

**Amplify  
Your Impact**

**Empower  
Our Future**



**51<sup>ST</sup>  
Academy**

**Annual Meeting & Scientific Symposium**

**Feb 26 – Mar 1, 2025 • Atlanta, GA**

2025 Partner, Exhibitor,  
& Advertiser Prospectus

**PROMOTING PARTNERSHIPS  
THROUGH CORPORATE  
ENGAGEMENT OPPORTUNITIES**



[www.oandp.org](http://www.oandp.org) • [#AAOP2025](https://twitter.com/AAOP2025)



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# Welcome

## JOIN US FOR THE ACADEMY'S 51<sup>ST</sup> ANNUAL MEETING & SCIENTIFIC SYMPOSIUM

[The American Academy of Orthotists and Prosthetists \(AAOP\)](#)

would like to extend to you, an invitation to join us

**February 26 through March 1, 2025, in Atlanta, GA**

as practitioners from all over the world gather to learn, innovate, and advance their patient care techniques at the Annual Meeting & Scientific Symposium. The event spans over four intense days of classwork, professional networking, research exploration, and learning the newest information about the latest research and technology available in O&P.

For 51 years, this event has served as the nucleus of O&P continuing education, community, and connection. Thousands of O&P practitioners, academicians, researchers, and industry partners gather here to explore and collaborate in an enriching, inclusive, and interactive environment.

Exhibitors and Sponsors are an essential part of the fabric of the Academy's Annual Meeting & Scientific Symposium. Together, you create the energy, excitement, and education that makes the Annual Meeting a premier event.

Your support has been critical over the years, so please take this opportunity to connect with Academy attendees to elevate your engagement with O&P professionals.

I look forward to seeing you in Atlanta, as the Academy Annual Meeting would not be the same without your company represented.

My best,

*Kate Feuling*

Kate Feuling  
Exhibits & Sponsorship Manager  
[kfeuling@oandp.org](mailto:kfeuling@oandp.org)

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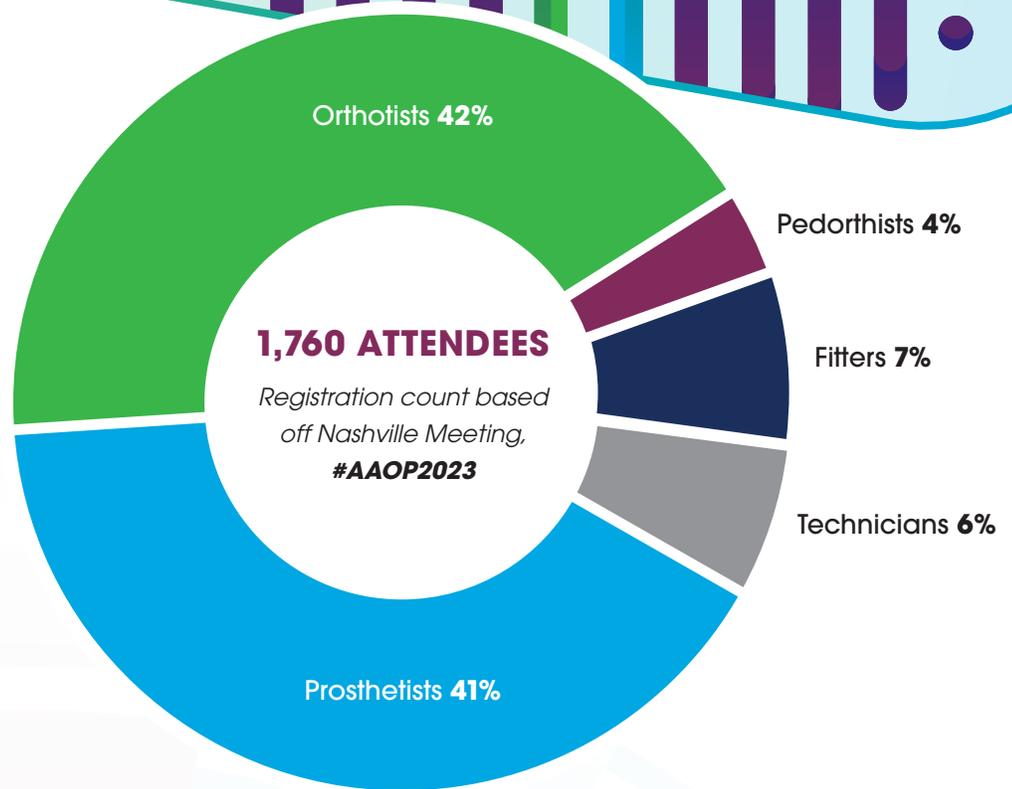
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## Best in O&P Education

### ABOUT THE ACADEMY

The Academy, founded in 1970, is the professional organization representing certified practitioners, state-licensed practitioners, assistants, technicians, fitters, and others affiliated with the profession of orthotics and prosthetics (O&P). The Academy is the premier source of learning, knowledge, and research for the orthotic and prosthetic profession, providing professional resources, continuing education, and advocacy to enhance the skill level and awareness of orthotic and prosthetic professionals.



### 150+ EDUCATIONAL SESSIONS

Full-Day Track Specific Programming	Prestigious Thranhardt Lecture	Product Display Showcases	Clinical Technique Sessions
Technical Workshops	Hands On Workshops	Innovation Stage	

### MAXIMIZE YOUR EXPOSURE

Expand your reach by becoming an official **#AAOP2025** Sponsor through speaking opportunities, expo-wide offerings, digital opportunities and more.

### WHY EXHIBIT?

Unlock opportunities by showcasing your products to O&P professionals that are eager to see you. Don't miss this opportunity to gain a competitive edge and elevate your business.

- **Lead Generation:** Raise your profile and expand your customer base
- **Networking Opportunities:** Strengthen customer relationships
- **Brand Building:** Reinforce your brand's identity and reputation
- **Market Exposure:** Position your company for success
- **Product Showcase:** Showcase your latest innovation

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## 2024 Partners Last updated: 12/15/2023

The Academy would like to take a moment to extend our heartfelt gratitude to our prior year Partners for your invaluable support. Your generosity and commitment to our organization has played a crucial role in making our program a resounding success. Thank you for your unwavering support, we look forward to a prosperous future together.

### DIAMOND



### GOLD



WILLOWWOOD

### PLATINUM



### SILVER



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## Hotel & Travel Information

All meeting sessions and exhibits will take place at the [Hyatt Regency Atlanta](#). This hotel is just minutes away from top local attractions like the Georgia Aquarium, King Center, World of Coca-Cola, and College Football Hall of Fame—plus Atlanta’s famous green parks and paths, neighborhood shops, and outdoor dining.

### HOTEL

**Hyatt Regency Atlanta**  
**265 Peachtree St. NE**  
**Atlanta, GA 30303**

A block of rooms is being held at the hotel for \$225 per night for single and double occupancy.

For the room block reservation link, please check your exhibitor portal, or visit the Annual Meeting website. The above room rate is subject to state and local taxes, service fees and hotel fees. The above rates are available three days prior to, and three days after, the meeting dates.

The room block closes **February 2, 2025**.

### MAP, PARKING & TRANSPORTATION

The downtown Atlanta hotel is just ten miles away from the Hartsfield-Jackson International Airport (ATL) and is conveniently located near many public transportation options. The hotel offers valet parking on property in a secure underground garage, and there are self-parking options located near the hotel.

For more information [visit their website](#).



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# Exhibitor Information

16 hours of captivating exhibit time, with 9 hours offering a unique and uninterrupted experience.

## EXHIBIT HALL SCHEDULE\*

	TUESDAY, FEB 25	WEDNESDAY, FEB 26	THURSDAY, FEB 27	FRIDAY, FEB 28
8:00 AM	<b>Decorator Set-Up</b> 8:00 AM – 2:00 PM	<b>Exhibitor Move-In</b> 8:00 AM – 4:00 PM  <i>All exhibits must be set-up with all crates removed by 4:00 PM</i>	<b>Exhibit Hall Open</b> 10:30 AM – 5:35 PM  <b>Lunch and PDSs</b> 12:30 PM – 2:20 PM  <b>Afternoon Break</b> 3:50 PM – 5:35 PM	<b>Exhibit Hall Open</b> 10:30 AM – 5:30 PM  <b>Lunch and PDSs</b> 12:30 PM – 2:20 PM  <b>Afternoon Break</b> 3:45 PM – 5:30 PM
9:00 AM				
10:00 AM				
11:00 AM				
12:00 PM				
1:00 PM	<b>Exhibitor Move-In</b> 2:00 PM – 8:00 PM	<b>Welcome Reception in Exhibit Hall</b> 5:15 PM – 7:15 PM		
2:00 PM				
3:00 PM				
4:00 PM				
5:00 PM				
6:00 PM				<b>Exhibitor Move-Out</b> 5:30 PM – 11:59 PM
7:00 PM				
8:00 PM				

\*Schedule is subject to change. When planning for the meeting, please use the Exhibitor Service Kit as your final resource for dates and times. The 2025 Exhibitor Forum and the 2026 Partner and Exhibitor sign-up dates and times will be announced at a later date.

## EXHIBITOR SERVICE KIT

Approximately two months prior to the start of the meeting, exhibitors will receive an Exhibitor Service Kit that will contain information on exhibit hall specifics for electrical hook-up, important dates, rules and regulations, furniture displays and more. If you need exhibit hall specifications prior to the release of the Service Kit, please email Kate Feuling at [kfeuling@oandp.org](mailto:kfeuling@oandp.org).

## EXHIBITOR PORTAL

Once you have reserved your exhibit space, you will gain access to an exhibitor portal. This portal is unique to your company and will be the Annual Meeting hub for communications. Your portal includes:

- Exhibitor Tasks and Timelines
- Design Rules and Regulations
- Exhibitor Service Kit
- Sponsorship Opportunities
- Hotel Reservation Links
- Registration Links

If you have forgotten your login credentials, email Kate Feuling at [kfeuling@oandp.org](mailto:kfeuling@oandp.org).



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# Exhibitor Information

*Continued*

## Exhibits

### Standard Booth

10' x 10' booth includes 8' back wall and 3' side wall pipe and drape.

**EARLY BIRD**  
2/28/24 – 5/31/24

**STANDARD**  
6/1/24 – 2/7/25

**\$3,550**

**\$3,950**

### Standard Booth Upgrade\*

**\$250**

**\$450**

### Tabletop

Includes one draped 6' table.  
(72" L x 24" W x 30" H)

**\$2,550**

**\$2,950**

*\*Standard booth upgrades are for booths located in a higher traffic area as well as some higher traffic corner spots. The floor plan on page 7 will have a red \* indicating these locations.*

If you're considering purchasing more than one tabletop, we strongly suggest you purchase a booth instead. Tabletop displays must not exceed 30" in height from the top of the table, including signage. Use of pop-up banners at the tabletop is strictly prohibited.

All exhibit space reservations are due February 1, 2025. Any submissions received after this date may result in your company missing out on printed materials like floor plans, publications, etc.

## NONPROFIT RATE

All nonprofits receive a **20% discount** on their exhibit space purchase. Please contact Kate Feuling at [kfeuling@oandp.org](mailto:kfeuling@oandp.org) during the sign-up process to receive a discount code prior to reserving your exhibit space.

## BOOTH & TABLETOP INCLUSIONS\*

- Two full-conference badges
- Exhibitor lounge access
- Basic Wifi
- Complimentary meals on noted days outlined in the program schedule
- One-hour early access to exhibit hall each day
- Weblink in online exhibitor listing
- Exhibitor Service Kit
- Access to registered press list
- 24/Hr exhibit hall security
- 7" x 44" exhibit space I.D. sign
- Two chairs
- Wastebasket

*\*Tabletop purchases come with a 6' standard table, booth purchases do not.*

## BADGES

- Each tabletop or booth purchase comes with two complimentary full-conference badges
- Additional discounted badges may be purchased as needed
- Spouses, children, and models must be registered to enter the exhibit hall
- Children ages 10 and under are free, all other children must pay the applicable registration fee



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# Floorplan

## Hyatt Regency Atlanta

### EXHIBIT LEVEL, GRAND HALL & HANOVER HALL



Live floorplan link:  
COMING SOON!



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# Partnership Levels & Benefits

The below partnership levels are awarded based on your combined spend on **exhibit space** and **sponsorship opportunities**.

At the Academy, we believe in the power of partnerships and the transformative impact they can have. In this prospectus, we aim to illustrate why you should consider utilizing sponsorships to leverage your participation and how this decision can shape the future in meaningful ways for both your organization and the causes or initiatives you choose to support.

All exhibitors will receive a post-event registration mailing list of those who opted in to hear from manufacturers.

**Concierge Services:** Should you not find a sponsorship opportunity that aligns with your requirements, make sure to leverage the Academy’s concierge services for a personalized approach. Contact Kate Feuling at [kfeuling@oandp.org](mailto:kfeuling@oandp.org).

## Benefits Included

Logo and 50-word feature in promotional pieces

Inclusion in the Academy Road Trip

Complimentary use of a Meeting Room, based on availability

Opening session recognition

Access to marketing toolkit

One-time use attendee list, including e-mail (of those who opted in to hear from manufacturers)

Additional full-conference registration badges

Digital recognition

Featured advertisement in the *Academy TODAY* and *The O&P Edge*

Academy Partner press release

Mobile app banner ad

Waived fee for hosted events in the Exhibit Hall

Broadcast email

Priority selection of your 2026 exhibit space

**PRICE**

	SILVER	GOLD	PLATINUM	DIAMOND
Logo and 50-word feature in promotional pieces	✓	✓	✓	✓
Inclusion in the Academy Road Trip	✓	✓	✓	✓
Complimentary use of a Meeting Room, based on availability	✓	✓	✓	✓
Opening session recognition	✓	✓	✓	✓
Access to marketing toolkit	✓	✓	✓	✓
One-time use attendee list, including e-mail (of those who opted in to hear from manufacturers)	✓	✓	✓	✓
Additional full-conference registration badges	1	2	3	5
Digital recognition		✓	✓	✓
Featured advertisement in the <i>Academy TODAY</i> and <i>The O&amp;P Edge</i>		✓	✓	✓
Academy Partner press release		✓	✓	✓
Mobile app banner ad			✓	✓
Waived fee for hosted events in the Exhibit Hall			✓	✓
Broadcast email				✓
Priority selection of your 2026 exhibit space				✓
<b>PRICE</b>	<b>\$10,000</b>	<b>\$15,000</b>	<b>\$30,000</b>	<b>\$60,000+</b>

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# Sponsorship Opportunities

## EDUCATION

We believe in the power of knowledge and the transformative impact it can have on the O&P industry, communities, and individuals. One of the avenues through which we seek to disseminate this knowledge is through our sponsored educational sessions. Are you ready to make a lasting impact and contribute to the educational growth of this industry? If you answered yes, we invite you to explore the opportunities we have listed below. It's your time to play a pivotal role in shaping minds, fostering innovation, and making a meaningful difference. Educational sessions will sell out, so if this is something you are interested in, don't wait too long.

	EXHIBITING COMPANY	NON-EXHIBITING COMPANY
Clinical Technique	\$825	\$3,475
Product Display Showcase	\$1,320	N/A
Technical Workshop, Two-Hour	\$1,020	\$4,060
Technical Workshop, One-Hour (2 Pack)	\$1,600	\$5,800
Innovation Stage	\$500	\$1,800
VA Promo Pitch	Contact us for pricing	N/A



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# Sponsorship Opportunities

*Continued*

## EDUCATION

### NEW!

The Academy is now offering select educational opportunities to non-exhibiting companies. **Starting June 1, 2025**, non-exhibiting companies may sponsor select educational sessions. To make your reservation, please contact Kate Feuling at [kfeuling@oandp.org](mailto:kfeuling@oandp.org). One single-day, non-credit earning registration badge is included with each Non-Exhibiting company session. If you need additional single day badges, you may purchase them at a discounted rate of \$495 each.

### Clinical Technique Thursday & Friday of Meeting

Clinical Techniques expertly blend lecture and hands-on techniques to provide serious, in-depth programming. Utilize this hour to inform O&P professionals on new techniques, or to review current methodologies or technologies.

### Product Display Showcase Thursday & Friday of Meeting

Product Display Showcases provide the opportunity to offer a brief infomercial-style educational event in a theater inside the exhibit hall. These are 30-minute presentations that highlight your company's services and products that are featured during unopposed exhibit times. The availability is limited, so act fast to reserve your spot today.

### Technical Workshops Wednesday of Meeting

#### Two-Hour Workshop

#### One-Hour Workshop (2 Pack)\*

Technical Workshops are factual presentations that offer new solutions to existing problems. These sessions provide an ideal atmosphere to share your expertise, demonstrate techniques, and provide you the opportunity to discuss procedures that distinguish your company's products to O&P professionals.

*\*Note: All one-hour workshops must be purchased in packs of two. You may repeat your content or have two separate subjects.*



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# Sponsorship Opportunities

*Continued*

## EDUCATION

**NEW!** **Innovation Stage\***  
**INTRODUCTORY OFFER**

**Wednesday & Saturday of Meeting,  
schedule subject to change**

Welcome to the epicenter of cutting-edge ideas and pioneering breakthroughs. As an integral part of our conference, the Innovation Stage is where innovation enthusiasts, industry leaders, and visionaries gather to explore the limitless possibilities of tomorrow. Give the attendees a front-row seat to witness innovation in action. Help them discover the latest technologies, disruptive business models, and inventive solutions that are reshaping their industry with a 15-minute mini session.

*\*Note: Two Innovation Stages area allowed per manufacturer. If two are purchased, they will not be scheduled back-to-back and may be scheduled for separate days. We will first fill sessions on Wednesday followed by Saturday.*

**NEW!** **VA Promo Pitch**  
**Tuesday Pre-Meeting**

Join the Academy in this pre-meeting event hosted on Tuesday to connect with members of the VA. There is an opportunity to set up an exhibitor table outside their main meeting area during the morning breakfast and break. Spots will be limited.

If you would like to learn more about this opportunity, please reach out to Kate Feuling at [kfeuling@oandp.org](mailto:kfeuling@oandp.org).

## MEETING ROOMS

### Meeting Room Rental

*Available for exhibiting companies only.*

Are you looking for a space to host some clients or to meet as a team during the event? If yes, we are offering up our space, based on our availability, at the following rates:

- 1/2 Day • \$300
- Full Day • \$500

This price includes just the room, if you need A/V or any F&B, we will connect you directly with hotel representatives. If you need to get into your room early, we suggest booking a full day.

### Meeting Room Promotion • \$750

Have you secured a meeting room to host a special meeting or event with your company and customers, or are planning to host a happy hour event? Once your event is approved by the Academy, we would be happy to help promote it in the following ways:

- Adding your event to our program guide (we can list this as 'invite only' if you need)
- One push notification in support of your meeting or event
- Invitation email sent out by the Academy on your behalf (we can filter by company name through our attendee list to help narrow down your audience if need be)

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# Sponsorship Opportunities

*Continued*

## Technical Workshop Feature • \$500

Want to bring attention to your Technical Workshop? Purchase an ad in our on-site *My Meeting Guide* for a 'highlight' to your session. The space will be 2" x 2", so feel free to fill it in with an image, a short description, or anything you feel to be relevant to highlight your session.

## Technical Workshop Mobile App Push Notification • \$400

This offer is only available on Wednesday 2/26 for those with Technical Workshops, and we will only allow two to go out per time slot. The promotion of these sessions will deploy together (per time slot) 15 minutes before your scheduled session.

## REGISTRATION

### Bag Stuffers • \$2,500

Give attendees a sneak peek at what you will showcase in the exhibit hall. You supply the materials, and we'll do the stuffing.

#### Details:

- Quantity required: 1,000
- Check with [kfeuling@oandp.org](mailto:kfeuling@oandp.org) for your shipment due date and destination

## NEW! O&P Bags • \$5,500

Elevate your brand and create a lasting impression by sponsoring the attendee O&P Bags, the first touchpoint for every event participant. These highly visible and versatile bags are not just a sponsorship opportunity; they're a powerful branding tool. All bags will be distributed during attendee check-in. All items must be pre-packed in their distribution bag and are at the cost of the sponsor.

#### Examples of Items:

- Business Cards
- Brochures and promotional pieces not exceeding 8-1/2" x 11"
- Branded items no larger than 8 oz.
- Schedule of booth events
- Event invites

#### Details:

- Quantity required: 1,000
- All items must be reviewed and approved by the Academy
- All items must be packaged together in the bag that will be distributed
- No more than 10 total inserts accepted
- All shipping costs will be paid for by the sponsor—check with [kfeuling@oandp.org](mailto:kfeuling@oandp.org) for your shipment due date and destination

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# Sponsorship Opportunities

*Continued*

## REGISTRATION

### High-End Water Bottles \$15,000 or \$26,000

Elevate your brand to new heights by becoming a High-End Water Bottle Sponsor. In a world that values sustainability, health, and premium experiences, your sponsorship can make a splash.

*We are selling this sponsorship as either a half or full order. A half order (\$15,000) will be for half our attendees, a full order is for everyone (\$26,000).*

Sponsored  
Logo Here



### Lanyards • \$9,000

Your logo will be prominently displayed on the lanyards, making it impossible for anyone to miss your brand. Whether in sessions, networking events, or social gatherings, your name will be front and center.

### Adhesive Badge Pocket • \$5,000

Revolutionize your event experience with the innovative branded Adhesive Badge Pocket—a convenient addition to your lanyard. This unique sponsorship opportunity allows you to put essential event information, schedules, and networking tools right at attendees' fingertips.



### Registration Sponsor • \$10,000

The Registration Sponsor receives exclusive exposure in the online registration portal and the onsite registration area.

#### Inclusions:

- **NEW!** Logo or small banner ad in the registration confirmation emails each attendee receives
- **NEW!** Logo included on the registration page
- Logo prominently displayed in the registration area where all attendees check in
- Logo on the pre-conference "Know-Before-You-Go" letter, sent to all registrants
- Complimentary bag stuffer

### Registration Bags • \$11,000

See your company name on each attendee's arm as they carry these branded bags around with them during the meeting. These bags will be co-branded with your logo and the Academy's logo.

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# Sponsorship Opportunities

*Continued*

## DIGITAL

### Mobile App Push Notification • \$1,500

Engage our tech-savvy audience and deliver your message directly to their mobile devices with Mobile App Push Notifications. This sponsorship opportunity offers a direct and immediate channel to reach attendees, ensuring your message is seen and acted upon.

### Mobile App Banner Ad • \$3,000

Take center stage on our event's mobile app by sponsoring the Mobile App Banner Ad. This premium opportunity places your brand at the forefront of digital engagement, delivering your message directly to attendees' fingertips.

### Marketing Campaign Bundle • \$4,000

**SAVE \$500!**

Combine two key marketing tactics into one bundle to promote your company at the Annual Meeting and save \$500.

#### Inclusions:

- Mobile App Push Notification
- Mobile App Banner Ad

### Power-Up Station • \$5,500



Be the ultimate source of convenience and relief for attendees by sponsoring the Power-Up Station. This innovative charging hub ensures that every attendee stays connected and charged up throughout the event. Custom graphics may be inserted into the station for promotional purposes.

### Broadcast Email • \$2,500



This powerful visibility tool allows your organization the ability to reach our 2,400+ members. At roughly 1¢ to reach each individual member, this service is a great tool to communicate your message.

#### Reach:

The Academy holds a 99.7% email accuracy rate with our member list, holds an open rate of 35%, and a click through rate of 5%, which exceeds industry averages.

#### Specs:

- All emails are subject to the Academy's approval and must relate to the Annual Meeting
- Emails may not contain attachments, should be less than 1 MB, and must be in an HTML format that does not contain absolute positioning or JavaScript
- Emails should not be a single JPEG, GIF, or PDF file
- Graphics and images must be linked from a web server, not embedded in the communication
- Emails may launch pre or post meeting between 2/5/25 – 3/19/25. Deployment dates will be assigned on a first come, first serve basis, with only one sponsored email going out per day
- The HTML file is due ten days prior to deployment to ensure proper time to upload, test, and proof, but your desired deployment date is due 1/27/25

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# Sponsorship Opportunities *Continued*

## DIGITAL

### Event Promo—Email Inclusion • \$10,000

Place an ad in ten of our promotional emails for the Annual Meeting. You will be the only sponsor highlighted in these emails. These promo emails will be sent to our entire membership list so is a great way to reach a large number of O&P professionals.

**Specs:**

- 180px x 240px wide (JPG, PNG, or GIF)
- Provide a URL
- Provide a brief 50-word copy block to go along with your image
- Creative may be updated as frequently as you would like

**NEW!** **Countdown to Show—Email Inclusion \$7,500**

Place multiple ads in five emails as we start our weekly countdown to the show date. You will receive two inserts per email and will be the only sponsor highlighted. Use this time to attract attendees to what you will feature in the exhibit hall.

**Specs:**

- 90px x 600px wide (JPG, PNG, or GIF)
- Provide URLs for each ad
- Creative may be updated as frequently as you would like

## Social Media

Create an interesting and dynamic communication portal between your business and our nearly 10,000 Academy social media followers. You provide the copy and image; we'll create the posts.

- One Post • \$500
- Two Posts • \$900
- Three Posts • \$1,275
- Four Posts • \$1,600

	FOLLOWERS	AVERAGE ENGAGEMENT	AVERAGE IMPRESSIONS
Facebook	2,814	5%	2,100
Twitter	1,391	2%	28,000
LinkedIn	3,614	4%	20
Instagram	1,732	6%	530

**Specs:**

- All posts are subject to the Academy's approval and must relate to the Annual Meeting
- Your post goes to Facebook, Twitter, LinkedIn, and Instagram
- Posts should not exceed 280 characters
- Recommended image size: 1200 x 628 pixels, Minimum width and height is 600 pixels, Recommended image formats are JPG and PNG
- Posts may launch pre or post meeting between 2/5/25 – 3/19/25. Post dates will be assigned on a first come, first serve basis, with only one sponsored post going out per day
- Your content is due ten days prior to post date, but your desired post date is due 1/27/25



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# Sponsorship Opportunities

*Continued*

## DIGITAL

**NEW!**

### Special Micro Series Podcasts

*Accessible January through February  
in anticipation of the 2025 Annual Meeting &  
Scientific Symposium.*

**\$2,000 Per Episode**

**\$6,275 Per Series (Five Episodes)**

In anticipation of the Annual Meeting, the Academy will be teaming up with O&P professionals through a five part mini series which will offer a build up for the upcoming event. The podcast series serves as a dynamic channel to reach a specialized audience interested in relevant topics and industry discussions. By aligning with this pre-event content, sponsors can seamlessly integrate their brand into the conversations surrounding the Annual Meeting, effectively enhancing visibility and recognition.

#### Benefits Include:

- **Pre-Roll:** 10-second mention at the start of the podcast
- **Mid-Roll:** 30-second spot reserved in the middle of the episode to promote your company or program
- **Post-Roll:** 10-second mention at the end of the podcast with a call to action
- Social media exposure



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# Sponsorship Opportunities

*Continued*

## FOOD & REFRESHMENTS

**NEW!**

### Java Jackets • \$5,000

The Java Jacket sponsorship is more than a branding opportunity; it's a chance to become an essential part of our attendees' morning routine. Be the brand that adds a touch of warmth and energy to their day. We will be disbursing over 6,000 coffee sleeves through the duration of the event, secure your sponsorship today and make your brand synonymous with a great start at **#AAOP2025**.

**NEW!**

### Crafted Sips with Your Signature Twist \$2,500

Elevate the cocktail experience during our Wednesday evening Welcome Reception with custom branded cocktail napkins that our bartenders will use while distributing drinks to our attendees. Put a note on the napkin to let them know they should come visit you.

**NEW!**

### Lunching with a Side of Style \$11,500

Join us in taking a well-deserved break and fueling attendees with a delectable lunch experience at **#AAOP2025**. Sponsor one of our lunches in the exhibit hall. Your company name and logo will be placed by the lunch areas and each boxed lunch will have a custom designed 2" x 2" sticker placed on the top of the box.

### Hosted Events in the Exhibit Hall • \$750

We are dedicated to providing an exceptional experience for both exhibitors and attendees. In line with our commitment to delivering the best possible event, we are implementing changes to enhance the quality of hosted events within the exhibit hall.

A nominal fee of \$750 will be applied to exhibitors who plan to host any event in the exhibit hall. This fee has been introduced to ensure that hosted events align with the high standards and expectations of our attendees and to enhance the overall quality of the experience. If you are looking to host a special event, please contact Kate Feuling at [kfeuling@oandp.org](mailto:kfeuling@oandp.org). For those exhibiting Partners in Platinum or Diamond status, this fee will be waived.



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*Continued*

## PUBLICATIONS

### Session Preview • \$4,000

Insert an ad into the October issue of *The O&P Edge*, a unique, high-end, specialty publication that will position your company as a leading expert in your area. This printed publications distribution reaches 15k professionals.

### Preliminary Program • \$4,000

Insert an ad into the January issue of *The O&P Edge*, a unique, high-end, specialty publication that will position your company as a leading expert in your area. This printed publications distribution reaches 15k professionals.

### Preview/Preliminary Bundle • \$6,500 **SAVE \$1,500!**

Save \$1,500 by placing an ad in both the October and January issue of *The O&P Edge*.

### My Meeting Guide

This program guide puts useful information right at attendees' fingertips, so place an ad to remind them to swing by your exhibit space for a visit.

#### Specs:

Interior Front Cover Full Page (6" x 10") • \$2,550

Back Cover Full Page (6" x 10") • \$3,850

Banner Ad (6" x 2.5") • \$1,250

For all ads, add a 0.125" on each side for bleed and keep all text elements within 0.25" of each side

### The Academy Road Trip • \$1,100 **Now Offering CE Credits!**

Join us in a fun and interactive way to engage with conference attendees by opting into our Academy Road Trip Game. This game encourages attendees to visit your booth using a pocket-sized passport that has questions they need answers to. Provide us with a short educational, open-ended question, and your logo, for inclusion in our game. Upon completion, attendees will submit their passport for a chance to win some great prizes. The Academy Road Trip will be promoted in several print and digital communication outlets for the meeting.



### The Academy Road Trip Advertiser • \$2,500

These passport booklets are carried all over the meeting, picked up, put down, and accessed a lot. Use the back cover to place an ad to showcase your specialties and what you have to offer.

### **NEW!** Floor Plan Map Ads • \$1,000

Claim your spot with an advertisement located on the exhibit hall map that goes into our printed program, the *My Meeting Guide*. This is a great opportunity to draw a focus towards your location on the map driving attendees to come visit you. Your ad will also be placed on our on-site large scale, floor plan structure.

#### Specs:

- 1.5" x 1.5" wide
- For all ads, add a 0.125" on each side for bleed and keep all text elements within 0.25" of each side

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# Sponsorship Opportunities

*Continued*

## PUBLICATIONS

**NEW!** Exhibitor Highlights and Updates  
\$500

Use this space in the on-site *My Meeting Guide* to grab attendees' attention by adding a coupon offer, raffle item, show special, company update, etc. to encourage them to interact with your brand.

**Specs:**

- 2" x 2.5" wide
- For all ads, add a 0.125" on each side for bleed and keep all text elements within 0.25" of each side

## RECEPTIONS

**Opening Reception & Welcome Reception Sponsor • \$10,000**

We have reserved a spot for you, not in one of our main featured events, **but TWO!** Join us on stage as we welcome hundreds of attendees to our meetings kick-off event, the Opening Session. Continue the fun with promotional pieces that will be utilized during our Welcome Reception in the exhibit hall.

**Inclusions:**

- Branded slides built into the Opening Reception PowerPoint
- Branded drink tickets at the Welcome Reception
- Branded drink cups at the Welcome Reception
- Half page advertisement in the on-site *My Meeting Guide*
- One mobile app push notification to support your sponsorship for the receptions
- Chair drop in Opening Reception

**Photo Booth Sponsor—Say Cheese! • \$7,000**



Photos, GIFs, boomerangs, filters, need we say more? Provide the Academy attendees with a long-lasting memory. You will customize a branded photo overlay that will be added to every single photo the attendees take. Have branded props to supply, bring them, we'd love to have them. Feel free to create a social media game out of this too, we would be happy to help you promote it by providing two social media posts, and two push notifications. There is no printing here, but it does provide instant sharing via text and email. We will also share the online gallery link post event with you too. Does the techy part of this scare you? No worries, this booth comes with a professional attendant to help along the way.

**NEW!** Hostess Handout • \$3,000

Stop buyers in their tracks! Utilize one of your representatives to distribute promotional materials to the Academy audience as they come and go from the Opening Reception and Exhibit Hall Welcome Reception. Handouts and giveaways are permitted in the main entry ways, but not inside the meeting or exhibit hall space. All handouts will be facilitated via your on-site representative. The Academy will work with you to schedule your location and time of distribution.

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# Sponsorship Opportunities

*Continued*

## PROMOTION—AKA 'SWAG'

Sponsoring swag is a dynamic way to create a lasting impact on your target audience and solidify your brand's presence at a conference. Don't miss this opportunity to stand out, connect with attendees, and make a meaningful impression. Partner with us to sponsor swag and elevate your conference experience.

Eyeglass and Cell Phone Cleaner Kit • \$5,000

3-Port USB Charger • \$6,500

Magnetic Promo Clip • \$3,000

Wireless Phone Charger • \$6,000

Tropical Inspired Sunglasses • \$5,000

Soft Bound Journal • \$7,500

Soft Bound Journal Wrap Add On • \$1,500



Sponsored Logo Here

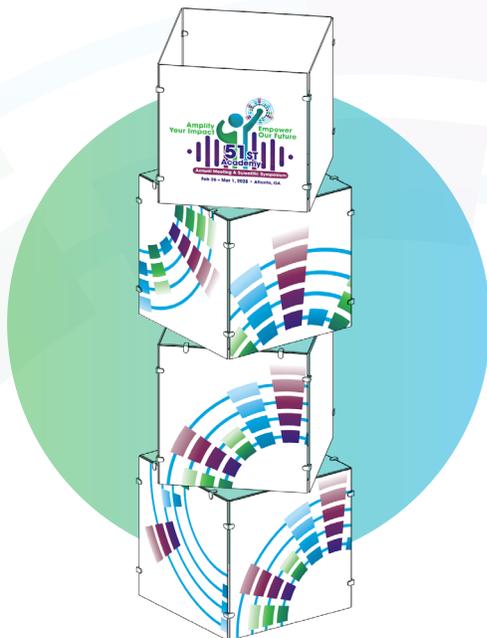


Sponsored Logo Here

Sponsored Logo Here



Brand the wrap for an additional \$1,500



## HOTEL BRANDING

### Stacked Cubed Tower • \$5,500

Design a custom, 4-tiered, 8' stacked tower that provides a 360-degree view of your branding. Work with show management to identify a high traffic area to place your structure.

**Specs:** Reach out to show management for dimensions and details

### Double-Sided Meter Board • \$850

Use this opportunity to prominently display any messaging you want to convey to attendees. We can locate these near the exhibit hall, main meeting rooms, etc.

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## Sponsorship Opportunities

*Continued*

### HOTEL BRANDING

#### Welcome Cling Wrap • \$18,000

Brand this massive cling that wraps around the main escalators off the lobby level. This is a high traffic area for all meeting attendees. You will receive 70% of the available area to customize as you wish. The other 30% will be allocated to the Academy for the meeting branding.

**Specs:** The below is for the entire graphic, work with show management on the allocation of your space:

- 788.50" w x 56.50" h.
- Total space sq. ft.: 310

#### Hotel Key Cards • \$12,000

Submit your custom design for both the key cards and the sleeves. Please note, the key cards will be co-branded with the Academy logo.



Welcome Cling Wrap

#### Escalator Clings

Welcome Escalator Cling—Double Sided • \$16,500

Welcome Escalator Cling—Single Sided • \$12,500

Take the attendees for a ride down from the lobby to the main meeting space. There will be clings on either side as either single or double sided based on your preference.

**Specs:**

- 92" w x 33" h
- Total Space sq. ft.: 22



Escalator Clings

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# Sponsorship Opportunities

*Continued*

## HOTEL BRANDING

### Pillar Wraps—Reg Level • \$4,000 each **2 available**

There are two main pillars, each three sided, located near the escalator of the main ballroom for the meeting. Brand these floor to ceiling pillars with custom branding to draw their attention to your brand.

**Specs:**

- Each of the three sides measures: 32.25" w x 110" h
- Total Space sq. ft. (per side): 25

### Glass Railing Cling • \$6,000

Located in a highly visible, high traffic area of the meeting space, branding this glass railing cling is sure to give your brand a great visual to the O&P attendees.

**Specs:**

- 147" w x 37.75" h
- Total space sq. ft. 39

### Pillar Wrap & Glass Railing Cling Combo • \$12,500

**SAVE \$1,500!**

This offer triples your exposure and saves you \$1,500 by combining two **Pillar Wraps** and the **Glass Railing Cling** creating a great takeover display in the main meeting space area.



**Pillar Wrap & Glass Railing Cling Combo**

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## Sponsorship Opportunities *Continued*

### HOTEL BRANDING

#### Pillar Wrap, Round Railing Glass Cling • \$7,500

Make a statement with a custom-designed, wrap-around, 360-degree cling, a visual that can be seen from every angle!

Specs:

- 9 total panels
- 8 panels measure: 26" w x 25" h
- 1 panel measures: 42" w x 25" h
- The given height is recommended height below the handrail, full height of glass is 38" h
- Total space sq. ft.: 112



Pillar Wrap, Round Railing Glass Cling

#### Window Clings • \$3,000

**2 available**

Customize the display for these floor to ceiling window clings located on the main meeting space level providing a great view for those riding the escalators and moving about the space.

Specs:

- 81" w x 109" h
- Total space st. ft.: 123



Window Clings

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# Sponsorship Opportunities

*Continued*

## HOTEL BRANDING

### Elevator Bank Wraps • \$6,250 each **3 available**

Transform up to three main meeting area elevator banks to transform the space into something that represents your brand while leaving a lasting impression on the O&P industry.

**Specs:** (per elevator bank)

- 5 sides
- 31" w x 103" h
- Total space sq. ft.: 111

### Elevator Bank Combo • \$16,750 **SAVE \$2,000!**

Purchase all three elevator banks and save \$2,000.

### Back Wall Cling • \$2,500

Brand a floor-to-ceiling cling located along a back wall on the main meeting space level, a great space to place an impactful message.

**Specs:** Check with show management for available dimensions and details

### Pillar Wraps—Exhibits Level (multiple available)

- Inside Exhibit Hall • \$6,000
- Foyer of Exhibit Hall Level • \$5,000

Utilize this unique branding opportunity to maximize your visibility in and near the exhibit hall by providing custom graphics that will be wrapped around a pillar of your choosing on the exhibits level.

**Specs:** Multiple sizes dependent on pillar, reach out to show management for details



Elevator Bank Combo