



American  
Association of  
Orthodontists®

# 2024-25

# SPONSOR

# PROSPECTUS

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ADVERTISING AND SPONSOR ACTIVATION  
OPPORTUNITIES

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

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# Benefits and Reach

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## Benefits

- Access to qualified buyers at Annual Session, The World's Greatest Celebration of Orthodontics™
- 10% Discount on booth rental to any Exhibitor purchasing at least \$30,000 in sponsorships (applies to Annual Session only)
- Dedicated hours of Exhibit Hall time to connect with buyers (during lunch hours and Opening Party at Annual Session)
- 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 Philadelphia in 2025! 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 2025 expected attendance: 13,000+
- Winter Conference 2025 (Joint with AAPD) expected attendance: 1000
- Annual Session website traffic: 175K pageviews from nearly 50K visitors
- Winter Conference website traffic: 6K pageviews from nearly 4.3K visitors
- AAO Social Media following: Over 114K in all social channels
- Print Practice Management Bulletin - about 15,000 (mailed to US and Canadian members)

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## 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 Supplier Relations**

For inquires contact Holly Kiel at  
hkiel@aaortho.org

## Gail Gardner

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**Editor**

If you are interested in purchasing advertising in the on-site program and exhibit guide please refer to the AAO Media Kit or contact Gail Gardner at ggardner@aaortho.org

## Brandon Hackworth

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**Vice President, Governance & Membership**

For questions related to the Resident Vitals sponsorship opportunity, contact Brandon Hackworth at  
bhackworth@aaortho.or

## Riley Pierce

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**Assistant, Legal & Advocacy**

For questions related to the Resident Legal Courses sponsorship opportunity, reach out to Riley Pierce at rpierce@aaortho.org

# 2024-25 SPONSOR PACKAGES



# WINTER CONFERENCE 2025

## 2025 Winter Conference Sponsorships

### Marketing

#### Attendee Lanyards

WINTER CONFERENCE MARKETING

**\$4,000**

REACH: 1,000+

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.)

Must be purchased by October 31, 2024.

#### Conference Bag Inserts

WINTER CONFERENCE MARKETING

**\$1,500 each**

REACH: 1,000+

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 6, 2024. Exhibitors must provide 1,200 pieces and have them shipped to the AAO office for receipt by December 31, 2024.

#### Table Swag

WINTER CONFERENCE MARKETING

**\$2,500**

REACH: 1,000+

One lucky sponsor will have the opportunity to put their swag on the lunch tables in the back of the Exhibit Hall/in the Foyer space outside the Exhibit Hall! Be sure to get your brand noticed and take advantage of this opportunity!

# 2024-25 SPONSOR PACKAGES



## WINTER CONFERENCE 2025

### Marketing Con't

#### Printed Exhibit Guide and On-Site Program Advertisements

WINTER CONFERENCE MARKETING

If you are interested in purchasing advertising in the on-site program and exhibit guide, please see the media kit for details. For further information, please contact Gail Gardner at [ggardner@aaortho.org](mailto:ggardner@aaortho.org)

#### Hotel Keycard Sponsor

WINTER CONFERENCE MARKETING

**\$10,000**

REACH: 1,000+  
PRIORITY POINTS: 4

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! **This sponsorship also includes a complimentary conference bag insert.** 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 2, 2024.

#### Attendee Registration Email Sponsor

WINTER CONFERENCE MARKETING

**\$2,500**

REACH: 1,000+

The AAO will be sending one targeted email to all Winter Conference attendees as a know before you go before the conference. The sponsor can have a clickable banner to advertise your presence at the meeting. Drive traffic to your website and keep your company top-of-mind.

#### Attendee Daily Email Sponsor

WINTER CONFERENCE MARKETING

**\$5,000**

REACH: 1,000+  
PRIORITY POINTS: 2

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 Mailing List

WINTER CONFERENCE MARKETING

**\$0.25 per name**

REACH: 500+

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

# 2024-25 SPONSOR PACKAGES



## WINTER CONFERENCE 2025

### Marketing Con't

#### Conference App Sponsor Package

WINTER CONFERENCE MARKETING

**\$7,500**

REACH: 750+

PRIORITY POINTS: 3

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
- 2 Conference App push notifications
- Complimentary attendee mailing list for a one-time use prior to the show
- Priority booth selection if purchased by August 5, 2024 - email Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) for more information

### Hospitality

#### Breakfast Sponsor Package

WINTER CONFERENCE MARKETING

**\$10,500**

REACH: 1,000+

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 August 5, 2024 - email Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) for more information
- Complimentary attendee mailing list for a one-time use prior to the show
- 1/2 page ad in on-site program
- Email to all meeting attendees promoting your sponsorship 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

# 2024-25 SPONSOR PACKAGES



## WINTER CONFERENCE 2025

### Hospitality

#### Reception Sponsor Package

WINTER CONFERENCE HOSPITALITY

**\$10,500**

REACH: 1,000+

PRIORITY POINTS: 4

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 August 5, 2024 - email Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) for more information
- Complimentary attendee mailing list for a one-time use prior to the show
- 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
- Email to all meeting attendees promoting your sponsorship 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

#### Resident Event Sponsor Package

WINTER CONFERENCE HOSPITALITY

**\$12,500**

REACH: 100+

PRIORITY POINTS: 5

Looking to network with the residents at Winter Conference and sponsor an event that they will never forget? Become the sponsor of the Resident Event that will take place on Friday, January 24th. The time is TBD, and location is 10K Alley JW Marriott Marco Island. This sponsorship package includes the following:

- 2-hour event to entertain approximately 100 residents
- Conference bag insert
- Complimentary attendee mailing list for a one-time use prior to the show
- Priority booth selection if purchased by August 5, 2024 - email Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) for more information
- Email to registered resident attendees promoting your sponsorship 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



# 2024-25 SPONSOR PACKAGES



## WINTER CONFERENCE 2025

### Thought Leadership

#### Sponsor Lunch N' Learn Package

WINTER CONFERENCE THOUGHT LEADERSHIP

**\$15,000**

REACH: 60

PRIORITY POINTS: 6

Want to be able to provide a product demonstration to AAO attendees and provide them with 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 N' Learn Package can accomplish just that! This sponsorship package includes the following:

- **Basic AV package!!!!**
- 10x10 booth with 6 staff badges
- Conference bag insert
- Priority booth selection if purchased by August 5, 2024 - email Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) for more information
- Complimentary attendee mailing list for a one-time use prior to the show
- 1/2 page ad in on-site program
- Email to all meeting attendees promoting your sponsorship 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

3 rooms, 6 opportunities, Unlimited Potential!

Available during lunch hours only (3 presentations per day)

Rooms Available - Calusa 3, Calusa 4, Calusa 5 - each accommodate classroom for 60 (located next to General Session)

Limit one opportunity per exhibitor. 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, etc.)

# 2024-25 SPONSOR PACKAGES



## WINTER CONFERENCE 2025

### Leadership Development Conference

#### Leadership Development Conference Sponsor Package

WINTER CONFERENCE LDC

**\$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 2024 Conference will take place on Thursday, January 23rd at the JW Marriott Marco Island Beach Resort.

Program attendance is nearly 130 people including component and constituent leaders, Emerging Leaders, Executive Directors, the AAO Board of Trustees, Council on New and Younger Members, 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 attendee mailing list for a one-time use provided 2 weeks prior to the start of the conference (must be approved by the AAO)
- 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)

2024-25 SPONSOR PACKAGES

# 2025 Annual Session Sponsorships



## Marketing

### Conference Bags

ANNUAL SESSION MARKETING

**\$40,000**

REACH: 12,000+

PRIORITY POINTS: 16

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.) 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

**\$40,000**

REACH: 1,000+

PRIORITY POINTS: 16

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

### Digital Conference Bag Inserts

ANNUAL SESSION MARKETING

**\$3,000 each**

REACH: 5,000+

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.

# 2024-25 SPONSOR PACKAGES



## Marketing Con't

### Printed Exhibit Guide and On-Site Program

ANNUAL SESSION MARKETING

REACH: 12,000+

Please see the media kit for details.

### Attendee Registration Email Sponsor

ANNUAL SESSION MARKETING

\$7,500

REACH: 12,000+

PRIORITY POINTS: 3

The AAO will deliver emails to all attendees three 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.

### 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

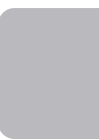
ANNUAL SESSION MARKETING

\$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.

# 2024-25 SPONSOR PACKAGES



## Marketing Con't

### Conference App Rotating Main Screen Tile Ad

ANNUAL SESSION MARKETING

**\$5,000**

REACH: 5,000+

PRIORITY POINTS: 2

The rotating main screen tile ad will be located on the conference app main screen that all attendees will see. The AAO will set the screen to display one company's banner on Friday, one 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 three opportunities.

### Hotel Keycard Sponsorship

ANNUAL SESSION MARKETING

**\$35,000**

REACH: 7,000+

PRIORITY POINTS: 14

Would you like to have your company branding noticed by attendees upon check-in to their hotel? This sponsorship opportunity provides prime exposure and yet another opportunity to push traffic to your booth during the conference! Hotels included in the package are: Philadelphia Marriott Downtown (1,150 rooms); Sheraton Philadelphia (500 rooms); Loews Philadelphia (250 rooms); Hyatt Centric (160 rooms); Notary (150 rooms); Doubletree (150 rooms); Element (150 rooms)

### Boost Your Booth's Visibility

ANNUAL SESSION MARKETING

**See Console**

REACH: 15,000+

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

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.

# 2024-25 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.

### Conference App Push Notification

**\$5,000**

REACH: 5,000+

PRIORITY POINTS: 2

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. Limit to 2 opportunities per day - one in the morning and one in the afternoon.

### Exhibit Hall Preview: NEW!

**\$5,000**

REACH: 5,000+

PRIORITY POINTS: 2

Maximize your presence at Annual Session by participating in the Exhibit Hall Preview! Located near Registration, each sponsoring company will receive a tabletop space to interact with attendees and hand out branded swag items upon their arrival. Whether your goal is to get a jump on networking or drive traffic to your booth inside the Exhibit Hall, you'll gain two additional days of client interaction! The hours of operation are below:

Wednesday, April 23: 12:00 pm - 4:00 pm

Thursday, April 24: 8:00 am - 4:00 pm

Friday, April 25: 8:00 am - 11:00 am

Price for companies that are NOT participants of the AAO Supplier Network: \$5,000

**Price for companies that ARE participants of the AAO Supplier Network: \$2,500**

### Convention Center Branding Opportunities

Contact Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) if interested in purchasing branding opportunities at the Convention Center. More details to come about the various opportunities available.

**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.

## 2024-25 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. 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 Sunday 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](mailto:hkiel@aaortho.org) to purchase.

#### AI Spotlight

INNOVATION PAVILION

**\$975 per entry**

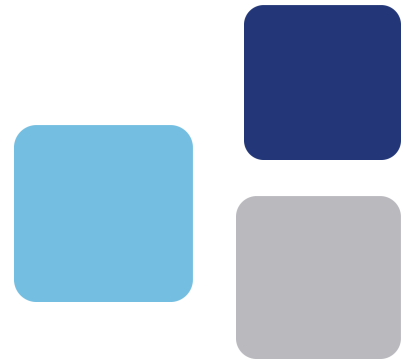
REACH: 12,000+

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.

# 2024-25 SPONSOR PACKAGES



## Hospitality

### New Orthodontist & Resident Lounge

ANNUAL SESSION HOSPITALITY

**\$15,000**

REACH: 5,000+

PRIORITY POINTS: 6

PRIORITY POINTS  
with additional F&B  
spend: 11

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.

Please note: If the sponsor would like to enhance the Food and Beverage for residents each day, we can accommodate that for an additional \$12,500 for all 3 days. Sponsor to coordinate with Holly Kiel in selecting the menu options.

### Resident Hospitality Sponsor

ANNUAL SESSION HOSPITALITY

**\$5,000**

REACH: 1,000+

PRIORITY POINTS: 2

If your organization would like to better connect with AAO's New Orthodontists & Residents, then consider this sponsorship opportunity! The sponsoring company will be able to offer hospitality to residents who are staying at this "designated resident hotel." The AAO would promote your company's brand in the On-Site program and a targeted email to all residents before the meeting.

**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.



# 2024-25 SPONSOR PACKAGES



## Hospitality

### Host a New Doctor Sponsor Program

ANNUAL SESSION HOSPITALITY

\$37,500

PRIORITY POINTS: 15

Through this sponsorship your company can provide the opportunity to attend the World's Greatest Celebration of Orthodontics to 30 early-career orthodontists (Ratio of 7 participants per sponsor). 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!

We are limiting this opportunity to a maximum of 4 sponsoring companies in 2025.

Each sponsoring company will receive:

- A shared Pre-Conference Workshop from 2pm-5pm on Thursday afternoon (Attendance will be mandatory for all hosted doctors.)
- A shared 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.) Limit of 5 representatives to attend per sponsor company
- Reserved seating at Keynote Address on Friday afternoon for all hosted doctors and 5 sponsoring company representatives.
- 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 – day to be selected by attendee upon registration. (Lunch menu to be determined / ordered / paid for by sponsoring companies. Attendance one day or the other will be mandatory for all hosted doctors.) Limit of 5 representatives to attend per sponsor company.
- A mailing list with contact information for all hosted doctors provided 2 weeks prior to Annual Session

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. CCON will select 30 orthodontists to participate. AAO Staff will assist Hosted Doctors with registering for the Annual Session, making hotel reservations, and receiving the travel allowance upon attendance at all mandatory events.

Hosted Doctors will receive the following:

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

In exchange, Hosted Doctors agree to:

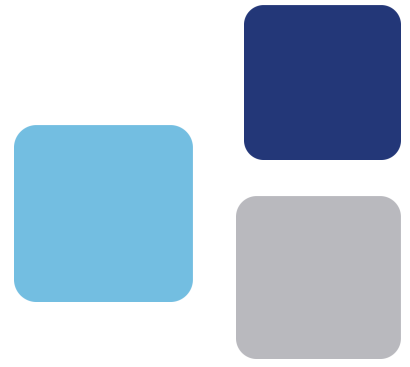
- Attend the Hosted Doctor Pre-Conference Workshop on Thursday afternoon
- Attend the Hosted dinner on Thursday evening
- Attend the Keynote and sit with group in the Reserved seating
- Attend a Hosted Lunch offered by the sponsoring company on Saturday OR Sunday

\*Please note: There are only 4 opportunities for this sponsorship.

One company can purchase more than one of the opportunities.

**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.

## 2024-25 SPONSOR PACKAGES



### Share an Experience

#### First-Timer Sponsor Program

ANNUAL SESSION HOSPITALITY

**\$25,500**

**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 in 2023 were 984 and in 2024 were 682 and your company would have exclusive access to this group throughout the conference.

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

- Book their hotel room in the designated hotel for 1st Timers
- Tour of the Convention Center on Thursday afternoon - meet in room 204C
- Reserved seating at the Keynote on Friday afternoon (limited to 100 seats)
- Reserved seating at the AAO Fest on Friday night
- Coffee service provided for 1st Timers Friday / Saturday / Sunday (limited to the first 100 attendees each day)
- 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-9am Friday / Saturday / Sunday. (Quantity ordered limited to 20 gallons of regular coffee per day. Sponsor may supplement at own cost if desired.)
- 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.)
- Reserved seating with participants at Keynote on Friday afternoon
- Reserved seating with participants during AAO Fest on Friday evening for 5 sponsor company representatives
- One complimentary Annual Session attendee mailing list for a one-time use
- Company logo on conference signage and website

# 2024-25 SPONSOR PACKAGES



## Share an Experience

### Resident's Reception

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

### 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 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: 3000+

PRIORITY POINTS: 16

Step into a momentous occasion in orthodontic history by sponsoring the Keynote Address at the AAO Annual Session! This landmark event will set the tone for the AAO party night while it provides your company with unparalleled exposure in front of a large, captive audience. In order to commemorate the 125th Anniversary of the AAO, we will be providing refreshments for the attendees as they enter the room. Music, food and fun will serve to fire the audience up before our celebrity speaker takes the stage. And, after the presentation, attendees will be sent off to enjoy an evening of parties and celebration! As the sponsoring company, you will receive 2 minutes at the very beginning of the session to address the audience. The sponsoring company logo will appear on all Thank You Sponsor signage associated with this event. Don't miss out on this opportunity for maximum brand-awareness while at Annual Session!

## 2024-25 SPONSOR PACKAGES



### Share an Experience Con't

#### Global Reception and International Lounge Bundle

SHARE AN EXPERIENCE

**\$10,000**

REACH: 400

PRIORITY POINTS: 4

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.

#### New Orthodontist and Resident Conference & Luncheon

SHARE AN EXPERIENCE

**\$15,000**

REACH: 400

PRIORITY POINTS: 6

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 may apply in order to comply with ADA CERP guidelines. Company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in lectures.

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

SHARE AN EXPERIENCE

**\$10,000**

REACH: 175

PRIORITY POINTS: 4

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.

# 2024-25 SPONSOR PACKAGES



## Share an Experience Con't

### Alumni Receptions

SHARE AN EXPERIENCE

**\$15,000**

REACH: 5,000+

PRIORITY POINTS: 6

Have your sales reps greet guests as they arrive at the most anticipated social event of the Annual Session for all registered doctors AND residents. The alumni groups are hosting the food and beverage, but the sponsor is welcome to augment the 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. Company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in lectures.

### 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, 2025
- 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 (formerly Celebration) Bronze Sponsor Package

SHARE AN EXPERIENCE

**\$5,000**

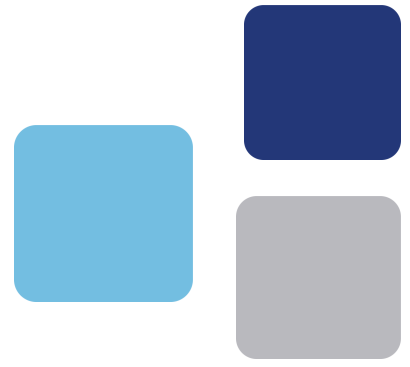
REACH: 2,000-3,000

PRIORITY POINTS: 2

The location and time for the AAO Fest event is still to be determined, but 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
- One complimentary Annual Session attendee mailing list for a one-time use
- Company logo on event signage

## 2024-25 SPONSOR PACKAGES



### Share an Experience Con't

#### AAO Fest (formerly Celebration) Silver Sponsor Package

SHARE AN EXPERIENCE

**\$10,000**

REACH: 2,000-3,000  
PRIORITY POINTS: 4

The location and time for the AAO Fest event is still to be determined, but 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
- One complimentary Annual Session attendee mailing list for a one-time use
- Company logo on event signage
- Medium size company logo on step and repeat board situated within the event venue for photo-ops

#### AAO Fest (formerly Celebration) Gold Sponsor Package

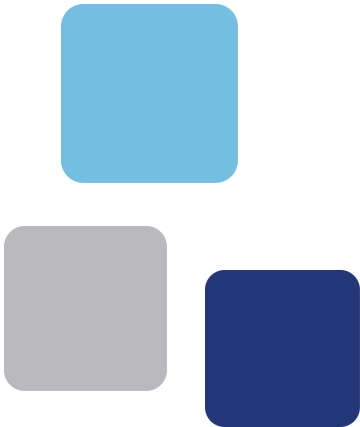
SHARE AN EXPERIENCE

**\$15,000**

REACH: 2,000-3,000  
PRIORITY POINTS: 6

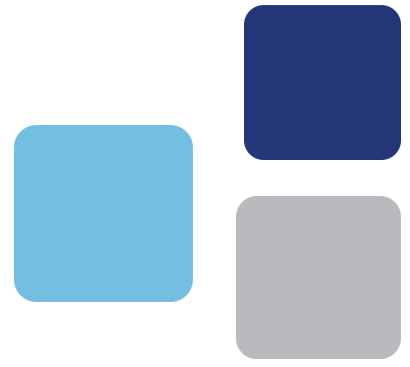
The location and time for the AAO Fest event are still to be determined, but you will not want to miss out on this prime opportunity to network with your clients and avoid having FOMO as only sponsoring companies will have access to the event! This package includes the below benefits:

- Admission for 15 company staff
- One complimentary Annual Session attendee mailing list for a one-time use
- Company logo on conference signage and conference website, as well as continuous loop in lectures
- Large size company logo on step and repeat board situated within the event venue for photo-ops
- Dedicated area in the venue for each sponsoring company to brand and entertain their clients. The branding of this area will be at the expense of the sponsoring company. The AAO will provide a 22x28 sign on an easel within the designated event space with your company logo on it



**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.

## 2024-25 SPONSOR PACKAGES



### Thought Leadership

#### Pre-Conference Workshops

THOUGHT LEADERSHIP

**\$12,500**

REACH: 300-500

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 Philadelphia? 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 24, 2025 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 in-person 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: 201A, 201B, 201C, 202AB, 203AB

Location - Pennsylvania Convention Center

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, 2024. 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.





## 2024-25 SPONSOR PACKAGES



### Thought Leadership Con't

#### Lunch 'N' Learns

THOUGHT LEADERSHIP

**\$17,500**

REACH: 150-300

PRIORITY POINTS: 7

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 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 room set-up instructions, 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. AAO will provide a complimentary one-time use in-person 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. Provide Holly Kiel with your registration link immediately following purchase. Sponsor will be in charge of managing your own registration page.

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

Rooms Available: 201A, 201C, 204A, 204C  
Location - Pennsylvania Convention Center  
Days Available: Friday, April 25 & Saturday, April 26  
Time Frame - 11:45 am - 1:30 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.



## 2024-25 SPONSOR PACKAGES

# Year Round Sponsorships

### Year-Round Sponsorship Activation

#### Legal Courses for Residents

YEAR-ROUND SPONSORSHIP ACTIVATION

**\$10,000**

REACH: 300+

PRIORITY POINTS: 4

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.

Starting: June 1, 2024 - May 31, 2025

Inquiries: Reach out to Riley Pierce at [rpierce@aaortho.org](mailto:rpierce@aaortho.org) for questions related to the sponsorship opportunity; reach out to Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) to purchase

#### 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 2025 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 2025 (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))

CONTINUES ON NEXT PAGE

## 2024-25 SPONSOR PACKAGES

# Year Round Sponsorships

### Year-Round Sponsorship Activation Con't

#### Women Orthodontist Sponsorship Package CONTINUED

YEAR-ROUND SPONSORSHIP ACTIVATION

#### CONTINUED

- 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 2025 and Annual Session 2025

#### 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, 2024 and lasts through May 31, 2025

#### 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

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## 2024-25 SPONSOR PACKAGES

# Year Round Sponsorships

### Year-Round Sponsorship Activation Con't

#### Resident Vitals

#### Program

#### CONTINUED

YEAR-ROUND SPONSORSHIP ACTIVATION

#### CONTINUED

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](mailto:bhackworth@aaortho.org) and contact Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) to purchase

#### Sustainability in Practice Sponsorship

YEAR-ROUND SPONSORSHIP ACTIVATION

TBD

This would be the perfect opportunity for the company that has sustainability as a top corporate initiative. Your company can support the AAO's effort in recycling aligner plastics and waste. Details are still TBA.

#### 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, 2024 and lasts through May 31, 2025. 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)

Sponsorship Criteria:

Sponsor is 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](mailto:bhackworth@aaortho.org)

# 2024-25 SPONSOR PACKAGES

## AAO 125th Anniversary

### Sponsor Packages

	Contributing \$2500	Distinguished \$5000	Premiere \$10,000	Elite \$20,000
Priority Point Value	1	2	4	8
Special Ribbon on Staff Badges at WC25 and AS25	✓	✓	✓	✓
Tabletop sign with 125th Anniversary Sponsor Logo at Booth during WC and AS	✓	✓	✓	✓
Company logo on the 125th Anniversary Thank You Sponsor Banner at AS25	✓	✓	✓	✓
Presence on AS25 Conference App		Rotating Banner Ad	Rotating Banner Ad	Unique Button w/company Logo clickable to website
Thank you Ad in 2 digital PMB sent to all AAO members			✓	✓
Thank you Ad on Continuous Loop at AS25			✓	✓
Thank you Ad on webinar welcome slide throughout the year			✓	✓
Thank you Ad in eBulletins during FY25			✓	✓
Logo on Souvenir Photo Op at AS25				Large Logo
Thank you Ad social media posts				✓
Sponsor Presence outside Keynote at AS25 (limited to 5 company reps)				✓
Provide one (1) sponsor hosted webinar with live audience interaction				✓

# 2024-25 SPONSOR PACKAGES



## AAO Supplier Network

### AAO Supplier Network Participant

AAO SUPPLIER NETWORK PROGRAM

**\$5,000**

REACH: All AAO Members  
PRIORITY POINTS: 2

A program that allows exhibiting companies of the AAO the opportunity to provide their company information that will live on the AAO 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. Provide Holly Kiel with your registration link immediately following purchase. Sponsor will be in charge of managing your *own* registration page.

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

- Company & Product information easily accessible by AAO members through an online supplier directory located on the 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
  - Add-on Benefit: Access to participate in the "Exhibit Hall Preview" at Annual Session (additional \$2,500, additional 1 priority point)
  - Add-on Benefit: Provide educational content by purchasing "Supplier Webinar" (additional \$5,000, additional 2 priority points) (only participating companies have this opportunity)
  - Add-on Benefit: Participate in Resident Breakfast at Annual Session
- \*Contact Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) if interested in either of the add-on benefits

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

- 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

Reach out to Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) to inquire about joining the AAO Supplier Network!

