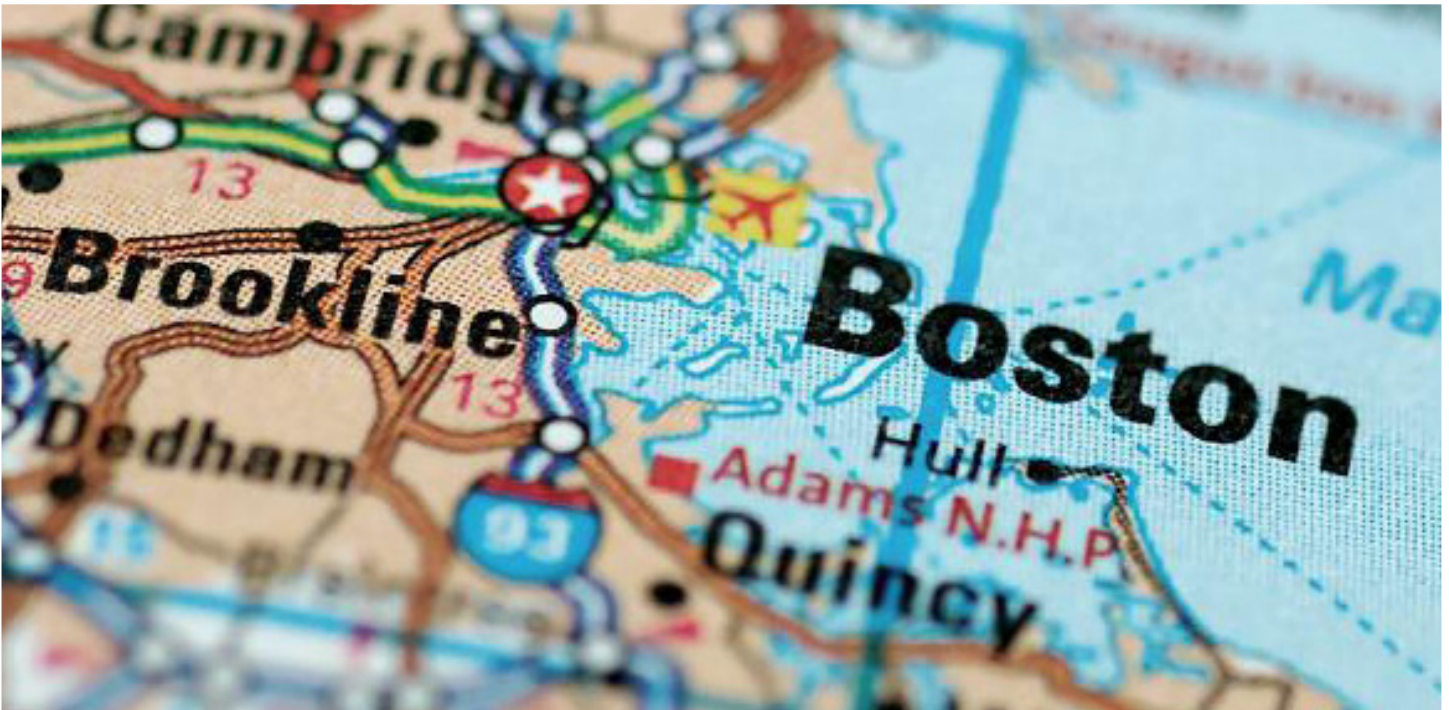


Exhibitor Prospectus & Sponsorship Opportunities Boston 2014



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Premier Conference for Pediatric Dental Professionals

The AAPD Annual Session is a dynamic four-day event offering continuing education to the largest gathering of pediatric dentists in the country in addition to a growing international attendance. The meeting is composed of educational sessions geared towards all levels for the pediatric dentist whether they are just starting their career or are seasoned professionals.

Countless Marketing Opportunities

AAPD provides dedicated time in the schedule of events to increase time in the exhibit hall and traffic to your booth! The AAPD offers multiple opportunities to increase your company's exposure, to meet with your target audience and to reinforce your marketing message.

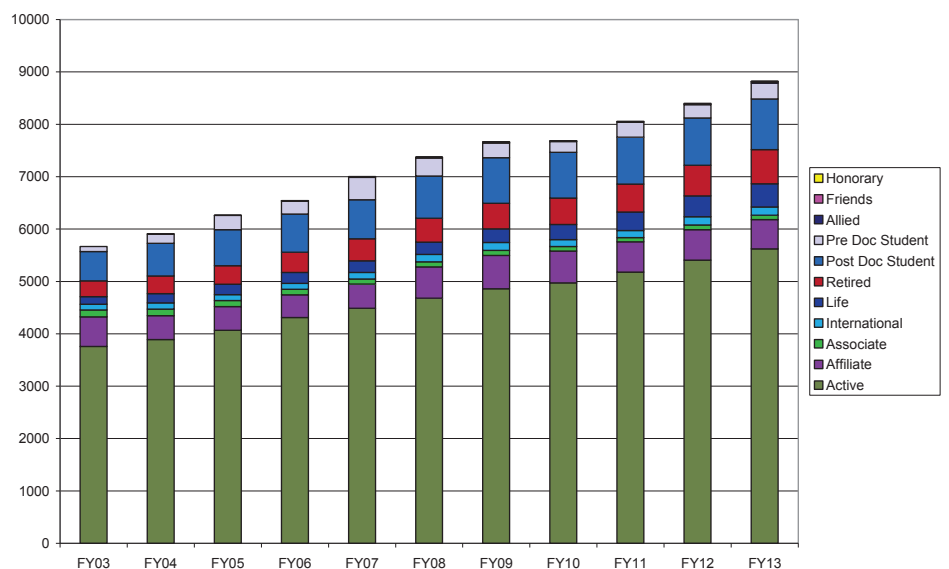
Who is the American Academy of Pediatric Dentistry?

The American Academy of Pediatric Dentistry (AAPD) is the membership organization representing the specialty of pediatric dentistry. Our 8,800 members work in private offices, clinics and hospital settings and serve as primary care providers for millions of infants, children, adolescents and patients with special health care needs. In addition, AAPD members serve as the primary contributors to professional education programs and scholarly works concerning dental care for children.

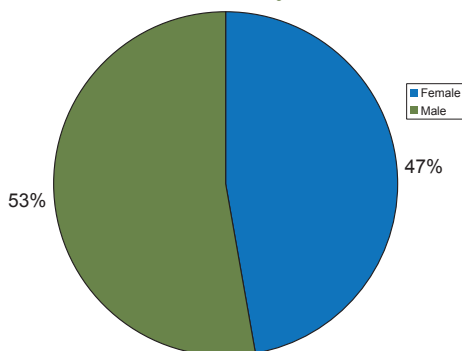
Pediatric dentistry is one of the nine recognized dental specialties of the American Dental Association. Pediatric dentists complete two to three years of additional specialized training (after the required four years of dental school) to prepare them for treating a wide variety of children's dental problems. They are also trained and qualified to care for patients with medical, physical or mental disabilities.

AAPD Membership 2012 - 2013

Active	5621
Life	444
Affiliate	559
Associate	84
International	156
Honorary	2
Retired	653
Pre doctoral Students	304
Postdoctoral Students	966
Allied	21
Friends of Pediatric Dentistry	11
Total	8,821



AAPD Members by Gender





Dr. John S. Rutkauskas
AAPD CEO

An Invitation to Participate

On behalf of the American Academy of Pediatric Dentistry (AAPD), we are pleased to invite you to exhibit at our 67th Annual Session in Boston, Mass., May 22 – 25, 2014.

AAPD is the premier membership organization representing the specialty of pediatric dentistry. The Academy’s more than 8,800 members are primary care providers who also provide comprehensive specialty treatments for infants and children through adolescence, including those with special health care needs.

This meeting is the highlight of the year for our organization, attracting over 30 percent of our member dentists, their staffs and families. Meet and interact with nearly 3,000 professionals to discuss products and services that streamline practice management, improve treatment technologies and help pediatric dentists excel as the specialist in their field.

We look forward to seeing you in Boston!

Cordially,

John S. Rutkauskas, D.D.S., M.B.A., CAE
Chief Executive Officer



Make the most of your marketing dollars this year, sponsor an event and reserve your exhibit space now for the 67th Annual Session, May 22-25, 2014, at the Hynes Convention Center in Boston, Mass.

Annual Session & Exhibits

Booth Fees

Before Feb. 1, 2014

\$1,900 per 10' x 10' booth
\$200 Additional per Corner booth

\$8,800 per Island booth

After Feb. 1, 2014

\$2,200 per 10' x 10' booth
\$200 Additional per Corner booth

\$9,200 per Island booth

Exhibit Dates & Show Hours

Friday, May 23, 2014

9 – 10 AM

NOON – 1 PM

2 – 2:30 PM

9 AM – 4 PM

Continental Breakfast in the Exhibit Hall

Lunch in the Exhibit Hall

Refreshment Break in the Exhibit Hall

Saturday, May 24, 2014

8 – 9 AM

NOON – 1 PM

2:30 – 3 PM

8 AM – 5 PM

Continental Breakfast in the Exhibit Hall

Lunch in the Exhibit Hall

Refreshment Break in the Exhibit Hall

Sunday, May 25, 2014

8 – 9 AM

11 AM

8 AM – 12 PM

Continental Breakfast in the Exhibit Hall

Attendee Raffle in the AAPD Bookstore

Schedule of events is tentative and subject to change as needed by AAPD Show Management.

Booth Assignment and Priority Point System

Booth assignments are made based on a priority point system. After the initial space draw, booths are assigned on a first-come, first-served basis. Points are earned by longevity of participation at the AAPD Annual Session, the number of booths utilized, and advertising and sponsorship of AAPD functions and programs throughout the year, including the Annual Session. Exhibitor points are cumulative and carried over from one participating year to the next.

AAPD assigns all booth space in a fair and equitable manner using the point system and considers the assignment of space as accepted unless rejected by the Exhibitor in writing within 14 days from the receipt of booth confirmation.

For more information, please contact AAPD Meeting & Exhibits Associate Debra Gilbert at dgilbert@aapd.org or Meeting Services Director Tonya Almond at talmond@aapd.org or by calling (312) 337-2169.

Exhibit Rules and Regulations

The rules and regulations listed in this Exhibit Prospectus are part of the Contract to Exhibit. All matters and questions not covered in the contract to exhibit are subject to the express decisions of the AAPD. The terms of this contract and all other rules and regulations applicable to this Annual Session and exhibitor's space may be amended at any time by the AAPD, and all amendments so made shall be equally binding on the exhibitor and all other exhibitors affected by them. In the event of any amendment or additions to this contract and/or rules and regulations applicable to the events and the exhibitor's space, written notice will be given by the AAPD to the exhibitor and all other exhibitors that may be affected by them.

Eligibility Requirements

The exhibit area is open only to exhibitors whose products and services are directly related to and useful in the practice of pediatric or general dentistry or are indirectly related to the practice of pediatric dentistry or general dentistry that are used by, support or are otherwise beneficial to pediatric dentists and general dentists in their practices. Companies must be in good financial standing with the AAPD. Companies and individuals that sell products and services in conflict with AAPD oral health policies and clinical guidelines are not eligible to exhibit. All products and services must comply with all state and local regulations and with all current FDA regulations, if required.

AAPD reserves the right to reject or remove any exhibit or applicant whose products or services is not, in the opinion of the AAPD, compatible with the general character and/or objectives of the Academy. At its discretion and without liability, the AAPD may accept or reject any application for exhibit space; revoke any application prior to the event; or remove, at the exhibitor's expense, any exhibit booth in its entirety or any displayed items contained in any exhibit booth deemed by the AAPD to be unsuitable for display in the exhibit hall.

Terms of Payment

A deposit (U.S. funds) of 50 percent of the total cost must accompany the Contract for Exhibit Space to guarantee booth space. Any balance due is payable on or before Feb. 1, 2014, to guarantee the booth. If space is contracted after Feb. 1, 2014, payment in full must accompany the contract for space. Exhibit space that is not paid in full within this time frame is subject to reassignment.

Cancellation of Space

Written notice of cancellation of this contract, or reduction of space, must be received by the AAPD by **Feb. 1, 2014**, for full refund less an administration fee of \$500 will be made. If space is cancelled between **Feb. 2, 2014, and March 14, 2014**, 50 percent of the total refund fees will be retained by AAPD. Official notice received after that date negates any refund. Any space not claimed or occupied by 2:00 p.m. on Thursday, May 22, 2014, may be reassigned by the Academy without refund.

In the event that all booth space is sold, the Exhibitor will have the opportunity to be wait-listed, and payment will be processed. Companies will be entitled to a full refund in the event that the wait list does not clear.

Americans with Disabilities Act

Exhibitor shall be responsible for compliance with the Americans with Disabilities Act with regard to their booth space, including but not limited to, wheelchair access.

Exhibitor Service Kit

An Exhibitor Service Kit that contains complete information and order forms for all exhibit services will be sent to participating exhibitors in March from the AAPD Official Service Contractor. Freeman is the official contractor for the AAPD.

Booth Construction

Installation & Dismantling

All crated displays must be set up by the designated time. If not, the AAPD will order them set up, and all applicable charges will be applied to the Exhibitor of record.

- A. The Official Contractor claims jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of Exhibitor merchandise. Exhibitors may set up exhibit displays if one person can accomplish the task in less than one-half hour without the use of tools.

If exhibit preparation, installation or dismantling requires more than one-half hour, personnel from the Official Contractor must be used.

- B. The Official Contractor claims jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. An Exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment.
- C. Exposed unfinished sides and exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during the set-up time, and the Official Contractor, with the approval of the AAPD, will provide draping as deemed necessary. Any charges incurred will be the responsibility of the Exhibitor.
- D. If Exhibitors fail to remove their materials from the Exhibition area in a timely manner, Exhibitors shall indemnify, hold harmless and defend the AAPD from and against any and all fees or expenses that must be paid to the facility as a result of such late removal. Any property remaining in the Exhibition area after the termination of the AAPD Annual Session Exhibition may be disposed of or stored at the Exhibitor's sole cost, as the Official Contractor or facility deems appropriate.

Outside Contractors

- A. Exhibitors may use outside contractors to perform all work desired at the Exhibitor's booth space. The AAPD assumes no liability for any work performed by such contractors, and Exhibitors shall look solely to such contractors in the event of any injury or damage resulting from work performed by such contractors.
- B. All outside installation and dismantling contractors or individuals hired directly by Exhibitors to erect and dismantle exhibits shall provide the AAPD with a valid Certificate of Insurance at least 45 days prior to exhibition opening so permission may be given for said contractor(s) to operate.

Variance Request

IMPORTANT! All requests for booth design or hanging sign variances must be submitted by March 31, 2014. Submit hard copies by mail or fax including a written explanation of design and variance being requested and a scaled floor plan to include dimensions, clearly identifying the area in which the variance is being requested. No variance will be granted at show site.

2013-2014 Sponsorship Opportunities

(Sponsorship benefits subject to change)

The American Academy of Pediatric Dentistry is the premier membership organization representing more than 8,800 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 67th Annual Session, May 22-25, 2014, in Boston, Mass., for your company to receive full exposure to our membership.

Educational Opportunities

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

AAPD Pre-Conference CE Course

Course topic: Pediatric Medicine Update

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

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

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

Additional Opportunities

Fellowships & Scholarships

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 the course materials App 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!

The Impact of the Affordable Care Act on the Pediatric Dental Practice

Sept. 28, 2013, Chicago, Ill.

Among its myriad provisions, the Patient Protection and Affordable Care Act (ACA) is intended to increase access to dental benefits for children, via enrollment through the individual and small group health insurance markets under new state health insurance exchanges. Pediatric oral health is described in the law as an "essential health benefit" that must be offered in these exchanges, and in individual and small group markets outside of exchanges.

Sponsorship fee: \$10,000
Estimated attendance: 150

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

Oct. 4, 2013, Seattle, Wash.

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

Beyond the Guidelines: Factors Affecting Behavior Guidance

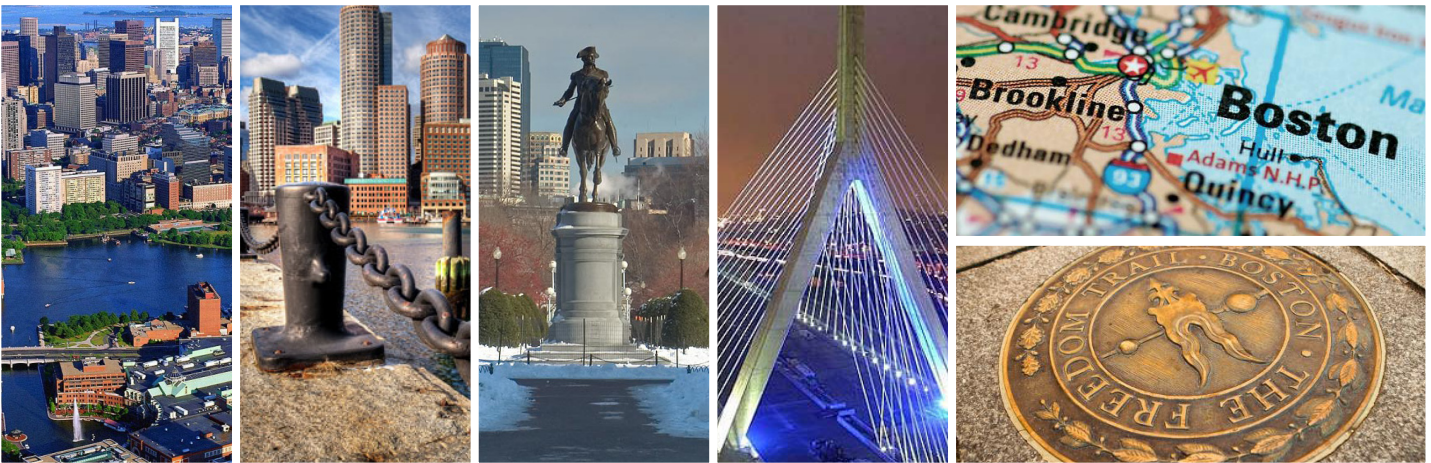
Nov. 15 – 16, 2013, Chicago, Ill.

This course focuses on the evolution of society and how chairside management of behavior is critical to the doctor-family relationship. Research has shown that significant changes in child development, family function and societal trends and the impact it has on chairside management. Research has also shown that children who experience the most tooth decay react differently to traditional chairside techniques and behaviors, requiring dentists to handle those patients with greater care.

Sponsorship fee: \$10,000
Estimated attendance: 250



Exhibitor Prospectus & Sponsorship Opportunities Boston 2014



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(312)337-2169, Fax (312) 337-6329, <http://www.aapd.org>

