

Why exhibit at the MAOA 2027 Annual Meeting?

MID-AMERICA ORTHOPAEDIC ASSOCIATION

The 44th MAOA Annual Meeting features a comprehensive range of scientific content spanning all areas of orthopedic surgery. Presentations are delivered by renowned experts, association members, and residents, making it a valuable educational forum for both specialists and generalists. The meeting also welcomes allied health professionals and medical students. Known for its high-quality programming, the event emphasizes audience engagement and interaction. Attendees are eligible to earn Continuing Medical Education (CME) credits.

DEDICATED NETWORKING OPPORTUNITIES

Your company representatives will have multiple dedicated opportunities to connect with MAOA meeting attendees during breakfasts, coffee breaks, and the **Exhibitor Reception** on Thursday evening (6:00 PM – 7:30 PM).

The **Exhibitor Reception** stands out as a premier highlight of our annual meeting, consistently proving to be an exceptionally popular, high-energy, and well-attended event by all conference participants. During this vibrant evening, physicians and their families will visit the exhibit hall to explore your booth while enjoying refreshments. Industry representatives frequently report that this relaxed atmosphere provides the single best, most uninterrupted opportunity of the entire meeting to establish meaningful rapport and connect one-on-one with leading orthopedic surgeons.

To further encourage steady booth traffic and keep energy levels high, prize drawings and giveaways will take place throughout the event. Additional exclusive opportunities, including dinners and our annual golf tournament, are also available depending on your support tier, providing even more occasions to engage with attendees in a relaxed, social setting.

ATTENDEE LISTS & LEAD RETRIEVAL

- **Pre-Registration List:** Included early access for Gold Level supporters to promote products and services in advance and drive traffic to your booth (available to Silver & Exhibitor Levels as an add-on).
- **Post-Registration List:** A complimentary final attendee list will be provided to all exhibitor tiers following the meeting.
- **ScanHunt Lead Retrieval:** All attendee name badges will feature a QR code. Exhibitors can easily scan these codes using the ScanHunt system to seamlessly capture contact information and add attendees directly to their records for efficient follow-up (included for Gold and Silver; available as a \$250 add-on for standard exhibitor level).

ACCESS TO THE SCIENTIFIC PROGRAM

MAOA encourages registered exhibitor representatives to attend scientific sessions, giving your sales team a competitive edge by keeping them informed on the latest insights in orthopedics while allowing them to naturally strengthen relationships with attendees outside the exhibit hall. Beyond the sessions, your company's recognition scales across MAOA's digital platforms based on your support level. Regardless of tier, all packages include your company's contact details, a website link, and a brief description in the app, alongside broad visibility through acknowledgments on the official MAOA website and in our bi-annual MAOA newsletter.