

EXHIBITOR PROSPECTUS

AAC **WINTER** **2024**
CONFERENCE

**Excellence in the Details - The
Art of Orthodontic Finishing**

January 26-28, 2024

San Antonio, TX

JW Marriott San

Antonio Hill Country

Resort & Spa

THE WHO

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 and the entire orthodontic community. Meetings, conferences and sessions engage and delight while providing the profession's most robust and highest-quality learning events.

TEAM MEMBERS



Holly Kiel - Manager of Supplier Relations | Meetings

- Contact for anything regarding sponsorships for Winter Conference, Annual Session, and Supplier Network.
- Primary contact for all exhibiting companies with 30 priority points or more, OR companies with a total spend of \$10,000 or more in sponsorship in June 1, 2022 - May 31, 2023



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

THE WHY

- 10:1 attendee/exhibitor ratio and a low booth price compared to other major dental shows!
- Due to the size of the exhibit hall and limited booth space, the floor is only available to exhibitors in the dental profession.

THE WHAT

BOOTH SPECIFICS

Maximum rental is 100 square feet /10'x10'configuration.

COST: \$3200 (\$150 additional fee for premium location)

All booths will be provided with:

- 8'-high back drape
- 3'-high side rail
- (1) counter height table, (2) chairs and wastebasket
- Exhibit Hall is carpeted, no additional flooring is needed

REMEMBER

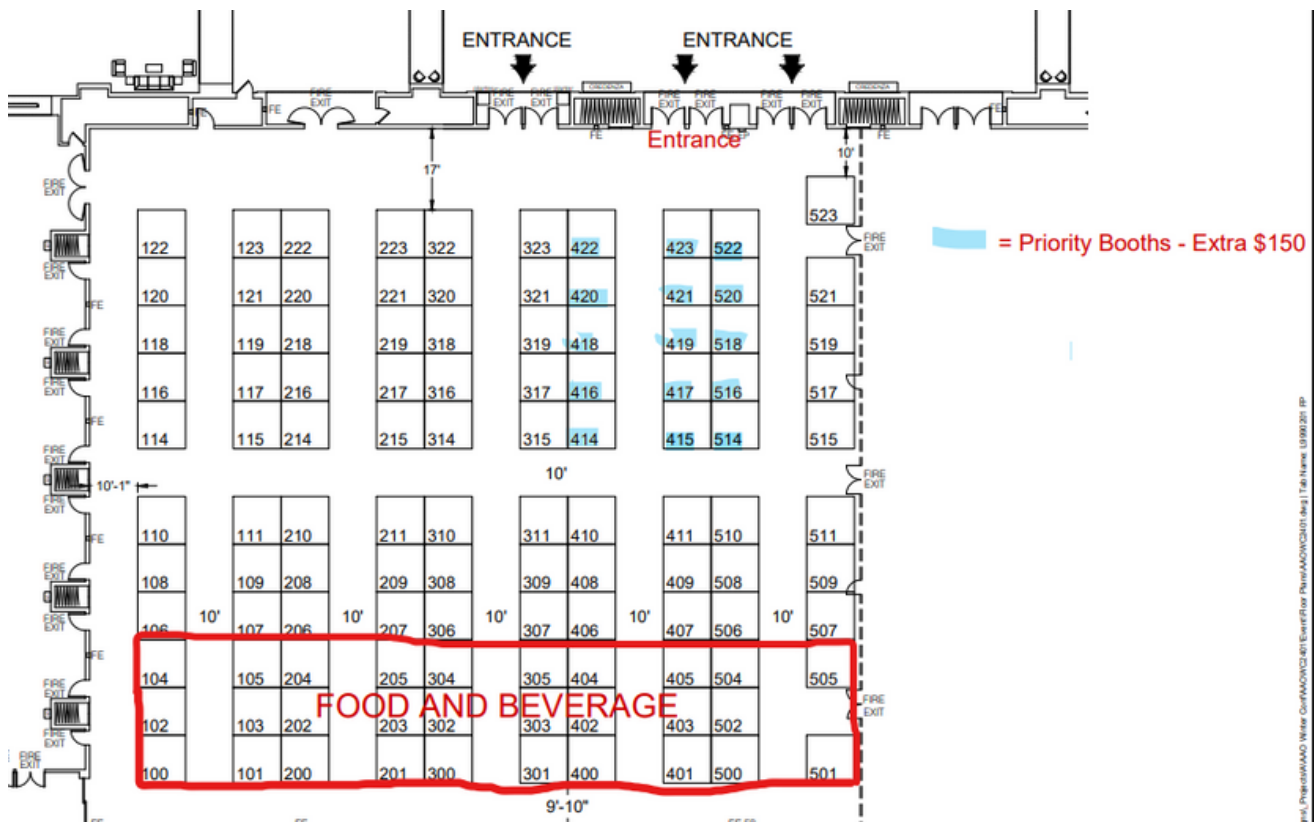
- Limit is (2) Exhibitor Staff per booth (except for companies who purchase Sponsorship Packages that include additional badges)
- Exhibitors will need to purchase electrical and internet, if needed.



WINTER CONFERENCE 2024

Floorplan with Premium Booth Locations

- Exhibit Hall Location: Grand Oaks Ballroom J - S
- Blue Highlight indicates premium booths and will be subject to an additional \$150 premium booth fee.
- F&B in Exhibit Hall: Breaks, Lunch, and Receptions in back of hall
- Reception in Exhibit Hall: Friday & Saturday at 5:00pm



Exhibitor Setup Hours: Thursday, Jan. 25 9:00am - 5:00pm

Exhibit Hall Hours: Friday & Saturday

9:00 am – 6:00 pm

Dedicated Hours: 11:30am - 1:00pm

WC Program Schedule

Friday, January 26

| | |
|-----------------|---|
| 7:00am-7:55am | Breakfast |
| 7:55am-10:00am | Opening Remarks and CE Program |
| 9:00am-6:00pm | Exhibit Hall Open |
| 10:00am-10:30am | Morning Refreshment Break/Exhibit Hall |
| 10:30am-11:30am | CE Program |
| 11:30am-1:00pm | Lunch Break/Exhibit Hall – Sponsored Lunch-n-Learns |
| 1:00pm-2:30pm | CE Program |
| 2:30pm-3:00pm | Afternoon Refreshment Break/Exhibit Hall |
| 3:00pm-5:00pm | CE Program |
| 5:00pm-6:00pm | Reception/Exhibit Hall |

Saturday, January 27

| | |
|-----------------|---|
| 7:00am-8:00am | Breakfast |
| 8:00am-10:00am | CE Program |
| 9:00am-6:00pm | Exhibit Hall Open |
| 10:00am-10:30am | Morning Refreshment Break/Exhibit Hall |
| 10:30am-11:30am | CE Program |
| 11:30am-1:00pm | Lunch Break/Exhibit Hall – Sponsored Lunch-n-Learns |
| 1:00pm-2:30pm | CE Program |
| 2:30pm-3:00pm | Afternoon Refreshment Break/Exhibit Hall |
| 3:00pm-5:00pm | CE Program |
| 5:00pm-6:00pm | Reception/Exhibit Hall |

Sunday, January 28

| | |
|-----------------|-----------------|
| 7:00am-8:00am | Breakfast |
| 8:00am-11:15am | CE Program |
| 11:15am-11:30am | Closing Remarks |

Important Dates



Booth Selection

Contracting opens on **August 14, 2023** at 9:00am CST.

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 Winter Conference reside, including the link to register booth staff (open on Aug. 21) and secure hotel rooms (Aug. 14).



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 **November 3, 2023**, 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 November 3, 2023, and December 8, 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 **December 8, 2023**, the AAO will retain or collect **100% of the total cost**. No refund will be given.



Payment

50% deposit must be submitted through your exhibitor console at the time of contract beginning on **August 14, 2023**.

Payment in full must be received in the AAO office no later than **December 8, 2023**. The AAO reserves the right to cancel any unpaid space after December 8, 2023 and resell the space without any liability or refund of deposit.



Hotel Reservations

Book your staff hotel rooms through our preferred vendor, OnPeak. Link will be provided **August 14, 2023**.



Exhibitor Info

Exhibitor console information must be updated **NO LATER THAN October 13, 2023**. Changes provided and/or missing information after this date will not be included in printed on-site program.



Certificate of Insurance

All exhibitors must provide proof of insurance by **December 31, 2023**, in order to be allowed in the Exhibit Hall.