



The October Exhibitor e-Letter is your go-to resource for staying informed and ahead as you plan for AAOS 2026. Inside, you'll find everything from the **final exhibit payment deadline** to **reserving private meeting space** and the **first-time exhibitor guide**, giving you the tools to plan strategically and succeed **before, during, and after the meeting.**



Be Seen Before the Meeting Starts

Your directory listing is the easiest way for surgeons to find your company, products, and booth. Complete your complimentary listing now to ensure you are discoverable when attendee registration opens on **November 3**. Add your logo, description, specialties and more in the [Exhibitor Resource Center](#).

Basic listings get you seen but an **Enhanced Exhibitor Listing** ensures you are noticed. Upgrade your listing to showcase images, videos, and a longer description that draws surgeons to your booth ahead of time. [View all the features available.](#)



Watch Registration Number Grow

Registration for attendees kicks off on November 3. Weekly updates start **Monday, November 10** on the [Plan Your Exhibit page](#). Track these numbers to measure interest and optimize the timing of your outreach to both new prospects and existing customers.

Key Deadlines This Month

- **Exhibitor Service Manual Launch – October 16**

Your playbook for the meeting goes live this month. Inside, you'll find your target move-in schedule, booth service order forms, and insurance requirements. Bookmark the [Exhibitor Service Manual page](#), your go-to guide for smooth planning.

- **Final Exhibit Payment Due – October 30**

Complete your payment on time and earn two priority points. Payments can be submitted directly through the [Exhibitor Resource Center](#) or print an invoice for your records. Missing the deadline could result in losing your space.

Secure Badges for Your Team

Each booth comes with five badges for every 100 sq. ft. of space. Starting **October 16**, register your team in the [Exhibitor Resource Center](#). Early registration keeps your team moving and avoids last-minute delays.

When It's Time to Close the Door: Exhibitor Suites

Need a private setting right inside the hall? Exhibitor Suites give you dedicated space for important conversations with surgeons, clients, or partners. Each 10x10 suite comes with hard walls, carpeting, and a locking door. Availability is limited, so submit the [Exhibitor Suite application](#) today!

Plan Your Events with Confidence

Whether you're hosting a product demo, research presentation, or evening reception, your off-site events can extend your brand's impact beyond the

booth. **Remember:** all events require AAOS approval and must be scheduled within permitted times. Review the guidelines and submit your request via the [Meeting and Event Space page](#).

Marketing Tools at Your Fingertips

- **Promotional Opportunities** – From digital marketing to onsite signage, there's a solution for every budget and goal. With more than 600 exhibitors in the hall, visibility tools help ensure surgeons know who you are and where to find you. Visit the [Promotional Opportunities page](#) to explore all options and secure your selections.
- **Exhibitor Marketing Kit** – Packed with strategies and templates to help you drive traffic and keep attendees engaged. Review the [Exhibitor Marketing Kit](#) today!
- **Exhibitor Marketing Webinar Recording** - Did you miss the recent webinar "From Missteps to Momentum: AAOS 2026 Marketing That Works"? [Watch the recording](#) to discover best marketing practices, tools, and opportunities designed to help you avoid common exhibitors pitfalls.

Resource Hub for a Successful AAOS 2026

Get the most out of your AAOS 2026 experience with the [Exhibitor Essentials page](#), your central hub for key dates, planning tools, webinars, and exhibitor FAQs. Visit today to stay on track, access expert guidance, and make the most of your exhibit investment.

Your Questions, Answered: Exhibitor Town Hall

Join us **Wednesday, October 15, 12:00–12:30 PM CDT** for the first Town Hall Webinar of the year. Stay informed on AAOS 2026, participate in a live Q&A, and provide feedback directly to the Exhibits Team. [Register now](#) to join the conversation.

Command Attention in the Convention Center Lobbies

The lobbies at AAOS 2026 are bustling hubs, with every attendee passing through multiple times each day. This is your chance to extend your presence beyond the booth and **put your brand where it will be seen.**



Reach attendees as they check in at registration, enter the Exhibit Hall, ride the escalators to education sessions, wait at the transportation center, or gather in the Atrium Café

Take advantage of high-impact placements like **café glass clings**, **banners**, **escalator graphics**, and **tower displays**. Each option lets you position your message strategically, increase visibility, and ensures your brand can't be ignored

[Explore Convention Center Lobby Opportunities](#)

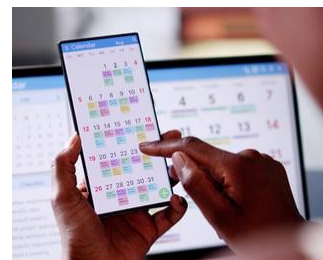
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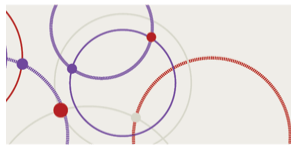
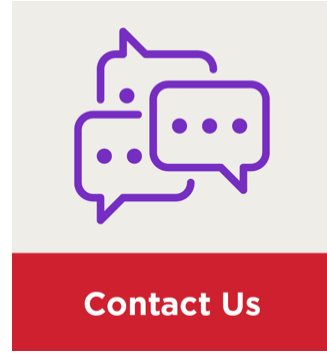
**Exhibitor
Housing**



**Exhibitor Event &
Meeting Space**



**Important Dates
& Deadlines**



Important Dates



October 15

Exhibitor Town Hall

October 30

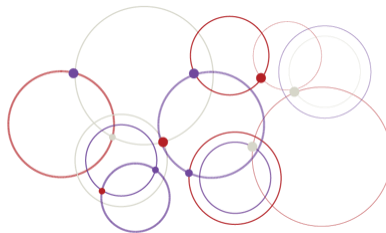
Full Balance of Exhibit Space Fees Due

October 16

Exhibitor Service Manual is Available
Exhibitor Badge Registration Opens

November 3

Medical Attendee Registration Opens



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