

## **Tradetec Skyline, Appointed the New Exhibit House for the American Academy of Orthopaedic Surgeons**

*Tradetec Skyline, provider of trade show displays in Chicago, was appointed by The American Academy of Orthopaedic Surgeons (AAOS) to create two new trade show exhibits for their AAOS Event*

February 13, 2012 (FPRC) -- LOMBARD, IL—Leading Chicago trade show exhibits provider, Tradetec Skyline is getting prepared to deliver two brand new exhibit solutions for The American Academy of Orthopaedic Surgeons (AAOS). The AAOS has designated two separate floor spaces at the Annual Meeting to demo and sell the Academy's educational products and programs. For the last year, Tradetec has been working diligently on two versatile exhibits for the Academy: a 30'x125' Resource Center (main) and 20'x40' Publisher's Row Resource Center Bookstore (satellite) for their Annual Meeting taking place February 7-11, at the Moscone Center, in San Francisco, CA.

Tradetec is a full-service Exhibit Studio that promotes the ability to transition a client from vision- to development-to actual display. After presenting to the AAOS, Tradetec was chosen out of 10 competitors as their new Exhibit Partner to take on the project. The AAOS compulsory challenges included new designs to reflect a modernized look, construction that works as a re-configurable structure to accommodate various floor plans for future shows and a display that encompasses a bookstore environment with an interactive user interface for their online and digital product lines. With these goals in mind, Tradetec presented the two separate exhibit designs that would accommodate their needs and fulfill their objectives on the show floor. The large 30'x125' Resource Center incorporates electronic media kiosks, a presentation theater, lounge area with LED and pendant lighting, a row of uniquely tailored kiosks for various Academy and Association departments, iPad stations, as well as custom cashier counters. Extensive consideration was taken when developing a traffic flow pattern within each of the spaces that attendees would find easy to navigate.

Tradetec's Senior Account Executive, Lisa Venegas, quoted, "We were able to design two signature spaces that maximized the floor plan with more compact and sleek exhibit components. The warm, rich color palette and fresh graphic design creates a comfortable and inviting environment that the members and orthopaedic community should find familiar with the organization's Midwestern origins. We are excited to unveil this beautiful and functional exhibit at their upcoming Annual Meeting."

Tradetec was able to design the two trade show displays in Chicago with a combination of purchase and rental components to work within the Academy's marketing budget and accommodate them with support from the best global exhibit and service team via Skyline.

The AAOS Annual Meeting is generally considered to be the largest and most important orthopaedic conference in the world, drawing upwards of 30,000 people, 500 exhibiting companies, and filling approximately 275,000 sq. ft. of exhibit space. It represents a forum where attendees and participants engage in education, research, and advocacy activities – all aspects of the AAOS as an organization.

Tradetec had the advantage of learning about the Academy's needs and working with them side-by-side to create the perfect exhibits that would set the stage for success at their 2012 Annual Meeting.

**The American Academy of Orthopaedic Surgeons (AAOS)**

Founded in 1933, the Academy is the preeminent provider of musculoskeletal education to orthopaedic surgeons and others in the world. It's continuing medical education activities include a world-renowned Annual Meeting, multiple CME courses held around the country and at the Orthopaedic Learning Center, and various medical and scientific publications and electronic media materials.

**The American Association of Orthopaedic Surgeons**

Founded by the Academy Board of Directors in 1997, the Association engages in health policy and advocacy activities on behalf of musculoskeletal patients and the profession of orthopaedic surgery.

Rosemont, IL

<http://www.aaos.org/about/about.asp>

**About Tradetec Skyline:**

Tradetec Skyline, an authorized dealer of Skyline Exhibits, is a full-service Exhibit Studio located outside Chicago, IL, that offers enhanced Trade Show Exhibits and displays, banner stands, full management, planning and execution of corporate meetings and face-to-face events. Tradetec Skyline provides their clients with portable, modular and custom exhibits – while boasting one of the industry's largest rental display fleets. Their services include award winning design, warehouse, I&D, maintenance and pre and post show full lead enhancement marketing programs. Tradetec Skyline was a winner of the INC 5000 fastest growing companies in America award in both 2008/9 and 2009/10. To learn more, visit [www.ttskyline.com](http://www.ttskyline.com).

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**Keywords**

[Chicago trade show exhibits](#)  
[trade show displays in Chicago](#)  
[banner stands](#)

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