



## EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

**ORLANDO**  
aapd<sup>23</sup>



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



## AN EVENT NOT TO BE MISSED

Thank you to those that attended AAPD 2022 in San Diego. The energy was felt throughout the entire meeting and it was wonderful getting the pediatric dental family back together!

On behalf of the American Academy of Pediatric Dentistry (AAPD), we are pleased to invite you to participate at the AAPD 2023 Annual Session in Orlando, FL May 25 – 28, 2023. This meeting is the highlight of the year for our organization, attracting over 30 percent of our member dentists, their staffs and families. Join us in the Florida sun for a weekend filled with wonderful educational and networking opportunities as well as the ability to see the latest products and innovations in the exhibit hall.

AAPD is the premier membership organization representing the specialty of pediatric dentistry. The over 11,000 members of the Academy 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 2023. Meet and interact with professionals to discuss products and services that streamline practice management, improve treatment technologies and help pediatric dentists excel.

Beyond the face-to-face interaction in the exhibit hall, we offer 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 during AAPD 2023, as well as throughout the year.

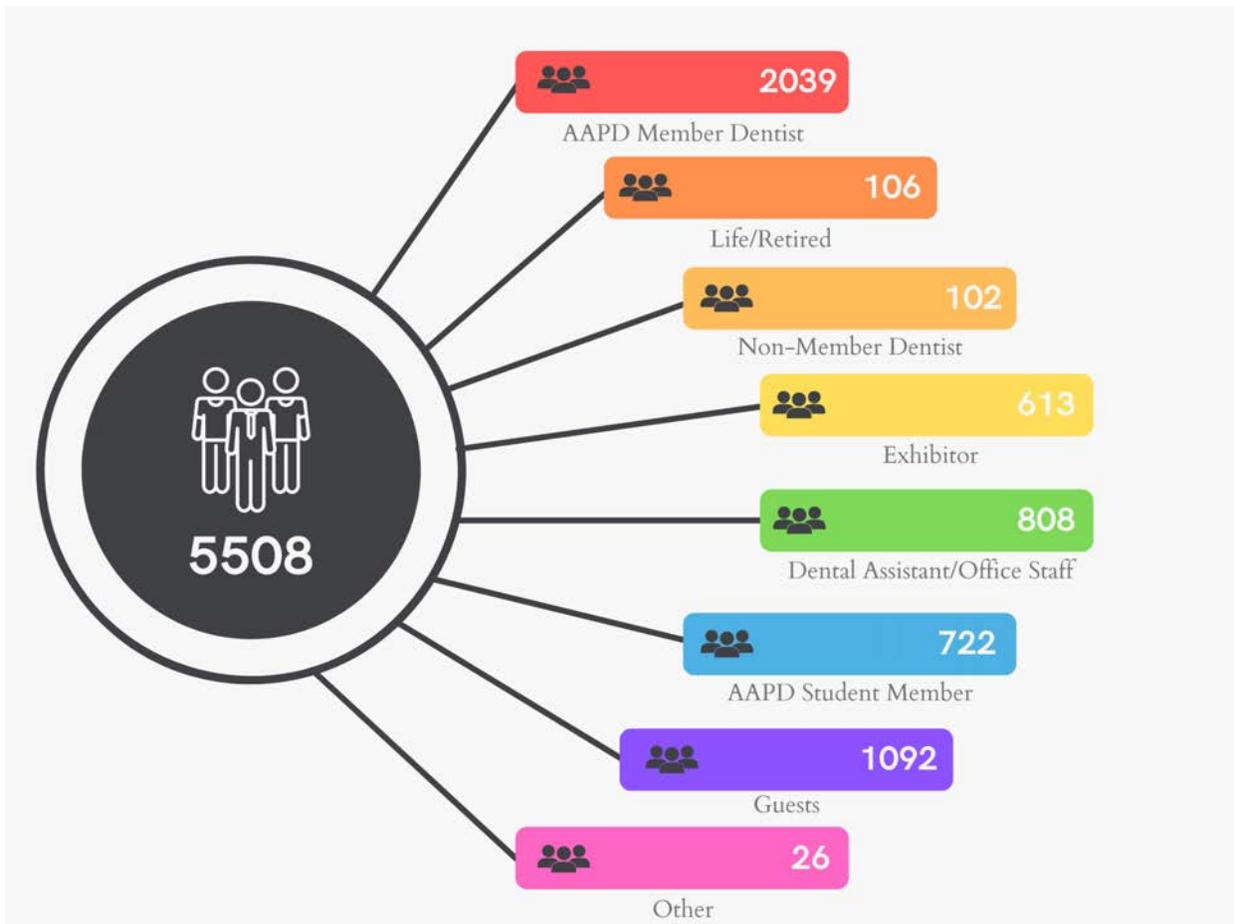
**We look forward to seeing you in Orlando for AAPD 2023!**

**Cordially,**

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



The total registration for AAPD 2022 was 5,508! Here's the breakdown:



**WE LOOK FORWARD TO SEEING YOU IN ORLANDO TO CONNECT WITH THIS WONDERFUL COMMUNITY OF PROFESSIONALS!**



## SEE WHY WE ARE THE BIG AUTHORITY ON LITTLE TEETH:

- American Academy of Pediatric Dentistry has over 11,000 members
- American Academy of Pediatric Dentistry has five districts in United States and Canada
- 87% 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
- 54% of Academy of Pediatric Dentistry Members are female and 46% are male
- American Academy of Pediatric Dentistry is one of the fastest growing dental specialty groups

## READY TO BE PART OF THE LARGEST PEDIATRIC DENTAL MEETING?

The targeted audience of pediatric dentists makes 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. The timing is perfect as it is right before our member’s busy season during the summer. That means it is an ideal time for members to engage with exhibitors and purchase products for their busy season. Attendees are eager to see the latest products and innovations and are also ready to place orders. The exhibit hall is a draw for our members throughout the entire meeting.

### Membership by Category

Active	6978
Life	536
Associate	48
Affiliate	464
International	149
Retired	1331
Predoctoral Student	375
Postdoctoral Student	1036
International Colleague	27
International Student	83
Honorary	2
Allied	18
Friends of Pediatric Dentistry	7
<b>Total</b>	<b>11,055</b>

**ON THE FOLLOWING PAGES WE SHARE FEEDBACK FROM ATTENDEES AT AAPD 2022 TO SHOWCASE THEIR EXPERIENCE:**

“Interacting with vendors and seeing first-hand...rather than mailers...what products are being promoted. A nice place to see what others are using!”



“It was great being able to talk to a representative and touch the products before purchasing”



“Seeing the excitement from the exhibitors and the attendees. So great to see everyone again!”

“Dentistry is very hands on. Getting to try products in person is the biggest plus. Communications with the rep directly is also a lot more efficient and effective.”





“Great energy and the quality of vendors. I like being able to see pediatric specific products”



“It is always good to see the vendors and check out their products. I like to visit vendors that I use and hear about upcoming products as well as getting more information on new technologies”



“Seeing old friends. I really enjoy the exhibit hall. I, as always, made purchases I did not intend to make”



“I go to the exhibit hall to support the supporting vendors of the AAPD”



## 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 Annual Session before their busy time in the summer
- Give access to our over 11,000 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 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.

## PLAN AHEAD FOR OUR FUTURE ANNUAL SESSIONS IN GREAT VENUES





## SPONSORSHIP OPPORTUNITIES

As our corporate partner you can help us 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 11,000 members. The sponsorship opportunities are divided into sections to help your company best accomplish their goals. However, if you don't see the right opportunity please reach out as we can get creative!





# AAPD 2023 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 onsite. The opportunity includes: one splash ad, a tile ad, two banner ads in app with one linking to company home page. Specific logo recognition includes January and May PDT, Annual Session Program Book and onsite signage. Attendees can utilize the app as a resource even after the meeting is over.

**Sponsorship Fee: \$25,000**

## Sponsor Theater Session

New for AAPD 2023 we will have a Sponsor Theater in the exhibit hall. This is an opportunity for exhibiting companies to present their product or concept to our members. There will be sessions Friday-Saturday. Space is limited so sign up now.

**Sponsorship Fee: \$15,000: Limit one session per company**

## Charging Table in Exhibit Hall Foyers

Everyone is always connected via their phone or computer so your company can provide a charging solution. Your company has the opportunity to brand the charging table outside the exhibit hall.

**Sponsorship Fee: \$6,500**

## Main Lobby Signage

Make a mark by having your company branding in the Main Lobby! Many attendees congregate in the lobby and they will be also looking around at the signage. AAPD will determine which spaces are designated for sponsorship and all artwork must be approved by the AAPD.

**Sponsorship Fee: Starting at \$10,000 and varies based on opportunity**

## Escalator Signage

One of the main ways to get to all the activity of AAPD 2023 is via the escalator and your company has the opportunity to brand the elevator! This opportunity allows you to have people thinking about your company before they even enter the Exhibit Hall. AAPD will determine which escalator is used for the branding opportunity. All artwork must be approved by the AAPD.

**Sponsorship Fee: \$15,000**

## 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 will provide prolonged brand exposure as attendees take their notes back to the office.

**Sponsorship Fee: \$25,000**



### Keynote Speaker

Kick off the scientific program at the Opening General Session with your sponsorship of the Keynote Speaker. Audience of 1,500 or more attendees. At AAPD 2022 we had standing room only for the keynote session! Opportunity includes introducing the speaker.

**Sponsorship Fee: \$35,000**

### Keynote Entertainment

Start Friday morning off on a high note by sponsoring the Keynote Entertainment. This is a unique opportunity to be connected with nearly all our attendees. In the past we have had a Hamilton rendition and Blue Man Group. Sponsor the Keynote Entertainment and attendees will be sure to be talking about the exciting performance. You will have onstage recognition and the opportunity to have a representative give brief scripted remarks.

**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 it serves as a resource throughout the entire meeting. This sponsorship gives your recognition near registration with branded program book bins as well as logo acknowledgement in the conference app, the online itinerary planner, January PDT, the program book, as well as onsite signage. In addition, your company gets the main cover page ad in the program book.

**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 branded logo will be 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 as well as your company logo and distributed near registration. AAPD will produce the design and order the bags.

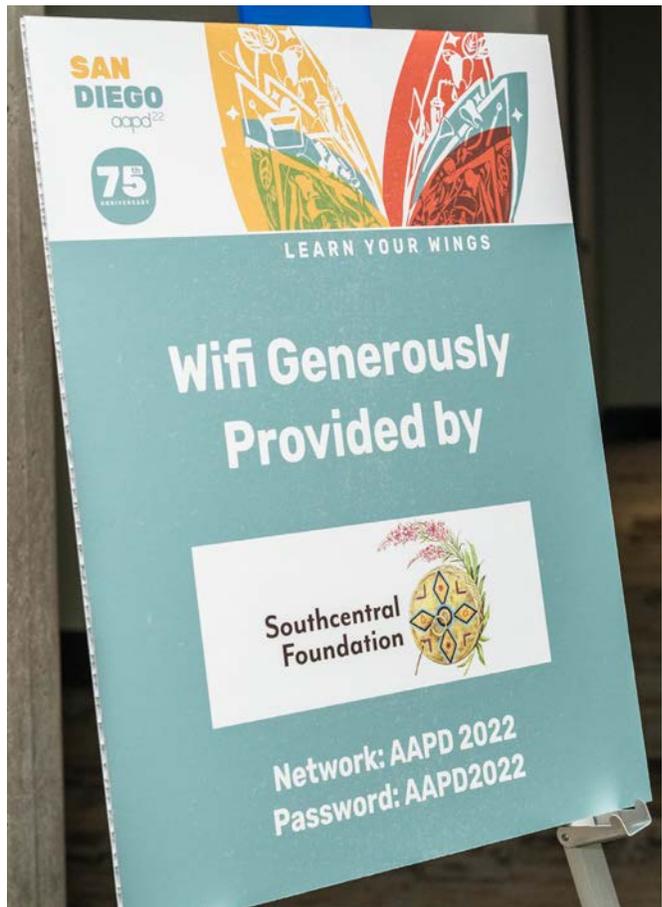
***\*Sold\****



### 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 a highly popular amenity. You can promote your brand by having your company logo on the home splash screen for wifi. In addition there will be signage around registration with recognition as WIFI sponsor. A conference app ad will provide the Wifi password with recognition for your company.

**Sponsorship Fee: \$17,500**





## AAPD 2023 WELCOME RECEPTION OPPORTUNITIES

### Welcome Reception

*\*Sold\**

### Transportation

*Exclusive support*

Make it easy for attendees to get to and from the Welcome Reception by sponsoring the transportation. The coaches have the possibility to include small tv monitors that you can provide information to play.

**Sponsorship Fee: \$45,000**

## INTERACTIVE OPPORTUNITIES

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

### 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 in the exhibit hall 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 all attendees including 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 will be in this area and will leave attendees talking. There is sure to be a buzz around the Activation Station!

*\*Sold\**



### Snapchat

Get Social at AAPD 2023 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 Gaylord Palms.

**Sponsorship Fee: \$5,000**

### Walking Challenge

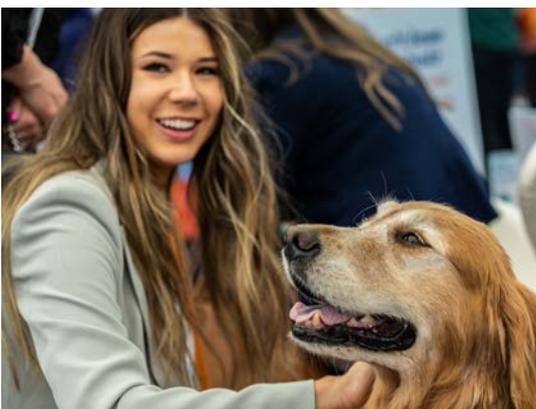
Help attendees stay active during the Annual Session. Sponsoring the Walking Challenge allows you to drive specific brand engagement, such as increasing traffic to your booth while promoting a healthy lifestyle. The first Walking Challenge at AAPD 2022 was extremely popular. There is a branded app for the challenge that attendees download it and use to track their steps. In addition, there would be a branded leader board monitor at the center as well as additional branded signs. Get active at AAPD 2023 with this sponsorship!

**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**



# AAPD 2023 NETWORKING OPPORTUNITIES

## Board of Trustees Lunch

Your company 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 lunch.

**\*Sold\***

## 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**

## 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: \$20,000**

## 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**

## Farewell Dinner Reception

This reception will occur on Sunday night during Annual Session 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. This reception occurs before the President's Farewell Dinner at the same venue.

**Sponsorship Fee: \$20,000**

## 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 the Annual Session host city. A representative from your company will be able to give brief remarks during the scheduled event programming.

**Sponsorship Fee: \$50,000**

## 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**

# AAPD 2023 NETWORKING OPPORTUNITIES FOR EARLY CAREER DENTISTS

## Annual Session 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 200+ 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 New Dentist Course so a great majority of them attend. The sponsorship includes beer and wine to have 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, as well as 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 over 400+ residents. In addition, AAPD will provide a co-branded (AAPD, your company logo) giveaway for all attendees of the happy hour.

**Sponsorship Fee: \$35,000**

## AAPD Research and Poster Competition

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 the award in the General Assembly on Sunday.

**Poster Competition, and Poster Gallery: \$40,000**



## Public Oral Health Advocacy Conference (POHAC)

### Resident Reception

POHAC usually occurs in March/April 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 March/April in Washington, DC. The all-day course is only for the nearly 200 residents in attendance. The course focuses on prepping the residents for visits to the Hill. A representative from your company will be able to give brief, scripted welcoming remarks at the orientation as well have information at their seats. There will be on-site signage as the sponsor of the education session.

***\*Sold\****





## AAPD 2023 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 2023. 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, attracting around 500 pediatric dentists and staff. The topic of the pre-conference course is always very relevant and interesting for all dentists and staff. This course always occurs on Thursday before the Opening Session on Friday. Sponsor the Pre-Conference Course and be connected with the education session that kicks off the Annual Session!

**Sponsorship Fee: \$25,000**

### Team Talk

This three-hour session is for office staff only. This session usually sells out on-site! The course focuses on real world scenarios that office staff encounter every day, led by Drs. Bynum and Elliott. This is a great opportunity to connect with the large number of office staff that attend the meeting.

***\*Sold\****

### 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 on-site signage.

**Sponsorship Fee: \$10,000**

### Joint Academic Day

Be a part of the meeting that occurs before AAPD 2023. 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.

**Sponsorship Fee: \$15,000**



### Learning Labs

Learning Labs are a new education element at Annual Session and have been selling out! And new this year we will have 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 Scientific Program Committee will determine the final speakers for these sessions. The sessions will occur Friday and Saturday from 9:00-5:00pm for an hour. 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 twelve, 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.

**\*Sold\***



# AAPD 2023 PARTNER SPOTLIGHT SESSIONS

AAPD 2023 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. This spotlight session 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 members on behalf of your company.

New this year, these sessions will occur in the days leading up to AAPD 2023. This will allow for more focus on these sessions by our attendees and enhanced visibility for your company. Also, this will allow for more marketing opportunities to highlight your participation in AAPD 2023!

AAPD encourages industry involvement at AAPD 2023 and recognizes your interest in interacting with our attendees. Attendance is based on the activity and topic. AAPD will help promote the event and host it within our platform. The spotlight session will remain available for all registrants after the initial broadcast. Consider the following offerings during the meeting's inclusive dates, in accordance with our guidelines:

- CE Symposia or educational offering
- Focus groups
- Non-CE events

## Benefits for Partner Spotlight Sessions

- A complimentary listing in the Itinerary Planner
- A complimentary listing on the AAPD 2023 website
- AAPD will promote your spotlight session on our itinerary planner and overall schedule
- 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 in Education Passport

## 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 ADA CERP 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**

# ONLINE EDUCATIONAL 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 2023! The speaker handouts are what attendees crave and 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 3,500 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! This is a constant resource for our members to access high quality continuing education. Your company would be able to have ads in the Passport that you could rotate throughout the year.

**Sponsorship Fee: \$30,000**





### Podcasts: **Pedo Teeth Talk**

We are producing podcasts as a way to provide relevant and educational material to pediatric dental professionals. Topics include, but are not limited to SDF, behavior management, practice management, trauma and more.

***\*Sold\****

### Podcasts: **Newly Erupted**

Created for residents and early career dentists, this series aims to focus on topics that will help you kick start their career in the dental field. Our host, Dr. Joel Berg interviews a variety of guests on very interesting topics.

**Sponsorship fee: \$25,000**

### **AAPD 2022 Podcast Series**

New this year, we had a live Podcast Studio on site at AAPD 2022 where Dr. Joel Berg was live in action interviewing some exciting guests, including AAPD President Dr. Amr Moursi. This special eight part series will be released in addition to the monthly Newly Erupted and Pedo Teeth Talk Episodes. Your company will be given recognition as the sponsor of this series and the ability to provide content for an ad within these specific podcasts. In addition, your company will be able to provide suggestions for a topic and/or speaker as an added episode for this series.

**Sponsorship fee: \$15,000**





## CONTINUING EDUCATION COURSES

### Exhibit Opportunities

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 Meeting Services Associate, Alison Smith at [alisons@aapd.org](mailto:alisons@aapd.org)

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

Visit [www.aapd.org](http://www.aapd.org) for a listing of 2022 fall courses.

**\$1,000 per course**

### RCSI Faculty of Dentistry and AAPD Joint Symposium

**October 28-29, 2022**

Royal College of Surgeons in Ireland St. Stephen's Green Campus - Dublin, Ireland

**Gold Level Sponsor: \$10,000 (1 company)**

- Sponsor of The Guinness Storehouse Welcome Reception on Thursday October 27, 2022 (open to all attendees)
- Sponsorship logo recognition will include: on-site signage, program book, and conference app
- Sponsor has ability to provide giveaway to all attendees upon leaving event
- Complimentary exhibit space

**Silver Level Sponsor: \$5,000 (4 companies)**

- **Four opportunities to sponsor education sessions (only one session allowed per company)**
  1. Friday, October 28, 2022 morning session: Managing Caries
  2. Friday, October 28, 2022 afternoon session: Wellness, Behavior and Contemporary Clinical Practice
  3. Saturday, October 29, 2022 morning session: Controversies, Guidelines and the Leo Sheridan Lectures
  4. Saturday, October 29, 2022 afternoon session: Looking after Your Patients
- Sponsorship logo recognition will include: on-site signage, program book, and conference app
- Complimentary exhibit space

**Exhibit Opportunities: \$2,500 (depends on exhibit space)**

- Have the ability to exhibit in a main area in the meeting space to connect with attendees
- Each company will be provided a 6ft table
- Exhibiting companies will be listed in the conference app and program book



## 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, 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 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**

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Please reach out for more information to Senior Meetings, Exhibits, & Sponsorship Manager, Colleen Bingle at [cbingle@aapd.org](mailto:cbingle@aapd.org).

# ANNUAL SESSION EXHIBITS

## Booth Fees

### Before Feb. 1, 2023

\$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, 2023

\$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 25, 2023

### 8 am – 5 pm

Exhibit Hall Set-Up

### Friday, May 26, 2023

### 9 am – 5 pm

9 – 10:30 am

Continental Breakfast in the Exhibit Hall

11:30 am – 1 pm

Lunch in the Exhibit Hall

1 – 3 pm

Refreshment Break in the Exhibit Hall

### Saturday, May 27, 2023

### 9 am – 5 pm

9 – 10:30 AM

Continental Breakfast in the Exhibit Hall

11:30 AM – 1 PM

Lunch in the Exhibit Hall

1 – 3 PM

Refreshment Break in the Exhibit Hall

### Sunday, May 28, 2023

### 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.*





### **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](mailto: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. 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 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 are indirectly related to the practice of pediatric dentistry that are used by, support or are otherwise beneficial to pediatric 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 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 can't have services in their booths that are part of pre-existing AAPD sponsorship contracts including but not limited to: charging stations, headshot lounged, podcast studios, and activation stations.



### **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.

### **Annual Session Week Policy**

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 that require an official contract and/or deposit. These events are limited to 30 total attendees (including host staff). Furthermore, these events must be submitted for approval to the AAPD and can't interfere with any official AAPD programming.

### **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. All booths must be carpeted.

- 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, 2023. Submit via email including a written explanation of design and variance being requested and a scaled floor plan including dimensions and weight of structures, clearly identifying the area in which the variance is being requested. No variance will be granted at show site. Please include photos or diagrams.

The height limit for a 10' x 10' booth is 8 feet and the official booth height for islands is 12 feet. This height limit will be strictly enforced. Hanging signs are not permitted, except for show management.





### **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, 2023, to guarantee the booth. If space is contracted after Feb. 1, 2023, 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.

### **Policy on AAPD Annual Session Week and External Events during Annual Session**

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 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.

Individuals, organizations, or corporations participating in the AAPD Annual Session who are found to be in violation of this policy during Annual Session Week will be subject to immediate removal from the Exhibit Hall and forfeiture of any recognition for sponsored events during that Annual Session, at the sole discretion of authorized AAPD representatives. Violators also will be subject to:

- A minimum two-year ban from exhibiting at future AAPD Annual Sessions.
- Forfeiture of remaining contracted sponsorship benefits for any future AAPD event(s).
- Ineligibility to participate in future AAPD continuing education offerings.

This Annual Session Week policy will go into effect with AAPD 2023, in Orlando, Monday, May 22, through Sunday, May 28, 2023. Upon approval by the AAPD Board of Trustees, this policy will be shared with all AAPD corporate partners and included with all promotional and contractual documents.

# 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	Pre Annual Session email list; post email list (AAPD will send email on your behalf)	Pre mailing Annual Session attendee list (physical addresses); post email list (AAPD will send email on your behalf)	Pre mailing Annual Session attendee list (physical addresses); post email list (AAPD will send email on your behalf)	Pre mailing Annual Session attendee list (physical addresses)	Pre mailing Annual Session attendee list (physical addresses)
Invitations	President’s Reception–six; Welcome Reception–six; Foundation event–four; President’s Farewell Dinner–four	President’s Reception–four; Welcome Reception–four; Foundation event–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 2020 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
	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

