. Additional name badges and other display requirements, such as electrical needs or phone lines, can be requested on the corresponding order forms posted on the AOFAS website under course exhibit information. Any additional requirements (such as extension cords, internet connection, etc.) may result in an additional charge. If you wish to display equipment which cannot be displayed on a tabletop, please contact the AOFAS to discuss

options. Outreach & Education Fund (OEF) donors will receive preferential exhibit placement for applications and payments received by March 1, 2010 for the Advanced Foot & Ankle Course and August 15, 2010 for the Complete Foot Care Course. All other exhibit space will be assigned in the order in which paid reservations are received. Space will not be held until application and payment are received. Exhibit tables will not be assigned numbers. Exhibit tables will be labeled prior to exhibitor set-up.

8. DISPLAY RULES AND REGULATIONS

Annual Summer Meeting displays are limited to 8' x 10' space ONLY, height not to exceed 8'; Regional Course displays are limited to one 6' space, height not to exceed 8'. All exhibit displays, literature, video and audio equipment, etc. must be contained in allotted space. Additional name badges and other display requirements, such as electrical needs or phone lines, can be requested on the corresponding form posted on the AOFAS website under Exhibits or in the Exhibitor Service Manual for the Annual Summer Meeting. All display requirements (such as extension cords, phone lines, internet connection) may result in an additional charge. Rules and regulations are based on the physical characteristics of the hall, the wish to be equally fair to all exhibitors, and the safety of all concerned. Exhibitors who have special needs which require variance from these guidelines must submit a written request to the AOFAS for approval at least 60 days prior to the conference. Any questions concerning these regulations should be directed to the AOFAS. The AOFAS reserves the right to require an exhibitor to alter the exhibit before the show or on-site. Necessary changes are to be made at the exhibitor's expense and are subject to the approval of the AOFAS.

9. OPERATION OF DISPLAYS

Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Any sound that exceeds 80 decibels measured at the edge of an exhibitor's booth is considered objectionable and will not be allowed. Sound should not be directed at the aisles or adjoining booths and should be directed into an exhibitor's booth. The AOFAS reserves the right to reposition speakers. The AOFAS will monitor sound levels at individual booths during show hours. If the exhibitor does not comply with requests to adjust sound levels, the AOFAS reserves the right to disconnect power to the sound source.

Rules and Regulations continue on next page

Rules and Regulations

Booth Space Restrictions

All business must be conducted within the confines of the booth(s) assigned. No more than four (4) persons may occupy a booth space at any one time or be present in the Exhibit Hall. Exhibitors are prohibited from publicizing, distributing or conducting any surveys, demonstrations, or displays outside the space assigned to them. Demonstration areas may not extend to the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators and those waiting in line. Distribution of circulars may be made only within the space assigned to the exhibitor presenting such materials. The AOFAS reserves the right to require exhibitors to discontinue any activity that interferes with the normal traffic flow or another exhibit. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, grounds, or other facilities. No firm or organization not assigned space in the exhibit will be permitted to solicit business within the exhibit area, nor in any public spaces controlled by the AOFAS during the course of this conference. Exhibitors must cease the distribution of samples of any kind whenever such action blocks the aisles or in any way handicaps nearby exhibitors. The distribution of promotional materials in the form of balloons, canes, games, or other advertising material which tends to distract from the professional and educational purposes of the Exhibit Hall is prohibited. In addition, no promotional adhesive-backed decals are permitted to be given out or used inside the hall. Distribution of unwrapped food or alcoholic beverages by exhibitors is strictly prohibited. Wrapped candy or other small items are exempt from this restriction. Items (popcorn, peanuts, etc.) which detract from the exhibit's professional appearance will not be allowed.

Booth Conduct

The AOFAS reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the conference. Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited. Exhibitors may not solicit other exhibitors. Exhibitors may not deny any AOFAS members or registered scientific attendees with appropriate badges access to an exhibit area. Booth representatives including models, demonstrators, or actors in costume, must be properly and modestly clothed. No excessively revealing attire will be permitted. Models, demonstrators, and actors in costume must remain in their own exhibit throughout the show. They are not permitted in other exhibitor's booths, in the aisles, or in public areas.

Character of Exhibits

The AOFAS reserves the right to approve all exhibits and related activities. Contests, lotteries, raffles, and games of chance, including game style activities, are prohibited. Exhibitors may not register attendees for contents, lotteries, raffles, and games of chance that will be conducted

during or after the meeting. The AOFAS may require that an exhibitor's activity be curtailed if it does not meet the standards required or expected, if it reflects against the character of the AOFAS or if it exceeds the bounds of good taste as interpreted by the AOFAS.

Sales / Order Placement

Sales of, and order placement for, merchandise or services are permitted in the exhibit area, provided all transactions are conducted in a manner consistent with the professional nature of the meeting. An exhibitor may not display signs advertising the price of any items or services available for sale. Any products for sale must be the exhibitor's own merchandise, relate to the exhibitor's professional interest, and must represent the same products offered for sale at wholesale or retail. It is the responsibility of each exhibitor that sells merchandise or services in the exhibit area, regardless of whether the exhibitor delivers such merchandise or services on-site or accepts an order for the future delivery of same, to have all licenses, permits, and/or registrations as required by the city, municipality, and/or state in which the exhibit area is located. Exhibitor is responsible for the collection and remittance of all sales, use or other applicable taxes.

Hospitality or Other Exhibitor Functions

Vendors are able to offer social and educational events outside of the AOFAS Annual Summer Meeting when they take place during non-educational session hours. The AOFAS makes every effort to assist in the placement of such events. Offering a social and educational program during a time that conflicts with AOFAS scheduled programming is direct competition with the AOFAS and will not be allowed. All functions held during the meeting dates must be pre-approved by the AOFAS in writing. For further information regarding any exhibitor function taking place outside an exhibitor's allotted exhibit space, contact the AOFAS Executive Office at 847-698-4654.

10. INSTALLATION AND REMOVAL

It is mutually agreed that it is the duty and responsibility of each exhibitor to install his/her exhibit before the opening of the Exhibit Hall and to dismantle his/her exhibit immediately after the Exhibit Hall closes. All display materials which are not removed from the exhibit floor prior to the dismantlement cutoff as announced by the AOFAS will be discarded.

NO EXHIBITOR WILL BE ALLOWED TO DISMANTLE OR PACK UP ANY PART OF HIS/HER EXHIBIT UNTIL AFTER THE CLOSING OF THE SHOW.

Rules and Regulations continue on next page

Rules and Regulations

11. LIABILITY AND INSURANCE

Annual Summer Meeting:

Exhibitor hereby assumes entire responsibility and agrees to protect, defend, indemnify, save and hold the Gaylord National Hotel, its owner, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, agents and the AOFAS harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Hotel and its employees and agents that arise out of or is in any manner connected with the exhibitor's participation in the AOFAS 26th Annual Summer Meeting, including damages or losses to the exhibitor's displays, equipment and other property brought upon the premises.

Regional Courses:

Exhibitor, by execution of the Exhibitor Application and Contract, agrees to protect, indemnify, defend and hold harmless the AOFAS and the Hyatt Regency Philadelphia at Penn's Landing, and/or the Penn State Milton S. Hershey Medical Center and their officers, directors, members, agents and employees from and against any and all liabilities, losses, damages, suits, claims, demands, costs and expenses, including, but not limited to, reasonable attorney's fees, which may arise or result in any way from the acts or failure to act of exhibitor, its agents, contractors and employees, in connection with the display or performance of its products during the AOFAS Advanced Foot and Ankle Course, and/or the AOFAS Complete Foot Care Course, including damages or losses to the exhibitor's display, equipment and other property brought upon the premises. Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this Exhibitor Application and Contact, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage including claims against the AOFAS and the Hyatt Regency Philadelphia at Penn's Landing In Philadelphia, Pennsylvania and/or the AOFAS and the Penn State Milton S. Hershey Medical Center.

Exhibitor agrees to obtain all licenses or permits necessary to comply with all local, state and federal laws, ordinances and regulations for any of its activities conducted during the AOFAS 26th Annual Summer Meeting and/or the AOFAS Advanced Foot and Ankle Course and/or the AOFAS Complete Foot Care Course.

12. LABOR

Exhibitors are required to observe all contracts in effect between the AOFAS, service contractors, hall, and the labor organizations involved.

13. CARE OF BUILDING AND EQUIPMENT

Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

14. INTERPRETATION, AMENDMENTS, ENFORCEMENT

Failure to comply with these Rules and Regulations and General Information, or any amendment thereto, will be sufficient cause for the AOFAS to require the immediate removal of the exhibit of the offending exhibitor, who will forfeit all further right to exhibit during Exhibit Hall hours, together with all fees and rentals paid by him/her, and the AOFAS may lease any space so forfeited to another exhibitor. Exhibitor shall be liable for damages caused by his/her failure to comply with the Rules and Regulations and General Information, or any amendment thereto, and repairs of damage to property may be made at the exhibitor's sole cost and expense. The failure of the AOFAS to insist upon a strict performance of any of these Rules and Regulations or General Information shall not be deemed a waiver of any rights the AOFAS may have.

15. OTHER REGULATIONS

The AOFAS reserves the right to make such additional conditions, rules and regulations as it deems necessary to insure the success of the Exhibit Hall. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of the AOFAS. **THE AOFAS SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF/HERSELF AND HIS/HER EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.**

Commercial Support Opportunities



AMERICAN ORTHOPAEDIC FOOT & ANKLE SOCIETY

2009 - 2010 Commercial Support Opportunities

Surgical Complications of the Foot and Ankle Course – November 6-7, 2009
Specialty Day – March 13, 2010
Advanced Foot and Ankle Course – April 22-24, 2010
Summer Pre-meeting Course – July 7, 2010
26th Annual Summer Meeting – July 8-10, 2010
Complete Foot Care Course – October 1-2, 2010

Welcome Reception

Start the meeting off right at a reception in the Exhibit Hall where attendees can meet new colleagues and greet old friends in a relaxed setting. These well-attended events make networking with key customers and prospects easy. See your company name prominently displayed on-site and in promotional materials.

\$30,000 – Annual Summer Meeting
\$8,000 – Surgical Complications Course
\$8,000 – Advanced Foot and Ankle Course
\$8,000 – Complete Foot Care Course

CPT™ Coding for Foot & Ankle Procedures

This 2-hour afternoon course on a topic pertaining to today's practice of orthopaedics has become a popular addition to the Annual Summer Meeting. Support of this session will include lunch, admission tickets and notepads with pens imprinted with your corporate name. *Corporate supporter supplies notepads and pens.*

\$7,500 – Annual Summer Meeting

Industry Satellite Symposia Sessions

Companies will present special concurrent sessions highlighting their company's innovations in technology, surgical product development and services. These sessions are offered the day of the Pre-meeting Course immediately preceding the Annual Summer Meeting and include a box lunch to serve your attendees. *Some restrictions apply.*

\$15,000 – Summer Pre-meeting Course

Hotel Key Cards

Your company designs the hotel key cards with company logo, info or booth number, and the AOFAS logo. These key cards will be used throughout the meeting by all attendees staying at the headquarter hotel.

Corporate supporter provides key cards.

\$5,000 – Annual Summer Meeting -- RESERVED

Electronic Posters

The E- Posters at the Annual Summer Meeting are a valued component of the attendee's educational experience. The computer viewing stations will highlight supporting companies' names and logos.

\$5,000 – Annual Summer Meeting per Kiosk Station
\$25,000 – Exclusive support for all stations

Product Demonstration Workshops

Demonstrate the use of your surgical equipment to meeting attendees. These popular 2-hour workshops will be listed in the program book, onsite signage, promotional materials, and on the Web site. *Some restrictions apply.*

\$5,000 – Tuesday before Summer Pre-meeting Course
\$8,500 – Annual Summer Meeting
\$5,000 – Surgical Complications Course -- RESERVED
\$5,000 – Advanced Foot and Ankle Course

Notepads

All meeting attendees will receive a notepad for note taking and any other written communication while at the meeting. See your corporate logo on each page of this much appreciated item! *Corporate supporter provides notepads.*

\$3,500 – AOFAS Specialty Day
\$4,500 – Annual Summer Meeting

Pens

Be sure your company's name is always visible as members take notes during meetings with this always needed item.

This is an effective way to display your name and logo throughout the meeting and is a take-home item at all AOFAS meetings. *Corporate supporter supplies pens.*

\$2,500 – Meetings throughout the year

Lanyards

These highly-visible lanyards hold each attendee's name badge. Supporting company's name will be prominently shown. *Corporate supporter provides lanyards.*

\$5,000 – Annual Summer Meeting
\$1,500 – Surgical Complications Course -- RESERVED
\$1,500 – Advanced Foot and Ankle Course
\$1,500 – Complete Foot Care Course

Luggage Tags

A popular item for our members on the go! Your company's name/logo will be prominently displayed alongside that of the AOFAS. This item will be viewed for years to come on our members' luggage. *Corporate supporter provides luggage tags.*

\$2,500 – Annual Summer Meeting

2009- 2010 Commercial Support Opportunities (continued)

Cyber Café

Attendees enjoy the opportunity to check their e-mail while staying close to both educational meetings and the Exhibit Hall. Your corporate logo will be highlighted at each station as will your screen saver displaying your support of the Annual Summer Meeting.

\$10,000 – Annual Summer Meeting

Faculty Dinner

Show course faculty your appreciation by supporting this event that offers conversational interchange about the day.

\$3,500 – *Surgical Complications Course* -- **RESERVED**

\$3,500 – *Advanced Foot and Ankle Course* -- **RESERVED**

\$2,500 – *Complete Foot Care Course*

Meeting at a Glance

Members enjoy this essential color booklet offering a convenient way to track the courses and events of the Annual Summer Meeting. This booklet contains program outlines, meeting activities, hotel layout, Exhibit Hall floor plan and list of exhibiting companies. See your company's ad prominently featured in this popular item!

Annual Summer Meeting:

\$2,500 – *Inside front cover* -- **RESERVED**

\$2,500 – *inside back cover*

\$2,500 – *outside back cover*-- **RESERVED**

\$1,500 – *Inside page*

Young Physicians Reception

Enjoy the opportunity to mix and mingle with young members of the AOFAS at a casual reception of networking and socializing.

\$4,000 – Annual Summer Meeting -- **RESERVED**

Mobile Lab Units

Bring your mobile training center to offer hands-on surgical training for AOFAS meeting attendees.

Some restrictions apply.

\$15,000 – *Summer Pre-meeting Course*

\$8,500 – *Annual Summer Meeting*

AOFAS Summer Meeting Gala Event

As the sole supporter, enjoy a relaxed Friday evening of delicious food, music and mingling with attendees as AOFAS celebrates its meeting. *Exclusive opportunity!*

\$30,000 – *Annual Summer Meeting*

AOFAS Web Site: www.aofas.org

The AOFAS Web site is the daily touch point for Society happenings and information for both the public and medic professionals. It is updated on an ongoing basis with the latest AOFAS information on educational programs, media releases and more! See your name posted as the sole supporter of this highly visited site.

\$25,000 – *Full year*

Room Drops

Be sure the newest information about your company's product reaches each attendee at the beginning of the day. An excellent way to draw members to your exhibit booth or product demonstration session. Room drops are available on a daily basis.

Corporate supporter provides room drops and delivery.

\$500 per day – *Annual Summer Meeting*

Registration Tote Bags

All registrants will receive these popular tote bags when they pick up their registration information and use it to carry the materials throughout the meeting. Your corporate logo will be prominently displayed, along with the AOFAS logo.

Corporate supporter provides bags.

\$8,000 – *Annual Summer Meeting* --**RESERVED**

\$1,500 – *Surgical Complications Course* -- **RESERVED**

\$1,500 – *Advanced Foot and Ankle Course* --**RESERVED**

\$1,500 – *Complete Foot Care Course* --**RESERVED**

T-Shirts

Feature your company name at the Annual Summer Meeting with these colorful T-shirts for meeting registrants to wear and take home as a memento of the meeting. *Corporate supporter supplies T-shirts.*

\$5,000 – *Annual Summer Meeting*

AOFAS offers the right of first refusal to the company that sponsored the item or event the previous year. Commitments must be made by October 30, 2009 for any returning commitments in 2010 or the item or event will be made available to other supporters.

The AOFAS is eager to help you extend your reach. For additional information or to answer any questions, please contact Peggy Reilly, 847-384-4379 or preilly@aofas.org

** Support of these opportunities does not include exhibit booth rental or registration of company representatives.*

Commercial Support Interest Form

AOFAS 2010 Commercial Support Interest Form

Please complete this form and email to the address listed below.

Company Name	<input type="text"/>		
Mailing Address	<input type="text"/>		
City	<input type="text"/>	State	<input type="text"/>
		Zip	<input type="text"/>
E-Mail	<input type="text"/>	Phone	<input type="text"/>
Contact Name	<input type="text"/>		
Title	<input type="text"/>		
Signature/Date	<input type="text"/>		

- I am interested in participating in the following opportunities:**
(please refer to attached list of commercial support opportunities)

	<u>Activity</u>	<u>Level of Support</u>	<u>Meeting/Program</u>
1.	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
2.	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
3.	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
4.	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

AOFAS offers the right of first refusal to the company that supported the activity the previous year

- I am interested in learning about specific opportunities.
 I am not interested in participating at this time, but would like to remain on your mailing list for future opportunities.

Please return completed form to:

Peggy Reilly, Outreach Programs Manager
American Orthopaedic Foot & Ankle Society
6300 North River Road, Suite 510
Rosemont, Illinois 60018
Phone: 847-384-4379 Fax: 847-692-3315 E-Mail: preilly@aofas.org

TERMS OF COMMERCIAL SUPPORT FOR ALL CME ACTIVITY

AOFAS is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. 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 for Commercial Support.SM