

AHF 2025 SPONSORSHIP PROSPECTUS

"APPETITE FOR DISRUPTION"

5-7 JUNE 2025 - NASHVILLE, TN



A WORD FROM OUR PRESIDENT

Our sponsors play a pivotal role in shaping the future of orthopedic care

Your support will not only allow us to provide a platform for innovation but also to drive transformation in the industry.

We offer a range of sponsorship packages tailored to suit your organization's goals and objectives. By partnering with us, you will position your company as a thought leader in the field, gaining valuable exposure to key decision-makers, influencers, and industry experts.

Let's come together in Nashville to challenge conventions, spark innovation, and elevate the orthopaedic field to unprecedented heights.

We look forward to partnering with you in 2025.

Yours,

A handwritten signature in black ink that reads "Joe". The signature is fluid and cursive, with a long horizontal stroke at the end.

JOSEPH M. SCHWAB, MD
2025 AHF PRESIDENT

About Us

The Anterior Hip Foundation (AHF) was created to be the world's foremost incubator for the anterior approach total hip arthroplasty procedure.

Founded by global thought leader and anterior approach pioneer Dr. Joel Matta of Vail, CO, the AHF is a collaborative enterprise created by orthopedic surgeons to continue improving patient care...one anterior approach total hip arthroplasty at a time...

Our Mission

"A culture of continuous improvement in hip replacement – where surgeons and industry alike collaborate to. push the boundaries of what's possible "

We envision the Anterior Hip Foundation (AHF) as the epicenter of a dynamic culture where surgeons and industry collaborate seamlessly.

Together, we push the boundaries of what's possible in hip surgery, fostering a spirit of continuous improvement that continues to propel the field into new realms of innovation and excellence, making the extraordinary routine.



WHY SUPPORT AHF 2025?

- Premier exhibition space at the heart of our lively event.
- Food and coffee breaks are taken among the exhibits – encouraging traffic to booths and ensuring visibility for our exhibitors
- Multiple opportunities to network with both surgeons in training and established hip arthroplasty experts in a setting that is conducive to in-depth discussion
- High-visibility branding across print and digital event materials including extensive social media coverage and acknowledgments.
- Exposure to the wider community of AHF followers and participants via its website, social media channels and email outreach
- Complimentary VIP passes for your team, granting access to all event sessions and activities.
- Exhibits are located adjacent to the conference room – providing excellent opportunities to meet with delegates.

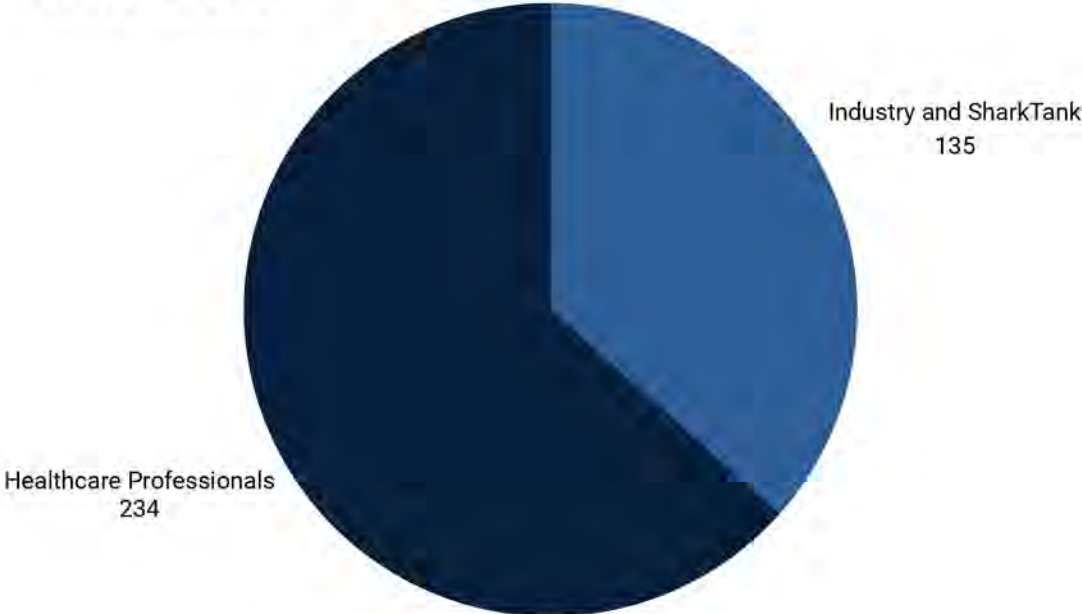
Dedicated Exhibit Times - include breakfast on Friday, two coffee breaks and lunchtime, plus breakfast and coffee break on Saturday. Breaktime snacks are scattered among the exhibits and all seating for mealtimes is in the exhibit hall.



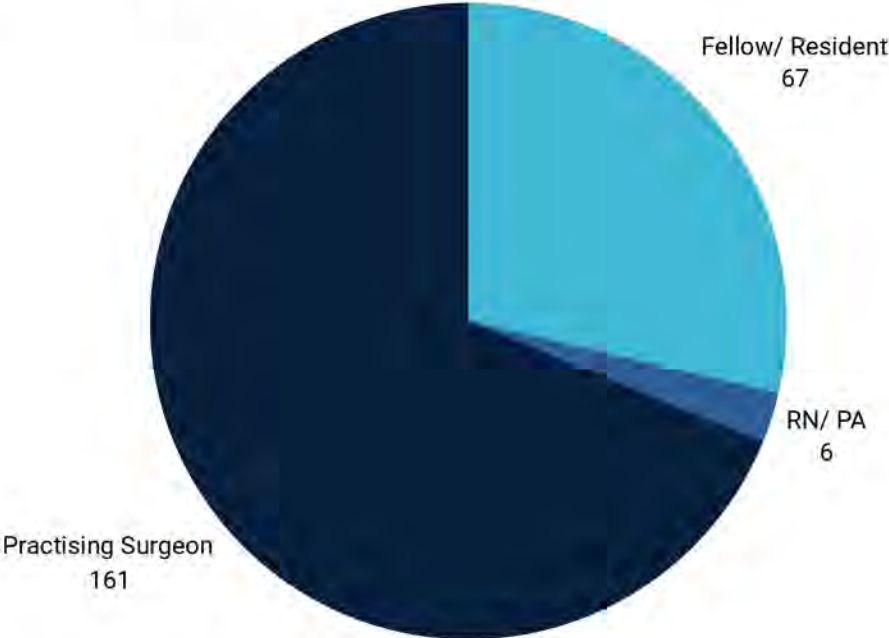
AHF 2024 ATTENDEES

AHF events attract a unique audience of anterior and anterior-curious hip surgeons open to new ways of thinking and driven to explore how to improve their practice.

All attendees



Healthcare Providers



SUPPORT AHF 2025

	FOUNDER	DIAMOND	TITANIUM	SILVER	STEEL
Investment	\$42,900	\$21,900	\$9,000	\$5,000	\$2,500
Complimentary badges	5	4	3	2	1
Exhibition Space (all exhibits are in the exhibit hall)					
Size	LARGEST AREA 20'x10'	LARGE AREA 10'x10'	TABLE 8' table	TABLE 6' table	HIGHTOP 3' hi-top table (first time exhibitors only)
Logo Recognition					
Conference Room Standee	1 permitted	1 permitted	-	-	-
Rollup at Reception	Recognized as anchor sponsor	Recognized as sponsor	Recognized as sponsor	Recognized as sponsor	Recognized as sponsor
Recognition on AHF website	Prominent logo recognition	Recognized as sponsor	Recognized as sponsor	Recognized as sponsor	Recognized as sponsor
Promotional Opportunities					
Advertisement in event program	Full color 2 ad pages	1 page full color ad	half page ad	Quarter page ad	-
Inclusion of collateral in delegate bag	Up to 2 items	1 item	-	-	-
Mention in AHF podcast	3 podcasts	2 podcasts	1 podcast	-	-
Digital Opportunities					
Virtual booth	✓	✓	✓	✓	✓
Lead Retrieval	✓	✓	✓	✓	✓ 5

ADDITIONAL OPPORTUNITIES

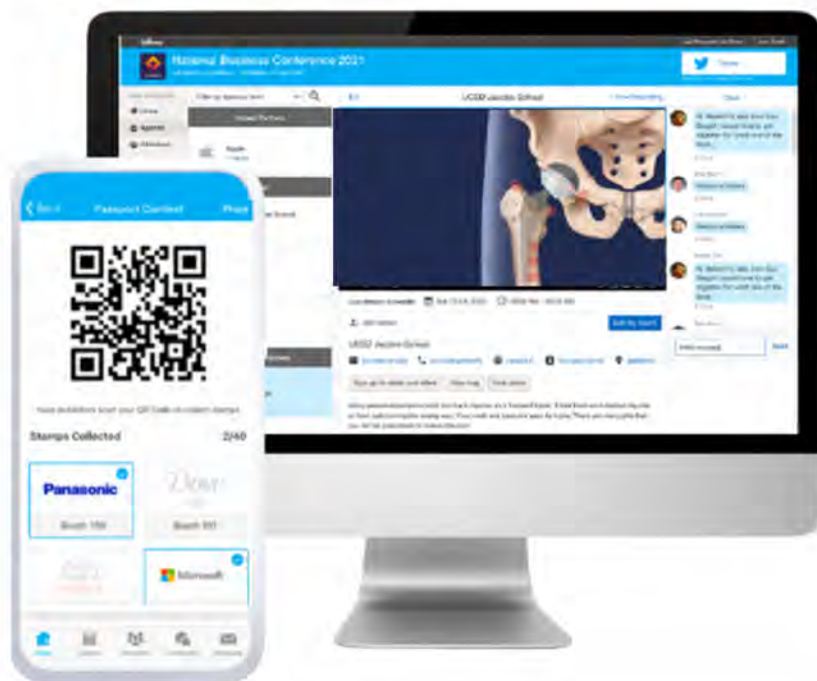
*Do you have a creative idea for how you'd like to reach your target audience?
Contact us to discuss a customized package: info@hipahf.com*

Conference Wifi \$5,000	Choose the password for the conference wifi - which is prominently promoted at the event
Surgical Video \$6,000	Surgical technique video to be shown at AHF 2025 conference general session.
AHF Welcome Reception	Held on the evening of the first day of the event - this lively event recognizes leading innovators including the AHF Shark Tank winner and Matta Fellow of the year. Multiple sponsorship options including F&B items and food stations and entertainment including: acrobatic performers, signature cocktails, whisky tasting, table bottle service.
Break-time coffee or snacks	Sponsor coffee breaks with branded cups/ napkins, or have your logo printed on breaktime cookies. Alternatively, sponsor a donut wall or have premium snacks served adjacent to your booth.
Breakfast	Start attendees' day out with positive associations with your brand by sponsoring a breakfast action station (eg Chicken and Waffles or a bagel bar.)
Event Swag \$500 per item	Have your item or promotional material included in the delegate bags
Podcast Episode \$2,000	dedicated AHF podcast episode. 15-25 minute interview with AHF president and podcast host, Joseph Schwab, MD.

MAXIMIZING EXHIBITOR ROI

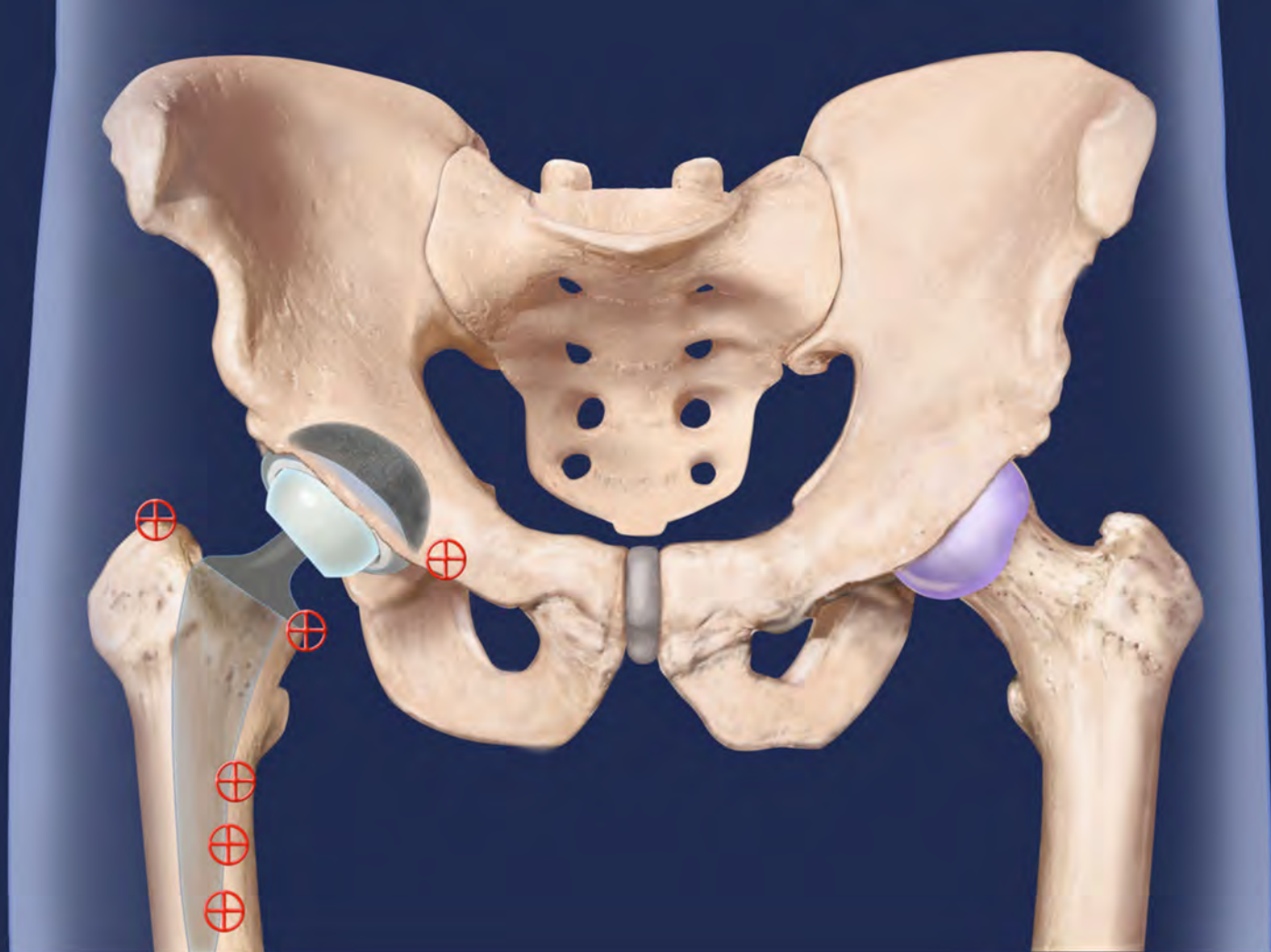
For 2025 we're introducing new digital options for all our exhibitors to help drive engagement and lead generation.

- Exhibitors will have the opportunity to complement their physical presence with a virtual booth.
- Effective leads generation: Generate leads with online interactions and promotional offers.
- Lead retrieval
- Showcase products with video
- Encourage interactions with built-in gamification:
- Incentives for attendees to interact with as many booths as possible with the Passport Contest.



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AHF 2025 EXHIBIT HALL MAP

"APPETITE FOR DISRUPTION"

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EXHIBITING AT AHF 2025

Stand out

When you exhibit at AHF 2025, you're not just another booth in a sea of displays—you're an essential part of a dynamic and engaging event that values connection and community.

We've designed the exhibit hall to create meaningful connections between exhibitors and attendees. Our layout is just the right size—large enough to meet all your key targets but intimate enough to ensure genuine, face-to-face engagement. You won't get lost in a crowd here, and neither will your prospects.

Discovery and Interaction

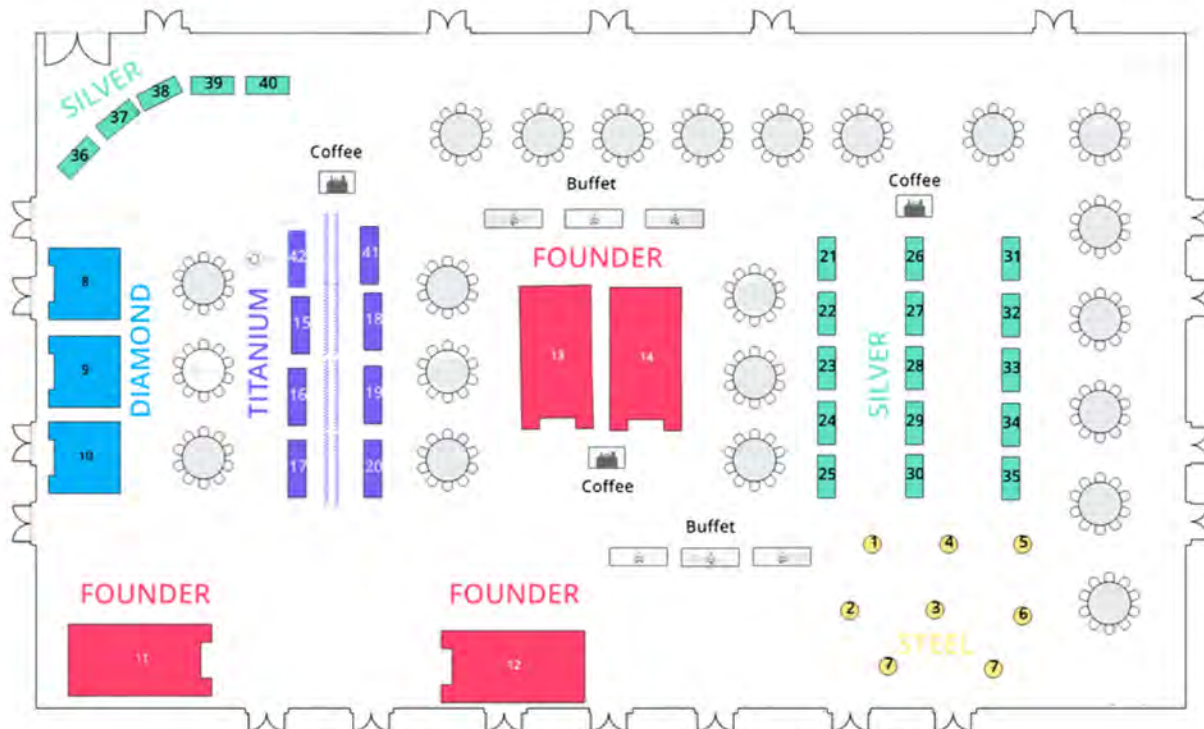
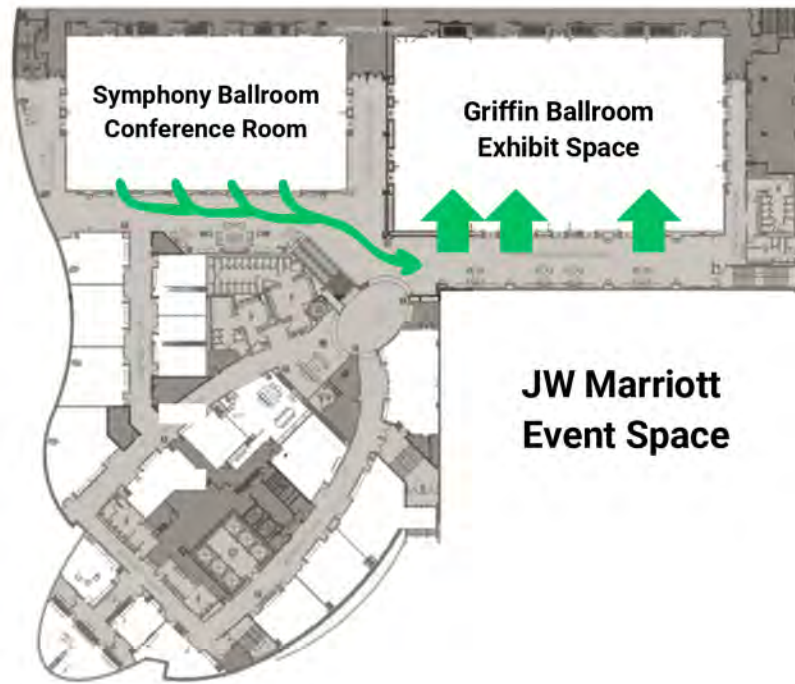
Our 2025 layout has been carefully designed to foster natural movement, encouraging attendees to flow seamlessly throughout the entire exhibit hall. We've intentionally created a space that makes it easy for participants to mingle, linger, and engage with exhibitors, increasing the time and quality of interaction at your booth.

Key features of our layout include:

- Coffee stations, buffet setups, and dining areas interspersed among the exhibits – These strategic placements draw attendees across the space, ensuring every corner gets attention and attendees have organic opportunities to stop, refresh, and connect.
- Generous circulation spaces – We've built in wide aisles and open areas to allow easy movement between booths without congestion, ensuring attendees feel comfortable taking their time to explore every exhibit.
- Inviting flow – Our thoughtful room design naturally guides attendees to visit every booth, enhancing opportunities for networking and ensuring you meet as many prospects as possible.

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Exhibit Hall



Draft floorplan: may be subject to change

Exhibit Layout

Founder

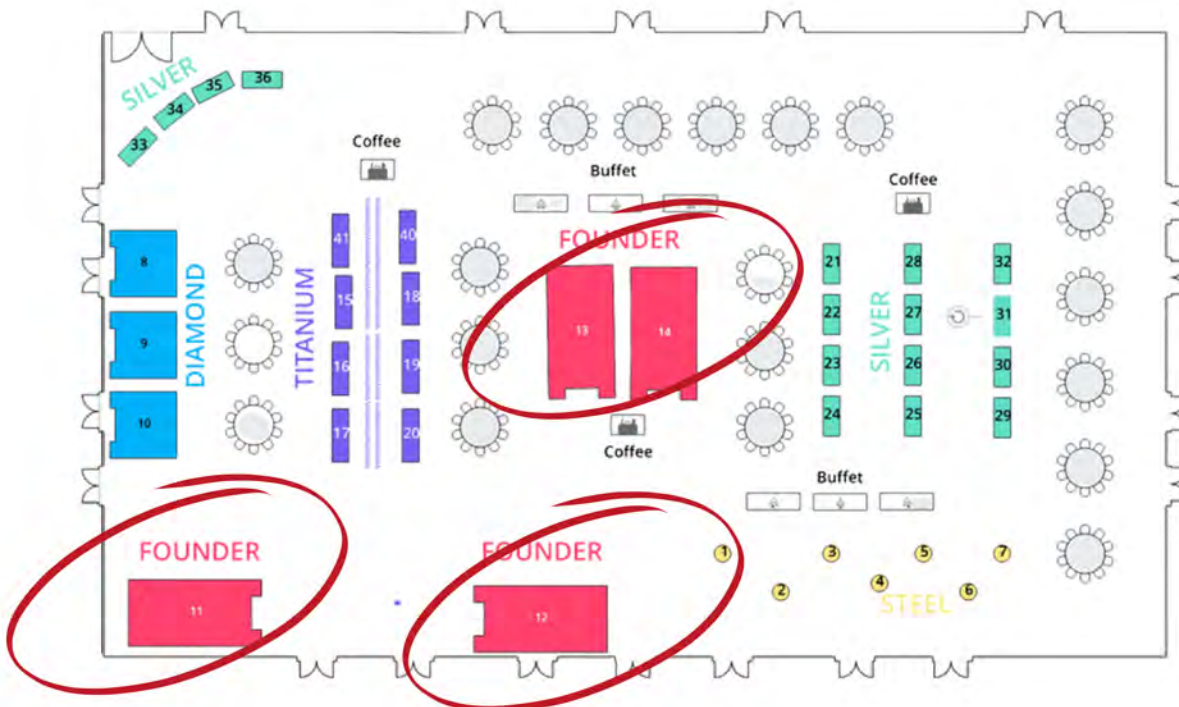
For 2025 we're offering our Founder sponsors large, 10' x 20' spaces in prime locations in the highest traffic parts of the exhibit hall.

1



- 1) Booth #11 to the left of the entry door
- 2) #12 to the right of the entry door (not shown)
- 3) Booths #13 and #14 seen from the buffet tables

2

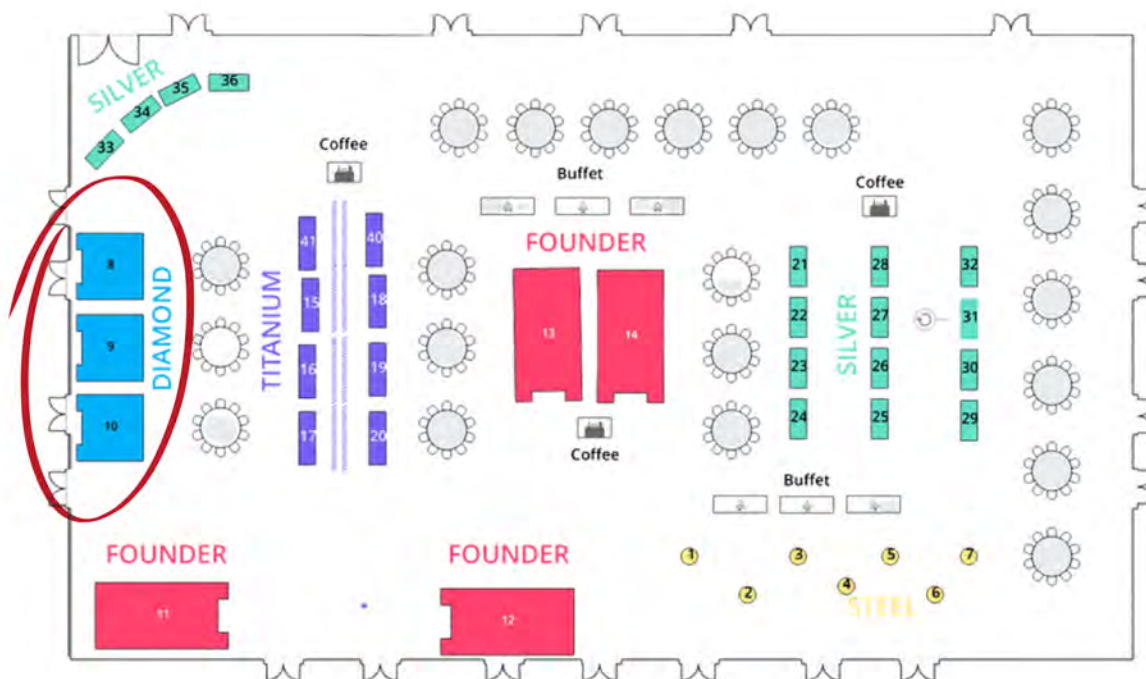


Preliminary Map – Updates May Occur

Exhibit Layout

Diamond

Our Diamond sponsors have large, 10'x10' spaces in a high traffic, high visibility parts of the exhibit hall.



Preliminary Map – Updates May Occur

Exhibit Layout

Titanium

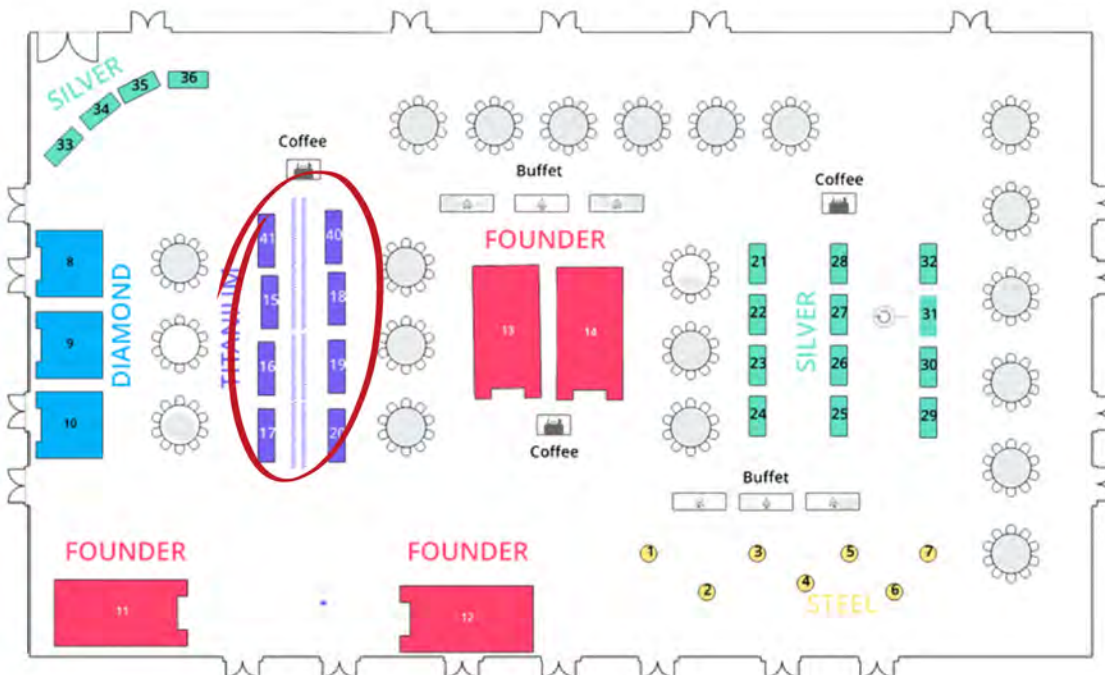
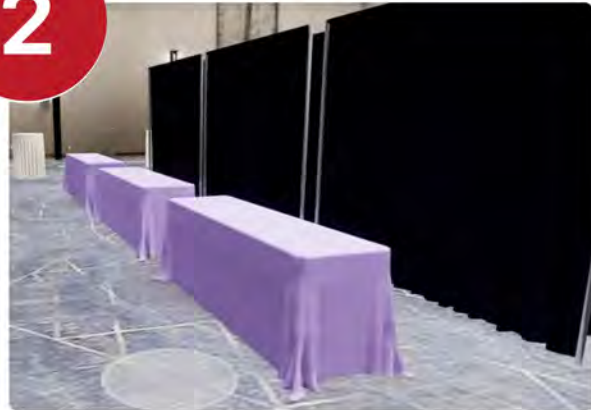
For 2025 our Titanium sponsors have 8' tables prominently located in the middle of the exhibit hall.

1



- 1) Seen from the entry to the hall
- 2) Seen from the buffet tables

2



Preliminary Map – Updates May Occur

Exhibit Layout

Silver

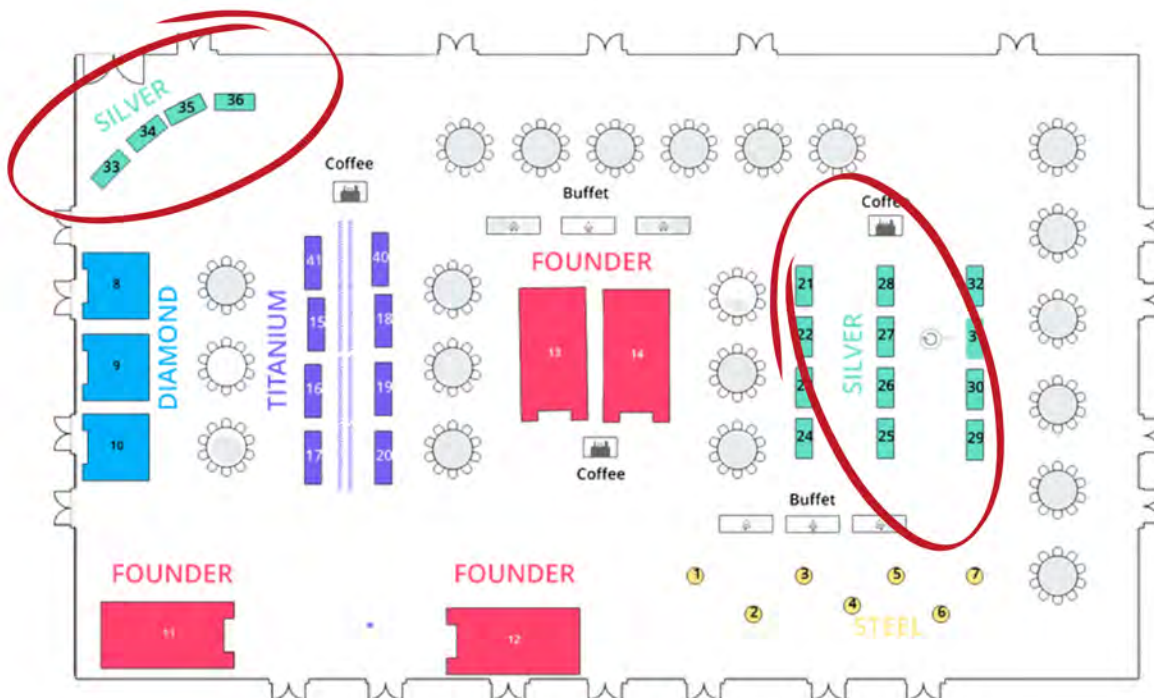
Our Silver sponsors have 6' tabletops in two locations - both are close to the buffet and dining tables.

1



- 1) Numbers 21-24 on the right hand side of the hall
- 2) Numbers 25-28 top left.

2



Preliminary Map – Updates May Occur

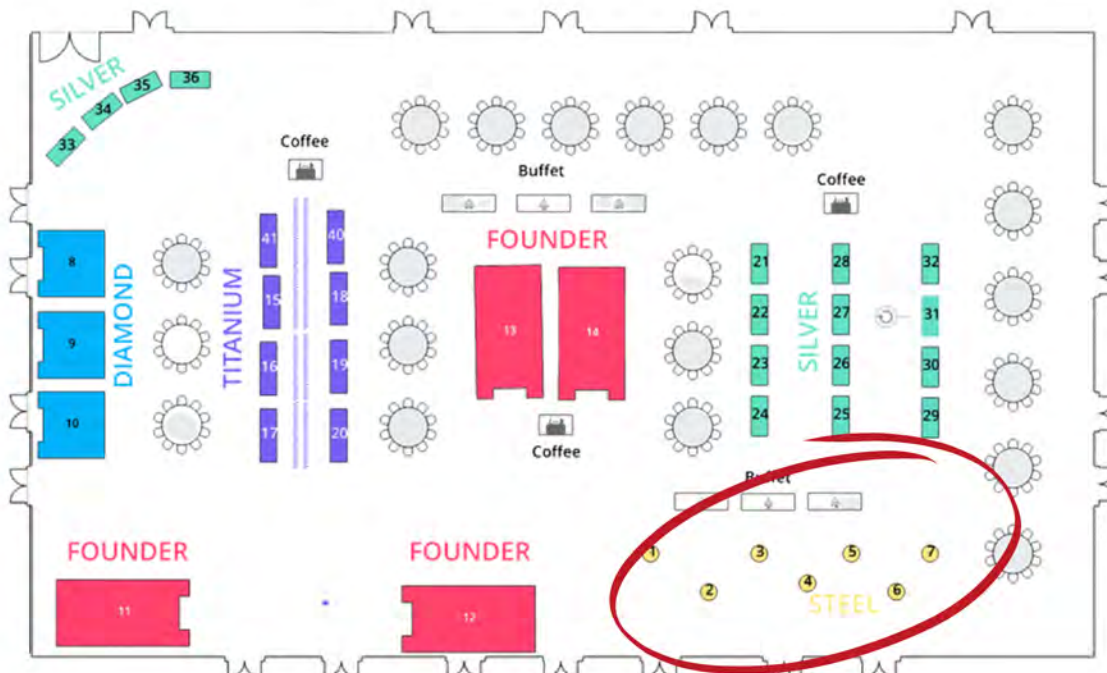
Exhibit Layout

Steel

Our steel tabletop displays are available for first time exhibitors only. These hi-boy tables might be small but still mighty in terms of influence.



Select table numbers 1-7 .



Preliminary Map – Updates May Occur



SEE YOU IN NASHVILLE FOR AHF 2025

The theme for 2025 is "Appetite for Disruption". We're focusing on the latest disruptions in hip surgery and we aim to identify and embrace both minor and major changes rather than avoid them.

Over the years, we've cultivated a close-knit, family-like atmosphere for our events, and this spirit extends to our sponsors.

We believe that it's when industry and surgeons collaborate that the magic happens – so we facilitate this joining of forces to solve the most pressing challenges in hip arthroplasty.

Our events are known for their atmosphere of open minds and innovation where we offer many opportunities for direct, meaningful interactions with our uniquely forward-looking community of engaged surgeons.

As a Sponsor, you will play a pivotal role in shaping the future of orthopedic care

See you in Nashville!

Have questions?

Contact

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Anya Chambers anya@hipahf.com