



## CORPORATE ENGAGEMENT 2027 MEDIA KIT



# YOUR EXPERTISE SHARED YEAR-ROUND



2027 Academy Annual Meeting & Scientific Symposium

**LEADING WITH KNOWLEDGE  
DRIVEN BY CARE**

February 10 – 13, 2027 • New Orleans, LA

**Where Expertise Meets Impact**



**Corporate Engagement**

[www.oandp.org/corporate-engagement-2027](http://www.oandp.org/corporate-engagement-2027)



# WELCOME

**The American Academy of Orthotists and Prosthetists** (AAOP) stands as the foremost center for education, clinical practice resources, and expertise within the orthotics and prosthetics (O&P) industry. We are dedicated to providing the profession with unparalleled resources, continuous educational opportunities, and a strong commitment to advancing clinical research. Our primary objective is to enhance professional expertise and increase awareness across the O&P community.

We invite manufacturers in orthotics and prosthetics to collaborate with us in initiatives that support mutual growth. Engage with us throughout the year and during our Annual Meeting and Scientific Symposium to maximize opportunities for connection and development.

This Media Kit offers an overview of the various engagement opportunities available throughout the year, including during our Annual Meeting. For more information, please visit our **Corporate Engagement** website. All transactions will be processed through your vendor portal, and your cumulative spending for the year will determine your Partnership status with the Academy.

We look forward to collaborating with you to engage the O&P community!

My best,

*Kate Feuling*

Kate Feuling  
Exhibits & Sponsorship Manager

**PROMOTING  
PARTNERSHIPS  
THROUGH  
YEAR-ROUND  
ENGAGEMENT  
OPPORTUNITIES**

## THE AMERICAN ACADEMY OF ORTHOTISTS AND PROSTHETISTS BY THE NUMBERS

# 2400+

MEMBERS

**PREMIER SOURCE  
OF LEARNING &  
KNOWLEDGE**

- ▶ CLINICAL PRACTICE RESOURCES
- ▶ EXPERTISE IN O&P
- ▶ CLINICAL RESEARCH



# 23,000

SOCIAL MEDIA FOLLOWERS

### THE BEST IN O&P EDUCATION

**10** SCIENTIFIC SOCIETIES

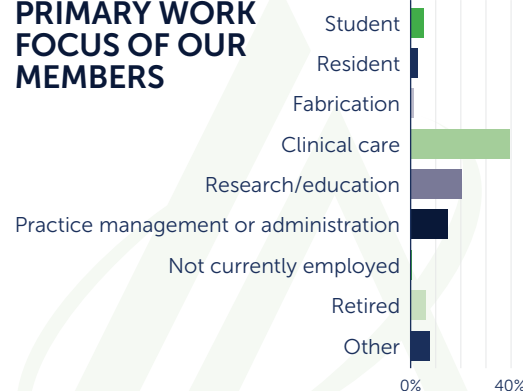
# 120,000+

INFLUENTIAL MOMENTS IN  
OUR WEEKLY E-NEWSLETTER

## WHY PARTNER WITH THE ACADEMY?



### PRIMARY WORK FOCUS OF OUR MEMBERS



# 40

**FOCUSED PODCASTS**  
7000 LISTENERS

# 83%

OF MEMBERS SAY THE ACADEMY  
IS EFFECTIVE IN MOVING THE  
PROFESSION FORWARD



**The American Academy of Orthotists and Prosthetists**  
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**Contact:** Kate Feuling  
kfeuling@oandp.org  
(414) 573-1519

# CORPORATE ENGAGEMENT PARTNERSHIP LEVELS

**PARTNERSHIP LEVELS** are awarded based your combined spend on **Year-Round Engagement** and **Annual Meeting** opportunities for 2027.

PARTNERSHIP BENEFITS	SILVER \$12,000	GOLD \$20,000	PLATINUM \$35,000	DIAMOND \$60,000	DIAMOND+ \$95,000
Company Feature in the On-Site Printed Program <b>(AM)</b>	✓	✓	✓	✓	✓
Company Feature on Corporate Engagement Webpage	Linked Logo	Linked Logo, 50-word feature	Linked Logo, 100-word feature	Banner, Linked Logo, 100-word feature	Banner, Linked Logo, 150-word feature
Opening Session Recognition <b>(AM)</b>	✓	✓	✓	✓	✓
Inclusion in <i>The Academy Road Trip</i> Exhibit Hall Game <b>(AM)</b>	✓	✓	✓	✓	✓
Inclusion in Road Trip Map in the On-Site Printed Program <b>(AM)</b>	✓	✓	✓	✓	✓
Additional Full-Conference Registration Badge <b>(AM)</b>	1	3	5	10	Unlimited
Company Feature in the On-Site Signage <b>(AM)</b>	✓	✓	✓	✓	✓
Priority Selection of Next Year's Exhibit Space <b>(AM)</b>	✓	✓	✓	✓	✓
One-Time-Use Attendee Email List <b>(AM)</b> (of those who have opted-in to hear from Manufacturers)		✓	✓	✓	✓
Featured Advertisement in <i>The Academy TODAY</i> and <i>The O&amp;P Edge</i>		✓	✓	✓	✓
Academy Partner Press Release		✓	✓	✓	✓
Waived Fee for Hosted Events in the Exhibit Hall <b>(AM)</b>			✓	✓	✓
Q1 Partner Spotlight in <i>The Academy TODAY</i>			✓	✓	✓
Waived Fee for use of Meeting Room at the Annual Meeting <b>(AM)</b> (as space allows)				✓	✓
Social Media Post				2	4
Mobile App Banner Ad <b>(AM)</b>				✓	✓
Product Spotlight Email					✓
Impact Award and Press Release <b>(AM)</b>					✓
Exhibitor Highlight in the Show Daily and Academy ADVANTAGE—The Industry Partner Edition <b>(AM)</b>					✓
Full Page ad in the On-Site Printed Program <b>(AM)</b>					✓

An **(AM)** following the partnership benefit signifies the item is associated with the Annual Meeting.



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# YEAR-ROUND ENGAGEMENT OPPORTUNITIES OVERVIEW



For details on Year-Round Engagement Opportunities, scan this QR code or [click here](#).

## PRINT & DIGITAL MEDIA ADVERTISING

### ACADEMY ADVANTAGE

Leaderboard Ad . . . . .	\$3,000
Lower Leaderboard Ad . . . . .	\$2,750
Top Banner Ad . . . . .	\$2,250
Sponsored Content Ad . . . . .	\$1,500

**PURCHASE 4 CONSECUTIVE AD RUNS, RECEIVE 25% OFF**

### THE ACADEMY TODAY

Back-Cover Ad . . . . .	\$3,500
Interior Page Ad . . . . .	\$3,000

Check out additional opportunities with *The Academy TODAY* under Educational Showcases.

### PRODUCT SPOTLIGHT E-BLAST

One Email . . . . .	\$2,000
Two Emails . . . . .	\$3,750
Three Emails . . . . .	\$5,500
Four Emails . . . . .	\$7,000

### SCIENTIFIC SOCIETIES E-BLAST

One Email . . . . .	\$500
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### SOCIAL MEDIA POST

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

### PODCASTS

Academy Network – One Episode . . . . .	\$1,000
Academy Network – Three Episodes . . . . .	\$2,750
Industry Partner Edition – One Episode . . . . .	\$3,500

## EDUCATIONAL SHOWCASES

### THE ACADEMY TODAY

#### CEU Opportunity

Editorial Article . . . . .	\$3,500
Editorial Article – Extended Outreach . . . . .	\$2,000
Editorial Article/Ad Combo . . . . .	\$5,500 (w/ Interior Pg)   \$6,000 (w/ BC)
Editorial Article – Podcast . . . . .	\$2,500
Editorial Article – OLC Module . . . . .	\$1,000
Editorial Article – Campaign . . . . .	\$10,000

### EDUCATIONAL WEBINAR

CE Opportunity . . . . .	\$3,000
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### EDUCATIONAL SEMINAR (Virtual)

#### CEU Opportunity

Seminar . . . . .	\$8,000
Seminar Ad . . . . .	\$1,000

### UNCONFERENCE

#### CEU Opportunity

Opening and/or Closing Session Video . . . . .	\$400
Social Media Promotion . . . . .	\$500
Sponsored Session . . . . .	\$500
Event Promo Email Ad . . . . .	\$2,000
Sole Sponsorship . . . . .	\$9,000

## FLEX FOR YOU

If you aren't finding an engagement opportunity that fits your marketing objectives, take advantage of our **Flex For You** program. We're committed to collaborating with you to identify a tailored solution that meets your needs. Let us help you find the perfect fit! **Contact us now.** [kfeuling@oandp.org](mailto:kfeuling@oandp.org)





## A MUST-ATTEND EVENT FOR THE O&P INDUSTRY

Seize the opportunity to exhibit at the must-attend annual event for orthotic and prosthetic professionals! Over four transformative days, you'll connect with a global audience eager to discover the latest advancements in patient care.

As an exhibitor, you'll position your brand at the forefront of the O&P industry, engaging with practitioners, healthcare professionals, researchers, academics, residents, and students in an inspiring and dynamic setting. This is your chance to showcase your cutting-edge breakthroughs and best practices that are shaping the future of the O&P industry.

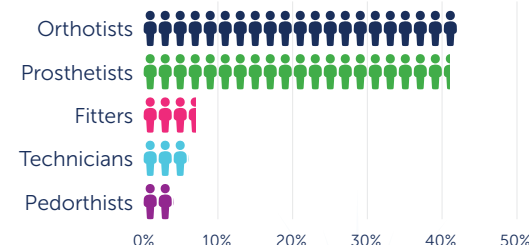
Join us at the heart of O&P continuing education and community. Don't miss your chance to be a key player in this vibrant event—secure your exhibit space today and help us drive innovation in patient care!

*"I exhibit at the Annual Meeting for brand awareness, to educate attendees, foster customer relationships, and to drive sales."*

## ACADEMY ANNUAL MEETING & SCIENTIFIC SYMPOSIUM BY THE NUMBERS

# 1966

ATTENDEES



## THE BEST IN O&P EDUCATION

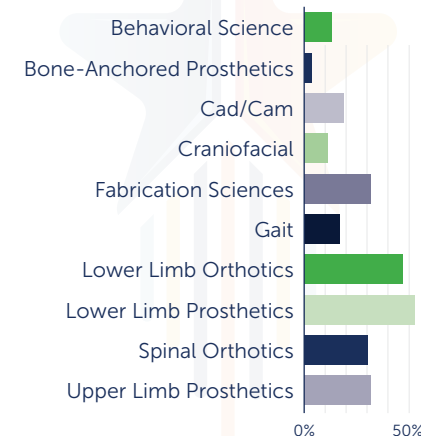
**100**  
INDUSTRY  
PARTNER-LEAD  
SESSIONS

**2:1**  
LEARNER TO  
EXHIBITOR RATIO

**165+**  
EXHIBITING  
COMPANIES

**16**  
HOURS OF  
EXHIBIT TIME

## EXHIBITOR CATEGORIES OF PATIENT CARE



*"We exhibit with the Academy as it is a good chance to educate our customers (new and old) and further build our relationships with vendors and clinicians."*

**96%**

OF EXHIBITORS REPORTED  
POSITIVE INTERACTIONS  
WITH ATTENDEES

Stats collected from AAOP2024.



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# ANNUAL MEETING HOTEL & TRAVEL

Join us February at the **Hyatt Regency New Orleans** for a unique meeting experience set in the heart of Mardi Gras season. Just steps from downtown parades and festivities, you'll enjoy top-tier sessions alongside the city's iconic food, music, and culture.

From networking in the French Quarter to catching a parade after hours, New Orleans offers the perfect blend of professional growth and unforgettable celebration.

**Hyatt Regency New Orleans**  
**601 Loyola Ave**  
**New Orleans, LA 70113**

A block of rooms is being held at the hotel for \$215 night+/. Check your exhibitor portal for the reservation link.



## EXHIBIT HOURS

	TUES, FEB 9	WED, FEB 10	THURS, FEB 11	FRI, FEB 12
8:00 AM				
9:00 AM				
10:00 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> 9:00 AM-3:00 PM
11:00 AM			<b>Exhibit Hall Open</b> 10:15 AM-5:15 PM	<b>Morning Break</b> 9:00 AM-10:45 AM
12:00 PM			<b>Lunch</b> 11:45 AM - 1:45 PM	<b>Lunch</b> 12:15 PM-2:15 PM
1:00 PM			<b>Afternoon Break</b> 3:15 PM-5:15 PM	
2:00 PM	<b>Exhibitor Move-In</b> 2:00 PM-8:00 PM			
3:00 PM		<b>Welcome Reception in Exhibit Hall</b> 5:15 PM - 7:15 PM		
4:00 PM				<b>Exhibitor Move-Out</b> 3:00 PM - 11:00 PM
5:00 PM				
6:00 PM				
7:00 PM				
8:00 PM				

**15 hours of captivating exhibit time with over 9 hours offerings a unique and uninterrupted experience**



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# ANNUAL MEETING EDUCATIONAL SESSIONS

The Academy is excited to share that more than 60%, nearly 100 sessions, of the Annual Meeting's educational content is delivered by our valued Industry Partners. This unique opportunity allows partners to expand their impact beyond the exhibit hall and engage directly with the Academy's highly involved O&P community through dynamic educational programming.

A range of session formats, time slots, and agenda placements are available to help you meet your specific goals.

All sessions include continuing education units (CEUs) and come fully supported with a complete audiovisual package: projector, screen, laptop, microphone, and podium.

## CLINICAL TECHNIQUE

*Hosted Thursday & Friday*

Clinical Techniques expertly blend lecture and hands-on techniques to provide serious, in-depth programming. Utilize **60 minutes** to inform O&P professionals on new techniques, or to review current methodologies or technologies.

## PRODUCT DISPLAY SHOWCASE

*Hosted Thursday & Friday*

Product Display Showcases provide the opportunity to offer a brief infomercial-style educational showcase 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.

## TECHNICAL WORKSHOP

*Hosted Wednesday*

### 90-Minute 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 with the opportunity to discuss procedures that distinguish your company's products to O&P professionals.

*\*All one-hour workshops must be purchased in packs of two. You may repeat your content, have two separate topics, or choose to have a Part 1/Part 2 format.*

## INNOVATION STAGE\*

*Hosted Wednesday*

Welcome to the epicenter of cutting-edge ideas and pioneering breakthroughs. As an integral part of our Meeting, 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 the industry with these **15-minute** mini sessions.

*\*Two Innovation Stages are allowed per manufacturer. There is one time-slot for these so all Innovation Stages will run concurrently.*

## SPEED NETWORKING\*

*Hosted Thursday – day subject to change*

Speed Networking is an interactive event tailored for attendees to explore specific products and services in a small group environment. Participants will engage in pre-scheduled **30-minute** sessions focused on topics they have expressed interest in. Based on these identified interests, the Academy will connect relevant Industry Partners to gather their expertise in those areas. Industry Partners who choose to participate will be assigned to small group discussions, providing attendees with the opportunity to educate them about their products or services.

*\*Speed Networking will be based on attendee interest. More details to follow as we get closer to the event.*



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## EXHIBIT PACK AGES

	EARLY BIRD 2/20/26–5/31/26	STANDARD 6/1/26–1/31/27
Standard Booth .....	\$3,900	\$4,350
Booth Upgrade .....	\$250	\$450
Tabletop .....	\$2,800	\$3,250

**FIRST TIME EXHIBITORS RECEIVE 25% OFF AND NONPROFITS 20% OFF.**

## EDUCATIONAL SESSIONS

### CEU Opportunity

	EXHIBITING COMPANY	NON-EXHIBITING COMPANY
Clinical Technique .....	\$1,000	\$3,500
Product Display Showcase .....	\$1,400	N/A
Technical Workshop, Two-Hour .....	\$1,100	\$4,100
Technical Workshop, One-Hour (2-pack) .....	\$1,700	\$5,900
Innovation Stage .....	\$600	\$1,800
Speed Networking .....	\$500	N/A

## EXHIBIT SPACE ADD-ON

New Product or Services Highlight .....	\$1,000
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## EDUCATIONAL SESSION ADD-ONS

Ed Session Feature Ad. ....	\$500
Ed Session Mobile App Push Notification .....	\$400

*In addition, reference our Show Daily & Academy ADVANTAGE offerings under Digital Outreach.*

## MEETING ROOM RENTAL

*Available to exhibiting companies only.*

Half Day .....	\$350
Full Day .....	\$550
Reception of 50-100 People .....	\$750
Reception of 100+ People .....	\$1,800

## REGISTRATION

Bag Stuffer .....	\$2,500
Lanyards and Adhesive Pockets .....	\$12,000
Registration Sponsor. ....	\$10,000
Attendee Registration Bag .....	\$12,000

## DIGITAL OUTREACH

Mobile App Push Notification .....	\$1,500
Mobile App Banner Ad .....	\$2,500
Marketing Campaign Bundle .....	\$3,500
Website Sponsor Banner Ad .....	\$2,000
Power-Up Station .....	\$5,500
Broadcast Email .....	\$2,000

### Social Media Post

One Post. ....	\$500
Two Posts. ....	\$900
Three Posts .....	\$1,275
Four Posts. ....	\$1,600
Event Promo – Email Inclusion. ....	\$8,000
Countdown to Show – Email Inclusion. ....	\$6,500

### Special Micro Series Podcast

One Episode .....	\$1,000
Podcast Series (five episodes) .....	\$4,000

### Show Daily

Leaderboard Ad. ....	\$3,000
Lower Leaderboard Ad. ....	\$2,750
Ed Session Highlight Ad .....	\$2,500
Showcase Banner .....	\$2,000

### Academy ADVANTAGE—The Industry Partner Edition

Leaderboard Ad. ....	\$2,000
Lower Leaderboard Ad. ....	\$1,500
Ed Session Highlight Ad .....	\$1,000
Exhibitor Highlight Ad. ....	\$750



To view the product gallery, scan this QR code or [click here](#).



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# ANNUAL MEETING OPPORTUNITIES OVERVIEW (CONT.)



For details on Annual Meeting Opportunities, scan this QR code or [click here](#).

## F&B / SPECIAL EVENTS

Grab & Go Lunch	\$6,500
Hosted Events in the Exhibit Hall	\$750
Welcome Reception	\$5,000

### Professional Headshots

One Day	\$4,000
Two Day	\$7,000
Custom Branded Mini Figurine Lego Bar	\$14,000
16' Branded Photo Mosaic Wall	\$14,500

## SCHOLARSHIP

<del>Empowering Emerging Voices</del> <b>SOLD OUT</b>	<del>\$1,500</del>
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## PRINT PROMOTION

Annual Meeting Preview Ad	\$2,000
Annual Meeting Preliminary Program Ad	\$2,000
Preview/Preliminary Program Bundle	\$3,500

### My Meeting Guide

Interior Front Cover, Full-Page Ad	\$2,550
Back Cover, Full-Page Ad	\$3,850
Banner Ad	\$1,250
Floor Plan Map Ad	\$1,000
Exhibitor Highlight Ad	\$500
Exhibitor List Directory Ad	\$300

### The Academy Road Trip Exhibit Hall Game

Game Participant	\$1,100
Back Cover Ad	\$1,500

## BRAND MERCHANDISE

Custom Die-Cut Vinyl Sticker	\$1,000
Branded Bottled Water	\$2,000
Mini Mint Tin	\$3,000
Soft Bound Journal	\$4,500
3-Port USB Charger	\$6,500
3-in-1 Charging Cable	\$10,000
High End Water Bottles	\$15,000 / \$26,000

## HOTEL BRANDING

Hotel Key Cards and Sleeves	\$12,000
Double Sided Meter Board	\$850
Main Entrance Upper Windows	\$5,000
Main Entrance Revolving Door (SS)	\$3,500
Main Entrance Revolving Door (DS)	\$5,000
Main Lobby Welcome Banner (Co-Branded w/ Academy)	\$12,000
Main Lobby Escalators	\$8,500
Elevator Floor Graphics (4 Banks, 4 Clings)	\$5,000
Elevator Floor Graphics (All 8 Banks, 8 Clings)	\$8,500
Elevator Window Graphics Top (All 8 Banks, 16 Clings)	\$10,000
Elevator Window Graphics Top (One Bank, 2 Clings)	\$1,500
Elevator Window Graphics Bottom (All 8 Banks, 16 Clings)	\$8,000
Elevator Window Graphics Bottom (One Bank, 2 Clings)	\$1,250
Exhibit Hall Entry Way (Co-Branded w/ Academy)	\$6,500
Two Story Escalator Cling Climb (60 Clings)	\$6,500
Back-lit Column Panels (One Column)	\$5,500
Back-lit Column Panels (Three Columns)	\$13,000
Main Bar Mirror Graphics (4 Clings)	\$4,500
Main Bar Mirror Graphics (8 Clings)	\$8,000
Back-Lit Wall Graphics (Set of 3 Clings)	\$5,000
Window Cling Above 8 Block	\$4,000
Celestine Foyer Column Clings (One Column)	\$4,500
Celestine Foyer Column Clings (Three Columns/Co-Branded w/ Academy)	\$11,500
Celestine Foyer Railing Cling	\$4,000



To view the product gallery, scan this QR code or [click here](#).



# OPPORTUNITIES ACADEMY TIMELINE

Educational Webinars and Seminars may be scheduled at any point during the year.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
The Academy ADVANTAGE (monthly)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Academy Network Podcast (monthly)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Industry Partner Edition Podcast (quarterly)	✓			✓			✓			✓		
<i>The Academy TODAY</i> (quarterly)	✓			✓			✓			✓		
Product Spotlight Email (monthly)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Post (monthly)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Countdown to Show</b>	✓	✓										
<b>Special Micro Series Podcasts</b>	✓											✓
<b>Preliminary Program</b>	✓											
<b>Broadcast E-Mail</b>	✓	✓	✓									
<b>Academy ADVANTAGE—The Industry Partner Edition</b>	✓											
<b>Exhibit</b>		✓										
<b>Educational Sessions</b>		✓										
<b>Show Daily</b>		✓										
<b>Annual Meeting Sponsorships</b>		✓										
<b>Event Promo Email Inclusion</b>								✓		✓	✓	✓
<b>Annual Meeting Preview</b>										✓		

ANNUAL MEETING



## CORPORATE ENGAGEMENT 2027 MEDIA KIT

# READY TO GET INVOLVED?



Need more information  
on our Engagement  
Opportunities?

[CLICK HERE](#)



Looking for information  
to exhibit at AAOP2027?

[CLICK HERE](#)

COMING  
SOON

Reserve your  
sponsorship or  
exhibit space.

**2027 Vendor Portal  
COMING SOON!**

