



ANTERIOR HIP FOUNDATION

# SPONSORSHIP PROSPECTUS

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# ABOUT THE EVENT

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

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

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## 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.





# WELCOME

At the Anterior Hip Foundation (AHF), our mission has always been to bring together the brightest minds in orthopaedics, including both surgeons and industry, to move the field forward.

In 2026, our theme “Consensus and Controversy” captures the essence of that mission. We’re taking on the most challenging conversations in hip surgery, not to avoid them, but to engage with them openly, collaboratively, and constructively. Real progress happens when we invite diverse perspectives to the table to work together toward shared goals.

Our sponsors are essential partners in that journey. Your support enables us to create the space where innovation and debate meet, where new ideas are tested, refined, and ultimately translated into better patient care.

This year marks an evolution for AHF. Beyond our flagship meeting, we’re building a year-round platform: one that supports continuous education, collaboration, and innovation. Our goal is to create ongoing opportunities for engagement that align with your strategic objectives, from education and research to co-marketing and community-building.

As a nonprofit organization, our focus isn’t on revenue, it’s on results. We exist to connect surgeons and industry in meaningful ways that drive the future of hip replacement forward.

Let’s shape that future together. Join us in 2026 as we tackle the issues that matter most — where consensus and controversy come together to inspire progress.

Charles M. Lawrie, MD, MSc  
AHF President 2025-26



# AHF 2026

## CONSENSUS AND CONTROVERSY

At AHF 2026, we're tackling the conversations that define modern hip surgery: where opinions differ, techniques evolve, and innovation moves faster than the literature. Because progress is driven by what's actually working in and around the OR.

Consensus and Controversy brings together the surgeons and teams shaping the field in real time, refining techniques, challenging assumptions, and sharing openly what works and what doesn't. For our industry partners, it's a chance to be part of that dialogue: to listen, exchange ideas, and align innovation with real surgical experience.

In AHF's signature vibrant, collegial atmosphere, surgeons and industry come together to trade insights and push each other and the field forward. AHF 2026 isn't just an event; it's a community. Our industry partners are part of the fabric of what we do, part of the conversation, the learning, and the progress we make together.

The relationships built here drive real innovation and continue to shape the future of anterior hip arthroplasty, one honest conversation at a time.

“  
In an industry where opinions differ and innovation moves faster than the literature, AHF 2026 brings surgeons and industry together to share what's really working in the OR.



# AGENDA AT A GLANCE

## “Consensus and Controversy”

**Thurs. June 4**

Fellows' and Residents' Labs  
(offsite)  
Sponsor Registration  
Fellows & Residents Sponsored  
Reception

**Fri. June 5**

Day One Sessions:  
Sessions:

- Anterior Fundamentals 1&2
- Revision 1&2
- Business of Arthroplasty
- Keynote
- SharkTank

Welcome Reception at  
Nashville Live!

**Sat. June 6**

Day Two Sessions:

- International Perspectives
- Research Award Talks
- Managing Complex Cases  
& Complications
- Industry Video Theatre
- Great Debates

Departures

Offsite Labs

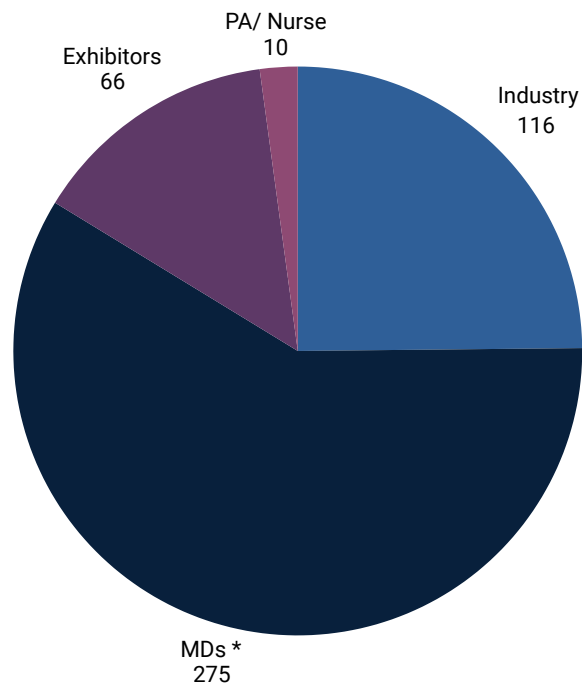


# ATTENDEE PROFILE

## AHF 2025 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



\*MDs include 99 Fellows and Residents



# SPONSORSHIP OVERVIEW

## FOUNDER

42,000

- Largest booth available: 10' X 30'
- Ten (10) included badges
- Premium sponsor recognition
- Two (2) pages of ads in the event program
- Exclusive app & digital promotions
- Exclusive speaking/ presentation opportunities

## DIAMOND

\$25,000

- Large booth available: 10' X 20'
- Six (6) included badges
- Premium sponsor recognition
- One (1) page ad in the event program
- Exclusive app & digital promotions
- Exclusive speaking/ presentation opportunities

## GOLD

\$15,000

- Large booth available: 10' X 10'
- Five (5) included badges
- Sponsor recognition
- One (1) page ad in the event program
- App visibility

## TITANIUM

\$9,500

- Booth available: 8' Table
- Three (3) included badges
- Sponsor recognition
- Half-page ad in the event program
- App visibility

## SILVER

\$5,500

- Booth available: 6' Table
- Two (2) included badges
- Sponsor recognition
- Quarter-page ad in the event program
- App visibility

## STEEL

\$1,320

- Booth available: High-top table
- Sponsor recognition
- App visibility
- One (1) included badge





# FOUNDER: \$42,000

## INCLUSIONS

- Ten (10) included badges
- Largest booth space available: 10' X 30'
- 25% off additional badges (for employees only)

**ONLY 4 AVAILABLE**

## LOGO RECOGNITION

- Exclusive dedicated signage at the Welcome Reception
- Prominent logo recognition on the AHF Website
- Two (2) LED Totem advertisements
- The company logo will be showcased on-screen during the general session

## PROMOTIONAL OPPORTUNITIES

- Two (2) full color advertisement pages featured in the event program
- Exclusive speaking/ presentation opportunities
- Inclusion of up to 2 items of printed material in the delegate bags
- Two (2) dedicated email blasts sent to all registered attendees
- Shark Tank speaking opportunities
- Dedicated slide displayed during general session

## PROMOTIONAL APP OPPORTUNITIES

- Company logo featured on a rotating banner on the app's Home Page
- Company's own virtual sponsor booth
- One (1) dedicated announcement
- One (1) pre-event push notification in the app
- Two (2) during-event push notifications



**[CLICK FOR 3D WALK THROUGH OF  
GRIFFIN BALLROOM](#)**

# DIAMOND: \$25,000

ONLY 2 AVAILABLE

## INCLUSIONS

- Six (6) included badges
- Large, prominent booth space available: 10' X 20'
- 20% discount on additional badges (for employees only)

## LOGO RECOGNITION

- Logo recognition on the AHF Website
- One (1) LED Totem advertisement
- The company logo will be showcased on-screen during the general session

## PROMOTIONAL OPPORTUNITIES

- One (1) full-color advertisement page featured in the event program
- Exclusive speaking/ presentation opportunities
- Inclusion of one (1) item of printed material in the delegate bags

## PROMOTIONAL APP OPPORTUNITIES

- Company's own virtual sponsor booth
- Company logo featured on a rotating banner on the app's Home Page
- One (1) pre-event push notification in the app
- One (1) during-event push notification



[CLICK FOR 3D WALK THROUGH OF  
GRIFFIN BALLROOM](#)

# GOLD: \$15,000

**ONLY 3 AVAILABLE**

## **INCLUSIONS**

- Five (5) included badges
- Prominent booth space available: 10' X 10'

## **LOGO RECOGNITION**

- Logo recognition on the AHF Website
- One (1) LED Totem advertisement
- The company logo will be showcased on-screen during the general session

## **PROMOTIONAL OPPORTUNITIES**

- One (1) full-color advertisement page featured in the event program
- Inclusion of one (1) item of collateral in the delegate bags

## **PROMOTIONAL APP OPPORTUNITIES**

- Company's own virtual sponsor booth
- Company logo featured on a rotating banner on the app's Home Page
- One (1) pre-event push notification in the app
- One (1) during-event push notification



[CLICK FOR 3D WALK THROUGH OF  
GRIFFIN BALLROOM](#)

# TITANIUM: \$9,500

## INCLUSIONS

- Three (3) included badges
- Booth space available: 8' Table

## LOGO RECOGNITION

- Logo recognition on the AHF Website
- The company logo will be showcased on-screen during the general session

## PROMOTIONAL OPPORTUNITIES

- Half of a page advertisement featured in the event program

## PROMOTIONAL APP OPPORTUNITIES

- Company logo featured on a rotating banner on the app's agenda Page
- Company's own virtual sponsor booth
- One (1) during-event push notification



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GRIFFIN BALLROOM](#)



# SILVER: \$5,500

## INCLUSIONS

- Two (2) included badges
- Booth space available: 6' table

## LOGO RECOGNITION

- Logo recognition on the AHF Website
- The company logo will be showcased on-screen during the general session

## PROMOTIONAL OPPORTUNITIES

- Quarter of a page advertisement featured in the event program

## PROMOTIONAL APP OPPORTUNITIES

- Company logo featured on a rotating banner on the app's agenda page
- Company's own virtual sponsor booth



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GRIFFIN BALLROOM](#)

# STEEL: \$1,320

## INCLUSIONS

- One (1) included badge
- Booth space available: high-top table in **Innovation Foyer** (Symphony Foyer space: outside general session and breakout sessions)
- The **Innovation Foyer** is a high-traffic networking hub where attendees naturally gather throughout the event. As a sponsor in the Innovation Foyer, you'll have prominent visibility in this bustling area during breaks, session transitions, and key networking moments.

## LOGO RECOGNITION

- Logo recognition on the AHF Website
- The company logo will be showcased on-screen during the general session

## PROMOTIONAL APP OPPORTUNITIES

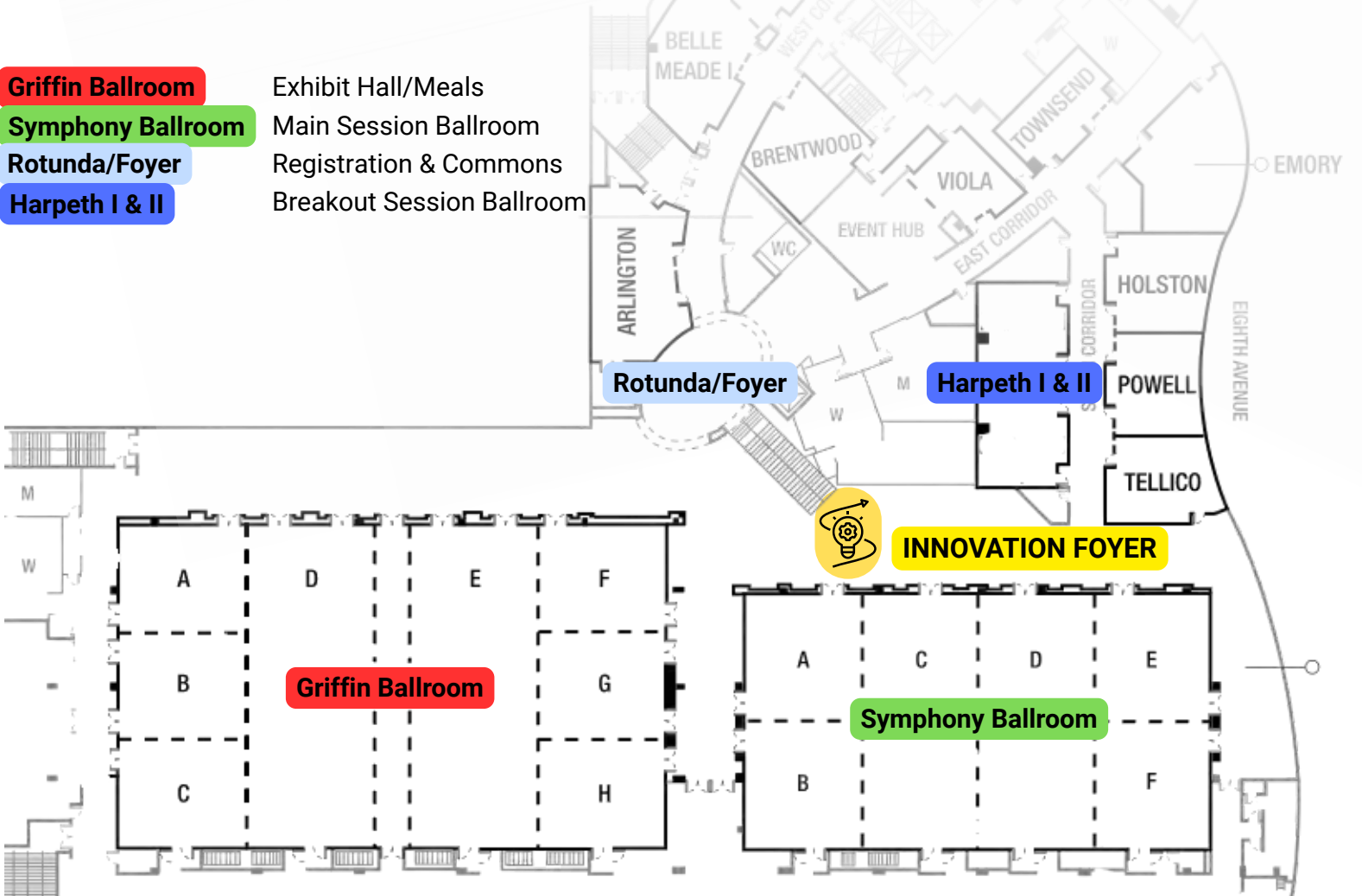
- Company's own virtual sponsor booth



# INNOVATION FOYER

The **Innovation Foyer** is a high-traffic networking hub where attendees naturally gather throughout the event. As a sponsor in the Innovation Foyer, you'll have prominent visibility in this bustling area during breaks, session transitions, and key networking moments.

<b>Griffin Ballroom</b>	Exhibit Hall/Meals
<b>Symphony Ballroom</b>	Main Session Ballroom
<b>Rotunda/Foyer</b>	Registration & Commons
<b>Harpeth I &amp; II</b>	Breakout Session Ballroom



# SPONSOR OVERVIEW

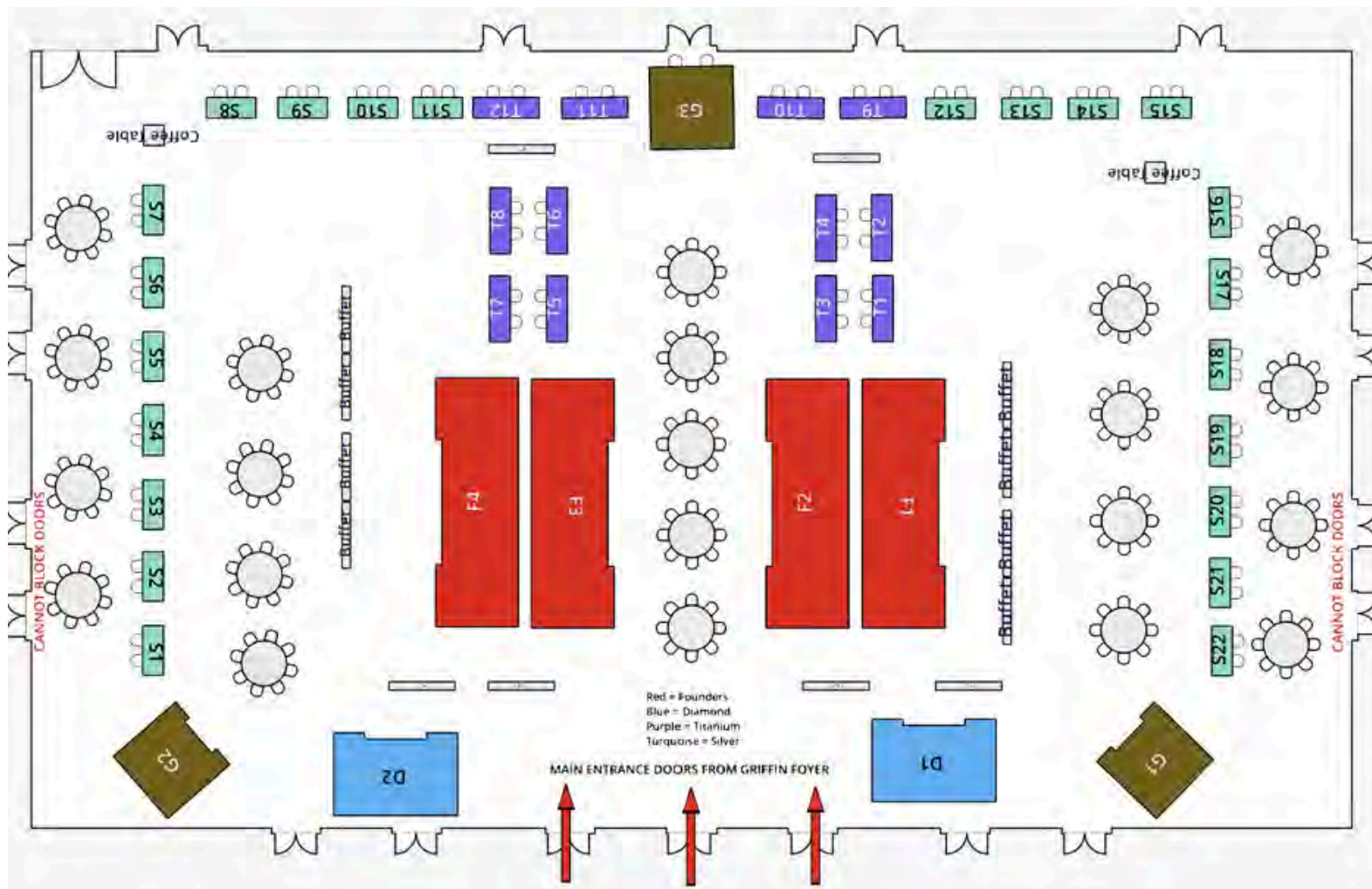
SPONSOR TIERS AND BENEFITS	FOUNDER \$42,000	DIAMOND \$25,000	GOLD \$15,000	TITANIUM \$9,500	SILVER \$5,500	STEEL \$1,320
Complimentary Badges	10	6	5	3	2	1
Booth Size	10 X 30	10 X 10	10 X 10	6' TABLE	6' TABLE	INNOVATION FOYER TABLE
AHF Website Recognition	Prominent Recognition	Recognized as Sponsor	Recognized as Sponsor	Recognized as Sponsor	Recognized as Sponsor	Recognized as Sponsor
Welcome Reception Signage	Recognized as Main Sponsor					
LED Totem Advertisement	2					
Logo Displayed During General Session	✓	✓	✓	✓	✓	✓
Dedicated Email Blast	2					
Advertisement in Event Program	2 Full Color Pages	1 Full Color	1 Full Color	Half-Page Ad	Quarter-Page Ad	
Dedicated Slide During General Session	1					
Inclusion of Collateral in Delegate Bag	Up to 2 Items	Up to 1 Item				
(APP) Exclusive Announcement	1					
(APP) Company Info on Sponsor Page	✓	✓	✓	✓	✓	✓
(APP) Rotating Banner	Home Page	Home Page	Agenda Page	Agenda Page	Agenda Page	
(APP) Pre-Event Push Notifications	1	1	1			
(APP) Event Push Notifications	2	1	1	1		
Shark Tank Speaking Opportunities	✓					
Speaking/ Presentation Opportunities	✓	✓				



# EXHIBIT HALL MAP

[CLICK FOR 3D WALK THROUGH OF  
GRIFFIN BALLROOM](#)

You'll be able to select your booth during registration/as part of your sponsorship commitment.





# ADDITIONAL OPPORTUNITIES

Enhance your brand visibility with these strategic add-on opportunities to complement your sponsorship package. Each option offers unique touchpoints to connect with our distinguished audience and maximize your investment.

# BRANDED ROOM KEY

Make sure you get noticed each time the guest enters their hotel room by having your logo featured on their room key and card sleeve.

This is an exclusive opportunity only available for one sponsor.

**Investment: \$7,500**

## Inclusions:

Your logo and graphic on hotel room keys cards and key sleeve for every attendee. Exclusively for your brand.

# BRANDED CATCHBOXES

Spark engagement with custom-branded catch boxes - soft, throwable microphones that get audiences talking while showcasing your brand in a fun, interactive way.

**Investment: \$2,500**

## **Inclusions:**

Your logo featured on throwable audience microphones. A fun, interactive tool for Q&A—exclusively showcasing your brand.

**ONLY 1 AVAILABLE**



# EVENT WI-FI

Keep attendees connected while boosting your visibility. Custom network password, plus recognition in all digital materials.

**Investment: \$5,000**

## **Inclusions:**

Sponsoring the event Wi-Fi puts your brand directly in front of every attendee, with your name featured in the password for constant visibility.

# CHARGING STATION

Charging lockers are a must at any event to give attendees a little boost to their devices. Stand out by branding the locker and have your message shown.

**Investment: \$3,500**

## **Inclusions:**

One (1) branded charging locker located throughout the meeting space with custom images or video of your company along with full wrap with your brand.

**ONLY 1 AVAILABLE**



# ON STAGE OPPS

Step into the spotlight and showcase your innovation where it counts - in front of surgeons eager to explore new ideas, techniques, and technologies that elevate their practice.

- **Revision Sessions** (2 x 10 mins available): Command attention with a surgeon-led presentation focused on revision hip arthroplasty, paired with video content that brings your technology to life.
- **Tech Video Theatre** (3 x 10 mins available): Spotlight your innovation through a surgeon-presented video that connects technology to real surgical impact.

\*Available to Founder and Diamond sponsors

**Contact us to discuss  
your ideas!**

**[info@hipahf.com](mailto:info@hipahf.com)**

**UP TO 5 AVAILABLE**

# HAPPY HALF-HOUR

Set the stage for one of AHF's most anticipated sessions - the AHF Sharktank - where fresh ideas, new technologies, and bold innovations take the spotlight.

As the exclusive sponsor of this pre-Sharktank Happy Half Hour, your brand becomes synonymous with the excitement, creativity, and energy that drive the future of anterior hip surgery.

Raise a glass with attendees, spark conversations, and position your company as a true champion of innovation.

**Investment: \$TBD**

**Inclusions:**

Your logo is featured across event materials and on-site décor.



# LIVE BREAK STATIONS

Delight attendees with a branded live food station. Your logo and presence featured as guests enjoy fresh, chef-prepared dishes.

This is an engaging way to showcase your brand at the heart of the event experience.

## **Stations Available:**

Gourmet Popcorn  
Breakfast Sandwiches  
Smoothies  
Nashville Chicken Sandwiches  
Snack Items

**From \$20 per person at a  
minimum quantity of 50**

**AVAILABLE AS  
REQUESTED**

Page 25

\*Other stations and menu items available if preferred

# RECEPTION OPPORTUNITIES



## **Live Entertainment** **\$5,500+**

Support live entertainment at Nashville Live! Experience music, enjoy performances, and be part of something special.



## **Custom Drink Station** **\$4,000**

Choose from different custom drink stations that can include cocktails, boozy ice cream, margaritas,



## **Mechanical Bull** **\$3,000**

Sponsor the mechanical bull at Nashville Live to give attendees an exciting ride and a memorable event start. Your brand will shine as guests enjoy cowboy fun!



## **Custom Hat Wall** **from \$3,000**

Sponsor Nashville Live's Hat Wall, where guests can pick and customize their own cowboy or trucker hats—a fun, branded keepsake experience.



## **Line Dancing** **\$2,500**

Get guests on their feet by sponsoring lively line dancing lessons led by Nashville Live's Buckle Bunnys.



## **Photo Booth** **\$2,500**

Sponsor the Photo Booth at Nashville Live and give guests a memorable, interactive experience, plus exclusive brand exposure.

# RECEPTION OPPORTUNITIES



## Dessert Station \$2,000

Sponsors can provide mini dessert stations with cupcakes, cheesecakes, macarons and more, enhancing the event with flavor and visual appeal.



## Games \*2 available\* \$1,000

Sponsor games, like giant Jenga or beer pong, for a fun, interactive way to engage guests and gain exclusive brand exposure.



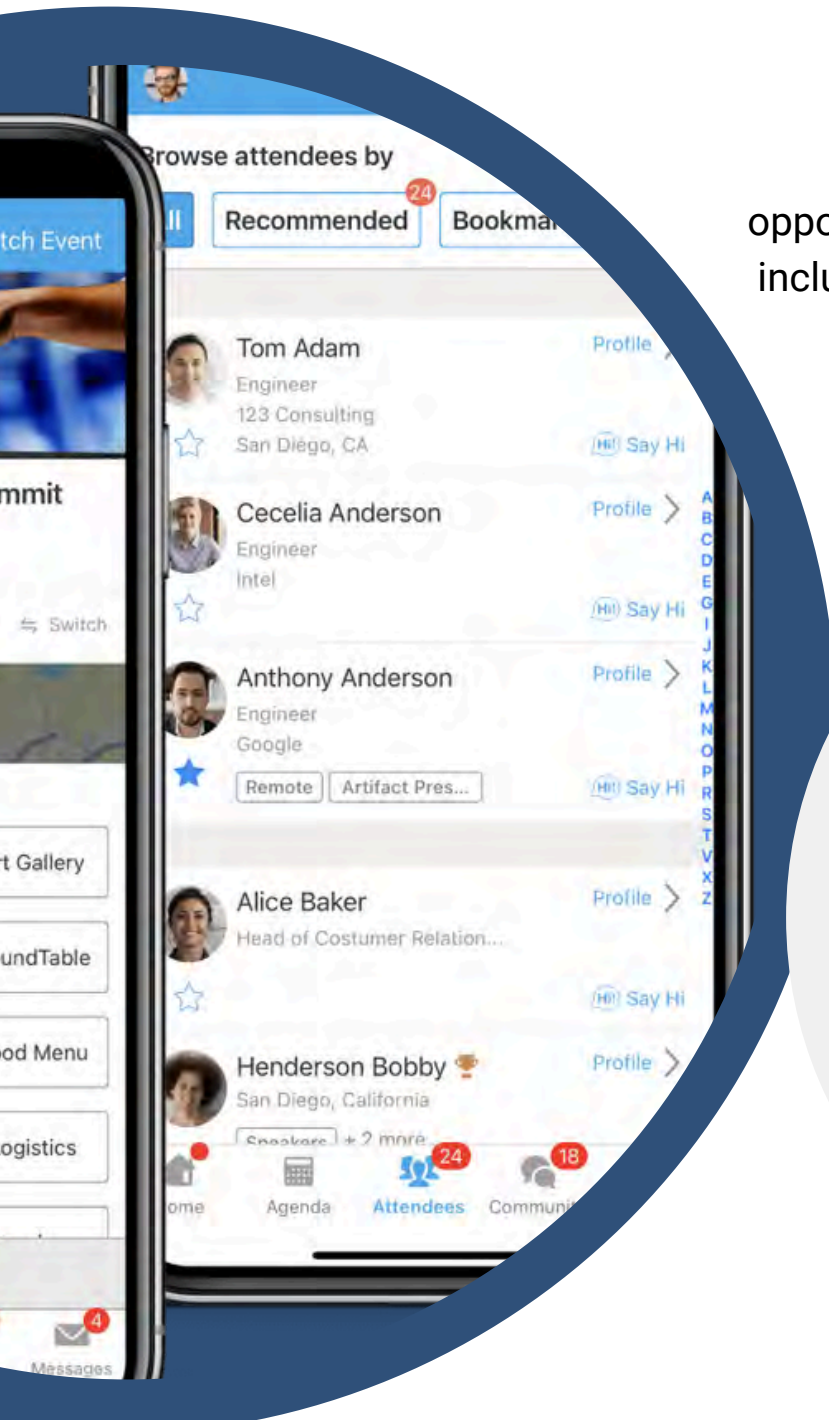
## Whiskey Tasting \$TBD

Enhance the Welcome Reception by sponsoring a whiskey tasting experience, where guests can explore the rich and complex flavors of different whiskeys.



# EVENT APP ADD-ONS

The Event App will be the go-to resource for all attendees as they navigate their way around the event. From travel information, their personalized agenda, to venue maps and push notifications, the app will be a central focus for all attendees.



Select from a range of advertising opportunities to feature your brand in the app, including banner ads, sponsor highlights, and the splash screen.

## Inclusions:

### **Banner ads:** \$2,500

Your logo will be featured at the top of the app on a rotating basis.

### **Sign-in Page:** \$2,500

Your logo featured on a rotating banner-ad on Whova's sign-in page.

### **Splash Screen:** \$3,000

Your logo front and center on the Whova splash screen—the first thing every attendee sees when opening the app.



# BANNER ADS

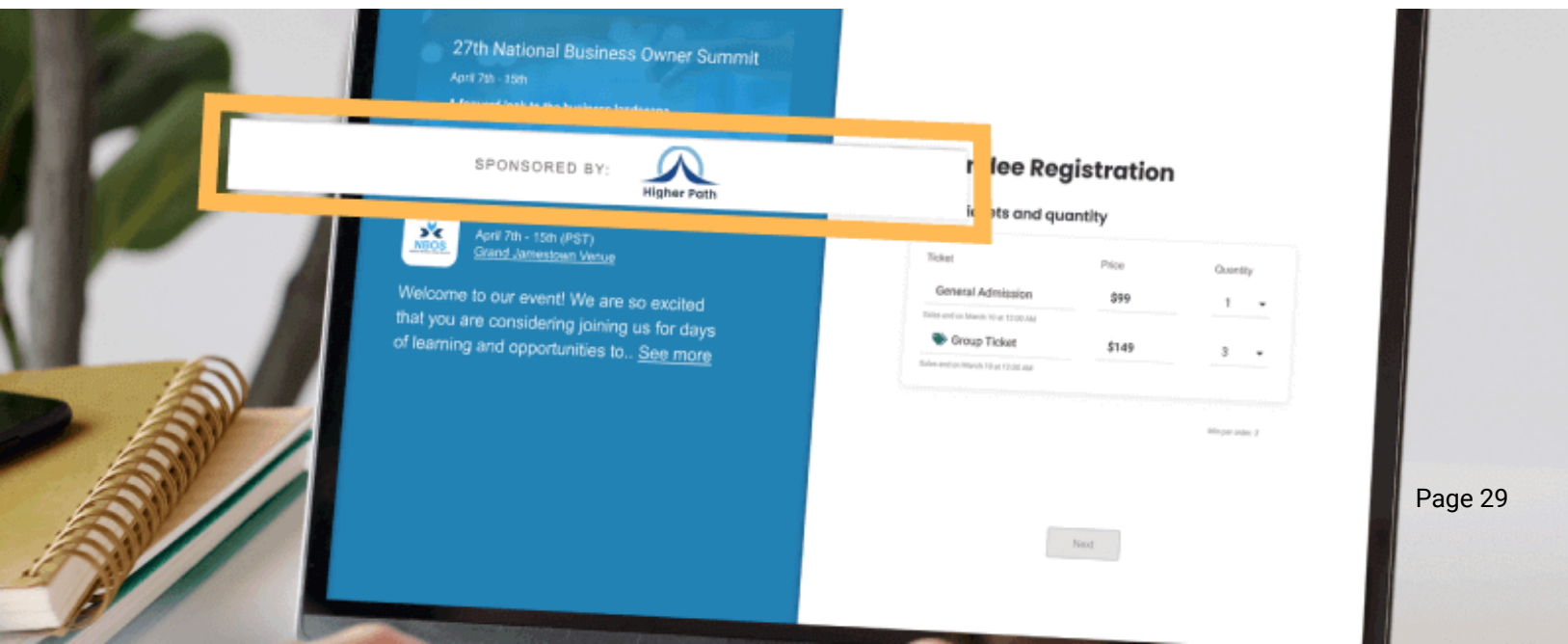
## MULTIPLE AVAILABLE

Get in front of attendees every time they open the event app. Your branded banner ad appears in high-visibility locations within Whova, driving clicks, boosting awareness, and keeping your company top-of-mind throughout the event.

## INCLUSIONS:

- Prime Placement: Banner featured in frequently visited sections of the app
- Custom Branding: Logo, colors, and tailored messaging for a polished sponsor presence
- Rotating Visibility: Your banner appears on a rotating basis with other sponsors, keeping exposure consistent
- Integrated Look: Placement designed to blend seamlessly with the app experience while drawing attention to your brand

**Investment: \$2,500**



# SIGN-IN PAGE

## MULTIPLE AVAILABLE

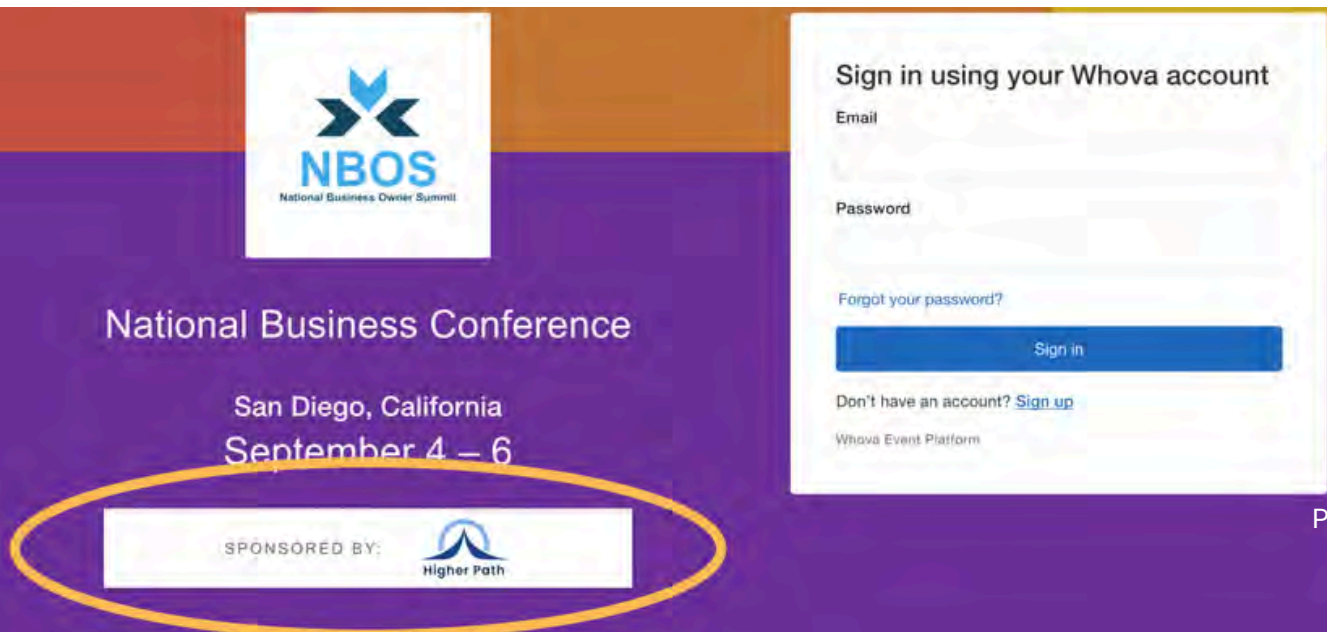
The event app entry page is one of the most visited areas of the app—it's where attendees first land to explore sessions and event details.

Sponsoring this page offers prime visibility for your brand at a key touchpoint. Your logo will appear alongside others in a rotating display, giving your company repeated exposure to every attendee using the app.

## INCLUSIONS:

- Visibility: Prime placement on the app entry page - your brand is one of the first things attendees see
- Engagement: High-visibility exposure to a highly engaged audience
- Impact: Rotating logo placement for maximum effect
- Exclusivity: A unique opportunity to stand out from other sponsors

**Investment:\$2,500**



# SPLASH SCREEN

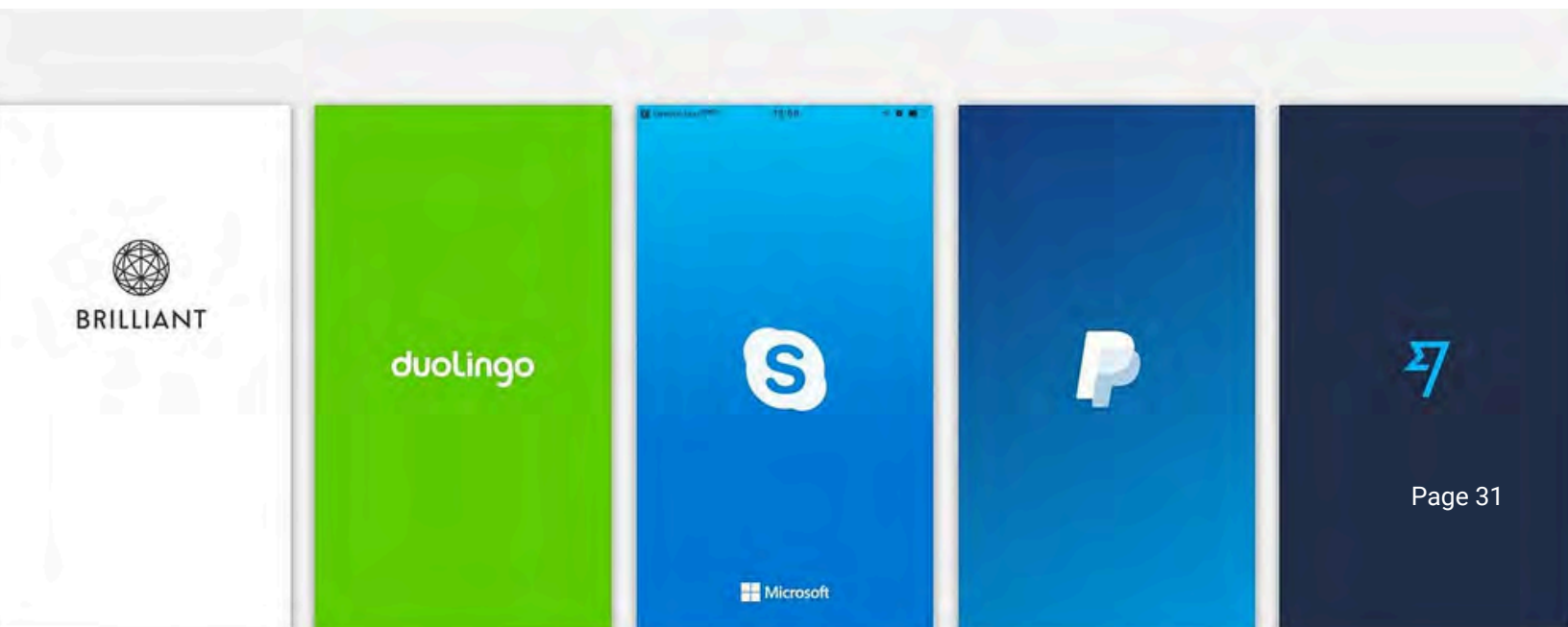
## ONLY 1 AVAILABLE

Make a bold first impression as the exclusive sponsor of the event app splash screen, the first image every attendee sees when opening the app. This prime placement offers high-visibility branding and reinforces your presence throughout the event.

## INCLUSIONS:

- Exclusive Visibility: Only one sponsor featured per event on the splash screen
- Custom Branding: Full-screen logo, colors, and message tailored to your brand
- High Impressions: Seen every time an attendee launches the app
- Memorable Presence: Reinforces brand recognition from start to finish

**Investment:\$3,000**



## ABOUT US

We bring the anterior hip community together, where surgeons, innovators, and industry leaders share experiences, lessons learned, and innovations that are shaping the future of hip replacement. Sponsoring an episode positions your brand at the center of this global conversation.

## AUDIENCE SNAPSHOT

**10K+**

ANNUAL DOWNLOADS

**350+**

EPISODE AVERAGE  
(FIRST 30 DAYS)

**40+**

COUNTRIES

**6K+**

TOTAL AUDIENCE

## SPONSORSHIP VALUE

### BRAND VISIBILITY

Company name/ logo  
featured in podcast and  
visual assets



### CROSS-PLATFORM EXPOSURE

Youtube, Spotify, LinkedIn,  
Apple Podcasts, etc.



### ENDURING REACH

Episodes remain available  
on-demand for ongoing  
exposure

## TAILORED SPONSORSHIP TIERS

	Expert Insight	Expert Showcase	Expert Roundtable
<b>Ideal For</b>	Launching a new product, study, or initiative	Ongoing brand storytelling	Maximum exposure & thought leadership
<b>Episodes</b>	1 x 30-min	3 x 40-min	6 x 60-min
<b>Guests</b>	1 expert	Up to 2 experts	Up to 2 experts + 2 roundtable episodes
<b>Host-Read Ad</b>	30 sec	60 sec	90 sec
<b>Promotion</b>	Social media mention	Newsletter + social media	Premium newsletter + all AHF channels
<b>Timeline</b>	3 months	6 months	9 months
<b>Investment</b>	<b>\$3,500 / episode</b>	<b>\$12,000 / 3 episodes</b>	<b>\$23,500 / 6 episodes</b>



# CUSTOM SPONSORSHIP OPPORTUNITIES

Have a creative idea or a unique way you'd like to showcase your brand? We can work with you to design a tailored sponsorship package that aligns with your goals, maximizes visibility, and creates a memorable experience for attendees. From branded experiences to exclusive activations, chat with us to make your vision a reality.



# CONFIRM YOUR SPONSORSHIP

Have questions around any of the sponsorships? We'd love to talk! Please email us below or schedule time on our calendar to discuss.

Ready to commit? Please click the link below to begin confirming your 2026 sponsorship.

## CONFIRM & REGISTER

[Click here to begin registration](#)

## CONTACT

ahf2026@hipahf.com



# SPONSORSHIP APPLICATION INSTRUCTIONS

## Important Information Before You Begin Registration

### Payment Options

During registration, you'll choose between two payment methods:

- Credit Card Payment: Payment processed immediately with an 8% processing fee added to your registration total
- Offline Invoice: To avoid the 8% fee - complete registration but select OFFLINE INVOICE to receive an invoice from us after registration is complete. You may then pay via ACH, check without a fee, or credit card via Stripe (with a 3% processing fee). Payment by grant is also accepted. Should you choose to pay by grant, please contact us to confirm.

### Team/Booth Staff Registration

You can register all team members who will be attending on behalf of your company during this registration process, or return later to add them once confirmed. All booth staff should be registered through your exhibitor account.

Thank You for Supporting the 2026 AHF Conference: Consensus and Controversy!

Questions? Contact us at [ahf2026@hipahf.com](mailto:ahf2026@hipahf.com)

**CLICK HERE TO BEGIN**



# THANK YOU

Sponsorship prospectus 2026