



American
Association of
Orthodontists®

2024-25

EXHIBITOR

PROSPECTUS

EXHIBITOR OPPORTUNITIES

AAOINFO.ORG

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Contact Information

Elizabeth Cordes

Specialist, Meetings and Exhibits

For inquiries contact Elizabeth Cordes at ecordes@aaortho.org

- Booth placement for Winter Conference
- Booth placement for Annual Session for all companies that do not qualify for priority booth placement . Less than 30pts.
- All questions regarding both Exhibit Halls and your booth.

Holly Kiel

Manager of Supplier Relations

For inquiries contact Holly Kiel at hkiel@aaortho.org

- Sponsorships for Winter Conference & Annual Session, year-round sponsorships and AAO Supplier Network.
- Companies with 30 priority points or more OR a sponsorship spend greater than \$10,000 in FY24, endorsed programs, techSelect partners

Why Exhibit with the AAO

Join the foremost global association of orthodontists, led by orthodontists themselves. We are more than a community; we are a dedicated force driving the evolution of our specialty one smile at a time.

Your participation as an exhibitor is crucial to advancing the AAO mission. We are dedicated to creating the ultimate experience for your clients and our esteemed AAO community through engaging and delightful conferences and meetings, featuring the highest-quality learning opportunities in our profession.

By partnering with the AAO, you affirm your dedication to advancing the field of orthodontics and contributing to this enduring tradition of growth and innovation.

Events At A Glance

Here at the AAO, we are proud to create powerful experiences for our members. Our two main exhibitor offerings each year: The Winter Conference and Annual Session.



Winter Conference is our single topic meeting that typically occurs at the end of January that is heavily attended by doctors. This conference is held at a resort location and the exhibit hall is usually held within a ballroom. On occasion and if the topic lends itself, as is the case for Winter Conference 2025, Winter Conference can be jointly held with another association.

General Information

- Two-day show: Friday and Saturday.
- No priority point placement, exhibitor applications open up for everyone at the same time.
- All booths are 10x10
- Limit of one booth per company
- Ballrooms are carpeted and booths come with basic needs: Counter height table, (2) Stools and a wastebasket
- Lunch and beverages are provided to attendees and are located at back of Exhibit Hall
- Happy Hours in the Exhibit Hall from 5:00-6:00 during show
- No AAO events scheduled in the evenings.

What this means for you?

- A more intimate setting
- Doctor heavy attendance
- 10:1 attendee/exhibitor ratio and a low booth price compared to other major dental shows with similar number of attendees.
- No added expenses for carpeting and booth furniture that is part of the package.
- More attendee circulation on the floor during lunch and happy hours.
- Open evenings, allowing exhibitors the opportunity to host their own events.

2024-25 EXHIBITOR PROSPECTUS



AAO Annual Session is known as The World's Greatest Celebration of Orthodontics™. AAO Annual Session is the most empowering event for orthodontists and their teams and is designed to give them a completely customizable experience. Join thousands of orthodontic professionals for the most independent and objective orthodontic education from leading experts in the field. Annual Session is held in the Spring, typically around the end of April end of May.

General Information

- Two- and half-day show: Friday - Sunday
- This is the conference for orthodontists throughout the globe and is well attended by doctors, their teams both nationally and internationally.
- Registration is done by priority point placement.
- Booths start at 10x10 but you can have any size in-line booth or island booth.
- Both comes with draping and sign, exhibitor must secure flooring and all rentals within the booth.
- Exhibit Hall takes place at the convention center.

What this means for you?

- Great opportunity to get in front of thousands of buyers and create some wonderful connections.
- Dedicated exhibit hall time each day.
- Dedicated evenings for supplier events.
- No limit to exhibitor badges purchased over your allotment.
- Depending on the size of your booth, you can create the experience you want for clients and attendees.*

*Must comply with building regulations and AAO the Terms and Conditions

More Information / New?

Please contact ecordes@aaortho.org

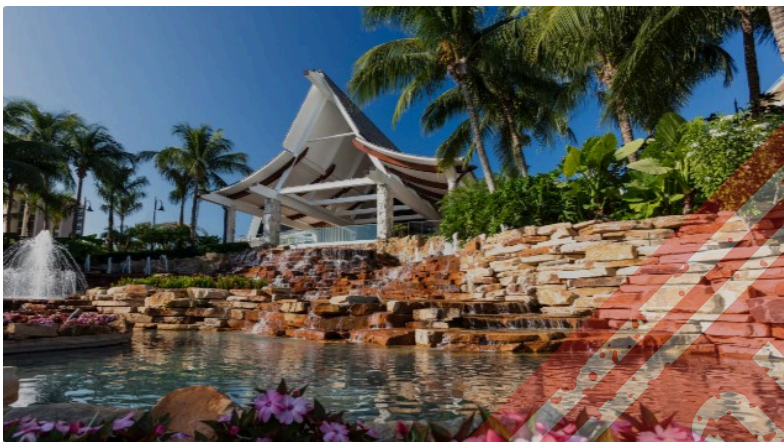
2024-25 EXHIBITOR PROSPECTUS



WINTER CONFERENCE 2025

January 23-26, 2025
Marco Island, FL

This year's topic: From Small to Tall: Nurturing the Growth of Pediatric Dentistry & Orthodontics



Booth Cost: \$3,400

10x10 booth. Premium booth location will incur an additional fee of \$150. Premium booth spaces are indicated on the floorplan.

What's included:

- 8'-high back drape
- 3'-high side rail
- (1) counter height table, (2) chairs and wastebasket
- Exhibit Hall is carpeted, no additional flooring is needed

Location:

JW Marriott Marco Island Beach Resort
400 S. Collier Blvd

Important to note:

Winter Conference 2025 is a joint meeting with the American Academy of Pediatric Dentistry.

The last time we had a joint meeting with the AAPD it was in Marco Island in 2013, and it was our highest attended Winter Conference to date with 1198. About 1000 once you remove the exhibitors.

New!

As an exhibitor you must have already exhibited with us previously - this opportunity will not be open to new exhibitors initially.

Remember

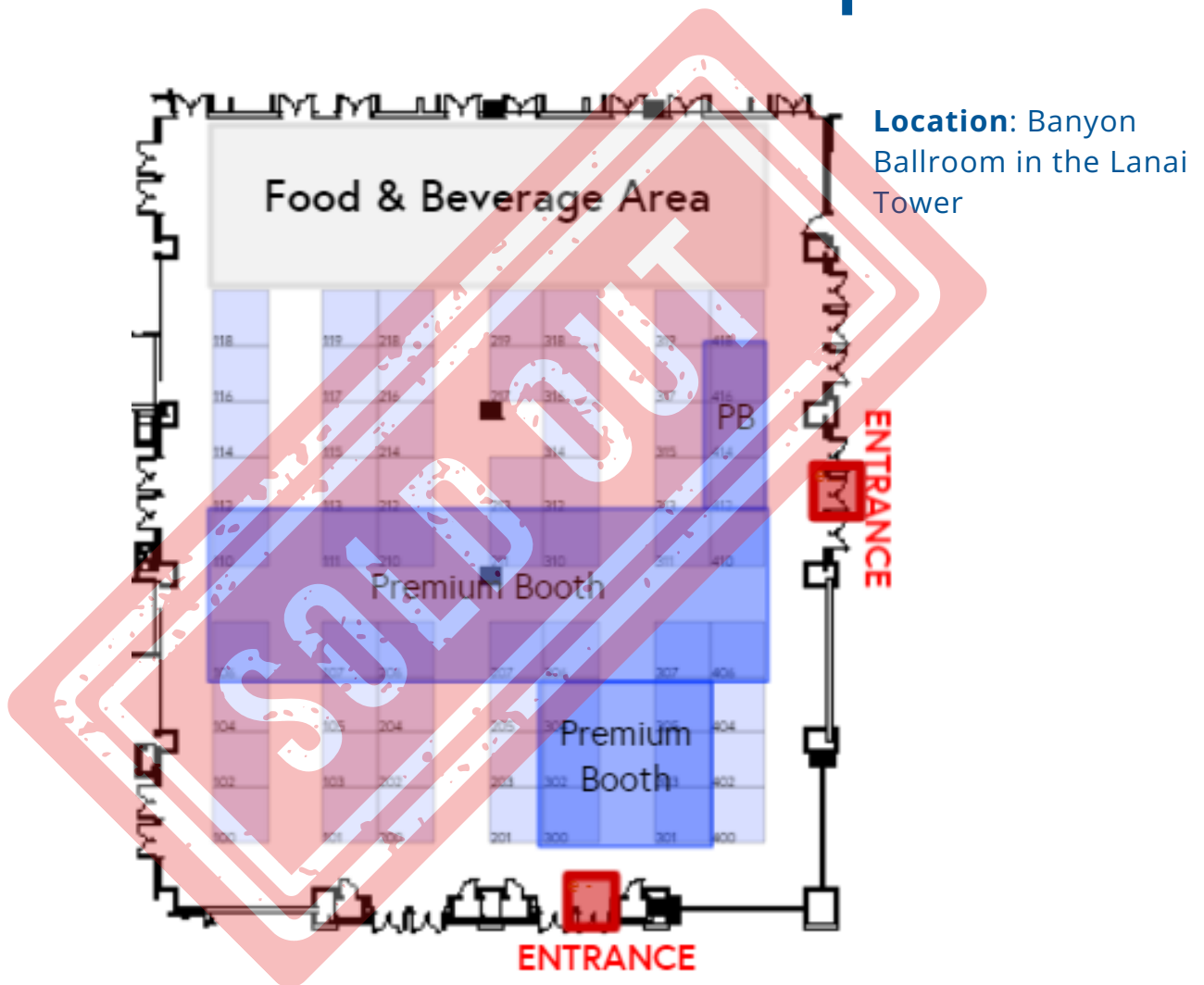
- Limit is (2) Exhibitor Staff per booth (except for companies who purchase Sponsorship Packages that include additional badges)
- Exhibitors will need to purchase electrical and internet, if needed.

2024-25 EXHIBITOR PROSPECTUS



WINTER CONFERENCE 2025

Exhibit Hall Floorplan



Location: Banyon Ballroom in the Lanai Tower

Exhibit Hall Hours: Friday & Saturday, Jan. 24 & 25 9am - 6:pm

Exhibitor Set-up Hours: Thursday, January 23 9:00am - 5:00pm

Exhibitor Tear Down Hours: Saturday, January 25 6:00pm - 10:00pm

PLEASE NOTE: All times listed are eastern time zone

2024-25 EXHIBITOR PROSPECTUS



WINTER CONFERENCE 2025

Important Dates

August 5, 2024

Booth Selection / Hotel Reservation

- **50% deposit must be submitted through your exhibitor console at the time of your application to participate.**
- Exhibitor contract links will be sent to the primary contact for each company, and once your booth is confirmed by show management, you will be sent a link with access to your exhibitor console/hub.
- Please refer to the Terms & Conditions for the Cancellation Policy.
- Once your contract and booth are confirmed, exhibitors will gain access to the onPeak link to secure hotel rooms.

December 6, 2024

Final Payment is due

- If payment is not received by end of business on December 6, 2024, the exhibitor's booth may be vacated to allow another exhibitor on the waiting list to register.

December 31, 2024

Insurance

- All exhibitors must provide a proof of Insurance in order to be allowed in the exhibit hall.
- Please make sure you review the certificate of insurance information sheet available in the exhibitor hub.

January 23, 2025

Exhibitor Setup

- 9:00am - 5:00pm est
- Must be paid in full and have certificate of insurance before you will be able to access the floor.

January 24-25,
2025

Exhibitor Hall Open

- 9:00am - 6:00pm est
- Reception on the floor from 5:00pm - 6:00pm est

January 25, 2025

Exhibitor Tear Down

- Immediately following the close of the floor at 6:00pm est
- Exhibitors cannot tear down early without previous notice.

2024-25 EXHIBITOR PROSPECTUS



Location: Pennsylvania Convention Center

New! This year will mark a new pattern for the Annual Session. Annual Session will start on Friday, April 25 and conclude on Sunday, April 27.

This means that the exhibit hall will open on Friday, April 25 at 9:00am and conclude on Sunday, April 27 at 2:00pm.

Booth Information:

Basic Booth 10' x 10'
\$3,400

- 2 staff badges per 10x10
- 8' background drape
- 3' side rail drape
- 7" x 44" identification sign with company name
- Any booth in premium booth location will be assessed an additional \$150 per 10x10

Island Booth 20' x 20' minimum
\$14,600+

- \$1,000 island fee will be assessed
- Island design needs to be submitted for approval by January 31, 2025

REMEMBER!

All exhibitors must provide flooring for their booth. Flooring must fit the entire booth footprint.

Exhibitors are responsible for purchasing their own electric and internet access. This can be secured in the Exhibitor Service Kit when it becomes available.

No items, except what is mentioned above will be provided. The exhibitor must secure all booth items through Freeman and/or another service provider



Exhibit Hall Floorplan

Exhibit Hall Location: Level 2: Halls A-D
at the Pennsylvania Convention Center



Entrances

Exhibit Hall Hours: Friday, April 25: 9:00am - 4:00pm
Saturday, April 26: 9:00am - 4:00pm
Sunday, April 27: 9:00am - 2:00pm

Exhibitor Set-up Hours: Wednesday, April 23 2:00pm - 6:00pm
(this is for booths in A-C & 1,400 sq ft or greater)

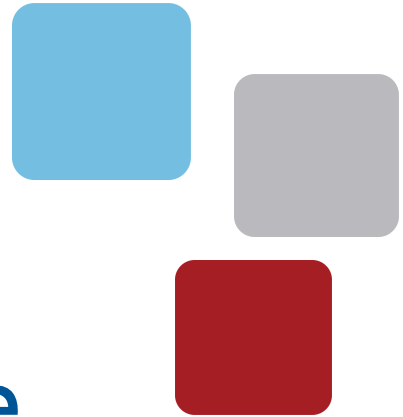
Exhibitor Tear Down Hours: Thursday, April 24: 8:00am - 6:00pm
Sunday, April 27: 2:00pm - 6:00pm
Monday, April 28: 8:00am - 6:00pm

PLEASE NOTE: all times listed are eastern time zone

IMPORTANT

- Section D of the exhibit hall floorplan will be limited to in-line booths.
- There will be two entrances this year into the hall. Entrance are located in Hall D and Hall B!





Contracting Schedule

Please remember that exhibitor booth selection for Annual Session is done by Priority Point Balance.

August 5 -
September 6,
2024

Booth Selection Begins

- Priority Booth Placement for Companies with 30 priority points or more OR total spend in 2024 is greater than \$10,000 in sponsorship, followed by AAO Endorsed Programs and TechSelect Partner

September 9 -
September 12,
2024

Booth Selection Continues

- September 9: Companies with 27-29 priority points
- September 10: Companies with 25-26 priority points
- September 11: Companies with 22-24 priority points
- September 12: Companies with 20-21 priority points

September 16,
2024

Booth Selection Open to All

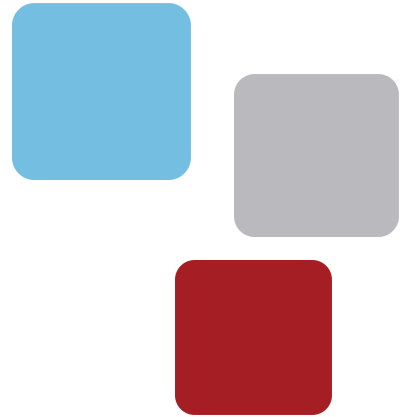
- All Contracts received starting on (or after) September 16 will be assigned in chronological order

REMEMBER!

All exhibitors with less than 30 points and starting on September 9, will receive with the contract link is sent out via mail merge from ecordes@aaortho.org.

Emails will go out at 9:00am central time the day of your eligibility

PLEASE NOTE: Once email is sent it could take up to approximately 30 minutes for all contacts to receive the email.



Important Dates

September 16,
2024

Booth selection open to all

- Please refer to the previous page for complete contract schedule.
 - New? Please contact ecordes@aaortho.org
-

November 4,
2024

Exhibitor and Hotel Reservations

- Links to access both will be available in the exhibitor hub.
 - Please review the Terms and Conditions on all policies relating to exhibitor registration and hotel reservations.
-

January 24, 2025

Final Payment is due

- If payment is not received by end of business on December 6, 2024, the exhibitor's booth may be vacated to allow another exhibitor on the waiting list to register.
-

January 31, 2025

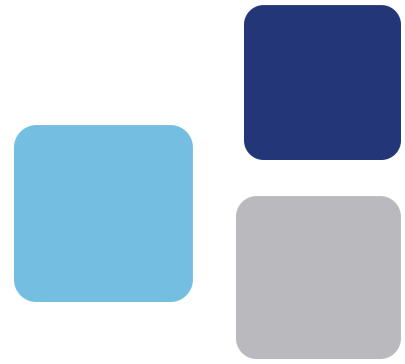
Island Booth Submission / EAC Forms

- If you fail to submit the required materials for approval by the deadline and proceed to production, show management still holds the right to disallow your booth structure and hanging sign in order to ensure your booth is in compliance.
 - Please refer to the Island Booth Information Sheet available in the hub
 - EAC form will be available in the hub .
-

March 3, 2025

Insurance

- All exhibitors must provide a proof of Insurance in order to be allowed in the exhibit hall.
- Please make sure you review the certificate of insurance information sheet available in the exhibitor hub.



The More You Know

All exhibitors are expected to read and agree to the Terms and Conditions. Please make sure that you are familiar with all the dates and terms outlined in that document to ensure a successful exhibition experience.

Cancellations & Downsizing

12/31/24- 1/24/25

Exhibitors must notify the AAO show management in writing by submitting a completed and signed Cancellation/Downsizing Form of their need to cancel their booth space and/or sponsorship any portion of the AAO Annual Session OR the need to downsize their booth. In so doing, the exhibitor recognizes the AAO may not be able to replace that lost revenue. For that reason, the exhibitor agrees to allow the AAO to retain funds according to the following schedule:

- 1** If booth space or sponsorship is cancelled or booth space is reduced prior to December 31, 2024, the AAO will retain 25% of the total cost. (i.e. - \$850 for a standard 10x10)
- 2** If booth space or sponsorship is cancelled or booth space is reduced between December 31, 2024, and January 24, 2025, the AAO will retain 50% of the total cost. (i.e. - \$1,700 for a standard 10x10)
- 3** If booth space or sponsorship is cancelled or booth space is reduced after January 24, 2025, the AAO will retain or collect 100% of the total cost. **No refund will be given.**

AAO

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