



# EXHIBITOR PROSPECTUS



Annual Session 2023  
In-person & Virtual

**April 21-24, 2023**

**Chicago, Illinois  
McCormick Place**

# About the AAO



The world's largest association for orthodontists, by orthodontists. We are a community united by a passion to advance our specialty and deliver the highest quality of patient care.

Here at the AAO, we are proud to create powerful experiences for our members. meetings, conferences and sessions engage and delight while providing the profession's most robust and highest-quality learning events.

## Exhibit With Us

Access the audience at the world's greatest celebration of orthodontics.

With an attendee/exhibitor ratio of 27:1 and a low booth price, exhibiting at the AAO is a huge value when compared to other major dental shows!

Meet your buyers, position your brand as a thought leader and share an experience. It all starts with exhibiting.

# Introducing the Exhibitions Team



**Holly Kiel**

## **Manager of Supplier Relations | Meetings**

- Contact for anything regarding sponsorships for Winter Conference and Annual Session
- Primary contact for all companies with 30 priority points or more, OR companies with a total spend of \$10,000 or more in sponsorship in June 1, 2021-May 31, 2022.

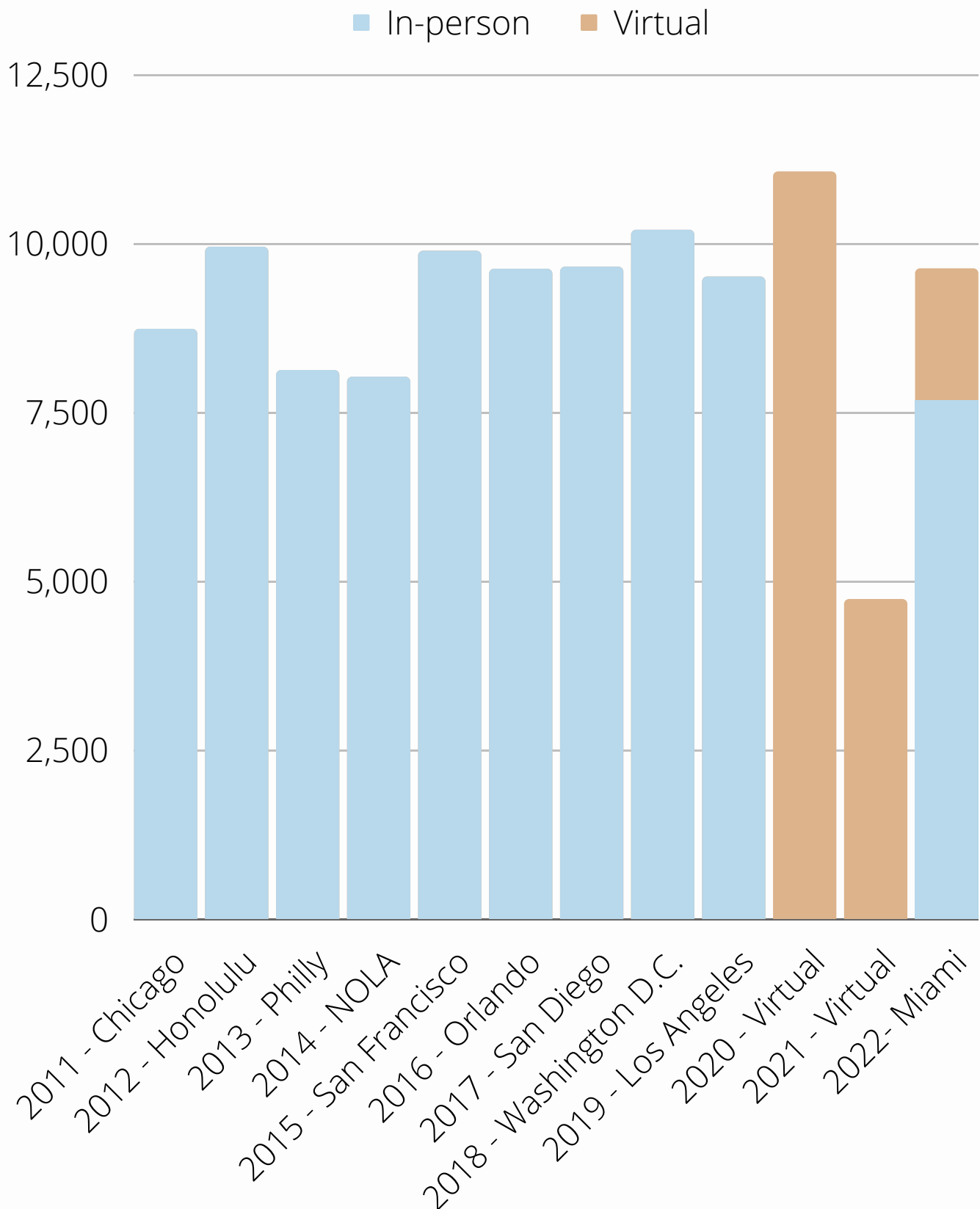


**Elizabeth Cordes**

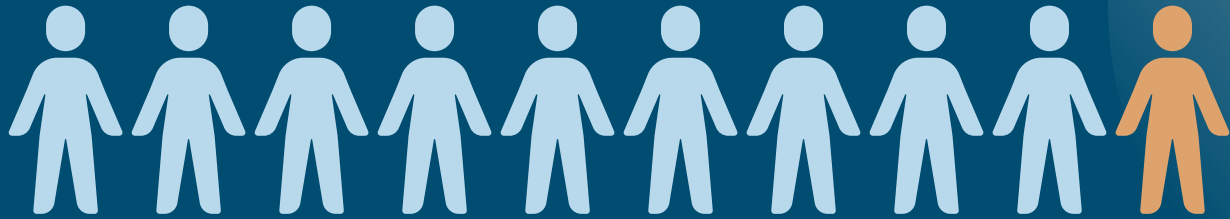
## **Specialist, Meetings and Exhibits | Meetings**

- Contact for booth placement for Winter Conference
- Contact for all exhibitors that do not fall within the priority placement process for both Winter Conference and Annual Session
- Will be sole exhibitor/sponsor contact for all exhibitors from September 19th – December 12th while Holly is out on maternity leave.

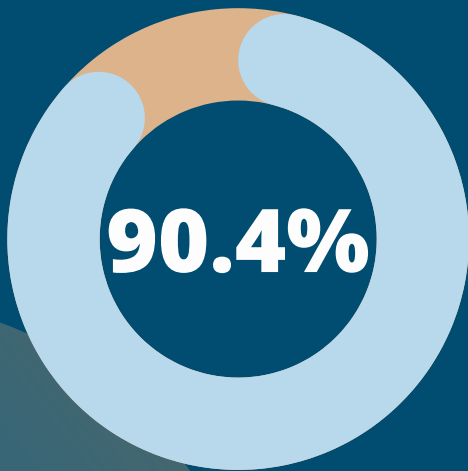
# AAO Annual Session Doctor & Staff Attendee Numbers



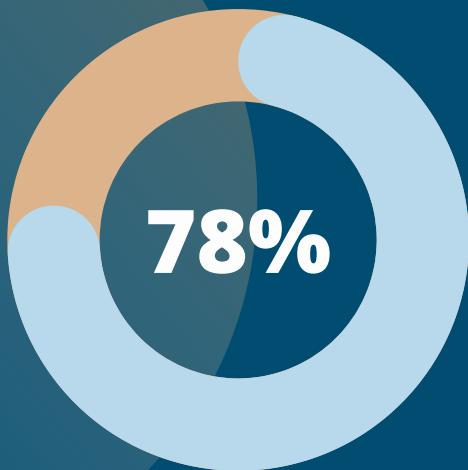
# 2022 Exhibit Hall Highlights



**96.9% Doctors & 98.6% Staff  
Attendees Visited the Exhibit Hall**



Doctor attendees stated they were likely or very likely to try a new product as a result of visiting the Exhibit Hall



Orthodontic Staff stated they were likely or very likely to try a new product as a result of visiting the Exhibit Hall

# Exhibit Hall Floorplan

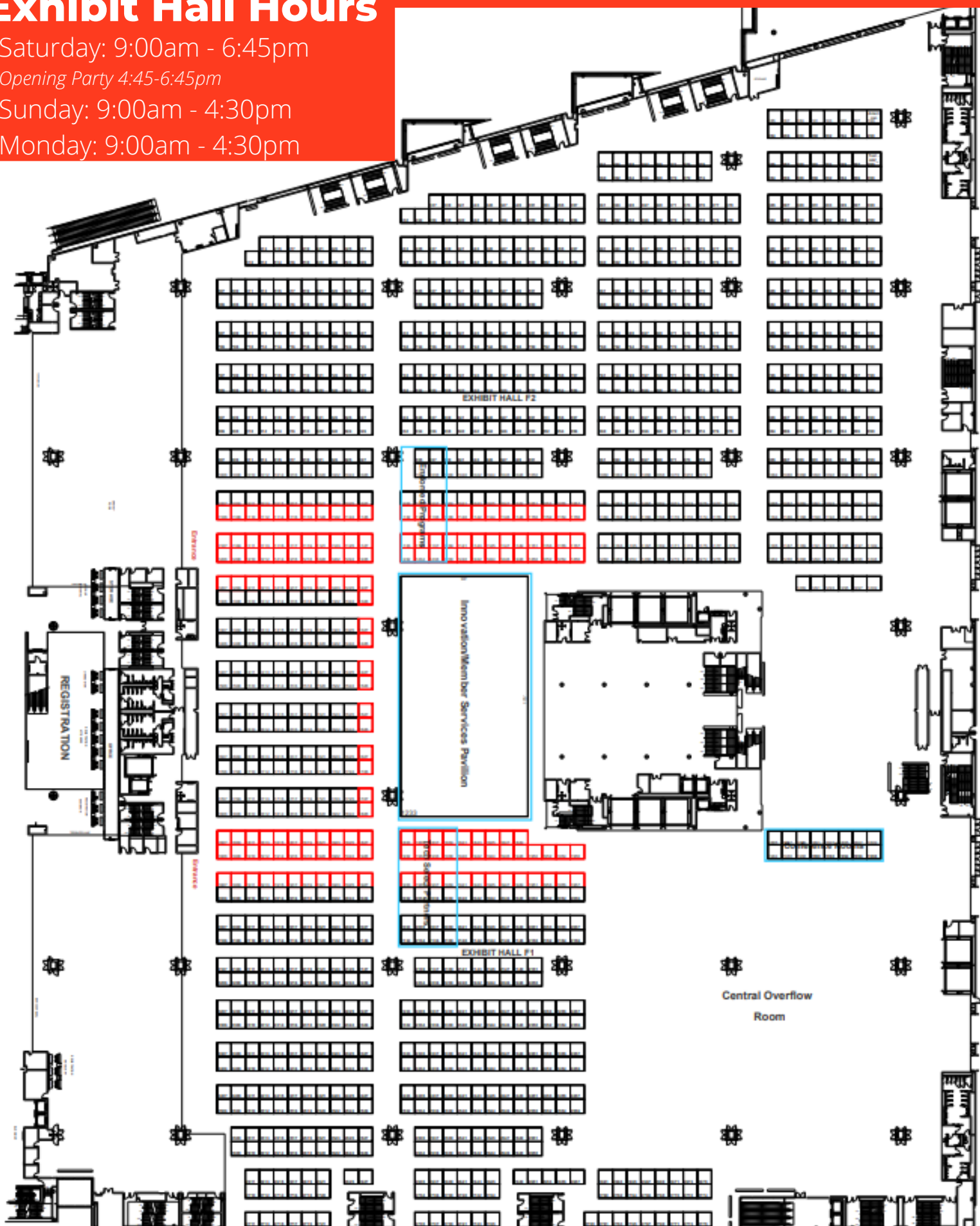
## Exhibit Hall Hours

Saturday: 9:00am - 6:45pm

Opening Party 4:45-6:45pm

Sunday: 9:00am - 4:30pm

Monday: 9:00am - 4:30pm





# Booth Specifics

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## 10X10 BOOTH

**\$3,200**

Space in the Exhibit Hall is rented on a square foot basis, with minimum rental being 100 square feet in a 10'x10' configuration.

### What is included:

- includes 2 staff badges,
- 8' background drape, 3' side rail drape, and
- 7" x 44" identification sign with exhibitor's company name

## ISLAND BOOTH

An island exhibit is a display detached from other displays with aisles on all sides (minimum 400 sq. ft.).

Islands measuring 400 sq.ft. or more shall be charged a \$1,000 island fee in addition to the standard space rental.

## IMPORTANT THINGS TO NOTE

- Booths in a premium location will be charged an additional fee of \$150.
- It is mandatory that exhibitors provide flooring for their own exhibit areas.

## CONFERENCE ROOMS

Conference rooms in the exhibit hall will be available for a fee of \$4,900/per room. These rooms are 10'x10', hard-walled and lockable. They include: 1 draped table, 2 chairs, and 1 wastebasket. Additional furnishings or equipment may be ordered at exhibitor's expense.



# Important Dates



## Booth Selection

Contracting opens on **September 6, 2022**

Exhibitor contract links will be sent to the primary contact for each company, and once your booth is confirmed by show management, you will be sent a link with access to your exhibitor console. The exhibitor console is where all resources related to the Annual Session reside, including the link to register your booth staff and secure your hotel rooms.



## Cancellation/Downsizing

Exhibitors must notify the AAO Meetings Department in writing if cancelling booth space and/or sponsorship OR downsizing their booth space. Refunds for cancelled space and/or sponsorship, OR downsized booth space will be given as follows:

1. If booth space or sponsorship is cancelled or booth space is reduced **prior to December 31, 2022**, the AAO will retain **25% of the total** cost. (i.e. - \$800 for a standard 10x10)
2. If booth space or sponsorship is cancelled or booth space is reduced **between December 31, 2022, and January 23, 2023**, the AAO will retain **50% of the total** cost. (i.e. - \$1,600 for a standard 10x10)
3. If booth space or sponsorship is cancelled or booth space is reduced **after January 23, 2023**, the AAO will retain or collect **100% of the total** cost. No refund will be given.



## Payment

A fifty percent (50%) deposit must be submitted **at the time of contracting**.

Payment in full must be received in the AAO office no later than **January 23, 2023**.

Payment is either by ACH or Check. If Paying by check, booths will NOT be confirmed until the check is received.



## Hotel Reservations

Book your staff hotel rooms through our preferred vendor, OnPeak starting on **November 7, 2022** - link will be available in your exhibitor console.



## Island Booth Submissions

Island exhibit plans & hanging signs must be submitted for approval to AAO show management at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) and [ecordes@aaortho.org](mailto:ecordes@aaortho.org) no later than **February 17, 2023**.



## Certificate of Insurance

All exhibitors must provide proof of insurance by **March 24, 2023**, in order to be allowed in the Exhibit Hall.

Please refer to the Annual Session Terms and Conditions for the complete set of rules and regulations



# Room Block for Annual Session

**OPENS NOVEMBER 7, 2022**  
**ACCESS THROUGH THE EXHIBITOR CONSOLE**



# Other Important Reminders

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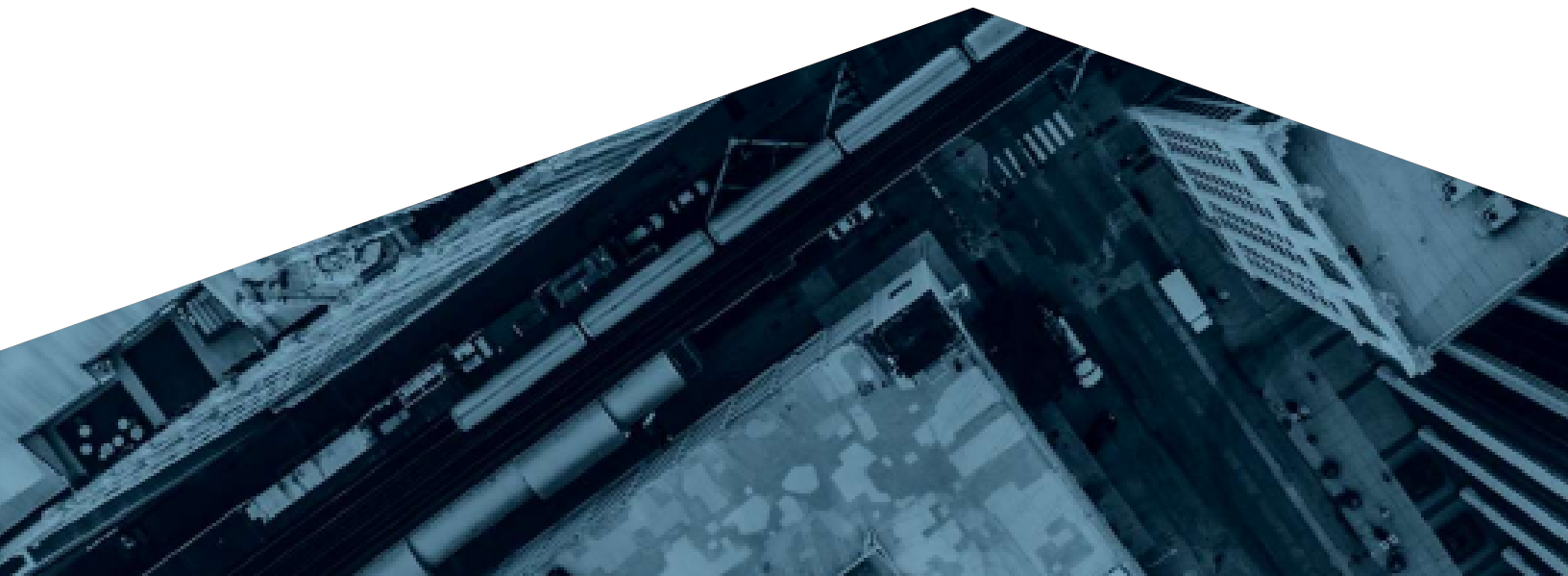
## CONTRACT TIMELINE



## CAREER FAIR

The AAO Career Fair at Annual Session is an open-networking event that connects hiring organizations with orthodontists who are actively seeking or exploring career opportunities. Employers and sellers can register a booth at this event to showcase their opportunities and potentially engage with hundreds of AAO members, ranging from current residents and recent graduates ready to begin their careers to seasoned practitioners seeking new opportunities.

More information and employer registration will be available in the fall. Should you have any questions, you may contact Lauren Carr at [lcarr@aaortho.org](mailto:lcarr@aaortho.org).



# Special Events Calendar

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**Friday,  
April 21:** Leadership Reception  
Open Night for Supplier Entertainment

**Saturday,  
April 22:** Opening Party (Taste of Chicago)  
4:45pm-6:45pm in Exhibit Hall  
(Suppliers are encouraged to provide  
beverages at booth to increase traffic)  
  
Alumni & Global Reception  
6:45pm-8:45pm at the Marriott Marquis

**Sunday,  
April 23:** Fun Run – Location and Time TBD  
  
Celebration (Mardi Gras Theme)  
4:45 pm – 6:45 pm at the WinTrust Arena  
  
Resident Reception – Location and Time  
TBD

**Monday,  
April 24:** Open Night for Supplier Entertainment

# SPONSORSHIP ACTIVATIONS



Annual Session 2023  
In-person & Virtual

**April 21-24, 2023**

**Chicago, Illinois  
McCormick Place**

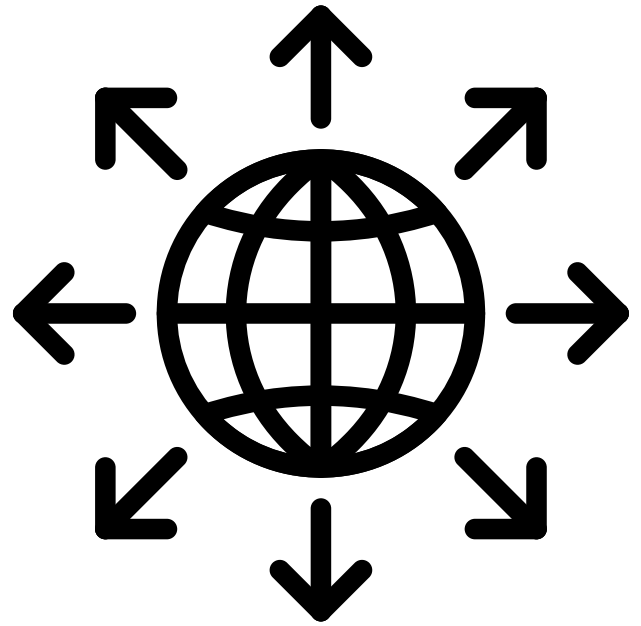
**UPDATED: 9/12/22**

# REACH

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The AAO is returning to the Windy City in 2023.

Over 400 companies from around the world will display their products and services at the 2023 Annual Session. This comprehensive, annual exhibit is the largest orthodontic gathering of companies in the world.



## CONTACT

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All booth and sponsorship opportunities can be purchased through the exhibitor console.

Exhibiting questions contact:

Elizabeth Cordes [ecordes@aaortho.org](mailto:ecordes@aaortho.org)

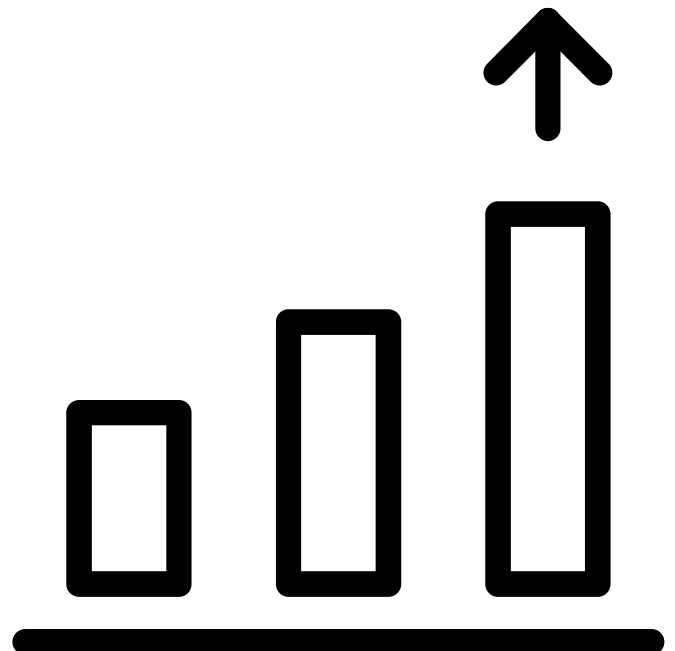
Sponsorship questions contact:

Holly Kiel [hkiel@aaortho.org](mailto:hkiel@aaortho.org)

## BENEFITS

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- Access to qualified buyers at the world's greatest celebration of orthodontists
- 10% Discount to any exhibitor purchasing at least \$30,000 in sponsorships
- Dedicated hours of exhibit hall time to connect with buyers.





# HOSPITALITY

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## DOCTOR LECTURE HOSPITALITY

Align your company's brand with one of the designated Conference Attendee Personas that are being rolled out for the first time at this year's Annual Session! Purchase this opportunity to position 2 of your sales reps outside of the Lecture Room designated for the persona that you choose. Your reps can mix and mingle with Doctors as they are coming and going! Some restrictions may apply based on ADA CERP guidelines. You will also have a branded tower outside the meeting room that all attendees will be sure to notice!

Whatever refreshments or other forms of hospitality you provide is limited only by your imagination!

W375e & W185 - **Clinical Techniques** (3,000+ people & Livestream)

**COST:** \$7,500

W375c & W375d - **Scientific Advances** (2,800 people)

**COST:** \$5,000

W375a & b - **Innovations & Tech Talk** (1,400 people )

**COST:** \$5,000

W184abcd - **Inspiration & Well-Being** (700 people)

**COST:** \$4,600

W183abc & W181abc - **Business Success** (1,400 people)

**COST:** \$6,000

# HOSPITALITY CON'T.

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## NEW ORTHODONTIST & RESIDENT LOUNGE

This Lounge is a gathering point for all new and younger AAO members who attend Annual Session in-person. The Lounge offers a convenient destination to relax between sessions, meet and re-connect with peers and learn about AAO resources. Your sponsorship will allow up to 2 members of your team to be present in this lounge, building relationships with your target audience throughout the entire conference. Feel free to provide branded games (i.e. - bags, cards, etc.) for the residents to play while they are networking.

Please note: If the sponsor would like to add lunch for 50 residents each day, we can accommodate that for an additional \$7,500 for all 3 days

**COST:** \$15,000

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## RESIDENT LUNCH SPONSOR

Looking to build relationships with the AAO's New Orthodontists & Residents? This opportunity offers your company a great path to do just that! We will set aside a lounge space next to your booth to include seating for approximately 50 people, and you will be providing 50 lunches for residents. The AAO will promote your lounge space to residents in advance of the meeting, and let them know that they need to come by your booth and reserve a spot for lunch.

Please note: Open for multiple sponsors. This opportunity is best purchased at the time you complete your contract for your booth, as booths will not be moved to accommodate the lounge if added later on. This opportunity will need to be purchased by 12/31/22 in order to be promoted to residents in the targeted email sent to them prior to the meeting.

**COST:** Saturday - \$7,500

**COST:** Saturday and Sunday - \$15,000

Sponsorship questions contact: [Holly Kiel hkiel@aaortho.org](mailto:hkiel@aaortho.org)

# HOSPITALITY CON'T.

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## RESIDENT HOSPITALITY SPONSOR

If your organization would like to better connect with AAO's New Orthodontists & Residents, then you may want to consider this sponsorship opportunity! The sponsoring company will be able to offer hospitality to residents that are staying at this "designated resident hotel." The AAO would promote your company's brand in the On-Site program, as well as a targeted email to all residents in advance of the meeting.

Please note: This opportunity is available until October 31, 2022. Limited to three sponsors. *Some consultation may be needed to organize. Please contact Holly Kiel for more info.*

**COST:** \$5,000 ea.

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## CENTRAL OVERFLOW ROOM

The AAO will be outfitting the back of Hall F1 with state of the art technology which will allow in-person attendees to view any of the lectures from the comfort of this one room - accessible through the Exhibit Hall. Invest in this sponsorship and 2 of your reps can mix & mingle with conference attendees outside the entrance to the "silent theatre" space for the duration of the Annual Session! Whatever hospitality you might be inclined to offer here is completely up to you!

**COST:** \$15,000

# MARKETING

## CONFERENCE BAGS

Everywhere you look, you'll see AAO attendees carrying their Annual Session conference bag. Get your logo and your company recognized by having your company name and logo proudly displayed on every single bag! (AAO staff handles the development and ordering of all bags.)

**COST:** \$35,000

## ATTENDEE LANYARDS

Sponsor the name badge lanyards and you'll have every attendee walking around with your company's logo around their neck! This is a brilliant way to drive awareness of your company and your brand! (AAO staff handles the development and ordering of all lanyards.)

**COST:** \$40,000

## CONVENTION CENTER Wi-Fi

Looking for an easy way to reach all 16,000+ in-person AAO attendees and have them remember your company slogan? Sponsor the Wi-Fi at the Convention Center and you'll be able to set the password all attendees will use to access the internet inside the building.

**COST:** \$15,000

## CONFERENCE BAG INSERTS

Push traffic to your booth by placing advertisements in the Annual Session conference bags. Every attendee will get a bag - make sure your company information is inside! (Printed collateral or sample products are acceptable.)

Any advertising must be approved by AAO prior to February 10, 2023. Exhibitor must provide 14,000 pieces and have shipped to AAO office for receipt by March 24, 2023.

**COST:** \$3,000

(Limited to 15 entries)



# MARKETING CON'T.

## ATTENDEE REGISTRATION EMAIL SPONSOR

The AAO will deliver email announcements to all virtual attendees three times prior to the Annual Session: at 2 weeks prior to the event, 1 week prior to the event, and 24 hours prior to the event start. Sponsor these messages and use your ad space to encourage attendees to make appointments with your staff, promote your in-booth lecture, and seek you out for more information during the event. Your message will be seen with consistency and regularity, so this sponsorship is sure to deliver the return you are looking for.

**COST:** \$6,000

## VIRTUAL ATTENDEE DAILY EMAIL SPONSOR

Each morning, the AAO will be sending targeted messages to all virtual Annual Session attendees reminding them of the days' events. Sponsor these emails and your company's message will be one of the first things attendees see each day. Drive traffic to your website or virtual booth and keep your company top-of-mind.

**COST:** \$6,000

## MAILING LISTS

Extend your reach beyond your booth by contacting conference attendees where they are, before-during-or after the show! Mailing Lists for registered attendees are available for a one-time use through your Exhibitor Console.

**COST:** \$0.25 per name

***Note:** Attendees have the right to opt-out of receiving email messages. There are a lot of scams out there. Do not purchase from any other provider.*

## TABLE SWAG **NEW!**

Looking to have your company branding noticed all throughout the exhibit hall? You can purchase this activation which allows you to place your company swag on the lunch tables placed throughout the hall at Annual Session for all attendees to see! Please note: this is a non-exclusive sponsorship activation, and your sponsored materials must meet the approval of AAO staff.

**COST:** \$5,000

Sponsorship questions contact: [Holly Kiel hkiel@aaortho.org](mailto:hkiel@aaortho.org)





## MARKETING CON'T.

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### BOOST YOUR BOOTH'S VISIBILITY

Access to all exhibitor company information will be provided to all in-person and virtual attendees. Make sure that your company engages every attendee by purchasing one or more booth listing upgrades. Research the various opportunities available at various price points inside your Exhibitor Console.

**COST:** VARIOUS - SEE CONSOLE

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### VIRTUAL EVENT BANNER ADS

Keep your brand top of mind for all Virtual Annual Session Attendees by strategically placing your banner ad on the virtual event website. Push traffic to your booth, and incentivize attendees to make appointments with your staff – to really get that 1:1 interaction. Ads may be placed on the Event Page or the FAQ page. Only 1 banner ad will be sold per page – so make sure you buy these before your competition does.

**EVENT PAGE BANNER AD COST:** \$3,000

**FAQ PAGE BANNER AD COST:** \$1,500

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### CONFERENCE APP STICKY BANNER

The sticky banner is a banner that "sticks" at the bottom of the app's main screen. As a user scrolls down the screen, the banner stays in its fixed position right above the bottom menu. The banner is clickable and can link to a website, or for PRO apps it can also link to content like a booth speaker, or presentation.

**COST:** \$7,500

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### PRINTED EXHIBIT GUIDE and ONSITE PROGRAM

Please see the media kit for details.

# SHARE THE EXPERIENCE

## OPENING KEYNOTE SPEAKER

Sponsor the Opening Keynote and you'll be able to address what is expected to be the largest single audience of the Annual Session. (This event will be simulcasted to the virtual audience as well - so you'll reach thousands more!)

**COST:** \$45,000

## RESIDENTS RECEPTION (Sunday, April 23)

This fun and energetic in-person event gives the sponsor exclusive access to more than 700 residents who are just starting their career. If your company is trying to build its brand amongst AAO's new and younger member demographic, this is the perfect opportunity! Use the 25 complimentary tickets you'll receive to bring your staff and network with the crowd. You'll also be able to address the gathering from the microphone.

**COST:** \$75,000

## FUN RUN & WALK (Sunday, April 23)

Approximately 200 in-person Annual Session attendees participate in this fun annual event! Participants receive a T-shirt that includes sponsor logo, and are given an official time after finishing the course. There are refreshments and lots of camaraderie throughout the morning. Many orthodontic teams enjoy the experience as a great bonding activity and a nice way to start the day! Time and location are still being determined - all details are handled by AAO staff - your team just needs to show up and join the fun!

**COST:** \$15,000

## WOMEN'S ORTHODONTISTS NETWORKING SESSION (WONS)

TBD

*Some restrictions apply in order to comply with ADA CERP guidelines.*

**COST:** \$10,000

# SHARE THE EXPERIENCE CON'T.

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## AAO LEADERSHIP RECEPTION

One lucky company will be invited to participate in this event that hosts all of the AAO leadership in one place! 2 company representatives will be able to network with AAO Delegates, Trustees, and leadership from every Constituent. Your company will be recognized in the opening remarks, on all event signage, and throughout the conference. You may even consider providing a party favor to be given to all reception attendees.

**COST:** \$16,500

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## GLOBAL RECEPTION & INTERNATIONAL LOUNGE BUNDLE

The supplier who sponsors this event will enjoy face time with over 400 doctors and decision makers from all over the world. Take advantage of this opportunity to see all of your international clients and prospects in-person and in one place. All details of the party will be handled by the AAO staff. As part of your sponsorship your company will enjoy 2 minutes of time to address the audience.

**COST:** \$15,000

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## ALUMNI RECEPTIONS

Have your sales reps greet guests as they arrive at the most anticipated social event of the Annual Session. The alumni groups are hosting the food and beverage, but the sponsor is welcome to augment selected menu if they choose. Your team will be able to mingle with attendees throughout the duration of the event. Sponsor will also receive a list (subject to GDPR) of all attendees for a one time use following the party.

**COST:** \$25,000

# SHARE THE EXPERIENCE CON'T.

## NEW ORTHODONTIST & RESIDENT CONFERENCE & LUNCHEON

If your company is trying to build relationships with orthodontic residents and early career practitioners, you want your reps to be in this room. During this event, new and younger AAO members join highly regarded speakers on topics of particular interest to those at the beginning of their career. Use the table in the back of the room to provide materials or promotional items for your company, and take advantage of 2-minutes at the microphone to introduce the audience to your company. Whatever you do, you'll enjoy exclusive and meaningful time with your target market.

*Some restrictions apply in order to comply with ADA CERP guidelines.*

**COST:** \$15,000

## SOCIETY OF EDUCATORS EDUCATIONAL LEADERSHIP CONFERENCE (SOE ELC)

This sponsorship opportunity is perfect for the company that works with faculty and educators across the country. Building relationships with these professionals can provide a pathway for companies into institutions of higher education. These professionals can also introduce your company to people at the start of their careers. Not only will 2 reps be allowed to join the in-person audience during the seminar, luncheon, and reception, but your company will enjoy 2 minutes to address the audience from the microphone. The sponsoring company can also choose to provide a 30 second commercial included in the video loop at the in-person meeting. Many attendees have asked for a pad of paper and a pen, so this would be a great way to have your brand noticed!

*Some restrictions apply in order to comply with ADA CERP guidelines.*

**COST:** \$10,000

## DR. WILLIAM R. PROFFIT RESIDENT SCHOLAR AWARD PROGRAM

Align your brand with the brightest young minds in orthodontics by sponsoring their research and recognition. Typically, winners of these awards will go on to win even more prestigious awards in the orthodontic profession.

If your company is serious about advancing research and innovation, you'll want to sponsor this unique program. In exchange your company will receive a full page Ad in the Exhibit Guide, and recognition on AAO Sponsor Signage.

**COST:** \$15,000

Sponsorship questions contact: Holly Kiel [hkiel@aaortho.org](mailto:hkiel@aaortho.org)



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**COST:** \$45,000

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**COST:** \$75,000

## FUN RUN & WALK (Sunday, April 23)

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**COST:** \$15,000

## WOMEN'S ORTHODONTISTS NETWORKING SESSION (WONS)

TBD

*Some restrictions apply in order to comply with ADA CERP guidelines.*

**COST:** \$10,000



# THOUGHT LEADERSHIP

## F.R.E.D. TALKS (Free Relevant Exhibitor Driven)

We're setting the stage for you to deliver valuable content to your customers in-person! The stages will be set to accommodate 90 people, with video projection, a small stage, and microphone. You can purchase as little or as much time as you need. Company names / times / and session titles will be included in the On-Site Program guide given to all attendees at registration - as long as your time has been purchased prior to December 31, 2022.

2 stages, 3 days - Available during all Exhibit Hours

**COST:** \$1,500 (20 minutes)

**COST:** \$4,500 (60 minutes)

## PRE-CONFERENCE WORKSHOPS

Would your company like to harness the appeal of the AAO Annual Session, in order to offer in-depth content to your audience while in Chicago? Well, the AAO is offering you the opportunity to provide an interactive learning experience on Friday, April 21st - inside the convention center!

Rooms Available: 176B and 176C

Time Frame: 12:00pm - 5:00pm

**COST:** \$3,500 (per room)

Sponsor provides room set-up instructions, all audio visual needs and any refreshments served during program. Company names, times and workshop titles with descriptions will be promoted immediately following attendee registration. Course information will also be listed on the Pre-Conference Workshop webpage, on the meeting app and in the On-Site Program guide, as long as your time has been purchased prior to December 31, 2022.

# CELEBRATION SPONSORSHIPS

**Event Date:** Sunday, April 23, 2023 **Event Time:** 4:45pm-6:45pm Central

**Event Location:** WinTrust Arena

**Event Theme:** Laissez Les Bon Temps Rouler!

**Entertainment:** Relapse

The only Suppliers who will be allowed in the event are the Event Sponsors!

## All sponsors will receive

- Company branding on 5 tables in one event seating area – floorplan tba\*
- One Complimentary Annual Session attendee list for one-time use
- Recognition on Conference signage and On-Site Guide
- Participating company in Conference Mobile App Scavenger hunt (more info to come).

## **Bronze Package - \$5,000**

- Priority Points Value: 2 points

## **Silver Package - \$10,000**

- Company branding on one bar
  - Attendees receive two drink tickets upon entry (bar expense paid by the AAO)
- Priority Points Value: 4 points

## **Gold Package - \$15,000 (limit 3)**

- Company branding on one of 3 food serving areas
  - New Orleans themed menu items will be provided by the AAO.
- Company Logo included on a step & repeat backdrop
- Priority Points Value: 6 points

## **Platinum Package - \$25,000 (limit 2)**

- Company branding in and around one of 2 enclosed “club” spaces locations\*
  - Includes at least one bar where attendees can redeem drink tickets
  - Includes a food station offering New Orleans themed menu items provided by the AAO
- Large Company Logo included on a step & repeat backdrop
- Digital recognition on jumbotron and ribbon boards
- Priority Points Value: 10 points

\*Complete event floorplan will be available in December 2022. Selection of tables and branded areas will be completed in order based on the date the sponsorship was purchased. Branding shall be designed and produced at sponsors' expense.

Sponsorship questions contact: Libby Dischert [ldischert@aaortho.org](mailto:ldischert@aaortho.org)

# YEAR ROUND OPPORTUNITIES

## LEGAL COURSES FOR RESIDENTS

Each year, the AAO's legal department presents dozens of legal courses to residents throughout the US and Canada. These seminars are presented to a welcoming and engaged audience of typically around 10-12 residents per program. Sponsors get approximately 5 minutes to provide their own presentation (pre-approved by the AAO). Should the sponsoring company not be able to attend the in-person course, they may provide a pre-recorded 5 minute presentation (pre-approved by the AAO). Your company will also be recognized as the lunch sponsor at each of the courses that take place during lunch hours.

Inquiries: Reach out to Kathy DiPrimo at [kdiprimo@aaortho.org](mailto:kdiprimo@aaortho.org)

Starting: June 1, 2022 - May 31, 2023

**COST:** \$12,000

## FINANCIAL MANAGEMENT FOR RESIDENTS

The AAO's Financial Management for Residents course is designed for orthodontic residents as they consider their financial futures and orthodontic careers. Topics include: Establishing a Financial Game Plan; Managing Student Loan Debt; Financial Decisions for Practice Ownership; and more. This is the perfect sponsorship for any company wishing to establish brand awareness within the younger specialty demographic.

### Sponsorship Benefits:

- Sponsor recognition provided within the presentation (the sponsor will not be in attendance)
- One branded brochure or flyer (pre-approved by the AAO) may be provided by sponsor as a handout to residents in attendance
- Sponsor to receive contact information of residents in attendance.

### Sponsorship Criteria:

Sponsor responsible for production and delivery of AAO-approved materials to be distributed at time of presentation.

Inquiries: Reach out to Brandon Hackworth ([bhackworth@aaortho.org](mailto:bhackworth@aaortho.org))

**COST:** \$1,500 per academic year

# YEAR ROUND OPPORTUNITIES

## RESIDENT VITALS PROGRAM

Each year, the AAO provides the Resident Vitals presentation to dozens of participating orthodontic residency programs across the U.S. and Canada. This content educates current orthodontic residents on the many AAO resources that are available to them during residency and throughout their careers. If you want to start building your brand recognition with the next generation of orthodontic specialists, this is the perfect opportunity for you!

### Sponsorship Benefits:

- Sponsor recognition provided within the presentation (the sponsor will not be in attendance)
- One branded brochure or flyer may be provided by sponsor as a handout to residents in attendance
- Sponsor to receive contact information of residents in attendance.

### Sponsorship Criteria:

- Sponsor responsible for production and delivery of AAO-approved materials to be distributed at the time of the presentation;
- Sponsor may NOT attend these seminars

Inquiries: contact Brandon Hackworth at [bhackworth@aaortho.org](mailto:bhackworth@aaortho.org).

**COST:** \$1,500 per academic year

# NEW SPONSORSHIP OPPORTUNITIES

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## THE NEW PRODUCT SHOWCASE AWARD COMPETITION

Introducing a new product at Annual Session? Increase your exposure by entering the New Product Showcase Award competition. Best in show, 2nd place, and 3rd place winners will be selected based on votes received from orthodontist attendees. Your product will be promoted in the Innovation Pavilion, to all attendees and you'll receive a sign to place in your booth communicating your participation. Winners will be announced on Monday at Annual Session to all attendees and through AAO publications and press releases. The product winning Best in Show can market their award throughout the year! If interested, please contact Holly Kiel at [hkiel@aaortho.org](mailto:hkiel@aaortho.org) to purchase.

**COST:** \$750

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## THE AMAZING BRACE

Drive more traffic to your booth by purchasing this activation! The object of the game is for attendees to have the most points. The attendee with the most points wins the following:

- Complimentary registration for them and a guest at the 2024 Annual Session in New Orleans
- one (1) complimentary suite at a hotel in the AAO room block for four (4) nights

To accumulate points, the attendee has to visit the exhibit booths that have purchased this opportunity, in addition to attending other specified tasks listed in the mobile app.

**COST:** \$2,000 for 2 points - additional points for \$1,000 ea

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## CAREER FAIR SPONSORSHIP

- Prominent booth location
- Featured employer profile on event landing page and printed directory (includes logo, description, career opportunities, web links, and option to embed video)
- Featured roundtable discussion
- Featured blurb in email to registered attendees (200 character limit)
- 25 featured job postings on AAO Career Center until Dec. 31, 2023
- Featured employer on AAO Career Center homepage
- Banner ad in the Mobile App on the Career Fair Page

**COST:** \$5,000

Sponsorship questions contact: Holly Kiel [hkiel@aaortho.org](mailto:hkiel@aaortho.org)