

2012-2013 Sponsorship Opportunities

(Sponsorship benefits subject to change)

The American Academy of Pediatric Dentistry is the premier membership organization representing more than 8,000 members of the specialty of pediatric dentistry. Healthy Smiles, Healthy Children supports the mission and vision of the Academy by funding meaningful access to care grants focused on improving the quality of child oral health care including the Age One Dental Visit.

As our corporate partner you can help us to achieve our ultimate goal of supporting pediatric dentists and providing Access to Oral Health care for ALL children in this country!

The AAPD estimates that its practicing members annually purchase more than \$200 million in goods and services from various dental manufacturers and suppliers. There are many opportunities throughout the year, including our 66th Annual Session, May 23-26, 2013, in Orlando, for your company to receive full exposure to our membership.

By supporting an AAPD sponsorship opportunity, your organization promotes AAPD's strategic plan:

- Dissemination of information regarding new products and techniques
- Communication to the profession and the public issues about pediatric oral health
- Achieving greater engagement of the general dentist and dental specialists in the treatment of children

Together, AAPD and your organization can make a difference with child oral health care.



Educational Opportunities

Joint Academic Day

Be a part of this meeting that occurs both before the annual session. Your company will have access to the scientific minds of the Academy and be able to spend quality time with these pre & post doctoral members.

Sponsorship fee: \$10,000

Annual Session Scientific Program

Various major lectures, by nationally and internationally prominent speakers, are presented during the cutting edge scientific program portion of the Annual Session. Several hundred members attend these lectures.

Sponsorship Fee: \$5,000 – \$10,000 depending on course length

Research Poster Competition

Support over 300 resident pediatric dentists and their research by sponsoring this competition. For two days, poster presenters showcase their research at annual session in the exhibit hall and on the final day of annual session the top three competitors are presented with an award at the General Assembly. This is a great opportunity to connect with new dentists!

Sponsorship fee: \$25,000

AAPD Pre-Conference CE Course

This day-long continuing education course is a big draw at the Annual Session, attracting over 400 pediatric dentists and staff.

Sponsorship fee: \$30,000

Keynote Speaker

Kick off the scientific program at the Opening General Session with your sponsorship of the Keynote Speaker.

Sponsorship fee: \$35,000



Networking Opportunities

Welcome Reception

This event is a must-attend at the Annual Session and provides an excellent opportunity for your organization to get the maximum Annual Session exposure with over 4,000 pediatric dentists and auxiliary staff attending this event.

Sponsorship fee: \$30,000

New Dentist Happy Hour

Network with over 400 new pediatric dentists by sponsoring the New Dentist Happy Hour at a hot Orlando night spot! This reception is a sell-out event for new dentists, and a great opportunity for these attendees to get acquainted with your company.

Sponsorship fee: \$15,000

Presidents' Farewell Dinner Reception

Make a lasting impression on attendees by sponsoring this reception at a Orlando landmark. Taking place prior to the Presidents' Farewell dinner, this reception serves as the closing event of the Annual Session.

Sponsorship fee: \$15,000

Presidents' Farewell Dinner

A true Orlando site will provide the backdrop for the Presidents' Farewell Dinner, a signature event at the Annual Session. This seated dinner provides an excellent networking opportunity and high exposure for your company.

Sponsorship fee: \$25,000

New Dentist Program and Career Fair

Reach your target market by supporting this program geared toward new pediatric dentists and those early on in their careers. Over 600 new dentists attend the Annual Session each year and these events are developed for them and marketed to them. By having access to the Career Fair you are able to network with the new pediatric dentists in a supportive setting.

Sponsorship fee: \$5,000

Refreshment Break

Mix and mingle with attendees in the hospitality area of the exhibit hall. This affordable sponsorship provides your company with exposure to all attendees searching for a refreshment during the meeting.

Sponsorship fee: \$5,000 for one break

\$15,000 for a day's worth of breaks

Daily Continental Breakfast

Sponsor a Friday and Saturday morning continental breakfast for attendees. This is an excellent opportunity to network with attendees both days before the days program begins.

Sponsorship fee: \$20,000

Marketing Opportunities

Scientific Program Proceedings

Sponsor the electronic Scientific Program Proceedings and reach attendees before, during and after the Annual Session! The speaker handouts are what attendees crave and now this opportunity provides even more exposure. Handouts are sent electronically in advance of the meeting to all registrants. In addition, handouts are distributed onsite too on an electronic storage device. Your company logo is featured prominently throughout.

Sponsorship fee: \$25,000

Charging Station

Help attendees stay connected and stay at the meeting. Sponsor the charging station and have your company logo prominently displayed.

Sponsorship fee: \$15,000

Annual Session App

NEW! Stay connected before, during and after the meeting. Place a prominent ad on this smartphone app and everytime an attendee opens the app, your image will appear.

Sponsorship fee: \$10,000

Home Page Ads: \$2,500

Additional Ads: \$1,500

Lanyards

Have your logo and company graphics be seen and worn by ALL Annual Session attendees in Orlando for four days. Annual Session attendees (over 5,000) must wear their badge at all times to access all meetings, social events and the exhibit hall. This is a great sponsorship to expose your company message to everyone attending annual session.

Sponsorship fee: \$20,000

Hotel Key Cards

Attendees staying at any official AAPD Annual Session hotel will think of your company each time they enter or leave their hotel room. Your company logo will be on each room key. This is a great opportunity to put your company name and logo in the hands of the attendees.

Sponsorship fee: \$20,000

Tote Bags

More than 3,500 attendees will receive the registration tote bag with your logo displayed alongside the AAPD and HSHC logos. A marketing flyer provided by your company will also be included in the bags. This is a great opportunity to profile your company as these bags are used for years to come, and you will continue to benefit from this sponsorship opportunity well after the annual session ends.

Sponsorship Fee: \$20,000

Tote Bag Flyer

Place a flyer or other marketing piece in the annual session tote. You provide the piece and AAPD will take care of the rest.

Sponsorship fee: \$5,000 per piece

Expo Guide

This sponsorship, detailing all exhibit hall happenings in a pocket guide format, presents a unique opportunity to increase traffic to your booth. The Expo Guide features the exhibit hall map, with your booth highlighted. It also includes a list of exhibitors with product description, research poster clinic map, schedule of events, and maps of the facility. A copy of this guide is distributed to all registered attendees and will feature an ad for your company and your logo on the back cover.

Sponsorship fee: \$10,000

Relaxation Station

A definite hot spot in the exhibit hall! Sponsor the masseuse relaxation station and reach hundreds of attendees one-on-one while they wait in line for a massage.

Sponsorship fee: \$15,000

Additional Opportunities

Fellowships & Scholarships

Samuel Harris Fellowship

Healthy Smiles, Healthy Children and Dr. Paul S. Casamassimo created this opportunity for individuals to participate in governance and advocacy activities, AAPD and HSHC functions, and attend internal organizational and inter-professional meetings. Pediatric dental residents and individuals in their first five years post-residency are eligible to apply for the Samuel Harris Fellowship.

Sponsorship fee: \$15,000

PREVENTECH® 

Master Clinician Scholarships

The American Academy of Pediatric Dentistry (AAPD) and Healthy Smiles, Healthy Children: the Foundation of the American Academy of Pediatric Dentistry (HSHC) award five scholarships annually to new and prospective dental educators who complete the American Dental Education Association (ADEA) and the Academy for Academic Leadership (AAL) intensive faculty-development program. With vacant, budgeted faculty positions in U.S. dental schools, the overall program goal is to help recruit and retain dental faculty by preparing participants to become more effective teachers and develop other skills to facilitate success in the academic environment.

Cost of one Scholarship: \$10,000

Leadership Institute

In 2004, the AAPD and Healthy Smiles, Healthy Children partnered with the Kellogg School of Management at Northwestern University and Ultradent, Inc. to establish the Leadership Institute. The Leadership Institute was established to build strong, business-minded leaders within the field of pediatric dentistry. This leading program provides the opportunity for pediatric dentists to grow and refine their skills and become leading advocates in the fight for children's oral health care. This 3-year-long program occurs every December for four days for 30 academy members.

Sponsorship fee: Call for details

Continuing Education Courses

All course sponsors receive logo recognition on the AAPD website, all email promotions throughout the course, recognition in the brochure and at the course. In addition, a table-top display is included with the sponsorship at the course. Stay in front of your target audience all year long!

Oral Clinical Examination Review Course

Sept. 6, 2012, Denver, Co.

Presented by leading educators and clinicians, this course focuses on preparing the candidate to succeed in the oral portion of the board examination.

Participants will have the opportunity to be part of numerous mock examinations and will learn skills to deliver an impressive performance. Learn about the various domains contained in the American Board of Pediatric Dentistry examination, successful test taking techniques and how to be prepared for this type of high-stakes clinical examination. Additionally, participants will learn how to organize, remember and present pediatric dentistry information and literature.

Sponsorship fee: \$10,000
Estimated attendance: 300

Comprehensive Review of Pediatric Dentistry

Sept. 7 – 9, 2012, Denver, Co.

This highly acclaimed course provides a comprehensive review of pediatric dentistry. It may be helpful to AAPD members in their preparation for the American Board of Pediatric Dentistry (ABPD) examinations, although participation in this course does not guarantee successful completion of board exams. The curriculum is also designed to serve as a comprehensive and in-depth review of pediatric dentistry to those attendees who may be either board certified already or not planning on taking the exam.

Sponsorship fee: \$20,000 per year for multiple courses
Estimated attendance: 250



Dental Assistant's Course: Sedative and Medical Emergencies in the Pediatric Dental Office

Oct. 26, 2012, Chicago, Ill.

This one-day course is specially designed for the pediatric dental assistant to enhance their knowledge and understanding of sedation emergencies and other emergent medical conditions in the office. An introduction to oral sedatives and using nitrous oxide/oxygen sedation will be included. Participants will learn how to organize and prepare the office for an organized response to a medical emergency and how to assist in the management of medical and sedation emergencies.

Sponsorship fee: \$10,000
Estimated attendance: 100

Contemporary Sedation of Children for the Dental Practice

Oct. 26 – 28, 2012, Chicago, Ill.

The sedation course is intended for pediatric dentists who have had training in sedation techniques during their graduate or residency training programs. Although the course involves a series of lectures on key topics associated with sedation (e.g. monitoring of the patient), materials are provided that include a narrative on issues such as child personality and selection of drugs and a reference list.

Sponsorship fee: \$15,000
Estimated attendance: 150

Comprehensive Review of Pediatric Dentistry

Jan. 25 – 27, 2013, San Diego, Calif.

Sponsorship fee: \$20,000 per year for multiple courses
Estimated attendance: 250

Contemporary Sedation of Children for the Dental Practice

February 2013, Tampa, Fla.

Estimated attendance: 150

Comprehensive Pediatric Dentistry for the General Practitioner

March 22-24, 2013, San Francisco, Calif.

Sponsorship fee: \$20,000 per year for multiple courses
Estimated attendance: 250

Advertising

Electronic files should be provided in one of the following formats: Photoshop files – 300 dpi TIF or JPG files; Illustrator files – EPS; or Adobe .pdf.

Rates, position availability and production charges are subject to change without notice.

Classified Advertising

Classified ads are \$200 for the first 100 words and \$3 for each additional word (\$1 for each listing). Ads are published in three areas:

Pediatric Dentistry, *Pediatric Dentistry Today* and on the AAPD website.

Pediatric Dentistry

Established in 1979 by the American Academy of Pediatric Dentistry, this journal promotes the practice, education, and research specifically related to the specialty of pediatric dentistry.

Issues bimonthly—February, April, June, August, October, December

Circulation—7,500

Binding: Perfect Bound

Publication Trim Size: 8.25 x 10.875 inches

Black and White Rates:

	1 Time	2 Times	3 Times	6 Times
Full Page	\$850	\$700	\$650	\$575
1/2 Page	\$660	\$600	\$500	\$450
1/4 Page	\$500	\$425	\$375	\$325

Color Rates: 4-Color \$1,000

Bleeds: \$50

Cover and Preferred Position Rates:

2nd & 3rd, earned rate + 35 percent; 4th, earned rate +50 percent

Opposite TOC, +15 percent

Page placement by request, earned rate +35 percent

PDT (Pediatric Dentistry Today)

Issues bimonthly—January, March, May, July, September, November

Circulation—7,500

Binding: Saddle Stitch

Publication Trim Size: 8.5 x 10.875 inches

Black and White Rates:

	1 Time	2 Times	3 Times	6 Times
Full Page	\$500	\$425	\$375	\$325
1/2 Page	\$375	\$325	\$300	\$275
1/4 Page	\$250	\$225	\$200	\$175

Color Rates: 4-Color \$1,000

Bleeds: \$50

Cover and Preferred Position Rates:

2nd & 3rd, earned rate + 35 percent; 4th, earned rate +50 percent

Opposite TOC, +15 percent

Page placement by request, earned rate +35 percent

Membership Directory

Issues—Once per year—January

Circulation—7,700

Binding: Perfect Bound

Publication Trim Size: 8 1/2 x 11 inches

	B & W	4-Color
Full Inside Page	\$1,200	\$2,200
Cover 2	N/A	\$2,700
Cover 3	N/A	\$2,700
Cover 4	N/A	\$3,400
Tabs	N/A	\$2,950
Bleeds: \$50		

Annual Session Program Book

Issues—Once per year—May

Circulation—4,000

Binding: Perfect Bound

Publication Trim Size: 8 1/2 x 11 inches

	B & W	4-Color
Full Inside Page	\$600	\$1,200
Cover 2	N/A	\$1,500
Cover 3	N/A	\$1,500
Cover 4	N/A	\$2,000
Tabs	N/A	\$1,620
Bleeds: \$50		

2013 Annual Session Marketing Bundle

January and May PDT

Annual Session Program Book

Full Inside BW	\$1,125
Full Inside Color	\$3,465
Bleeds:	\$50 per ad

Annual Session App

NEW opportunity! Place your company name and logo on a banner ad and everytime an attendee visits an app page, your ad with hyperlink will appear.

One Banner Ad: \$1,500

Home Page Banner Ads: \$2,500

Online Opportunities

180 x 150 pixels

	Monthly	Quarterly
Consumer site	\$450	\$1,150
<i>PDT</i> site	\$450	\$1,150
Blast e-mails	\$250	\$850

Sponsorship Benefits

(Recognizes cumulative support)

Benefits	Legacy \$100,000 & Above	Platinum \$75,000 – \$99,000	Gold \$50,000 – \$74,999	President \$25,000 – \$49,999	Leader \$10,000 – \$24,999	Brauer \$2,500 – \$9,999
AAPD Advertising Discount	Full Page Color Annual Session Program Book	Full Page BW Annual Session Program Book	1/2 Page BW Annual Session Program Book			
Sponsorship Recognition on AAPD Annual Session Website	X	X	X	X	X	X
Annual Session Attendee List	Pre & Post List	Pre List				
Discounted Member Mailing List	Complimentary	Complimentary	50% off	25% off	10% off	
Exhibit space	(2) Corner booths	(1) Corner booth	Inline Booth	50% off Corner Booth		
Invitation to Corporate Appreciation Reception with the AAPD & HSHC Board of Trustees	X	X	X	X	X	X
Annual Session Sponsor Recognition Signage	X	X	X	X	X	X
Recognition in Healthy Smiles, Healthy Children Annual Report	X	X	X	X	X	X
Logo recognition in our May and July issue of <i>PDT</i> and AAPD Conference App	X	X	X	X	X	X

Contact Us! To customize a sponsorship for your company or organization, or to learn more about these and other opportunities, please contact Grant and Corporate Relations Manager Tracey Schilligo at (312) 337-2169 or tschilligo@aapd.org.

Visit us at <http://www.aapd.org> or <http://www.healthysmileshealthychildren.org!>

