



American
Association of
Orthodontists®

*Empowering Your Today.
Defending Our Tomorrow.*

Sponsor Prospectus

2026-27

**Advertising and Sponsor
Activation Opportunities:**
Winter Conference 2027

aainfo.org

2026-27 Sponsor Packages

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Contact

Holly Kiel

Manager of Industry Relations

For inquiries about sponsorships, contact Holly Kiel at hkiel@aaortho.org

If you are interested in purchasing advertising in the on-site program please contact Holly Kiel at hkiel@aaortho.org.

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Access to Orthodontists

Only the AAO can provide your company with this kind of access to the orthodontic specialty.....

Benefits

- **Brand Visibility & Targeted Marketing:** Gain exposure and recognition among orthodontists and industry stakeholders.
- **Networking Opportunities:** Create valuable connections with orthodontists, fostering partnerships and business growth.
- **Brand Association:** Sponsoring with the AAO enhances credibility and brand image.
- **Community Engagement:** Support the orthodontic community, fostering goodwill and strengthening relationships.

Reach

- Over 9,600 Active/Life Members in the U.S./CAN
- Over 1,600 Resident Members in the U.S./CAN
- AAO Social Media following: Over 114K in all social channels
- Print Practice Management Bulletin – about 15,000 (mailed to US and Canadian members)

Priority Points

Companies 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. Priority point balances determine the order in which companies can select their booth space for the upcoming Annual Session.

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

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Winter Conference

The AAO's Winter Conference typically provides a deep dive into one clinical topic for an audience size under 1,000 people.

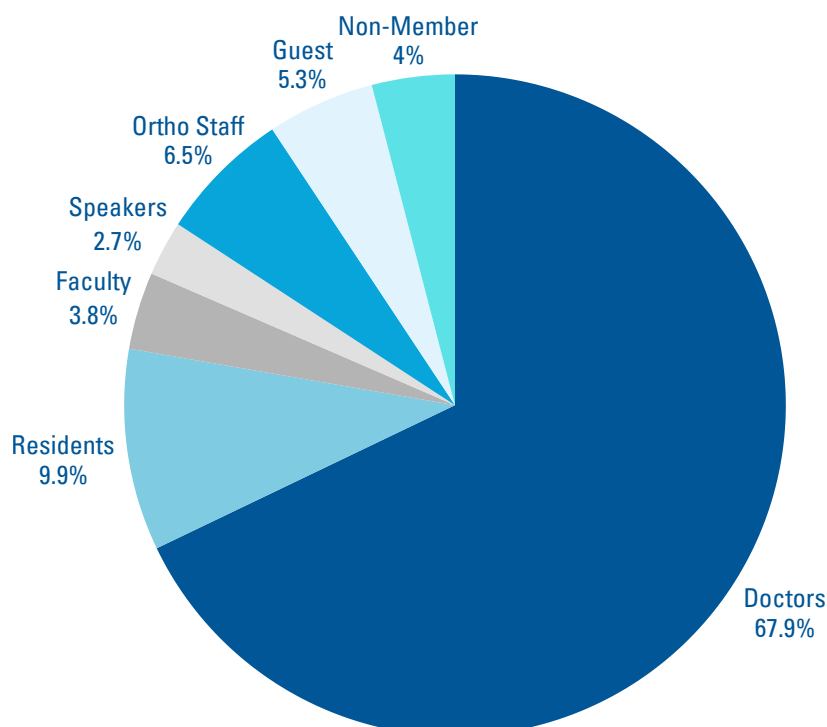
The 2027 Conference Theme is Next-Gen Clinical Excellence: Evidence-Based, Data-Driven, AI-Enabled. Orthodontists and residents will come together to explore the evolution of the specialty, from time-tested principles to today's data-driven innovations and tomorrow's intelligent technologies. Discover how evidence, technology, and AI are redefining clinical decision-making, efficiency, and patient outcomes.

The conference is taking place at the JW Marriott San Antonio Hill Country Resort & Spa January 22-24, 2027.

Benefits

- Smaller, intimate meeting allowing for more quality conversations with potential clients.
 - Dedicated hours of Exhibit Hall time to connect with buyers (during lunch hours, breaks, and evening reception on Friday and Saturday)
 - Opportunity for thought leadership in the industry – Sponsored Product Demonstrations & Sponsored Lunch & Learns
-

Average Attendee Breakdown



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2027 Winter Conference Sponsorships

Marketing

Attendee Lanyards

WINTER CONFERENCE MARKETING

\$7,500

REACH: 900+

PRIORITY POINTS: 3

Sponsor the name badge lanyards and every attendee will have your company's logo around their neck! This is a brilliant way to drive awareness of your brand! (AAO staff handles the development and ordering of all lanyards.) Sponsor company logo will appear on the following: AAO Winter Conference website, on-site guide (Thank You Sponsor Ad), sponsor signage at the meeting, acknowledgment on all social media platforms.

Must be purchased by October 31, 2026.

Conference Bag Inserts

WINTER CONFERENCE MARKETING

\$2,500 each

REACH: 900+

PRIORITY POINTS: 1

Push traffic to your booth by placing advertisements in the conference bags. Every attendee will get a bag - make sure your company information is inside! (Printed collateral or sample products are acceptable.) Limited to 10 entries.

Any advertising must be approved by the AAO prior to December 1, 2026. Exhibitors must provide 1,000 pieces and have them shipped to the AAO office for receipt by December 31, 2026.

Table Swag

WINTER CONFERENCE MARKETING

\$2,500

REACH: 900+

PRIORITY POINTS: 1

One lucky sponsor will have the opportunity to put their swag on the lunch tables in the back of the Exhibit Hall! Be sure to get your brand noticed and push traffic to your booth!

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Marketing Con't

Printed On-Site Program Advertisements

WINTER CONFERENCE MARKETING

If you are interested in purchasing advertising in the on-site program please contact Holly Kiel at hkiel@aaortho.org.

Hotel Keycard Sponsor

WINTER CONFERENCE MARKETING

\$7,500

REACH: 900+

PRIORITY POINTS: 3

Want to have your brand noticed by all attendees upon check-in to the hotel? Use this sponsorship to increase your brand awareness and even drive traffic to your booth! Sponsor company logo on the following: AAO Winter Conference website, on-site guide (Thank You Sponsor Ad), sponsor signage at the meeting, acknowledgment on all social media platforms. Reach out to Holly Kiel for artwork specs. The art will be due to Holly by December 4, 2026.

Pre-show Attendee Email Sponsor

WINTER CONFERENCE MARKETING

\$5,000

REACH: 900+

PRIORITY POINTS: 2

Want your company to be the first brand registrants see after they register for the meeting? Your company's clickable banner will appear 3 emails sent to registrants leading up to the meeting. Drive traffic to your website and booth and keep your company top-of-mind!

Attendee Daily Email Sponsor

WINTER CONFERENCE MARKETING

\$7,500

REACH: 900+

PRIORITY POINTS: 3

Each morning, the AAO will be sending targeted messages to all Winter Conference attendees – reminding them of the days' events. Sponsor these emails and your company's message (in the form of a clickable banner) will be one of the first things attendees see each day. Drive traffic to your website and keep your company top-of-mind.

Conference Attendee E-Blast - REACH

WINTER CONFERENCE MARKETING

\$350

REACH: up to 1,000

Available from Maritz, purchase through the Exhibitor Platform. There are a lot of scams out there. Do not purchase from any other provider.

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Marketing Con't

Conference App Sponsor Package

WINTER CONFERENCE MARKETING

\$12,500

REACH: 750+

PRIORITY POINTS: 5

Be the only sponsor to have a presence on the meeting app used by most attendees to navigate the conference!

This sponsorship package includes the following:

- 10x10 booth with 2 staff badges
- Splash Screen Ad
- Branding on the Conference App Sticky Banner
- 3 Conference App push notifications
- Complimentary list of registered attendees for Winter Conference
- Priority booth selection if purchased by July 31, 2026 – email Holly Kiel at hkiel@aaortho.org for more information
- Sponsor company logo on the following: AAO Winter Conference website, on-site guide (Thank You Sponsor Ad), sponsor signage at the meeting, acknowledgment on all social media platforms.

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Hospitality

Breakfast Sponsor Package

WINTER CONFERENCE HOSPITALITY

\$10,000

REACH: 900+

PRIORITY POINTS: 4

Be the first to greet all conference attendees every morning during the conference! This sponsorship package includes the following:

- 10x10 booth with 4 staff badges
- Conference Bag insert
- Priority booth selection if purchased by July 31, 2026 – email Holly Kiel at hkiel@aaortho.org for more information
- Complimentary list of registered attendees for Winter Conference
- 1/2 page ad in on-site program
- Promotion in email to registered attendees sent approximately 2 weeks prior to the event
- Sponsor company logo on the following: AAO Winter Conference website, on-site guide (Thank You Sponsor Ad), sponsor signage at the meeting, acknowledgment on all social media platforms

Reception Sponsor Package

WINTER CONFERENCE HOSPITALITY

\$12,500

REACH: 900+

PRIORITY POINTS: 5

Be the company to greet all conference attendees as they enter into the Exhibit Hall to enjoy a reception at the end of the day! This sponsorship package includes the following:

- 10x10 booth with 6 staff badges
- Conference bag insert
- Priority booth selection if purchased by July 31, 2026 – email Holly Kiel at hkiel@aaortho.org for more information
- Complimentary list of registered attendees for Winter Conference
- 4 company representatives greeting attendees at the entrance to the Exhibit Hall at the time of the reception (can even hand out swag to the attendees!)
- 1/2 page ad in on-site program
- Promotion in email to registered attendees sent approximately 2 weeks prior to the event
- Sponsor company logo on the following: AAO Winter Conference website, on-site guide (Thank You Sponsor Ad), sponsor signage at the meeting, acknowledgment on all social media platforms

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Hospitality Con't

Resident Event Sponsor Package

WINTER CONFERENCE HOSPITALITY

\$12,500

**Cost Per Company;
2 opportunities**

REACH: 100+

PRIORITY POINTS: 5 per company

Looking to network with the residents at Winter Conference and sponsor an event they will never forget? Become the sponsor of the Resident Event that will take place on Friday, January 22nd at the JW Marriott San Antonio Hill Country Resort & Spa. This sponsorship package includes the following:

- 2-hour event to entertain approximately 100 – 125 residents
- Conference bag insert
- Complimentary list of registered attendees for Winter Conference
- Priority booth selection if purchased by July 31, 2026 – email Holly Kiel at hkiel@aaortho.org for more information
- Promotion in email to registered resident attendees sent approximately 2 weeks prior to the event
- Sponsor company logo on the following: AAO Winter Conference website, on-site guide (Thank You Sponsor Ad), sponsor signage at the meeting, acknowledgment on all social media platforms

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Thought Leadership

List of Approved Categories for Sponsor Education/Product Demonstrations:

- Orthodontic Treatment Technologies
- Digital Imaging & Diagnostics
- AI & Clinical Decision Support
- Digital Orthodontic Workflow
- 3D Printing & Digital Manufacturing
- Clinical Instruments & Technology
- Research & Evidence-Based Resources
- Orthodontic Laboratories
- Technology for the Orthodontic Office

Sponsor Lunch & Learn Package

WINTER CONFERENCE THOUGHT LEADERSHIP

\$20,000

REACH: approx. 40

PRIORITY POINTS: 8

Want to be able to provide an in-depth look at how your product/service can be exactly what they might be looking for to help their day-to-day tasks in their practice easier? Or perhaps you are looking to position your company as a thought leader in the industry and provide content to our members while they are gathered at Winter Conference. The Sponsored Lunch & Learn Package can accomplish just that! This sponsorship package includes the following:

- **Basic AV package!!!!**
- **Lunch is already included in the price of the package!!!**
- 10x10 booth with 6 staff badges
- Conference bag insert
- Priority booth selection if purchased by July 31, 2026 – email Holly Kiel at hkiel@aaortho.org for more information
- Information to be published on conference website in October 2026
- Complimentary attendee eblast for a one-time use prior to the show
- 1/2 page ad in on-site program
- Promotion in an email to registered attendees sent several weeks prior to the event
- Sponsor company logo on the following: AAO Winter Conference website, on-site guide (Thank You Sponsor Ad), sponsor signage at the meeting, acknowledgment on all social media platforms

4 rooms, 4 opportunities, Unlimited Potential!

Available during lunch hour only on Friday, January 22nd (12:25 – 1:35 pm)
Rooms Available – Bluebonnet, Dogwood, Begonia, Bottlebrush – each accommodate classroom for approximately 40.
Limit one opportunity per exhibitor.

*****Eligibility: To ensure alignment with the educational objectives of the Winter Conference, this sponsorship opportunity is available only to companies whose products or services directly support clinical orthodontic care and relate to the conference theme, Next-Gen Clinical Excellence: Evidence-Based, Data-Driven, AI-Enabled. Sponsorship eligibility is subject to AAO review and approval.**

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Thought Leadership Con't

Sponsor Product Demo Package

WINTER CONFERENCE THOUGHT LEADERSHIP

\$12,500

REACH: approx. 30+

PRIORITY POINTS: 5

Take your product beyond the exhibit booth and put it directly into attendees' hands. This valuable lunchtime experience allows your team to lead an engaging, hands-on demonstration where orthodontists can interact with your products, explore new features, and ask questions in a focused learning environment. Whether introducing a new technology or highlighting existing solutions, this sponsorship creates valuable face-to-face engagement that drives meaningful conversations and lasting impressions. This sponsorship package includes the following:

- 10x10 booth with 6 staff badges
- Conference bag insert
- Priority booth selection if purchased by July 31, 2026 – email Holly Kiel at hkiel@aaortho.org for more information
- Information to be published on conference website in October 2026
- Complimentary attendee eblast for a one-time use prior to the show
- 1/2 page ad in on-site program
- Promotion in an email to registered attendees sent several weeks prior to the event
- Sponsor company logo on the following: AAO Winter Conference website, on-site guide (Thank You Sponsor Ad), sponsor signage at the meeting, acknowledgment on all social media platforms

2 rooms, 8 opportunities (1 in each corner of each room), Unlimited Potential!

Available during an **EXTENDED** lunch hour only on Saturday, January 23rd (12:30 – 2:15 pm)

Rooms Available – Bluebonnet/Dogwood, Begonia/Bottlebrush

Limit one opportunity per exhibitor.

*****Eligibility: To ensure alignment with the educational objectives of the Winter Conference, this sponsorship opportunity is available only to companies whose products or services directly support clinical orthodontic care and relate to the conference theme, Next-Gen Clinical Excellence: Evidence-Based, Data-Driven, AI-Enabled. Sponsorship eligibility is subject to AAO review and approval.**

Sponsoring company is responsible to bring all elements needed for the demo, and outfit the room with whatever is needed to accomplish the demo and/or presentation. (i.e. – electric, additional furnishings, audio visual, etc.)

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Leadership Development Conference

Leadership Development Conference Sponsor Package

WINTER CONFERENCE LLC

\$7,500

REACH: 130

PRIORITY POINTS: 3

The AAO hosts a one-day Leadership Development Conference each year immediately prior to the Winter Conference. The 2027 Conference will take place on Thursday, January 21st at the JW Marriott San Antonio Hill Country Resort & Spa.

Program attendance is nearly 130 people including component and constituent leaders, Emerging Leaders, Executive Directors, the AAO Board of Trustees, and staff.

This is a great opportunity for a company looking to build relationships with the industry leaders in the orthodontic profession! 4 representatives from the sponsoring organization are invited to attend the breakfast/networking time, lunch, and the reception post-program.

Sponsorship Benefits Include:

- Complimentary list of registered attendees for Winter Conference
- Sponsor logo included in the AAO's electronic communications to attendees including invitations, reminders, post-conference messaging, etc.
- Opportunity for one sponsor representative to address the attendees for 2 minutes at the intro of the conference
- Sponsor Branding on an overhead monitor during breaks and lunch
- Opportunity to place branded coffee cup sleeves and napkins on the coffee break table (at sponsors' expense)
- Opportunity to provide company-branded pens (130) on the registration table outside the conference room (at sponsors' expense)

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