



The September Exhibitor e-Letter is packed with everything you need to stay informed and ahead as you plan for AAOS 2026. From **updating your directory listing** to **securing housing** and **exploring marketing tools**, all designed to help set you up for success before, during, and after the meeting.



Your Go-To Hub: The Exhibitor Resource Center (ERC)

Everything you need for a successful exhibit is in one place. Use the [Exhibitor Resource Center](#) to update your directory listing, register staff, pay invoices, and access essential planning tools.

If you don't already have an account, simply log in with your email and set a password. Need help? Step-by-step [login Instructions](#) are available.

Stay in the Loop

Track Registration and Meeting Momentum

Attendee registration opens **November 3**. Beginning **Monday, November 10**, updated registration counts will be posted weekly on the [Plan Your Exhibit page](#). Use these numbers to gauge interest and strategically time your outreach to prospective and current customers.

Final Exhibit Payment Due October 30

Exhibit space balances are due by **October 30**. Pay your invoice on time and earn two additional priority points toward future booth selection. You can pay online through the [Exhibitor Resource Center](#) or print an invoice for your records. Companies that do not submit final payment by the deadline risk losing their booth.

Meet Privately, Without Leaving the Exhibit Hall

Exhibitor Suites give you something the show floor can't—privacy for the conversations that matter most. Secure a quiet, professional setting to meet with surgeons, clients, and partners right inside the hall, away from the crowds. Each 10' x 10' space includes hard-walls, a locking door, carpet, and is available for \$4,500. Availability is limited, so submit the [Exhibitor Suite application](#) today!

Get Approval for Your Events

Bring your expertise to life beyond the booth. From live demos and research presentations to focus groups and social gatherings, events create meaningful touchpoints with surgeons and strengthen your brand presence at the meeting. Events must be held during permitted times and require AAOS approval. Visit the [Meeting and Event Space page](#) to review guidelines and submit your request.

Make Your Directory Listing Work for You

Your directory profile is one of the easiest ways to get in front of attendees before they ever set foot in the exhibit hall. Completing your listing is free and ensures surgeons can find your company, products, and booth location when the directory goes live on **November 3**. Log in to the [Exhibitor Resource Center](#) to update your company details, upload your logo, add a description,

and select your product categories and specialties. Don't risk being overlooked.

Basic visibility is important, but smart companies take the next step with an **Enhanced Exhibitor Listing**. Showcase images, videos, and richer content that captures attention and drives surgeons to your booth before they even arrive on site. [View all the features available.](#)

Official Hotels, Better Rates, Extra Priority Points

Book your housing through onPeak, the official AAOS partner, to guarantee the best rates and earn two additional priority points for your company. Exhibitors who book now also get access to the widest choice of hotels and support for additional room requests. [Secure your rooms today while availability lasts.](#)

What to Expect in the Exhibit Service Manual

Launching **October 16**, the Service Manual is your step-by-step guide to prepare for AAOS 2026. Inside you'll find:

- **Target Move-In Floor Plan:** Outlines your assigned installation date and time.
- **Register Your Team:** Exhibitors are allotted five badges per 100 sq. ft. of exhibit space. Register early via the [Exhibitor Resource Center](#) to avoid onsite delays.
- **Booth Services Order Forms:** Place orders for electricity, carpet, furniture, catering, lead retrieval, and more.
- **AAOS Approval Forms:** Submit forms for approval of booth activities, company advertisements, island booth designs, and EAC request form.
- **Exhibitor Insurance Requirements:** All exhibitors must carry general liability insurance. Submit or purchase a Certificate of Insurance (COI) by **February 4, 2026** using the insurance portal included in the manual.

From Missteps to Momentum: A Complimentary Webinar

Join us on **Wednesday, October 1 from 12–12:30 PM CDT** for this free 30-minute webinar. The Exhibits Team will cover how to build pre-meeting buzz, maximize booth visibility, align activities with what surgeons want, and turn post-show follow-ups into lasting relationships. Walk away with actionable tips

to turn your participation into measurable results that extend well beyond the meeting. [Register today to attend the webinar!](#)

Exhibitor Marketing Kit: Your First Step to Success

Start here to get the most from your booth investment. The [Exhibitor Marketing Kit](#) is packed with pro insights, practical strategies, and ready-to-use tools to help you attract attendees, keep them engaged, and maintain visibility throughout the AAOS Annual Meeting. The most successful exhibitors don't plan without it.

Get Noticed with a Promotional Opportunity

With more than 600 exhibiting companies and thousands of surgeons in attendance, standing out at the AAOS Annual Meeting requires more than just a booth. Whether your goal is broad visibility or direct engagement, there are opportunities to fit every budget and strategy. From onsite signage to digital advertising, these options ensure attendees know who you are and where to find you. Visit the [Promotional Opportunities page](#) to explore all options and secure your selections today.

Ask, Learn, Engage: Exhibitor Town Hall Webinar

Have questions about AAOS 2026? Don't miss the kickoff of this year's town hall webinar series on **Wednesday, October 15 from 12 - 12:30 PM CDT** for live updates, open Q&A, and the chance to share feedback directly with the Exhibits Team.

AAOS Live Skills Courses: Connect in a Focused Learning Environment

Meet surgeons face-to-face in a smaller, more intimate setting. Live Skills courses deliver hands-on education and feature **tabletop exhibits, networking events,** and **spotlight sessions** to give your company the chance to showcase products and have meaningful conversations in a focused environment.



Don't miss the last two skills courses for 2025 at the OLC in Rosemont, IL:

- **OrthoSkills: Techniques in Sports Medicine and Total Hip** (9/26-9/27)
- **Reverse and Anatomic Total Shoulder Arthroplasty: Concepts and Techniques from Basic to Advanced** (11/21-11/22)

[Contact the Exhibits Team](#) to learn more about exhibiting at these courses.

Explore Industry Support Opportunities

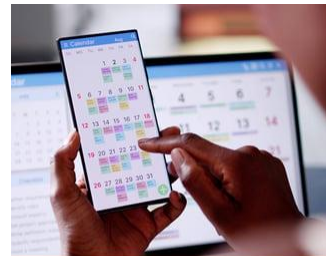
Quick Links



**Exhibitor
Housing**



**Exhibitor Event &
Meeting Space**



**Important Dates
& Deadlines**



**Promotional
Opportunities**



**Exhibit
Prospectus**



Contact Us

Important Dates

AAOS 2026

**Exhibit
Dates**

October 1

"From Missteps to Momentum: AAOS
2026 Marketing That Works" Webinar

October 30

Full Balance of Exhibit Space Fees
Due

October 15

Exhibitor Town Hall

November 3

Medical Attendee Registration Opens

October 16

Exhibitor Service Manual is Available
Exhibitor Badge Registration Opens

