



American  
Association of  
Orthodontists®

# 2025-26

## SPONSOR PROSPECTUS



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ADVERTISING AND SPONSOR ACTIVATION OPPORTUNITIES:  
ANNUAL SESSION 2026 & YEAR ROUND ACTIVATIONS

[AAOINFO.ORG](http://AAOINFO.ORG)

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# Benefits and Reach

## Benefits

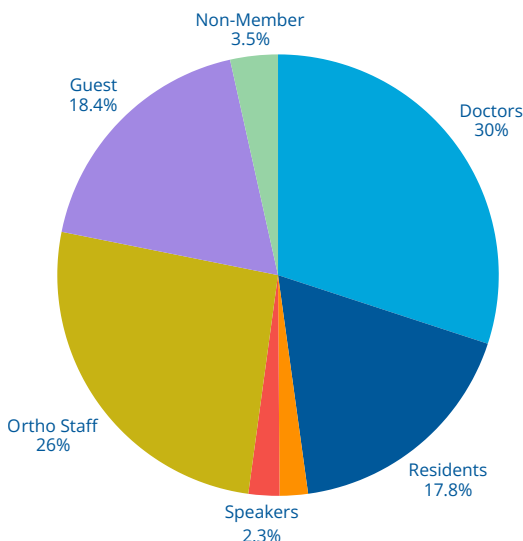
- Access to qualified buyers at Annual Session, The World's Greatest Celebration of Orthodontics™
- Brand Visibility & Targeted Marketing: Exposure and recognition among orthodontists and industry stakeholders.
- Networking Opportunities: Create valuable connections with orthodontists, fostering partnerships and business growth.
- Product Showcase: Highlight product, attracting potential customers' interest.
- Brand Association: Partnering with the AAO enhances credibility and brand image.
- Community Engagement: Support the orthodontic community, fostering goodwill and strengthening relationships.

## Reach

The AAO is headed to Orlando in 2026! Over 350 companies from around the world will display their products and services at the largest orthodontic gathering of companies in the world.

- Over 9,600 Active/Life Members in the U.S./CAN
- Over 1,600 Resident Members in the U.S./CAN
- Annual Session 2026 expected attendance: 13,000
- Annual Session website traffic: 175K pageviews from nearly 50K visitors
- AAO Social Media following: Over 114K in all social channels
- Print Practice Management Bulletin - about 15,000 (mailed to US and Canadian members)

## Attendance Breakdown



## Priority Points

Companies who exhibit at the AAO Annual Session are encouraged to engage with the AAO membership in many ways throughout the year. In doing so, these companies will earn priority points that may benefit them in the future.

1 priority point is worth roughly \$2500 in sponsorship & advertising dollars, but minimums and maximums do apply in certain Areas of Engagement (AOEs).

# Contact Information

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## Holly Kiel

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**Manager of Industry Supplier Relations**

For inquires contact Holly Kiel at  
[hkiel@aaortho.org](mailto:hkiel@aaortho.org)

If you are interested in purchasing  
advertising in the on-site program  
please refer to the AAO Media Kit  
or contact Holly Kiel at  
[hkiel@aaortho.org](mailto:hkiel@aaortho.org)

## Kathy Langenfeld

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**Manager of Member Engagement**

For questions related to the  
Resident Vitals sponsorship  
opportunity, contact Kathy  
Langenfeld at  
[klangenfeld@aaortho.org](mailto:klangenfeld@aaortho.org)

## 2025-26 SPONSOR PACKAGES

# 2026 Annual Session Sponsorships



### Marketing

#### NEW!!! Conference Bags & Networking Lounge Sponsor Bundle

ANNUAL SESSION MARKETING

**\$65,000**

REACH: 9,000+

PRIORITY POINTS: 26



Everywhere you look, you'll see AAO attendees carrying their Annual Session eco-friendly conference bag. Get your company recognized by having your company name and logo proudly displayed on every single bag! (AAO staff handles the development and ordering of all bags.) The sponsoring company also has a presence in the central "hub" of the conference in the Citrus Cafe networking lounge - located directly across from Registration. This is a great opportunity to engage with attendees outside the exhibit hall, and help push traffic to your booth! **Sponsor to receive a complimentary on-time use conference attendee mailing list.** Company logo to appear on Thank You Sponsor Signage in center and conference website, as well as continuous loop in lectures.

#### Attendee Lanyards

ANNUAL SESSION MARKETING

**\$45,000**

REACH: 12,000+

PRIORITY POINTS: 18

Sponsor the name badge lanyards, and you'll have every attendee walking around with your company's logo around their neck! This is a brilliant way to drive awareness of your company and your brand! (AAO staff handles the development and ordering of all lanyards.) **Sponsor to receive a complimentary one-time use conference attendee mailing list.**

Company logo to appear on Thank You Sponsor Signage in center and conference website, as well as continuous loop in lectures.

#### Show Special Promotion

ANNUAL SESSION MARKETING

**\$2,500 each**

REACH: 5,000+

PRIORITY POINTS: 1

Push traffic to your booth and promote your show specials by purchasing ad space in the Annual Session conference app. Every attendee has access to the conference app - make sure your company information is available here for everyone to see! Even better - this saves your company the cost of printing! Max opportunities are 10, and the size of the pdf has to be no greater than 1.5 megabytes.

**Please Note:** Companies that purchase multiple sponsorships that equal \$15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the lectures.

## 2025-26 SPONSOR PACKAGES



### Marketing Con't

#### Advertising in On-Site Program

ANNUAL SESSION MARKETING

REACH: 12,000+

Please reach out to Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) for details.

#### Show-Site Branding

ANNUAL SESSION MARKETING

REACH: 12,000+

Please reach out to Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) for details.

#### Pre-Show Attendee Email Sponsor

ANNUAL SESSION MARKETING

**\$5,000**

REACH: 8,000+

PRIORITY POINTS: 2

The AAO will deliver emails to all attendees 3 times prior to the Annual Session. Sponsor these messages and use your ad space to encourage attendees to make appointments with your staff, promote your in-booth lecture, and seek you out for more information during the event. Your message will be seen with consistency and regularity, so this sponsorship is sure to deliver the return you are looking for! The dates for the emails will be: January 28, February 25, March 31, April 27

#### Attendee Daily Email Sponsor

ANNUAL SESSION MARKETING

**\$7,500**

REACH: 12,000+

PRIORITY POINTS: 3

Each morning, the AAO will be sending targeted messages to all Annual Session attendees reminding them of the days' events. Sponsor these emails and your company's message will be one of the first things attendees see each day. Drive traffic to your website or booth and keep your company top-of-mind!

#### Conference Attendee Mailing List

ANNUAL SESSION MARKETING

**\$0.25 per name**

REACH: 12,000+

Extend your reach beyond your booth by contacting conference attendees where they are, before-during-or after the show! Mailing Lists for registered attendees are available for a one-time use through your Exhibitor Console.

***Note: Attendees have the right to opt-out of receiving email messages. There are a lot of scams out there. Do not purchase from any other provider.***

**Please Note:** Companies that purchase multiple sponsorships that equal \$15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the lectures.

## 2025-26 SPONSOR PACKAGES



### Marketing Con't

#### Hotel Keycard Sponsorship

ANNUAL SESSION MARKETING

**\$35,000**

**REACH: 8,000+**

**PRIORITY POINTS: 14**



Make your brand the first thing attendees see when they check in! With this sponsorship, your company logo and message will be placed directly into the hands of the AAO attendees. These custom-branded keycards offer premium visibility every time attendees unlock their hotel room, making this one of the most high-touch marketing opportunities available! It's a smart, seamless way to boost brand recognition and drive booth traffic throughout the event. Sponsorship includes distribution at select official AAO hotels listed below:

- Hyatt Regency Orlando (1,400 rooms)
- Hilton Orlando (1000 rooms)
- Rosen Centre Hotel (800 rooms)
- Rosen Plaza Hotel (450 rooms)

**Sponsor to receive a complimentary one-time use conference attendee mailing list.**

Company logo to appear on Thank You Sponsor Signage in center and conference website, as well as continuous loop in lectures.

#### Boost Your Booth's Visibility

ANNUAL SESSION MARKETING

**See Console**

**REACH: 13,000+**

Access to all exhibitor company information will be provided to all in-person and virtual attendees. Make sure that your company engages every attendee by purchasing one or more booth listing upgrades. Research the various opportunities available at various price points inside your Exhibitor Console.

#### Table Swag

ANNUAL SESSION MARKETING

**\$5,000**

**REACH: 12,000+**

**PRIORITY POINTS: 2**

Want to boost your brand visibility during the busiest hours of Annual Session? Place your company swag on the lunch tables spread throughout the Exhibit Hall - prime real estate where attendees gather, relax, and connect. This high-traffic exposure is a great way to spark interest, create brand recognition, and drive attendees to your booth!

*Please note: This is a non-exclusive opportunity. All materials must be approved by AAO staff prior to placement.*

**Please Note:** Companies that purchase multiple sponsorships that equal \$15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the lectures.

## 2025-26 SPONSOR PACKAGES



### Marketing Con't

#### Conference App Sticky Banner

ANNUAL SESSION MARKETING

**\$10,000**

REACH: 5,000+

PRIORITY POINTS: 4

The sticky banner is a banner that "sticks" at the bottom of the app's main screen. As a user scrolls down the screen, the banner stays in this fixed position right above the bottom menu. The banner is clickable and can link to a website. This is a great method of driving traffic to your booth!

#### Conference App Push Notification

ANNUAL SESSION MARKETING

**\$5,000**

REACH: 5,000+

PRIORITY POINTS: 2

Want to create buzz, drive booth visits, or promote your Lunch & Learn? Send your message straight to attendees' phones with a sponsored push notification through the official conference app!

Your custom message (up to 230 characters) will reach all attendees who have the app - putting your brand front and center at the perfect time.

Limit of 2 spots per day - one in the morning and one in the afternoon - so act fast to secure your time slot!

#### Conference App Rotating Main Screen Tile Ad

ANNUAL SESSION MARKETING

**\$5,000**

REACH: 5,000+

PRIORITY POINTS: 2

Put your brand front and center where every attendee with the conference app will see it - the main screen of the conference app! This exclusive rotating banner ad displays your company's clickable tile on one of three high-traffic days:

- Friday
- Saturday
- Sunday

Each day features just one sponsor, giving you maximum visibility and a direct link to your website or promotion. Only 3 spots available - secure yours before they're gone!



## 2025-26 SPONSOR PACKAGES



### Innovation Pavilion

#### New Product Showcase Award Competition Entry

INNOVATION PAVILION

**\$975 per entry**

REACH: 12,000+

Introducing a new product at Annual Session? Increase your exposure by entering the New Product Showcase Award competition. 1st place, 2nd place, and 3rd place winners in the Treatment Category and Practice Category will be selected based on votes received from orthodontist attendees.

Your product will be promoted in the Innovation Pavilion, to all attendees and you'll receive a sign to place in your booth communicating your participation. Each participating company will have an opportunity to deliver a brief presentation about their new product in the Innovation Pavilion to be promoted on the conference website.

Winners will be announced at Annual Session to all attendees and through AAO publications and press releases. The products winning 1st place can market their award throughout the year! If interested, please contact Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) to purchase.

#### AI Spotlight

INNOVATION PAVILION

**\$975 per entry**

REACH: 12,000+

AAO has dedicated space in the Innovation Pavilion to build awareness for the myriad of ways AI is being used within the orthodontic practice and the innovative companies who are leading the way. Does your company leverage AI in your products? If so, you may want to consider being featured in this area. There will be four demo stations with each covering a specific use:

1. Practice Uses
2. Diagnostic
3. Treatment Planning
4. Monitoring

At each demo station, there will be an interactive station with an AAO-created webpage communicating key points about the specific use and listing each participating company with a description of their product, how it uses AI, a link to their website, and Exhibit Hall booth number. We can also include links to collateral or a company-provided video.

## 2025-26 SPONSOR PACKAGES



### Hospitality

#### New Orthodontist & Resident Lounge

ANNUAL SESSION HOSPITALITY

**\$30,000**

REACH: 3,000+

PRIORITY POINTS: 12

This Lounge is a gathering point for all new and younger AAO members who attend Annual Session in-person. The Lounge offers a convenient destination to relax between sessions, meet and re-connect with peers and learn about AAO resources. Your sponsorship will allow up to 2 members of your team to be present in this lounge, building relationships with your target audience, throughout the entire conference. Feel free to provide branded games (i.e. - bags, cards, etc.) for the residents to play while they are networking. Company logo to appear on Thank You Sponsor signage in the center and conference website, as well as continuous loop in lectures.

**Sponsor to receive a complimentary attendee mailing list for a one-time use prior to the show.**

Please note: This sponsorship includes Food and Beverage for residents each day. Sponsor to coordinate with Holly Kiel in selecting the menu options.

#### NEW!!! Paws & Play Puppy Park Sponsorship

ANNUAL SESSION HOSPITALITY

**\$35,000**

REACH: 12,000+

PRIORITY POINTS: 14



Be part of a heartwarming new addition to the 2026 Annual Session - the Paws & Play Puppy Park - located in the AAO Smile Spot within the Exhibit Hall. This unique sponsorship offers high-impact brand visibility and meaningful attendee engagement. This sponsorship includes:

- Company logo prominently displayed on the exterior fencing around the Puppy Park - one of the most buzz-worthy attractions on the show floor.
- 5 company representatives present to connect with attendees as they take a joyful break to play with the puppies - or event adopt one!
- Company logo featured in a pre-conference email to all registered attendees promoting this new activation
- Associate your brand with mental wellness, a key AAO initiative, by supporting an experience designed to uplift and inspire.
- Sponsor may elect to provide branded bandanas for the puppies, & watch your logo appear on countless attendee photos and social posts!

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**Please Note:** Companies that purchase multiple sponsorships that equal \$15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the lectures.

## 2025-26 SPONSOR PACKAGES



### Hospitality

#### **NEW!!! Paws & Play Puppy Park Sponsorship** (continued)

(continued from previous page) This sponsorship includes:

- Complimentary one-time use conference attendee mailing list



Company logo to appear on Thank You Sponsor signage in the center and conference website, as well as continuous loop in lectures.

#### **New!!! Branded Water Bottles & Hydration Station**

ANNUAL SESSION HOSPITALITY

**\$50,000**

**REACH: 9,000+**

**PRIORITY POINTS: 20**



Align your company with something every attendee will appreciate - refreshment and sustainability. As the exclusive sponsor of the Hydration Station in the AAO Smile Spot, your brand will be prominently featured while supporting a highly requested, eco-friendly initiative. Sponsorship includes:

- Company logo on eco-friendly water bottles distributed to attendees and carried throughout the event for maximum exposure (AAO staff to handle the ordering and shipment of the water bottles)
- Prominent branding on the station backdrop in a high-traffic area in the Exhibit Hall
- Company logo featured in a pre-conference email sent to all registered attendees announcing the Hydration Station
- 2 company representatives may be present to hand out bottles and connect with attendees beyond the booth. (Great opportunity to drive traffic to your booth!)
- Complimentary one-time use conference attendee mailing list

This is your chance to promote wellness, sustainability, and visibility - all in one refreshing activation!

Company logo to appear on Thank You Sponsor signage in the center and conference website, as well as continuous loop in lectures.

## 2025-26 SPONSOR PACKAGES



### Hospitality Con't

#### Host a New Doctor Sponsor Program

ANNUAL SESSION HOSPITALITY

**\$30,000**

**PRIORITY POINTS: 12**

Through this sponsorship your company can provide the opportunity to attend the World's Greatest Celebration of Orthodontics to 15 early-career orthodontists. Your company will play a pivotal role in inspiring and educating these future leaders, while sharing the experience and making memories with them that will last a lifetime! Gain direct access to emerging talent, enhance your brand visibility, interact with attendees in exclusive engagement opportunities, and build long-term relationships!

The sponsoring company will receive:

- A Pre-Conference Workshop from 2pm-5pm on Thursday afternoon (Attendance will be mandatory for all hosted doctors.)
- A dinner experience on Thursday evening following the Workshop. (The location and menu to be determined / ordered / paid for by sponsoring companies. Attendance will be mandatory for all hosted doctors.)
- An AAO approved Hotel Room Door Drop delivered to the attendees' hotel on Friday evening.
- A shared lunch date with participants at the Convention Center on either Saturday or Sunday. (Lunch menu and the day to be determined / ordered / paid for by sponsoring company. Attendance will be mandatory for all hosted doctors.)
- A mailing list with contact information for all hosted doctors provided 2 weeks prior to Annual Session
- Company logo on the Thank You Sponsor Sign at the center, the conference website, as well as the continuous loop in lectures

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## 2025-26 SPONSOR PACKAGES



### Hospitality Con't

#### **Host a New Doctor Sponsor Program** (continued)

Doctors within 5 years of graduation will be encouraged to submit an application to participate in this program. Applications will be vetted by the Committee on Conferences and Meetings (CCON) to determine eligibility. 15 orthodontists will be selected to participate in the program. AAO Staff will assist Hosted Doctors with registering for the Annual Session, making hotel reservations, and receiving the travel reimbursement upon attendance at all mandatory events. Hosted Doctors will receive the following:

- Complimentary Registration to attend Annual Session
- Complimentary 3-night hotel stay
- Travel Reimbursement of up to \$500

In exchange, Hosted Doctors agree to:

- Attend the Hosted Doctor Pre-Conference Workshop on Thursday afternoon
- Attend the Hosted dinner on Thursday evening
- Attend a Hosted Lunch offered by the sponsoring company on Saturday OR Sunday (to be determined by the sponsor)



## 2025-26 SPONSOR PACKAGES



### Share an Experience

#### First-Timer Sponsor Program

ANNUAL SESSION HOSPITALITY

**\$25,000**

**PRIORITY POINTS: 10**

Join us in welcoming AAO members who are experiencing the World's Greatest Celebration of Orthodontics for the first time! This unique opportunity allows 5 representatives of your company to share the experience and make lasting memories with these 1st time attendees.

This program intends to provide the environment for 1st time attendees the opportunity to build their network and make new connections while at Annual Session. The number of 1st time attendees (doctors and staff in-person) in 2024 were 1,452 and in 2025 were 1,683. Your company would have premiere access to these attendees throughout the conference.

1st Timers will be encouraged to participate in the following:

- Book their hotel room in the designated hotel for 1st Timers (Rosen Centre Hotel & Rosen Plaza Hotel)
- Tour of the Convention Center on Thursday afternoon
- Coffee service provided for 1st Timers on Friday between 7:00 - 8:00 am
- Reserved seating in the lunch area of the exhibit hall on Friday / Saturday / Sunday

The Sponsoring Company will receive the following:

- 5 representatives to participate in Convention Center tour on Thursday afternoon
- 5 Representatives present in the Coffee Service Room for 1st timers from 7am-8am on Friday
- Ability to have promotional material placed on the 1st timer reserved seating in the exhibit hall Friday / Saturday / Sunday. (Sponsor may provide lunch vouchers to participants at own cost if desired.)
- Access for 5 company representatives to go to the AAO Fest on Saturday evening
- One complimentary Annual Session attendee mailing list for a one-time use
- Company logo on the Thank You Sponsor Sign at the center, the conference website, as well as the continuous loop in lectures

**Please Note:** Companies that purchase multiple sponsorships that equal \$15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the lectures.

## 2025-26 SPONSOR PACKAGES



### Share an Experience

#### Society of Educators Educational Leadership Conference (SOE ELC)

SHARE AN EXPERIENCE

**\$15,000**

REACH: 175

PRIORITY POINTS: 6

This opportunity is perfect for the company that works with **educators** across the country, along with **resident program chairs**. Building relationships with these professionals can provide a pathway for companies into institutions of higher education, and also introduce your company to people at the start of their careers. The sponsorship includes:

- 5 reps greeting attendees at the registration table upon entering the seminar
- 2 minutes to address the audience at the beginning of the session
- 5 company reps are invited to network with the attendees at the reception
- Sponsor can choose to provide a video loop to be displayed at the reception following the meeting (must be approved by the AAO)
- Branded swag items can be provided to the attendees at the reception
- Complimentary attendee mailing list for a one-time use

Company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in lectures.

#### Ortho Resident Party

SHARE AN EXPERIENCE

**\$75,000**

REACH: 700+

PRIORITY POINTS: 30

This fun and energetic in-person event gives the sponsor exclusive access to more than 700 orthodontists who are just starting their career. If your company is trying to build its brand amongst AAO's new and younger member demographic, this is the perfect opportunity! Sponsor to receive:

- 25 complimentary tickets to bring your staff and network with the crowd.
- Opportunity to address the gathering from the microphone
- Complimentary one-time use conference attendee mailing list

Company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in lectures.

**Please Note:** Companies that purchase multiple sponsorships that equal \$15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the lectures.



## 2025-26 SPONSOR PACKAGES



### Share an Experience

#### Fun Run & Walk

SHARE AN EXPERIENCE

**\$15,000**

REACH: 200-300

PRIORITY POINTS: 6

Approximately 200 in-person Annual Session attendees participate in this fun annual event! Participants receive a T-shirt that includes the sponsor logo, and are given an official time after finishing the course. There are refreshments and lots of camaraderie throughout the morning. Many orthodontic teams enjoy the experience as a great bonding activity and a nice way to start the day! Time and location are still being determined - all details are handled by AAO staff - your team just needs to show up and join the fun! Company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in lectures.

#### Keynote Sponsor

SHARE AN EXPERIENCE

**\$40,000**

REACH: 4000+

PRIORITY POINTS: 16

Position your brand at the pinnacle of the orthodontic industry by sponsoring the highly anticipated Keynote on Day One of the World's Largest Orthodontic Convention. This premier speaking opportunity puts your company in front of thousands of leading orthodontists, researchers, educators, and decision-makers - all gathered for the most influential event of the year. As the exclusive Keynote sponsor, your brand will receive:

- 2 minutes of speaking time at the start of the keynote session
- High-impact brand visibility on the conference website and any promotion of the keynote
- Recognition from the main stage - reinforcing your leadership in advancing orthodontic excellence.
- Complimentary one-time use conference attendee mailing list

Company logo to appear on Thank You Sponsor signage in center and conference website as well as continuous loop in lectures.



## 2025-26 SPONSOR PACKAGES



### Share an Experience Con't

#### Global Reception and International Lounge Bundle

SHARE AN EXPERIENCE

**\$10,000**

REACH: 400

PRIORITY POINTS: 4

Sponsor the premier event where over 400 doctors and decision-makers from around the world gather to connect and celebrate. The sponsor receives:

- **Unmatched Global Reach:** Network with your international clients and prospects—all in one place.
- Enjoy 2 minutes on stage to address this influential audience.
- Includes 10 staff tickets to maximize your presence.
- Complimentary attendee email list for one-time use.
- AAO handles all event planning—just show up and shine.

#### Resident Seminar & Luncheon

SHARE AN EXPERIENCE

**\$25,000**

REACH: 250

PRIORITY POINTS: 10

If your company is looking to engage with orthodontic residents and early-career practitioners, this is the room you want to be in. As a sponsor you will be able to:

- Exclusive networking capabilities with residents attending a focused session featuring top speakers and career-building topics.
- Company Spotlight:
  - 2 minutes at the mic to introduce your company at the beginning of the session
  - Table outside the room for materials or giveaways

Company logo featured on Thank You Sponsor signage, the conference website, and in a rotating loop during lectures

Note: Some restrictions may apply in accordance with ADA CERP guidelines

#### New Ortho Seminar & Dinner Reception

SHARE AN EXPERIENCE

**\$25,000**

REACH: 100

PRIORITY POINTS: 10

Is your company seeking a meaningful opportunity to connect with emerging orthodontic professionals - those within their first five years of practice - and make a lasting impression as they begin their careers?

Due to overwhelming demand, the AAO is proud to introduce a new event at the 2026 Annual Session: a dedicated Seminar & upscale Dinner Experience designed exclusively for "New Orthos."

(continued on the next page)

**Please Note:** Companies that purchase multiple sponsorships that equal \$15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the lectures.

## 2025-26 SPONSOR PACKAGES



### Share an Experience Con't

#### **New Ortho Seminar & Dinner Reception** (continued)

This tailored program will focus on critical early-career topics including:

Practice ownership & growth strategies  
Student Debt management  
Career path decision-making  
Access to personalized career coaching

This event is designed to leave attendees energized and empowered to take bold steps toward their professional future. As the exclusive sponsor, your company will receive:

- 2 minutes of speaking time at the beginning of the seminar to introduce your company to the audience
- 2 company representatives invited to attend both the seminar and the dinner to interact with the New Orthos
- Ability to hand out promotional flyers/items at the registration table outside the meeting room
- Opportunity to contribute to seminar content development (subject to ADA CERP compliance guidelines)

Company logo on Thank You Sponsor sign at the center, the website, and the continuous loop in the lecture rooms.

#### **Alumni Receptions**

SHARE AN EXPERIENCE

**\$10,000**

REACH: 2,500+

PRIORITY POINTS: 4

Put your brand front and center at one of the most anticipated social event of the Annual Session—open to all registered doctors and residents.

As a sponsor, your team will:

- Welcome and engage with guests as they arrive and mingle with attendees throughout the evening—building authentic, memorable connections.
  - Take it one step further and provide attendees with your own custom swag (AAO approval required).
- Extend your reach with a complimentary pre-conference attendee mailing list for a one-time use—perfect for targeted outreach before the event.
- Company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in lectures.

This is a premier opportunity to align your brand with the heart of the Annual Session's networking scene.

**Please Note:** Companies that purchase multiple sponsorships that equal \$15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the lectures.

## 2025-26 SPONSOR PACKAGES



### Share an Experience Con't

#### Career Fair Sponsorship

SHARE AN EXPERIENCE

**\$15,000**

REACH: 400

PRIORITY POINTS: 6

As the sponsoring company of this sought-after opportunity, you will receive the following benefits:

- Prominent booth location in the Career Fair - 10x20 booth
- Featured employer profile on event landing page and printed directory (includes logo, description, career opportunities, web links, and the option to embed video)
- Featured blurb in an email to registered attendees (200 character limit)
- 25 featured job postings on AAO Career Center until December 31, 2026
- Featured employer on AAO Career Center homepage
- Banner ad in the mobile app on the Career Fair Page
- Company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in lectures.

#### AAO Fest Select Sponsor Package

SHARE AN EXPERIENCE

**\$7,500**

REACH: 7,500+

PRIORITY POINTS: 4

The AAO Fest event is 7:30 - 11:30 pm on Saturday, May 2, 2026 at the Universal Studios Florida and select areas of Universal Islands of Adventure!! You will not want to miss out on this prime opportunity to network with your clients and avoid having FOMO as only sponsoring companies will have access to the event! This package includes the below benefits:

- Admission for 5 company staff
- Company logo on signage at Theme Park entrance
- One time electronic message sent on sponsor's behalf to registered attendees (pending AAO approval)

#### AAO Fest Premiere Sponsor Package

SHARE AN EXPERIENCE

**\$15,000**

REACH: 7,500+

PRIORITY POINTS: 6

There are 2 opportunities for this package. The AAO Fest event is 7:30 - 11:30 pm on Saturday, May 2, 2026 at the Universal Studios Florida and select areas of Universal Islands of Adventure!! You will not want to miss out on this prime opportunity to network with your clients and avoid having FOMO as only sponsoring companies will have access to the event! This package includes the below benefits:

- Admission for 10 company staff
- 2 branded bars in New York or Springfield
  - Potential to provide clear branded 9 oz. or 12 oz. plastic cups at the bar (sponsor to supply)
- Company logo on signage at Theme Park entrance
- One time electronic message sent on sponsor's behalf to registered attendees (pending AAO approval)
- Company logo on Thank You Sponsor Signage in center and conference website, as well as continuous loop in lectures.

**Please Note:** Companies that purchase multiple sponsorships that equal \$15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the lectures.

## 2025-26 SPONSOR PACKAGES



### Share an Experience Con't

#### AAO Fest Elite Sponsor Package

SHARE AN EXPERIENCE

**\$30,000**

REACH: 7,500+

PRIORITY POINTS: 12

There is one opportunity for this package. The AAO Fest event is 7:30 - 11:30 pm on Saturday, May 2, 2026 at the Universal Studios Florida and select areas of Universal Islands of Adventure!! You will not want to miss out on this prime opportunity to network with your clients and avoid having FOMO as only sponsoring companies will have access to the event! This package includes the below benefits:

- Admission for 15 company staff
- Company logo on signage at Theme Park entrance
- Dedicated area in the venue (Music Plaza - situated in a central location between the two parks) for sponsoring company to brand and entertain their clients. Branding includes:
  - 10 cocktail tables (illuminated)
  - 2 branded bars
  - Potential to provide clear branded 9 oz. or 12 oz. plastic cups at the bar (sponsor to supply)
- One time electronic message sent on sponsor's behalf to registered attendees (pending AAO approval)
- Company logo on Thank You Sponsor signage in center and conference website, as well as continuous loop in lectures



**Please Note:** Companies that purchase multiple sponsorships that equal \$15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the lectures.

## 2025-26 SPONSOR PACKAGES



### Thought Leadership

#### Pre-Conference Workshops

THOUGHT LEADERSHIP

**\$12,500**

**REACH: 300 in Room W207  
75 in Rooms W208 A, B, & C**

**PRIORITY POINTS: 5**

Would your company like to harness the appeal of the AAO Annual Session, in order to provide in-depth content to your audience while in Orlando? Well, the AAO is offering you the opportunity to provide a quality learning experience in conjunction with the Annual Session - inside the convention center itself! On Thursday, April 30, 2026 several lecture rooms will be set and ready for learning - **including A/V equipment**. If you rent one of them, you'll only need to show up with the content! AAO will provide a complimentary one-time use attendee mailing list that will be sent one month prior to the start date of the conference, and another one two weeks prior to the start of the show.

Rooms Available: W208A, W208B, W208C

**\*\*\* Room W207 is an extra \$2,500 for the larger room size to accommodate up to 300 people**

Location - Orange County Convention Center West Building

Time Frame - 8:00 am - 5:00 pm

The AAO will include the session information including company name, time of session, session title, speakers of session, meeting room, and a brief description (100 words or less) on our conference website. The sponsoring company will also be responsible for creating and managing a registration page to provide the AAO to include on our conference website. Company names/times/and session titles will be included in the On-Site Program guide given to all attendees at registration - as long as your time has been purchased prior to December 31, 2025. Should the sponsoring company want to provide food and beverage, they can work directly with the catering department at the convention center to place an order.

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**Please Note:** Companies that purchase multiple sponsorships that equal \$15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the lectures.

## 2025-26 SPONSOR PACKAGES



### Thought Leadership Con't

#### Lunch & Learns

THOUGHT LEADERSHIP

**\$20,000**

**REACH: 300 in Room W207  
75 in Rooms W208 A, B, & C  
PRIORITY POINTS: 7**

Want to have a presence as a thought leader in the industry? Bring a speaker to present about your companies' recent product release for up to one hour (60 minutes) inclusive of Q&A. These sessions will be held just outside the Exhibit Hall during the lunch hour. Rooms will be assigned on a first come, first serve basis. Lecture rooms will be set and ready for learning - **including A/V equipment. Sponsor provides any refreshments/lunch served during program.** Company names, times and session titles will be promoted immediately following attendee registration. Course information will also be listed on the Meeting Website, and in the conference app. AAC will provide a complimentary one-time use attendee mailing list that will be sent one month prior to the start date of the conference, and another one two weeks prior to the start of the show. The sponsoring company will also be responsible for creating and managing a registration page to provide the AAC to include on our conference website.

Company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in lectures.

Rooms Available: W208A, W208B, W208C

**\*\*\*Room W207 is an extra \$5,000 for the larger size room to accommodate up to 300 attendees**

Location - Orange County Convention Center West Building

Days Available: Friday, May 1 & Saturday, May 2

Time Frame - 11:00 am - 12:15 pm



**Please Note:** Companies that purchase multiple sponsorships that equal \$15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the lectures.

## 2025-26 SPONSOR PACKAGES

# Year Round Sponsorships

### Year-Round Sponsorship Activation

#### Women Orthodontist Sponsorship Package

YEAR-ROUND SPONSORSHIP ACTIVATION

**\$20,000**

REACH: 200+

PRIORITY POINTS: 8

Is your company looking to position itself as a leading supporter of women in the orthodontic industry? As the sponsoring company for this year-round sponsor activation, your company will receive the following benefits:

- Recognition at the Womens' Leadership Workshop (taking place following Winter Conference 2026 for approximately 50 people)
- Recognition on women's webpage on AAO website throughout the year
- Recognition at the Women Orthodontist Networking Session at Annual Session 2026 (if the sponsoring company has any speakers that they would like to be considered for this panel that offer inspirational content, please send to Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org))
- 2 Company Representatives at the Women Orthodontist Networking Session
- 1 Company Representative at the Women's Leadership Workshop
- Complimentary attendee mailing list for a one-time use for registered attendees of the Womens' Leadership Workshop, as well as the Women in Orthodontics Networking Session
- Sponsor may have 2 minutes to address the audience either before or after the Womens' Networking Session (cannot include commercial promotion of products or services per ADA CERP guidelines)
- Sponsor can provide one branded brochure or flyer as a handout to attendees of both events (or a branded product with the approval of the AAO). Must be handed out outside of the session room.
- Recognition on Sponsor Signage at Winter Conference 2026 and Annual Session 2026

**Please Note:** Companies that purchase multiple sponsorships that equal \$15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the lectures.

## 2025-26 SPONSOR PACKAGES

# Year Round Sponsorships

### Year-Round Sponsorship Activation Con't

#### Resident Vitals Program

YEAR-ROUND SPONSORSHIP ACTIVATION

**\$15,000**

**REACH: 400+**

**PRIORITY POINTS: 6**

This program will be delivered by an on-staff educator at participating orthodontic schools and programs. This curriculum educates current residents on the many resources available to them as they transition into practice. If you want to start building your brand with the next generation of orthodontic specialists, this is the perfect opportunity for you! The sponsorship begins on June 1, 2025 and lasts through May 31, 2026

#### Sponsorship Benefits:

- Recognition provided within the presentation (neither the AAO nor the sponsor will be in attendance)
- Sponsor to provide a 2-minute pre-recorded video to be included in the presentation
- Branded materials may be provided by the sponsor for handout to residents in attendance;
- Receive contact information of residents in attendance

#### Sponsorship Criteria:

- Sponsor responsible for production and delivery of AAO-approved materials to be distributed at the time of the presentation;
- Sponsor may NOT attend these seminars

**Inquiries: contact Kathy Langenfeld at [klangenfeld@aaortho.org](mailto:klangenfeld@aaortho.org) and contact Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) to purchase**



## 2025-26 SPONSOR PACKAGES

# Year Round Sponsorships

### Year-Round Sponsorship Activation Con't

#### Financial Management for Residents

YEAR-ROUND SPONSORSHIP ACTIVATION

**\$10,000**

REACH: 400+

PRIORITY POINTS: 4

The AAO's Financial Management for Residents course is designed for Orthodontic Residents as they consider their financial futures and Orthodontic Careers. Topics include: Establishing a Financial Game Plan; Managing Student Loan Debt; Financial Decisions for Practice Ownership; and more. This is the perfect sponsorship for any company wishing to establish brand awareness within the younger specialty demographic. The sponsorship begins on June 1, 2025 and lasts through May 31, 2026. Benefits include:

- Sponsor Recognition provided within the presentation (the sponsor will not be in attendance)
- Sponsor to provide 2-minute pre-recorded video to be included in the presentation to the audience
- One branded brochure or flyer (pre-approved by the AAO) may be provided by sponsor as a handout to residents in attendance
- Sponsor to receive contact information of residents in attendance (subject to AAO receiving from the school program)

# 2025-26 SPONSOR PACKAGES

