



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.