



2024

New Orleans

— ♣ **MAY 3-6** ♣ —

Ernest N. Morial Convention Center

SPONSORSHIP ACTIVATIONS

ANNUAL SESSION 2024

IN-PERSON & VIRTUAL

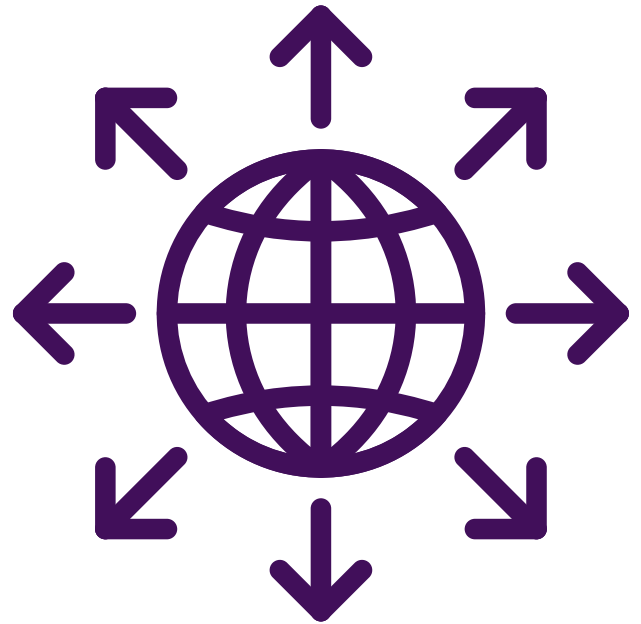
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REACH

The AAO is returning to New Orleans in 2024.

Over 350 companies from around the world will display their products and services at the 2023 Annual Session. This comprehensive, annual exhibit is the largest orthodontic gathering of companies in the world.



CONTACT

All booth and sponsorship opportunities can be purchased through the exhibitor console.

Exhibiting questions contact:
Elizabeth Cordes ecordes@aaortho.org

Sponsorship questions contact:
Holly Kiel hkiel@aaortho.org

BENEFITS

- Access to qualified buyers at the world's greatest celebration of orthodontists
- 10% Discount on booth rental to any exhibitor purchasing at least \$30,000 in sponsorships
- Dedicated hours of exhibit hall time to connect with buyers (during lunch hours and Opening Party)



DOCTOR LECTURE HOSPITALITY

Align your company's brand with one of the designated Conference Attendee Personas! Purchase this opportunity to position 2 of your sales reps outside of the Lecture Room designated for the persona that you choose. Your reps can mix and mingle with Doctors as they are coming and going! Some restrictions may apply based on ADA CERP guidelines. You will also have a branded tower outside the meeting room that all attendees will be sure to notice! Whatever refreshments or other forms of hospitality you provide is limited only by your imagination!

BONUS: Complimentary Attendee Mailing List Included for one-time use 2 weeks prior to the event start date to promote your company's presence at the show!

Clinical Techniques

COST: TBD

Scientific Advances

COST: TBD

Innovations & Tech Talk

COST: TBD

Business Success

COST: TBD

Inspiration & Well-Being

COST: TBD

NEW ORTHODONTIST & RESIDENT LOUNGE

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.

Please note: If the sponsor would like to add lunch for 50 residents each day, we can accommodate that for an additional \$7,500 for all 3 days

COST: \$15,000

RESIDENT LUNCH SPONSOR

Looking to build relationships with the AAO's New Orthodontists & Residents? This opportunity offers your company a great path to do just that! We will set aside a lounge space next to your booth to include seating for approximately 50 people, and you will be providing 50 lunches for residents. The AAO will promote your lounge space to residents in advance of the meeting, and let them know that they need to come by your booth and reserve a spot for lunch.

Please note: Open for multiple sponsors. This opportunity is best purchased at the time you complete your contract for your booth, as booths will not be moved to accommodate the lounge if added later on. This opportunity will need to be purchased by 12/31/23 in order to be promoted to residents in the targeted email sent to them prior to the meeting.

COST: Saturday - \$7,500

COST: Saturday and Sunday - \$15,000

HOSPITALITY CON'T.

RESIDENT HOSPITALITY SPONSOR

If your organization would like to better connect with AAO's New Orthodontists & Residents, then you may want to consider this sponsorship opportunity! The sponsoring company will be able to offer hospitality to residents that are staying at this "designated resident hotel." This may include things such as room drops, a cocktail party prior to the Resident Reception, providing coffee for the residents at the hotel, etc. The AAO would promote your company's brand in the On-Site program, as well as a targeted email to all residents in advance of the meeting.

Please note: This opportunity is available until October 31, 2023. Multiple companies may purchase this opportunity. Some consultation may be needed to organize. Please contact Holly Kiel for more info. Resident Hotel Location: COMING SOON!

COST: \$5,000 each

CONFERENCE BAGS

Everywhere you look, you'll see AAO attendees carrying their Annual Session conference bag. Get your logo and 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.)

COST: \$40,000

ATTENDEE LANYARDS

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.)

COST: \$40,000

DIGITAL CONFERENCE BAG INSERTS

Push traffic to your booth 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.

COST: \$3,000 each



ATTENDEE REGISTRATION EMAIL SPONSOR

The AAO will deliver email announcements to all virtual attendees three times prior to the Annual Session: at 2 weeks prior to the event, 1 week prior to the event, and 24 hours prior to the event start. 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.

COST: \$6,000

ATTENDEE DAILY EMAIL SPONSOR

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.

COST: \$6,000

MAILING LISTS

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.

COST: \$0.25 per name

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.

TABLE SWAG

Looking to have your company branding noticed all throughout the exhibit hall? You can purchase this activation which allows you to place your company swag on the lunch tables placed throughout the hall at Annual Session for all attendees to see! Please note: this is a non-exclusive sponsorship activation, and your sponsored materials must meet the approval of AAO staff.

COST: \$5,000

Sponsorship questions contact: Holly Kiel hkiel@aaortho.org



MARKETING CON'T.

BOOST YOUR BOOTH'S VISIBILITY

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.

COST: VARIOUS - SEE CONSOLE

CONFERENCE APP STICKY BANNER

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.

COST: \$7,500

NEW! CONFERENCE APP PUSH NOTIFICATION

Looking to drive more traffic to your booth and create more of a buzz on the show floor? Maybe you are even looking to promote your Lunch N' Learn to attendees? Purchase the conference app push notification that will send a message to all attendees with the app! Message limited to 230 characters. 2 opportunities per day. Limit to 1 per company per day.

COST: \$2,500 each

NEW! CONFERENCE APP ROTATING MAIN SCREEN TILE ADS

The rotating main screen tile ad will be located in the center of the page on the conference app main screen that all attendees will see. The AAO will set the screen to display one company's banner on Saturday, and another banner on Sunday. It will be a clickable banner, so take advantage and direct them to your website! This sponsorship allows for two opportunities.

COST: \$5,000 each



MARKETING CON'T.

THE NEW PRODUCT SHOWCASE AWARD COMPETITION

Introducing a new product at Annual Session? Increase your exposure by entering the New Product Showcase Award competition. Best in show, 2nd place, and 3rd place winners 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. Winners will be announced on Monday at Annual Session to all attendees and through AAO publications and press releases. The product winning Best in Show can market their award throughout the year! If interested, please contact Holly Kiel at hkiel@aaortho.org to purchase.

COST: \$750 per entry

Sponsorship questions contact: Holly Kiel hkiel@aaortho.org

SHARE THE EXPERIENCE

OPENING KEYNOTE SPEAKER

Sponsor the Opening Keynote and you'll be able to address what is expected to be the largest single audience of the Annual Session. (This event will be simulcasted to the virtual audience as well - so you'll reach thousands more!)

COST: \$45,000

RESIDENTS RECEPTION (Sunday, May 5)

This fun and energetic in-person event gives the sponsor exclusive access to more than 700 residents 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! Use the 25 complimentary tickets you'll receive to bring your staff and network with the crowd. You'll also be able to address the gathering from the microphone.

COST: \$75,000

FUN RUN & WALK (Sunday, May 5)

Approximately 200 in-person Annual Session attendees participate in this fun annual event! Participants receive a T-shirt that includes 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!

COST: \$15,000

WOMEN'S ORTHODONTISTS NETWORKING SESSION (WONS)

TBD

Some restrictions apply in order to comply with ADA CERP guidelines. Sponsor agrees to not influence the selection of the speaker or content of the session.

COST: \$5,000

Sponsorship questions contact: Holly Kiel hkiel@aaortho.org

GLOBAL RECEPTION (Saturday, May 4) & INTERNATIONAL LOUNGE BUNDLE

The supplier who sponsors this event will enjoy face time with over 400 doctors and decision makers from all over the world. Take advantage of this opportunity to see all of your international clients and prospects in-person and in one place. All details of the party will be handled by the AAO staff. As part of your sponsorship your company will enjoy 2 minutes of time to address the audience. It will also include a complimentary attendee email list and 10 staff tickets to attend.

COST: \$20,000

ALUMNI RECEPTIONS (Saturday, May 4)

Have your sales reps greet guests as they arrive at the most anticipated social event of the Annual Session. The alumni groups are hosting the food and beverage, but the sponsor is welcome to augment selected menu if they choose. Your team will be able to mingle with attendees throughout the duration of the event. Sponsor will also receive a list (subject to GDPR) of all attendees for a one time use following the party.

COST: \$25,000

NEW ORTHODONTIST & RESIDENT CONFERENCE & LUNCHEON

If your company is trying to build relationships with orthodontic residents and early career practitioners, you want your reps to be in this room. During this event, new and younger AAO members join highly regarded speakers on topics of particular interest to those at the beginning of their career. Use the table in the back of the room to provide materials or promotional items for your company, and take advantage of 2-minutes at the microphone to introduce the audience to your company. Whatever you do, you'll enjoy exclusive and meaningful time with your target market.

Some restrictions apply in order to comply with ADA CERP guidelines.

COST: \$15,000



SHARE THE EXPERIENCE CON'T.

SOCIETY OF EDUCATORS EDUCATIONAL LEADERSHIP CONFERENCE (SOE ELC)

This sponsorship opportunity is perfect for the company that works with faculty and educators across the country. Building relationships with these professionals can provide a pathway for companies into institutions of higher education. These professionals can also introduce your company to people at the start of their careers. Not only will 2 reps be allowed to join the in-person audience during the seminar, luncheon, and reception, but your company will enjoy 2 minutes to address the audience from the microphone. The sponsoring company can also choose to provide a 30 second commercial included in the video loop at the in-person meeting. Many attendees have asked for a pad of paper and a pen, so this would be a great way to have your brand noticed! Some restrictions apply in order to comply with ADA CERP guidelines.

COST: \$10,000

CAREER FAIR SPONSORSHIP

- Prominent booth location in the Career Fair
- Featured employer profile on event landing page and printed directory (includes logo, description, career opportunities, web links, and option to embed video)
- Featured roundtable discussion
- Featured blurb in email to registered attendees (200 character limit)
- 25 featured job postings on AAO Career Center until Dec. 31, 2024
- Featured employer on AAO Career Center homepage
- Banner ad in the Mobile App on the Career Fair Page

COST: \$7,500

THOUGHT LEADERSHIP

PRE-CONFERENCE WORKSHOPS

Would your company like to harness the appeal of the AAO Annual Session, in order to offer in-depth content to your audience while in New Orleans? Well, the AAO is offering you the opportunity to provide an interactive learning experience on Friday, May 3rd - inside the convention center!

Rooms Available: R01 - R09 (2nd Level of Convention Center above Exhibit Hall)

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

COST: \$5,000 (per room)

Sponsor provides room set-up instructions, all audio visual needs and any refreshments served during program. Company names, times and workshop titles with descriptions will be promoted immediately following attendee registration. Course information will also be listed on the Pre-Conference Workshop webpage, and in the conference app.

NEW! SPONSORED LUNCH N' LEARNS

Want to have a presence as a thought leader in the industry? Bring a speaker to present on your companies' recent product release for up to one hour (60 minutes) inclusive of Q&A. These sessions will be held IN the exhibit hall during the lunch hour. Rooms will be assigned on a first come, first serve basis.

Sponsor provides room set-up instructions, all audio visual needs and 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.

COST: \$10,000 (per room)

NOTE: Provide Holly Kiel with your registration link immediately following purchase. Sponsor will be in charge of managing your own registration.

CELEBRATION SPONSORSHIPS

Event Date: Sunday, May 5, 2024

Event Time:

Event Location:

Event Theme:

Entertainment:

The only Suppliers who will be allowed in the event are the Event Sponsors!

All sponsors will have the opportunity to provide

- Company branding on 5 tables in one event seating area – floorplan tba*
- One Complimentary Annual Session attendee list for one-time use
- Recognition on Conference signage and On-Site Guide
- Participating company in Conference Mobile App Scavenger hunt (more info to come).

Bronze Package - \$5,000

- **Priority Points Value: 2 points**

Silver Package - \$10,000

- **Company branding on one bar**
 - Attendees receive two drink tickets upon entry (bar expense paid by the AAO)
- **Priority Points Value: 4 points**

Gold Package - \$15,000

- **Company branding on one of 3 food serving areas**
 - Themed menu items will be provided by the AAO.
- **Company Logo included on a step & repeat backdrop**
- **Priority Points Value: 6 points**

Platinum Package - \$25,000

- **Company branding in and around one of 2 enclosed “club” spaces locations***
 - Includes at least one bar where attendees can redeem drink tickets
 - Includes a food station offering themed menu items provided by the AAO
- **Large Company Logo included on a step & repeat backdrop**
- **Priority Points Value: 10 points**

* Branding shall be designed and produced at sponsors' expense.

YEAR ROUND OPPORTUNITIES

LEGAL COURSES FOR RESIDENTS

Each year, the AAO's legal department presents dozens of legal courses to residents throughout the US and Canada. These seminars are presented to a welcoming and engaged audience of typically around 10-12 residents per program. You will reach approximately 350 residents over the course of the year. Sponsors get approximately 5 minutes to provide their own presentation (pre-approved by the AAO). Should the sponsoring company not be able to attend the in-person course, they may provide a pre-recorded 5 minute presentation (pre-approved by the AAO). Your company will also be recognized as the lunch sponsor at each of the courses that take place during lunch hours.

Inquiries: Reach out to Kathy DiPrimo at kdiprimo@aaortho.org for questions related to the sponsorship opportunity; reach out to Holly Kiel at hkiel@aaortho.org to purchase

Starting: June 1, 2023 - May 31, 2024

COST: \$10,000

FINANCIAL MANAGEMENT FOR RESIDENTS

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, 2023 and lasts through May 31, 2024.

Sponsorship Benefits:

- 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.

Sponsorship Criteria:

Sponsor responsible for production and delivery of AAO-approved materials to be distributed at time of presentation.

Inquiries: Reach out to Brandon Hackworth (bhackworth@aaortho.org)

COST: \$10,000 per academic year



YEAR ROUND OPPORTUNITIES

RESIDENT VITALS PROGRAM

Each year, the AAO provides the Resident Vitals presentation to dozens of participating orthodontic residency programs across the U.S. and Canada. This content educates current orthodontic residents on the many AAO resources that are available to them during residency and throughout their careers. If you want to start building your brand recognition with the next generation of orthodontic specialists, this is the perfect opportunity for you! The sponsorship begins on June 1, 2023 and lasts through May 31, 2024.

Sponsorship Benefits:

- Sponsor recognition provided within the presentation (the sponsor will not be in attendance)
- Sponsor to provide a 2-minute pre-recorded video to be included in the presentation
- One branded brochure or flyer may be provided by sponsor as a handout to residents in attendance
- Sponsor to 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 Brandon Hackworth at bhackworth@aaortho.org.

COST: \$15,000 per academic year





What is the AAO Supplier Network?

A program that exhibiting companies of the AAO will have the opportunity to participate in where their information will live on the member website in the form of an online listing. AAO members look to the AAO to provide access to reliable companies on a year-round basis to purchase their products and services from, while industry suppliers look for ways to be top of mind to our members. The AAO Supplier Network facilitates connections between AAO members and industry suppliers.

What are the benefits to a Supplier for joining the Supplier Network?

- Company & Product information easily accessible by AAO members through online Supplier Directory located on AAO member website
- Access to Industry Data collected from the AAO Economics of Orthodontics Survey (obtained every 2 years)
- Special Signage in booth at AAO conferences
- Use of Program logo to showcase involvement in the program
- Earn 2 Priority Points
- Access to participate as part of the "Idea Exchange" at Annual Session
- Add-on Benefit: Provide educational content by purchasing "Supplier Webinar" (additional \$5,000, additional 2 priority points)
 - Note: There will be 5 opportunities in FY2024
- Add-on Benefit: Participate in Resident Breakfast at Annual Session

What are the requirements of a Supplier to join the AAO Supplier Network?

- Must agree to exhibit at the AAO's Annual Session during the 2 year term of the program, as well as having already exhibited the year prior
- Sign self-attestation agreement affirming the products they are selling to AAO members through the AAO Supplier Network comply with any applicable US Food & Drug Administration regulations and have obtained any necessary FDA registrations and/or approvals
- Agree to pay a one-time program fee of \$5,000 per program term
 - The current program term will begin January 1, 2024 and end on December 31, 2025
 - The program fee will not be pro-rated based on the date the industry supplier decides to participate

How do I join the AAO Supplier Network?

Reach out to Holly Kiel at hkiel@aaortho.org to inquire about joining the AAO Supplier Network!

AAO SUPPLIER PROGRAM COMPARISON

Benefits to Suppliers	AAO Supplier Network	AAO Endorsed Programs	Tech Select
Marketing of Program and Participating Companies on Member Website	✓	✓	✓
Product and Contact Information in Online Supplier Directory	✓	✓	✓
Opportunity to advertise in the Online Supplier Directory	✓	✓	✓
Recognition at AAO Conferences	✓	✓	✓
AAO Provides a Program Logo for Promotion	✓	✓	✓
Opportunity to send E-Blasts to AAO Members		✓	✓
Space Reserved in High-Traffic Area on the Annual Session Exhibit Hall Show Floor		✓	✓
Product / Service is vetted and officially endorsed by the AAO		✓	
Online Lead Generation			✓
<ul style="list-style-type: none"> • Access to Industry Data • Earns Priority Points • Participate in "Idea Exchange" • Add On: Supplier Webinar • Add On: Participate in Resident Breakfast at An. Ses. 	✓		

Supplier Requirements	AAO Supplier Network	AAO Endorsed Programs	TechSelect Partners
Company Must Exhibit at Annual Session During Previous Year and Current Contract Term	✓	✓	✓
Company Offers Preferred Pricing to Members		✓	✓
Pay Royalty or Marketing Affiliate Fee to AAO		✓	✓
Company pays a program fee	✓		✓
Company Agrees to US Federal/State Regulatory Compliance	✓		
Company agrees to a minimum advertising spend		✓	
	AAO Supplier Network	AAO Endorsed Programs	TechSelect Partners
Overseen by	Committee on Conferences & Meetings (CCON)	Business Development Task Force (BDTF)	Committee on Technology (CTECH)
Who is eligible to participate?	Any Supplier in the Dental / Orthodontic space. Non-exhibiting companies pay a higher fee than those who exhibit at Annual Session.	Product Categories are selected based on member need. Companies participate in RFR.	All exhibitors with products in the categories featured on TechSelect who meet minimum requirements criteria.