THE ACADEMY
AAOP
www.oandp.org

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

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

2100+
MEMBERS

PREMIER SOURCE OF LEARNING & KNOWLEDGE
- CLINICAL PRACTICE RESOURCES
- EXPERTISE IN O&P
- CLINICAL RESEARCH

27,000+
SOCIAL MEDIA FOLLOWERS

THE BEST IN O&P EDUCATION

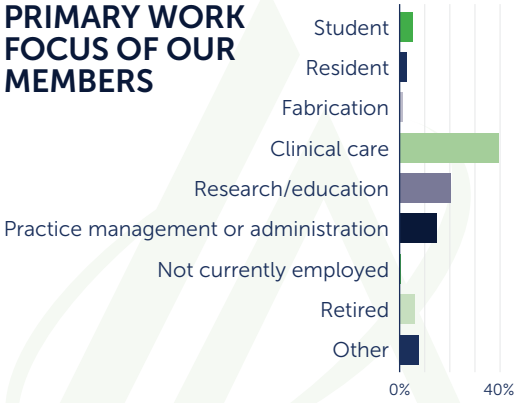
11 SCIENTIFIC SOCIETIES

140,000+
INFLUENTIAL MOMENTS IN OUR WEEKLY E-NEWSLETTER

WHY PARTNER WITH THE ACADEMY?

- Access Targeted Audiences
- Highlight Your Innovations
- Expand Your Customer Base
- Provide Influential Moments
- Fuel Business Growth
- Gain a Competitive Advantage
- Boost Brand Visibility

PRIMARY WORK FOCUS OF OUR MEMBERS



40
FOCUSED PODCASTS
22,000 ALL TIME DOWNLOADS

83%
OF MEMBERS SAY THE ACADEMY IS EFFECTIVE IN MOVING THE PROFESSION FORWARD

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, Signage, and Academy Webpage **(AM)**	✓	✓	✓	✓	✓
Opening Session Recognition **(AM)**	✓	✓	✓	✓	✓
Inclusion in *The Academy Road Trip* Exhibit Hall Game, with Visual Placement on the Exhibit Hall Map **(AM)**	✓	✓	✓	✓	✓
Additional Full-Conference Registration Badge **(AM)**	1	3	5	10	Unlimited
Priority Selection of Next Year's Exhibit Space **(AM)**	✓	✓	✓	✓	✓
One-Time-Use Attendee Email List **(AM)** *(of those who have opted-in to hear from Manufacturers)*		✓	✓	✓	✓
Featured Advertisement in *The Academy TODAY* and *The O&P Edge*		✓	✓	✓	✓
Academy Partner Press Release		✓	✓	✓	✓
Waived Fee for Hosted Events in the Exhibit Hall **(AM)**			✓	✓	✓
Partner Spotlight in *The Academy TODAY*			✓	✓	✓
Waived Fee for use of Meeting Room at the Annual Meeting **(AM)** *(as space allows)*				✓	✓
Social Media Post				2	4
Mobile App Banner Ad **(AM)**				✓	✓
Product Spotlight Email					✓
Impact Award and Press Release **(AM)**					✓
Exhibitor Highlight in the Show Daily and Academy ADVANTAGE—The Industry Partner Edition **(AM)**					✓
Full Page ad in the On-Site Printed Program **(AM)**					✓

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

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~~ **SOLD OUT** ~~$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

NEW BUZZ BUILDER BUNDLE . . . $2,975

PRODUCT SPOTLIGHT E-BLAST

One Email . . . $2,500
Two Emails . . . $4,500
Three Emails . . . $6,750
Four Emails . . . $9,000

SCIENTIFIC SOCIETIES E-BLAST

One Email . . . $500

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 . . . $2,900

EDUCATIONAL SHOWCASES

THE ACADEMY TODAY

CEU Opportunity

Two Page Advertorial . . . $3,500
Advertorial – Extended Outreach . . . $2,500
Advertorial/Ad Combo . . . $5,500 (w/ Interior Pg) | $6,000 (w/ BC)
Advertorial – Podcast . . . $2,500
Advertorial – OLC Module . . . $1,000
Back-Cover Ad . . . $3,500
Interior Page Ad . . . $3,000

EDUCATIONAL WEBINAR . . . $2,000

CE Opportunity

EDUCATIONAL SEMINAR (Virtual)

CEU Opportunity

Seminar . . . $5,000
Seminar Ad . . . $750

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

2027 Academy Annual Meeting & Scientific Symposium

LEADING WITH KNOWLEDGE DRIVEN BY CARE

February 10 – 13, 2027 • New Orleans, LA

Where Expertise Meets Impact

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.

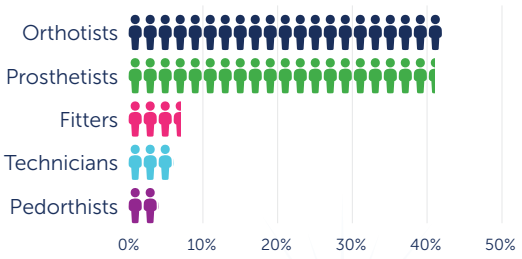
Join us at the heart of O&P continuing education and community. Don't miss your chance to be a key player in this vibrant event—secure your exhibit space today and help us drive innovation in patient care!

> ***"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

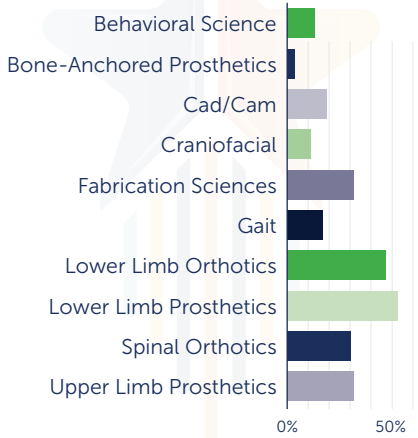
100
INDUSTRY PARTNER-LEAD SESSIONS

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.

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	**Decorator Set-Up** 8:00 AM–4:00 PM	**Exhibitor Move-In** 8:00 AM–4:00 PM *All exhibits must be set-up with all crates removed by 4:00 PM*		
9:00 AM				**Exhibit Hall Open** 9:00 AM–3:00 PM
10:00 AM				
11:00 AM			**Exhibit Hall Open** 10:15 AM–5:15 PM	**Unopposed Time** 9:15 AM–11:00 AM
12:00 PM				
1:00 PM			**Unopposed Time** 10:45 AM–12:45 PM	
2:00 PM				**Unopposed Time** 12:30 PM–2:30 PM
3:00 PM			**Unopposed Time** 2:15 PM–4:00 PM	
4:00 PM	**Exhibitor Move-In** 4:00 PM–8:00 PM			**Exhibitor Move-Out** 3:00 PM–11:00 PM
5:00 PM		**Welcome Reception in Exhibit Hall** 5:15 PM–7:15 PM		
6:00 PM				
7:00 PM				
8:00 PM				

**Schedule subject to change.*

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

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

When: **Thursday, 2/11 & Friday, 2/12**
Where: **Breakout room**
Availability: **10**

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

When: **Thursday, 2/11 & Friday, 2/12**
Where: **Inside Exhibit Hall on a dedicated stage during unopposed exhibit time**
Availability: **12**

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*

When: **Wednesday 2/10**
Where: **Breakout room, see time details below.**
Availability: **Differs by session type: One-Hour = 12, 90-Minutes = 24, 2-Packs = 12**

One-Hour Workshop: 8:00–9:00 AM

90-Minute Workshop: 9:15–10:45 AM, **or** 1:00–2:30 PM, as assigned by the Academy

One-Hour Workshop (2-Pack): 11:00 AM–12:00 PM **and** 2:45–3:45 PM, one morning slot and one afternoon slot will be assigned

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.

** The 2-Packs include two, one-hour sessions, one will be hosted in the morning, the other in the afternoon. You may repeat your content, have two separate topics, or choose to have a Part 1/Part 2 format.*

INNOVATION STAGE

When: **Thursday, 2/11 & Friday, 2/12, these run all day**
Where: **Inside Exhibit Hall on a dedicated stage**
Availability: **10**

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 hosted on a dedicated stage, inside the exhibit hall.

ANNUAL MEETING
OPPORTUNITIES OVERVIEW

For details on Annual Meeting Opportunities, scan this QR code or click here.

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

Clinical Technique	$1,000
Product Display Showcase	$1,400
Technical Workshop, 90-Minute	$1,100
Technical Workshop, One-Hour (2-pack)	$1,700
Technical Workshop, One-Hour	$975
Innovation Stage	$600

Educational sessions available to exhibiting companies only.

EXHIBIT SPACE ADD-ON

NEW New Product or Services Highlight	$1,000

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 / RECEPTION RENTAL

Available to exhibiting companies only.

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

REGISTRATION

Bag Stuffer	$2,500
~~Lanyards and Adhesive Pockets~~ **SOLD OUT**	~~$12,000~~
Registration Sponsor	$10,000
~~Attendee Registration Bag~~ **SOLD OUT**	~~$12,000~~

DIGITAL OUTREACH

NEW Live from AAOP: Social Spotlight Reel	$1,500
NEW Digital Impact Board (single)	$3,000
NEW Digital Impact Board (multiple)	$2,500 ea.
Mobile App Push Notification	$1,500
Mobile App Banner Ad	$2,500
Website Sponsor Banner Ad	$2,000
Power-Up Station	$5,500
Broadcast Email	$2,500

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

Pre-Show Podcast Series:

NEW Inside the Exhibit Hall - What You Need to See	$1,000

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.

Contact: Kate Feuling
kfeuling@oandp.org
(414) 573-1519

ANNUAL MEETING
OPPORTUNITIES OVERVIEW (CONT.)

For details on Annual Meeting Opportunities, scan this QR code or click here.

F&B / SPECIAL EVENTS

NEW Trivia Night F&B Sponsor	$5,000
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

~~Empowering Emerging Voices Award~~ **SOLD OUT**	~~$1,500~~

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~~ **SOLD OUT**	~~$15,000 / $26,000~~

HOTEL BRANDING

~~Hotel Key Cards and Sleeves~~ **SOLD OUT**	~~$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)~~ **SOLD OUT**	~~$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.

Contact: Kate Feuling
kfeuling@oandp.org
(414) 573-1519

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
YEAR-ROUND ENGAGEMENT	The Academy ADVANTAGE (weekly)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Academy Network Podcast (monthly)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Industry Partner Edition Podcast (quarterly)	✓			✓			✓			✓		
	The Academy TODAY (quarterly)	✓			✓			✓			✓		
	Product Spotlight Email (monthly)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Social Media Post (monthly)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ANNUAL MEETING	**Countdown to Show**	✓	✓										
	Pre-Show Podcast Series: Inside the Exhibit Hall - What You Need to See	✓											✓
	Preliminary Program	✓											
	Broadcast E-Mail	✓	✓	✓									
	Academy ADVANTAGE—The Industry Partner Edition	✓											
	Exhibit		✓										
	Educational Sessions		✓										
	Show Daily		✓										
	Annual Meeting Sponsorships		✓										
	Event Promo Email Inclusion									✓	✓	✓	✓
	Annual Meeting Preview										✓		

THE ACADEMY AAOP

www.oandp.org

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

Reserve your sponsorship or exhibit space.

CLICK HERE

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