



# WINTER CONFERENCE

## INFO

### Exploring the Evolution of the Ortho Practice

There are many more practice modalities to pursue today than at any time in the history of the orthodontic specialty. Attendees will hear the current breakdown on practice modalities, learn from peers on their experience with various modalities available, and gather advice given by consultants and professional advisors on outcomes and expectations with a particular modality. These lectures and TedTalk style presentations will cover: solo practice, small group practice, practicing with a child, DSO's, OSO's, associate for a career, emerging DSO and large group, pedo/ortho, GP/ortho, Medicaid centric, aligner centric and more.

## BENEFITS OF BEING A WINTER CONFERENCE EXHIBITOR

- ◆ The smaller scale and more intimate format allows exhibitors to have in-depth conversations with attendees about their products.
- ◆ Winter Conference offers a unique opportunity to educate and form substantive connections with prospective customers.
- ◆ Due to the size of the exhibit hall and limited booth space, the floor is only available to exhibitors in the dental profession.
- ◆ Majority of the nearly 1,000 attendees are orthodontists.

## IMPORTANT DATES

Monday, August 16, 2021

**Exhibitor Contracting Open**

Friday, December 31, 2021

**Final Payment Due / Deadline for Printed Material**

Friday, January 28 - Sunday, January 30, 2022

**Winter Conference in Orlando, FL**

## CONTACT

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

Please reach out to Elizabeth Cordes, Specialist, Meetings and Exhibits, with any questions regarding exhibiting or creating an engagement strategy that will help you see the greatest return on your investment.

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

**To learn more, visit:** <https://meetings.aaainfo.org/winter-conference-2022/>



# WINTER CONFERENCE

## SCHEDULE

### Friday, January 28

7:30am-8:25am	Breakfast		Pre-Function West
8:25am-8:30am	Opening Remarks	J. Kendall Dillehay & DeWayne McCamish	Pacifica Ballroom
8:30am-10:00am	(Final Title TBA)	Mary Beth Kirkpatrick & Ryan Moynihan	Pacifica Ballroom
10:00am-10:30am	Morning Refreshment Break/Exhibit Hall		Oceana Grand Ballroom
10:30am-11:00am	(Final Title TBA)	Google Representative TBA	Pacifica Ballroom
11:00am-12:00pm	My Practice Journey with Smile Doctors	Ben Fishbein	Pacifica Ballroom
12:00pm-1:00pm	Lunch Break/Exhibit Hall		Oceana Grand Ballroom
1:00pm-1:30pm	Practice Growth: How we went from "Zero to Sixty!"	Regina Blevins	Pacifica Ballroom
1:30pm-3:30pm	Practice Modality Panel Discussion <i>Moderated by Chris Bentson</i>	Anil Idiculla, Jamie Reynolds, Damon Barbieri, Scott Law & Elizabeth Campbell	Pacifica Ballroom
3:30pm-4:00pm	Afternoon Refreshment Break/Exhibit Hall		Oceana Grand Ballroom
4:00pm-5:00pm	Lessons Learned: Orthodontic Wisdom Passed Down Through Three Generations	Herb Hughes & Justin Hughes	Pacifica Ballroom
5:00pm-6:00pm	Reception/Exhibit Hall		Oceana Grand Ballroom
9:30am-6:00pm	Exhibit Hall Open		Desert Ballroom

### Saturday, January 29

7:30am-8:30am	Breakfast		Pre-Function West
8:30am-9:00am	Ortho/Pedo Partnerships: What to Ask Before You Get Married to Avoid Divorce	Heather Hopkins	Pacifica Ballroom
9:00am-10:00am	(Final Title TBA)	Stuart Frost	Pacifica Ballroom
10:00am-10:30am	Morning Refreshment Break/Exhibit Hall		Oceana Grand Ballroom
10:30am-11:00am	(Final Title TBA)	Jeril Cooper & Kenneth Dyer	Pacifica Ballroom
11:00am-12:00pm	A Transition Model That Works	Greg White	Pacifica Ballroom
12:00pm-1:00pm	Lunch Break/Exhibit Hall		Oceana Grand Ballroom
1:00pm-2:30pm	Mission Not Impossible: Your Weaknesses are Your Superpowers	Corinne Devin	Pacifica Ballroom
2:30pm-3:30pm	From Bonds to Braces: Pivoting into Private Practice, Prototypes, and Pedagogy	Christina Bonebreak Jackson	Pacifica Ballroom
3:30pm-4:00pm	Afternoon Refreshment Break/Exhibit Hall		Oceana Grand Ballroom
4:00pm-5:00pm	Panel Discussion <i>Moderated by Daniel Keith</i>	Saturday Speakers	Pacifica Ballroom
5:00pm-6:00pm	Reception/Exhibit Hall		Desert Ballroom
9:30am-6:00pm	Exhibit Hall Open		Desert Ballroom

### Sunday, January 30

7:30am-8:30am	Breakfast		Pre-Function West
8:30am-9:30am	How to Recruit and Retain Orthodontic Associations in a Competitive Market	Shannon Patterson	Pacifica Ballroom
9:30am-9:55am	Morning Refreshment Break		Oceana Grand Ballroom
9:55am-10:00am	Wrap-up Remarks	J. Kendall Dillehay & DeWayne McCamish	Pacifica Ballroom
10:00am-11:00am	Financial Decisions Orthodontists Must Get Right	Dan Wicker	Pacifica Ballroom
11:00am-12:00pm	Financial Outcomes with Models	Brad Kucharo	Pacifica Ballroom

To learn more, visit: <https://meetings.aaoinfo.org/winter-conference-2022/>



## ADVERTISING & SPONSORSHIP OPPORTUNITIES

All Sponsors of the 2022 Winter Conference will be recognized on the AAO conference webpage and on all sponsor signage throughout the Conference.

### **Breakfast Sponsor - \$2500**

Purchase one or both of these opportunities and you'll be the only exhibitor allowed access to conference attendees outside of exhibitor hall hours. Be the first person attendees see when they come down for their morning coffee – you'll even be able to provide logo'd coffee sleeves, napkins, and other logo'd material (as approved by the AAO for distribution.)

Availability: 1 Friday and 1 Sunday

### **WIFI - \$3500**

Want every conference attendee to be aware of your company? Make them type in your name or slogan when they sign on to the conference internet. By purchasing this sponsorship, you can choose the password!

Availability: 1

### **Lanyard Sponsor: \$1500**

Wouldn't it be nice to see every conference attendee walking around with your company's logo on the AAO provided conference lanyard? Purchase this sponsorship opportunity and your company will be the one that is seen every day on every attendee!

Availability: 1

### **Conference Bag Insert: \$500**

We have extra conference bags from the 2021 Annual Session that we are using to your benefit! Provide every meeting attendee with your company's collateral, logo'd item or a sample of your product by purchasing this opportunity.

Availability: 10

Note: Company to ship 1000 items to show site as instructed by show management. AAO staff will stuff all bags and distribute to attendees upon arrival.

### **In-Person Exhibit Hall Announcements: \$350**

One Live announcement will be made in the Exhibit Hall during the busiest times of each day. Use these opportunities to drive traffic to your booth!

Availability: 6 Total: 3 announcements on Friday, 3 on Saturday

Note: Announcements are limited to 100 words, must comply with AAO Advertising policy, and the AAO reserves the right to approve all announcements.

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## ADDITIONAL ADVERTISING & SPONSORSHIP OPPORTUNITIES

### **Attendee Registration Email Sponsor : \$775**

The AAO will deliver emails to all attendees three times prior to the Winter Conference: 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 promote your brand.

Availability: 1

Note: Size of Ad is 600x100, 600x200, or 600x300 png. Content must be received by November 30, 2021

### **Attendee Daily Email Sponsor: \$775**

Each morning of the conference, the AAO will be sending targeted messages to all Winter Conference 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.

Availability: 1

Note: Size of Ad is 600x100, 600x200, or 600x300 png. Content must be received by November 30, 2021

### **Sponsor Presentations – Virtual Event Only - \$1,250 each**

Would you like to position one of your representatives as a thought leader in the profession? Purchase time for virtual attendees to view your pre-recorded presentation. Your sales rep. will be able to interact in real time with the live audience via chat. Sponsor Presentation times are available during the morning and Lunch breaks in the AAO lecture schedule.

Availability: (6) thirty-minute presentations – (3) Friday and (3) Saturday

### **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 one-time use through your Exhibitor Console. The cost is \$.25 per name. (Attendees have the right to opt-out of receiving email messages.)

Note: All session titles, course descriptions, and speaker bios must be received by Exhibits Manager by December 31, 2021.