

## AAHKS Co-Branded Meeting Contract

The American Association of Hip and Knee Surgeons (AAHKS) believes that a greater interface with international orthopaedic societies with a similar focus on hip and knee surgery and patient care will serve to further our mission of advancing hip and knee patient care through education and advocacy. Co-Branded Meetings are intended to foster a direct exchange of knowledge and information between AAHKS and international societies, create lasting professional and social connections between the societies and our members, as well as broadening the reach of our educational mission.

The Co-Branded Meeting should be considered a one-time event and repeated only with the consensus of both parties. A Co-Branded Meeting does not obligate or imply a reciprocal hosting of the partner society as a Guest Society at the AAHKS Annual meeting, though favorable consideration may be given in that regard following a successful cobranded meeting.

AAHKS requests that applications for Co-Branded Meetings be submitted at least 18 months in advance of the desired meeting date to ensure that there is sufficient time to plan the event and provide plenty of lead time for faculty selection.

Please note: while there are some structural elements listed below requested by AAHKS for Co-Branding a meeting, agreeing to these obligations does not provide AAHKS influence on the overall management of the meeting; does not allow AAHKS input on the overall program (with the exception of the Co-Branded Symposium); does not give AAHKS any financial rights related to the meeting; and does not allow AAHKS any influence over the invitation of other organizations who may be asked to collaborate/partner in the course.

### Structure and Requirements for Co-Branded Events

In order to develop a Co-Branded Meeting with a Partner Society, the society in question must have a similar mission and national standing to AAHKS. The Co-Branded Meeting will be of excellent scientific standard, provide CME/continuing education, and have either no industry sponsorship or have more than one industry (i.e.: implant company) as sponsor. The entire meeting need not be in English but professional two-way translation services for the AAHKS sponsored part of the event must be provided by the host, except when chosen faculty are fluent in the official meeting language. The Partner Society is encouraged (but not required) to provide favorable registration fees to AAHKS members to encourage attendance. AAHKS will promote the Partner Society's meeting to its membership (national and international) as a jointly sponsored meeting. The Partner Society should also co-brand and promote their annual meeting to their membership as a joint meeting with AAHKS through their website, brochures, promotional materials, and other communications.

### AAHKS Symposium

A dedicated 1 to 1.5 hours of podium time should be set aside for an AAHKS Symposium during the Co-Branded Meeting. The time (approximately) can be used for:

- 20 minute "Highlights of the AAHKS Annual Meeting" presentation, delivered by a representative designated by AAHKS,

- Podium presentations on dedicated topics relevant to Co-Branded Event (30-40 minutes) by AAHKS faculty (to be determined in collaboration with the host society),
- Q&A session (30 minutes) with a panel of AAHKS speakers and possibly host society speakers.

### **Speaker Selection**

If the Partner Society needs assistance in finding high level faculty, the AAHKS Speaker Selection Process will be utilized to provide the Partner Society with a list of the names and CVs of AAHKS leaders who have volunteered to speak at the combined meeting. This process involves sending an inquiry in a cascading fashion to AAHKS leadership, committee chairs, and possibly members until the required number of speakers has been identified. The Partner Society will select their desired faculty from the list of volunteers provided by the AAHKS International Committee (this list will include at least 2 more volunteers than the number requested to provide the host society with some choice in their speaker selection). Speakers who volunteer commit to being available for the event if selected.

Should the Partner Society not require assistance with faculty selection, they will consult with AAHKS to ensure that the members who are to be invited are actively involved with the AAHKS organization and can adequately represent its interests, perspective and mission.

Regardless of how the faculty is selected, the speakers' travel and lodging will be sponsored by the host society. Business class airfare is recommended as are hotel accommodations at the event venue. It should be noted that many senior faculty will not travel on economy class airfare and may therefore not volunteer.

AAHKS may choose at its discretion and cost to send additional faculty representatives or staff members. Such additional staff or faculty will be sponsored by AAHKS to help promote AAHKS at the meeting (see booth below) and need not have any role at the conference.

### **AAHKS Booth at Co-Branded Events**

AAHKS may choose to set up a booth with staff at Co-Branded Meetings. The booth will be used to provide information and membership materials to attendees. The exhibit space will be provided at no charge to AAHKS and will be either in the exhibition area or, preferably, just outside the meeting hall. The location must be approved by AAHKS in advance and include a table approximately 6x3 feet in size.

### Host Society Member Benefits offered by AAHKS

Should a member of the host society choose to join AAHKS, they will receive:

- Prorated dues for the remainder of the calendar year
- Printed and online copies of *The Journal of Arthroplasty*
- Discounted registration for the AAHKS Annual Meeting
- Discounted registration for the AAHKS Spring Meeting
- Additional CME Opportunities
- Networking opportunities
- *The Journal of Arthroplasty* subscription (physical and online)
- *Arthroplasty Today* open-access journal
- Premium subscription to OrthoEvidence online research summary service

### **Additional Meeting Format Options**

These can be provided at the discretion of both societies on a case-by-case basis

### Posters

If the Partner Society has a poster session, they may request that AAHKS secure and ship up to 5 award-winning posters for exhibition at the Co-Branded Meeting. AAHKS would collect and ship the posters to the host society who would then be responsible for shipping them back through UPS or a similar high quality shipping service.

If the Partner Society has digital e-poster capabilities, the award-winning e-posters can be made available in digital format for exhibition during the course of the meeting.

### Host Meet & Greets/Relationship Building

The Partner Society may want to arrange for local members of their society to meet visiting AAHKS members during the conferences. The co-branded meetings are intended to create lasting relationships between the societies and their members. To this end we are suggesting that the Partner Society identify a number of their members equal to the number of US based AAHKS non-faculty members who plan to attend the meeting and host a networking reception for them at the very beginning of the conference. The idea is to encourage friendships and cultural exchange amongst non-faculty members.

### **Co-Branded Meeting Details**

Please answer the following questions on a separate letterhead document to allow us to complete the Co-Branded Meeting request.

- Conference name
- Conference dates (please note date of AAHKS symposium): month/day/year
- Host organization name
- Expected number of conference attendees and number of organizational members
- Host organization contact name, email and phone number
- Conference Venue (hotel/conference hall, city and country, etc.)
- If you have already selected speakers, please state the number AAHKS faculty that will attend
- Do you need assistance with finding the AAHKS faculty?
  - If so, how many speakers do you need?
  - Please list the areas of expertise that you are looking for
  - Please provide the number of talks required per speaker (max: 4)
  - Other requirements that do not require preparation (ex: moderator, panelist, case based discussions etc. please be specific and provide the number of such commitments)
  - Social events at which speakers are invited/expected and dates of events
  - Will you provide business class round-trip airfare and lodging at or near the venue of the event? If not, please specify the travel support provided.
- Do you want AAHKS posters displayed as part of your poster session? If so, do you want physical posters, e-posters or both? If so, how many?
- Will you provide AAHKS attendees with discounted registration rates? If yes, what is the registration rate?
- Do you agree to provide AAHKS the requested exhibition space?
- Will you organize a cocktail or social event for non-faculty AAHKS members attending the conference?

Please complete a formal request letter from your leadership addressed to the President of AAHKS and the Chair of the International Committee, include answers to the questions above, any other elements you wish to address, sign and date the document and mail it to [jkerr@aaahks.org](mailto:jkerr@aaahks.org) or mail the letter to the address below. Such a letter will be considered a binding agreement between the two societies.

If the Co-Branded Meeting is accepted by AAHKS, an acceptance letter will be returned to the Host Society within 4 weeks of receipt of the request letter. If further negotiations are necessary, discussions may ensue prior to signing of the final agreement.