



American Academy of Osteopathy®



William Foley, DO, MSc
Program chair

Exhibitor Prospectus & Sponsor Opportunities

2026 AAO Convocation

March 18-22, 2026 • The Broadmoor • Colorado Springs, CO

Convocation At A Glance

Exhibition dates: March 18-20, 2026

Convocation dates: March 18-22, 2026

Location: The Broadmoor in Colorado Springs, CO

Projected attendance: 1,200+ osteopathic physicians, medical students, and residents

Cost:

❑ \$1,500 for corner booth

❑ \$1,300 for aisle booth

❑ \$500–\$10,000 for sponsorships

Contact: AAO Event Planner

3500 DePauw Blvd., Suite 1100

Indianapolis, IN 46268-1136

EventPlanner@academyofosteopathy.org

Phone: (317) 879-1881

Fax: (317) 879-0563

Exhibitor Complimentary Advertisements

Exhibit booths and title sponsors include an ad in the Convocation program book. All advertisements must be 300dpi and in jpg, png, or tif/tiff format.

❑ **Corner Booth & Title Sponsor:**
7.5" x 10" ad

❑ **Aisle Booth & Half-page in program book (no booth) sponsorship:**
7.5" x 5" ad

Due Dates

❑ **Complete exhibitor agreement online**

- Reserve desired booth space and/or sponsorship
- Provide on-site contact information
- Payment of exhibit booth and/or sponsorship amount in full

❑ **Jan. 20:**

- Company logo in 300dpi (.jpg/.png)
- Certificate of insurance due.
See: "Liability and Insurance" on page 10.

❑ **Feb. 1:**

- Submit complimentary advertisement to communications@academyofosteopathy.org
- Only advertisements submitted on time will be included in the program book. The AAO will not create ads for exhibitors that do not submit their own.

Exhibitor Timeline

Exhibitor move-in: March 18, 12pm

Exhibit Hall Hours

- Wednesday, March 18, 5–7 pm
- Thursday, March 19, 7:30 am–7 pm
- Friday, March 20, 7:30 am–5 pm
- Exhibitor move-out: March 20, 5–8pm

Note that the exhibit hall has areas that are open to attendees during exhibitor move-out. Exhibitor sales end March 20 at 5 pm.



Photo courtesy of the Broadmoor, Colorado Springs, CO

The Broadmoor

1 Lake Avenue

Colorado Springs, CO 80906

www.broadmoor.com

The Broadmoor is a legendary destination resort in Colorado with picturesque mountain views, luxurious accommodations, and unmatched services & amenities. The AAO has held conferences and Convocation at The Broadmoor for over 50 years.

From their website:

Since first opening our doors over a century ago, The Broadmoor has offered guests an incredible way to experience the unique beauty of the American West. Today, as the world's longest running consecutive Forbes Five-Star and AAA Five-Diamond resort, that tradition is met with warm, genuine hospitality and an unmatched selection of adventures and activities that celebrate our magnificent surroundings.

Our iconic Colorado Springs hotel is home to an abundance of restaurants, cafes and lounges, two legendary golf courses, a world-renowned spa, 19 distinctive retail outlets, and an array of programs for guests of all ages and interests. We also specialize in hosting unforgettable meetings and events with over 315,000 square feet of sophisticated function space.

AAO Convocation

About the Academy

As the specialty college devoted to fostering osteopathic manipulative medicine, the American Academy of Osteopathy focuses on teaching, promoting and researching the science, art and philosophy of osteopathic medicine, emphasizing the integration of osteopathic principles and osteopathic manipulative treatment in patient care. The Academy's 5,000 members consist of doctors of osteopathic medicine (DOs) and allopathic doctors (MDs), osteopathic medical students, international affiliates, associate members, honorary members, and supporters.

About AAO Convocation

In 2025, the AAO's Convocation attracted more than 1,200 registered attendees, mostly practicing osteopathic and allopathic physicians, residents, and medical students.

The majority of physician attendees specialize in family medicine and other primary care fields, and many attendees are practitioners of complementary and alternative medicine. Many make their major yearly purchases at Convocation, and they rely on this event to learn about new medical programs, equipment and other innovations.

Convocation Exhibit Hall

The Convocation exhibit hall is conveniently located adjacent to the lecture area and breakout sessions. Practicing osteopathic physicians and osteopathic medical students attend lectures each morning and breakout sessions during the afternoon and evening.

The exhibit hall is situated for maximum exposure as physicians and students move between lectures and breakout sessions with an opening reception on Wednesday night in the exhibit hall, coffee every morning, and cash lunch options daily to drive traffic past your booth.

Up to 4 exhibitor badges are included with your booth cost. Two lunch vouchers will be included for Friday in your welcome packet.

What should you exhibit?

- Computer equipment and programs, including electronic health record systems
- Education materials
- Exercise equipment
- Residency programs
- Medical innovations
- Medical office equipment
- Osteopathic manipulative treatment tables
- Pharmaceutical products and information
- Preventive, nutritional, and similar products
- Other services that may benefit physicians or medical students

What is included?

- 10'x10' Booth Area
- Rear 8' drape
- Side rail 3' drape
- 1 Booth sign with booth number and exhibitor name
- 1 draped 6' table
- 2 exhibitor chairs
- 1 wastebasket
- Security on-site when exhibit hall is closed
- 2 vendor lunch vouchers for Friday

Additional equipment and services, including booth cleaning, electrical outlets, and internet

must be arranged with exhibit services at exhibitor expense. Contact information and ordering details will be distributed on exhibitor application acceptance.

What are the benefits?

- Opening reception in the exhibit hall on Wednesday evening
- Lunch available for purchase in the exhibit hall on Thursday and Friday
- Company listing in the Convocation app
- Listing on the AAO website as an exhibitor
- Complimentary advertising in the Convocation digital workbook
- Choice of booth space, first-come first-served
- Security during non-attendee exhibit hours

Can't make it to Convocation?

If you cannot exhibit at the AAO 2026 Convocation, you can still advertise your company or program to AAO members in the digital program, which is posted on the AAO website in advance of Convocation. (See **“Registration: Half-page in program book (no booth)” on page 4**)

You can also reach AAO members throughout the year by running ads in the online publications AAO Member News and alongside the digital peer-reviewed AAO Journal. Contact AAO Communications at (317) 879-1881 ext. 216, or [by email](#) for more information about advertising before, during, and after Convocation.

Sponsorship Opportunities

Title Sponsor

Annual business meeting luncheon \$10,000
AAO voting members attend this luncheon to choose new leaders and to honor award recipients. The title sponsor will be allowed to distribute literature to attendees, and a representative may address the attendees for 5 minutes. This sponsorship includes a complimentary exhibit booth. The sponsor must be approved by the AAO Board of Trustees.

Convocation program book \$3,500
The official Convocation program provides schedules, event information, speaker information and venue maps. If you take advantage of this exclusive opportunity to provide printed copies, your company's logo will be prominently featured in the program book. In addition, your company may provide a printed promotional item to insert in all attendees' registration packets (see **Registration Packet Inserts**).

Technology

Wireless access landing page Variable
Sponsor wireless internet access for the lecture hall, the exhibit hall or the breakout rooms, and every wireless user will see your name before they connect to the internet. For pricing, contact AAO CEO Sherri L. Quarles at SQuarles@academyofosteopathy.org or at (317) 879-1881, ext. 214.

Mobile app sponsor \$1,500
Since 2017, AAO has created a mobile app for Convocation, and more than 75% of attendees log into the app during Convocation for schedules and room information. This exclusive sponsorship opportunity will put your organization's information in front of each attendee who opens the app.

Relax and Recharge Station \$2,000
Guests can take advantage of a comfortable seating area to rest their feet and recharge devices in the exhibit hall. This exclusive sponsor will be recognized in print and by a sign at the seating area.

Extra Visibility

Convocation Personalized Slide \$2,500
A single 16:9 slide in the Convocation slidedeck, displayed frequently throughout the event in breakout rooms, before and after sessions, and before and after large events. May include company logo, flyer, and/or marketing information supplied by the vendor pending final approval by AAO leadership.

Half-page in program book (no booth) \$500
Advertise in the Convocation program book without accompanying exhibit hall booth.

Marketing Email: One-Page Flyer \$1,500
A single marketing email to all registered attendees sent prior to Convocation. Vendor will provide a 1-page flyer or marketing piece to the AAO planners to send to the registrants on their behalf. Flyer or marketing piece must be approved by AAO leadership before the marketing email is scheduled.

Marketing Email: Promote Sponsorship \$500
A single marketing email to all registered attendees sent prior to Convocation promoting an additional sponsorship event or exhibit booth prior to Convocation. You will be featured as a sponsor of the additional sponsorship (e.g. "2026 Convocation Opening Reception Sponsored by...") sent by AAO to the registrants on your behalf.

For more information about these and other sponsorship opportunities, contact AAO CEO Sherri L. Quarles at SQuarles@academyofosteopathy.org or at (317) 879-1881, ext. 214

Sponsorship Opportunities

Registration

Most Popular:

Registration packet inserts \$500

Include your organization's flier or brochure in each attendee's registration packet. Finished fliers or brochures must be no larger than 5.5 inches by 8.5 inches (half page Letter), and 1,500 copies must be received by the AAO office by January 20, 2026. The sponsorship amount does not include the cost of printing or shipping the inserts.

Water bottles \$5,000

At registration, each attendee will receive a water bottle branded with your organization's logo.

Neck wallet \$2,500

At registration, each attendee will receive a neck wallet branded with your organization's logo.

Cost is \$2,500 for physician neck wallets or \$2,500 for student neck wallets.

Convocation tote bag \$4,500

At registration, each attendee will receive a Convocation tote bag branded with your organization's logo.

Convocation USB drives \$3,500

Take advantage of this exclusive sponsorship opportunity to provide all Convocation attendees with USB drives branded with your organization's logo. The drives will be loaded with the Convocation digital program.

Workshop Sessions

Workshops Variable

Manufacturers of treatment tables are invited to sponsor Convocation breakout sessions by providing treatment tables for one or more rooms. Most rooms will be used for 3 breakout sessions each day, and the Academy requests approximately 60 tables per room.

Sponsors will be recognized verbally, in print, and by a sign outside the room.

Food & Fun

Opening Reception \$7,500

By sponsoring the food and beverage service for the opening reception in the exhibit hall, your organization will receive valuable exposure as attendees network and kickstart their Convocation experience.

Exhibit Hall Morning Beverage Service \$3,000

The exhibit hall is the perfect place to grab a morning cup of coffee or tea. The company that sponsors morning beverage service in the exhibit hall will be recognized by a sign at the beverage station for a single day.

Osteopathic Education Service \$2,000

The Academy's Osteopathic Education Service (OES) provides complimentary personalized demonstrations of osteopathic manipulative treatment to attendees, guests, and exhibitors in the exhibit hall. Your sponsorship provides beverage service for those waiting for the service for a single day during exhibit hall hours.

RAAO Business Luncheon \$3,000

The interns, residents, and postdoctoral fellows who belong to the Resident American Academy of Osteopathy (RAAO) attend this luncheon to elect new leaders and to recognize award winners. A sign posted at the entrance will recognize your sponsorship.

SAAO Mixer \$3,000

The Student American Academy of Osteopathy mixer is the biggest party of the week. Osteopathic medical students who work hard all year take this opportunity to relax and to get to know each other. A sign posted at the entrance will recognize your sponsorship.

Refreshments at an Exercise Event \$1,500

By sponsoring the refreshments at one of the 3 live exercise events (Thursday morning yoga, Friday morning yoga, or Saturday morning yoga), your organization will receive valuable exposure as attendees get in some early-morning exercise. A sign posted at the entrance to an event, will recognize your sponsorship of the event.

AAO Convocation Exhibitor Agreement

Complete exhibitor agreement online with a credit/debit card
or send the completed exhibitor agreement on pages 6-8 & check to:

American Academy of Osteopathy C/O Event Planner
3500 DePauw Blvd., Suite 1100
Indianapolis, IN 46268-1136

Contact Information

Contact name

Title

Email address

Telephone number

Organization Information

Organization name

Street address

City

State

ZIP code

Website

Telephone number

Fax number

First & Last Name of Representatives Attending (up to four)

Signature

Signature

Date

AAO Convocation Exhibitor Agreement

Exhibit Booths

Once approved as an exhibitor, booths are assigned on a first-come, first-served basis in order of approved exhibitor agreements based on selected booth type and requested booth numbers.

2-3 sentence description of your organization's products or services for the mobile app.

Who or what would you like your exhibit booth next to, if possible?

Who or what would you NOT like your exhibit booth next to, if possible?

Booth Type & Rate

Booth Numbers

Corner: \$1500

101, 102, 107, 108
201, 202, 207, 208
301, 302
401, 402, 407, 408
501, 502, 508

Aisle: \$1300

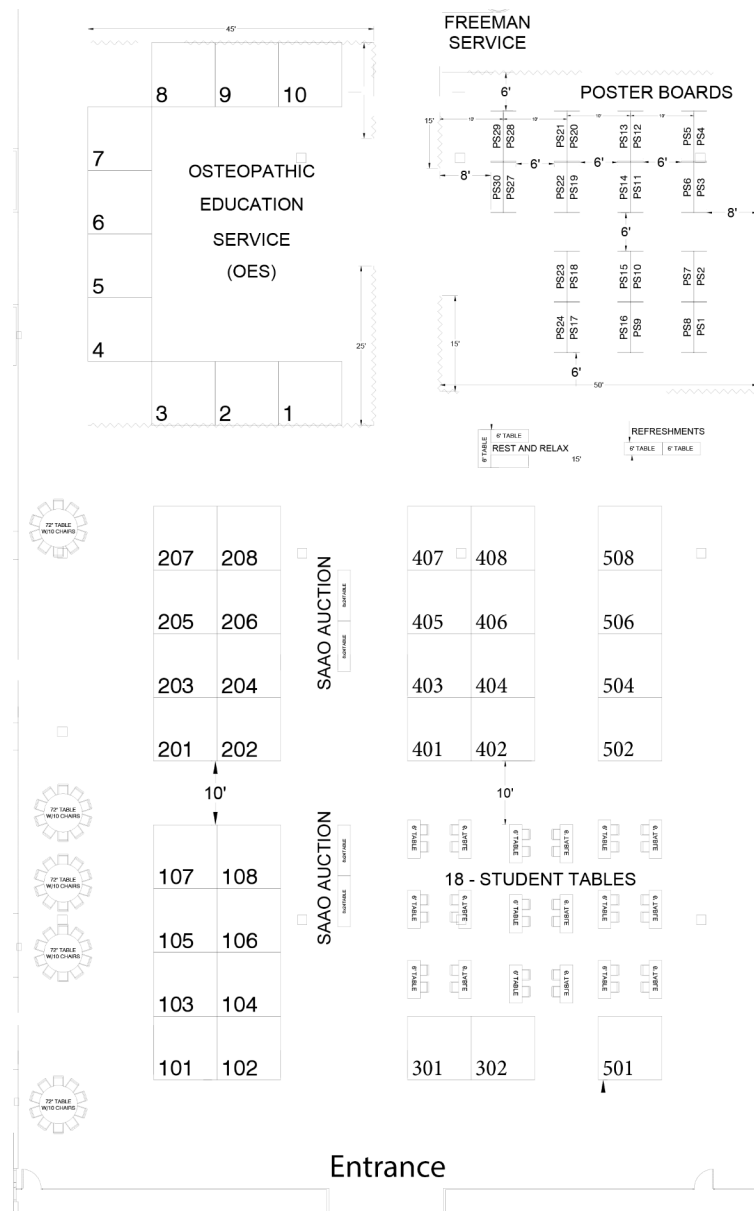
103, 104, 105, 106
203, 204, 205, 206
403, 404, 405, 406
504, 506

Reservations on multiple booths are given a 10% discount.

- 1st booth 100% of rate
- 2nd booth and beyond: 90% of rate

To reserve multiple booths, please contact the AAO event planner.

Payment is due in full at time of reservation.



Please note: Exhibit Hall Layout is an estimate and is subject to adjustments and approval by the local fire marshall.

AAO Convocation Exhibitor Agreement

Sponsorship Opportunities

Annual business meeting luncheon	\$10,000*	Student neck wallet	\$2,500
Wireless access landing page	Variable**	Convocation tote bag	\$4,500
Mobile app sponsor	\$1500	Water bottles	\$5,000
Relax and Recharge Station	\$2,000	Convocation USB drives	\$3,500
Marketing Email: One-Page Flyer	\$1,500	Registration packet inserts	\$500
Marketing Email: Promote Add'l Sponsorship	\$500	Opening reception	\$7,500
Personalized Slide in Convocation Slidedeck	\$2,500	Exhibit Hall Morning beverage service	\$3,000 / day
Convocation breakout sessions	Variable**	Osteopathic Education Service	\$2,000 / day
Convocation program book	\$3,500	RAAO business luncheon	\$3,000
Half-page in program book (no booth)	\$500	SAAO mixer	\$3,000
Physician neck wallet	\$2,500	Refreshments at an exercise event	\$1,500

*This sponsor must be approved by the AAO Board of Trustees. Price includes exhibit booth rate.

Total Due

Booth Rate(s):	\$ _____
Sponsorship 1 Rate:	\$ _____
Sponsorship 2 Rate:	\$ _____
Total Amount:	----- \$ _____

Payment Information

- ☐ A check or money order made payable to the American Academy of Osteopathy is enclosed.
- ☐ Proof of general liability insurance is included.
- ☐ Proof of general liability insurance will be provided no later than February 17, 2026.

Exhibit Rules and Regulations

AAO Convocation, March 18-22, 2026

All exhibitors should read the following information carefully.

1. **Exposition sponsorship:** The American Academy of Osteopathy Convocation is produced by and is the property of the American Academy of Osteopathy (AAO) referred to as “the organizer.” The organizer and show management will promote attendance at Convocation.
2. **Contract for exhibit space:** The application for booths, assignment of space and payment of the rental deposit constitute a contract to rent the assigned space. Exhibitors failing to occupy space are not relieved of the obligation to pay the full rental fee. Available space will be allocated on a first-come, first-served basis based on the size of the space requested, and the organizer reserves the right to refuse or refund and cancel any exhibitor application. The organizers also reserve the right to make final space assignments or change the space assignments after the application is accepted should it be in the best interest of Convocation.
3. **Cancellation or withdrawal:** Upon giving written notice, an exhibitor may withdraw from the Convocation until February 1, 2026. No refund will be given unless the organizers are able to sell the forfeited booth space to another exhibitor. In the event that the space is sold, 50% of the deposit shall be returned approximately 30 days after the close of Convocation. No refund will be made for exhibit space canceled after February 1, 2026. The date on which the organizers receive the notice of cancellation shall serve as the official date of cancellation. As noted above, the AAO has the right to resell the space vacated upon notification of cancellation.
4. **Occupancy of space:** See the exhibit diagram on page 7.
5. **Cancellation of Convocation:** Should any situation beyond the control of the AAO arise to prevent the 2026 Convocation from occurring, the organizers will not be held liable for any expenses incurred by the exhibitor except the rental cost of the booth space.
6. **Exhibitor’s representative:** Each exhibitor must name at least one person to be its official representative, with authority to enter into such contracts necessary for installing and removing the exhibit and arranging for services for which the exhibitor is responsible. At least one person from the exhibitor must be in the exhibit booth during all hours the Convocation’s exhibit hall is open.
7. **No assignment:** The exhibitor agrees not to assign or sublet the whole or any portion of the rented space covered by this agreement. No two companies of different ownership can share a single booth without prior approval by the AAO.
8. **Solicitation in the exhibit hall:** The aisles and other common space in the exhibit hall are not leased to the exhibitors and shall be under the control of the AAO. The exhibitor shall keep displays, discussions, interviews, distribution of literature, lectures or any other type of activity inside the contracted booth space. Exhibitor representatives are strictly prohibited from standing in aisles or in front of exhibit booths of other exhibitors for advertising purposes. In addition, exhibitor representatives are prohibited from passing out materials from anywhere except within their booth space. Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Signs, rails, etc. will not be permitted to intrude into or over aisles. Individuals connected with non-exhibiting concerns are prohibited from any dealings, exhibiting, or soliciting within the exhibit hall or other Convocation facilities. Placement of advertising, marketing, or other promotional materials on tables or surfaces not within the exhibitor’s booth, both inside the exhibit hall and in public areas of the venue is strictly prohibited.
9. **Exhibit standards:** All exhibitors and exhibits shall present materials in a manner appropriate for an audience of physicians and other medical professionals. The AAO shall be the sole judges and shall have discretionary authority to determine whether exhibits or exhibitors are not appropriate. The AAO shall have the right to prohibit any exhibit or part of an exhibit that in the AAO’s opinion is not suitable to or in keeping with the character or purpose of Convocation. Questionable exhibits shall be modified at the request of the organizers, and if modifications are not sufficient to correct deficiencies, the AAO shall have the authority to remove the exhibit or exhibitor’s representatives from the Convocation’s facility without being obligated to reimburse or otherwise indemnify the exhibitor for fees and other expenses. The AAO reserves the right to interpret and refuse to include in the Convocation’s program book and other program materials advertising, literature and other materials that they believe are inappropriate or would otherwise be in bad taste if

Exhibit Rules and Regulations

AAO Convocation, March 18-22, 2026

such materials were displayed or distributed. All exhibitors and their representatives must agree to follow the [AAO Code of Conduct](#) and the rules and regulations defined in this document. Failure to do so may result in removal and banning of the exhibitor and their representatives from the Convocation.

10. Liability and insurance: The exhibitor is responsible for maintaining general liability insurance throughout Convocation, with limits of liability of at least \$1 million combined single limits, including coverage for bodily injury and property damage. The exhibitor must provide a certificate of liability insurance to the organizers no fewer than 30 days prior to Convocation. This certificate must confirm that the exhibitor has general liability and workers' compensation for both paid and unpaid exhibitor personnel at Convocation. Failure to provide such a certificate will result in forfeiting any claims to exhibit, and no funds will be returned. The exhibitor agrees to indemnify, defend and hold forever harmless the American Academy of Osteopathy from any damages or charges imposed for negligence, willful misconduct, or breach of this contract by the exhibitor. In addition, the exhibitor agrees to strictly comply with the applicable terms and conditions contained in the agreement between The Broadmoor and the American Academy of Osteopathy regarding the exhibit premises. Furthermore, the exhibitor shall at all times protect, indemnify, defend and hold harmless the Board of Trustees of the American Academy of Osteopathy, show management, and subcontractors against and from any and all loss, cost, damage, liability and expense arising from or

otherwise related to said exhibitor's occupancy and use of the exhibit premises or a part thereof. Security guards shall be furnished when the exhibit hall is closed. Furnishing guards shall not increase the liability of show management or the AAO.

11. Safety: Fire regulations require all display material used for decoration to be flame-proofed. All electrical equipment, including signs and lights, shall be in good condition and able to pass inspection of the fire marshal. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention and public safety while participating in the AAO Convocation. The use of flammable materials necessary to the exhibit for which no alternative can be used must be brought to the attention of show management and the AAO in writing by February 1, 2026, for approval. In addition, no one may operate equipment to move exhibit materials other than show management.
12. Copyright permission and indemnification: The exhibitor represents and warrants that no musical work protected by copyright will be staged, produced or otherwise performed via either "live" or "mechanical" means by or on behalf of the exhibiting firm at the AAO Convocation unless the exhibitor has previously obtained written permission for such use from the copyright owner or the copyright owner's designee (e.g., ASCAP, BMI or SESAC). The exhibitor further represents and warrants that it shall be fully responsible for performing all obligations under any agreement permitting the use of such music, including but not limited to all obligations to report data and to pay royalty fees.

13. Photograph release: Photographs taken by AAO-designated photographers in the exhibit hall and other venues at Convocation may be used in future AAO publications, on the AAO website, and in other AAO materials. The exhibitor agrees to allow the AAO to use photographs of the exhibit and exhibitor personnel in any AAO-related publications, website, and other materials.
14. Miscellaneous regulations: The exhibitor shall not foster or conduct outside activities that would take qualified attendees from Convocation functions or exhibits during the scheduled hours of 5 pm to 7 pm on March 18, 7:30 am to 7 pm on March 19, and 7:30 am to 5 pm on March 20. Manufacturers and suppliers must be exhibitors to use hospitality suites. The term hospitality suite shall include any open room with readily-available food, drink, or entertainment that may have been publicly announced or advertised.
15. Rules and regulations: Rules and regulations relevant to The Broadmoor will be provided to the exhibitor by the organizers upon receipt of the signed exhibitor agreement. The Convocation will abide by local and federal regulations and protocol pertaining to COVID-19 which are subject to change before and during the event.
16. Amendments to regulations: Any and all matters and questions not specifically covered by the articles in this agreement shall be subject to the decision of the AAO. The aforementioned items covered by this agreement may be amended at any time by the AAO in the interest of Convocation, and notice thereof shall be binding on the exhibitor equally with the rules set forth in this agreement.