

**Orlando** 5.23 - 5.26  
*It's a GLOBAL world after all*  
AAPD 66th Annual Session 2013

## Exhibitor Prospectus & Sponsorship Opportunities



## 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 comprises 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.

Make the most of your marketing dollars this year, sponsor an event and reserve your exhibit space now for the 66th Annual Session, May 23-26, 2013, at the Walt Disney World Swan Dolphin Convention Halls, Orlando, Fla!

### *Who is the American Academy of Pediatric Dentistry?*

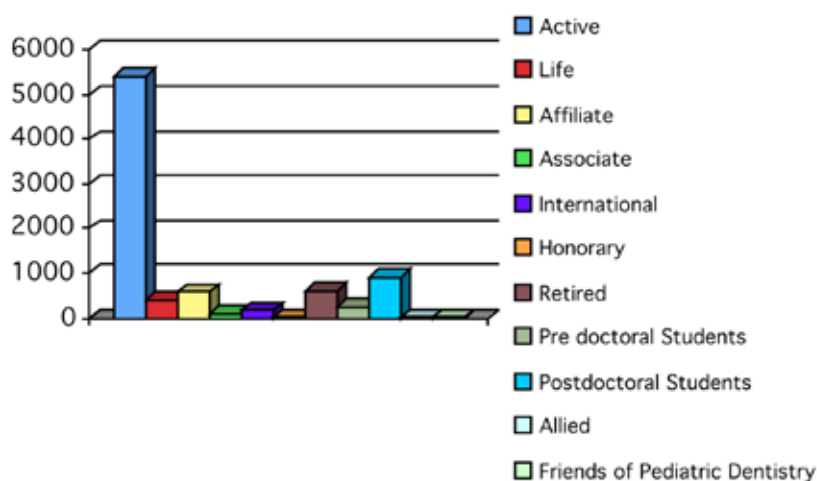
The American Academy of Pediatric Dentistry (AAPD) is the membership organization representing the specialty of pediatric dentistry. Our 8,000 members work in private offices, clinics and hospital settings and serve as primary care providers for millions of infants, children, adolescents and patients 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 2011 – 2012**

Active	5,407
Life	398
Affiliate	581
Associate	90
International	158
Honorary	2
Retired	584
Pre doctoral Students	253
Postdoctoral Students	903
Allied	13
Friends of Pediatric Dentistry	12

**Total 8,401**



## An Invitation to Participate

On behalf of the American Academy of Pediatric Dentistry (AAPD), we are pleased to invite you to exhibit at our 66th Annual Session in Orlando, Fla., May 23 – 26, 2013.

AAPD is the premier membership organization representing the specialty of pediatric dentistry. The Academy's more than 8,000 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 more than 2,500 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 Orlando!

Cordially,

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



211 East Chicago Avenue, Suite 1700, Chicago, Illinois 60611

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



# Annual Session & Exhibits

## Booth Fees

### Before Feb. 1, 2013

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

\$8,800 per Island booth

### After Feb. 1, 2013

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

\$9,200 per Island booth

## Exhibit Dates & Show Hours

### Friday, May 24, 2013

9 – 9:30 AM

NOON – 1 PM

2 – 2:30 PM

### 9 AM – 4 PM

Refreshment Break in the Exhibit Hall

Lunch in the Exhibit Hall

Refreshment Break in the Exhibit Hall

### Saturday, May 25, 2013

8 – 9:30 AM

NOON – 1 PM

2:30 – 3 PM

### 8 AM – 5 PM

Refreshment Break in the Exhibit Hall

Lunch in the Exhibit Hall

Refreshment Break in the Exhibit Hall

### Sunday, May 26, 2013

8 – 9:30 AM

### 8 AM – 12 PM

Refreshment Break in the Exhibit Hall

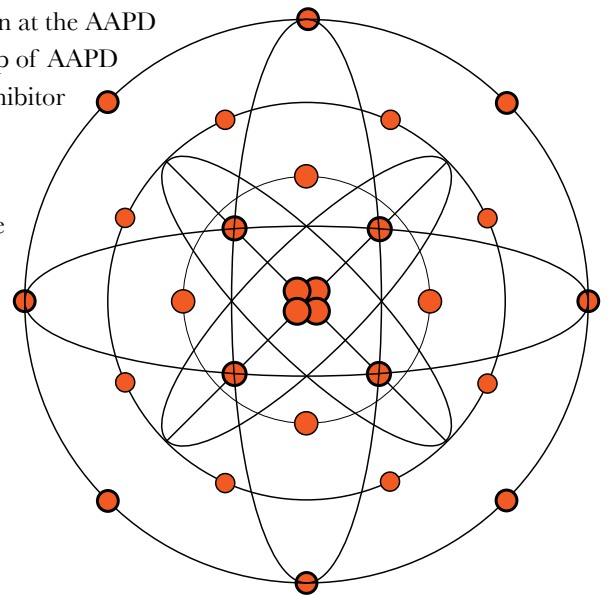
*Schedule of events is tentative and subject to change as needed by AAPD Show Management.*

## 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](mailto:dgilbert@aapd.org) or Meeting Services Director Tonya Almond at [talmond@aapd.org](mailto: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, 2013, to guarantee the booth. If space is contracted after Feb. 1, 2013, 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, 2013**, for full refund less an administration fee of \$500 will be made. If space is cancelled between **Feb. 2, 2013, and March 16, 2013**, 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 24, 2013, 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, 2013. 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.

## 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

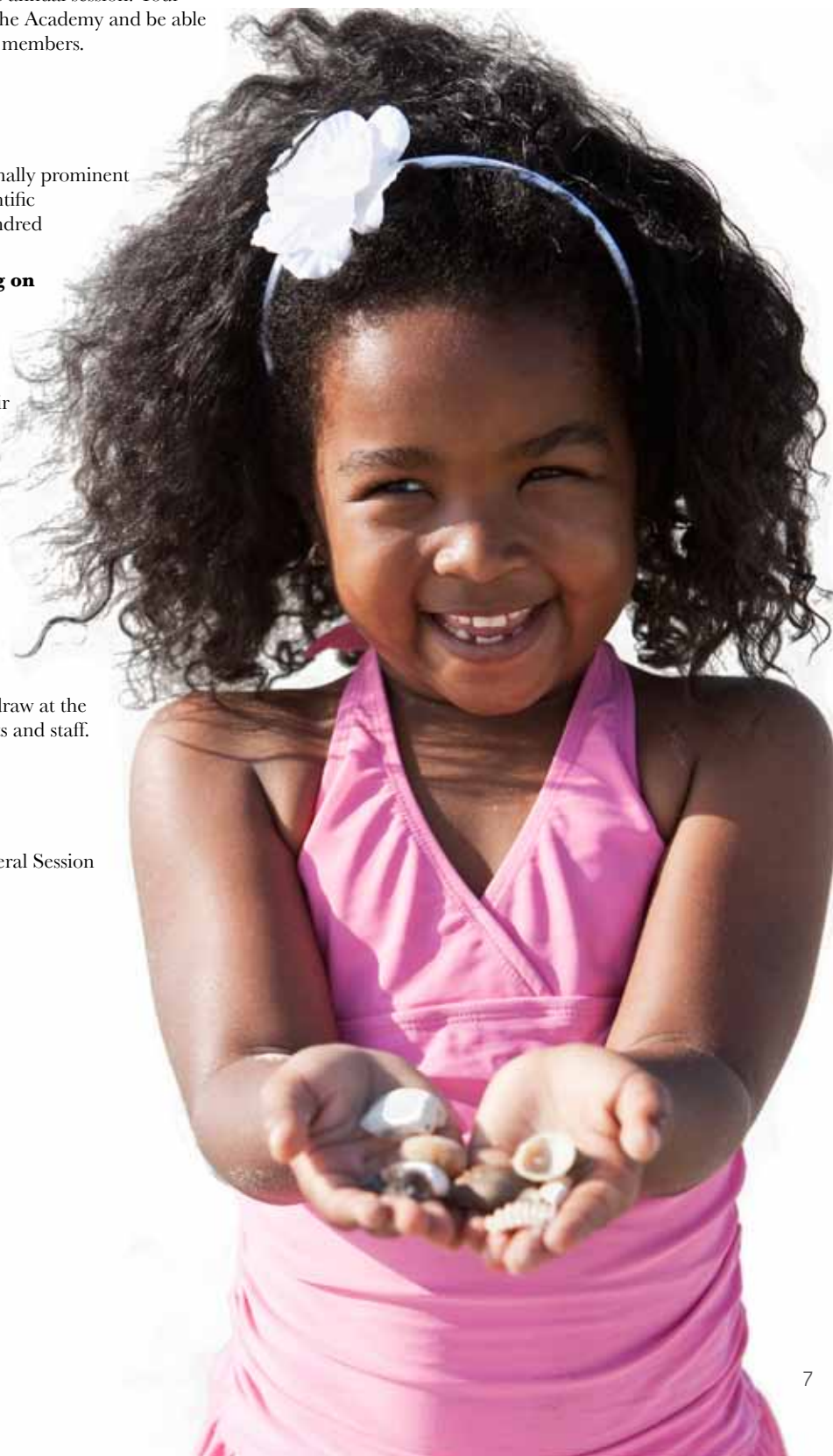
This day-long continuing education course is a big draw at the Annual Session, attracting over 400 pediatric dentists and staff.

**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
PDT site	\$450	\$1,150
Blast e-mails	\$250	\$850

# Sponsorship Benefits

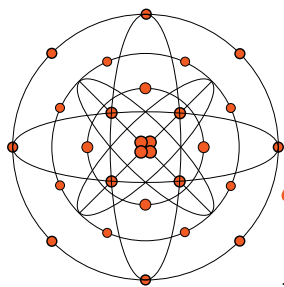
(Recognizes cumulative support)

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](mailto:tschilligo@aapd.org).**

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





*Orlando*

*It's a GLOBAL world after all*

AAPD 66th Annual Session 2013

5.23 - 5.26



## Exhibitor Prospectus & Sponsorship Opportunities

211 East Chicago Avenue, Suite 1700, Chicago, Illinois 60611

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