

SPONSORSHIP ACTIVATIONS



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

January 26-28, 2024

San Antonio, TX

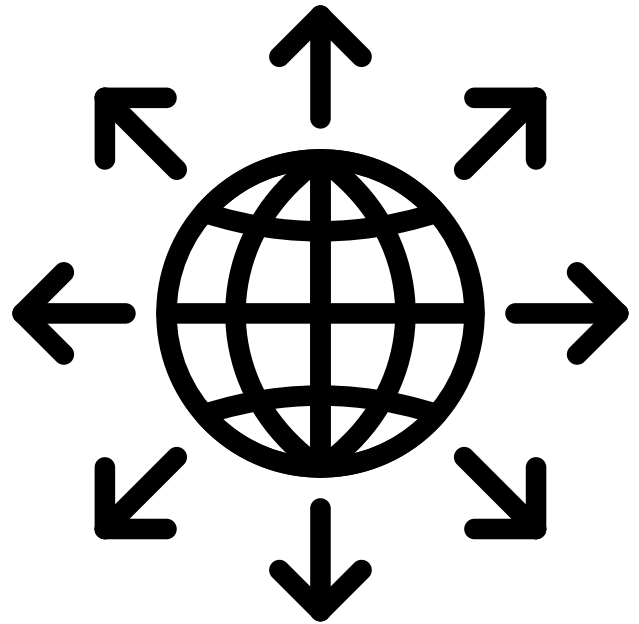
JW Marriott San

Antonio Hill Country

Resort & Spa

REACH

Winter Conference offers a unique opportunity to educate and form substantial connections with prospective customers. The conference is a small, intimate environment - perfect for networking and entertaining with your top clients.



CONTACT

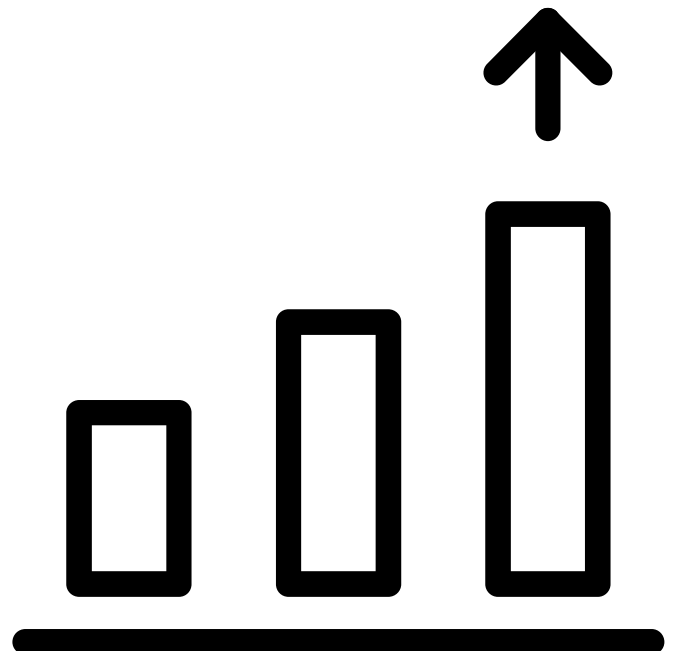
All booth and sponsorship opportunities can be purchased through the exhibitor console.

Exhibiting questions contact:
Elizabeth Cordes ecordes@aaortho.org

Sponsorship questions contact:
Holly Kiel hkiel@aaortho.org

BENEFITS

- Smaller, intimate meeting - perfect for quality networking with top clients.
- Majority of the nearly 1,000 attendees are orthodontists
- Reception in Exhibit Hall:
Friday & Saturday at 5:00 pm



Marketing

ATTENDEE LANYARDS

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

Must be purchased by October 31, 2023

COST: \$4,000

CONFERENCE BAG INSERTS

Push traffic to your booth by placing advertisements in the 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 December 5, 2023. Exhibitor must provide 1,000 pieces and have them shipped to the AAO office for receipt by December 31, 2023.

COST: \$1,500
(Limited to 10 entries)

TABLE SWAG

NEW! One lucky sponsor will have the opportunity to put their swag on the lunch tables in the back of the hall! Be sure to get your brand noticed and take advantage of this opportunity!

COST: \$2,000

PRINTED EXHIBIT GUIDE and ON-SITE PROGRAM

If you are interested in purchasing advertising in the on-site program and exhibit guide please see the media kit for details

For further information, please contact Gail Gardner at ggardner@aaortho.org

Marketing Con't.

CONFERENCE APP SPONSOR PACKAGE

Be the only sponsor to have a presence on the meeting app used by most attendees to navigate the conference! This sponsorship package includes the following:

- 10x10 booth with 4 staff badges
- Splash Screen Ad
- Branding on the conference app sticky banner
- 2 conference app push notifications
- Complimentary attendee mailing list
- Your company logo on the following: AAO Winter Conference website, on-site guide (Thank You sponsor ad), sponsor signage at the meeting, acknowledgement on all social media platforms
- E-Blast to all meeting attendees sent 2 weeks prior to the event promoting your sponsorship

COST: \$7,500

HOTEL KEYCARD SPONSOR

Want to have your brand noticed by all attendees upon check-in to the hotel? Use this sponsorship to increase your brand awareness and even drive traffic to your booth! Reach out to Holly Kiel for artwork specs. The art will be due to Holly by 12/11/23. This sponsorship also includes a complimentary conference bag insert.

COST: \$7,000

ATTENDEE DAILY EMAIL SPONSOR

Each morning, 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. Drive traffic to your website and keep your company top-of-mind.

COST: \$3,750

ATTENDEE REGISTRATION EMAIL SPONSOR

The AAO will be sending one targeted email to all Winter Conference attendees as a know before you go before the conference. The sponsor can have a clickable banner to advertise your presence at the meeting. Drive traffic to your website and keep your company top-of-mind.

COST: \$1,000

MAILING LIST

Available from CDS, purchase through Exhibitor Console.

There are a lot of scams out there. Do not purchase from any other provider.

COST: \$0.25 per name.

Hospitality

BREAKFAST SPONSOR PACKAGE

Be the first to greet all conference attendees every morning during the conference! This sponsorship package includes the following:

- 10x10 booth with 6 staff badges
- Conference bag insert
- Priority booth selection if purchased by August 4th, 2023 - email Holly Kiel for more information
- Complimentary attendee mailing list
- 1/2 page ad in on-site program
- E-blast to all meeting attendees promoting your sponsorship 2 weeks prior to the event
- Your company logo on the following: AAO Winter Conference website, on-site guide (Thank You sponsor Ad), sponsor signage at the meeting, acknowledgement on all social media platforms

COST: \$10,500

RECEPTION SPONSORSHIP

NEW! Be the company to greet all conference attendees as they enter into the Exhibit Hall to enjoy a reception at the end of the day! This sponsorship package includes the following:

- 10x10 booth with 6 staff badges
- Conference bag insert
- Priority booth selection if purchased by August 4th, 2023 - email Holly Kiel for more information
- Complimentary attendee mailing list
- 4 Company Representatives greeting attendees at the entrance to Exhibit Hall at the time of the reception (can even hand out swag to attendees!)
- 1/2 page ad in on-site program
- E-blast to all meeting attendees promoting your sponsorship 2 weeks prior to the event
- Your company logo on the following: AAO Winter Conference website, on-site guide (Thank You sponsor Ad), recognition at the Friday night reception, sponsor signage at the meeting, acknowledgement on all social media platforms

COST: \$10,500

Hospitality

RESIDENT TOP GOLF EVENT SPONSORSHIP

Looking to network with the residents at Winter Conference and sponsor an event that they will never forget? Become the sponsor of the Resident Top Golf event that will take place on Friday, January 26th from 6:00 - 8:00 pm at the High Velocity Top Golf Swing Suites located right at the JW Marriott San Antonio Hill Country! This sponsorship package includes the following:

- 2 hour Top Golf event to entertain approximately 50 residents
- Conference bag insert
- Complimentary attendee mailing list
- E-blast to all meeting attendees promoting your sponsorship 2 weeks prior to the event
- Your company logo on the following: AAO Winter Conference website, on-site guide (Thank You sponsor Ad), sponsor signage at the meeting, acknowledgement on all social media platforms

COST: \$10,000

THOUGHT LEADERSHIP

PRODUCT DEMO SPONSOR PACKAGE

Want to be able to provide a product demonstration to AAO attendees and provide them with an in-depth look at how your product/service can be exactly what they might be looking for to help their day-to-day tasks in their practice easier? The demo sponsorship package allows you the additional space, as well as staff to accomplish just that! The following is included in the purchase of this sponsorship package:

- 10x10 booth with 6 staff badges
- Priority booth selection if purchased by August 4th, 2023 - email Holly Kiel for more information
- Complimentary conference bag insert
- Complimentary attendee mailing list
- 1/2 Page Ad in on-site program
- E-Blast to all meeting attendees sent 2 weeks prior to the conference, promoting your session
- Logos on the following: AAO Winter Conference website, on-site program (Thank You sponsor Ad), sponsor signage at the meeting, acknowledgement on all social media platforms
- Demo time listed in on-site program

1 room, 2 opportunities, Unlimited Potential!
available during lunch hours only, (1 demo per day)
Limit one opportunity per exhibitor.

Sponsoring company is responsible to bring all elements needed for the demo, and outfit the room with whatever is needed to accomplish the demo (i.e. - electric, additional furniture, etc.)

COST: \$10,500

LEADERSHIP DEVELOPMENT CONFERENCE

LEADERSHIP DEVELOPMENT CONFERENCE SPONSORSHIP

The AAO hosts a one-day Leadership Development Conference each year immediately prior to the Winter Conference. The 2024 Conference will take place on Thursday, January 25th at the JW Marriott San Antonio Hill Country Resort & Spa.

Program attendance is nearly 130 people including component and constituent leaders, Emerging Leaders, Executive Directors, the AAO Board of Trustees, Council on New and Younger Members and staff.

This is a great opportunity for a company looking to build relationships with the industry leaders in the orthodontic profession! 4 representatives from the sponsoring organization are invited to attend the breakfast/networking time, lunch, and the reception post-program.

SPONSORSHIP BENEFITS:

- Complimentary attendee mailing list for a one-time use provided 2 weeks prior to the start of the conference (must be approved by the AAO)
- Sponsor logo included in the AAO's electronic communications to attendees including invitations, reminders, post-conference messaging, etc.
- Sponsor Branding on overhead monitor during breaks and lunch
- Opportunity to place branded coffee cup sleeves and napkins on the coffee break table (at sponsor's expense)
- Opportunity to provide company branded pens (130) on the registration table outside the conference room (at sponsor's expense)

COST: \$7,500

Sponsorship questions contact: Holly Kiel hkiel@aaortho.org