



EXHIBITOR PROSPECTUS



AN EVENT NOT TO BE MISSED

Thank you to those that attended AAPD 2026 in Las Vegas, Nevada! The energy was felt throughout the entire show from the busy Exhibit Hall to all the fun activations throughout the hall! It was wonderful seeing our members together engaging and reconnecting.

On behalf of the American Academy of Pediatric Dentistry (AAPD), we are pleased to invite you to join us at AAPD 2027 in Washington, DC on May 28-30, 2027. This meeting is the highlight of the year for our organization, attracting over 30 percent of our member dentists, their staff and families. Come to Washington, DC 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 membership organization representing the specialty of pediatric dentistry.

The Academy's over 11,000 members are primary care providers, who also provide comprehensive specialty treatments for infants and children through adolescence, including those with special health care needs. Exhibitors and sponsors are an essential part of the overall experience during AAPD 2027. Meet and interact with professionals to discuss products and services that streamline practice management, improve treatment technologies and help pediatric dentists excel.

The AAPD 2026 Exhibit Hall sold out over a month in advance! This is the show to be at to connect with pediatric dentists. Be sure to secure your spot early for AAPD 2027.

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 2027, as well as throughout the year.

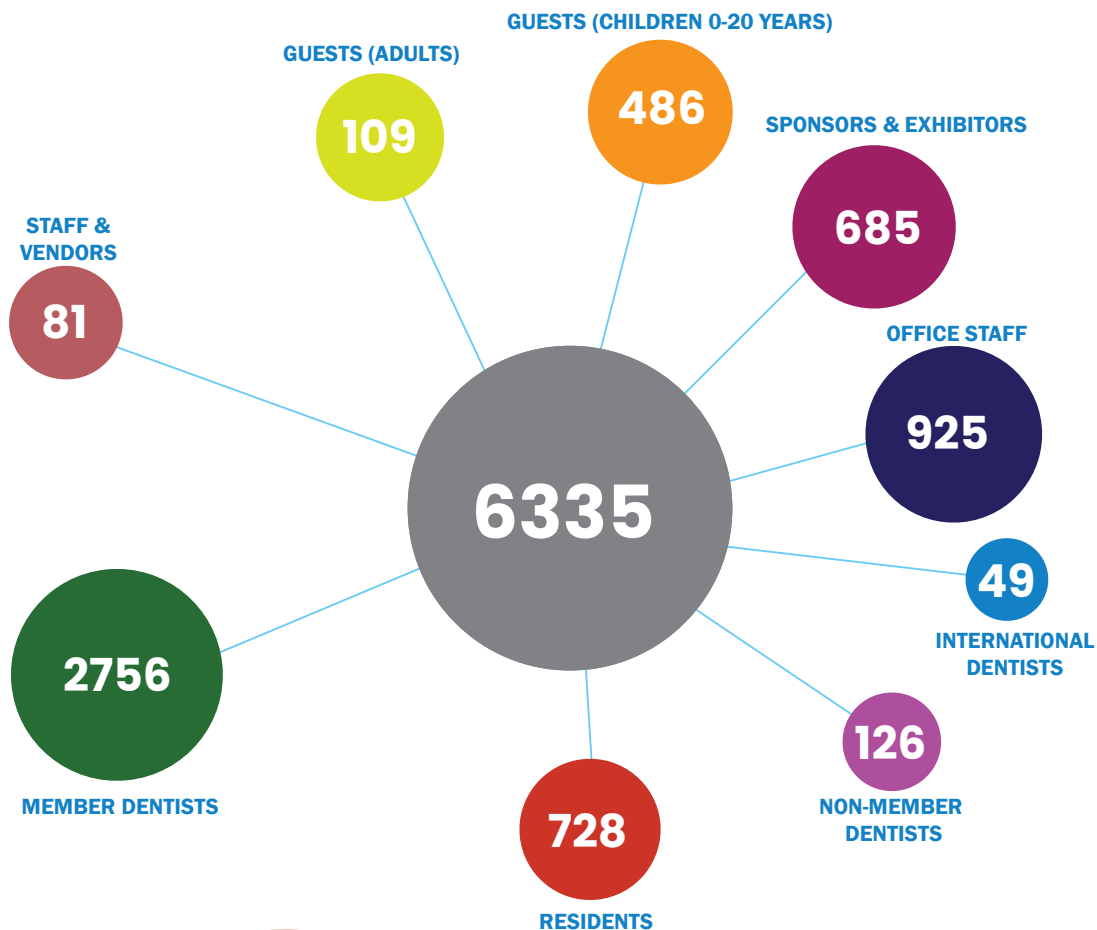
We look forward to seeing you in Washington, DC for AAPD 2027!

Cordially,
Jessica Lee
Chief Executive Officer

SEE WHY THE AAPD IS THE BIG AUTHORITY ON LITTLE TEETH:

- Over 11,000 members
- Five districts representing professionals throughout United States and Canada
- Nearly 81% of practicing pediatric dentists are members of the American Academy of Pediatric Dentistry
- Nearly 45% of all AAPD Members are 10 years or less out of residency
- In 2024, 95% of pediatric residency graduates became Active Members
- Women account for 55% of the AAPD membership
- The AAPD is one of the fastest growing dental specialty groups

AAPD 2026 Attendee Breakdown



Membership by Category

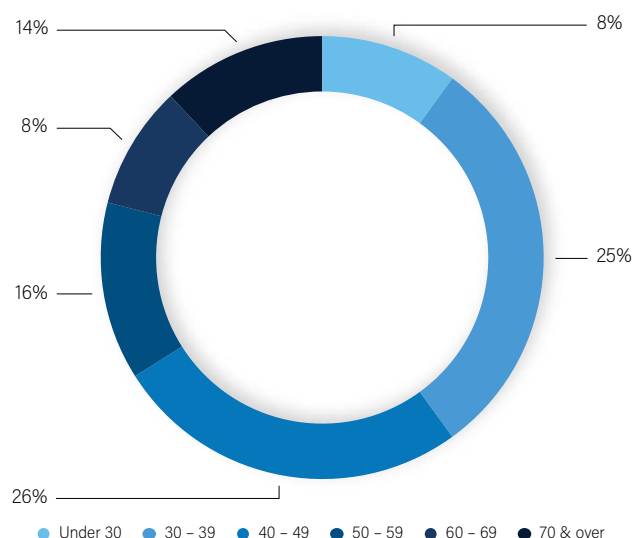
Active Member	7,112
Life Member	427
Affiliate Member	394
Associate Member	52
International Member	126
International Colleague Member	22
International Student Member	74
Post Doctoral Student Member	1,061
Pre Doctoral Student Member	364
Friends of Pediatric Dentistry	8
Retired Member	1,658
Allied Member	18
Honorary Member	2
Total	11,318

AAPD Members By Gender

55% **45%**

Female Male

AAPD Members By Age



READY TO BE PART OF NORTH AMERICA'S 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 the AAPD Annual Session is energetic and engaging throughout the entire show. The timing is perfect — right before our members' 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.

Why Exhibitors Chose AAPD 2026



If you have attended several Annual Sessions, what is the WHY that makes you keep coming back to our show?



“ It is the super bowl for pediatric dentistry! We HAVE to be there. ”



“ The energy of the show ”



“ Great flow, good ratio of dentists in the number of attendees, wonderful organization. ”

“Attendance, Sales and Market Exposure”



“It is the most engaging show in pediatrics for doctors and exhibitors. AAPD does a fantastic job in collaboration of both.”



“This show targets our biggest demographic”



“This show continues to give us a great return on our investment every year. We generate quite a bit of sales from this meeting.”

“

“To support AAPD, and for the opportunity to see our existing customers face-to-face and meet residency students and potential customers ”

”



“

“Our best show of the year, every year.”

”



“

“Well organized, well attended.”

”



“

“These are our people.”

”

What did you like most about the exhibit experience during AAPD 2026?



“steady traffic for all days”



“Number of attendees!”



“Attendance/Atmosphere”



“the hall was always full.”



“Dentists and Staff attending were receptive to our products and many already have and visited to express appreciation”



Did you know...

Over 50% of attendees report that they visit the Exhibit Hall to “To see the latest technology, services, and products”.



Exhibitors say 74% of the visitors to their booth match their target clients.



48% of exhibitors found the value of AAPD 2026 to be excellent in meeting their company's objective relative to the investment.

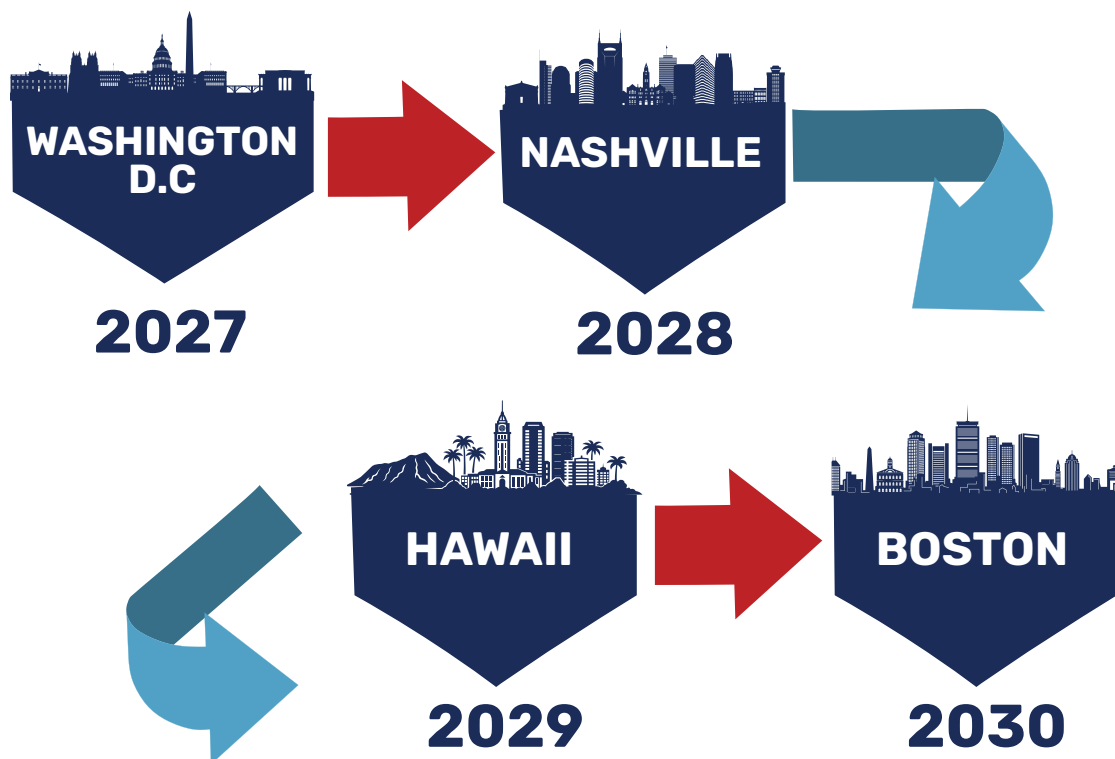


What can the American Academy of Pediatric Dentistry do for you?

- 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 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!

Feel free to connect with Assistant Director for Meetings & Continuing Education Colleen Shennan, cshennan@aapd.org.

BRAND AWARENESS



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, and a tile ad with one linking to company home page. Specific logo recognition includes Q1 and Q2 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

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: \$10,000

Lighted Wall Structure

Increase exposure for your company by branding a 1M x 8ft lighted wall structure. AAPD determines the location of this sign in a prominent area in the meeting space. This is an impactful way to highlight your brand to our attendees before they even enter the Exhibit Hall. All artwork must be approved by the AAPD.

Sponsorship Fee: \$8,500

Session Room Entrance Banners

Unique to this property, there are banners outside the session rooms. The banners are 22 W x 58 H. All artwork must be approved by the AAPD. These banners are in a prime location where attendees will be coming and going throughout the weekend. The AAPD will have several AAPD 2027 branded banners in addition to the sponsored banners. Act now to secure your highly visible banner!

Sponsorship Fee: \$9,000

Escalator Signage

One of the main ways to get to all the activity of AAPD 2027 is via the escalator and your company has the opportunity to brand it! 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.

Sold

Journal notebook with Logo

Each attendee will receive a high-quality notebook 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: \$32,500

Keynote Speaker

Kick off the scientific program at the Opening Session with your sponsorship of the Keynote Speaker, reaching an audience of 1,500 or more attendees! This opportunity includes introducing the speaker with brief scripted remarks.

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, Blue Man Group, and SeaWorld. Sponsor the Keynote Entertainment and attendees will be sure to be talking about the exciting performance. You will have on-stage 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 serves as a resource throughout the entire meeting. This sponsorship gives you recognition near Registration with branded program book bins as well as logo acknowledgement in the conference app, the online itinerary planner, PDT, the program book, as well as on-site signage. In addition, your company gets the main cover page ad in the program book.

Sponsorship Fee: \$15,000

Registration Sponsor

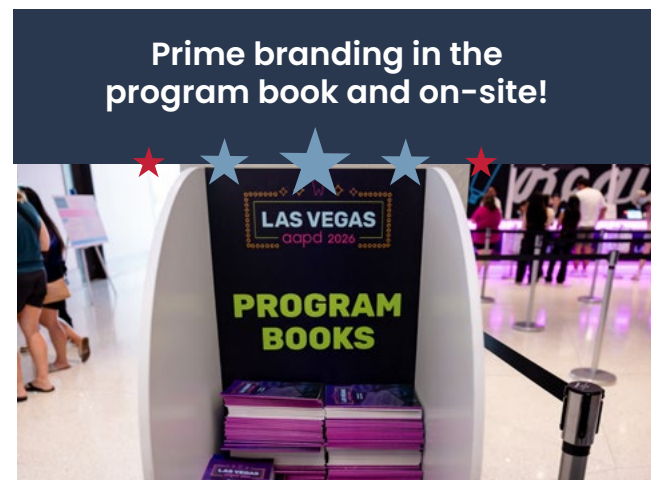
The first stop for every attendee is registration and this area remains the main information point throughout the meeting. Your branded logo in this space will welcome all the attendees! Sponsorship includes logo on registration desk signage and in registration confirmation emails.

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

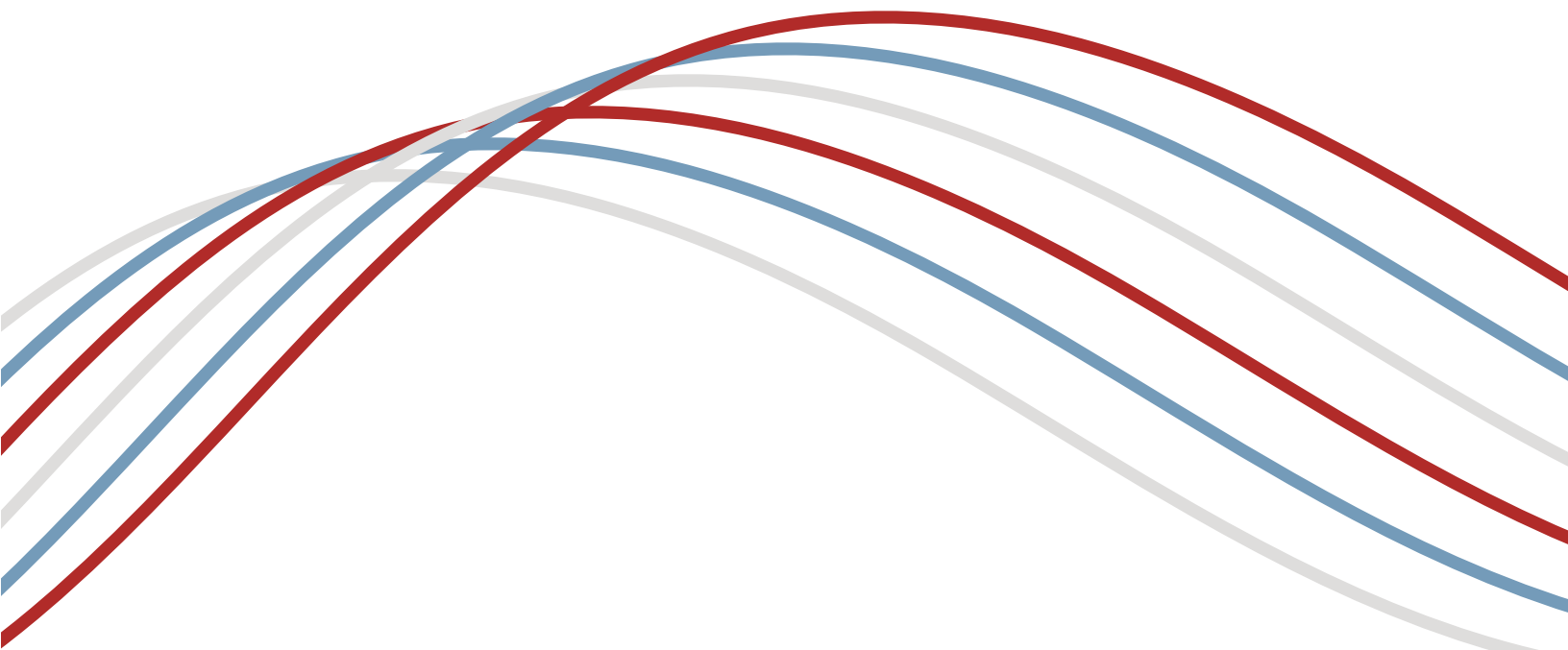
Attendees want to stay connected throughout the conference and your company can make that happen as the WiFi Sponsor. Your company will be associated with this highly popular amenity. You can promote your brand by having your company logo on the home splash screen for WiFi. In addition, there will be signage around Registration with recognition as WiFi sponsor. A conference app ad will provide the WiFi password with recognition for your company. Please note password will be determined by the convention center and AAPD.

Sponsorship Fee: \$30,000

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 station outside the Exhibit Hall.

Sponsorship Fee: \$6,500



INTERACTIVE OPPORTUNITIES



Headshot Lounge

The Headshot Lounge has become an extremely popular stop 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 touchpoint 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.

Sold

Activation Station

Be the hub for participation and creativity as the Activation Station Sponsor. This highly energetic area is 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!

Sold

Walking Challenge

Help attendees stay active during AAPD 2027. Sponsoring the Walking Challenge allows you to drive specific brand engagement, such as increasing traffic to your booth while promoting a healthy lifestyle. There is a branded app for the challenge that attendees download and use to track their steps. In addition, there is a branded leader board monitor at the center as well as additional branded signs. Get active at AAPD 2027 with this sponsorship!

Sold

Morning Wellness Session

Help attendees start their day of learning and networking right by being sponsoring the morning wellness session. This yoga/meditation experience will calm and prepare attendees for an action packed day.

Sponsorship Fee: \$10,000



NETWORKING OPPORTUNITIES



Board of Trustees Breakfast

Your company is the exclusive sponsor of the Board of Trustees Breakfast on Sunday morning. Verbal recognition is given to the sponsor during the breakfast and a company representative can give brief scripted remarks.

Sold



Board of Trustees Lunch

Your company is the exclusive sponsor of the Board of Trustees Lunch on Tuesday during Annual Session. Verbal recognition is given to the sponsoring company during the lunch.

Sponsorship Fee: \$20,000

Daily Continental Breakfast

Sponsor a Friday or Saturday morning continental breakfast for attendees. This is an excellent opportunity to network with attendees both days before the days' program begins.

Sponsorship Fee: \$25,000

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 energy boosting health bars!

Sponsorship Fee: \$20,000

Office Staff Reception

Connect with the nearly 1,000 office staff that attend AAPD 2027. This is a great opportunity to network with the people that help make the pediatric office complete. This is a nice way to unwind and socialize after a full day of learning.

Sponsorship Fee: \$25,000

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: \$30,000





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 Dinner 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

Joint Academic Day Reception

Connect with the Program Directors and faculty after a long day of learning. This will be a fun, informal setting to connect with them. The group will enjoy the ability to unwind with colleagues after a day of learning. A representative from your company will be able to give brief scripted remarks.

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 (either am or pm); \$15,000 for a day's worth of breaks

Pivotal Career Moments

Pivotal Career Moments are a series of interactive discussions designed to address the key transitions and milestones pediatric dentists experience throughout their careers including transitioning from residency to your first job, moving from associateship to ownership, growing or selling a practice, navigating DSO and private practice pathways, becoming a parent while practicing, and planning for retirement or career change. These very small group discussions are designed to spark meaningful connections, share practical insights, and create a more relevant, experience-driven mentorship model for today's pediatric dentist. Limited to the first 15 attendees.

The sponsorship includes all the sessions over the two days. Sponsor has the ability to provide the topic and speaker for one Pivotal Career Moment, with approval from the AAPD. Additional exposure includes logo acknowledgement as the sponsor of Pivotal Career Moments in the conference app, the online itinerary planner, the program book, and January, May, and July issues of PDT.

Sponsorship Fee: \$15,000

NETWORKING OPPORTUNITIES WITH EARLY CAREER DENTISTS

Early Career Dentist Session and Lunch

Sponsor the Early Career Dentist Session a dedicated educational program designed to support dentists in the early stages of their careers. The session content is specifically targeted for this unique group of individuals. New this year there is a lunch included for the session. Attendees will be able to gain great insight from the wonderful speakers while also enjoying lunch. Additional exposure includes logo acknowledgement as the session sponsor in the conference app, the online itinerary planner, the program book, and January, May, and July issues of PDT.

Sponsorship Fee: \$30,000

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 Early Career Dentist Course so a great majority of them attend. The sponsorship includes beer and wine to add an engaging, fun element. This sponsorship includes logo acknowledgement in the conference app, the online itinerary planner, PDT, the program book, as well as on-site signage.

Sponsorship Fee: \$15,000

Early Career Dentist Happy Hour

The AAPD will determine the location of the event during AAPD 2027. 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.

Sold

AAPD Research Poster Competition

The event shall be named as “Your Company” Poster Competition. On a yearly basis over 400+ residents participate in the poster competition. Your company will have logo recognition for 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 awards to the winners at the General Assembly on Sunday.

Poster Competition and Poster Gallery: \$40,000





Public Oral Health Advocacy Conference (POHAC) Reception

POHAC usually occurs in March/April in Washington, DC. Your company will have access to leaders of the AAPD and AAPD Foundation in addition to over 300 residents that attend the meeting. A representative 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 and there will be over 300 hundred 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

EDUCATIONAL OPPORTUNITIES

Industry Insights

Cutting-edge conversations on latest innovations

These highly popular sessions sold out months in advance last year! This is an opportunity for exhibiting companies to present their product or concept to our members. Companies provide topic and speaker for this session with approval from the AAPD. These sessions occur Friday and Saturday. There is a theater in the Exhibit Hall that seats 75 people with headsets. Recognition of these sessions includes: Annual Session program book, on-site signage and official showbranded signs for your booth. A pre-event email is sent on your behalf to all those that registered for your session in registration. In addition, a post-show email is sent on your behalf to all those who were scanned into your session. Space is limited so sign up now to secure your session for your company. Any interested companies must sign up by November 2, 2026 in order for session to be included in AAPD 2027 registration launch.



Sponsorship Fee: \$10,000

Annual Session Scientific Program Course

Various major lectures, by nationally and internationally prominent speakers, are presented during the cutting edge scientific program portion of AAPD 2027. Several hundred members attend these lectures. Additional exposure includes logo acknowledgement as the lecture sponsor in the conference app, the online itinerary planner, the program book, and January, May, and July issues of PDT.

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

AAPD Preconference CE Course

This day-long continuing education course is a big draw at the Annual Session, attracting a large number of pediatric dentists and staff. At AAPD 2026 we had over 400 in attendance at the Preconference Course. The topic of the Preconference 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 Preconference Course and be connected with the education session that kicks off AAPD 2027!

Sponsorship Fee: \$25,000

A representative will be able to say brief scripted remarks during lunch.

Team Talk

This three-hour session is for office staff only. This session usually sells out! 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

Doc Talk

Every year “Team Talk with Ann and Bobby” has consistently produced a robust and informative conversation about creating a positive office culture as well as healthy team dynamics. The one thing we often hear is “I wish our doctor could hear this!”. By popular demand, we are bringing back this session again this year!

Sold

Joint Academic Day

Be the exclusive sponsor of the Joint Academic Day which provides an opportunity for all educators involved in the continuum of dental education, from predoctoral programs to residency training, to come together for a shared program of interest. The content is developed by members of the Pre and Post Doctoral Committees. Your company will receive logo recognition in print materials, the app, program book, and on-site signage. A representative from your company will be able to give brief remarks during lunch. Your company will be able to provide content for one email that AAPD will send on their behalf to Joint Academic attendees. Logo Recognition includes: website, online itinerary planner, program book, Exhibit Hall live floorplan, E-News, Edge.

Sponsorship Fee: \$15,000

A representative will be able to say brief scripted remarks during lunch.

Sound Bites

Sound Bites are popular with our members! Members are allowed to submit a proposal for a Sound Bites Session. The Scientific Program Committee will determine the final speakers for these sessions. The sessions will occur Friday and Saturday from 8:00 - 5:00pm and on Sunday from 8:00 am - 11:00 am, each session is one hour in length. There are two tracks for Sound Bites: Practice Pulse Track and Clinical Precision Track. These sessions are meant to tailor to a more intimate learning experience for a shorter amount of time.

Sponsorship Fee: Practice Pulse Track \$13,000, Clinical Precision Track \$13,000

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, 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, PDT and the program book.

Sponsorship Fee: \$10,000



PARTNER SPOTLIGHT SESSIONS

AAPD 2027 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. The spotlight session allows 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. Please note these sessions are very limited. They occur in our main session rooms at a time that does not conflict with official AAPD Scientific Programming.

AAPD encourages industry involvement at AAPD 2027 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. Company will be responsible for providing the registration link for the event. By providing the registration link this allows the company to collect additional information about the attendees. AAPD will help promote the event by sending emails on your behalf. The spotlight session will be recorded at AAPD 2027. 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 of Partner Spotlight Sessions

- A complimentary listing in the Conference App
- A complimentary listing on the AAPD 2027 website
- AAPD will promote your spotlight session on our itinerary planner and overall schedule
- The Spotlight Session will be recorded at AAPD 2027 and available in Education Passport after the meeting
- AAPD will include your Spotlight Session description and a registration link in stand-alone emails to all membership. Session is also included in E-News and Edge emails that go to our entire membership.

Sponsorship Fee: \$25,000

ONLINE EDUCATIONAL OPPORTUNITIES

Guiding Principles for CE

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.

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

Itinerary Planner

Sponsor the digital Scientific Program Proceedings and reach attendees before, during and after AAPD 2027! The speaker handouts are what attendees crave and this opportunity provides even more exposure. Handouts are available 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 10,000 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! This is a constant resource for our members to access high quality continuing education. Your company can have ads in the Passport that you can rotate throughout the year.

Sponsorship Fee: \$30,000

Podcast: Little Teeth Big Smiles

The AAPD produces 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, led by host, Dr. Joel Berg.

Sponsorship Fee: \$30,000

Podcast: Newly Erupted

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

Sold

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 and residents face-to-face. If you are interested in exhibiting, please contact Assistant Director for Meetings and Continuing Education, Colleen Shennan at cshennan@aapd.org. Companies with competing products to an exclusive sponsorship are prohibited from exhibiting. Visit www.aapd.org for a listing of current courses.

\$2,000 per course

AWARD OPPORTUNITIES

[Pediatric Dentist of the Year Award](#)

Established in 1998, this annual award honors a pediatric dentist who has made significant contributions to the dental profession and the specialty of pediatric dentistry through clinical practice, academics or policy development over the past year. Recipients will also have devoted extensive volunteer leadership service to the dental profession and the specialty. A representative from your company presents the award during the Opening Ceremony with scripted remarks. A professional video is produced to honor the recipient.

Sponsorship fee: \$50,000

[Leadership in Education and Administration Program \(LEAP\)](#)

For years, the AAPD and AAPD Foundation have championed academic excellence through our highly regarded scholarship program, evolving alongside the needs of our members to ensure educators at every career stage have access to top professional development.

The majority of our scholars are current faculty, educators who want to be better in the classroom and stronger leaders in their departments. We absolutely still support those coming from private practice (and they are given preference), but LEAP has grown into a scholarship program that academics actively seek out to refine their craft and stay effective in their roles.

There are two programs:

- [Institute for Teaching and Learning \(ITL\) – \(3 Scholarships Awarded\)](#) This intensive 4-day onsite program equips dental educators with innovative teaching strategies to drive deeper student learning and measurably improve clinical outcomes. From early-career faculty to experienced educators, participants gain immediately applicable skills for the classroom and clinic.
- [Chairs and Academic Administrators Management Program \(CAAMP\) – \(2 Scholarships Awarded\)](#) Designed for department chairs, program directors, and academic administrators, this 3-day interactive leadership experience addresses the real-world challenges of managing people, budgets, and institutional expectations. Participants explore practical strategies for improving communication, navigating conflict, fostering a positive academic culture, and expanding their influence, all while learning alongside peers who have successfully overcome the same obstacles.

LEAP empowers the educators who shape the next generation of pediatric dentists. By investing in this program, you are strengthening the very foundation of our specialty, ensuring that faculty members have the training, confidence, and vision to lead their institutions with excellence. Your support directly enhances the quality of teaching and leadership across academic dentistry, creating a ripple effect that benefits students, patients, and the profession as a whole.

Cost of One Scholarship: \$10,000



Resident Research Award (RRA)

The Resident Research Award (RRA) has been around since 1989, giving pediatric dentistry residents and recent grads a platform to share their work at the AAPD Annual Session. It's a chance to showcase the variety of research happening across institutions and highlight interesting cases that residents encounter along the way. Each year, the AAPD Council on Scientific Affairs selects eight finalists to present during the meeting. Your company would sponsor the competition and present plaques to the winners at the General Assembly on Sunday during Annual Session.

The RRA is where the best resident research gets its moment in the sun, the studies and cases that represent the future of the specialty. Your sponsorship puts your company front and center at that moment, connecting you with top residents and the academic leaders who guide them. It's a chance to show you value excellence in research while gaining visibility among the people who will shape pediatric dentistry for years to come.

Sponsorship Fee: \$20,000

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

Resident Recognition Award

The AAPD Pediatric Dental Resident Committee developed the "Resident Recognition Award" to recognize pediatric dental residents doing innovative and interesting activities in their training programs. Your company will receive logo recognition in print materials, the app, program book, and on-site signage. A representative from your company will present the awards to the winners during the ceremony.

Sponsorship Fee: \$12,500

The AAPD Early Career Dentist Under 10 Award

The AAPD Early Career Dentist Under 10 Award was created in 2025. The AAPD Pediatric Dental Resident Committee developed the "Resident Recognition Award" to recognize pediatric dental residents doing innovative and interesting activities in their training programs. Your company will receive logo recognition in print materials, the app, program book, and on-site signage. A representative from your company will present the awards to the winners during the ceremony.

Sponsorship Fee: \$12,500

For more information, please reach out to Assistant Director for Meetings and Continuing Education, Colleen Shennan at cshennan@aapd.org.

ADDITIONAL OPPORTUNITIES

DIGITAL OPPORTUNITIES:

Digital Screen Ad (Limit to 4 companies)

This opportunity provides a high visibility ad for your company on the screens located between the concierge desk and the lobby elevators. The location of these screens are in a high traffic area where attendees will see the ads often. The ads will rotate between the ads and each ad will be up for 5 seconds. Company will provide content for the ad with approval from the AAPD.

Sponsorship Fee: \$7,000

App Push Notifications (limited number per day)

Push notifications in the app are an effective way to stand out during AAPD 2027! Each push notification has a 230 max limit and your company submits content with approval from the AAPD. These notifications are sent to all app users which is several thousand attendees. There are a limited number of push notifications per day so they are effective and impactful in their reach

Sponsorship Fee: \$5,000

App Main Homepage Rotating banner add (limit 3)

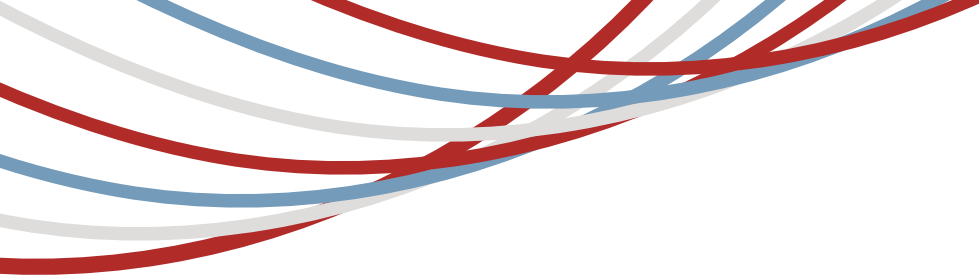
The app is the main place that attendees get the most up to date meeting information. This opportunity allows you to have an ad prominently placed in the conference app. Your ad will be in a rotating carousel banner on the app home page. Make your company stand out by being a part of the conference app!

Sponsorship Fee: \$8,000

App Exhibitor Sub Page Banner

The Exhibit Hall is a main attraction for our attendees. They look forward to seeing the latest and greatest products and services in pediatric dentistry. Help attendees get familiarized with your company by having a branded sub banner on the exhibitor page in the app. This allows your company to stand out! All artwork must be approved by the AAPD. These banners will rotate within the exhibitor page of the app. There are limited number of banners so be to secure this early!

Sponsorship Fee: \$6,500



WELCOME RECEPTION OPPORTUNITIES:

Sponsored Bar

Non-Exclusive Support up to 3 supporters

The Welcome Reception is a fun event with lots of networking between attendees. Be the sponsor of a bar and get logo recognition. This recognition includes branding at the specific bar. This is a great opportunity to further increase exposure for your company. These bars will be highlighted for attendees as they will have hard liquor while the other bars are just beer and wine.

Sponsorship Fee: \$20,000

Dessert Station

Exclusive Support

Everyone loves a sweet treat! Be the sponsor of a dessert station which includes a sweet treat with your logo incorporated into it.

Sponsorship Fee: \$7,500

Kid Zone

Exclusive Support

The Welcome Reception is a family friendly event and many attendees bring their entire family to the event. This designated area will have activities, food and entertainment that will bring a smile to everyone! There are branding opportunities for your company within this fun, exciting area.

Sponsorship Fee: \$10,000

Photo Booth

Exclusive Support

Everyone loves a photo moment, especially in a photo booth! Your company is the exclusive sponsor of the fun, engaging photo booth moment. Branding opportunities will be available within the photo booth. AAPD will determine specifics of the photo booth and branding opportunities.

Sponsorship Fee: \$8,000

ANNUAL SESSION EXHIBITS



Booth Fees

Before Feb. 2, 2027

\$2,280 – 10' x 10' In-line booth
\$2,520 – 10' x 10' Corner booth
\$10,560 – 20' x 20' Island booth

After Feb. 2, 2027

\$2,480 – 10' x 10' In-line booth
\$2,720 – 10' x 10' Corner booth
\$10,760 – 20' x 20' Island booth

Exhibit Dates & Show Hours

Thursday, May 27, 2027

8 AM – 5 PM

Friday, May 28, 2027

9 – 10:30 AM

11:30 AM – 2 PM

1 – 3 PM

Saturday, May 29, 2027

9 – 10:30 AM

11:30 AM – 2 PM

1 – 3 PM

Sunday, May 30, 2027

9 – 10 AM

10 AM

8 AM – 5 PM

Exhibit Hall Set-Up

9 AM – 5 PM

Continental Breakfast in the Exhibit Hall

Lunch in the Exhibit Hall

Refreshment Break in the Exhibit Hall

9 AM – 5 PM

Continental Breakfast in the Exhibit Hall

Lunch in the Exhibit Hall

Refreshment Break in the Exhibit Hall

9 AM – 12 PM

Continental Breakfast in the Exhibit Hall

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 Assistant Director for Meetings and Continuing Education, Colleen Shennan at cshennan@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 directly relate to the practice of pediatric dentistry, or provide specific support 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 services, latte art, and education sessions.

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 the spring 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. 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 variances must be submitted by March 31, 2027. Submit via email 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. 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, 2027, to guarantee the booth. If space is contracted after Feb. 2, 2027, 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 that require an official event contract and deposit. These events are limited to 30 total attendees (including staff). Furthermore, these events must be submitted for approval to the AAPD and can't interfere with any official AAPD programming.

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 2027 in Washington, DC on Monday, May 24 through Sunday, May 30, 2027.

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 (physical addresses)	Member Mailing List – three times a year (physical addresses)	Member Mailing List – two times a year (physical addresses)	Member Mailing List – one time a year (physical addresses)	Member Mailing List – one time a year (physical addresses)
Annual Session Attendee List	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; post email list (AAPD will send email on your behalf)	Pre-Annual Session attendee mailing list (physical addresses)	Pre-Annual Session attendee mailing 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 2027 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

