THE AMERICAN ORTHOPAEDIC ASSOCIATION
2023 PARTNERSHIP OPPORTUNITIES
at the AOA ANNUAL LEADERSHIP MEETINGS
JUNE 13-17, 2023
SALT LAKE CITY, UTAH | GRAND AMERICA HOTEL

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. 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 orthopaedic specialty.

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AOA LEADERSHIP CURRICULUM

The AOA provides leadership education to orthopaedists in training and throughout their career. AOA 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 2023
June 13-17, 2023
Salt Lake City, Utah | Grand America Hotel

Join all AOA audiences in person at the 2023 AOA Annual Leadership Meetings.

NEXT GENERATION PROGRAMS

Resident Leadership Education
Audience: More than 200 PGY4 residents each year

The C. McCollister Evarts Resident Leadership Forum (RLF) is an interactive introduction to leadership concepts for the top 200 PGY4 residents in North America.

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 annual Emerging Leaders Forum (ELF) builds essential skills and a strong foundation for leadership and success for a cohort of orthopaedists who are on track to become the leaders of the future.
Leadership Education

AOA/USC APEX (Advancement, Power, Education, Excellence) Leadership Program

*Audience:*
Select AOA member orthopaedic leaders

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. Thirty-nine APEX graduates currently form an esteemed, highly coveted group of alumni. A new cohort of forty individuals will start in 2022.

Diversity Leadership Forum

*Audience:*
Vice Chairs of Diversity, Chief Diversity Officers, any individuals that spearhead diversity efforts at their institution/practice

The in-person gathering of the Diversity Leadership Forum will be held in conjunction with the 2023 AOA Annual Meeting in Salt Lake City, UT to identify needs, exchange ideas, and address DEI challenges in the orthopaedic community.

Council of Orthopaedic Residency Directors

*Audience:*
Over 1,000 Program Directors, Assistant Program Directors, Fellowship Directors, Department Chairs, Program Coordinators, and faculty from 194 accredited allopathic, osteopathic, and Canadian programs

The Council of Orthopaedic Residency Directors (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. CORD membership is held at the institutional level and represents more than 96% of all US orthopaedic residency programs.

Own the Bone

*Audience:*
More than 4,000 providers including orthopaedic surgeons and their NP, PA, RN and multidisciplinary colleagues

Hospitals, practice groups, and health plans use the Own the Bone quality improvement program to coordinate and deliver team-based bone health care for fragility patients. Own the Bone 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.

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ANNUAL LEADERSHIP MEETINGS

General Session Symposia (CME)
Orthopaedic leaders across career stages gather and exchange ideas about the most current topics and issues facing the specialty. The General Session is comprised of cutting edge symposia that are leadership focused and allow for significant exchange between members, young leaders, and industry partners.

Leadership Institute (CME)
Virtual
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.

Emerging Leaders Forum (CME)
Over 100 Emerging Leaders address critical issues impacting the orthopaedic community and leadership development during interactive sessions and exercises.

Summer CORD Conference (CME)
Over 160 Residency and Fellowship Directors, Department Chairs, and program faculty attend to discuss educational concepts, problems and issues, and identify tangible solutions to changes in orthopaedic graduate medical education. 97 percent of all allopathic and osteopathic residency training programs are CORD members.

Own the Bone Symposium (CME/CNE)
Virtual
Clinicians 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).

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

PREMIER ENGAGEMENT OPPORTUNITIES

Industry Lunch & Learn $25,000
Engage and educate an audience of orthopaedic leaders by hosting a 45-minute Lunch & Learn session while promoting your products/services. The AOA will promote your session to generate an audience of interest to your company. Opportunities are available for the general Annual Meeting attendees, resident leaders, emerging leaders, or Program Directors/Department Chairs.

Expert Advisory Panel $50,000
Partner with the AOA to organize an in-person 60-90 minute panel discussion with 8-12 subject matter experts from the orthopaedic profession. This is the perfect interactive and focused format to gain valuable insights and information specific to a topic of interest to your company.

Targeted Roundtable Discussion $10,000
Share information and education about your products and services that are especially relevant to an orthopaedic audience. This interactive session will provide contact with orthopaedic surgeons on a topic of interest, with a 45-minute structure that will provide the opportunity to obtain feedback from several thought leaders selected to attend.

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2023 AOA PARTNERSHIP OPPORTUNITIES
ON-SITE BRANDING OPPORTUNITIES

Recording Studio Sponsorship
$10,000
Take advantage of this outstanding and exclusive sponsorship opportunity to support the AOA Recording Studio. Located near the General Session room for high visibility, this is where interviews, podcast episodes, and special messages will be recorded with meeting speakers, attendees, donors, and distinguished orthopaedic leaders. Sponsorship includes:
• Naming opportunity – Your company name associated with the AOA Recording Studio
• Recognition as the exclusive sponsor in all related marketing materials, AOA website, social media, app, recording show notes, and signage placed near the Recording Studio with your company name prominently displayed
• A 10-minute interview on an educational topic with an AOA physician leader featuring your company representative to be recorded and shared on the AOA website

Keynote Speaker Sponsorship
$10,000
Sponsor recognition will include a verbal announcement at the beginning and end of the keynote presentation plus your company logo featured on the opening/closing slides.

Session Speaker
$7,500
Select a specific session speaker or topic that is aligned with your company’s priorities during the AOA Annual Leadership Meetings. Industry sponsors will receive podium recognition for their support.

Scientific E-Posters
$1,000
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.

Annual Meeting Podcast
$5,000
Engage and educate an orthopaedic audience via an interview with an AOA physician leader at the Annual Meeting Recording Studio about an educational topic or critical issue relevant to the orthopaedic specialty. The recording will be released as a 10-minute podcast as part of the “Lessons in Orthopaedic Leadership” series in the month following Annual Meeting. This is an excellent support opportunity to share your thought leadership about an educational topic that is meaningful to your company.

Exhibit Tabletop Display
$5,000 by 3/31/23 | $6,000 after 3/31/23
Gain visibility for your products and services as an AOA exhibitor. Interact directly with meeting attendees during meal and coffee breaks and network with attendees at the Welcome Reception. A limited number of exhibit spaces are available.

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CORPORATE RECOGNITION LEVELS

(Corporate Support level is determined by all cumulative contributions to the AOA in a calendar year.)

**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

**5 INVITATIONS TO:**
- Annual Meeting Symposia
- Supported Programs

**OPTIONAL BENEFITS:**
(Select 2)
- 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

**KNOWLEDGE PARTNER**
$90,000-$124,999

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

**3 INVITATIONS TO:**
- Annual Meeting Symposia
- Supported Programs

**OPTIONAL BENEFITS:**
(Select 1)
- Pre- and Post-meeting Annual Meeting attendee roster with names & institutions
- Name recognition for supported on-demand sessions (in accordance with ACCME guidelines)

**PRIORITY PARTNER**
$55,000-$89,999

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

**2 INVITATIONS TO:**
- Annual Meeting Symposia
- Supported Programs

**OPTIONAL BENEFITS:**
- Pre- and Post-meeting Annual Meeting attendee roster with names & institutions

**COLLABORATION PARTNER**
$20,000-$54,999

**RECOGNITION:**
- Annual Meeting
- Supported Programs
- Website

**1 INVITATION TO:**
- Annual Meeting Symposia
- Supported Programs

**FRIEND**
Under $20,000

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

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