

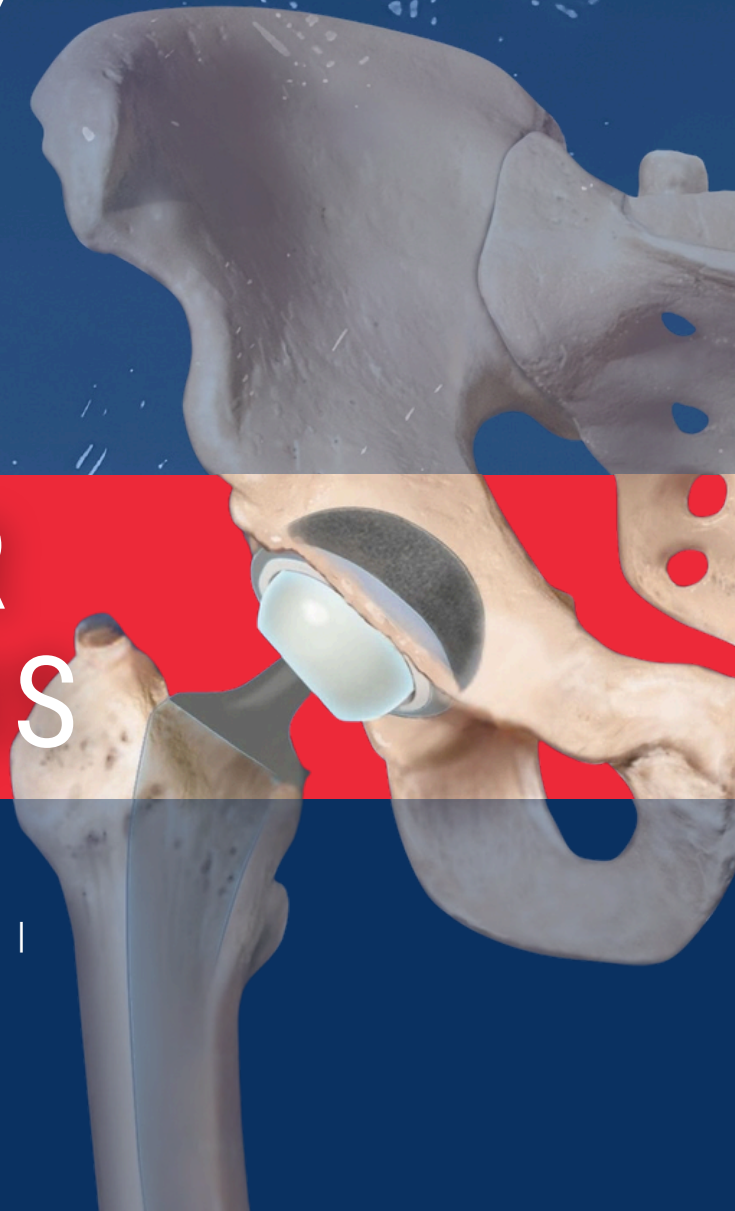
AHF

ANTERIOR HIP FOUNDATION

2027

EXHIBITOR PROSPECTUS

FONTAINEBLEAU HOTEL | MIAMI BEACH |
16-17 APRIL, 2027



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, Dr. Joel Matta, 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.

AHF 2027: TECHNIQUE UNLEASHED

AHF 2027: Technique Unleashed is about going beyond the standard playbook. Knowing the techniques, adjustments and judgment that let you adapt when exposure is difficult, anatomy is unforgiving, or the plan has to change.

Through surgical video, candid case discussion and practical teaching, faculty will share not only what works, but what they've learned when it hasn't: the decisions they made, the problems they encountered, and the techniques that helped them recover and move the case forward.

That honesty has always been central to AHF. And as we mark the 10th anniversary of the first AHF meeting, we're doubling down on it. For a decade, surgeons have come together at AHF to challenge assumptions, share what they've learned and push technique forward.

For industry partners, AHF 2027 offers a direct view into the challenges surgeons are trying to solve in the OR, and an opportunity to listen, contribute and collaborate around the techniques and technologies that can help solve them.

The goal is simple: expand what you can do, sharpen your judgment, and be better prepared when the next case doesn't follow the script.



OUR APPROACH

We want AHF 2027 to work for everyone in the room, our industry partners included. So we build the meeting to make meeting each other easy:

- **Meals and breaks are served in the exhibit hall**, among the exhibitors, so surgeons spend their breaks with you.
- **You're welcome in the sessions**, to hear the cases and discussion firsthand.
- **You're invited to the social events**, where some of the best conversations happen in a more relaxed atmosphere.

Many of our sponsorship options are offered at cost, because our goal is a great meeting, not a profit on your participation.

And if you have an idea that would make AHF work better for you, we're open to it. Just ask.



AGENDA AT A GLANCE

DAY ONE

Breakfast/ Exhibit Time

Intro

Anterior Revisions I / Anterior Hip Fundamentals I

Break/ Exhibit Time

Complex Anterior Revisions/ Anterior Hip Fundamentals 2

Lunch/ Exhibit Time

The Business of Arthroplasty

Keynote

Break/ Exhibit Time

Surgical Efficiency Showdown

Disasterplasty Competition (Worst case. Best save.)

AHF Welcome Reception (all are welcome)

DAY TWO

Breakfast/ Exhibit Time

Research Papers/ Awards

Traveling Fellows

Coffee/ Exhibit Time

Technique pearls that saved my case

Complete Cases - video based discussion

The Great Debates

Post event labs (offsite)
(prior registration required)

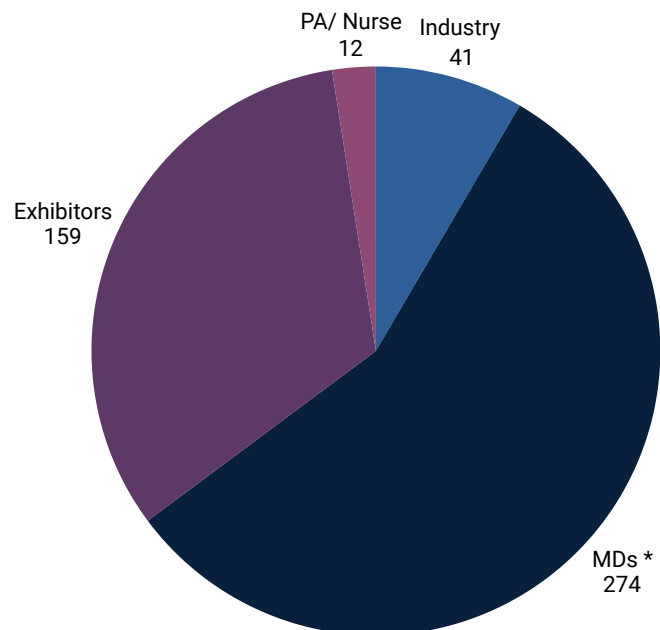
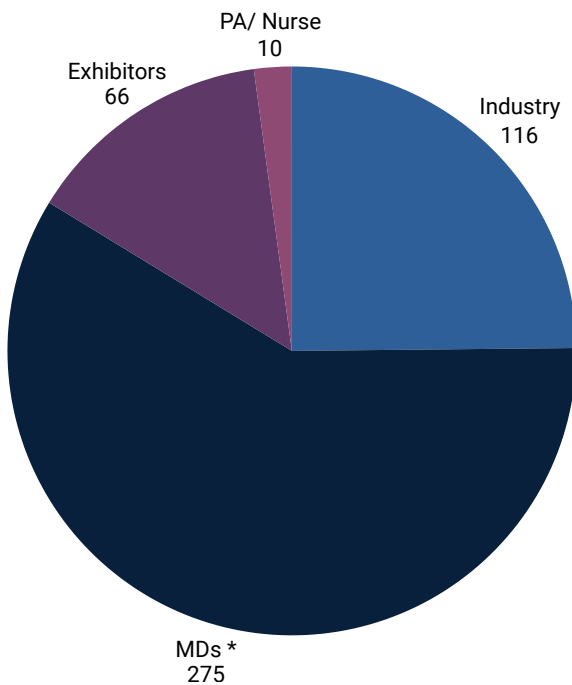
ATTENDEE PROFILE

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.

AHF 2025

AHF 2026

All attendees



*MDs include 99 Fellows and Residents

*MDs include 101 Fellows and Residents

SPONSORSHIP OVERVIEW

All exhibits include a dedicated virtual booth and lead tracking via app

FOUNDER

\$42,000

- Largest booth available: 10' X 30' 300 sq ft
- Ten (10) included badges
- Premium sponsor recognition
- Exclusive speaking/ presentation opportunities
- Booth power

DIAMOND

\$25,000

- Large booth: 10' X 20' 200 sq ft
- Six (6) included badges
- Premium sponsor recognition
- Exclusive speaking/ presentation opportunities
- Booth power

GOLD

\$15,000

- Large booth available: 10' X 15' 150 sq ft
- Five (5) included badges
- Sponsor recognition on AHF website
- App visibility/ digital booth
- Booth Power

TITANIUM

\$10,500

- Booth available: 2 x 6' Table, backdrops permitted
- Three (3) included badges
- Sponsor recognition on AHF website
- App visibility/ digital booth, booth power

SILVER

\$5,500

- Booth available: 6' Table
- Two (2) included badges
- Sponsor recognition on AHF website
- App visibility/ digital booth

STEEL

\$1,320

first time exhibitors only

- Booth available: High-top table
- Sponsor recognition on AHF website
- One (1) included badge
- Digital booth

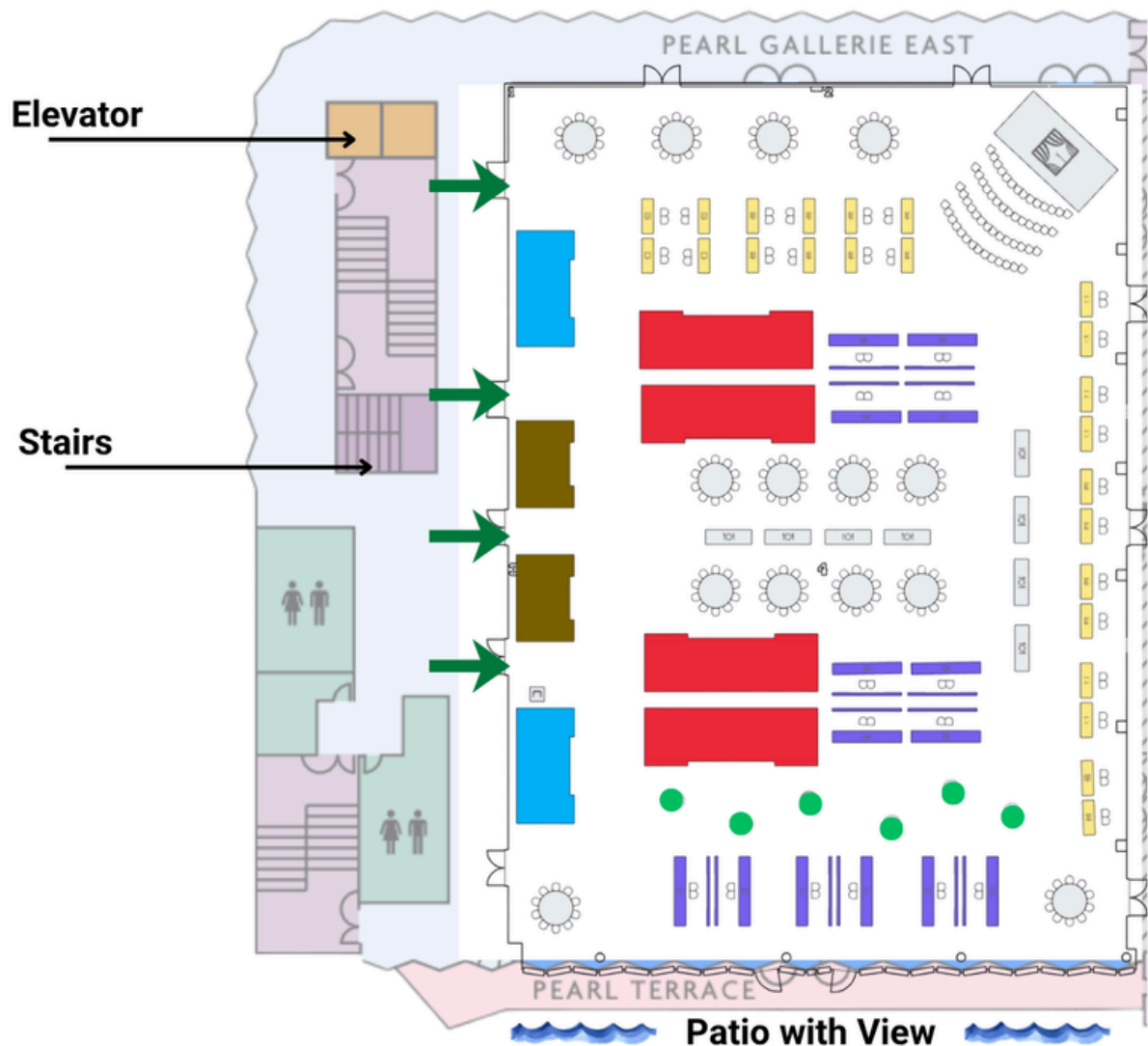


[CLICK FOR 3D WALK THROUGH OF PEARLBALLROOM](#)

EXHIBITOR FLOORPLAN

AHF 2027 will take place in the Fontainebleau Miami Beach Convention Center. The exhibits will be in the Pearl Ballroom on the 4th floor, while the conference will take place on the 2nd floor.

Pearl Ballroom



FOUNDER

GOLD

SILVER

DIAMOND

TITANIUM

STEEL

Steel tabletop actual location
TBD



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.

SPONSOR EXTRAS

Sponsored Surgical Video — \$7,000 (Available: 4)

Featuring a surgical technique and a spokes-surgeon of your choice, shown during the main conference program. Eligibility: Founder/Diamond only.

Take to the AHF Studio Stage in the Exhibit Hall — \$4,000 (Available: 6)

15-minute slot to present on the exhibit room stage during breaks.

Branded Catchboxes — \$3,000 (Available: 1)

Your brand highly visible with every question from the audience.

Hotel Key Card — ~\$7,500*(Available: 1)

Your logo on hotel room keys for every attendee — exclusive to one sponsor.

Event Wifi — \$5,000 (Available: 1)

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

Break Stations — \$1,750–\$2,000 (Available: Multiple)

Bring attendees to your booth with tempting treats. Includes an email blast plus an app push notification.

Totems — \$1,500–\$2,000 each (Available: Multiple)

Ad space on rotation on a standalone totem in a high-traffic area.

Screens (looping content) — \$1,500–\$2,500/slot (Available: Multiple non exclusive)

Up to two minutes of your content (video or image) looping on screens in high-traffic areas

Recharge Lounge — \$4,000–\$5,000 (Available: 1)

Branded cushions and charging stations in a dedicated foyer lounge (conference or exhibit floor).

Room Drop — \$4.75 per room (up to three items)

Promotional item or material delivered to every attendee's hotel room.

SPONSOR EXTRAS (CONT'D)

Coffee Cart / Action Station (Exhibit Hall) — \$5,500 for all day Friday (different length of service available)

Includes optional branding opportunities

Registration Question — \$3,000 (Available: 1–2)

Add a custom question to the attendee registration form to gather direct market insight from surgeons.

Present Your Own Award — \$4,000 (Available: 1)

Fund and name an award presented during the Awards on Friday afternoon. Winner selected by AHF's scientific committee.

Half Day Meeting Room Rental — Pricing available on request (Available: 5)

Reserve a private meeting room in the AHF conference center for advisory board meetings, product demos, dealer meetings, or one-on-one surgeon conversations.

Email Blast — Pricing available on request

App Push Notification (Pre-Event) — Pricing available on request

App Push Notification (During Event) — Pricing available on request

Hotel Branding — Pricing available on request

We have the run of the conference center for the duration of the event — including elevators clings and graphics, stair treads etc.

Do you have an idea for an activation or sponsorship that isn't listed here? Contact us and we'll try to make it work! info@hipahf.com

AVOID EXTRA FEES

Note that paying direct via Whova does incur additional fees if you pay direct on the platform via credit card. To avoid this, select OFFLINE INVOICE.

When you register to exhibit you'll choose between two payment methods:

- **Credit Card Payment: Payment:** this is 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.

Thank You for Supporting AHF 2027!

Questions? Contact us at info@hipahf.com

[Click here to](#)
[exhibit](#)