



**UNLEASH**  
**YOUR PURPOSE**

**REIGNITE**  
**YOUR PASSION**

**50<sup>TH</sup>**  
**ACADEMY**

**ANNUAL MEETING & SCIENTIFIC SYMPOSIUM**  
**CHICAGO • MARCH 6-9, 2024**



**PROMOTING PARTNERSHIPS**  
**THROUGH CORPORATE**  
**ENGAGEMENT OPPORTUNITIES**

# UNLEASH YOUR PURPOSE

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# WELCOME

JOIN US FOR AAOP'S 50<sup>TH</sup> ANNUAL MEETING.

The American Academy of Orthotists and Prosthetists (AAOP)

would like to extend to you, an invitation to join us **March 6-9th, 2024 in Chicago, IL**, as practitioners from all over the world gather to learn, innovate, and advance their patient care techniques. The event spans over four intense days of classwork, professional networking, research exploration, and learning the newest information about the latest research and technology available in O&P.

Exhibitors and Sponsors are an essential part of the fabric of the Academy's Annual Meeting & Scientific Symposium. Together, you create the energy, excitement, and education that makes the Annual Meeting a premier event.

Your support has been critical during the past 50 years, so please take this opportunity to connect with Academy attendees to elevate your engagement with O&P professionals.

I look forward to seeing you in Chicago, as the Academy Annual Meeting would not be the same without your company represented.

My best,



Kate Feuling  
Sponsorship & Exhibits Manager

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# BEST IN O&P EDUCATION

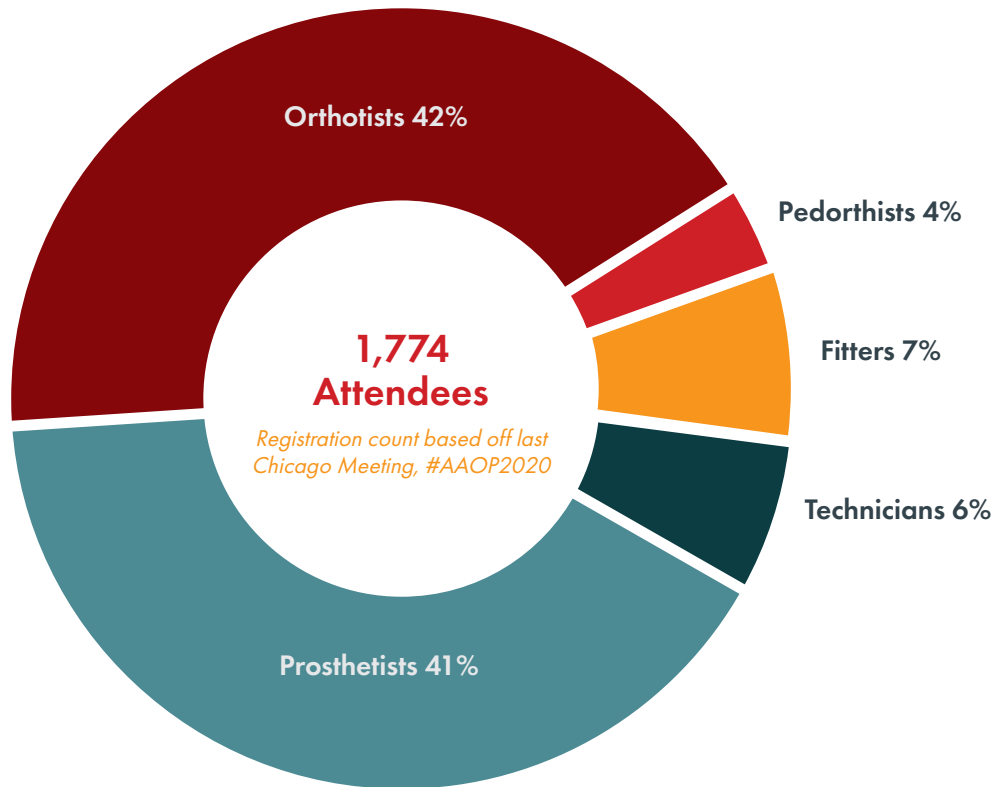
### ABOUT AAOP

The Academy, founded in 1970, is the professional organization representing certified practitioners, state-licensed practitioners, assistants, technicians, fitters, and others affiliated with the profession of orthotics and prosthetics (O&P). AAOP is the premier source of learning, knowledge, and research for the orthotic and prosthetic profession, providing professional resources, continuing education, and advocacy to enhance the skill level and awareness of orthotic and prosthetic professionals.

### WHY EXHIBIT?

O&P Professionals are Eager to See You:

- Showcase your latest innovation
- Raise your profile and expand your customer base
- Strengthen customer relationships
- Expand sales and profit
- Position your company for success

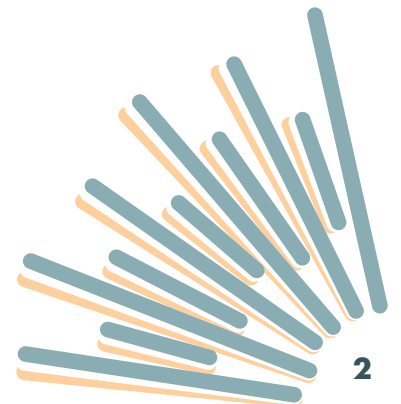


### 100+ EDUCATIONAL SESSIONS

Full-Day Track Specific Programming	Prestigious Thranhardt Lecture	Product Display Showcases	Clinical Technique Sessions	Technical Workshops	Hands On Workshops
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### MAXIMIZE YOUR EXPOSURE

Expand your reach by becoming an official #AAOP24 Sponsor through speaking opportunities, expo-wide offerings, digital opportunities and more.





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# 2023 SPONSORS

Last updated: 11/17/22

## PLATINUM



## GOLD



## SILVER



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# HOTEL & TRAVEL INFORMATION

All meeting sessions and exhibits will take place at the [Hyatt Regency Chicago](#). Located in the heart of downtown Chicago, you will find yourself just steps away from the Riverwalk. Take a walk to Millennium Park, or enjoy the many shops and restaurants the Magnificent Mile has to offer. Hyatt Chicago offers stunning views with all the comforts of a modern urban getaway, book your stay today!

## HOTEL

**The Hyatt Regency Chicago**  
151 E. Wacker Dr.  
Chicago, IL 60601

A block of rooms is being held at the hotel at the following rates per night:

Single Occupancy: \$219  
Double Occupancy: \$244

**Room block reservation link: [COMING SOON](#)**

*The above room rates do not include state and local taxes, service fees or hotel fees.*

Be sure to make your reservation by **Monday, February 5, 2024** to secure these rates. Rates are available three days prior and three days after the conference dates, subject to availability.

## MAP, PARKING & TRANSPORTATION

Access downtown Chicago and beyond from Hyatt Regency Chicago, located steps to public transportation stations, including the L train and CTA buses. Leave your car at the hotel to explore the city by foot with convenient parking options.

For additional information [click here](#).



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# EXHIBIT INFORMATION

## EXHIBIT HALL HOURS\*

### SET-UP

#### Tuesday, March 5

8:00 am - 1:00 pm Decorator Set-Up  
2:00 pm - 8:00 pm Exhibitor Move-In

#### Wednesday, March 6

8:00 am - 4:00 pm Exhibitor Move-In  
*All exhibits must be set up and all crates removed by 4:00 pm.*

### OPEN HOURS & EVENTS

#### Wednesday, March 6

5:15 pm - 7:15 pm Welcome Reception in Exhibit Hall

#### Thursday, March 7

10:30 am - 5:35 pm Exhibit Hall Open  
12:30 pm - 2:20 pm Lunch in Exhibit Hall  
3:50 pm - 5:35 pm Break in Exhibit Hall

#### Friday, March 8

11:00 am - 5:30 pm Exhibit Hall Open  
12:30 pm - 2:20 pm Lunch in Exhibit Hall  
3:45 pm - 5:30 pm Break in Exhibit Hall

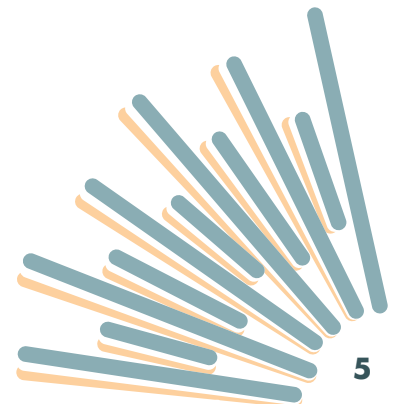
*\*Schedule is subject to change.*

*When planning for the event, please use the Exhibitor Service Kit as your final resource for dates and times.*

*The 2024 Exhibitor Forum and the 2025 Partner and Exhibitor sign-up dates and times will be announced at a later date.*

## EXHIBITOR SERVICE KIT

Approximately two months prior to the start of the meeting, exhibitors will receive an Exhibitor Service Kit that will contain information on exhibit hall specifics for electrical hook-up, important dates, rules and regulations, furniture displays and more. If you are in need of exhibit hall specifications prior to the release of the service kit, please email [kfeuling@oandp.org](mailto:kfeuling@oandp.org).



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# EXHIBIT INFORMATION (Cont'd)

## EXHIBITS

### Standard Booth

10' x 10' booth includes 8' back wall and 3' side wall, pipe and drape.

### Standard Booth Upgrade\*

### Tabletop

Includes one draped 6' table. (72" L x 24" W x 30" H)

**Early Bird**  
3/1/23 - 5/31/23

\$3,500

\$200

\$2,500

**Standard**  
6/1/23 - 2/7/24

\$3,900

\$400

\$2,900

\*Premium booth upgrades are for booths located in a more high traffic location as well as some high traffic corner spots. The floorplan on [Page 7](#) will have a red \*indicating these locations.

Nonprofits receive a 20% discount. Please contact [Kate Feuling](#) during the sign-up process to receive a discount code prior to reserving your exhibit space.

If your considering purchasing more than one tabletop, we strongly suggest you purchase a booth instead.

Tabletop displays must not exceed 30" in height from the top of the table, including signage. Use of pop-up banners at the tabletop in strictly prohibited.

## BOOTH & TABLETOP INCLUSIONS\*

- Two full conference badges
- Exhibitor lounge access
- Refreshment break on Thursday and Friday
- Complimentary meals on noted days outlined in program schedule
- One hour early access to exhibit hall each day
- Weblink in online exhibitor listing
- Exhibitor Service Kit
- Access to registered press list
- 24/Hr exhibit hall security
- 7" x 44" exhibit space I.D. sign
- Two chairs
- Wastebasket

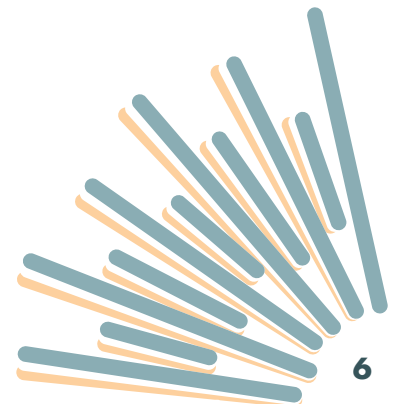
\*Tabletop purchases come with a 6' standard table, booth purchases do not.

## BADGES

Each tabletop or booth purchase comes with two complimentary full conference badges.

All comp'd badges will be pre-loaded to our registration site. Additional badges may be purchased as needed.

Please note, spouses, children, and models must be registered to enter the exhibit hall. Children age 10 and under are free, all other children must pay the full applicable registraton fee.











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# SPONSORSHIP OPPORTUNITIES

## EDUCATIONAL

You must be signed up to exhibit to host an educational session for the meeting. All content for your session will be due in October.

### Clinical Technique Session • \$750

#### Only A Couple Left!

Clinical Technique sessions expertly blend lecture and hands-on techniques to provide serious, in-depth programming. Utilize this hour to inform O&P professionals on new techniques, review current methodologies or technologies.

### Product Display Showcase • \$1,200

#### Only A Couple Left!

Product Display Showcases provide the opportunity to offer a brief infomercial-style educational event in a theater inside the exhibit hall. These are 30-minute presentations that highlight your company's services and products that are featured during unopposed exhibit times. The availability is limited, so act fast to reserve your spot today.

### Technical Workshops

#### Two Hour Workshop • \$920

#### 50-Minute Workshop (2-pack) • \$1,420

*All 50-minute workshop sessions must be purchased in packs of two. You may repeat your content or have two separate subjects.*

Technical Workshops are factual presentations that offer new solutions to existing problems. These sessions provide an ideal atmosphere to share your expertise, demonstrate techniques, and provide you the opportunity to discuss procedures that distinguish your company's products to O&P professionals.

### Technical Workshop Feature • \$500

Want to bring attention your Technical Workshop in our on-site *My Meeting Guide*? Purchase an ad for a 'highlight' to your session. The space will be 2"x2", so feel free to fill it with an image, a short description, or anything you feel to be relevant to highlight your session.

### Technical Workshop Mobile App Push Notification \$400

This offer is only available on Wednesday 3/6 for those with Technical Workshops, and we will only allow two to go out per time slot. The promotion of these sessions will deploy together (per time slot) 15 minutes before your scheduled session.

## MEETING ROOMS

### Meeting Room Rental

Are you looking for a space to host some clients or to meet as a team during the event? If yes, we are offering up our space, based on our availability, at the following rates:

1/2 Day: \$300

Full Day: \$500

This price includes just the room, if you need A/V or any F&B, we will connect you directly with hotel representatives. If you need to get into your room early, we suggest booking a full day.

### Meeting Room Promotion • \$750

Have you secured a meeting room to host a special meeting or event with your company and customers, or are planning to host a happy hour party? Let the Academy help you promote it. Once your event is approved by the Academy, we would be happy to help promote it in the following ways:

- Adding your event to our program guide (we can list this as 'invite only' if you need)
- One push notification in support of your meeting or event
- Invitation email sent out by the Academy on your behalf, (we can filter by company name through our attendee list to help narrow down your audience if need be)

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# SPONSORSHIP OPPORTUNITIES (Cont'd)

## REGISTRATION

### Bag Stuffers • \$2,500

Give attendees a sneak peak to what you will showcase in the exhibit hall. You supply the materials and we'll do the stuffing.

### High-end Water Bottle

~~\$15,000~~ or ~~\$26,000~~ **SOLD OUT**

Brand something the attendees will love well beyond the event.

We are selling this sponsorship as either a half or full order. A half order (\$15,000) will be for half our attendees, a full order is for everyone (\$26,000).

Sponsored Logo Here



### Lanyards • ~~\$6,500~~ **SOLD OUT**

Attendee badges are required for entry into every conference function, so sponsor the lanyards that hold these important identifiers, and add your logo, or brief message for all meeting attendees to see.

### Registration Sponsor • \$10,000

The Registration Sponsor receives exclusive exposure in the online registration portal and the onsite registration area.

#### Sponsorship Includes:

- Linked logo on conference website
- Your logo included in promotional materials
- Your logo prominently displayed in the registration area where all attendees check in
- Your logo on the pre-conference "Know-Before-You-Go" letter, sent to all registrants
- Complimentary registration bag stuffer

### Registration Bags • ~~\$10,000~~ **SOLD OUT**

See your company name on each attendee's arm as they carry these branded bags around with them during the meeting. These bags will be co-branded with your logo and the Academy's logo.

## DIGITAL

### Mobile App Push Notification • \$1,500

Sponsor a push notification to promote your educational session, exhibit space, or anything else of importance to highlight your company during the meeting.

### Mobile App Banner Ad • \$3,000

Banner ads play an important role in today's marketing mix. Place your ad on our meeting event platform for constant exposure to your brand.

### Power-Up Station • \$4,000

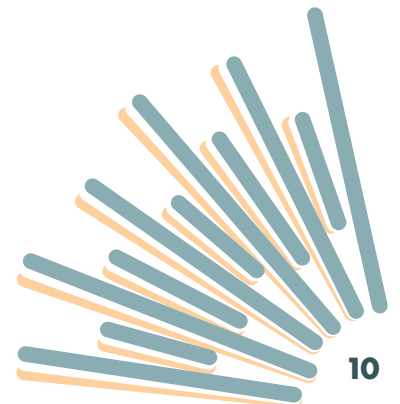
Sponsor a Power-Up Station so attendees can conveniently re-charge during the meeting while on-the-go. Custom graphics may be inserted into the station for promotional purposes.

### Marketing Campaign Bundle • \$4,000

Combine two key marketing tactics into one bundle to promote your company at the Annual Meeting and **SAVE \$500**.

#### Sponsorship Includes:

- (1) Mobile App Banner Ad
- (1) Mobile App Push Notification





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# SPONSORSHIP OPPORTUNITIES (Cont'd)

### Broadcast Email • \$2,500\*

This powerful visibility tool allows your organization the ability to reach our 2,500+ members. At 1¢ to reach each individual member, this service is a great tool to communicate your message.



#### Reach:

The Academy holds a 99.7% email accuracy rate with our member list, holds an open rate of 35%, and a click through rate of 5%, which exceed industry averages.

#### Specs:

All emails are subject to the Academy's approval and must relate to the Annual Meeting.

- Emails may not contain attachments, should be less than 1 MB, and must be in an HTML format that does not contain absolute positioning or javascript
- Emails should not be a single JPEG, GIF, or PDF file
- Graphics and images must be linked from a web server, not embedded in the communication
- Emails may launch pre or post meeting between 2/12/24 - 3/22/24. Deployment dates will be assigned on a first come, first serve basis, with only one sponsored email going out per day
- The HTML file is due ten days prior to deployment to ensure proper time to upload, test, and proof

### Meetings Event Platform Sponsor #AAOP2024 • \$10,000

Bring attendees the official AAOP meetings event platform, where they can easily find event happenings, locations, session times, networking and more.

#### Sponsorship Includes:

- Recognition on the meeting website, virtual platform, and in meeting materials as the Meetings Event Platform sponsor.
- (1) Mobile App Banner Ad
- (1) Mobile App Push Notification
- (1) Conference Bag Stuffer

### Wi-Fi for Everyone • \$15,000

Provide one of the most essential components of the attendees' meeting experience and engage with hundreds of attendees by sponsoring the meeting's Wi-Fi.



#### Sponsorship Includes:

- (1) Mobile App Banner Ad
- (1) Mobile App Push Notification
- (1) Conference Bag Stuffer
- (1) Broadcast Email
- (1) Social Media Post

### Digital Takeover • \$21,000

Be AAOP's premier digital sponsor with a packaged deal sponsoring both the **Wi-Fi for Everyone** and **Meetings Event Platform** and **SAVE \$4,000**. Sponsorship takeovers are a unique and effective way to immerse an audience with a strong branding message, creating brand awareness and publicity.

#### Sponsorship Includes:

- Recognition on the meeting website, virtual platform, and in meeting materials as the Digital Takeover sponsor.
- Logo inclusion in the welcome clings and graphics
- (1) Registration Bag Stuffer
- (2) Social Media Posts
- (2) Mobile App Push Notifications
- (2) Broadcast Emails
- (1) Mobile App Banner Ad

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2024 PARTNER, EXHIBITOR, & ADVERTISER PROSPECTUS

## SPONSORSHIP OPPORTUNITIES (Cont'd)

### Social Media

Create an interesting and dynamic communication portal between your business and our nearly 10,000 Academy social media followers. You provide the copy and image, we'll create the posts.

One Post	\$500	Three Posts	\$1,275
Two Posts	\$900	Four Posts	\$1,600

	Followers	Average Engagement	Average Impressions
 Facebook	2,814	5%	2,100
 Twitter	1,391	2%	28,000
 LinkedIn	3,614	4%	20
 Instagram	1,732	6%	530

### Specs:

- All posts are subject to the Academy's approval and must relate to the Annual Meeting
- Your post goes to Facebook, LinkedIn, Instagram, and Twitter.
- Posts should not exceed 280 characters
- Recommended image size: 1200 x 628 pixels, Minimum width and height is 600 pixels, Recommended image formats are JPG and PNG
- Posts may launch pre or post meeting between 2/12/24 - 3/22/24. Post dates will be assigned on a first come, first serve basis, with only one sponsored post going out per day

### ~~Event Promo Email Inclusion~~ • \$10,000\* **SOLD OUT**

Place an ad in ten of our promotional emails for the Annual Meeting. You will be the only sponsor highlighted in these emails. These promo emails will be sent to our entire membership list so is a great way to reach a large number of O&P professionals.

\*Available to exhibiting companies only.

## RECEPTION & SESSION SPONSORS

### Opening & Welcome Reception Sponsor • \$10,000

We have reserved a spot for you, in not one of our main featured events, but TWO! Join us on stage as we welcome hundreds of attendees to our meetings kick-off event, the Opening Session. Continue the fun with promotional pieces that will be utilized during our Welcome Reception in the exhibit hall.

### Sponsorship Includes:

- Branded slides built into our main session PowerPoint slide deck for the Opening Session
- Branded drink tickets at the Welcome Reception
- Branded drink cups at the Welcome Reception
- Half page advertisement in the on-site *My Meeting Guide*
- One push notification to support your sponsorship for the Welcome Reception
- Chair drop in Opening Session

### Photo Booth Sponsor – Say Cheese! \$6,000

Photos, GIFS, boomerangs, filters, need we say more? Provide the Academy attendees with a long-lasting memory. You will customize a branded photo overlay that will be added to every single photo the attendees take. Have branded props to supply, bring them, we'd love to have them. Feel free to create a social media game out if this too, we would be happy to help you promote it (two social posts, and two push notifications).

There is no printing here, but it does provide instant sharing via text and email. We will also share the online gallery link post event with you too. Does the techy part of this scare you? No worries, this booth comes with a professional attendant to help along the way.



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# SPONSORSHIP OPPORTUNITIES (Cont'd)

## FOOD & REFRESHMENTS

### Morning Coffee • \$4,500

This sponsorship provides a great opportunity for attendees to network and socialize in a relaxed environment, all while gaining exposure to your brand. Your company name and logo will be placed by the refreshment break area, and coffee cups with your logo will be available.

### Lunch • \$5,000

Sponsor one of our lunches in the exhibit hall. Your company name and logo will be placed by the lunch areas and beverage napkins with your logo will be provided and placed near or inserted into the boxed lunches.

## PROMO PIECES

### 1oz Gel Hand Sanitizers • \$5,500

Brand these FDA approved antibacterial gel hand sanitizers to keep our attendees feeling safe and germ free during the meeting.

### The Academy Road Trip • \$1,000

#### Now Offering CE Credits!

The Academy has reinvented our Game Card taking the traditional layout and moving it towards a fun interactive passport that now incorporates the ability for attendees to earn CE's for their exhibitor visits. These pocket-sized passports will be easy to carry around and fun to show off! Provide us with a short educational, open-ended question, and your logo for inclusion in our passport. Upon completion, attendees will submit their passport for a chance to win some great prizes. The Academy Road Trip will be promoted in a number of print and digital communication outlets for the meeting.

### The Academy Road Trip Sponsor - \$2,500

Sponsor our newly designed passport with an advertisement that is placed on the back cover.



Sponsored Logo Here

### Soft Bound Journals \$7,500

Emboss this soft-bound leatherette journal, an item that will prove to be useful during and after the event. Journals will be inserted into each attendee bag.

Sponsored Logo Here

Brand the wrap for an additional \$1,500



## PUBLICATIONS

### Session Preview • \$4,000

Insert an ad into the October issue of *The O&P Edge*, a unique, high-end, specialty publication that will position your company as a leading expert in your area. This printed publications distribution reaches 15k professionals.

### Preliminary Program • \$4,000

Insert an ad into the January issue of *The O&P Edge*, a unique, high-end, specialty publication that will position your company as a leading expert in your area. This printed publications distribution reaches 15k professionals.

### Session/Prelim Bundle • \$6,500

Place an ad in both October and January issues of *The O&P Edge* and **SAVE \$1,500**.

### My Meeting Guide

This program guide puts useful information right at attendees fingertips, so place an ad to remind them to swing by your exhibit space for a visit.

Interior Front Cover Full Page (6" x 10") • \$2,550

~~Back Cover Full Page (6" x 10") • \$3,850~~ **SOLD OUT**

Banner Ad (6" x 2.5") • \$1,250

For all ads, add a 0.125" on each side for bleed and keep all text elements within 0.25" of each side.



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# SPONSORSHIP OPPORTUNITIES (Cont'd)

## HOTEL BRANDING

### Hotel Key Cards • \$9,500 SOLD OUT

Sponsor the key cards and the key card holder. Both pieces may be custom designed. Please note, these will be co-branded with the AAOP logo.

### Window Cling at Hotel Front Entrance • \$5,500

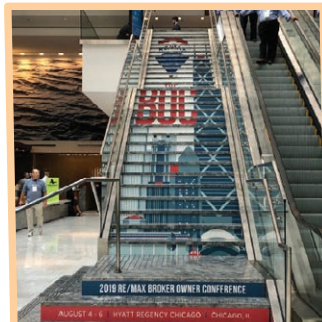
The window price is per window, you can brand up to four windows measuring over 6' wide x 10' high at the hotel's main entrance.



Window Cling at Front Entrance

### Staircase Cling at Hotel Front Entrance • \$13,000

Over 37 custom graphics can be created for this massive display inside the main entry way to the hotel. Visible from all areas, this would be a great opportunity to showcase your message to our attendees.



Staircase Cling at Front Entrance

### Escalator Glass Cling at Hotel Front Entrance • \$6,500 SOLD OUT

There is no ignoring this one, this cling will be prominently placed at the entry way directing people to the meeting space, a high traffic area for all meeting goers.



Escalator Glass Cling at Front Entrance

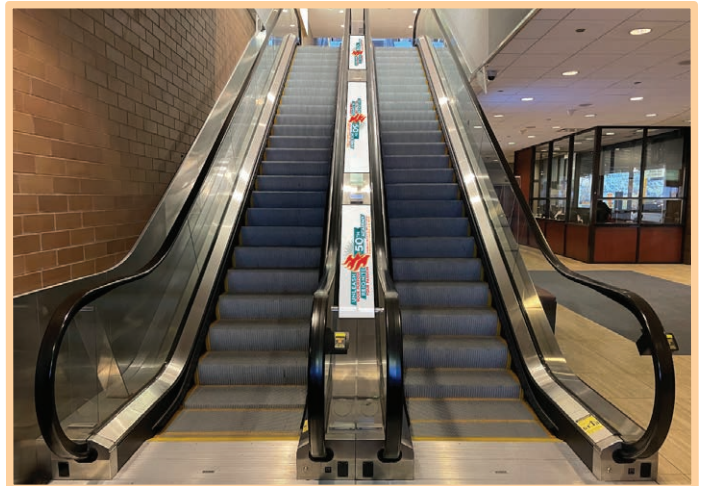
### Escalator Clings • \$6,000 SOLD OUT

Take the attendees for a ride from the main registration level down to the exhibit hall, there will be two clings, one for the right side, a second for the left side.

### Escalator Runner • \$4,000

*(Leading down from the hotel lobby to the Registration)*

This is a set of clings placed in between the two escalators.



Escalator Runner Cling leading down to the Exhibit Hall

### BIG Bar Wall Cling • \$16,000 SOLD OUT

Brand this massive cling that sits right above the lobby level and below the busy mezzanine level BIG Bar (a high traffic spot each night). AAOP will take a small section of the 41' wide banner to promote the meeting, but the rest of the space is yours!



BIG Bar Wall Cling

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# SPONSORSHIP OPPORTUNITIES (Cont'd)

### Big Bar TV Column Clings • \$10,750

There are 11 clings to brand in the very popular spot each night BIG Bar. Attendees like to gather here each night, so grab their attention as they walk in to grab a drink.



Big Bar TV Column Clings

### BIG Bar Coasters • \$4,500

Last time we were in Chicago (2020), this bar was packed with Academy attendees each night, so why not sponsor the coaster everyone is utilizing as they enjoy their evening. AAOP will provide the hotel with 2,500 branded coasters with your logo, promotion will start in BIG Bar on Wednesday evening and will stay there until they run out.

### Exhibit Hall Pillar Wraps • \$7,500

There are a handful of pillars that can be wrapped in the main entry way in the exhibit hall, two of the four sides will receive a clad structure that you are able to design and customize.

### Large Floor Cling at Main Entry Way Inside Exhibit Hall ~~\$4,000~~ **SOLD OUT**

Brand a large 4' cling that will sit right inside the doors as attendees walk into the exhibit hall.

### Exhibit Hall Glass Door Clings • ~~\$6,000~~ **SOLD OUT**

There are two glass doors people will walk through to get into the exhibit hall, you would be able to brand the glass paneling on the top and inbetween the two.



Exhibit Hall Glass Door Clings

## INCREASE YOUR REACH

If you have any questions, or if you are not seeing a sponsorship that works well with your marketing objective, reach out to Kate Feuling at [kfeuling@oandp.org](mailto:kfeuling@oandp.org).

