



The American Academy of Orthotists and Prosthetists

35TH ANNUAL MEETING AND SCIENTIFIC SYMPOSIUM

MARCH 4 - 7, 2009

HILTON ATLANTA — ATLANTA, GA



*The best
PARTNERSHIP
EXPERIENCE
for exhibitor and
attendee interaction.*

2009

Exhibitor
Prospectus

Dear Friends of the Academy,

From March 4 - 7, 2009 the American Academy of Orthotists and Prosthetists will be holding what we truly believe will be our biggest and best Annual Meeting and Scientific Symposium ever. We hope you will join us in Atlanta for this exciting event and share your knowledge and product information with our attendees.

As those of you who have been with us before know, the Exhibit Hall has become an integral part of our meeting. You will have the chance to meet personally with nearly 2000:

- Private practitioners,
- O&P facility managers,
- Hospital department directors,
- Central fabrication managers,
- O&P students, technicians and residents,
- CAD/CAM Manufacturers,
- Lab & Clinical Supply Manufacturers,
- Lab Equipment Manufacturers,
- Orthotic and Prosthetic Distributors, and
- O&P Service Providers.

This is the one meeting of our profession each year that attracts an international audience where the main attraction is to pursue continuing education and learn about the products and services you can provide. Attendees can earn credits just for coming to visit you and learning something from you in the Exhibit Hall. You are a real partner in this meeting. In a survey of our attendees over 90% said they end up purchasing products and supplies from the companies they see and visit in the Exhibit Hall.

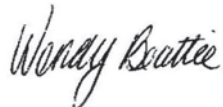
You will have the undivided attention of all of our attendees during several hours of the meeting when they are directed to the hall with no conflicting schedule. We will serve lunch in the hall to add to the crowds you will meet during the show.

We hope you will read this Exhibitor Prospectus carefully and learn about all the ways you can join us and become a true partner of the Academy family. Last year in Orlando our Exhibit Hall sold out early so we urge you to act quickly to make sure you have a space in the hall.

Our attendees need you as does the Academy so that we can continue to serve the needs of the O&P profession.

See you in Atlanta!

Sincerely,



Wendy Beattie CPO, FAAOP
President



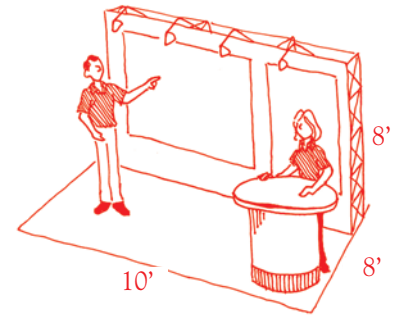
Peter D. Rosenstein
Executive Director

8' x 10' Booths Give Visual Distinction to Exhibitors

For those companies that need larger space than our traditional tabletop exhibit, we are pleased to be able to offer a full size booth measuring 8' x 10' and 8' in height.

Booth Includes:

- Company identification sign
- Two side chairs
- Wastebasket
- TWO complimentary registrations. Those requesting Professional Continuing Education (PCE) credits must pay the difference between the \$250 and a full conference registration.
- Refreshment breaks in the Exhibit Hall
- TWO complimentary lunches in the Exhibit Hall
- ONE complimentary continental breakfast in the Exhibit Hall
- Two tickets to Welcome Reception (\$70 value)
- Overnight security
- A listing in the Onsite Exhibitor Directory often used as a buyer's guide by practitioners.



Sign Up Early and Save

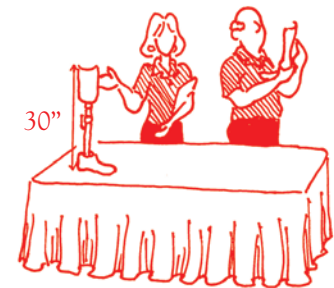
PRICE: Before April 28, 2008 - \$2,000
After April 28, 2008 - \$2,100

Traditional Tabletop

The Exhibit Hall at the Academy Annual Meeting is a favorite with exhibitors and practitioners alike because of the intimacy afforded by tabletop displays. Members feel at ease in talking with exhibitors at tabletop exhibits and have mentioned in evaluations that they add significant value to the show. One practitioner summarized the feelings of many when he said, "I really like being able to look across the Exhibit Hall and see all the displays at one time. It makes it easier for me to find the exhibitors I want to visit."

Traditional Tabletop Includes:

- One 6' draped table
- Two side chairs
- Wastebasket
- Company identification sign
- TWO complimentary registrations. Those requesting Professional Continuing Education (PCE) credits must pay the difference between the \$250 and a full conference registration.
- Refreshment breaks in the Exhibit Hall
- TWO complimentary lunches in the Exhibit Hall
- ONE complimentary continental breakfast in the Exhibit Hall
- Two tickets to Welcome Reception (\$70 value)
- Overnight security
- A listing in the Onsite Exhibitor Directory often used as a buyer's guide by practitioners.



A standard tabletop exhibit may not exceed 30" above table height and may not be a solid background (blocking the view). You must be able to work behind your table. The blocking of aisles is strictly prohibited.

Sign Up Early and Save

PRICE: Before April 28, 2008 - \$1,100
After April 28, 2008 - \$1,200

Technical Workshops

A tried and true way of highlighting your company's success and expertise in a technical area. These are not sales pitches. They are factual presentations of new solutions to existing problems. Sometimes it is most effective to show people how to best use your product. Always popular, the number of workshops has doubled in the last three years. They provide a focused atmosphere to share expertise, show techniques and discuss procedures that distinguish your company's product from others.

A title and five-sentence description must accompany your submission. Descriptions should focus on the purpose of the study, the benefit derived from the technique or technology, methods used, and a brief summary of results. Workshop requests may be submitted online at www.academyannualmeeting.org or by mail. The title and description will be used in the Preliminary and Final Programs.

Sponsorship of technical workshops is limited to two per manufacturer. In the event that rooms are available closer to the meeting date, the Academy reserves the right to open additional slots.

Technical Workshops will be highlighted in the Session Preview, Preliminary Program, featured on the Academy website, and listed in the Final Program.

DEADLINES:

Inclusion in Session Preview: July 14, 2008
Inclusion in Preliminary Program: August 29, 2008

The cost to sponsor a Technical Workshop is \$1,200.

Product Display Showcases

Interactive education opportunities that serve as your company's infomercial - a direct sales pitch. You can highlight your new products and services in a specially designed theater right on the show floor during Exhibit Hall hours. Demonstrate your product, show a video, and/or offer a Q&A session — you decide. The 30-minute Product Display Showcases are tentatively scheduled on Thursday, Friday and Saturday. Product Display Showcases are featured during un-opposed exhibit time. Days and times are subject to change as the program is finalized.

DEADLINES:

Inclusion in Session Preview: July 14, 2008
Inclusion in Preliminary Program: August 29, 2008

The cost to sponsor a Product Display Showcase is \$1,000.

Sponsorship Opportunities

Room Key

Everyone needs a room key! This is your opportunity to have your company's logo predominately displayed on the hotel room keys.

Cost to sponsor: \$6,500

Welcome Reception

Join your colleagues at the Exhibit Hall Grand Opening Celebration. All meeting attendees are invited and encouraged to attend (the celebration is included in the attendees' registration fee).

Sponsor a bar for \$2,000 and receive additional recognition in all promotional materials.

Conference Bags

Imagine nearly 2,000 meeting attendees carrying a bag with your company's logo on it. Bags are handed out onsite and include all program materials.

Cost is \$7,000 to be the exclusive sponsor or \$4,000 each for two co-sponsors. Sponsors will be allowed to include a one-page insert (must be pre-approved by the Academy) in the registration bags.

Convention Neck Wallet

What more could you want...it's a badge holder, lanyard and wallet all in one. The convention wallet features a zippered pouch for your valuables. It's great for storing your room key or "mad" money. The back has another pouch for storage and the neck strap can be adjusted for a perfect fit. The top portion of the convention wallet is specifically designed for your company's logo.

Cost to sponsor is \$4,500

Customized HTML Emails

The Academy will send customized HTML emails that highlight the education programming and special events taking place at the Academy's 35th Annual Meeting & Scientific Symposium in Atlanta. At least 10 emails will be sent out over the six months preceding the meeting to more than 3,000 members.

Sponsor an email and your company's name and logo appear in a banner ad. This offer is limited to exhibiting companies only and no more than two emails may be sponsored by the same company.

The cost to sponsor is \$250 per email.

Session Preview Advertisement

A full color half page ad that appears on the back panel of our Session Preview which is a full color eight panel fold out self-mailer. Your half page ad would appear above the mailer panel for prime visibility. Also available is the front cover banner ad — a very prime position. The preview is the first promotional piece about the meeting that is mailed to over 10,000 people in late August and launches the Annual Meeting website. It highlights program topics, hotel information, the exhibitor lists, and Technical Workshops.

The cost to sponsor is \$2,500.

Ad Specifications — Due by July 14, 2008

Front Cover Banner - 8.75 wide x 1.25 tall

Back Cover - 8.75 wide x 5.25 tall

Preliminary Program Advertising

Academy exhibitors may advertise their company's products and services to prospective Annual Meeting attendees. The Preliminary Program is a self-mailer and reaches an audience of more than 13,000 O&P professionals. This is your opportunity to be one of only four advertisers included in the Preliminary Program. This is the perfect opportunity to capture the attention of attendees just as they are making their plans to attend the show.

Inside Front Cover (full color) \$2,750

Inside Back Cover (full color) \$2,750

Half-Page Back Cover (full color) \$2,500 (This ad spot appears just above the self-mailer section.)

Front Cover Banner Ad (full color) \$2,000

Ad Specifications — Due by September 19, 2008

Front Cover Banner - 8.75 wide x 1.25 tall

Inside Front Cover - 8.75 wide x 11.25 tall

Inside Back Cover - 8.75 wide x 11.25 tall

Back Cover - 8.75 wide x 5.25 tall

High Resolution PDF

Program Update Advertising

Take advantage of a premium advertising spot. The Program Update is mailed to over 13,000 practitioners and is the last promotional piece highlighting program updates, exhibitors and sponsors. This is a full color, half page ad space that appears on the mailer page just above the person's name and address.

Cost to sponsor is \$2,500.

Ad Specifications — Due by November 21, 2008

Front Cover Banner - 8.75 wide x 1.25 tall

Back Cover - 8.75 wide x 5.25 tall

High Resolution PDF

Final Program Advertising

Maximize the exposure of your company's products and services by placing a full-color advertisement in the Final Program. The program will be distributed to all Annual Meeting registrants. It features the Program-at-a-Glance, meeting room assignments, exhibitor booth numbers, and much more. This is a critical tool for attendees to map out their Annual Meeting education and exhibit experience.

Inside Front Cover (full color) \$2,000

Inside Back Cover (full color) \$2,000

Back Cover (full color) \$2,500

Front Cover Banner Ad (full color) \$2,500

Ad Specifications — December 19, 2008

Front Cover Banner - 8.25 wide x 1.25 tall

Inside Front Cover - 8.25 wide x 10.25 tall

Inside Back Cover - 8.25 wide x 10.25 tall

Back Cover - 8.25 wide x 10.25 tall

High Resolution PDF

Onsite Exhibitor Directory Ads

The Onsite Exhibitor Directory is the key attendee resource for all exhibitor information. It features the Exhibit Hall floor plan, list of exhibitors, Technical Workshops, and Product Display Showcases.

Cost to sponsor inside front cover or inside back cover is \$1,000. The front cover banner ad spot is \$2,500.

The back cover is \$1,500.

Ad specifications — December 19, 2008

Front Cover Banner - 6.25 wide x 1.75 tall

Inside Back Cover - 6.25 wide x 9.25 tall

Inside Front Cover - 6.25 wide x 9.25 tall

Back Cover - 6.25 wide x 9.25 tall

High Resolution PDF

Refreshment Break

What better way to capture attendee's attention than through their stomachs! Sponsor a soda and coffee break and you are sure to be appreciated by attendees! As a sponsor you will receive recognition in the Final Program, a sign thanking your company for their generous sponsorship and a "goodie basket" filled with treats to be distributed to attendees. Refreshment Breaks available for sponsorship are Thursday PM and/or Friday PM.

Cost to sponsor a break is \$1,000 each.

Opening Day Continental Breakfast

Includes a sponsor recognition sign and a "goodie basket" filled with treats to distribute to attendees.

Cost to sponsor is \$1,000.

Welcome Banner

Have your company logo be the first thing attendees see upon their arrival at the Annual Meeting. What better way to feature your company's logo! This banner will be strategically placed to optimize visibility to all conference attendees!

Cost to sponsor is \$2,250.

Reusable Travel Mugs

Have your logo on an official Travel Mug. Travel mugs will be distributed during one of the Academy breaks. Attendees may use their reusable mugs to take to educational sessions, while visiting the Exhibit Hall and take home with them. What better way for attendees to fill up on coffee during the breaks than with your official mug?

Cost to sponsor is \$5,000.

Exhibit Game Card

Add a little competition to the attendee's Exhibit Hall experience. Be part of the Exhibit Game Card competition. Increase your company's visibility onsite and participate in this unique traffic building game. Attendees have their card stamped by all participating exhibitors. Game cards are deposited in a designated area for the grand prize drawing. The Academy will provide all cards and stamps.

Cost to sponsor a square on the card is \$200.

Turndown Service

Have your company name be the last thing attendees see before they go to bed! Provide attendees with a foil-wrapped chocolate, a cordial or a bag of mints. As a finishing touch, a personal note from your organization makes a great lasting impression.

Cost to sponsor is \$4,500 per day (Sponsor provides the material which must be approved by the Academy.)

Special Delivery

Put yourself at every attendee's door. Have your promotional material delivered directly to each attendee's room.

Cost to sponsor is \$3,000 (Sponsor provides the material and it must be pre-approved by the Academy).

Company Video Ad

One of the Academy's most popular sponsorship opportunities is the Company Video Ad. Your company sales or training video will be shown four times daily (Thursday through Saturday) in the Product Display Showcase located in the Exhibit Hall.

Cost to sponsor is \$500.

Website Link

Expand your Internet horizons. Link your company website to the Academy's. Your link includes a 50-word description with logo that will be posted for six months. The Academy's website boasts up to 80,000 hits each month.

Cost to sponsor is \$500 (link will be live from August 2008 through March 2009).

Conference Bag Insert

Put your promotional piece directly into the hands of each attendee by having them included in the official conference registration bag. It's a perfect opportunity for a sales information flyer that you want each attendee to have. Insert can be no more than an 8 1/2 x 11" double-sided piece. If you would like to insert a gift or product contact the office for pricing.

Sponsor supplies item and it is subject to approval by the Academy. Only confirmed exhibitors may participate. Limited to one piece per exhibitor and limited to 5 participants.

Cost to sponsor \$2,500.

Closed Circuit Hotel Channel

Utilize the Hilton Atlanta's in-house television channel and market your products and services to everyone staying at the hotel. You can show your latest commercial product information and demonstrations or provide a tour of your facility. Videos will run Thursday and Friday evenings.

Cost to sponsor is \$2600 (contact the Academy for format).

Exhibit Hall Hours (Tentative)

Wednesday, March 4	6:00 pm - 7:30 pm
Thursday, March 5	11:00 am - 5:00 pm
Friday, March 6	11:00 am - 5:00 pm
Saturday, March 7	8:00 am - NOON

Subject to change as program develops.

Hotel Information

Hilton Atlanta
255 Courtland St., NE
Atlanta, GA 30303
404-659-2000

Official Decorator

Geo. E. Fern Co.
Bob Pugh
121 S. Alfred St., 2nd Floor
Alexandria, VA 22314
703-837-0370

Academy Partner Program

Our Partner members are truly a valued component of the Academy family. Their commitment to the Academy and its mission to promote professionalism, education and research is evident. Partners receive high visibility during the marketing and promotion of the Annual Meeting as well as onsite during the meeting. Your Partner status with the Academy affords you the following complimentary marketing opportunities.

Special Recognition – Partner companies will be listed in the *Academy Today* and in an Academy exclusive ad in the *O&P Edge* prior to the meeting. All partners will be recognized at the Academy's Opening Ceremony, and they automatically qualify to be a sponsor of the Exhibit Game Card designed to increase visibility on the show floor. Balloon bouquets at your booth will identify your company's commitment as a Partner.

Increased Traffic – Attendees will be directed to your booth to receive a stamp on the Exhibit Game Card to be included in each registration bag. After all booths have been visited, cards will be entered in a special raffle.

Ad Enhancement – Gold and Silver packages include a 50-word feature ad of your product or service in the Final Program.

Gold Partnership Status is the highest level partnership you can have with the Academy. Gold Partners receive the following benefits:

- Recognition in the Annual Meeting Preliminary Program
- Acknowledgement in the *Academy Today*, and the *O&P Edge* (contingent upon when company attains Gold Partner status).
- A listing and link on the Academy's website
- A 50-word feature on the Academy's website and the Onsite Exhibitor Directory
- Exhibit Game Card Sponsor
- Company Video Ad
- TWO additional complimentary exhibitor meeting registrations
- Balloon bouquet to be placed at your exhibit booth
- Recognition from the podium during the Opening Ceremony of the Annual Meeting
- A feature in the Annual Meeting Final Program
- Complimentary list for one time use of Annual Meeting attendees after the meeting, and
- Company logo displayed on the Academy's official website.

Gold Partner qualifying status is \$11,000.



2008 Gold Partners

ALPS

Becker Orthopedic

College Park Industries, Inc.

Euro International, Inc.

The Fillauer Companies

Ohio Willow Wood

Össur

Otto Bock HealthCare

SPS

Townsend Design

Silver Partnership Status affords you the following complimentary marketing opportunities.

- Balloon bouquet to be placed at your exhibit booth
- Recognition from the podium during the Opening Ceremony of the Annual Meeting
- Listing and link on the Academy's website
- 50-word feature of a product or service in Onsite Exhibitor Directory
- Complimentary list for one time use of Annual Meeting attendees after the meeting
- A feature in the Annual Meeting Final Program
- Exhibit Game Card

The Silver Partner Qualifying investment is \$6,000.

Attention Gold & Silver Partners — Please note the following deadlines.

- **Listing and Link on the Academy's Website** — Please submit your logo in jpg format and your web address to dragusa@oandp.org immediately.
- **50 Word Feature** — Please submit your feature highlighting your company's product or service to be printed in the Academy's Onsite Exhibitor Directory to dragusa@oandp.org. Submissions must be received by December 26, 2008.
- **Company Video Ad (Gold Partners Only)** — Please send your video submission no later than January 16, 2009 to the Academy/Attn: Exhibits, 526 King Street, Suite 201, Alexandria, VA 22314.



2008 Silver Partners

Aetrex Worldwide, Inc.

Bio Sculptor/Marmed

Endolite

Freedom Innovations

GAITRite

oandp.com

OPTEC

Orthomerica Products, Inc.

PEL Supply Company

Submitting Your Academy Exhibit Space Contract is Easy

1. Submit your Exhibit Contract Online

- Visit the Academy's official Annual Meeting Website www.academyannualmeeting.org
- Select - Enter (single click)
- Select - Become an Exhibitor (single click)
- Select - Exhibit Space Contract (single click)
- Print receipt for your records!

2. Mail in your Exhibit Space Contract with check or credit card to:

The American Academy of Orthotists and Prosthetists, Attention: Exhibits, 526 King Street, Suite 201, Alexandria, VA 22314
You may pay by check or credit card. The Academy accepts Visa and MasterCard.

Who to Contact For Additional Exhibit and Sponsorship Information?

The Academy would be happy to answer any questions you may have. Feel free to contact Diane Ragusa or Peter Rosenstein: Phone: (703) 836-0788/ Email: dragusa@oandp.org.

The information contained in this prospectus is subject to change. Please contact us for the most up-to-date exhibiting information or visit our annual meeting website www.academyannualmeeting.org.

2008 Academy Annual Meeting Exhibitors

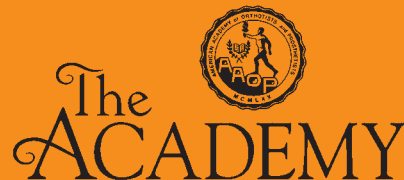
Accu-Cast	College Park Industries	Kinetic Research	Pedors Shoes
Acor	Comfort Products, Inc.	Kingsley Manufacturing	PEL Supply Company
Advance Newsmagazines	CORFLEX, Inc.	KISS Technologies	PMT Corporation
Advanced O&P Solutions	Coyote Design	KNIT-RITE, Inc.	Powerstep
Aetrex Worldwide, Inc.	crocsRx	Leo G. Stein & Co.	Prosthetic Design, Inc.
AliMed, Inc.	Custom Composite Mfg.	Leonard Industries	Prosthetics Laboratories, Inc.
Allard USA, Inc.	Cybertech	Levy & Rappel	Prosthetics Research Specialist
Allied Plastic Supply	DAW Industries, Inc.	Liberating Technologies, Inc./RSL	Pro-Tech Int'l, Inc.
ALPS	DJO, Inc.	Steeper	Proteor
American Academy of Orthotists & Prosthetists (AAOP)	Dr. Comfort	Life-Like Laboratory	Provel, Inc.
American Board for Certification in Orthotics, Prosthetics & Pedorthics (ABC)	Dr. Jill's Foot Pads, Inc.	LIVINGSKIN® by Aesthetic Concerns	Quality Outcomes, LLC
American Orthotic and Prosthetic Association (AOPA)	Drew Shoe Corporation	M.J. Markell Shoe Co., Inc.	Realistic Prosthetics & Restorations
American Plastics	Elsevier	MatPlus	Renew Materials
American Prosthetic Components, Inc.	ENDOLITE	Maximum Mobility, Inc.	Renia GMBH
American Shoe Corporation	ESP	Med Spec	Restorative Care of America, Inc.
Amfit, Inc.	Euro International, Inc.	Medi USA	Royal Knit, Inc.
Amputee Coalition of America	Evolution Liners, Inc.	Medi-Rub Corporation	RX Textiles, Inc.
Anatomical Concepts, Inc.	Feels Good Footwear	Meditech Group, LLC	S&L Plastics, Inc.
Anew, Inc.	Fillauer Companies, Inc.	Mile High Orthotics Lab	Shoe Systems Plus, Inc.
Apis Footwear Company	Florida Brace Corporation	National Association for the Advancement of Orthotics & Prosthetics (NAAOP)	Silipos
Arizona AFO, Inc.	Florida Brace Corporation	National Commission on Orthotic & Prosthetic Education (NCOPE)	Sky Medical, Inc.
ARTech Laboratory, Inc.	FLO-TECH O&P Systems, Inc.	National Fab @ Orlando	Smith Global
Aspen Medical Products	Foot Management, Inc.	New Options Sports, Inc.	Sole Tech, Inc./Advance Footwear
Atlantic Rim Brace Mfg. Corp.	Foot Solutions	North Sea Plastics, LTD	Spinal Technology, Inc.
ATLAS International	Foresee Orthopedic	O&P Business News/SLACK, Inc.	SPS
Barr Foundation	Fred's Legs, Inc.	O&P EDGE/Western Media, LLC	SPT Technology, Inc.
Becker Orthopedic	Freedom Innovations	O&P Enterprises, Inc.	ST&G Corporation
Berkeley Bionics	Freeman Manufacturing Co.	oandp.com	STS Company
BioMechanics Magazine	Friddle's Orthopedic Appliance	O&P 1	SureStep
Bioness	Futura International, Inc.	Ohio Willow Wood	Swede-O, Inc.
BioSculptor/Maramed	Gaffney Technology	OPGA c/o VGM & Assoc	Tamarack Habilitation Technologies
BOLT Systems, Inc.	GAITRite	OPGA/Point	Texas Assistive Devices, LLC
Boston Brace	Grace Prosthetic Fabrication, Inc.	OPTEC	Tidwell's Orthotics
Branier Custom Molded Inserts	Guard Industries, Inc.	Orfit Industries America	TiMed, Inc.
Branier Custom Molded Shoes	Hanger P&O	Orthofeet, Inc.	Touch Bionics
Breg, Inc.	Hapad, Inc.	Orthomerica Products, Inc.	Townsend Design
Bremer Group Co.	Hartford (The)	Orthotic & Prosthetic Assistance Fund (OPAF)	TRS, Inc.
Brightree	Hersco Ortho Labs	Orthotic & Prosthetic Components	Truform
Bulldog Tools, Inc.	HOPE Orthopedic	Orthotics Choice	Trulife
Canadian Association for Prosthetics & Orthotics (CAPO)	Horton Technology, Inc.	ÖSSUR	Tru-Mold Shoes
Carbon Express	Hutnick Rehab Support Services, Inc.	OTS Corporation	UCO International
Cascade DAFO, Inc.	IDEAS	Otto Bock HealthCare	Ultraflex Systems, Inc.
Cascade Orthopedic Supply	Innovative Neurotronics	Palumbo Orthopedics	U.S. Orthotics, Inc.
Chesapeake Medical Products, Inc.	Jerry Miller I.D. Shoes	Palumbo Orthopedics c/o	Velocity Labs, Inc.
	JMMR, Simplicity Systems		Vorum Research Corporation
	JMS Plastics Supply, Inc.		WBC Industries, Inc.
	JSB Orthotics & Medical Supply		Westcoast Brace & Limb
	Justin Blair & Company		Veterans Affairs Healthcare System - P&O

FUTURE ACADEMY ANNUAL MEETING DATES

March 24 - 27, 2010 • Chicago, IL

March 16 - 19, 2011 • Orlando, FL

March 21 - 24, 2012 • Atlanta, GA



THE AMERICAN ACADEMY OF ORTHOTISTS AND PROSTHETISTS

526 King Street, Suite 201, Alexandria, VA 22314
(703) 836-0788 FAX (703) 836-0737 www.oandp.org

www.academyannualmeeting.org