



Exhibitor Prospectus & Sponsorship Opportunities



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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?

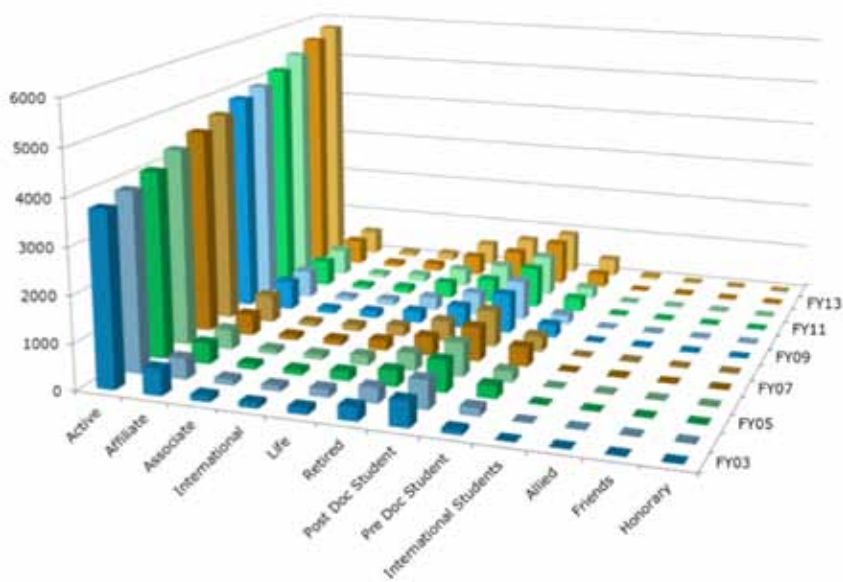
The American Academy of Pediatric Dentistry (AAPD) is the membership organization representing the specialty of pediatric dentistry. Our 9,300 members work in private offices, clinics and hospital settings and serve as primary care providers for millions of infants, children, adolescents and patients 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 2013 - 2014

Active	5,822
Life	491
Affiliate	556
Associate	81
International	160
Honorary	2
Retired	698
Pre doctoral Students	420
Postdoctoral Students	951
International Student	96
Allied	16
Friends of Pediatric Dentistry	11
Total	9,304

AAPD Membership Growth, 2003-2014





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 the AAPD 2015 Annual Session in Seattle, Wash., May 21 – 24, 2015.

AAPD is the premier membership organization representing the specialty of pediatric dentistry. The Academy’s more than 9,300 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 over 3,500 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 Seattle!

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 2015 Annual Session, May 21-24, at the Washington State Convention Center in Seattle, Wash.

Annual Session & Exhibits

Booth Fees

Before Feb. 2, 2015

\$1,900 per 10' x 10' booth
\$200 Additional per Corner booth
\$8,800 per Island booth

After Feb. 2, 2015

\$2,200 per 10' x 10' booth
\$200 Additional per Corner booth
\$9,200 per Island booth

Exhibit Dates & Show Hours

Friday, May 22, 2015

9 – 10:30 AM
11:30 AM – 2 PM
1 – 5 PM

9 AM – 5 PM

Continental Breakfast in the Exhibit Hall
Lunch in the Exhibit Hall
Refreshment Break in the Exhibit Hall

Saturday, May 23, 2015

9 – 10:30 AM
11:30 AM – 2 PM
1 – 5 PM

9 AM – 5 PM

Continental Breakfast in the Exhibit Hall
Lunch in the Exhibit Hall
Refreshment Break in the Exhibit Hall

Sunday, May 24, 2015

9 – 10 AM
11 AM

9 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 Senior Director Tonya Almond at talmond@aapd.org or by calling (312) 337-2169.

Exhibit Rules and Regulations

The rules and regulations listed in this Exhibitor 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. 2, 2015, to guarantee the booth. If space is contracted after Feb. 2, 2015, 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. 2, 2015**, for full refund less an administration fee of \$500 will be made. If space is cancelled between **Feb. 3, 2015, and March 13, 2015**, 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 21, 2015, 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, 2015. 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.

Industry Relations Council (IRC)

The AAPD Industry Relations Council (IRC) provides greater access to the leadership, both volunteer and at the AAPD HQ Office, for organizations wishing to collaborate with the AAPD on various programs. The IRC would establish a framework to foster ideas about future product development and to expand dialogue on emerging issues of shared concern. Participation in the IRC affords exclusive opportunities throughout the year to meet with AAPD and HSHC Leadership.

Program Benefits

Invitation to the AAPD/HSHC Corporate Support events	(1) Invitation	(2) Invitations	(3) Invitations
Recognition as an IRC participant at the Annual Session, including signage in your booth	✓	✓	✓
Recognition in an IRC thank you advertisement published in <i>Pediatric Dentistry</i> (scientific journal)	✓	✓	✓
Subscription to <i>Pediatric Dentistry</i> (scientific journal)	✓	✓	✓
Subscription to <i>PDT</i>	✓	✓	✓
Recognition on the AAPD Web Site (www.aapd.org)	✓	✓ (Link to corporate home page)	✓ (Link to corporate home page)
Recognition on the AAPD Consumer Web Site (www.mychildrensteeth.org)	✓	✓	✓ (Link to corporate home page)
Priority points for the following year's exhibit selection process	(1) Point	(2) Points	(3) Points
Ability to conduct annual written survey of AAPD membership (to be distributed through AAPD)	(2) Questions	(4) Questions	(6) Questions
Ability to host an ancillary meeting at the Annual Session	✓	✓	✓
Access to volunteers to discuss programs, the future of pediatric dentistry and potential collaborative projects		✓	✓
One 10'x10' booth space at the Annual Session		✓	✓
Invitation to corporate retreat meeting	(1) Invitation	(2) Invitations	(3) Invitations

2014-2015 Sponsorship Levels

(Sponsorship benefits subject to change)

	Strategic	Gold	Silver	Bronze
Benefits	\$50,000 and above annually	\$25,000 – \$49,999 annually	\$10,000 – \$24,999 annually	up to \$9,999 annually
Exhibit Space	Two Corner Booths	One inline booth	25 percent discount on booth space	10 percent discount on booth space
Member Mailing List	Member Mailing List – three times a year	Member Mailing List – two times a year	Member Mailing List – one time a year	Member Mailing List – one time a year
Annual Session Attendee Mailing List	Pre and post Annual Session attendee list	Post Annual Session attendee list	Pre Annual Session attendee list	Pre Annual Session attendee list
Invitations	Corpoarte Appreciation Reception with the AAPD and HSHC Board of Trustees	Corpoarte Appreciation Reception with the AAPD and HSHC Board of Trustees	Corpoarte Appreciation Reception with the AAPD and HSHC Board of Trustees	Corpoarte Appreciation Reception with the AAPD and HSHC Board of Trustees
	Welcome Reception	Welcome Reception	Welcome Reception	Welcome Reception
AAPD 2015 Signage	Annual Session Sponsor recognition signage	Annual Session Sponsor recognition signage	Annual Session Sponsor recognition signage	Annual Session Sponsor recognition signage
Sponsor Recognition	Recognition in Healthy Smiles, Healthy Children Annual Report	Recognition in Healthy Smiles, Healthy Children Annual Report	Recognition in Healthy Smiles, Healthy Children Annual Report	Recognition in Healthy Smiles, Healthy Children Annual Report
	Logo recognition in January, May and July <i>PDT</i>	Logo recognition in January, May and July <i>PDT</i>	Logo recognition in January, May and July <i>PDT</i>	Logo recognition in January, May and July <i>PDT</i>
	Sponsor recognition in Annual Session app	Sponsor recognition in Annual Session app	Sponsor recognition in Annual Session app	Sponsor recognition in Annual Session app
	Logo placement on online interactive exhibitor page	Logo placement on online interactive exhibitor page	Logo placement on online interactive exhibitor page	Logo placement on online interactive exhibitor page
Exhibitor Priority Points	More than 50 exhibitor priority points assigned to your company	Up to 50 exhibitor priority points assigned to your company	Up to 25 exhibitor priority points assigned to your company	Up to 10 exhibitor priority points assigned to your company

2014-2015 Sponsorship Opportunities

The American Academy of Pediatric Dentistry is the premier membership organization representing more than 9,300 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 AAPD 2015 Session, May 21-24, in Seattle, Wash., 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 AAPD 2015. Several hundred members attend these lectures.

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

AAPD Pre-Conference CE Course

Course topic: TBD

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

Joint Academic Day

Be part of the meeting that occurs before AAPD 2015. Your company will have access to the scientific minds of the Academy and your company will be able to spend quality time with these pre and postdoctoral members..

Sponsorship Fee: 15,000

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 AAPD 2015! 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 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

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, recognition in the course brochure, in the conference 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!

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

Oct. 24, 2014, Denver, Colo.

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 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

An Update in Pediatric Restorative Dentistry Symposium

Nov. 14-15, 2014, Miami, Fla.

This symposium is designed to update the practitioner on dental restorative materials and indications for their use. The intention is to discuss topic areas presented at the last Pediatric Restorative Dentistry Consensus Conference and to update information presented and published. Whether you attended the previous conference or not, you will still walk away with information on topic areas such as Risk Assessment and Clinical Decision Making for Caries Management in Children; The Use of Pit and Fissure Sealants; Glass Ionomer Cements; The Use of Amalgam in Pediatric Dentistry; Dentin/Enamel Adhesives in Pediatric Dentistry; Resin-Based Composites in Pediatric Dentistry; The Use of Stainless Steel Crowns and; Restoring Primary Anterior Teeth.

Sponsorship Fee: Multiple Events; Prices start at \$5,000

Estimated attendance: 250





AMERICA'S PEDIATRIC DENTISTS THE BIG AUTHORITY on little teeth

AAPD Advertising Opportunities

Display Advertising

Display ads may be purchased in various sizes. 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. Agency Commission Discount: 15% off Black & White base rate only.

- Only digital submission of ads in compliance with AAPD guidelines. Faxed ads are not accepted.
- Advertising insertions requiring typesetting or makeup are subject to additional charges.
- Format and position are at the discretion of the AAPD.

AAPD 2015

Each May, the AAPD Annual Session provides scientific programs, practice management information, the latest on clinical techniques, policy-making involvement for the specialty, plus fellowship and networking with professional colleagues.

Issues—Once per year—May

Circulation—5,000

Binding: Perfect Bound

Publication Trim Size: 5 1/2 x 8 1/2 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	

AAPD 2015 Marketing Bundle

January and May *PDT*
Annual Session Program Book

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

AAPD 2015 App

Place your company name and logo on a banner ad and as attendees peruse the app, your ad with hyperlink will appear.

One Banner Ad:	\$1,500
Home Page Banner Ads:	\$2,500

Pediatric Dentistry

Pediatric Dentistry is the official publication of the American Academy of Pediatric Dentistry, the American Board of Pediatric Dentistry and the College of Diplomates of the American Board of Pediatric Dentistry. It is published bi-monthly and is internationally recognized as the leading journal in the area of pediatric dentistry. The journal promotes the practice, education and research specifically related to the specialty of pediatric dentistry. This peer-reviewed journal features scientific articles, case reports and abstracts of current pediatric dental research.

Issues bimonthly—February, April, June, August, October, December
 AAPD Members—9,000
 Paid subscribers—700
 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

Pediatric Dentistry Today (PDT)

PDT (Pediatric Dentistry Today) magazine is the bi-monthly member publication that highlights legislative and regulatory information, membership news and AAPD meetings, as well as information on current and future events within the specialty and organization.

Issues bimonthly—January, March, May, July, September, November
 Circulation—9,000
 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

The Membership Directory is one of the most widely used membership benefits. Providing information for referral and increasing communication among members, the Directory also showcases important information regarding the AAPD and its services, including its Constitution and Bylaws.

Issues—Once per year—January
 Circulation—9,000
 Binding: Perfect Bound
 Publication Trim Size: 8 1/2 x 11 inches

	B & W	4-Color
Full Inside Page	\$1,320	\$2,420
Cover 2	N/A	\$3,250
Cover 3	N/A	\$3,250
Cover 4	N/A	\$3,750
Tabs	N/A	\$3,000
Bleeds: \$50		

Online Opportunities

AAPD Website

In 2012, AAPD relaunched the website. It has many new enhanced features. The reorganized and redesigned site features streamlined navigation, robust social media integration, mobile site for smartphones and improved search and cross-referencing.

Additionally, the consumer-focused site, *MyChildrensTeeth.org*, educates parents and caregivers about our policies and recommendations in features catering to the layperson.

Pediatric Dentistry Today has a full website to archive and promote articles in a streamlined interface designed to encourage sharing among pediatric dental office staff and patients and their families.

Electronic Banner Ad Opportunities

Dimensions: 180 x 150 pixels, 120 x 240 pixels, 180 x 150 pixels

	Monthly	Quarterly
Consumer site	\$450	\$1,200
PDT site	\$450	\$1,200

AAPD E-News is a bi-weekly electronic update of important issues for pediatric dentists.

	Monthly	Quarterly
Blast e-mails	\$300	\$850

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