

EXHIBITOR PROSPECTUS

2026



85TH ANNUAL MEETING OF AAST

September 16-19, 2026
Hyatt Regency Dallas
Dallas, TX

AAST Annual Meeting Demographics



2025
In-Person Event and On-Demand Component
Boston, MA
Total Attendance: **1,435**
Medical Doctors: **1,077**
Other Health Professions: **60**



2024
In-Person Event and On-Demand Component
with the World Trauma Congress
Las Vegas, NV
Total Attendance: **1,684**
Medical Doctors: **1,239**
Other Health Professionals: **175**



2023
In-Person Event and On-Demand Component
Anaheim, CA
Total Attendance: **1,288**
Medical Doctors: **1,015**
Other Medical Personnel: **72**



2022
In-Person Event and On-Demand Component
Chicago, IL
Total Attendance: **1,209**
Medical Doctors: **1,035**
Other Medical Personnel: **90**



2021
In-Person Event and On-Demand Component
Atlanta, GA
Total Attendance: **1,569**
In-Person Attendance: **912**
Medical Doctors: **1,200**
Other Health Professionals: **104**



2020
Virtual Event
Virtual Event
Total Attendance: **1,587**
Medical Doctors: **1,236**
Other Medical Personnel: **249**

Exhibit Hall Hours

(Subject to Change)

Set-Up:

- **Tuesday, September 15:** 12:00 am – 6:00 pm and
- **Wednesday, September 16:** 7:00 am – 10:30 am (*booth must be set-up by 10:30am*)

Please Contact Kate Poetker, kpoetker@facs.org, at (312) 202-5210 if you need to schedule different set-up times.

Tear-Down

- **Friday, September 18:** 1:15 pm – 5:00 pm

Exhibit Hours

- **Wednesday, September 16:** 11:00 am – 2:30 pm; 5:00 – 7:00 pm
- **Thursday, September 17:** 7:00 am – 2:30 pm
- **Friday, September 18:** 7:00 am – 1:15 pm

Events Held in the Exhibit Hall

Wednesday, September 16, 2026

- 11:10-11:30 am Attendee Break
- 12:30-1:45 pm Product Theater
- 1:45-2:00 pm Attendee Break
- 2:15 pm AAST-sponsored Break for Exhibitors in exhibitor lounge
- 5:30-7:00 pm Welcome Reception

Thursday, September 17, 2026

- 7:00-8:00 am Breakfast
- 9:30-9:50 am Attendee Break
- 12:00-1:30 pm Poster Session
- 1:30-2:30 pm Product Theater

Friday, September 18, 2026

- 7:00-8:00 am Breakfast
- 10:10-10:30 am Attendee Break with Raffle
- 12:00-1:15 pm Product Theater

All times listed are tentative and subject to change.

MARKETING OPPORTUNITIES



[CLICK HERE](#)

EXHIBIT SPACE APPLICATION



[CLICK HERE](#)

Exhibit Fees

Basic Exhibit Package: \$5,000

Basic Exhibit Package includes:

- Single 8x10 booth space which includes one 6ft. skirted table, two chairs, wastebasket, and booth ID sign 7'x44"
- Two conference badges that provides access to all scientific sessions
- Company acknowledgement on signage during the meeting
- Complimentary breakfasts (Wednesday-Friday)
- Complimentary Welcome Reception (Wednesday)
- Attendee/Exhibit lunch in the exhibit hall
- Company listing in Conference Guidebook (one copy provided to each company)
- Company listing in the AAST Mobile App exhibitor section

Non-profit Tabletop: \$2,500

(Proof of non-profit status required)

- Single tabletop which includes one 6ft. skirted table, two chairs, wastebasket, and booth ID sign 7'x44"
- Two conference badges that provides access to all scientific sessions
- Company acknowledgement on signage during the meeting
- Complimentary breakfasts (Wednesday-Friday)
- Complimentary Welcome Reception (Wednesday)
- Attendee/Exhibitor lunch in the exhibit hall
- Company listing in Conference Guidebook (one copy provided to each company)
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Marketing Opportunities

THE BELOW MARKETING OPPORTUNITIES ARE AVAILABLE ONLY TO REGISTERED EXHIBITORS.

NEW IN 2026

BOOTH BUSTER BUNDLE - \$2,000:

Available only if purchased with your booth!

- Half-page color ad in the AAST Guidebook provided to every attendee (valued at \$1,300)
- Additional exhibitor badge (valued at \$275)
- Description listing in the Guidebook (valued at \$750)
- Link to the company's website in the AAST mobile app (valued at \$500)

EXHIBIT ADD-ONS

ADDITIONAL 8X10 BOOTH SPACE | \$5,000

ADDITIONAL BADGES | \$275 each

BANQUET/AUCTION TICKET | \$225 each

PRE- OR POST- MAILING LIST (*mailing addressed only*) | \$750 each

AAST MEMBERSHIP DIRECTORY | \$1,000 each

DIGITAL ADVERTISING

EXCLUSIVE REGISTRATION CONFIRMATION EMAIL AD | \$5,000

Place your exclusive ad in the registration confirmation email sent to each attendee upon registration for AAST, as well as in the final confirmation email sent by AAST to all attendees the week before the meeting. Your ad will be visible to all of AAST registrants. This is an exclusive, high traffic, high visibility opportunity. Must receive ad by May 15. Ad specs: 300Wx250H pixels, .png or .jpg

EXCLUSIVE KNOW BEFORE YOU GO EMAIL AD | \$5,000

Place your ad in the most important email sent by AAST, sure to be read by all attendees: the Know Before You Go email! This is a high traffic, high visibility space. Ad can be linked to an external website of your choosing with analytics being provided after the ad expires. Ad specs: 300Wx250H pixels, .png .jpg or .gif

BANNER AD ON AAST WEBSITE | \$1,500 (2 available)

Get extended exposure with an exclusive ad on the AAST website in the Annual Meeting Section for three months. This is a high traffic, high visibility area. Ad can be linked to an external website of your choosing with analytics being provided after the ad expires. Ad specs: 300Wx250H pixels, .png .jpg or .gif (can be animated)

Marketing Opportunities

ONSITE BRANDING

Ensure all attendees see your company message and brand with clings and other opportunities located in high-traffic areas of the hotel. To discuss exact locations and meeting layout, contact Kate Poetker, AAST Exhibits Manager, at kpoetker@facs.org.

Digital Ad On AAST Monitors | \$1,000

EXCLUSIVE Wall Cling (Exhibit Level) | \$4,500

Column Wrap (Session Level) | \$5,000 Each (3 Available)

Floor Cling (Exhibit Level) | \$3,000 Each (3 Available)

Floor Cling (Session Level) | \$3,000 Each (3 Available)

EXCLUSIVE Company Logo And Booth # On Door Drop Bags | \$4,000

EXCLUSIVE Branded Hotel Keycards | \$9,000

Hotel Door Drop Flyer | \$6,500

AAST Café Supporter | \$2,500 Per Day (3 Days Available)

Student/resident/in-training Breakfast Supporter | \$5,000

PRINT ADVERTISING

CONFERENCE GUIDEBOOK

Place an ad in the guidebook available to all AAST attendees for sale at registration.

Half Page Black & White | \$750

Half Page Color | \$1,250

Full page Black & White | \$1,000

Full page Color | \$2,100

EXCLUSIVE Full page Color Back Cover | 3,500

EXCLUSIVE Full page Color Back Inside Cover | \$3,500

EXCLUSIVE Full page Color Front Inside Cover | \$3,500

JOURNAL OF TRAUMA AND ACUTE CARE SURGERY

One Full-page Color Ad in one issue of choice and 50,000 web impressions | \$7,500

One Full-page Color Ad in one issue of choice, exclusive interstitial web banner and 75,000 web impressions | \$12,200

Two Full-page Color Ads in one issue of choice, exclusive interstitial web banner and 100,000 web impressions | \$16,550

Exclusive eTOC web banner | \$2,000

TRAUMA SURGERY AND ACUTE CARE OPEN (AAST'S OPEN ACCESS JOURNAL)

11,000 Impressions across the leaderboard, mid-page unit (MPU) & website banner | \$3,000

12,000 Impressions across the leaderboard, MPU, and website banner | \$5,000

EXHIBITOR EVENTS

Product Theater Session | \$15,000 Each (3 Available, 1 Per Day)

Industry Webinar | \$10,000 Each (4 Available Per Year)

Industry Symposium | \$6,500

Product Theater

Product Theater Cost: \$15,000

A unique opportunity for exhibitors during the AAST meeting. Exhibitors will be able to hold product theater presentations close to the general sessions. The product theaters will be available for lunch presentations. The cost for the product theater includes:

AAST Responsibilities

- Seating for 40 (Max)
- Food/Beverage
- Riser w/Podium and Microphone
- Audio Visual (Screen and projector)
- AAST will send out two blast emails to attendees prior to the meeting and will include the product lounge information in the Daily Newsletters. (Copy due to AAST by August 19)
- A blast email will go out the morning of the event to all registered attendees.
- Digital Ad in the AAST Café and AAST Info Desk (Copy due August 19)
- Pre or Post attendee list (addresses only) for marketing purposes only

Vendor Responsibilities

- Laptop
- Lead Retrieval

Available Days/Times

Wednesday, September 16: 12:30 – 1:45 PM
Thursday, September 17: 12:30 - 1:45 PM
Friday, September 18: 12:00 – 1:15 PM

Product Theater Requirements

- Must be registered as an exhibitor to offer product theater
- Product Theater days/times are not flexible.
- Any literature and signage produced for the product theater must be approved by AAST and cannot say product theater is endorsed or sponsored by AAST. All literature and signage must include the following disclaimer: 'This commercially supported product theater presentation is independent of the AAST educational activities and is not accredited by CineMed.'
- Promotion of the product theater is the responsibility of the company and cannot be combined with any AAST meeting materials.
- All information distributed for the product theater must be submitted for approval by AAST prior to printing.

If you have questions, contact Kate Poetker, kpoetker@fac.org or (312) 202-5210.



Industry Symposium

Two-hour symposium – \$6,500

Fee Includes:

- All food and beverage costs are at the expense of the exhibiting company.
- Breakfast or cocktail reception/dinner.
- Pre or Post attendee list (mailing addresses only).
- Two additional exhibitor badges.
- Company name and logo highlighted on the AAST website
- AAST will send out three blast emails prior to the meeting with your symposium information (two for registration, one the day prior to the event)
- Company is allowed signage (no larger than 22x28) by Registration area and outside of door of event. All signage must be approved by AAST.

Available Days/Times

- Tuesday, September 15: after 5:00 pm
- Thursday, September 17: after 3:00 pm

AAST Satellite Symposia Requirements

- Must be registered as an exhibitor.
- The symposia may not occur during any AAST educational programming (see available dates and times).
- Any literature and signage produced for the symposia must be approved by AAST and cannot say symposia is endorsed or sponsored by AAST and must include the following disclaimer: 'This commercially supported satellite symposia are independent of the AAST educational activities and is not accredited by ACS.'
- The company must go through the AAST meeting planner for meeting space (in person) and not directly through the hotel.
- All food, beverages, AV, and meeting room rental (if applicable) is the responsibility of the company and will be directly billed to the company.
- Posting of signs in the hotel is the responsibility of the company. Placement is subject to AAST approval.
- Promotion of the symposia is the responsibility of the company and cannot be combined with any AAST meeting materials.
- All information distributed for the symposia must be submitted for approval by AAST prior to printing.
- Any symposia tied to an abstract accepted for presentation at the meeting (either oral or podium presentation) must be held after the presentation has been made. The following apply to such sponsored symposia:
 - For the purpose of promoting the event, the abstract of the presentation can be reproduced and mailed or handed out to meeting attendees only with the expressed permission of the author, AAST, and AAST* (*may include additional fees or requirements and rate is subject to change).
 - Charts, pictures, and diagrams can be projected during the presentation and discussion at the symposia but cannot be printed for distribution prior to the presentation or at any other time prior to publication.
 - The final manuscript must be submitted to the *Journal of Trauma and Acute Care Surgery* for either acceptance or first right of refusal of publication.

Industry Product Webinars

Cost: \$10,000

AAST is offering opportunities to host product webinars to AAST members. Webinars will be offered four times a year.

Requirements:

- Companies must sign AAST Promotional Services Agreement
- Company must have exhibited at a past AAST meeting to host a webinar
- Company will utilize their platform for webinar
- Company must provide link and webinar information to AAST for eblast
- Literature produced for the webinar must be approved by AAST

AAST Responsibilities:

- AAST does not guarantee attendance.
- AAST will send out all promotional materials at least three times for the webinar to AAST members, registered attendees from past AAST meetings, and non-members in the AAST system.
- AAST will provide one complimentary attendee list (from AAST Annual Meeting) for a one-time use. (List does not include phone or email addresses)

Disclaimer: Webinar promotional materials cannot say webinar is endorsed or sponsored by AAST. All materials must include the following disclaimer: This commercially supported webinar is independent of any AAST educational activities and is not accredited by CineMed.

Conference Book Advertising

A conference book will be provided to all attendees. The book will include a listing of the exhibiting companies, program schedule, information on AAST and ads.

Only companies that are exhibiting can purchase an ad in the conference book. Ads start at \$750 and go up to \$3,500.

See payment form for more information.

Unrestricted Educational Grant Opportunities

There are several other opportunities for your company to be visible to not only attendees, but also to members and nonmembers of the AAST. For more information, please contact Sharon Gautschy at sgautschy@aast.org.

- Unrestricted Annual Meeting Educational Grants
- Unrestricted Educational Grants for monthly live webinars
- Unrestricted Educational Grants for archived Grand Rounds, journal articles, and webinars on the AAST website
- Unrestricted Educational Grants for the NEW Tools for Acute Care Surgery app



Booth Enhancements

DRIVE TRAFFIC TO YOUR BOOTH WITH
OUR NEW BOOTH ENHANCEMENTS!

PARTY LIGHT SPECIAL

Three years ago, the AAST started an event in the exhibit hall called "Party Light Special". The party light special is a roaming cart in the exhibit hall that distributes AAST logo branded giveaways to attendees during breaks, the welcome reception, and the Friday-sponsored lunch. In the past three years, some giveaways have been Nike baseball caps, t-shirts, backpacks, portable speakers, portable chargers, phone stands, pickleball sets, etc.

Do you want to drive traffic to your booth? As an exhibitor, you can sponsor one of the times for the party light cart to be located at your booth. AAST will provide the AAST logo giveaway.

Available times (only one exhibitor per time):

Wednesday:

11:10-11:20 am Break in Exhibit Hall

6:15-6:30 pm Welcome Reception in Exhibit Hall

6:45-7:00 pm Welcome Reception in Exhibit Hall

Thursday:

11:00-11:15 am Break in Exhibit Hall

1:15-1:30 pm Lunch in Exhibit Hall

Friday:

10:30-10:45 am Break in Exhibit Hall

Pricing:

\$1,500 - 30 items to be given away (minimum)

\$2,500 - 60 items to be given away (minimum)

As a sponsor you will be provided with the following:

- The cart will include signage that your company sponsored the party light special
- Sponsoring company will be given a sign to put in your company's booth to announce the date/time of the Party Light Special in the booth
- Sponsoring company's logo and information will be included in the Conference Guidebook next to the date and time of the party light special
- If your company gives away branded items during the meeting, the party light special is a perfect companion for a special item with your company's logo!

BITES IN YOUR BOOTH

Increase traffic to your booth by giving out what many attendees love the most: food! Attendees are always looking for an afternoon snack, soda, or beverage. AAST will send out a push notification alerting attendees that a snack can be found in your booth (first come, first served).

Cost:

\$3,800 for 240 pieces

Options:

- Dessert bars
- Large Cookies
- Sticky buns
- Sweet breads
- Assorted beignets

You select the day(s)/time(s) you want the items out in your booth. (Orders can be split between days if requested). AAST will be responsible for ordering the items.

For more information or to sign up for a booth enhancement, please contact Kate Poetker, at kpoetker@fac.org.

Solicitation Policy for Exhibiting Companies

AAST strictly prohibits the solicitation and distribution of products and equipment in all educational sessions at the AAST Annual Meeting as well as in the main foyer near educational sessions between 7:00 am – 5:30 pm Wednesday-Friday and between 8:00 am – 12:00 pm on Saturday. All demonstrations of company products, services, or equipment MUST be conducted in the exhibit hall. Nonexhibiting firms are not allowed to solicit or distribute advertising materials to AAST attendees at any time. Please report any unauthorized solicitation to AAST staff immediately.

MARKETING OPPORTUNITIES



[CLICK HERE](#)

EXHIBIT SPACE APPLICATION



[CLICK HERE](#)



THANK YOU

ANNUAL MEETING CONTACTS:

Exhibit Information: Kate Poetker
kpoetker@facs.org

Meeting Program: Rachel Sass
rsass@aast.org

Housing Questions: Rachel Agustin
ragustin@facs.org

Housing Link:
<https://www.aast.org/annual-meeting/hotel>

**WE LOOK FORWARD TO SEEING
YOU IN DALLAS IN SEPTEMBER**