OUR MISSION AND VALUES

It’s our mission to engage the orthopaedic community to develop leaders, strategies, and resources to guide the future of musculoskeletal care.

With your support, we can both achieve our goals.
WHO ARE THE AOA MEMBERS?

With more than 1,550 members, primarily across North America, The American Orthopaedic Association is small and exclusive.

Members are orthopaedic leaders and decision-makers in academics and private practice who have made significant contributions to education, research, and the practice of orthopaedic surgery.

A majority are full-time academic orthopaedists or in private practice with an academic appointment.

Due to their leadership and educator roles, AOA members heavily influence residents and fellows.

ENGAGE WITH LEADERS.
Top PGY4 residents, many of whom will become their program’s chief resident, are nominated to attend The Resident Leadership Forum. Here, Resident Leaders are formally introduced to the AOA. As AOA members lead interactive sessions, Resident Leaders have the opportunity to network with AOA members, CORD program affiliates and peers.

Emerging Leaders are also encouraged to attend the annual Emerging Leaders Forum and invited to the AOA Annual Meeting, held in conjunction with one another. These conferences offer networking opportunities. Emerging Leaders are also encouraged to attend the annual Emerging Leaders Forum and invited to the AOA Annual Meeting, held in conjunction with one another. These conferences offer networking opportunities.

AOA provides leadership education to orthopaedists in training and throughout their career. Many PGY4 residents who participate in the Resident Leadership Forum join the Emerging Leaders Program. Each year, members of the Emerging Leaders Program become eligible for AOA membership. Once individuals become a member of the AOA, leadership education and opportunities help guide the orthopaedic musculoskeletal community.

AOA member

Since the start of the Emerging Leaders Program in 2004, Emerging Leaders continue to transition through the program to become AOA members. In 2015, more than 25% of the AOA Class of 2015 are alumni of the Emerging Leaders Program.

Only orthopaedic surgeons who have made significant contributions to orthopaedic leadership education, research, and practice are selected for AOA membership.
RESIDENT LEADERSHIP FORUM

Make your company known by helping to support these individuals early in their career.

In 2015, Program Directors and Department Chairs nominated 185 leading PGY4 residents from institutions across the US and Canada to participate in a two-day, interactive annual leadership development program.

Attendees are introduced to communication, negotiation, and leadership skills that will help them become effective leaders and patient care givers.

In many cases, these individuals will become the Chief Resident and will evaluate and influence younger residents. An average of 70% of Resident Leadership Forum nominees join the Emerging Leaders Program annually.

EMERGING LEADERS PROGRAM

Over 600 orthopaedic surgeons between PGY5 and 13th year of clinical practice are Emerging Leaders Program members.

This program recognizes and develops aspiring leaders through participation in AOA task forces, writing opportunities, webinars and learning modules, and a monthly e-newsletter that focuses on critical issues and topics relevant to this group.

THE EMERGING LEADER

Emerging Leaders are the orthopaedic decision-makers of the future. They include a range of young leaders interested in elevating their careers:

- PGY5 Residents: 184
- Subspecialty Fellows: 165
- Academicians: Full-Time: 140; Part-Time: 2
- Private Practitioners: 51
- Hospital-Employed Surgeons: 35

Support a Program

Ways to Become an Emerging Leader

- AOA Resident Leader
- AOA Traveling Fellow
- Recommended by an AOA member
- AAOS Leadership Fellows Program

LEADERSHIP FORUM

The annual Emerging Leaders Forum, held in conjunction with the AOA Annual Meeting, is designed specifically for Emerging Leaders and provides essential leadership knowledge and resources. The Forum also offers opportunities for networking and interacting with AOA members and nationwide peers.
TRAVELING FELLOWSHIPS

AOA’s Traveling Fellowships recognize young leaders for their early contributions to orthopaedics. Fellows selected have been identified and acknowledged for their accomplishments and leadership.

Many AOA Presidents, AOA award winners, and other leaders in the orthopaedic community have been selected and participated in the AOA’s prestigious and competitive Traveling Fellowships earlier in their careers.

American-British-Canadian Fellowship
AOA’s Fellows travel reciprocally for five weeks to orthopaedic centers in Australia, New Zealand, South Africa, and the United Kingdom where they gain an international perspective from other English-speaking orthopaedic centers.

Austrian-Swiss-German Traveling Fellowship
Fellows travel for three to four weeks to American, Canadian, and British surgeons centers in Austria, Switzerland and Germany. In alternating years, Austrian, Swiss, German orthopaedic surgeons travel to North American orthopaedic centers.

Japanese Orthopaedic Association Fellowship
US Fellows visit Japanese academic centers and historical landmarks while in alternate years, Japanese Fellows visit top US academic centers, hosted by AOA members.

North American Traveling Fellowship
This five week tour provides fellows with significant clinical/scientific exchange and leadership opportunities as they visit regional orthopaedic centers in the US and Canada observing and discussing the diverse ways that leaders address their institutions and the specialty today.

The CORD Affiliate
CORD offers an online community discussion board, a monthly academic focused e-newsletter The CORD Report and faculty/resident/fellow development webinars, which are well-attended and well-received.

CORD COMMUNITY
CORD holds two conferences each year, a three-hour conference in conjunction with the AAOS Annual Meeting, and a two-day conference in conjunction with the AOA Annual Meeting. Between 150-275 individuals participate in each conference, including individuals not affiliated with a CORD member Institution.

Support a Program
CORD members assist with major orthopaedic initiatives, including American Board of Orthopaedic Surgery PGY1 Surgical Skills Modules, orthopaedic curricula, and other relevant projects impacting Graduate Medical Education.

600 individuals

More than 600 individuals including Department Chairs, Program Directors, Fellowship Directors, Residency Coordinators and other program faculty benefit from CORD’s wide range of resources, educational programming, and exchange of ideas.

Membership in the CORD program is held at the institutional level, with individuals at those institutions being affiliates. 157 accredited orthopaedic programs are members of CORD, including osteopathic and Canadian programs.
ORTHOPAEDIC LEADERS OWN THE BONE

For the last decade, the AOA has been engaging the orthopaedic community to close the 82% osteoporosis treatment gap and deliver multidisciplinary care coordination for geriatric fracture patients.

Now in its sixth year of operation, the AOA’s Own the Bone® program provides simple, easy-to-use, cost effective tools to enable hospitals, practice groups, and health plans to coordinate the bone health care of fragility fracture patients.

Over 25,000 patients have been entered in the Own the Bone registry, including over 11,000 geriatric hip fracture patients.

Over 190 institutions in 48 states have enrolled in the AOA’s Own the Bone.

PROGRAM BENEFITS

Enrolled institutions receive access to a national web-based registry, program benchmarking capabilities, “Star Performer” recognition in the U.S. News and World Report: Best Hospitals annual guide, training and support from dedicated Own the Bone staff, and access to best practice materials, patient education materials, the Bone Break user forum, PR materials, and Bone Health Bulletin, the program’s quarterly e-newsletter.

EDUCATIONAL OPPORTUNITIES

Through both live and virtual educational activities, Own the Bone educates orthopaedic surgeons and their teams about secondary fracture prevention. The program develops free quarterly webinars, as well as a yearly full-day accredited symposium on secondary fracture prevention, co-hosted with NAON, during each AOA Annual Meeting.

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

In 2015, new program activities included the development and hosting of 4 new live webinars, grand rounds presentations on bone health/osteoporosis management at five institutions, newly-documented case studies and implementation models, and new educational partnerships with national and international orthopaedic and bone health societies.
AOA Annual Meeting & Leadership Conferences

Engaging the orthopaedic community to develop leaders, strategies, and resources to guide the future of musculoskeletal care.

RESIDENT LEADERSHIP FORUM
185 leading PGY4 residents participate in a two-day, interactive leadership development program. Attendees will get an introduction to communication, negotiation, and leadership skills that will help them become effective leaders and patient caregivers. As recognized resident leaders in their institution, they are evaluating and influencing younger residents.

EMERGING LEADERS FORUM
Nearly 80 Emerging Leaders (ranging from PGY5 through the 13th year in clinical practice) participate in interactive sessions and exercises to help them address orthopaedic critical issues impacting the orthopaedic community. Your support is a way to influence these individuals as they become the orthopaedic decision-makers of the future.

LEADERSHIP INSTITUTE
This 3.5-hour, in-depth, interactive workshop is designed to help participants acquire a more effective framework for negotiating the turbulent waters of the U.S. health care environment.

Attendees will learn to frame and diagnose a problem and challenge ways of identifying patterns that can lead to innovative solutions practicing and implementing strategic thinking and decision-making to improve leadership situations back in the practice-setting.

OWN THE BONE SYMPOSIUM
Until recently, most orthopaedic surgeons have not had the inclination or the means to adequately address the metabolic bone needs of fracture patients with poor bone quality at high risk for recurrent fragility fractures.

This symposium offers orthopaedic teams the knowledge necessary to establish and run a secondary fracture prevention program or Fracture Liaison Service (FLS). This symposium draws a large and engaged multidisciplinary audience of physicians, nurses, and APPs.

ANNUAL MEETING
Attendees include approximately 550 key influencers and decision-makers, some of the most accomplished and distinguished orthopaedic surgeons in North America: AOA members
Department Chairs/Program Directors
Presidents of international orthopaedic societies
AOA Traveling Fellowship alumni

COUNCIL OF ORTHOPAEDIC RESIDENCY DIRECTORS (CORD) CONFERENCE
More than 150 Orthopaedic Residency and Fellowship Directors, Department Chairs, and others discuss educational concepts and tangible solutions to changes in orthopaedic graduate medical education. Topics include surgical skills training, patient safety and quality initiatives with a focus on residents, fellows, and DOs—the future leaders within the profession.

photos taken by David Fox Photographer for the AOA; 2015 Annual Meeting & Leadership Conferences
RESIDENT SKILLS COURSE

Take advantage of having approximately 185 PGY4 Resident Leadership Forum attendees gathered in one location.

Hold a skills course, and conveniently gain access to identified leaders of today’s residency programs, and help them build knowledge of your products.

Skills Course Guidelines
Skills course can be held on the day prior (Monday) to the start of the Resident Leadership Forum.

Content must be approved, prior to finalization, by the Chairs of the Resident Leadership Forum and the Education Committee.

Sponsor is responsible for all arrangements (i.e. contracting with site, arranging food and beverage, AV, and other logistics).

The AOA will communicate the course with Resident Leadership Forum nominees and Emerging Leaders at sponsor’s expense.

AOA will encourage course participation but will not make it mandatory.

If interested in targeting a certain subspecialty, we’ll help you identify the subset of Resident Leadership Forum attendees and Emerging Leaders that best fit your target audience.

Satellite Symposium Guidelines
The symposium can be scheduled before/after/or between Annual Meeting educational programming and all member events, such as the welcome reception.

Satellite symposium must meet ACGME guidelines.

Content needs to be approved, prior to finalization, by the Annual Meeting Program Chair and AOA Executive Director.

Sponsor is responsible for all arrangements (i.e. contracting with site, arranging food and beverage, AV, and other logistics).

The AOA will communicate the symposium with AOA members and affiliates at sponsor’s expense.

The AOA will provide signage at the Annual Meeting, in accordance with ACGME regulations. No announcements can be made during the CME portion of the symposium.

Satellite symposium cannot be included in the Annual Meeting program agenda. The AOA can include a flyer in attendee packets which are distributed upon their arrival.
NEW OPPORTUNITIES

Check out the new ways that you could reach your audience at the AOA Annual Meeting and Leadership Conferences.

COMPANY STAFFED TABLE

Communicate and display your products and services, in-person, at your staffed information table at the AOA’s Annual Meeting. The tables will be set up in the area outside of the Annual Meeting session ballroom.

BETWEEN SESSION AD

Reach nearly 200 PGY4 leading residents from the US and Canada with a promotional ad between sessions at the Resident Leadership Forum. Between session slides run on a loop during every meeting break on two large projected screens. There will be five, fifteen-minute breaks over a two-day period.

POSTER DISPLAY AD

Promote your company’s products and services on an 11x17 ad at the AOA and CORD scientific poster displays. Your ad will be located at an end of a poster display row for the hundreds of Annual Meeting and Leadership Conference attendees to see while viewing the posters.
AOA Learning now offers convenient, self-paced, online educational courses, recorded webinars and other virtual learning.

This new educational format brings leadership skills, resident training best practices, and bone health management information to orthopaedists and musculoskeletal professionals at all career stages.

AOA E-NEWSLETTERS

Advertise in an e-newsletter on the sidebar, and/or support an e-newsletter and be acknowledged with logo recognition.

AOA This Week targets 1,500 AOA members. The CORD Report is sent monthly to over 600 Directors/Chairs and other program faculty in allopathic and osteopathic programs. The Emerging Leaders Messenger is delivered monthly to over 600 orthopaedic surgeons in their PGY5-13th year in clinical practice. And, the quarterly Bone Health Bulletin is read by over 3,700 multidisciplinary physicians, RNs and APPs.

LEARNING MODULES

Corporate Supporter: logo recognition on opening screen of learning module of your choice.

Ads: full screen ad before or after educational content on learning module of your choice.

WEBINARS

Corporate Supporter: logo recognition on opening screen Sponsor (1) or a series (4-5) of your choice.

Ads: full screen ad before or after educational content. Advertise on a webinar (1) or a series (1-5)

LEARNING MODULES

Corporate Supporter: logo recognition on opening screen of learning module of your choice.

Ads: full screen ad before or after educational content on learning module of your choice.

EXPERT ADVISORY PANEL

Collaborate with the AOA to identify and develop a topic to be addressed in a 2-3 hour panel discussion with 8-12 topical expert orthopaedic surgeons and other topic experts and researchers.

This panel can be held in conjunction with the AOA’s Annual Meeting in June or throughout the year at other leadership conferences.
### BRONZE
- Recognition at Annual Meeting
- AOA and/or Own the Bone Website Logo Display/Acknowledgement on Sponsor Page
  + Recognition in Quarterly AOA Digital Newsletter (1)
  + Recognition in Weekly, Monthly, or Quarterly E-newsletters (12)
- Recognition in Promotional Event Communications
- Invitation (1) to Leadership Conferences at Annual Meeting
  To be eligible to attend a Leadership Conference, 50% of minimum Silver Partner support level ($12,500) must be designated to a single Leadership Conference: Resident Leadership Forum, Resident Skills Course, Emerging Leaders Forum, Leadership Institute, CORD Conference, and/or Own the Bone Symposium.
- Invitation (1) to Annual Meeting
- Invitation (1) to President’s Dinner at Annual Meeting
  Meet and network with AOA Past-Presidents, Executive Committee Members, leaders and decision-makers, and leadership from sister and affiliated organizations.

**FRIEND LEVEL under $10,000**
- Recognition at Annual Meeting
- Recognition on AOA Website
- Recognition in Quarterly AOA Digital Newsletter (1)
- Recognition in Weekly, Monthly, or Quarterly E-newsletters (12)
- Recognition in Promotional Event Communications
- Invitation (1) to Leadership Conferences at Annual Meeting
- Invitation (1) to Annual Meeting
- Invitation (1) to President’s Dinner at Annual Meeting
  Meet and network with AOA Past-Presidents, Executive Members, and other leaders and decision-makers.

### SILVER
- Recognition at Annual Meeting
- Recognition on AOA Website
- Recognition in Quarterly AOA Digital Newsletter (1)
- Recognition in Weekly, Monthly, or Quarterly E-newsletters (12)
- Recognition in Promotional Event Communications
- Invitation (1) to Leadership Conferences at Annual Meeting
- Invitation (1) to Annual Meeting
- Invitation (1) to President’s Dinner at Annual Meeting
  Meet and network with AOA Past-Presidents, Executive Committee Members, leaders and decision-makers, and leadership from sister and affiliated organizations.

### GOLD
- Recognition at Annual Meeting
- Recognition on AOA Website
- Recognition in Quarterly AOA Digital Newsletter (1)
- Recognition in Weekly, Monthly, or Quarterly E-newsletters (12)
- Recognition in Promotional Event Communications
- Invitation (1) to Leadership Conferences at Annual Meeting
- Invitation (1) to Annual Meeting
- Invitations (2) to President’s Dinner at Annual Meeting
- Invitations (2) to President’s Dinner at Annual Meeting
  Meet and network with AOA Past-Presidents, Executive Members, and other leaders and decision-makers.

### PLATINUM
- Recognition at Annual Meeting
- Recognition on AOA Website
- Recognition in Quarterly AOA Digital Newsletter (1)
- Recognition in Weekly, Monthly, or Quarterly E-newsletters (12)
- Recognition in Promotional Event Communications
- Invitations (2) to Leadership Conferences at Annual Meeting
- Invitations (2) to Annual Meeting
- Invitations (2) to President’s Dinner at Annual Meeting
  Meet and network with AOA Past-Presidents, Executive Members, and other leaders and decision-makers.

### PLATINUM PLUS
- All Platinum Level Benefits
  + Corporate Advisory Roundtable
  + Customization Options (select two below)
  + Recognition on AOA Website
  Recognized sponsor, and program and/or event pages.
  + Recognition on AOA Website
  Recognized on signage, between-sessions on presentation screens, final program inside cover, and in the sponsor’s area of the mobile meeting app.
  + Recognition on AOA Website
  Recognized sponsor, and program and/or event pages.
  + Recognition on AOA Website
  Recognized on signage, between-sessions on presentation screens, final program inside cover, and in the sponsor’s area of the mobile meeting app.
  + Recognition on AOA Website
  Recognized sponsor, and program and/or event pages.

**Additional Benefits**
- AOA Learning Module Supporter (4 modules) (p.20)
- Webinar Series Supporter (4 webinars) (p.21)
- Annual Meeting Mobile App. Push Notification (p.18)
- Annual Meeting Final Program Full Page Ad/Black & White (p.18)
- Promo In-Between Sessions at Resident Leadership Forum (p.19)
- Quarterly Sidebar Ad in E-newsletter of Choice (p.21)

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*Plus signs indicate “Additionally, you get…”*
## AOA OFFERINGS

<table>
<thead>
<tr>
<th>OFFERING</th>
<th>PAGE(S)</th>
<th>AUDIENCE</th>
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</thead>
<tbody>
<tr>
<td>Council of Orthopaedic Residency Directors (CORD) Program</td>
<td>9</td>
<td>Academic Orthopaedists, Related Professionals, AOA Members, &amp; Emerging Leaders</td>
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<tr>
<td>Emerging Leaders Program</td>
<td>7</td>
<td>PGYS-13th Year of Clinical Practice Emerging Leaders</td>
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<tr>
<td>Own the Bone Program</td>
<td>10-11</td>
<td>Multi-Disciplinary Teams of Physicians, RNs and APPs/AOA members</td>
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<tr>
<td>Traveling Fellowships</td>
<td>8</td>
<td>Emerging Leaders in Early Clinical Practice</td>
</tr>
</tbody>
</table>

### PROGRAMS

- **AOA Annual Meeting**
  - 13 | AOA Members & Broader Musculoskeletal Community

- **CORD Conference (at AOA Annual Meeting)**
  - 13 | Academic Orthopaedists/Faculty, Allopathic/Osteopathic Community, & Emerging Leaders

- **Emerging Leaders Forum (prior to AOA Annual Meeting)**
  - 7 & 12 | Identified Leaders in PGYS-13th Year of Clinical Practice

- **Leadership Institute (at AOA Annual Meeting)**
  - 13 | Annual Meeting Attendees/Local Musculoskeletal Healthcare Providers

- **Own the Bone Symposium (at AOA Annual Meeting)**
  - 13 | Multi-Disciplinary Teams of Physicians, RNs and APPs/AOA members

- **Resident Leadership Forum (at AOA Annual Meeting)**
  - 6 & 12 | PGY4 Resident Leaders

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### EVENTS

- **Corporate Advisory Roundtable**
- **Invoices (3) to Leadership Conferences at Annual Meeting**
- **Invoices (3) to Annual Meeting**
- **Invoices (3) to President’s Dinner at Annual Meeting**
- **Customization Options* (3) (pg. 21)**
- **Attendance at Webinars (3) of Choice**
- **Exclusive Informational Own the Bone Webinar to Aid Training of Company’s Sales Force, if Applicable**
- **Own the Bone Educational Alliance Brochure/Letter**
- **Quarterly List of Own the Bone Sites & Originating Departments**

### EDUCATIONAL ALLIANCE

**$100,000+**

- **Annual Meeting Recognition on Signage, Between-Session Slides on Presentation Screens, Final Program Inside Cover, Mobile Meeting App**
- **AOA and/or Own the Bone Website Logo Display/Acknowledgement on Sponsor Page**
- **E-newsletter of Choice Logo Display/Acknowledgement**
- **Promotional Event Communications Logo Display/Acknowledgement**
- **AOA Quarterly Digital Newsletter Logo Display/Acknowledgement (3/yr.)**
- **Own the Bone Ad in US News & World Report**

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*Plus signs indicate “Additionally, you get…”

**Election of these benefits requires full support allocation to Own the Bone Program.**
<table>
<thead>
<tr>
<th>OFFERING</th>
<th>PAGE</th>
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<td>Mobile Meeting App Splash Screen (Loading Screen)</td>
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<td>AOA Learning Module Logo &amp; Recognition on Opening Screen</td>
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<td>Corporate Alliance (includes all Gold Level benefits)</td>
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<td>Select AOA Members &amp; Topic Experts</td>
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</table>
WE WANT TO WORK WITH YOU!

Let’s get started

Make an effective, efficient spend and reach your target audiences in one place.

Reinforce brand loyalty with key influencers across subspecialty, practice setting, career stage, and geographic location.

Become an AOA sponsor today.