

SAN DIEGO

aapd²²



**EXHIBITOR AND SPONSORSHIP
OPPORTUNITIES**



AMERICA'S PEDIATRIC DENTISTS
THE BIG AUTHORITY on little teeth®



WE ARE BACK AND BETTER TOGETHER

On behalf of the American Academy of Pediatric Dentistry (AAPD), we are pleased to invite you to join us at the AAPD 2022 Annual Session in San Diego, CA May 26 – 29, 2022. We can't wait to bring everyone together for AAPD 2022 as we are celebrating the American Academy of Pediatric Dentistry's **75th** anniversary. This meeting is the professional highlight of the year for pediatric dentistry, attracting over 30 percent of our member dentists, their staffs and families. After two years apart, our members are more excited than ever to meet and experience all the offerings at AAPD 2022.

AAPD is the membership organization representing pediatric dentistry. The Academy's more than 10,800 members are primary care providers, who also provide comprehensive specialty treatments for infants and children through adolescence, including those with special health care needs.

Exhibitors and sponsors are an essential part of the overall experience during AAPD 2022. Meet and interact with professionals to discuss products and services that streamline practice management, improve treatment technologies and help pediatric dentists excel.

There are plenty of opportunities throughout the year to be together with our members. Beginning on page 18 you will find a variety of sponsorship opportunities that can be tailored to your company's specific needs. These opportunities allow your company to be connected to our members in a meaningful way whether it is exhibiting in a more intimate environment at our CE courses or being involved in our podcasts.

We are thrilled to be able to meet in person again and we look forward to seeing you in San Diego for AAPD 2022!

Cordially,

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



SEE WHY WE ARE THE BIG AUTHORITY ON LITTLE TEETH

- The American Academy of Pediatric Dentistry is one of the fastest growing dental specialty organizations
- The American Academy of Pediatric Dentistry has 10,800 members
- 92% of practicing pediatric dentists are members of the American Academy of Pediatric Dentistry
- Half of the American Academy of Pediatric Dentistry members are 10 years or less out of residency
- In 2020, 90% of pediatric residency graduates became Active Members
- 53% of AAPD members are female and 47% are male

READY TO BE PART OF THE LARGEST PEDIATRIC DENTAL MEETING?

The high concentration of pediatric dentists make this a show you do not want to miss! The AAPD Annual Session is a dynamic three-day event offering continuing education and networking opportunities for America's pediatric dentists. Exhibitors and sponsors are vital to making this an exceptional experience. The exhibit hall at AAPD Annual Session is energetic and engaging throughout the entire show.

AAPD Annual Session kicks off the pediatric dental "busy season" so members arrive ready to learn and make purchasing decisions. In 2019, 86% of attendees went to the hall during break and 42% visited the hall every day. The exhibit hall is a draw for our members throughout the entire meeting. Especially after two years of not being able to engage with vendors and partners, we think our members will be so excited to return to the exhibit hall!



WHAT CAN THE AMERICAN ACADEMY OF PEDIATRIC DENTISTRY DO FOR YOU?

- Connect you with our members who are engaged and eager to buy products/services at the Annual Session before their busy time in the summer
- Give access to our over 10,800 members who specialize in pediatric dentistry and utilize your products/services to help them be successful in their career
- Cultivate existing relationships and make new connections with decision makers
- Allow you opportunities to engage with our growing number of early career dentists
- Create brand exposure/awareness at the Annual Session and throughout the year

If your company is interested in sustaining relationships with current customers or connecting with potential buyers, AAPD Annual Session is the opportunity to meet with these buyers and decision makers.



FUTURE ANNUAL SESSIONS:



2023



2024



2025

Our attendees appreciate the face-to-face interaction between vendors, as noted by the feedback from attendees at previous Annual Sessions:

“THE ANNUAL SESSION PROVIDES GREAT VALUE TO ME BECAUSE I GET TO SEE NEW PRODUCTS, COMPARE PRICES, AND ENGAGE WITH VENDORS.”

“ANNUAL SESSION IS A TIME TO SEE SOME MATERIALS, INSTRUMENTS AND EQUIPMENT THAT I DON'T GET TO SEE THE REST OF THE YEAR.”

“I HAVE HAD A POSITIVE EXPERIENCE ON THE SHOW FLOOR. THERE ARE USUALLY GOOD DEALS SO I WILL ORDER A LOT FOR THE YEAR BECAUSE OF BETTER PRICING AND STORE ITEMS.”



SPONSORSHIP OPPORTUNITIES

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. By partnering with the AAPD you increase your brand exposure to our over 10,800 members. AAPD 2022 is a year you don't want to miss as we are celebrating the Academy's **75th** anniversary! If you don't see the right opportunity please reach out as we can get creative!

AAPD 2022 OPPORTUNITIES

Annual Session App

Be the exclusive sponsor of the meeting app which is the main source of the most up-to-date information for the meeting. The app is the attendee's roadmap once they are on-site. The opportunity includes: one splash ad, a tile ad and, two banner ads in the app with one linking to company main home page. Specific logo recognition includes January and May PDT, Annual Session Program Book and on-site signage. Attendees can utilize the app as a resource even after the meeting is over.

Sponsorship Fee: \$25,000

Ticker Tape Message in the App

A ticker tape message is a great way to connect with our members in the app! It is a short, concise message that will appear at the bottom of the app on specific pages. The message must be 150 characters or less. All ticker tape messages will be approved by AAPD. The ticker tape will rotate between AAPD messages and other companies.

Sponsorship Fee: \$2,500 per message per day and up to three companies per day, limit one per company per day

Bathroom Sponsor

Enhance your presence with a great branding opportunity of the bathrooms. The mirrors will have graphics that are provided by your company. This is an opportunity that won't be missed by attendees!

Sponsorship Fee: \$8,500 for the main bathroom in the Main Lobby

Main Lobby Column Signage

Make a mark by having your company branding on a column in the Main Lobby! Many attendees congregate in the lobby and they will be looking around at the signage. Your company will have one dedicated column in the Main Lobby of the AAPD 2022 show in the San Diego Convention Center. AAPD will determine which columns are designated for sponsorship and all artwork must be approved by The AAPD.

Sponsorship Fee: \$10,000; Two Columns available and limit one per company

Elevator Signage

One of the main ways to get to all the activity of AAPD 2022 is via the elevator and your company has the opportunity to brand it! This opportunity will have people thinking about your company before they even enter the Exhibit Hall. All artwork must be approved by The AAPD.

Sponsorship Fee: \$12,500

Journal with Logo

Each attendee will receive a high-quality journal with your logo on the cover to carry around the meeting to take notes and bring home, promising major brand recognition. This exclusive sponsorship provides prolonged brand exposure as attendees take their notes back to the office.

Sponsorship Fee: \$25,000

Keynote Speaker

The AAPD 2022 Keynote Speaker is sure to be compelling and start the meeting on a high note for all the attendees. Opportunity includes introducing the speaker, Ben Nemtin.

Sponsorship Fee: \$45,000

Keynote Entertainment

Start Friday morning off right by sponsoring the Keynote Entertainment. This high energy part of our program connects you to nearly all of our attendees. You will have the opportunity to make brief scripted remarks. In the past, we have had a Hamilton rendition, Blue Man Group, and the Hawaiian Bowl of Light Ceremony. The fun and hype of this exciting performance will be talked about throughout the conference and our attendees will be thanking you!

Sponsorship Fee: \$25,000

Lanyards

Each attendee needs a lanyard for their badge throughout the meeting. Your company will be the exclusive sponsor of the Annual Session lanyards.

Sold

Program Book

The program book provides attendees with pertinent information and serves as a resource throughout the entire meeting. This sponsorship gives your recognition near registration with branded program book bins, logo acknowledgement in the conference app, the online itinerary planner, January PDT, the program book, as well as, on-site signage.

Sponsorship Fee: \$15,000

Registration Sponsor

The first stop for every attendee is registration and this area remains the main information point throughout the meeting. Your logo will be co-branded with the AAPD logo in specific areas at registration to welcome all the attendees! Sponsorship includes logo on registration desk signage and in registration confirmation emails.

Sponsorship Fee: \$25,000

Tote Bags

The bags will be co-branded with the AAPD show logo and your company logo. The tote bags will be distributed near registration. AAPD will produce the design and order the bags.

sold

Wifi Sponsor

Attendees always want to be connected throughout the conference and your company can be the Wifi Sponsor. Your company will be associated with this highly popular amenity. You can promote your brand by choosing the wifi password. A conference app ad will provide the wifi password with recognition for your company.

Sponsorship Fee: \$17,500

AAPD 2022 INTERACTIVE OPPORTUNITIES

The interactive opportunities will keep attendees talking throughout the meeting. Connect with the attendees in a fun, innovative manner.

Charging Station

Help attendees stay connected and stay at the meeting. This sponsorship will allow you to brand the entire charging station with your company logo and message. This is a great spot for attendees to recharge their devices and take a little break.

Sponsorship Fee: \$15,000

Headshot Lounge

The newly added Headshot Lounge has become extremely popular for our attendees. It is a great way for attendees to refresh their LinkedIn or website picture. The headshot lounge on the show floor will be named the “Your Company” Headshot Lounge. The lounge will serve as another touch point for your company on the floor. Your company can have information to pass out within the Headshot Lounge. AAPD will secure the headshot company and will determine the location on the show floor. AAPD will work with your company on branding opportunities within the lounge. This opportunity will be open to members and pre and post doctoral students.

Sponsorship Fee: \$10,000

Activation Station

Be the hub for participation and creativity as the Activation Station Sponsor. This highly energetic area will be a draw for attendees as there is a new activation every two-three hours. The excitement and energy in this area will leave attendees talking. There is sure to be a buzz around the Activation Station!

Sponsorship Fee: \$35,000

Snapchat

Get Social at AAPD 2022 by having a unique Snapchat geo-filter for your company co-branded with the Academy. This fun sponsorship opportunity allows you to connect with attendees through a popular social media platform. Your company can work with the Academy to design a branded geo-filter that would be available in Snapchat throughout the San Diego Convention Center.

Sponsorship Fee: \$5,000

Walking Challenge

Help attendees stay active during AAPD 2022. Sponsoring the Walking Challenge allows you to drive specific brand engagement, such as increasing traffic to your booth while promoting a healthy lifestyle. There would be a branded app for the challenge that attendees download and use to track their steps. In addition, there would be a branded leader board monitor in the Center and additional branded signs. Get active at AAPD 2022 with this sponsorship! As the sponsor, your company can have a special QR code that attendees can only access by visiting your booth. This code gives them a boost in points.

Sponsorship fee: \$15,000



Wellness Session to Start The Morning

Help attendees start their day of learning and networking right by being the sponsor of the morning Wellness Session. This yoga/meditation will calm and prepare attendees for an action packed day.

Sponsorship Fee: \$7,000

Wine Down Sessions

The Wine Down Sessions are casual, informal discussions at the conclusion of the day. Each main Scientific Session Speaker from that day will have a table and attendees can further the conversation and ask more questions.

Sponsorship Fee: \$5,000 per day; or \$10,000 to be the Sponsor of Friday and Saturday

AAPD 2022 NETWORKING OPPORTUNITIES

Board of Trustees Lunch

Your company would be the exclusive sponsor of the Board of Trustees Luncheon. This Luncheon includes all past presidents of the American Academy of Pediatric Dentistry. Verbal recognition is given to the sponsoring company during the lunch.

Sold

Daily Continental Breakfast

Sponsor 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

Reception to Celebrate Past Presidents Drs. Donly and Lee

Drs. Donly and Lee led The AAPD through difficult times and we want to thank and celebrate them for their hard work. This reception will be located at an exclusive, fun venue in San Diego before the President's Farewell Reception and Dinner. Sponsor this reception to recognize two exceptional leaders within the American Academy of Pediatric Dentistry.

Sponsorship Fee: \$30,000

Farewell Dinner Reception

This reception will occur on Sunday night during AAPD 2022 at a unique venue determined by the AAPD. It allows your company exposure with the boards of AAPD/AAPD Foundation as well as leading donors and supporters of the Academy.

Sold

President's Farewell Dinner

Help to close out Annual Session by sponsoring The President's Farewell Dinner on Sunday night. This opportunity allows you exposure with the boards of AAPD/AAPD Foundation, as well as leading donors and supporters of the Academy. The President's Farewell takes place at a unique, desirable location in San Diego. A representative from your company will be able to give brief remarks during the scheduled event programming.

Sponsorship Fee: \$50,000

Fun Afternoon Exhibit Hall Break

Sponsor a Friday or Saturday fun afternoon break in the exhibit hall for attendees. Everyone needs a boost of energy in the afternoon and you can be that solution! Your company will work with AAPD on the specifics of the break whether it is something refreshing like ice cream or health bars!

Sponsorship Fee: \$25,000



Refreshment Break

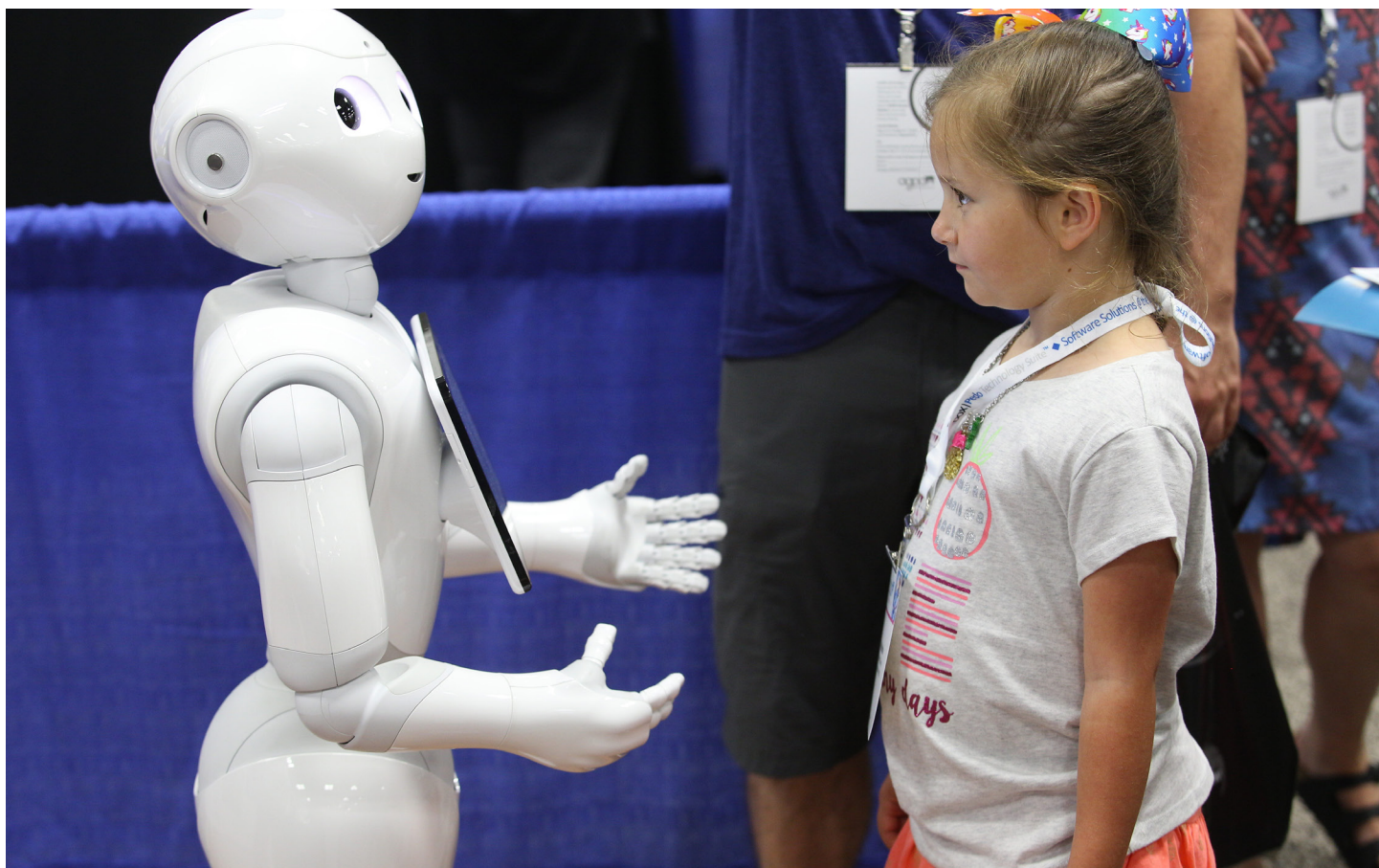
Mix and mingle with attendees in the hospitality area of the exhibit hall. This affordable sponsorship provides your company with exposure to all attendees searching for a refreshment during the meeting.

Sponsorship Fee: \$5,000 for one break; \$15,000 for a day's worth of breaks (morning and afternoon)

Office Staff Reception

Connect with the nearly 1,000 office staff that attend during Annual Session. This is great opportunity to network with the people that help to make the pediatric office complete. This will be a nice way to unwind and socialize after a full day of learning.

Sponsorship Fee: \$20,000



AAPD 2022 NETWORKING OPPORTUNITIES FOR EARLY CAREER DENTISTS

Career Fair and Happy Hour

The Career Fair is a personal and dynamic way of connecting with members of the Academy. The Career Fair attracts members to an engaging environment that showcases job opportunities to new pediatric dentists, graduating pediatric dental residents and those looking to make a career change. The Career Fair is immediately following the Early Career Dentist Course so a great majority of them attend. The sponsorship includes beer and wine to add an engaging, fun element to the Career Fair. This sponsorship includes logo acknowledgement in the conference app, the online itinerary planner, January PDT, the program book, and on-site signage.

Sponsorship Fee: \$20,000

Early Career Dentist Happy Hour

The AAPD will determine the location of the event that will occur on Thursday night during Annual Session. This opportunity allows you exposure with the residents. In addition AAPD will provide a co-branded swag (AAPD, your company logo) giveaway for all attendees of the happy hour.

Sold

AAPD Research and Poster Competition and Poster App

The event shall be named as “Your Company” Poster Competition. On a yearly basis over 400+ residents participate in the competition at the Annual Session. Your company will have logo recognition in the entire submission process, print materials, the app, program book, and on-site signage. Your company will have one six foot table within the poster competition area where they can have a representative and any promotional materials. A representative from your company will be able to present the winners their award in the General Assembly on Sunday.

Sold



AAPD 2022 EDUCATIONAL OPPORTUNITIES

Annual Session Scientific Program Course

Various major lectures, by nationally and internationally prominent speakers, are presented during the cutting edge scientific program portion of the AAPD 2022. Several hundred members attend these lectures. Additional exposure includes logo acknowledgement as the lecture sponsor in the conference app, the online itinerary planner, January PDT and the program book.

Sponsorship Fee: \$5,000 – \$10,000 (Depending on session length)

AAPD Pre-Conference CE Course

This day-long continuing education course is a big draw at the Annual Session. The topic of the pre-conference course is always very relevant and interesting for all dentists and staff. This course occurs on Thursday before the Opening Session on Friday. Sponsor the Pre-Conference Course and be connected with the education session that kicks off AAPD 2022!

Sponsorship Fee: \$25,000

Team Talk

This three-hour session is for office staff only. The course focuses on real world scenarios that office staff encounter every day. This is a great opportunity to connect with the large number of office staff that attend the meeting.

Sponsorship Fee: \$10,000

Early Career Dentist Course

Sponsor the Early Career Dentist Course and get the opportunity to connect with 500+ new member dentists. The course is more informal with four speakers at stages and the attendees rotate around the room. Additional exposure includes logo acknowledgement as the course sponsor in the conference app, the online itinerary planner, January PDT, the program book, as well as, on-site signage.

Sold

Joint Academic Day

Be a part of the meeting that occurs before AAPD 2022. Your company will have access to the scientific minds of the Academy and will be able to spend quality time with these pre and postdoctoral members.

Sold



Learning Labs

Learning Labs are a new education element at Annual Session and have been selling out! New this year, is a dedicated Learning Lab mini theater in the Exhibit Hall. This will definitely be an area where our members will stop by! Members are allowed to submit a proposal for a Learning Lab Session. The Council on Scientific Affairs will determine the final speakers for these sessions. The sessions will occur Friday and Saturday from 9:00-5:00pm for an hour each. These sessions are meant to tailor to a more intimate learning experience for a shorter amount of time.

Sponsorship Fee: \$35,000

MiniClinics

Up to eight, 45-minute MiniClinic presentations on clinical topics are presented throughout the day at Annual Session. MiniClinics are divided into two sessions, morning and afternoon. These fast-paced sessions are extremely popular! Several hundred members attend these lectures. Additional exposure includes logo acknowledgement as the lecture sponsor in the conference app, the online itinerary planner, January PDT and the program book.

Sponsorship Fee: \$5,000 for one session; \$10,000 for both

String of Pearls

Up to 12, 15-minute String of Pearls are presented during this session. Speakers will present a single idea or concept to share for attendees to take right back to their office. These fast-paced sessions are extremely popular! Several hundred members attend these lectures. Additional exposure includes logo acknowledgement as the lecture sponsor in the conference app, the online itinerary planner, January PDT, and the program book.

Sponsorship Fee: \$5,000



AAPD 2022 AWARD OPPORTUNITIES

Leadership in Education and Administration Program

After many years of offering this well received and highly sought after scholarship program, the AAPD and AAPD Foundation explored ways to improve upon it. Now known as the Leadership in Education and Administration Program (LEAP) (previously named the Master Clinician Scholarship), expanded courses are available. Building on the momentum of the past several years, the Academy for Advancing Leadership's (AAL) Institute for Teaching and Learning (ITL) course will still be offered (3 scholarships), but now scholarships for AAL's Chairs and Academic Administrators Management Program (CAAMP) will also be awarded (2 scholarships).

The difference between the two programs:

- The Institute for Teaching and Learning (ITL) course is designed as an onsite program to help participants achieve better student outcomes by refining their teaching skills and enhancing the quality of their interactions with students.

- The Chairs and Academic Administrators Management Program (CAAMP) is an interactive program designed to address the unique challenges faced by new, current, and aspiring administrators.

Cost of One Scholarship: \$10,000

Graduate Student Research Award (GSRA)

The Graduate Student Research Award (GSRA) was established in 1989 for pediatric dentistry residents and recent graduates. The goals of the program are: to give applicants a chance to present their research during AAPD's Annual Session Meeting, to show the breadth of research that is being undertaken at various institutions, and to highlight interesting cases encountered by applicants. After completing the application process, the AAPD Council on Scientific Affairs selects eight finalists to present their research during AAPD's Annual Session. Your company will be the sponsor of the GSRA competition and present plaques to the award winners during the Annual Session.

Sponsorship Fee: \$18,000

Research Awards

The Postdoctoral Research Awards were designed for student members of the AAPD who are enrolled in an advanced educational program and wish to contribute research to pediatric dentistry. The goal for the program is to promote and support innovative research by residents in pediatric dentistry. Up to three pediatric dentistry postdoctoral students/residents are selected each year to receive a yearlong research fellowship and are invited to present their research at AAPD's Annual Session. Your company will be the sponsor of the research presentations.

Sponsorship Fee: \$35,000



AAPD 2022 PARTNER SPOTLIGHT SESSIONS

AAPD 2022 is a great place for educators and industry thought leaders to host an event. Take advantage of this unique opportunity to reach the largest group of pediatric dentists in the world. New for AAPD, these spotlight sessions will allow you the opportunity, with approval from the AAPD, to determine the topic and the speaker for the session. This gives you control on what information you want to share with our member's on behalf of your company.

AAPD encourages industry involvement at AAPD 2022 and recognizes your interest in interacting with our attendees. Attendance is based on the activity and topic. AAPD will help promote the event and determine a time slot for the event. A time will be assigned that will not compete with official AAPD programming. AAPD will help promote the event by including it in the app, program book, and online itinerary planner. Please note, the company is responsible for setting up registration for the spotlight session.

Benefits for Partner Spotlight Sessions

- A complimentary listing in the Itinerary Planner
- A complimentary listing on the AAPD 2022 website
- AAPD will promote your spotlight session on our itinerary planner, overall schedule, and in the app
- The spotlight session will remain available for all registrants after the initial broadcast
- AAPD will include your spotlight session and registration link in emails to all membership

Guiding Principles

AAPD is a recognized ADA CERP provider. As such, the AAPD must assure that all of its CE activities enhance the dentist's ability to care for patients. AAPD works to meet the criteria of the ADA CERP including the Standards and Criteria for Recognition pertaining to commercial or potential conflict of interest.

Any educational activity, spotlight session or non-CE activities that have not been planned or sponsored by the AAPD are considered satellite events. Therefore, there can be no implication in any promotional materials, handouts, or enduring materials that they are planned, sponsored by, or endorsed by the AAPD. The AAPD does not provide CE credit for partner spotlight sessions or other educational programs.

AAPD requires that all CE activities also be in compliance with the Standards and Criteria for Recognition pertaining to commercial or potential conflict of interest by the ADA CERP. Both satellite CE and non-CE activities may only be held during designated times assigned by the AAPD and must not compete with officially sanctioned Annual Session programs or events. All promotional materials associated with partner spotlight sessions must be reviewed and approved by the AAPD prior to distribution.

Sponsorship Fee: \$25,000



YEAR-ROUND OPPORTUNITIES

Continuing EDge

The monthly Continuing EDge email provides members with the most up-to-date information on educational opportunities offered by the AAPD. With outstanding open rates, EDge is committed to being the education resource for members and their teams. Sponsorship includes exclusive advertising in each monthly email.

Sold

Digital Itinerary Planner

Sponsor the digital Scientific Program Proceedings and reach attendees before, during and after AAPD 2022! The speaker handouts are what attendees crave and now this opportunity provides even more exposure. Handouts are distributed in advance of the meeting to all registrants. Your digital ad and company logo is featured prominently throughout the digital version with multiple opportunities to customize a message. This is an on-going educational resource for attendees.

Sponsorship Fee: \$15,000

Education Passport

The AAPD Education Passport is an online learning portal created to enhance the professional development of those in the field of pediatric dentistry. With over 8,000 users, the Education Passport provides high-quality AAPD course content with the ability to earn continuing education at their convenience. Online access includes speaker presentations, audio content, handouts, and CE certificates available anytime, anywhere!

Sponsorship Fee: \$30,000

Pedo Teeth Talk Podcast

We are producing podcasts as a way to provide relevant and educational material to pediatric dental professionals. The Pedo Teeth Talk Podcast has been extremely popular with our members! Topics include, but are not limited to SDF, behavior management, practice management, trauma and more.

Sponsorship Fee: \$25,000

Newly Erupted Podcast

Newly Erupted Podcast launched in 2021 and has been extremely popular! This podcast includes topics that are specifically targeted to residents. We have a podcast sub-committee of residents that help us guide the content so that we are delivering what they want. The overall platform will include recognition for all sponsoring companies. Additionally, there will be a certain amount of individual podcasts per year that each company will specifically sponsor and get recognition.

Sponsorship fee: \$10,000 per company and up to five companies



Pediatric Oral Health Advocacy Conference (POHAC) Resident Reception

POHAC usually occurs in the end of February/March in Washington, DC. Your company will have access to leaders of the Academy and AAPD Foundation in addition to the nearly 200 residents that attend the meeting. Your company will be able to give brief, scripted welcoming remarks at the reception. There will be on-site signage as the sponsor of the reception.

Sponsorship Fee: \$25,000

Pediatric Oral Health Advocacy Conference (POHAC) Resident Orientation/Training

The POHAC Resident Orientation/Training Session usually occurs in February/March in Washington, DC. The half-day course is only for the residents in attendance. A representative from your company will be able to give brief, scripted welcoming remarks at the orientation as well as have information at the beginning of the session. There will be on-site signage as the sponsor of the education session. Please see page 13 for more opportunities to connect with Early Career Dentists.

Sponsorship Fee: \$15,000

Exhibit Opportunities

\$1,000 per course

The AAPD invites you to exhibit with us at our CE courses offered throughout the year. Gain exposure and meet our pediatric dentists face-to-face. If you are interested in exhibiting, please contact Senior Meetings, Exhibits, & Sponsorship Manager Colleen Bingle at cbingle@aapd.org.

Companies with competing products to an exclusive sponsorship are prohibited from exhibiting.

Visit www.aapd.org for a listing of 2022 courses.

Joint Symposium between The American Academy of Pediatric Dentistry and RCSI Faculty of Dentistry

The Joint Symposium, "Same Problems, New Directions" will take place October 27-29, 2022 in Dublin, Ireland. There will be exhibiting opportunities and other ways to get involved with this symposium. For more information please contact Colleen Bingle.

Stay Tuned! All sponsorship opportunities will be available online and they will consistently be updated.

Please reach out for more information to Senior Meetings, Exhibits, & Sponsorship

Manager Colleen Bingle at cbingle@aapd.org.

SPONSORSHIP LEVELS & BENEFITS

Sponsorship benefits subject to change. All sponsorships recognized on an annual basis.

	Visionary	Strategic	Gold	Silver	Bronze
Benefits	\$100,000 and above annually	\$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 and one In-line Booth	Two Corner Booths	One In-line 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 – 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 List	Two Pre Annual Session email lists; post email list (AAPD will send email on your behalf)	Pre Annual Session email list; post email list (AAPD will send email on your behalf)	Pre Annual Session email list; post email list (AAPD will send email on your behalf)	Pre Annual Session email list	Pre Annual Session email list
Invitations	President's Reception–six; Welcome Reception–six; President's Farewell Dinner–four	President's Reception–four; Welcome Reception–four; President's Farewell Dinner–four	President's Reception–four; Welcome Reception–four; President's Farewell Dinner–two	President's Reception–four; Welcome Reception–two; President's Farewell Dinner–two	President's Reception–four; Welcome Reception–two; President's Farewell Dinner–two
AAPD 2022 Signage	Annual Session Sponsor recognition signage	Annual Session Sponsor recognition signage	Annual Session Sponsor recognition signage	Annual Session Sponsor recognition signage	Annual Session Sponsor recognition signage
Sponsor Recognition	Logo recognition in January, May and July PDT	Logo recognition in January, May and July PDT	Logo recognition in January, May and July PDT	Logo recognition in January, May and July PDT	Logo recognition in January, May and July PDT
	Sponsor recognition in Annual Session App	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 on-line interactive exhibitor page	Logo placement on on-line interactive exhibitor page	Logo placement on on-line interactive exhibitor page	Logo placement on online interactive exhibitor page	Logo placement on on-line interactive exhibitor page
	Recognition in CEO Report	Recognition in CEO Report	Recognition in CEO Report	Recognition in CEO Report	Recognition in CEO Report
Exhibitor Priority Points	More than 100 exhibitor priority points assigned to your company	More than 50 exhibitor priority points assigned to your company	Up to 49 exhibitor priority points assigned to your company	Up to 24 exhibitor priority points assigned to your company	Up to 9 exhibitor priority points assigned to your company

ANNUAL SESSION EXHIBITS

ANNUAL SESSION EXHIBITS

Booth Fees

Before Feb. 1, 2022

\$1,900 – 10' x 10' In-line Booth

\$2,100 – 10' x 10' Corner Booth

\$8,800 – 20' x 20' Island Booth

After Feb. 1, 2022

\$2,200 – 10' x 10' In-line Booth

\$2,400 – 10' x 10' Corner Booth

\$9,200 – 20' x 20' Island Booth

Exhibit Dates & Show Hours

Thursday, May 26, 2022

8 AM – 5 PM

Exhibit Hall Set-Up

Friday, May 27, 2022

9 AM – 5 PM

9 – 10:30 AM

Continental Breakfast in the Exhibit Hall

11:30 AM – 2 PM

Lunch for purchase in the Exhibit Hall

1 – 3 PM

Refreshment Break in the Exhibit Hall

Saturday, May 28, 2022

9 AM – 5 PM

9 – 10:30 AM

Continental Breakfast in the Exhibit Hall

11:30 AM – 2 PM

Lunch for purchase in the Exhibit Hall

1 – 3 PM

Refreshment Break in the Exhibit Hall

Sunday, May 29, 2022

9 AM – 12 PM

9 – 10 AM

Continental Breakfast in the Exhibit Hall

10 AM

Attendee Raffle in the AAPD Booth

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



ANNUAL SESSION EXHIBITS

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 Senior Meeting, Exhibits & Sponsorship Manager Colleen Bingle at cbingle@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. By submitting a contract to exhibit, all companies agree to the rules and regulations both in the Prospectus and the Exhibitor Contract. In addition, exhibitors must agree to the AAPD Code of Conduct. All matters and questions not covered in the contract to exhibit are subject to the final decision 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.

Annual Session Week Policy

The American Academy of Pediatric Dentistry Annual Session occurs each May; show dates typically are the Friday through Sunday of Memorial Day weekend. Pre-conference events begin as early as the Tuesday before Memorial Day. As such, the AAPD designates Annual Session Week to be the period from 12:01 a.m. (host city time) the Monday prior to Memorial Day through 11:59 p.m. Sunday night of Annual Session.

Official AAPD and AAPD Foundation events, both sponsored and unsponsored, are conducted in the host city during the Annual Session Week period. Individuals, organizations, or corporations who wish to participate in or sponsor official AAPD and AAPD Foundation functions or events, and/or exhibit in AAPD Annual Session venues during Annual Session Week, are prohibited from hosting other functions and events during such time. This prohibition applies to any program- or event-free periods during Annual Session Week. Please see official American Academy of Pediatric Dentistry complete Board Policy for further details.



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 that are used by, support or are otherwise beneficial to pediatric dentists and general dentists. 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 must have a specific use directly related to pediatric dentistry. 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, or is non-compliant with the Exhibitor Code of Conduct. 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. Exhibitors cannot have services in their booths that are part of pre-existing AAPD sponsorship contracts including, but not limited to charging stations.

2022 ATTENDEE RAFFLE

The Attendee Raffle is a free way to interact with our attendees and drive traffic to your booth. Sign up now to increase visibility:

- Raffle prizes can be anything from goods and services you provide, to sporting events or gift cards.
- Engage with members and stamp their card when they visit your booth.
- Fill out below form, supply prize, bring it to San Diego!
- The drawing will be held at 10 a.m., Sunday in the AAPD Booth. The raffle draws large crowds and is an exciting time on the show floor. Contact Colleen Bingle, cbingle@aapd.org, for further details about participating in the raffle.

