2019 Annual Session Planning Committee

Dr. Brent E. Larson
AAO President, 2018-2019

Dr. John Kanyusik
General Chair

Dr. Matt Larson
Doctors’ Program Co-Chair

Dr. Steve Marshall
Doctors’ Program Co-Chair

Dr. Chad Larson
Orthodontic Staff Program Co-Chair

Dr. Nellie Kim-Weroha
Orthodontic Staff Program Co-Chair

Dr. Katie Larson
Featured Speaker Series Co-Chair

Mrs. Cindy Larson
Featured Speaker Series Co-Chair
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## Bright Ideas

**Do you have an idea for a new sponsorship opportunity that you’d like to try?**

We welcome fresh ideas — contact Libby Dischert at ldischert@aaortho.org to describe your sponsorship idea or to setup a phone discussion.

**Working on a tight budget?**

Combine sponsorship dollars with other non-competing companies in order to leverage your impact. Contact Libby Dischert at ldischert@aaortho.org for more information about sharing a sponsorship.
Eligibility for Sponsors and Advertisers

Only 2019 AAO Annual Session exhibitors are eligible to take part in Annual Session advertising and sponsorship opportunities. Once a sponsorship is committed to by an exhibiting company, then it is no longer available for that year’s Annual Session.

Sponsorship opportunities are subject to availability and are determined by previous years contracted commitments first, then on a first-come, first-served contract basis.

Advertising space is subject to availability and ads provided as part of sponsorship packages are guaranteed. Other ad placement is contracted on a first-come, first-served basis.
Premier Sponsorships

Premier Sponsorships allow your company to tie its brand to the most exciting events during Annual Session. Contact Libby Dischert at 314-993-1700, ext. 538 or email her at ldischert@aaortho.org to reserve your Premier Sponsorship.

If your Premier Sponsorship includes an ad in the Exhibit Guide, please send ad files (proofs and final artwork) to Gail Gardner at ggardner@aaortho.org. Ad specifications are found on page 15.

An added benefit of the Celebration sponsorship is priority access to using the LA Live LED digital signage the day of their event. This is the same for Opening Ceremonies. If these sponsors have not purchased the use of the LA Live digital signage by 3/2/2019, that feature may be sold to other sponsors for that day.

All of the following Premier Sponsorships include:

- Acknowledgment as an official Annual Session Sponsor in the printed Thank You Ad in the Annual Session Onsite Program, Exhibit Guide and in the April issue of The Practice Management Bulletin
- Recognition on the AAO website, AAO mobile app and on convention center signage

Excellence in Orthodontics Awards Ceremony and Luncheon

This luncheon is a prestigious event for two reasons. First, several awards are presented during its program, honoring orthodontists at all stages of their careers. Secondly, the AAO keynote address is delivered here, typically by a well-known celebrity. This year we are excited to be able to offer a discussion with Ron Howard! This sponsorship will help offset the cost of the meal and entertainment, and in exchange provides a unique opportunity to tie your company's brand to celebrity star power and Excellence in Orthodontics!

Sponsorship Benefits:

- Two minutes to address attendees prior to keynote speaker
- 10 Excellence in Orthodontics Awards Ceremony and Luncheon tickets
- Access for 10 people backstage for a meet & greet with the keynote speaker
- Full page ad in the Exhibit Guide

Reach: 1,000 attendees
Sponsorship fee: $50,000

Opening Ceremonies

Tickets for this premier kick-off event are included in every paid registration. Held in the Microsoft Theater, this event will feature the World Classic Rockers—a group that combines the talent of musicians from Journey, Boston, Santana, Steppenwolf and Lynard Skynard. Sponsoring this event will help offset the cost of entertainment and will draw heightened awareness to your company.

Sponsorship Benefits:

- 10 Opening Ceremonies tickets for staff
- Full page ad in the Exhibit Guide

Reach: up to 4,000+ attendees
Sponsorship fee: $75,000 (Already Committed for 2019)

AAO Celebration

AAO attendees always look forward to our final night’s party! The entertainment this year will be Tom Thumb and the Hitchhikers, a group which includes a popular AAO member and presenter! Located in Microsoft Square, this outdoor venue offers unique digital signage capabilities. Your sponsorship dollars will help offset the cost of the entertainment, the cost of appetizers served by Wolfgang Puck Catering, and two drink tickets per person.

Sponsorship Benefits:

- 10 AAO Celebration tickets for staff
- Full page ad in the Exhibit Guide

Reach: up to 7,000 attendees
Sponsorship fee: $75,000

An added benefit of the Celebration sponsorship is priority access to using the LA Live LED digital signage the day of their event. If the Celebration sponsor has not purchased the use of the LA Live digital signage by 3/2/2019, that feature may be sold to other sponsors for that day.
Networking Sponsorships give your company an opportunity to address and/or interact with attendees during the 2019 AAO Annual Session. Contact Libby Dischert at 314-993-1700, ext. 538 or email her at ldischert@aaortho.org to reserve your Networking Sponsorship.

If your Networking Sponsorship includes an ad in the Exhibit Guide, please send ad files (proofs and final artwork) to Gail Gardner at ggardner@aaortho.org. Ad specifications are found on page 15.

All of the following Networking Sponsorships include:

* Acknowledgment as an official Annual Session Sponsor in the printed Thank You Ad in the Annual Session Onsite Program, Exhibit Guide and in the April issue of The Practice Management Bulletin
* Recognition on the AAO website, AAO mobile app and on convention center signage

**F.R.E.D. Talks**

Wish you could deliver a presentation to your prospects, but don't have the space in your booth? Use ours! These Free Relevant Exhibitor Driven (F.R.E.D.) talks will be held inside the Exhibit Hall, and will be used only during the dedicated exhibit hours each day. This is the perfect way to deliver your message to your buyers!

**Sponsorship Benefits:**

* Use of a 10’x10’ space with 24 seats for the time you reserve
* Use of video monitor

**Number of Sponsor Opportunities:** 32

**Reach:** 24 seats

**Sponsorship fee:** $750 per 15-minute increment

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**Society of Orthodontic Educators’ Seminar and Reception**

This sponsorship opportunity is perfect for a company that works with faculty and educators across the country. Building relationships with these professionals can provide companies a link to institutions of higher education and perhaps additional introductions. This sponsorship will help offset the cost of breakfast, lunch, and coffee breaks.

**Sponsorship Benefits:**

* Five minutes of podium time to address the educators immediately following the conference and prior to the reception
* Mailing list of the conference attendees

**Reach:** 200 attendees

**Sponsorship fee:** $10,000 (Already Committed for 2019)

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**Practice Transition Seminar and Reception**

This dynamic 8-hour seminar seeks to help attendees who are at the beginning and the late stages of their careers. Among other topics, attendees will identify logistical, financial and legal components of a practice transition. This sponsorship will support a breakfast, lunch and a 30-minute networking reception.

**Sponsorship Benefits:**

* Full page ad in the Exhibit Guide
* Five minutes of podium time prior to the seminar
* Draped table outside event room for company literature

**Reach:** 125 attendees

**Sponsorship fee:** $5,000 (Already Committed for 2019)

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**Women’s Networking Session & Reception**

**Sponsorship Benefits:**

* Full page ad in the Exhibit Guide
* Five minutes of podium time at the Women’s Network Seminar
* Panel discussion Saturday afternoon; prime time exposure

**Duration:** 3 hrs

**Reach:** 300+ attendees

**Sponsorship fee:** $12,000

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**Spot on Professional Headshots**

Give an orthodontist something better than a selfie! Station your onsite representative here to meet and interact with attendees as they wait to have their portrait taken. This booth will be located in the Exhibit Hall for maximum traffic.

**Reach:** available to all registered attendees

**Sponsorship fee:** $6,000 (Already Committed for 2019)

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**Featured Speaker Series Lectures**

This sponsorship provides you with recognition at the podium before two lectures heavily attended by doctors and staff.

**Sponsorship Benefits:**

* Full page ad in the Exhibit Guide
* Your company’s signage at the Featured Speaker Series lectures
* Introduce both speakers

**Reach:** 300 X 2 lectures

**Sponsorship fee:** $15,000
**Fun Run and Walk**

**Sponsorship Benefits:**
- Company name/logo on back of T-shirt for all runners
- AAO provides T-shirt design, production and dispersement
- AAO provides set up of entire event including shuttles to/from running path

**Reach:** 200

**Sponsorship fee:** $15,000 *(Already Committed for 2019)*

**New Orthodontist and Resident Lounge**

The New Orthodontist and Resident Lounge is a gathering point for all new and younger AAO members who attend Annual Session. The lounge offers a convenient destination to relax between sessions, meet and re-connect with peers, and learn about AAO resources. The lounge will be open each day of the Annual Session with complimentary beverages served two hours in the morning and two hours in the afternoon Saturday through Tuesday (a.m. only). Your sponsorship will support AAO’s ongoing commitment to new and future generations of orthodontic specialists.

**Sponsorship Benefits:**
- Full page ad in the Exhibit Guide
- Signage inside the lounge
- Draped tables for display/material
- Attendee mailing list

**Reach:** 500

**Sponsorship fee:** $15,000 *(Already Committed for 2019)*

**New Orthodontist and Resident Gourmet Coffee Station and Luncheon**

The gourmet coffee station is available before the New Orthodontist and Resident lecture and the lunch is provided immediately following. This is an excellent opportunity for attendees to learn from highly-regarded speakers on topics of particular interest to orthodontic residents and early-career practitioners.

**Sponsorship Benefits:**
- Full page ad in the Exhibit Guide
- Five minutes of podium time at the beginning of the program
- Draped table in rear of luncheon room for company literature
- Gourmet coffee station and luncheon provided to conference attendees
- Table at Career Fair

**Location:** public, outside LA LIVE building area

**Reach:** 100

**Sponsorship fee:** $15,000 *(Already Committed for 2019)*

**Resident’s Reception**

This fun and energetic event gives the sponsor exclusive access to orthodontists 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!

**Sponsorship Benefits:**
- Full page ad in the Exhibit Guide

**Reach:** 550

**Sponsorship fee:** $25,000 *(Already Committed for 2019)*

**International Reception**

The Corporate Partner who sponsors this event will enjoy face time with several hundred doctors and decision makers from all over the world. Take advantage of this opportunity to see all of your international clients and prospects in one place.

**Sponsorship Benefits:**
- Full page ad in the Exhibit Guide
- 25 International Reception tickets

**Reach:** 400

**Sponsorship fee:** $25,000 *(Already Committed for 2019)*

**Leadership Appreciation Reception**

This invitation only reception is hosted by the AAO President as a way to honor all the organization’s leadership and many of its volunteers. If your company is looking to build relationships with orthodontists in established practices, this is the perfect opportunity! Bring three company representatives because you’ll have exclusive access to network with AAO leadership as they are gathered in one place. Your sponsorship will help offset the cost of the food & beverage in this upscale setting at WP24 – Wolfgang Puck’s restaurant inside the Ritz Carlton.

**Sponsorship Benefits:**
- Full page ad in the Exhibit Guide
- Logo placement on formal invitation (must be confirmed prior to mailing)
- Signage at the event
- Exclusive access for four company representatives to this event

**Reach:** 500-600

**Sponsorship fee:** $30,000
Advertising Sponsorships will give your company widespread visibility during the 2019 AAO Annual Session. Contact Libby Dischert at 314-993-1700, ext. 538 or email her at ldischert@aaortho.org if you are interested in an Advertising Sponsorship.

If your Advertising Sponsorship includes an ad in the Exhibit Guide, please send ad files (proofs and final artwork) to Gail Gardner at ggardner@aaortho.org. Print ad and bag insert specifications are found on page 8. AAO advertising policy and guidelines on pages 9-11.

All of the following Advertising Sponsorships include:

- Acknowledgment as an official Annual Session Sponsor in the printed Thank You Ad in the Annual Session Onsite Program, Exhibit Guide and in the April issue of The Practice Management Bulletin
- Recognition on the AAO website, AAO mobile app and on convention center signage

Convention Center Banners, Column Wraps and Clings

Find specific pricing, sizes, locations and artwork templates for banners, column wraps and clings at https://envision.freeman.com/show/aaao-annual-session-2019/home. All artwork must be AAO-approved for content and proper sizing.

Number of Banner Opportunities: 43
Number of Column Wrap Opportunities: 11
Number of Cling Opportunities: 20
Sponsorship fee: varies (see pricing at the URL below)

Conference Bag Inserts (print specifications on page 8)

Sponsor Responsibilities:
- All artwork must be AAO-approved
- Advertiser is responsible for cost and production of flier inserts as well as shipment to AAO for insertion

Sponsorship Benefits:
- AAO will insert flier into Annual Session tote bag with other company-sponsored flyers. [(1) 8.5 x 11 maximum size]

Distribution: 14,000 (all registered attendees)
Number of Opportunities: 15
Sponsorship fee: $3,000 (plus product cost)

Pens*

Sponsorship Benefits:
- AAO will provide 1-color Annual Session logo to use in conjunction with sponsor name/logo in production of pens
- Advertiser is responsible for cost and production of pens as well as shipment to AAO for distribution
- Distribution of pens inside Annual Session tote bags

Distribution: 14,000 (all registered attendees)
Sponsorship fee: $3,000 (plus product cost)

Hotel Door Drops*

Sponsor Responsibilities:
- Must be 8.5”x 11” or smaller and weighing less than 2 oz.
- Image proof and specs of proposed advertising must be submitted to AAO by April 23 and needs to be AAO-approved before inclusion in door drops.

Sponsorship Benefits:
- Select hotels will be targeted for all AAO guests to receive door drops hung on doorknob outside hotel room Friday night.
- Plastic bag will contain your printed promotional advertising materials along with all other sponsor-provided promotional items from other sponsors
- Distribution handled by professional, AAO-approved contractor, Convention Communications

Distribution: over 4,000 hotel rooms
Deadline for flier submission: April 23
Sponsorship fee: $5,900 (plus flier product cost)

Café Tabletop Advertising*

Sponsor Responsibilities:
- Advertiser is responsible for cost and production of table decorations as well as delivery/setup/teardown of their items
- Mockup of proposed decorations must be submitted to AAO by March and needs to be AAO-approved before usage

Sponsorship Benefits:
- Company-supplied table-tents or centerpieces to decorate café tables inside the exhibit hall café food area
- Display of 10-20 tables to decorate

Sponsorship fee: $6,000 (plus product cost)
(Already Committed for 2019)
**High-quality Bound Journal***

**Sponsorship Benefits:**
- Company logo and AAO Annual Session logo on cover of high-quality bound journal
- Advertiser provided branded product to AAO for distribution
- Distribution of 14,000 inside Annual Session tote bags

**Distribution:** 14,000 (all registered attendees) included in each conference bag

**Sponsorship fee:** $6,000 (plus product cost)

**Shuttle Bus Banners**

Shuttles are provided for 2/3 AAO hotel block. Shuttle signage will be posted throughout convention center.

**Sponsorship Benefits:**
- Full page ad in the Exhibit Guide
- Company name/logo on shuttle buses
- Continuous exposure to some of the attendees utilizing shuttles to and from their hotels and the convention center
- Because the shuttle stop is near registration, sponsor name or logo appears on all convention center signage directing attendees to registration. (Annual Session attendees will see this signage)

**Location:** Shuttle transit to/from 2/3 of the AAO hotel block

**Sponsorship fee:** $9,000 (Already Committed for 2019)

**LA LIVE Outdoor Mega LED Screens***

**Sponsor Responsibilities:**
- Company creates and provides ad or video clip
- All ads or videos must be AAO-approved

**Sponsorship Benefits:**
- 12 mega LED digital signs to use for static ads or video spots (3 minutes/hour)
- Spots shown Saturday and Sunday only
- Ads will rotate through on screens from 6am - midnight
- Most of the Annual Session special events will be hosted within the LA Live campus

*Sponsors of the AAO Celebration and Opening Ceremonies have priority to rent this space on their event days. If they have not purchased this space by 3/2/2019, other AAO advertisers will be allowed access to this media opportunity over the Annual Session meeting dates.

**Location:** public, outside LA LIVE building area

**Number of Opportunities:** 20 per day

**Sponsorship fee:** $25,000/day (3min per hour for 18hrs)

**Lanyards**

**Sponsorship Benefits:**
- Featuring company’s logo and along with promotion for the next Annual Session in 2020 in Atlanta, GA
- AAO-supplied list of the conference attendees
- AAO-supplied design
- AAO-supplied product

**Distribution:** 14,000 (all registered attendees)

**Sponsorship fee:** $40,000 (Already Committed for 2019)

**WiFi***

This sponsorship helps to offset the cost of the convention center WiFi throughout duration of Annual Session. Your company will be promoting itself all day long as attendees are utilizing the WiFi within the convention center.

**Sponsorship Benefits:**
- Full page ad in the Exhibit Guide
- Company name/logo imprinted on WiFi promotional signs
- You choose WiFi password

**Distribution:** public, throughout convention center area

**Sponsorship fee:** $50,000

**Conference Backpacks**

Your company will receive continuous exposure at the Annual Session. Conference backpacks will be distributed to all registered orthodontists and their registered staff.

**Sponsorship Benefits:**
- Full page ad in the Exhibit Guide
- Company name/logo imprinted on vinyl backpack
- AAO-supplied design
- AAO-supplied product

**Distribution:** 14,000 (all registered attendees)

**Sponsorship fee:** $80,000 (Already Committed for 2019)
Print Advertising

Circulation and Audience
The Exhibit Guide will be distributed to all attendees of the Annual Session. The Exhibit Guide contains a complete exhibitor listing for Annual Session and includes an Exhibit Hall floorplan.

Advertising Rates

<table>
<thead>
<tr>
<th>Exhibit Guide ad rate (printed)</th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
<td>Full page, 4-color</td>
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<tr>
<td>Inside Back Cover</td>
<td>Full page, 4-color</td>
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<tr>
<td>Outside Back Cover</td>
<td>Full page, 4-color</td>
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<tr>
<td>Inside Pages (placement is random)</td>
<td>Full page, 4-color</td>
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Exhibit Guide Ad Deadlines

- Space Reservation Deadline: 1.11.19
- Low-Res PDF Due for Approval: 1.18.19
- High-Res PDF Ad Deadline: 1.25.19

Exhibit Guide Advertisement Specifications

- Actual page trim size is 8.375 x 10.875.
- (7.75” x 10.25” without bleeds) or (8.625 x 11.125 including bleeds)

Submission of Digital Files

- Please submit digital files only
- Files, support files and pictures must be high resolution (300 dpi at 100% scale)
- High-resolution, printer-quality PDFs are encouraged
- If file is not a PDF, include all printer and screen fonts and all supporting graphics. (Acceptable program files: Acrobat, QuarkXPress, Illustrator, Photoshop, and Adobe InDesign.)
- Do not use Microsoft Word or PowerPoint to create advertisements. These file types will not be accepted.

NOTE: Exhibit Guide ads must include the “Paid Advertising.” disclaimer on their ad.

Closings

- At time of space reservation deadline, submit ad copy for approval
- Please review the advertising policy on page 9
- No cancellations will be accepted after the space reservation deadline
- Deadline dates are subject to change

Conference Bag Inserts Specifications

Advertising Sales Contact
Contact Libby Dischert at 314-993-1700, ext. 538 or email her at ldischert@aaortho.org if interested in a conference bag insert.

Circulation and Audience
Approximately 14,000 of your company fliers will be inserted into the official conference bag, which will be distributed to all registered doctors and orthodontic staff attendees.

Design/Print/Delivery to AAO
You are responsible for designing and printing your flier inserts. AAO will provide you with instructions on where and when to ship for flier inclusion provided by the AAO.

Tote Bag Insert Specifications

| One Insert | 8.5” x 11” or smaller finished size |

NOTE: Bag insert fliers must include the “Paid Advertising.” disclaimer on their flier.
Advertising Policy

The following information applies to the Annual Session Exhibit Guide sponsorship opportunities and also to Annual Session conference bag inserts.

You must be an Annual Session exhibitor to advertise in any Annual Session publication or to participate in a sponsorship. Advertised products must conform to the AAO’s official Guidelines for Acceptance of Advertising. The AAO reserves the right to reject advertisements that do not conform to these guidelines. Copy for new advertisements must be submitted for review prior to the materials closing deadline. The advertising guidelines are listed within this publication. Reading notices and classified ads are not accepted. Space must be contracted in advance of published closing dates. Payment is due 30 days from the date of invoice. First-time advertisers must prepay until credit is established.

AAO Guidelines for Acceptance of Advertising

The AAO welcomes advertising in its publications as an important means of keeping the orthodontist informed of new and better products and services for the practice of orthodontics. Such advertising must be factual, dignified, tasteful and intended to provide useful product and service information. These standards apply to advertisements in The Practice Management Bulletin, the eBulletin, the American Journal of Orthodontics and Dentofacial Orthopedics (AJO-DO), ajodo.org, and all Annual Session publications including inserts for the Annual Session conference bags.

The publication of an advertisement is not to be construed as an endorsement or approval by the AAO or any of its subsidiaries, councils, committees or agencies of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted. The fact that an advertisement for a product, service or company has appeared in an AAO publication will not be referred to in collateral advertising.

The AAO reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for its publications and for AAO Annual Session conference bag inserts.

General Requirements

1. All advertisements submitted for display in an AAO publication are subject to review by the AAO or its designees, and except as to the AJO-DO, must contain the following designation: “Paid Advertising*” in a conspicuous size and location.
2. All advertisements should be relevant to, and effective and useful in the practice of orthodontics. Products or services that are of interest to orthodontists or the dental profession may be considered for acceptance.
3. Advertisements must not be deceptive or misleading. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. The Association reserves the right to request additional information as needed.
4. Advertisements will not be accepted if they conflict with or appear to violate AAO policy, the AAO Principles of Ethics and Code of Professional Conduct or its Bylaws, or if the advertisements are deemed offensive in either text or artwork, or contain attacks of a personal, racial or religious nature. The AAO reserves the right to decline advertising for any product involved with a government agency challenge or denial of product marketing.
5. By submitting advertising copy, advertisers certify that such copy and the advertised product(s) are in accord with applicable government laws and regulations, such as equal opportunity laws and regulations covering new drug applications and prescription drug advertising. For example, products that require approval by the U.S. Food and Drug Administration for marketing must receive this approval before being eligible and must include “full disclosure” when required. It is the responsibility of the advertiser to conform to regulations of the FDA and all legal requirements for the content of claims made for products. Acceptance of advertising in AAO publications is not to be construed as a guarantee that the manufacturer has complied with such laws and regulations.

6. Complete scientific and technical data, whether published or unpublished, concerning product safety, operation and usefulness may, in the sole discretion of the AAO, be required.

7. The advertisement may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claim made.

8. The following disclaimer shall be included in a conspicuous location in all AAO publications other than the AJO-DO: “PAID ADVERTISING: Advertising in this publication represents the opinions of the advertiser, and not the American Association of Orthodontists (AAO). The AAO has not verified, and is not under any duty to verify, any of the claims set forth therein. An independent determination as to the accuracy of the claims and statements should be made by the reader.”

9. Display advertising and classified advertising with respect to employment, purchase of practice, participation or any other contractual relationship with any dental care delivery mode or system may be accepted for publication only in the AJO-DO.

10. Alcoholic beverages and tobacco products are not eligible for advertising.

11. Books and electronic media are eligible for advertising, but a sample may be required in advance for review.

12. An AAO publication will accept advertisements from an accredited university or college-affiliated dental education course, either on a graduate level or on a continuing-education level, or by a national certifying board or specialty society recognized by the ADA or by a nonprofit that sponsors a dental education course. Meetings, seminars, symposia and other educational events hosted by vendors, including advertisers and their related for-profit enterprises, may not be promoted within advertising content in any AAO media outlet.

13. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient will appear.

14. Advertising that simulates editorial content must be clearly identified as advertising. The word “advertisement” must be displayed conspicuously.
   • The logo(s) of the company/companies whose products are featured in the advertorial must appear in the advertisement.

15. Guarantees may be used in advertisements provided the statements that are “guaranteed” are truthful and can be substantiated. However, no guarantee should be used without disclosing its conditions and limitations. When space or time restrictions preclude such disclosures, the advertisement must clearly reveal where the full text of the guarantee can be examined before purchase.

16. Advertisements must not quote the names, statements or writings of any individual, public official, government agency, testing group or other organization without their express written consent.

17. If evidentiary support for a claim required by these Guidelines is not available (i.e., as to the AJO-DO), the advertiser must choose from among one of the following three options:
   a. Maintain the advertiser’s wording, and place an asterisk after the claim or statement that will refer the reader to at least two published, peer-reviewed research articles that will be placed at the bottom of the advertisement.
   b. Maintain the advertiser’s wording and, if no peer-reviewed references are available, place an asterisk after the claim or statement that will refer the reader to the following statement that will be placed at the bottom of the advertisement: *Not yet verified by peer-reviewed research.
   c. Change the wording of the advertisement to eliminate the unfounded claim or statement. (In some cases only specific phrases, adjectives or quantifiers may need to be deleted, as opposed to entire statements.)

18. When the deliberations between the AAO and an advertiser in the AJO-DO warrant, the editor-in-chief of the AJO-DO will make contact with the advertiser.
AAO Guidelines for Acceptance of Advertising

Criteria for Substantiation of Comparative Claims

The following Criteria for Substantiation of Comparative Claims provide guidance to advertisers on what constitutes “adequate substantiation,” and shall apply to the AJO-DO, and may, at the discretion of the AAO, apply to all other publications. The ultimate test is whether the claim, when viewed in the context of the advertisement as a whole, is false or materially misleading. Comparative advertisements may include the use of a competitor’s name and the description of a comparable product or service, including price, if the comparison is made in a manner that is not false or misleading.

1. Comparative claims relating to clinical safety or efficacy should be supported by results from at least one well-designed clinical study that directly compares the products. These studies should have been published in a peer-reviewed journal. Additional studies may be required.

2. Comparative claims that include references to products and appliances being superior, the first or only in a specific market or product category, or claims concerning shorter treatment time, less discomfort, better treatment results, more biological or more stable must be substantiated. Such claims should be supported by results from at least two well-designed clinical studies that directly compare the products. These studies should have been published in peer-reviewed journals. Additional studies may be required.

3. Clinical studies should follow accepted principles of good study design (e.g., independent, blinded if appropriate, adequately powered, well-controlled [should normally include a negative control, if ethical, to validate the study], randomized, prospective, etc.), and study subjects should be representative of the population for whom the product is intended.

4. Indices used to measure various clinical outcomes (e.g., gingival indices, plaque indices, radiographic indices, ABO Objective Grading System, etc.) should be reliable and reproducible, and should have been published in a peer-reviewed journal.

5. All available studies comparing the products or formulations in question should be submitted on request.

6. If other comparative studies give conflicting results, advertising claims will not be accepted unless they reflect these results.

7. Results should be both statistically analyzed and shown to be clinically meaningful.

8. Studies should analyze and compare the change in the measured parameter for the test product vs. the change in that parameter for the compared product.

Review Procedures

Pictures of individual patient treatments are meant to imply, make, or extend a claim. If pictures of patient care are included in an advertisement, the following wording must be included in the advertisement as a footnote: “Individual case reports may not be indicative of the average or expected treatment effect.”

All advertisements must be submitted to the Advertising Manager. The advertisements will then be reviewed by AAO staff, including the General Counsel and any review committee as may be established by the AAO. If an advertisement appears to meet the guidelines, but is questioned by the AAO on the basis that the advertisement fails to meet these Guidelines, the matter will be presented to any such review committee for decision. The review committee (and the editor in the case of the AJO-DO) will confer and render a decision.

If the advertising review committee is unable to agree on the acceptance of an advertisement, then a decision to accept or reject an advertisement may be deferred to the Executive Committee of the Board of Trustees of the American Association of Orthodontists for further review at its next regularly scheduled meeting. A decision by the advertising review committee is final, or, if referred by the advertising review committee to the Board of Trustees Executive Committee, a decision by the Board of Trustees Executive Committee is final.
Sponsorship and Advertising Contract

NOTE: Blue box shading indicates that sponsorship is already contracted for the 2019 Annual Session. All advertisers in the Exhibit Guide are required to place the following designator somewhere in their ads “Paid Advertising.”

Premier Sponsorships

Send CONTRACT for Sponsorship to Libby Dischert at ldischert@aaortho.org or fax 314.692.8178. Send AD FILES to Gail Gardner at ggardner@aaortho.org.

All Premier Sponsorships include print advertising in the Annual Session Exhibit Guide as listed below. Please mark the box next to your sponsorship selection below.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellence in Orthodontics Awards Ceremony &amp; Lunch</td>
<td>$50,000</td>
</tr>
<tr>
<td>(1 ad in Exhibit Guide)</td>
<td></td>
</tr>
<tr>
<td>Opening Ceremonies</td>
<td>$75,000</td>
</tr>
<tr>
<td>(1 ad in Exhibit Guide)</td>
<td></td>
</tr>
<tr>
<td>AAO Celebration</td>
<td>$75,000</td>
</tr>
<tr>
<td>(1 ad in Exhibit Guide)</td>
<td></td>
</tr>
</tbody>
</table>

Networking Sponsorships

Send CONTRACT for Sponsorship to Libby Dischert at ldischert@aaortho.org or fax 314.692.8178. Send any AD FILES to Gail Gardner at ggardner@aaortho.org.

Some Networking Sponsorships include print advertising in the Annual Session Exhibit Guide as listed below. Please mark the box next to your sponsorship selection below.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>F.R.E.D. Talks</td>
<td>$750/15-min slot</td>
</tr>
<tr>
<td>Practice Transition Seminar and Reception</td>
<td>$5,000</td>
</tr>
<tr>
<td>(1 ad in Exhibit Guide)</td>
<td></td>
</tr>
<tr>
<td>On Spot Headshots</td>
<td>$6,000</td>
</tr>
<tr>
<td>(1 ad in Exhibit Guide)</td>
<td></td>
</tr>
<tr>
<td>Society of Orthodontic Educators’ Seminar &amp; Reception</td>
<td>$10,000</td>
</tr>
<tr>
<td>Women’s Networking Session &amp; Reception</td>
<td>$12,000</td>
</tr>
<tr>
<td>(1 ad in Exhibit Guide)</td>
<td></td>
</tr>
<tr>
<td>Featured Speaker Series Lectures</td>
<td>$15,000</td>
</tr>
<tr>
<td>(1 ad in Exhibit Guide)</td>
<td></td>
</tr>
<tr>
<td>Fun Run and Walk</td>
<td>$15,000</td>
</tr>
<tr>
<td>(1 ad in Exhibit Guide)</td>
<td></td>
</tr>
<tr>
<td>New Orthodontist and Resident Lounge</td>
<td>$15,000</td>
</tr>
<tr>
<td>(1 ad in Exhibit Guide)</td>
<td></td>
</tr>
<tr>
<td>New Orthodontist and Resident Gourmet Coffee Station and Luncheon</td>
<td>$15,000</td>
</tr>
<tr>
<td>Resident’s Reception</td>
<td>$25,000</td>
</tr>
<tr>
<td>(1 ad in Exhibit Guide)</td>
<td></td>
</tr>
<tr>
<td>International Reception</td>
<td>$25,000</td>
</tr>
<tr>
<td>(1 ad in Exhibit Guide)</td>
<td></td>
</tr>
<tr>
<td>Leadership Appreciation Reception</td>
<td>$30,000</td>
</tr>
<tr>
<td>(1 ad in Exhibit Guide)</td>
<td></td>
</tr>
</tbody>
</table>

Print Advertising

Send CONTRACT for Print Advertising to Jim Shavel at jim@ssmediaisol.com. Send AD FILES to Gail Gardner at ggardner@aaortho.org.

Please select your preferred advertisement page placement below.

<table>
<thead>
<tr>
<th>Exhibit Guide ad</th>
<th>rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$4,620</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4,620</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$5,230</td>
</tr>
<tr>
<td>Inside Pages (random placement)</td>
<td>$3,020</td>
</tr>
</tbody>
</table>

Advertising Sponsorships

Send CONTRACT for Advertising to Libby Dischert at ldischert@aaortho.org or fax 314.692.8178. Send AD FILES to Gail Gardner at ggardner@aaortho.org.

Some Advertising Sponsorships include print advertising in the Annual Session Exhibit Guide as listed below. Please mark the box next to your sponsorship selection below.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Bag Inserts</td>
<td>$3,000</td>
</tr>
<tr>
<td>Pens</td>
<td>$3,000</td>
</tr>
<tr>
<td>Hotel Door Drops</td>
<td>$5,900</td>
</tr>
<tr>
<td>Café Tabletop Advertising</td>
<td>$6,000</td>
</tr>
<tr>
<td>High-quality Bound Journal</td>
<td>$6,000</td>
</tr>
<tr>
<td>Shuttle Bus Banners</td>
<td>$9,000</td>
</tr>
<tr>
<td>LA LIVE Outdoor Mega LED Screens</td>
<td>$25,000</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$40,000</td>
</tr>
<tr>
<td>Cafe Tabletop Advertising</td>
<td>$6,000</td>
</tr>
<tr>
<td>WiFi (1 ad in Exhibit Guide)</td>
<td>$50,000</td>
</tr>
<tr>
<td>Conference Backpacks</td>
<td>$80,000</td>
</tr>
<tr>
<td>Convention Center Banners, Column Wraps and Clings</td>
<td>Specify selected item and price from the following link to complete this contract and then place your order for these items online: <a href="https://envision.freeman.com/show/aaortho-annual-session-2019/home">https://envision.freeman.com/show/aaortho-annual-session-2019/home</a></td>
</tr>
</tbody>
</table>

Name

Company

Address

City, State and Zip

Phone    Fax

E-mail address

I have read and hereby agree to the Advertising/Sponsorship Contract Terms listed on page 13.

Advertiser/Sponsor Representative Signature

AAO Representative Signature
Sponsorship/Advertising Contract Terms

Advertiser/sponsor agrees to pay the rate set forth above upon receipt of invoice. First-time advertisers/sponsors must prepay the entire rate until credit is established. You must read the American Association of Orthodontists Guidelines for Acceptance of Advertising (pages 9-11), and represent that the advertising/sponsorship materials that you are supplying comply with those Guidelines. You understand that you cannot cancel your advertising/sponsorship after the space reservation deadline. Contracts will be short rated to the actual rate earned on the basis of the AAO rates in effect at the time this Contract took effect.

Please note that until there is a fully executed contract for a specific advertising/sponsorship opportunity, the advertising/sponsorship rates are subject to change without notice. (See advertising packet for additional contract terms). The American Association of Orthodontists can, with or without cause and in its sole and absolute discretion, cancel your advertising or sponsorship contract at any time. Should such cancellation occur before the advertising/sponsorship has begun and before items for the advertising/sponsorship have been produced, the American Association of Orthodontists will refund you the money you already paid toward the advertising/sponsorship rate on page 12. Should such cancellation occur after the advertising/sponsorship has begun or after items for the advertising/sponsorship have been produced, then at the American Association of Orthodontist’s sole and absolute discretion, it may refund you a portion of the money that you already paid toward the advertising/sponsorship rate on page 12. You understand and agree that the American Association of Orthodontists, as well as all of its related parties and entities, shall not be liable for any damages regarding the cancellation of your advertising/sponsorship, including but not limited to your attorneys’ fees, actual damages, direct damages, indirect damages, incidental damages, compensatory damages, consequential damages, or exemplary damages. You agree to indemnify and hold the American of Orthodontists harmless from all damages, including attorneys’ fees, arising from your advertising/sponsorship or cancellation thereof. This Agreement shall not be altered, changed or amended except by a signed, written agreement of the parties hereto.

Thank you for your sponsorship!

The AAO appreciates your continued support in our efforts to enhance the orthodontic specialty. Together we provide an unparalleled experience for orthodontists and their staff to learn, grow, connect and thrive. Annual Session is a rich environment for connections to be made between our members and our sponsors and advertisers. When you sponsor and advertise with the AAO instead of with other vendors at Annual Session, you are directly impacting the success of this event and ensuring the continued efforts for future events to come.
# Future AAO Meetings

## AAO Annual Sessions

### 2020
Atlanta, Georgia, USA  
May 1-4  
Georgia World Congress Center

### 2021
Boston, Massachusetts, USA  
April 23-27  
Boston Convention & Exhibition Center

### 2022
Honolulu, Hawaii, USA  
April 29 - May 3  
Hawaii Convention Center

### 2023
Chicago, Illinois, USA  
April 21-25  
McCormick Place

### 2024
New Orleans, Louisiana USA  
May 3-7  
Ernest N. Morial Convention Center

### 2025
Philadelphia, Pennsylvania, USA  
April 25-28  
Pennsylvania Convention Center

### 2026
Orlando, Florida, USA  
May 1-4  
Orange County Convention Center, West

## AAO Winter Conferences

### 2019
Marco Island, Florida, USA  
January 23-27  
JW Marriott Marco Island

### 2020
Austin, Texas, USA  
February 5-9  
JW Marriott Austin

### 2021
Palm Desert, California, USA  
February 12-14  
JW Marriott Desert Springs Resort & Spa