Exhibitor Prospectus

aahks

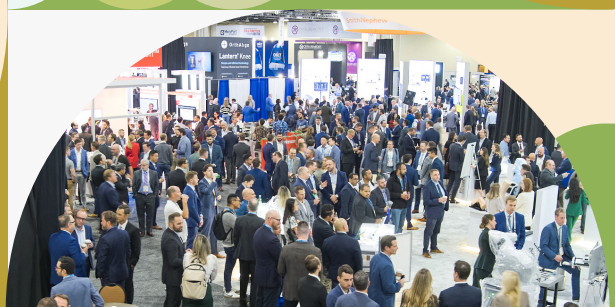
ANNUAL MEETING 26

Shaping the Future of Arthroplasty

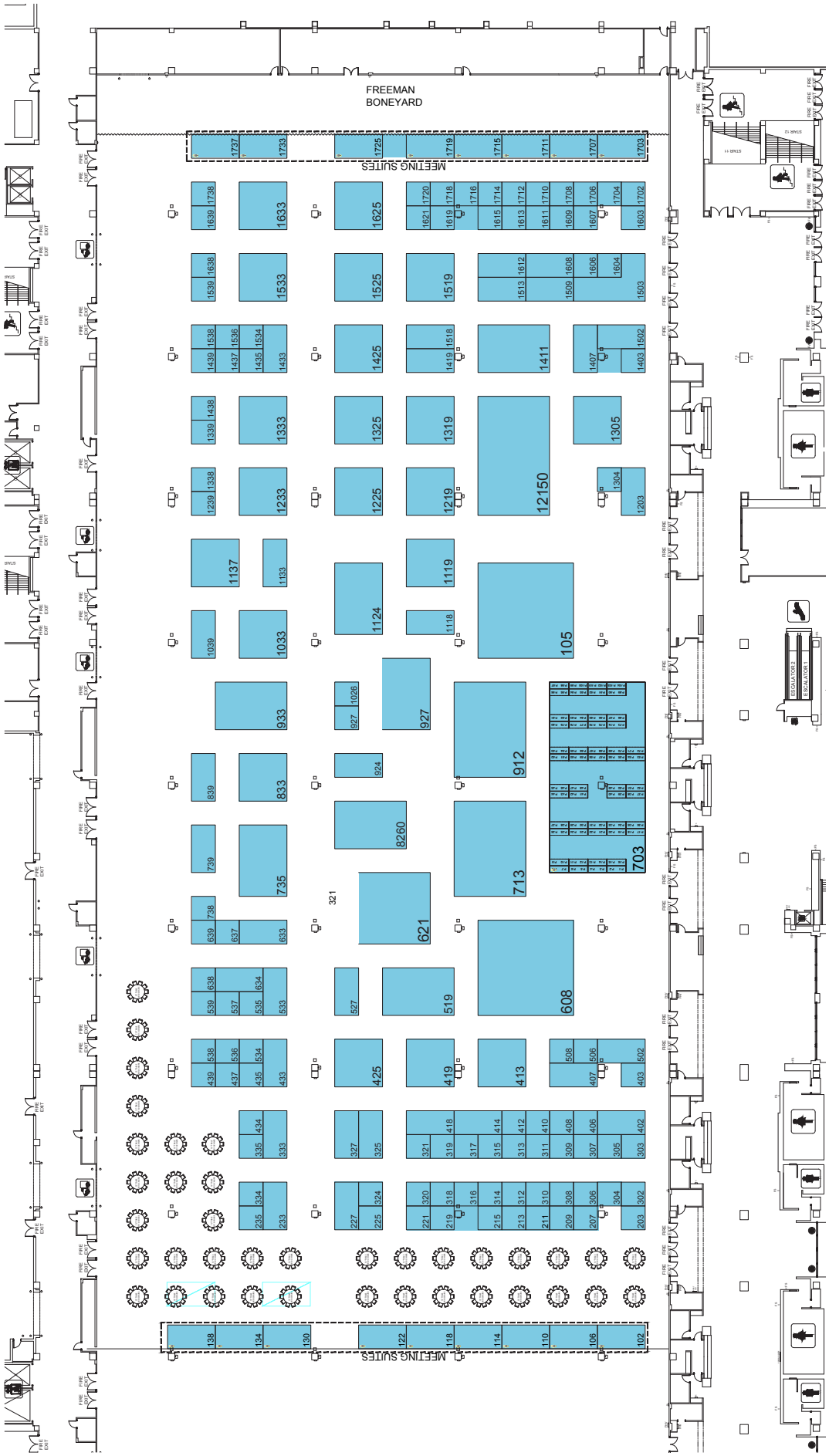
November 5–8

Gaylord Texan Resort & Convention Center

Dallas, Texas



Gaylord Texan Resort Floor Plan



Visit www.AAHKS.org/Meeting for:

- Exhibit Hall/Learning Center floor plan
- Exhibitor registration
- Branding opportunities
- Industry Symposia guide and application

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The American Association of Hip and Knee Surgeons (AAHKS) invites you to the 2026 AAHKS Annual Meeting at the Gaylord Texan Resort and Convention Center in Dallas, Texas, USA, taking place November 5–8, 2026. Join us and more than 2,200 surgeons, fellows, residents and other health professionals who are highly interested in primary and revision joint arthroplasty. The Annual Meeting features innovative concepts and the latest advances in hip and knee arthroplasty. The AAHKS Annual Meeting offers:

- A focused target market of joint replacement surgeons
- An efficient weekend schedule
- Eleven hours of exhibit time on Friday featuring breaks, lunch and reception
- A focused schedule for the Exhibit Hall/Learning Center on Saturday featuring breaks, lunch and reception
- Cost-effective exhibitor fees

Exhibitors tell us each year that the Exhibit Hall/Learning Center at the AAHKS Annual Meeting gives them the best opportunity for interaction with hip and knee surgeons. To secure exhibit space, limited sponsorship opportunities and on-site branding or advertising, please contact Jeff Mitchell, Senior *Director of Marketing and Corporate Relations*, at jmitchell@aahks.org or 847-430-5072.

aahks ANNUAL MEETING 26

AAHKS represents nearly 5,000 surgeons and clinical and non-clinical professionals who practice primary and revision total joint arthroplasty. More than 2,200 of these hip and knee professionals attend the AAHKS Annual Meeting each year to experience the intensive learning sessions and collegial environment over four days. Exhibitors play an important role in the meeting with several opportunities to interact with attendees as well as to represent their companies in the Exhibit Hall/Learning Center and at sponsored activities during the meeting.

Benefits of Sponsoring

- **Pre-Event Acknowledgment**
  - Recognition and thank you in Preliminary Program mailed to all members prior to the Annual Meeting
  - Acknowledgment on AAHKS Website
- **On-Site Acknowledgment**
  - Recognition on signage at the sponsored event
  - Recognition in the Final Program given to all attendees

Sponsored Meals and Refreshments

Meals and refreshment breaks are held in the Exhibit Hall/Learning Center and facilitate interaction with attendees. Your company's name will be prominently displayed on site, in promotional materials and on the AAHKS Annual Meeting website.

Young Arthroplasty Group Reception — **$5,000** (Non-Exclusive)

Thursday, November 5
Logo Placement: Signage and Napkins at Reception

Attendee Lunches — **$5,000 per day**

Friday and Saturday, November 6 and 7
Exhibit Hall/Learning Center
Logo Placement: Signage

Attendee Breakfasts — **$2,000 per day**

Friday, Saturday and Sunday, November 6, 7, and 8
Exhibit Hall/Learning Center
Logo Placement: Signage

Refreshment Breaks — **$1,500 per break**

One on Saturday, November 7
Exhibit Hall/Learning Center – during General Session breaks
Logo Placement: Signage, accessories

Sponsored Events and Programs

Lounge Sponsorships **$35,000 (two available)**

The Annual Meeting includes a very limited opportunity to create your own space off the show floor and adjecent to the General Session area. Ask about options!

Charging Station **$5,000 (two available)**

The Charging Station, customized with your company's name and logo, provides a station for meeting attendees to charge their cell phones and tablets.

Ask the Experts **$4,000**

This event, comprised of 4 case-review sessions, is moderated by notable faculty and considered one of the most popular events at the Annual Meeting. Your company will be the sole sponsor in one of the "Ask the Experts" sessions. Acknowledgment of your support will be included in all promotional materials and on signage at the sponsored event.

Gaylord Texan Resort Key Cards **$18,000**

Resort guest room key cards feature your company logo, info and booth number with your own design. Pre-approval of design is required.

Print Advertising Opportunities

Preliminary Program Ads

Feature your ad in the full-color program mailed to AAHKS members with meeting registration information. Pre-approval is required; deadlines apply.

Full Page, Inside Cover..... $5,000
Full Page, Inside Page..... $4,000
Half Page, Inside Page..... $3,000
Quarter Page, Inside Page..... $2,000

Exhibitor Directory Ads

Feature your ad in the full-color directory given to all meeting attendees as a guide to the Learning Center/Exhibit Hall. Pre-approval is required; deadlines apply.

Full Page, Inside Front Cover..... $5,000
Full Page, Inside Back Cover..... ..... $5,000
Full Page, Outside Back Cover..... $5,000
Full Page, Inside Page..... $4,000
Half Page, Inside Page..... $3,000
Quarter Page, Inside Page..... $2,000

Room Drop

Draw meeting attendees to your exhibit booth by dropping promotional materials in guest rooms at the Gaylord Texan. Pre-approval is required; deadlines apply.

Per Drop.....$7,000

Meeting Packet Insert

Include a company ad in the packet given to all attendees in the meeting materials bag. Pre-approval is required; deadlines apply.

Per Insert.....$5,000

Benefits of Exhibiting

In addition to the opportunity to engage with over 2,200 surgeons, fellows, residents and other health professionals, exhibitors receive exclusive benefits prior to the Annual Meeting, as well as on-site.

Pre-Event

- Company listing on AAHKS website
- List of pre-registered attendees (includes name, credentials, and title)
- Opportunity to participate as a Corporate Partner through additional engagement

On-Site

- Company or product description in the printed Exhibitor Directory given to all attendees
- Listing on the Meeting app
- Access to the General Session
- Opportunity for representatives to take part in complimentary meals and refreshments

Exhibit Packages

After the initial booth draw conducted for current exhibitors ranked in order by spend and years of participation conducted onsiite at the Meeting, exhibit space is sold on a first-come, first-served basis. There is limited space available to preserve the integrity of the Meeting and to maximize exhibitors' exposure. Exhibits will be located in a general, high-traffic area where attendees gather. AAHKS has the right to alter the floor plan at any time. To view the floor plan and reserve your space, visit **www.AAHKS.org/Meeting.**

All Exhibiting Companies Receive:

- Back and wing drape
- One 6' skirted table, two side chairs and waste basket
- 11" x 17" Exhibitor identification sign
- Pre-Registered Attendee List (includes name, credentials, title)
- Listing on AAHKS website

Booth Size Badges Included Price

Sizes	Badges Included	Price
40' x 40'	42	$100,000
30' x 40'	35	$84,500
30' x 30'	25	$67,500
20' x40'	20	$60,000
30' x 20'	14	$42,500
20' x 20'	10	$32,000
10' x 30'	8	$21,000
10' x 20'	6	$14,000
10' x 10'	3	$7,000

Exhibit Move-In

Exhibitors with 20′ x 20′ Booths and Larger	
Wednesday, November 4	8:00 a.m. – 5:00 p.m.

All Exhibitors	
Thursday, November 5	8:00 a.m. – 5:00 p.m.

All booths must be fully installed by 5:00 p.m on November 5.

Exhibit Hall/Learning Center Location and Hours

Exhibits will be located in the **Longhorn Exhibit Hall at the Gaylord Texan.** Exhibitors must have at least one representative in the booth during exhibit hours. Times are subject to change. For the most current schedule, visit **www.AAHKS.org/Meeting.**

Friday, November 6	
7:00 a.m. – 6:00 p.m.	Exhibit Hall/Learning Center open
11:00 a.m. – 1:00 p.m.	Lunch break held in Exhibit Hall/Learning Center

Saturday, November 7	
7:00 a.m. – 2:00 p.m.	Exhibit Hall/Learning Center open all day with Breakfast, Lunch, and Breaks

Construction of Exhibits

Booths sized 20′ x 20′ or larger are permitted a height of 14′. All other booths are permitted a height of 8′. Exhibitors or agents acting in their stead may not attach any item to any stationary wall, floor, window, or ceiling with screws, nails, staples, tape or any other substance. No item may be posted, nailed, screwed or otherwise attached to columns, floors, furniture or other areas of th exhibitor hall.

Dismantling Exhibits

No exhibitors will be allowed to dismantle or pack or remove any part of their exhibits until after the conclusion of the exhibit hours on Saturday, November 7.

Convention Services and Booth Policies

Freeman Advance Warehoue
C/O Freeman
5130 Cash Rd,
Dallas, TX 75247
United States

Freeman will provide receiving, handling and shipping upon request of written authority. All shipments must be directed through Freeman. Tabletop furnishings, janitorial, drayage services, additional equipment, labor and storage are available from Freeman. Advance warehouse freight can be sent to Freeman's warehouse. Shipping details will be available through the Freeman exhibitor kit this summer is posted at **www.AAHKS.org/Meeting.**

Eligibility

AAHKS determines eligibility of any company or products for the Exhibit Hall/Learning Center. AAHKS may forbid installations or request removal at its discretion at any time of any exhibit or promotion that is not in keeping with the AAHKS mission.

Booth Application and Payment

Exhibit space will be assigned on a first-come, first-served basis upon receipt of exhibit applications and full payment to AAHKS. Visit **www.AAHKS.org/Meeting** to select, apply for and purchase booth space. The subletting of space is not permitted.

Exhibitor Badges

All representatives of exhibiting companies must register and wear exhibitor badges to enter the Exhibit Hall/Learning Center and Scientific Sessions. Company badges will not be accepted in lieu of official badges. False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method used to assist unregistered persons to gain admission to the Exhibit Hall/Learning Center or Scientific Sessions will be cause for expelling the violator from the Exhibit Hall/Learning Center, or for removing a violator's exhibit from the floor without obligations on the part of AAHKS.

Exhibitors may purchase additional badges over the allotted amount included with the booth fee for $500 each. An on-site fee of $100.00 will apply to each exhibitor representative badge requested after October 22, 2026. All badges will be available for pickup at the Exhibitor Registration Desk. Exhibitor representative cancellations or changes must be received in writing before **October 30, 2026** AAHKS will charge a $100 processing fee for all cancellations. No refunds will be issued after **October 30, 2026.**

Novelty Gifts at Booths

- Subject to compliance with AAHKS, AdvaMed, ACCME and AMA guidelines, companies wishing to "give away" novelty gifts, which are practice-related in nature, may be permitted to do so with prior approval of AAHKS.
- Distribution of promotional gummed stickers or labels are prohibited.
- Under no circumstances can any promotional material be allowed in lobby areas.
- Prize contests, drawings, raffles or lotteries of any description, held at any time or places within the auspices of the Annual Meeting are expressly prohibited.
- Non-AAHKS Meeting activities may only be promoted within the confines of the exhibitor space or in public areas of the resort.
- AAHKS may forbid or request removal of any "giveaway" at its discretion.

Cancellation Policy

Cancellations must be received in writing before July 31, 2026 and are subject to a 50% cancellation fee.
After August 1, 2026 NO REFUNDS will be made.

AAHKS Annual Meeting Policies

Company-Sponsored Events

Exhibitors are prohibited from conducting or sponsoring non-AAHKS approved events directed at Annual Meeting attendees over the official dates of the Annual Meeting and **within 50 miles of the Gaylord Texan Resort & Convention Center.** Even where an exhibitor seeks to conduct or sponsor an event outside of this 50-mile radius, if the event is directed at Annual Meeting attendees, the exhibitor is still **required to submit a written request to conduct or sponsor the event** to ensure that it does not conflict with the Annual Meeting Scientific Sessions, educational programs, and social functions. Failing to submit a request for consideration will lead to penalties to be determined by AAHKS. Failure to comply may result in revocation of exhibiting privileges.

Company Staff Meetings

AAHKS does not charge a fee for meeting space within our block that is intended for company personnel meetings (i.e. sales recaps or any meeting not involving Annual Meeting attendees). These meetings must be strictly for the employees and/or representatives of the company. **AAHKS requires written request to hold such staff meetings.**

Solicitation and Marketing

Exhibitors are prohibited from contacting Annual Meeting registrants via email unless they have received prior permission from the recipients approving solicitations/sales messages in this manner. Exhibitor representatives are expected to present themselves professionally at all times and to respect the sales activities of their competitors on the show floor. Any violations or improper behavior should be reported immediately to AAHKS staff. To ensure that the educational program remains bona fide, inappropriate marketing activities by exhibitors are prohibited. In accordance with ACCME standards, exhibitors are not permitted to engage in sales or promotional activities while in the Scientific Sessions or to display or distribute promotional materials before, during, or after the event, except for in designated exhibitor areas. Please refer to the ACCME Standards for Commercial Support of Continuing Medical Education at **www.accme.org.**

Terms and Conditions

Indemnity

The exhibitor agrees to indemnify and hold AAHKS, its official contractors, and the Gaylord Texan Resort & Convention Center, and their respective employees, representatives, agents, and successors, and assigns harmless against any and all third party damages, claims, judgments, losses, costs and expenses (including attorneys' fees) that may at any time be incurred, suffered, sustained by or imposed upon AAHKS and/or the Gaylord Texan Resort & Convention Center or their respective employees, representatives, agents, and successors, or assigns to the extent that they are directly related to exhibitor's negligence or willful misconduct. This indemnification and hold harmless agreement includes, but is not limited to, any and all third party claims, damages, losses or expenses attributable to personal or bodily injury, sickness, disease or death, or to injury to or destruction of tangible property, including the loss of such property.

FDA Compliance

All products which are not FDA approved for a particular use in humans or which are not commercially available in the US will be permitted to be exhibited only when accompanied by the appropriate signs that indicate the device's FDA clearance status, with the following wording:

- This device/drug is not cleared by the FDA for distribution in the United States.
- This device/drug is intended to be used in the United States as described in the product's labeling.

Signs must be visible and placed near the devices or drug, and on any graphics depicting the device or drug. Exhibitors are cautioned about the FDA's prohibition of promoting devices or drugs that are cleared for marketing for unapproved uses and are solely responsible for complying with related FDA rules and regulations.

Requests for information and guidance can be obtained at **www.fda.gov** or directed to:
Office of Device Evaluation/CDRH/FDA, Program Operations Staff, WO66-1640, 10903 New Hampshire Avenue, Silver Spring, MD 20993-0002, 800-638-2041 and the FDA Division of Drug Marketing (CDER), 10001 New Hampshire Ave. Hillandale Building, 4th Floor Silver Spring, MD 20993, 888-463-6332.

Meeting Location and Hotel Reservations

Meeting Headquarters
Gaylord Texan Resort & Convention Center
1501 Gaylord Trail,
Grapevine, TX, 76051 USA
(817)-778-1000

Exhibitor Room Blocks

All contracted exhibit companies will receive a link via email to make hotel reservations in the Exhibitor room block at hotels near the Gaylord Texan Resort & Convention Center. AAHKS reserves the right to cancel any hotel reservation made within AAHKS room blocks at Annual Meeting hotels by Exhibitor representatives and individuals not registered for the AAHKS Annual Meeting.

AAHKS Contact

Jeff Mitchell
Senior Director of Marketing and Corporate Relations
jmitchell@aahks.org
847-430-5072

AAHKS
AMERICAN ASSOCIATION OF HIP AND KNEE SURGEONS

2026 CALENDAR CHECKLIST

January 2026	Sponsorships and Industry Sumposia selection opens
August 1	No refunds this date and after
August 1	Promotional materials due for approval. Company product, service despcriptions and company logos received after this date will not be included in printed promotional materials.
October 5	Freeman advanced freight receiving start
October 17	Exhibitor representatives registered
October 28	Freeman advanced freight deadline

2026 AAHKS Rate Card

These are the advertising rates, specifications and deadlines for placement in AAHKS publications in 2026.

Preliminary Program and Exhibitor Directory

Covers	Trim Size 8.5" x 11"
Back	$5,000
Inside Front	$5,000
Inside Back	$5,000

Inside Pages	Trim Size 8.5" x 11"
Full Page	$4,000
Half Page	$3,000
Quarter Page	$2,000

Journal Rate Cards

The *Journal of Arthroplasty* is published by Elsevier and is the official journal of AAHKS. Visit **www.ArthoplastyJournal.org** for rates and specifications.

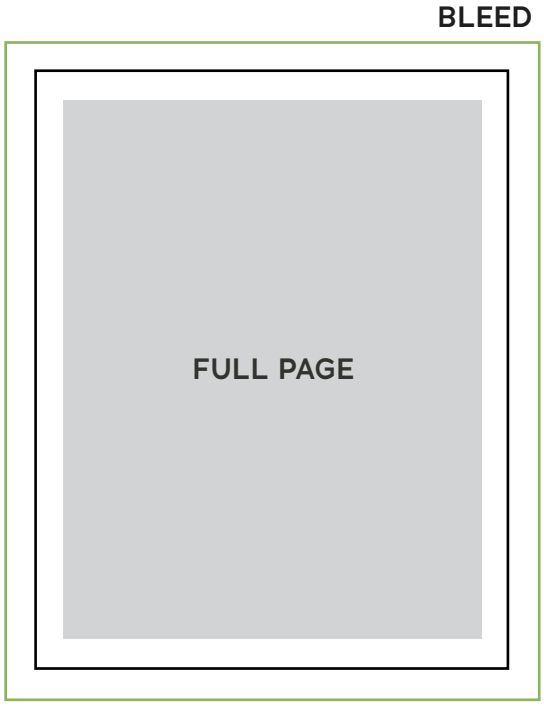
Arthroplasty Today is published by Elsevier on behalf of AAHKS. Visit **www.ArthoplastyJournal.org** for rates and specifications.

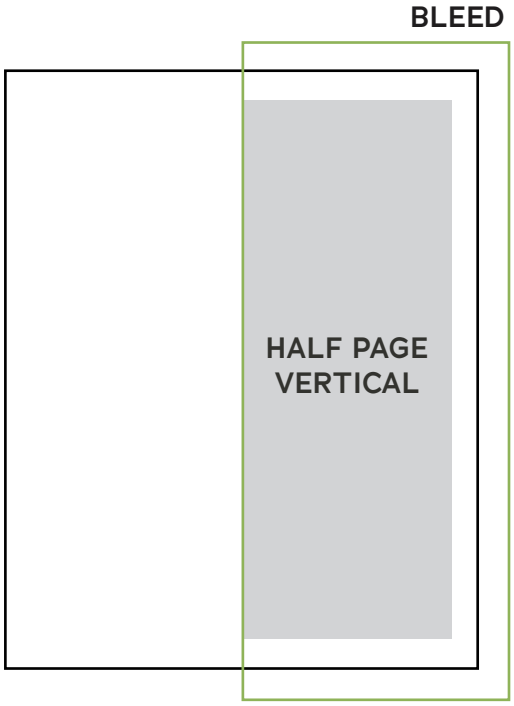
Submission and Contact

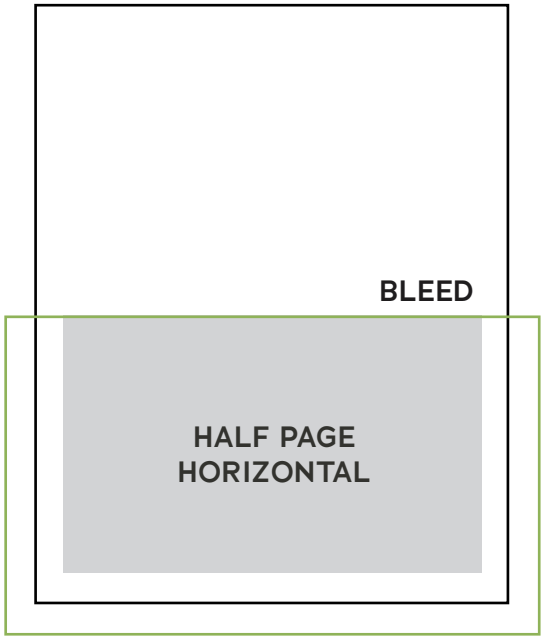
Please submit print ready, high-resolution (300 dpi, CMYK) PDF files to **Jeff Mitchell at jmitchell@aahks.org.**

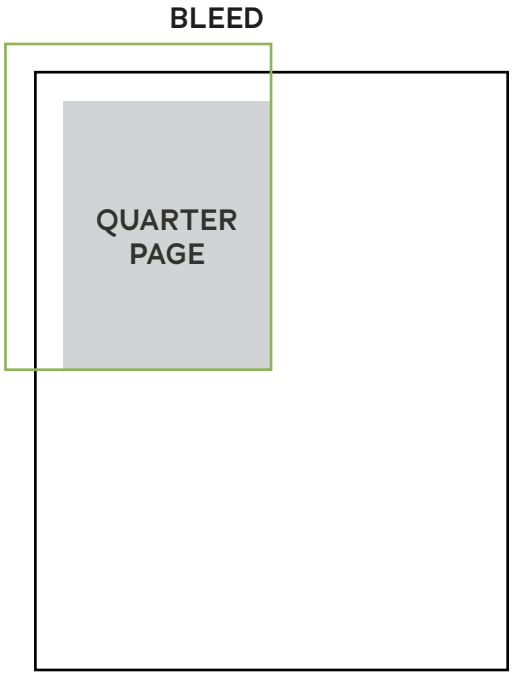
Payment

Ad placement is not secure until payment is received. Please make checks payable to AAHKS, and mail to **9400 W. Higgins Rd., Suite 230, Rosemont, IL 60018-4976.**









AD SIZE	NON BLEED	TRIM + 0.125″	BLEED
Full Page	8″ x 10.5″	8.5″ x 11″	8.75″ x 11.25″
Half Page Horizontal	8″ x 5″	8.5″ x 5.5″	8.75″ x 5.75″
Half Page Vertical	4″ x 10.5″	4.5″ x 11″	4.5″ x 11.25″
Quarter Page	3.75″ x 5″		

Publication Trim Size: 8.5″ x 11″

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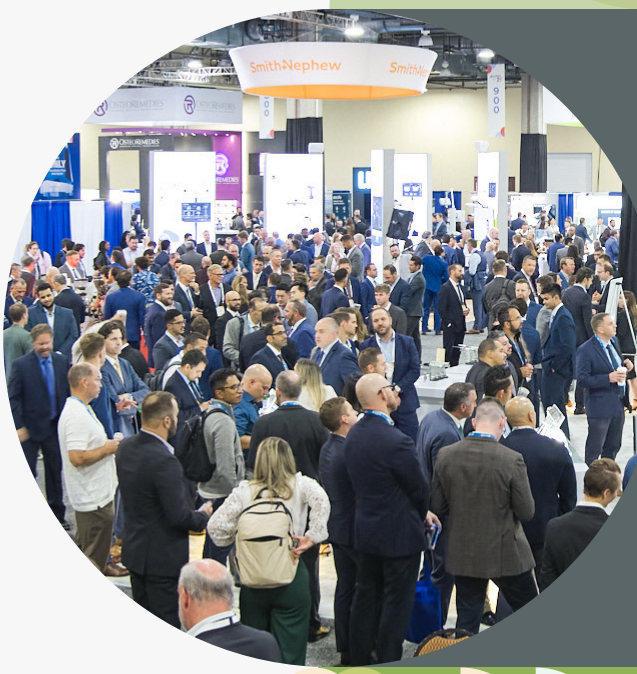

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Save the Date

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Dallas, TX

For Info Visit

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