THE AMERICAN ORTHOPAEDIC ASSOCIATION

2021 PARTNERSHIP OPPORTUNITIES

OUR MISSION, YOUR ADVANTAGE

Connect with key orthopaedic influencers

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The American Orthopaedic Association
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THE AMERICAN ORTHOPAEDIC ASSOCIATION
UNIQUE AOA AUDIENCES

CONNECT WITH DIVERSE AUDIENCES IN THE ORTHOPAEDIC COMMUNITY

The AOA connects you with key leaders and decision-makers in academics and private practice who heavily influence residents and fellows and have made significant contributions to education, research, and the practice of orthopaedic surgery. Known as a select and exclusive organization of elected orthopaedic leaders, the AOA designs programs to provide leadership education for surgeons from residency through their entire orthopaedic career. Programs include leadership development courses, content and training for academic orthopaedists, and thought leadership and solutions for critical issues facing the broad orthopaedic community.

Resident Leader
• Top PGY4 residents, many of whom will become their program’s chief resident, are nominated to participate in the C. McCollister Evans Resident Leadership Forum by their leadership program.
• This leadership development program provides Resident Leaders with interactive sessions and the opportunity to network with US and Canadian peers and orthopaedic leaders.
• AOA gathers the resident leaders and Program Directors, virtually and in-person, to allow for productive exchange, identification of issues, and designing workable solutions to further advance the profession and graduate medical education.

Emerging Leader
• Approximately 70% of Resident Leadership Forum nominees join the Emerging Leaders Program each year.
• The AOA’s Emerging Leaders Program (ELP) delivers a continuum of learning for developing orthopaedic leaders in their 5th year of residency through their 13th year of clinical practice. Newly in practice, these rising orthopaedists are among a highly select group of individuals poised to impact the specialty now and in the future.
• Since the start of the Emerging Leaders Program in 2004, Emerging Leaders continue to transition through the program to become AOA members.

AOA Member
• AOA members are deans, department chairs, program directors and other influential decision makers.
• Only orthopaedic surgeons who have made significant contributions to orthopaedic leadership education, research, and practice are selected for AOA membership.

Engage with orthopaedic leaders and gain company visibility by connecting with these AOA audiences.
AOA LEADERSHIP CURRICULUM

The AOA provides leadership education to orthopaedists in training and throughout their career. AOA’s leadership programs are valuable to all orthopaedic surgeons seeking to gain new skills or further enhance existing knowledge. Research highlights that while surgeons have honed their clinical skills, formal leadership education and development is equally important for optimal outcomes throughout their career.

ANNUAL LEADERSHIP MEETINGS

June 8-12, 2021 | Albuquerque, NM
Albuquerque Convention Center

Join all AOA audiences at the AOA Annual Leadership Meetings. In 2021, it is planned to be conducted as a hybrid event with in-person and virtual sessions. Content will be recorded and available through the end of the year for increased exposure.

NEXT GENERATION PROGRAMS

Resident Leadership Education
Audience: Nearly 300 PGY3–PGY4 residents each year

- C. McCollister Evarts Resident Leadership Forum: A interactive introduction to leadership concepts for the top 200 PGY4 residents in North America. Virtual and in-person sessions will be available.

- Regional Resident Meetings: The Regional Resident Meetings blend AOA’s signature leadership education with practice management wisdom for those on the cusp of transitioning into the start of a successful orthopaedic career. Topics include negotiation skills, securing your first job, practice setting considerations, etc.

Emerging Leaders Program
Audience: Over 800 PGY5–13th year in clinical practice

The Emerging Leaders Program (ELP) recognizes and develops aspiring orthopaedic leaders through participation in AOA leadership forums, the AOA Annual Meeting, learning modules, a monthly e-newsletter that focuses on critical issues, and the APEX Leadership Certificate Program. The ELP builds essential skills and a strong foundation for leadership and success for these orthopaedists who are on track to become the leaders of the future.

- New! AOA Hyperlocal Conference with Multiple Locations
  Audience: AOA Members, Emerging Leaders
  The hyperlocal conference is an innovative activity where the event takes place in different locations nationwide. Educational content can be shared via a virtual broadcast to multiple locations on the same date and time. AOA Members and Emerging Leaders can meet more regionally and be connected by the shared content with a strong focus on networking and leadership education. Corporate supporters are invited to participate in this unique event with AOA Members and Emerging Leaders.
Leadership Education

- **AOA/USC APEX Leadership Certificate Program**
  Audience: Orthopaedic leaders at any stage of their career
  The AOA partnered with the University of Southern California’s Marshall School of Business, Executive Education to develop the APEX Leadership Certificate Program. This program combines in-person and distance-learning formats to address essential leadership development skills required of surgeons today. AOA’s signature blend of leadership development, with direct relevance to orthopaedics and issues confronting medicine, allows individuals to expand their knowledge and leadership skills. A new cohort will start in 2022.

- **Special APEX Alumni Event for 2021**
  Orthopaedic surgeons who participated in the prestigious APEX Leadership Program will be invited to participate in a special APEX Alumni Event in 2021. This special opportunity is available to a corporate supporter to interact and engage with orthopaedic surgeons who will discuss critical leadership and health care issues they are currently experiencing in their practices.

- **AOA Regional Leadership Meetings:**
  Audience: AOA Members; Emerging Leaders
  Local surgeons gather for a leadership presentation and valuable networking at a conveniently located venue. This event can be held in conjunction with a Regional Resident Meeting for maximum reach.

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**Council of Orthopaedic Residency Directors**

**Audience:** Over 1,000 Program Directors, Assistant Program Directors, Fellowship Directors, Department Chairs, Program Coordinators, and faculty; 189 accredited allopathic, osteopathic, and Canadian programs

The Council of Orthopaedic Residency Directors (CORD) membership is held at the institutional level. CORD provides a forum for academic orthopaedists to share best practices, discuss and find solutions to challenges, collaborate on tools and resources, and find new ways to effectively teach residents. This Program represents more than 95% of all US orthopaedic residency programs.

**New! Special Virtual Presentation Opportunity for AOA Audiences**

Do you have a service or product that is especially relevant to an AOA audience? Information and online educational tools are of high interest to our different groups. Share your information via a virtual presentation and demonstration. Contact us to discuss your interest and products.

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**Own the Bone**

**Audience:** More than 4,000 providers including orthopaedic surgeons, NPs, PAs, and RNs, and other multidisciplinary MDs (rheumatologists, geriatricians). Hospitals, practice groups, and health plans use Own the Bone to coordinate and deliver team-based bone health care for fragility patients. The program educates providers and their teams on how to implement secondary fracture prevention through live, virtual, and on-demand activities and provides easy-to-use tools, best practices resources, and a patient registry.
2021 AOA PARTNERSHIP OPPORTUNITIES

ANNUAL LEADERSHIP MEETING OPPORTUNITIES

THE 2021 ANNUAL LEADERSHIP MEETINGS IS PLANNED TO BE CONDUCTED AS A HYBRID EVENT WITH IN-PERSON AND VIRTUAL SESSIONS. CONTENT WILL BE RECORDED AND AVAILABLE THROUGH THE END OF THE YEAR FOR ON-DEMAND VIEWING FOR INCREASED VISIBILITY BY IN-PERSON AND VIRTUAL AUDIENCES.

SHOULD AN IN-PERSON MEETING NOT BE FEASIBLE DUE TO THE IMPACT OF COVID-19, THE AOA WILL WORK WITH OUR SPONSORS TO ENSURE GREATEST EXPOSURE DURING VIRTUAL EVENTS TO ENSURE COMPANY GOALS ARE ACHIEVED.

Annual Leadership Meeting (CME)
Join orthopaedic leaders across career stages at the AOA Annual Leadership Meeting. Listen and learn as they gather and exchange ideas about the most current topics and issues facing the specialty. The Meeting consists of a general session, comprised of cutting edge symposia that are leadership focused and allows for significant exchange between members, young leaders, and industry partners.

2021 Symposia include:
• How to Advance Your Leadership and Career Trajectory in Orthopaedics
• Does Value Based Care Threaten Access for Vulnerable Patient Populations?
• Rapid Fire: Physician Burnout – It’s Not About More Resilience; Quantity vs. Quality of Publications – What Makes the Most Impact on a CV for a Promotion; Managing Challenging Colleagues
• Effectiveness of Deficit Recovery Strategies for the Orthopaedic Service Line
• Diversity & Inclusion in Orthopaedic Surgery from Medical School to Practice
• Patient Reported Outcome Measures – Why Every Orthopaedic Group Should be Collecting Them
• Medical Student Musculoskeletal Education: Addressing the Long-Standing Deficit
• A Department Approach to Addressing Racism
• Providing Orthopaedic Care to Vulnerable and Underserved Patients

Emerging Leaders Forum (CME)
Connect with over 100 Emerging Leaders, newly in practice and accomplished orthopaedic surgeons, during interactive sessions and exercises that address critical issues and leadership development impacting the orthopaedic community.

2021 Theme: Walking the Walk: Developing Tools to Effectively Lead Teams

Summer CORD Conference (CME)
Summer CORD Conference (CME) 160+ Residency and Fellowship Directors, Department Chairs, and program faculty discuss educational concepts, problems, and issues and identify tangible solutions to changes in orthopaedic graduate medical education.

2021 Theme: Transitions in Medical Education

Own the Bone Symposium (CME/CNE)
Clinicians will participate in this popular CME/CNE-accredited symposium offering orthopaedic and bone health teams the knowledge to establish and run a secondary fracture prevention program or Fracture Liaison Service (FLS). This symposium draws a multidisciplinary audience of orthopaedic surgeons, NPs, PAs, nurses, and other multidisciplinary physicians (rheumatologists, geriatricians). Topics include how to start an FLS program, bone health counseling, pharmacologic management, and more.

Own the Bone Symposium will occur in a virtual format in 2021.

C. McCollister Evarts Resident Leadership Forum
200 of the top orthopaedic residents will participate virtually and in-person in this engaging, interactive Forum to gain key leadership insights and build professional relationships that will last throughout their careers.

Topics include Leading as a Chief Resident, Finding Your 1st Job, Orthopaedic Mythbusters, and Residents as Teachers.

Leadership Institute (CME)
This 2 hour, in-depth, interactive workshop is designed for 100+ participants (Annual Meeting attendees, AOA members, and others) to acquire an effective framework for successfully negotiating the US healthcare environment. Attendees learn to frame and diagnose a problem, and challenge ways of identifying patterns that can lead to innovative solutions.

The topic title for the 2021 Leadership Institute is Co-Create Ideal Work: Six Actions to Flourish that addresses professional fulfillment, wellbeing, and the healthcare profession burnout epidemic.
BRANDING OPPORTUNITIES

**Keynote Speaker**
During this session, orthopaedic leaders will gather for a keynote presentation. Participants will leave with tangible takeaways to implement. Industry sponsors of this event are encouraged to participate in any table discussions.

$15,000

**New! Customization of Keynote Speaker Book**
For 2021, the Presidential Address Keynote Speaker is planned to be Shannon Huffman Polson, author of *The Grit Factor* and the focus of her leadership presentation. Her book will be distributed to all audience attendees and can feature different types of customization to feature your company support such as a logo sticker on the book jacket, a custom bookplate, or a belly band around the book.

Fees are dependent on customization selected. Contact AOA for more options & detailed information.

**Session Speaker**
Support a specific session speaker or topic that is meaningful to your company during the AOA Annual Leadership Meetings. Industry sponsor will receive podium recognition for their support.

$7,500

**Water Cooler Sponsorship**
Strategically placed water coolers throughout the meeting space provide a spotlight for your company logo and message.

$5,000

**Industry Showcase Lunch & Learn**
Engage and educate an audience of orthopaedic leaders by hosting a Lunch & Learn session while promoting your products/services. Opportunities are available for the general Annual Meeting attendees, resident leaders, emerging leaders, or Program Directors/Department Chairs.

In-Person: $25,000 per audience segment
Virtual: $15,000 per audience segment

**Scientific E-Posters**
E-Posters will be displayed on touch screen monitors. Sponsors will have their logos prominently displayed on the monitors and gallery screens throughout the meeting.

$1,000

**New! Takeaway Headphones**
Feature your company and sponsor the clinical content at the Scientific E-Posters stations. Takeaway headphones can be branded and provided to meeting attendees to plug into the monitors to view and listen to video presentations.

$5,000

**Exhibit Tabletop Display**
Gain visibility for your products and services as an AOA exhibitor. Interact directly with meeting attendees during meal and coffee breaks plus the opportunity to network with attendees at the Welcome Reception. A limited number of exhibit spaces are available.

$5,000 by 3/31/21, $6,000 after 3/31/21
2021 AOA PARTNERSHIP OPPORTUNITIES

Expert Advisory Panel
Virtual or In-Person Activity
$50,000 per panel discussion
Partner with the AOA to organize a 60-90 minute panel discussion with 8-12 subject matter experts specific to the topic of interest to your company. This panel can be held in conjunction with the AOA’s Annual Leadership Meeting in June or at other AOA leadership conferences throughout the year.

New! AOA Podcast Series: Lessons in Orthopaedic Leadership: Podcast Episodes
$500 per episode for a 3-month consecutive run
Started in 2020, the AOA podcast series has quickly gained popularity with an average of 252 downloads per episode. Episodes include topics such as Improving Assessment During Residency, Building Great Teams, Diversity and Inclusion in Orthopaedics, and more. This sponsorship offers a perfect opportunity to feature your company and message with strategic advertisement slots as a pre-roll, mid-roll, or post-roll placement.

Regional Leadership Meetings
$25,000 per regional meeting
Connect with AOA audiences at smaller one-evening regional events. Join 40-60 orthopaedic surgeons—both AOA Members and Emerging Leaders—at a reception and dinner featuring a leadership speaker. Can also include a Regional Resident session.

AOA Webinars
$5,000 per webinar
AOA educational webinars, offered live and recorded for on-demand playback, target a specific topic and audience. Your company logo will be displayed on the opening and closing screens. Your support for specific Own the Bone webinars will include participation for up to five company representatives for the live event.

Own the Bone hosts quarterly webinars featuring topics of interest to clinicians participating in bone health management and secondary fracture prevention. AOA webinars receive positive reviews from AOA members, Council of Orthopaedic Residency Directors Program Affiliates, Emerging Leaders, and musculoskeletal professionals. Recordings of previous webinars are also available for viewing by Own the Bone subscribers.

DIGITAL OPPORTUNITIES

Advertising Opportunities
Increase your company’s exposure with the AOA orthopaedic leader community with these advertising opportunities:
- Banner ad on various AOA web pages or e-newsletters $1500 per month
- Rotating banner ads on select web pages such as the AOA Annual Leadership Meetings landing page $1500 per month
- Short video ad (1 minute or less) provided by sponsor strategically placed on AOA website $1500 per month
- Emails leading up to the meeting date for AOA Annual Leadership Meetings $1500 per email

AOA e-Newsletters
Support one or more AOA e-newsletters of your choice, and your company will be recognized within the e-newsletter with logo placement and a company description. This is a great opportunity to show your support of a specific AOA program and audience while reinforcing your brand.

Choose one of the following to target your audience:

Bone Health Bulletin
$2,500 per issue
Audience: Orthopaedic surgeons, multidisciplinary physicians, NPs, PAs, RNs
Distribution: 4,500+
Frequency: Monthly

The CORD Report
$2,000 per issue
Audience: Program Directors/Chairs, allopathic and osteopathic program faculty, Residency Coordinators
Distribution: 900+
Frequency: Monthly

Emerging Leaders Messenger
$2,000 per issue
Audience: PGY5—13th year clinical practice orthopaedists
Distribution: 800+
Frequency: Monthly

AOA This Week
$3,000 per issue
Audience: All AOA Members
Distribution: 1,750+
Frequency: Biweekly
2021 AOA PARTNERSHIP OPPORTUNITIES

2021 ANNUAL MEETING - SYMPOSIUM SOLUTION - IN-PERSON OR VIRTUAL

SELECT AOA ANNUAL MEETING SYMPOSIA WILL BE FILMED AND CONTENT RECORDED WILL BE AVAILABLE THROUGH THE END OF THE YEAR FOR ON-DEMAND VIEWING FOR INCREASED VISIBILITY BY IN-PERSON AND VIRTUAL AUDIENCES.

BECOME AN EXCLUSIVE SPONSOR OF AN AOA SYMPOSIUM!

Sponsor Value

• Exclusively featured with a ‘supported by’ logo and tagline plus an in-video banner that clicks through to the sponsor website home page.

• Featured as the Exclusive Sponsor on emails and promotional outreach as AOA promotes this educational content to all AOA audiences.

2021 sessions available:

5 In-Person Symposia
$12,500 per Session

4 Virtual Symposia
$7,500 per Session

Exclusive Sponsor Value

Full Length Video, Audio, and Slides

3-5 Minute Microlearning Summary Video

‘Supported by’ recognition at the beginning of video, audio and slides ✓ ✓

Includes a click-thru to sponsor website (banner) in-video or beside the video ✓ ✓

Promoted via AOA newsletters, social media, website, and event communications ✓ ✓

INTERESTED IN A CUSTOMIZED SPONSORSHIP SOLUTION?
Contact Vanessa Lewin, Manager, Development & Marketing at lewin@aoassn.org
AOA CONNECT
MOBILE APP ADS

Splash Screen
This exclusive splash screen ad appears as the Annual Leadership Meetings App, AOA Connect, loads. The splash screen brings a high level of attention to a company’s message and brand awareness to participants of the AOA Annual Leadership Meetings. One splash screen supporter accepted. $2,000/ad

Banner Ads
Reinforce your products and branding through banner ads displayed on a loop at the bottom of the Annual Leadership Meetings App. Banner ads may be modified after the app is live and they will change dynamically as the app is being viewed. Five banner ads accepted. $2,000/ad

Push Notifications
Engage AOA audiences with compelling content through push notifications to help boost customer loyalty and raise visibility. Send two notifications directly to Annual Leadership Meeting participants, via the Meeting App, AOA Connect, at any time during the Meetings. $750/notification

WWW.AOASSN.ORG
2021 AOA PARTNERSHIP OPPORTUNITIES

CORPORATE RECOGNITION LEVELS

THE 2021 ANNUAL LEADERSHIP MEETINGS WILL BE CONDUCTED AS A HYBRID EVENT WITH IN-PERSON AND VIRTUAL SESSIONS. CONTENT WILL BE RECORDED FOR ON-DEMAND LIBRARY AND AVAILABLE THROUGH THE END OF THE YEAR FOR INCREASED VISIBILITY.

**EDUCATIONAL ALLIANCE**

$125,000+

**RECOGNITION:**
- Includes all Collaboration Partner recognition plus:
  - One Banner Ad & Two Push Notifications via AOA Connect app
  - Social media exposure via AOA Twitter and LinkedIn
  - Ad in e-newsletter of choice

**TEN INVITATIONS TO:**
- Virtual Annual Meeting Symposia
- Virtual Supported Programs

**OPTIONAL BENEFITS:**
- Pre- and Post-meeting Annual Meeting Attendee Roster with names & institutions
- Name recognition for supported on-demand sessions (in accordance with ACCME guidelines)
- Virtual conference call with select AOA members/leadership

*Specific benefits are available for support of the Own the Bone program at the Educational Alliance level. See next page.*

**KNOWLEDGE PARTNER**

$90,000-$124,999

**RECOGNITION:**
- Includes all Collaboration Partner recognition plus:
  - One Banner Ad and Two Push Notifications via AOA Connect app
  - Social media exposure via AOA Twitter and LinkedIn

**EIGHT INVITATIONS TO:**
- Virtual Annual Meeting Symposia
- Virtual Supported Programs

**OPTIONAL BENEFITS:**
- Pre- and Post-meeting Annual Meeting Attendee Roster with names & institutions
- Name recognition for supported on-demand sessions (in accordance with ACCME guidelines)
- Virtual conference call with select AOA members/leadership

**PRIORITY PARTNER**

$55,000-$89,999

**RECOGNITION:**
- Includes all Collaboration Partner recognition plus:
  - One Banner Ad and Two Push Notifications via AOA Connect app

**SIX INVITATIONS TO:**
- Virtual Annual Meeting Symposia
- Virtual Supported Programs

**OPTIONAL BENEFIT:**
- Pre- and Post-meeting Annual Meeting Attendee Roster with names & institutions

**COLLABORATION PARTNER**

$20,000-$54,999

**RECOGNITION:**
- Annual Meeting
- Supported Programs
- Website
- Event Communications
- E-newsletter of Choice
- Two Push Notifications via AOA Connect app

**FIVE INVITATIONS TO:**
- Virtual Annual Meeting Symposia
- Virtual Supported Programs

**ONE INVITATION TO:**
- In-Person Annual Meeting
- In-Person Supported Programs
- In-Person Corporate Roundtable Breakfast Event at Annual Meeting

**FRIEND**

Under $20,000

**RECOGNITION:**
- Annual Meeting
- Supported Programs
- Website
- AOA Connect app

**TWO INVITATIONS TO:**
- Virtual Annual Meeting Symposia
- Virtual Supported Programs

*Corporate Support level is determined by all cumulative contributions to the AOA in a calendar year.*
2021 AOA PARTNERSHIP OPPORTUNITIES
OWN THE BONE

For the last decade, the AOA has been engaging the orthopaedic community to close the 82% osteoporosis treatment and encourage the bone health management of fragility fracture and other orthopaedic patients at risk of complications of surgery.

The Own the Bone program provides tools and education to support hospitals, practice groups, and health plans to deliver improved bone health care to older adults through their orthopaedic, allied health, and multidisciplinary teams.

Now in its ninth year of operation, more than 260 institutions, in all 50 states, have enrolled in the AOA’s Own the Bone program. The bone health management of fragility fracture patients has been documented in more than 80,000 encounters in the registry, including over 31,000 hip fracture patients.

PROGRAM BENEFITS
Enrolled institutions receive access to:
• A national web-based registry
• Benchmarking and progress reports
• Best practice examples
• Patient education materials
• PR templates
• Training and support from dedicated Own the Bone staff
• Online user forum and “Experts on the Line” user group calls
• Monthly Bone Health Bulletin e-newsletter
• Recognition in the US News and World Report Best Hospitals Annual Guidebook

EDUCATION OPPORTUNITIES
Own the Bone educates orthopaedic surgeons and their teams about secondary fracture prevention through live, virtual, and on-demand activities. The program hosts:

• Webinar series (CME)
• ECHO clinics
• 2021 Virtual Own the Bone Symposium (CME/CNE)

Additionally, Own the Bone and its expert speakers are regularly featured on the podium at national and regional orthopaedic and bone health meetings throughout the year.

SPECIAL NOTE: For 2021, the Own the Bone Symposium is an all-virtual meeting.