2019-2020
AAO Sponsorship and Advertising Opportunities

New Opportunities for 2020

Annual Session | Winter Conference | Year-round Opportunities
Dear sponsors and potential partners,

Thank you for your continued support of the American Association of Orthodontists. As the world’s oldest and largest dental specialty organization, we are committed to maintaining strong relationships with sponsors like you. We know that our 19,000+ members worldwide rely on you for success in their profession and we are grateful for the role you play in driving innovation in our industry. It is our goal at the AAO to create meaningful opportunities for our sponsors to connect with our members – and we are excited to embark on the launch of a new sponsorship program. You’ll learn about this program on the next page. We’ve also created new sponsor opportunities to foster not only on-site event engagement but year round exposure for you. I hope you enjoy reviewing the following opportunities. Don’t hesitate to contact your AAO team if you desire something that isn’t displayed. We are always open to collaboration to help advance your success as well as our members’.

We look forward to working with you this year and beyond!

Gary Inman, DMD
2019-20 AAO President
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New in 2020: AAO Year-round Sponsorship Program

Companies who exhibit at AAO meetings are encouraged to engage with the AAO membership in meaningful ways throughout the year. In doing so, these companies will earn priority points that may benefit them in the future.

Important Priority Point Rules

• Point balances will be calculated for only the previous 10-year period, beginning with 2011.
• If companies change their name, are purchased, or merge with another company, their priority point balances will be combined and applied to the new company - but are still subject to the maximums outlined herein.
• Only companies who exhibit at the Annual Session will qualify to earn priority points. If a company elects not to exhibit at Annual Session (even if only for 1 year) that company forfeits all points and their balance goes to 0.

Priority Point Benefits

• The more points your company gains throughout the year, the more likely it is you will become eligible to receive special awards, recognition, or priority booth placements at meetings. Our new “Supplier of the Year” award levels include Gold (11 or more points), Silver (6-10 points), and Bronze (new partners with high points over 3 years). More information on the sponsorship program can be found on our website or by contacting Libby Dischert ldischert@aaortho.org.
• Priority point values are listed under each opportunity in this book.

Point balances will be updated in June of each year.
Who is the AAO?
Meet our members

Founded in 1900, the American Association of Orthodontists (AAO) is the world’s oldest and largest dental specialty organization. It represents nearly 19,000 orthodontist members worldwide.

world's largest dental specialty organization

19K+ MEMBERS WORLDWIDE PUSHING THE SPECIALTY FORWARD

77% OF OUR MEMBERS ARE FROM THE US AND CANADA

17K+ ANNUAL SESSION ATTENDEES

member demographics

19% AGES 31-40
19% AGES 41-50
17% AGES 51-60
14% AGES 61-70
12% AGES 71-80
10% UNDER 30
9% OVER 80

practice modality

18% ORTHODONTIST OWNED GROUP PRACTICE
62% ORTHODONTIST OWNED SOLO PRACTICE
3% UNIVERSITY-BASED DENTAL/ORTHODONTIC PRACTICE
3% DENTIST/SPECIALIST OWNED DENTAL GROUP PRACTICE
6% CORPORATE DENTAL PRACTICE/DENTAL SUPPORT ORGANIZATION
4% HYBRID GROUP PRACTICE
3% ORTHODONTIST OWNED DENTAL GROUP PRACTICE
Winter Conference
Winter Conference

The AAO Winter Conference offers attendees an in-depth study of one specific topic. The 2020 Winter Conference will focus on the topic of open bites and other difficult cases. If your company offers solutions to the doctors who treat these types of issues, you won’t want to miss this perfect opportunity to connect with your buyers! Join 1,000+ orthodontic professionals at this conference in Austin, Texas over the weekend of February 7-9, 2020.

Leadership Development Conference

The AAO hosts a one-day Leadership Development Conference each year immediately prior to the Winter Conference. The 2020 Conference will take place on Thursday, February 6 at the JW Marriott in Austin, TX.

Recently re-designed to include Emerging Leaders, the total attendance of nearly 120 people includes 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 which is looking to build relationships with the industry leaders in the orthodontic profession!

Sponsorship Benefits

- Provide branding for placement on the back page of the printed Leadership Development Conference programs;
- Place branded coffee cup sleeves and napkins on the coffee break table (at sponsor’s expense);
- Enjoy recognition of sponsorship in the AAO’s electronic communications to attendees (e.g. invitations, reminders, post-conference messaging);
- Branding on overhead monitor during breaks and lunch.

Sponsorship Price $5,000

Reserve This Sponsorship Libby Dischert at 314.292.6538 or ldischert@aaortho.org

Priority Points 2

Exhibit at 2020 Winter Conference

Location JW Marriott Austin in Austin, Texas

Dates February 7-9, 2020

General Information

- Winter Conference topic: Treatment of Openbite
- 750 - 1000 orthodontic specialist attendees
- Lunch and reception events held in the Exhibit Hall on both days of the conference.
- Limited space available to exhibitors.

Exhibitor Criteria

- Only dental-related companies will be permitted to exhibit at the AAO 2020 Winter Conference;
- The booth selection process will be determined by priority points. In the event of multiple companies with the same number of priority points, the date and time of contract submission will be used to determine the booth selection order;
- Booth space will be limited to one 8’x10’ per company;
- 50% deposit due with contract.

Exhibit Hall Open Hours

- Friday, February 7 10:00am - 5:45pm
- Saturday, February 8 10:00am - 5:45pm

There are 3 dedicated exhibit hall hours each day, during which time there are no lectures or AAO events taking place.

Exhibitor Pricing $3,100 for each 8’x10’ booth space

Final Balance Due November 15, 2019

Learn More AAO Winter Conference webpage

click Invitation to Exhibit link for specific Exhibit Information

Use Online Exhibitor Submission Form

https://www.aaoinfo.org/2020wcexhibit

Priority Points 2

For more information contact Holly Kiel hkiel@aaortho.org or Libby Dischert ldischert@aaortho.org.
Conference Attendee Wifi

Be sure to reach all of the Winter Conference attendees by sponsoring the wifi throughout the entire conference.

Sponsorship Benefits
- Choose the password used by all meeting attendees throughout the conference;
- Acknowledgement included on the pre-conference email blast, conference website, mobile app and conference area signage;
- Company name, logo and booth number featured on lecture hall pre-session slides throughout the meeting;
- Acknowledgement on conference website;
- Acknowledgement on conference app;
- Acknowledgement on conference area signage;
- Acknowledgement through pre-conference email blast.

Sponsorship Price $2,500

Reserve Sponsorship

Winter Conference Attendee Breakfast

Catch the attention of everyone at Winter Conference by sponsoring the Breakfast Friday and Saturday mornings. Each morning all 750+ attendees at the AAO Winter Conference will be lining up to get their morning coffee and breakfast. As the exclusive sponsor of the breakfast, you’ll be able to brand the coffee sleeves with your message and drive traffic to your booth!

Sponsorship Benefits
- Company name, logo and booth number on signage during breakfast;
- Company may provide logo-embellished paper products for buffet – i.e. branded coffee cup sleeves and napkins (at sponsor’s expense);
- Enjoy recognition of sponsorship in the AAO’s electronic communications to attendees (e.g. invitations, reminders, post-conference messaging);
- Company name, logo and booth number featured on lecture hall pre-session slides throughout the meeting;
- Acknowledgement on conference website;
- Acknowledgement on conference app;
- Acknowledgement on conference area signage;
- Acknowledgement through pre-conference email blast.

Sponsorship Price $5,000

Sponsorship Availability 2 (one on Friday and one on Saturday)

Reserve Sponsorship

Winter Conference Invitation to Exhibit Advertising Contract

Priority Points 1
Winter Conference
Advertising

Door Drops
Get noticed and drive traffic to your booth when your advertisement or advertising specialty item gets delivered to every AAO meeting attendee room at the JW Marriott Thursday night just prior to the start of the Winter Conference.

Advertising Benefits
• Big impact and individualized delivery outside each Winter Conference attendee’s room door at the JW Marriott Hotel;
• A great start to any meeting;
• Draw more attention by directing people to your exhibit booth.

Advertising Criteria
• Sponsorship company is responsible for design, production and delivery of their door drop item supply
• Door Drop item must be AAO-Approved prior to delivery;
• Must be received in the AAO office by December 21, 2019.

Advertising Price $1,500
Advertising Availability 10

Reserve an Advertisement
Winter Conference Invitation to Exhibit Advertising Contract
Priority Point 1

Winter Conference Attendee Mailing List
Receive a complete Winter Conference attendee address list to mail out your very own advertisement independent from the AAO meeting. Content is still subject to AAO approval.

Advertising Criteria
• All artwork must be approved by AAO Director of Meetings;
• Advertiser is responsible for all costs and production associated with their own mailed materials;

Advertising Price: .25 per name/address (~$200 ave. cost)

Acquire the Mailing List
2019 Winter Conference Attendee Mailing List

Priority Points None

Winter Conference Program/Exhibit Guide
The Winter Conference printed Program/Exhibit Guide contains a daily program schedule, policy information, exhibitor contact information for all those exhibiting at the meeting, and an Exhibit Hall floorplan map. This 16-page book is distributed to all attendees at the meeting. Not only is the Exhibit Guide widely referred to at the meeting, but often it’s kept as a reference source for orthodontic needs.

Contact for Paid Advertisers* Jim Shavel at jim@ssmediasol.com Phone 215.499.7342
* Schedules and payment information will be provided to advertisers by Jim Shavel.

Advertising Benefits
• Books distributed to all attendees so your ad will direct more traffic to you; and can be kept for later reference.

Advertising Criteria
• Ads must be high-resolution, 4-color, printer-quality pdf files with full bleeds and crop marks and are required to include the “Paid Advertising” disclaimer in a visible location.
Live page area is 8.375 x 10.875 (+ provide .125 bleeds)

Advertising Pricing
Outside Back Cover [Full pg, 4-color] $4,230
Random Inside Page [Full pg, 4-color] $2,020

Exhibit Guide Ad Deadlines
Space Reservation; Send Ad pdf to Review 11.15.19
High-Res Ad pdf Due for Print Production 11.28.19

Reserve an Advertisement
Winter Conference Advertising Contract

Priority Points 1 for each full page ad

For more information contact Holly Kiel hkiel@aaortho.org or Libby Dischert ldischert@aaortho.org.
Nearly 400 exhibitors display and engage with Annual Session attendees each year at the largest dental specialty exhibit hall in the world. Showcase your company to over 16,000 orthodontists, orthodontic staff and dental-related guests in Atlanta over the dates of May 1-4, 2020.

**Exhibit at 2020 AAO Annual Session**

**Location** Georgia World Congress Center in Atlanta, GA  
**Dates** May 1-4, 2020  

**General Information**
- Over 240 speakers for 4 days of CE credit lectures  
- Daily dedicated doctors hours and orthodontic staff hours throughout the conference.  
- Exhibitors accepted on a first come, first served basis. Exhibitors must contract for their exhibit space through their exhibitor portal. If you haven’t received access to your portal or if you are a new exhibitor, please contact Holly at hkiel@aaortho.org.  
- Booth space location selection will be made in order and based on current priority points balance. See the Annual Session Invitation to Exhibit book for more details.

**Exhibitor Criteria**
- Companies that exhibited in 2019, and plan to use 1,000 sq. ft. or more in 2020 have already been placed on the exhibit floor. Contracts received between September 4 and October 1 will be placed according to the following criteria:
  - Size of booth space; Priority Point balance; date of receipt of deposit.
- Contracts received after October 1, 2020 will be assigned booth space in chronological order, based on when the deposit was received.

**Exhibit Hall Open Hours**
- Friday, May 1  9:00am - 5:00pm  
- Saturday, May 2  9:00am - 5:00pm  
- Sunday, May 3  9:00am - 5:00pm  
- Monday, May 4  9:00am - 1:30pm

**Exhibitor Pricing** $3,100 per 10’x10’ booth space  
**Final Balance Due** February 3, 2020  

Learn More AAO Annual Session web page  
[link for specific Exhibit Information]

**Online Exhibitor Submission Form**  
Exhibitor Portal – 2020 Exhibit online contract page

**Priority Points** 2

For more information contact Holly Kiel hkiel@aaortho.org or Libby Dischert ldischert@aaortho.org.
Resident Scholar Award Program

Align your brand with the brightest young minds in orthodontics by sponsoring The Resident Scholar Award Program, (formerly titled the Charley Schultz Resident Scholar Awards).

This program was established in 2004 to give an opportunity to graduate students/residents to present their research using narrative material and a posterboard. A maximum of 40 residents are selected to participate in the program annually. Each participant is given a cash award to help offset their costs. These research awards are recognized at the Excellence in Orthodontics Award Ceremony and Luncheon at the AAO Annual Session.

Resident Scholar Award winners have gone on to win even more prestigious awards in the orthodontic field year after year. History definitely shows that the AAO Resident Scholar Program tends to find researchers early in their careers and encourages them to continue to achieve throughout their lives.

Information Contact Jackie Hittner at jhittner@aaortho.org

Sponsorship Benefits

• Connect with attendees as they walk through the room and browse the multi-day display area;
• Full page ad in the Annual Session Exhibit Guide;
• 5 tickets to Excellence in Orthodontics Awards Ceremony;
• Recognition at Excellence in Orthodontics Awards Ceremony;

Sponsorship Price $50,000
Priority Points 8

Resident’s Reception

This fun and energetic event gives the sponsor exclusive access to more than 650 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! 2020 attendees to the Resident’s Reception will enjoy networking at Stats Restaurant, just steps from the Georgia World Congress Center.

Sponsorship Benefits

• 25 tickets to the Resident’s Reception;
• 2 minutes of podium time;

Sponsorship Price $25,000 (Already Committed for 2020)
Priority Points 8
New Orthodontist and Resident Conference and Luncheon

A gourmet coffee station is available before the New Orthodontist and Resident lecture and a 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
- Draped table in rear of luncheon room for company literature;
- Complimentary table provided at Career Fair;
- 2 minutes of podium time;

Sponsorship Price $15,000 (Already Committed for 2020)
Priority Points 6

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 help offset the cost of breakfast, lunch and a 30-minute networking reception.

Sponsorship Benefits
- 2 minutes of podium time;

Sponsorship Price $10,000
Priority Points 4

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. New in 2020 – The lounge will be located inside the exhibit hall near the AAO Member Services booth. Position your company’s exhibit booth nearby for maximum visibility. Your sponsorship will support AAO’s ongoing commitment to new and future generations of orthodontic specialists.

The sponsor is allowed to provide logo-embellished games or other recreational equipment, which must be specified prior to arrival for AAO-approval.

Sponsorship Benefits
- Sponsors are allowed to have their sales reps in the lounge to potentially visit with attendees;
- Signage inside the lounge;
- Draped tables for display/material;

Sponsorship Price $15,000
Priority Points 6
Annual Session Sponsorship

Every sponsorship includes: 
• one complimentary mailing list of conference attendees 
• 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 
• and Recognition on the AAO Website, AAO mobile app and on convention center signage.

All Sponsorships must be processed through the Exhibitor Portal.

Excellence in Orthodontics Awards Ceremony and Luncheon

This luncheon typically holds an audience of around 1,000 people and 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. In 2020 we are excited to be able to offer a discussion with prominent author, Jon Meacham! 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
• 5 tickets to the Excellence in Orthodontics Awards Ceremony and Luncheon;
• Access for 5 people back stage for a meet & greet with Keynote Speaker
• Recognition at Excellence in Orthodontics Awards Ceremony;
• 2 minutes of podium time;

Sponsorship Price $25,000
Priority Points 8

Morning Hospitality

Become everyone’s hero by providing this complimentary coffee service outside the exhibit hall during the busiest time of the morning.

Your company will receive high visibility and drive traffic to your booth with these exclusive NEW opportunities to be a big part of the action. Have your sales reps strategically placed outside the exhibit hall from 7am-11am greeting attendees with fresh beverages.

Sponsorship Benefits
• Give your company exclusive access to attendees from outside the Exhibit Hall;
• Includes limited complimentary coffee service to attendees; and if sponsor is interested in supplementing these refreshments, they may do so for an additional charge through the convention center;
• Sponsor may provide coffee sleeves sporting their logo while attendees wait in line outside the exhibit hall to get registered for the meeting;
• Identifying company signage at coffee and water station;

Friday Sponsorship $12,000 (Already Committed for 2020)

• Friday morning hospitality runs in conjunction with the exciting new ribbon cutting kick-off opening the 2020 Exhibit Hall

Priority Points 4

Saturday Sponsorship $10,000
Priority Points 4

Sunday Sponsorship $10,000
Priority Points 4

Monday Sponsorship $6,000
Priority Points 2
Annual Session

Sponsorship

Opening Ceremonies
Tickets for this premier kick-off event are included in every paid registration. Hosted in the Mercedes Benz Stadium from 7pm - 10pm on Friday May 1, 2020, with the expectation of nearly 4,000 in attendance, this is sure to be the largest and most exciting event at the 2020 Annual Session! Sponsoring this event will help offset the cost of entertainment for AAO and will absolutely draw heightened awareness to your company and its brand.

Sponsorship Benefits
• Full page ad in the Annual Session Exhibit Guide;
• 25 tickets to Opening Ceremonies;
• 2 minutes of podium time;

Sponsorship Price $95,000 (Already Committed for 2020)
Priority Points 8

More exciting Opening Ceremonies Pre-Party Rental options available on page 17.

Society of Orthodontic Educators’ Seminar and Reception
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. This sponsorship will help offset the cost of breakfast, lunch, and coffee breaks.

Sponsorship Benefits
• 2 minutes of podium time;

Sponsorship Price $10,000 (Already Committed for 2020)
Priority Points 4

Global Reception (formerly International Reception)
The corporate partner who sponsors this event, will enjoy face time with over 400 doctors and decision makers from many over the world. Take advantage of this opportunity to see all of your international clients and prospects in one place. 2020 Attendees to the International Reception will enjoy exploring the World of Coca Cola while attending this event.

Sponsorship Benefits
• 25 tickets to the International Reception;
• 2 minutes of podium time;

Sponsorship Price $25,000 (Already Committed for 2020)
Priority Points 8

For more information contact Holly Kiel hkiel@aaortho.org or Libby Dischert ldischert@aaortho.org.
Annual Session Sponsorship

Every sponsorship includes: • one complimentary mailing list of conference attendees • 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 • and Recognition on the AAO Website, AAO mobile app and on convention center signage.

All Sponsorships must be processed through the Exhibitor Portal.

Convention Center WiFi

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

Sponsorship Benefits
• Company name/logo imprinted on WiFi promotional signs;
• Promote your brand by choosing the WiFi password.

Sponsorship Price $17,500
Priority Points 7

Lanyards

Show off your company logo while AAO promotes the next year’s Annual Session on the official meeting lanyards provided to all attendees and worn throughout the duration of the conference.

Sponsorship Benefits
• Featuring company’s logo and along with promotion for the next Annual Session in 2021 in Boston, MA;
• AAO-supplied design;
• AAO-supplied product.

Sponsorship Price: $40,000 (Already Committed for 2020)
Priority Points 8

Conference Bags

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

Sponsorship Benefits
• Full page ad in the Annual Session Exhibit Guide;
• Company name/logo imprinted on vinyl backpack;
• AAO-supplied design and product.

Sponsorship Price $75,000 (Already Committed for 2020)
Priority Points 8

American Association of Orthodontists
Fun Run & Walk

Approximately 200 Annual Session attendees participate in this fun annual event held at a park or paved outdoor location within shuttle distance from meeting convention center. Participants receive a T-shirt 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 off their day before the daily lectures begin.

Sponsorship Benefits

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

Sponsorship Price $15,000 (Already Committed for 2020)
Priority Points 6

Shuttle Buses

Promote your brand to a captive audience on AAO conference shuttles. The shuttle transportation service is provided for 60% of AAO hotel block for 2020 in Atlanta. Shuttle information signage will be posted throughout convention center.

Sponsorship Benefits

- Continuous exposure to the attendees utilizing shuttles between their hotels and the convention center

Sponsorship Price: $7,500
Priority Points 3

Central Overflow Room

NEW in 2020, the AAO will be outfitting one large room to serve as the lecture overflow room or “HUB.” This room will feature state of the art technology and comfy seating, along with access to every lecture on the program! Drive traffic to your exhibit booth by having a presence in what is sure to be the busiest room in Atlanta!

Sponsorship Benefits

- Sponsors logo will be on every pair of earbuds provided to each attendee while they utilize the overflow room;
- Signage inside and outside the room including the company’s exhibit booth number;

Sponsorship Price: $10,000
Priority Points 4

For more information contact Holly Kiel hkiel@aaortho.org or Libby Dischert ldischert@aaortho.org.
F.R.E.D. Talks
Wish you could deliver an in-booth 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 but will be used during the Exhibit Only hours each day. Because this format is so popular, you’ll want to reserve space soon! This is the perfect way to deliver your message to your buyers without leaving the trade show floor!

**Connection Benefits**

- Use of the stage in the Innovation Pavilion and pre-arranged audience seating during the time period you reserve;
- Use of video monitor;
- Seating for your audience;
- Lapel Microphone with audio feed into attendee headsets.

**Price**
Sold in 15-minute increments, at $750 per increment

**Reserve This Connection Opportunity at Exhibitor Portal and also fill out the F.R.E.D. Talks Form found on the exhibitor portal and send to Holly at hkiel@aaortho.org**

**Priority Points** None

New Conversation Cafés
5 areas scattered inside the exhibit hall are being set up to allow attendees the opportunity to connect on specific lecture topics following some of the program lectures. **Sponsor one or more of these Conversation Café areas and strategically place your booth nearby.** Get your company recognized as a thought leader! Conversation Cafés are designated for:

- Technology;
- Marketing;
- 3D/aligners;
- Practice management;
- Clinical/scientific.

**Connection Benefits**

- Signage in designated café;
- 5-6 tables for seating per café area.

**Connection Price** $3,000

**Connection Availability** 5 cafés

**Priority Points** 1 per café

New Lecture Room Rental
On Friday morning we have open lecture rooms available for rental prior to the start of the AAO lecture program. These rooms are rented in 4-hr blocks and note that rooms size may vary.

**Connection Benefits**

- Available Friday 8am - 12pm;
- Audio visual rental included;
- Sponsor is responsible for labor cost associated with equipment operation during your seminar.

**Connection Price** $2,500 per 4-hour block

**Priority Points** None
AAO Celebration

AAO attendees always look forward to our final night’s party—which will be in full swing Sunday evening in 2020! This event venue, the world-famous Georgia Aquarium, can accommodate up to 4,000 attendees and your organization is invited to participate in a way that has never been available before! Choose to entertain select guests at a private party hosted in an elegant ballroom within the Aquarium just prior to AAO Celebration, or choose to sponsor one of the unique Sponsor Activation areas inside the Aquarium for all party-goers in attendance. How you interact with your customers is completely up to you! You are only limited by your imagination! Party locations are listed below with specific pricing.

Purchaser Criteria (Private Pre-Party & Sponsor Activations)

• These opportunities are available exclusively to AAO exhibitors only until December 31, 2019, after which time, other AAO-approved groups are invited to purchase use of these spaces.

• Space is limited and approval is entirely at the discretion of the Director of Meetings.

Private Pre-Party Price (2 hours, specifically from 5pm - 7pm)

<table>
<thead>
<tr>
<th>Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arctic Ballroom [+ 200 event tickets]</td>
<td>$12,500</td>
</tr>
<tr>
<td>(food &amp; décor is additional at sponsors expense) - only 1 opportunity available</td>
<td></td>
</tr>
</tbody>
</table>

Sponsor Activations: (3 hours, specifically from 7pm - 10pm)

<table>
<thead>
<tr>
<th>Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ocean Voyager Theatre Window [+ 50 event tickets]</td>
<td>$7,500</td>
</tr>
<tr>
<td>(Public Lounge Area inside Aquarium)</td>
<td></td>
</tr>
<tr>
<td>Lower Cold Water Quest [+ 50 event tickets]</td>
<td>$5,000</td>
</tr>
<tr>
<td>(Lounge area inside Aquarium)</td>
<td></td>
</tr>
<tr>
<td>Rotunda [+ 50 event tickets]</td>
<td>$4,000</td>
</tr>
<tr>
<td>(Party area inside Aquarium)</td>
<td></td>
</tr>
<tr>
<td>Lower Pod [+ 50 event tickets]</td>
<td>$4,000</td>
</tr>
<tr>
<td>(Party area inside Aquarium) - Committed</td>
<td></td>
</tr>
<tr>
<td>Tropical Diver Coral Reef Exhibit [+ 50 event tickets]</td>
<td>$4,000</td>
</tr>
<tr>
<td>(Lounge area inside Aquarium)</td>
<td></td>
</tr>
<tr>
<td>4D Overlook [+ 50 event tickets]</td>
<td>$4,000</td>
</tr>
<tr>
<td>(Lounge area inside Aquarium)</td>
<td></td>
</tr>
<tr>
<td>Dolphin Gallery [+ 50 event tickets]</td>
<td>$5,000</td>
</tr>
<tr>
<td>(Lounge area inside Aquarium)</td>
<td></td>
</tr>
<tr>
<td>Scuba Diver Advertisement</td>
<td>$1,900</td>
</tr>
</tbody>
</table>

Priority Points 1 pt. for every $2,500 spent (8 pt. max)

Opening Ceremonies Pre-Parties

Entertain your clients in high style at one of the party areas in the Mercedes Benz Stadium! Several private party areas are available for groups to use on Friday, May 1 prior to Opening Ceremonies. If you missed the chance to sponsor Opening Ceremonies, don’t miss this opportunity to give your customers a once-in-a-lifetime event at the home of the 2019 Superbowl! (Party locations are listed below with specific pricing.)

Purchaser Criteria

• This opportunity is available exclusively to AAO exhibitors only until December 31, 2019, after which time, other AAO-approved groups are invited to purchase use of these spaces.

• Space is limited and approval is entirely at the discretion of the Director of Meetings.

• Sponsors shall work with the venue or with PRA to order all food and beverage for their pre-party. The Mercedes Benz Stadium will bill the AAO, and the AAO will bill Sponsor back for all charges.

• Pre-party event time is limited to 2 hours, specifically from 5pm-7pm on Friday, May 1 prior to Opening Ceremonies

Pre-party Pricing (2 hours, specifically from 5pm - 7pm)

<table>
<thead>
<tr>
<th>Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delta Sky Field Club [+ 500 event tickets]</td>
<td>$15,000</td>
</tr>
<tr>
<td>Mercedes Benz Club [+ 500 event tickets]</td>
<td>$15,000</td>
</tr>
<tr>
<td>SunTrust Field Club [+ 200 event tickets]</td>
<td>$7,500</td>
</tr>
<tr>
<td>AMG Field Club [+ 200 event tickets]</td>
<td>$7,500</td>
</tr>
<tr>
<td>Molly B’s [+ 150 event tickets]</td>
<td>$7,500</td>
</tr>
<tr>
<td>Concourse Taverns [+ 50 event tickets]</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Priority Points 1 pt. for every $2,500 spent (8 pt. max)
Each advertising item has individual Instructions for purchasing listed under it’s description.

**New Exhibit Hall Passport**

*We’re giving away a Mercedes and you can use this giveaway to your advantage!* NEW in 2020, exhibit hall visitors can win a year lease on a car (or cash equivalent) by collecting stamps from all the designated exhibit booths listed on their Exhibit Hall Passport and then entering their completed card into a random drawing. Be one of the Exhibitors on this year’s Passport and reap the rewards — lots of new visitors heading straight for your booth.

To participate, Annual Session attendees receive a Passport Card in their conference bags and those who collect a stamp from each of the exhibitor boxes listed on the card will be eligible for the random drawing. Winner’s name will be drawn Monday afternoon, but must be present to win, therefore encouraging attendees to stay the duration of Annual Session. The spots on this card are limited to 15 and they are sure to get snatched up fast!

**Advertising Benefits**

- High volume traffic to your booth throughout conference, with opportunity to engage with;
- Your logo is on every Passport Card received by all attendees in the complimentary conference bags;
- AAO-provided stampers for your booth to mark each card presented to you as attendees visit your booth.

**Advertising Criteria**

- Companies lucky enough to appear on this card will be the first to respond and are accepted in chronological order;
- Sponsor must provide AAO with high resolution logo to be printed on the card and must be willing to stamp all attendee cards presented to them at their booth;
- Printed inserts must arrive at the AAO office by April 1, 2020.

**Advertising Price:** $3,000

**Conference Bag Inserts**

Push traffic to your booth by placing advertisements in the conference bags, distributed to all Annual Session attendees.

**Advertising Benefits**

- AAO will insert flier into Annual Session tote bag with other company sponsored fliers. [(1) 8.5 x 11 maximum size, 2 oz.]

**Advertising Criteria**

- “Paid Advertising” required to appear on the ad;
- Advertisement pdf proof must be submitted to AAO by March 1, 2020 and must be approved by AAO Director of Meetings before production;
- Advertiser is responsible for cost and production of printed pieces as well as shipment to AAO for insertion; materials must be received by April 1, 2020.

**Advertising Price:** $3,000 (plus product cost)

**Hotel Door Drop Insert**

Send a special message with your own printed advertisement directly to attendees hotel doors through our door drop distributor. These attention-getting door drop bags are sure to kick off guests’ Annual Session stay with a great impression.

**Advertising 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.

**Advertising Criteria**

- Must be 8.5” x 11” or smaller and weighing less than 2 oz.;
- “Paid Advertising” required to appear on the ad;
- Advertisement pdf proof must be submitted to AAO by March 1, 2020 and must be approved by AAO Director of Meetings before production;
- Advertiser is responsible for cost and production of printed pieces as well as shipment to AAO for insertion; materials must be received by April 1, 2020.

**Advertising Price:** $5,750 (plus product cost)

**Annual Session Advertising**

[Clink the link below. Online List and Details for Banners and Escalator Runners Click on Signs & Graphics to view options. After deciding on Banner/Escalator Runner selection, then secure your item/s in the online Exhibitor Portal.]
Advertise products, services and your message in high-traffic areas around the convention center throughout the duration of the 2020 Annual Session in Atlanta.

**Convention Center Advertising**  
**Banners and Escalator Runners**

**Advertising Criteria**
- Ad will go through AAO review for content and proper proportions for approval prior to production.
- Create your own design with artwork templates and send artwork into production electronically.
- Find specific details and exact location of each banner and escalator runner at the online link below. Your selection, ordering and payment are done online as well.

**Banner Opportunities 140**  
**Escalator Runner Opportunities 14**

**Item Information, Location and Pricing**  
[Click the link below.](#)  
**Online List and Details for Banners and Escalator Runners**  
Click on Signs & Graphics to view options. After deciding on Banner/Escalator Runner selection, then secure your item/s in the online [Exhibitor Portal](#) to Reserve This Sponsorship.

**Priority Points** 1 pt. for every $2,500 spent (8 pt. max)

**Convention Center Digital Signage**

**Digital Signage Benefits**
- High visibility at convention center promoted 24/7 for 4 days;
- The digital advertising may be purchased separately or as part of a package.

**Digital Signage Criteria**
- Must be AAO-approved messaging.

**Indoor LED Walls Inside Convention Center 10 total**

**Indoor Digital Monitors 57 total**

**Outdoor Digital Billboards 3 listed below**

**For Location and Pricing Contact** Libby Dischert at ldischert@aaortho.org

**Priority Points** 2 pts per digital sign

**Exhibit Guide and Onsite Program**  
**Print Publication Ads**

**For Ads from Qualifying Annual Session Sponsors Contact**  
Gail Gardner at ggardner@aaortho.org

**For Individually Paid Advertisements Contact**  
Jim Shavel at jim@ssmediasol.com

**Advertisement Pricing**

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Cost</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>Random Inside Pages</td>
<td>$3,020</td>
</tr>
</tbody>
</table>

**Ad Deadlines for Exhibit Guide and Onsite Program**

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Reservation; Send Ad pdf to Review</td>
<td>1.15.20</td>
</tr>
<tr>
<td>High-Res Ad pdf Due for Print Production</td>
<td>1.28.20</td>
</tr>
</tbody>
</table>

**Reserve an Advertisement**  
Refer to the Online AAO Media Kit on the Exhibitor page of the AAO website

**Priority Points** 1 for each individually paid ad

No additional priority points are given for ads which are part of a sponsorship package.

**Attendee Mailing List**

Receive a complete Annual Session attendee address list to mail out your material independent from the AAO meeting.

**Mailing List Benefits**
- Some of our sponsorship opportunities include a complimentary mailing list; but we also have the attendee mailing list available for purchase as an individual item.

**Mailing List Criteria**
- All artwork must be approved by AAO Director of Meetings;
- Advertiser is responsible for all costs and production associated with their own mailed materials;

**Mailing List Price**  
.25 per name/address (~$900 ave. cost)

**Purchase and Acquire Attendee Mailing List Online**  
**2019 Annual Session Attendee Mailing List**

**Priority Points** None
Resident On-Campus Learning
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 20 residents per program. Sponsors get approximately 5 minutes to provide their own presentation (pre-approved by AAO) to the group as well as opportunities during breaks to engage with the residents one on one. These courses occur year-round, and the schedule rotates around over a wide variety of areas.

Sponsorship Benefits
• Opportunity for sponsor representative to accompany the AAO on campus to deliver content and network;
• Ability to provide handout to residents in attendance;
• Contact information of residents in attendance.

Sponsorship Criteria
• AAO must pre-approved your tentative presentation

Sponsorship Price:  $750/semester, or $500/semester to sponsor 4 or more

Sponsorship Inquiries Kathy DiPrimo at kdiprimo@aaortho.org
Priority Points 1 pt awarded per seminar (8 pt. max)

Financial Management for Residents
(Orthodontic Residency Presentation)

The AAO’s Financial Management for Residents 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
• Recognition provided within the presentation (neither the AAO nor the sponsor will be in attendance);
• Branded materials may be provided by sponsor for handout to residents in attendance;
• 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;
• Sponsor may NOT attend these seminars.

Sponsorship Pricing:  $750/semester, or $1500/academic year

Sponsor Inquiries Brandon Hackworth, bhackworth@aaortho.org
Priority Points 1 pt awarded per seminar (2 pt. max per year)

Resident Vitals
(Orthodontic Residency Presentation)

Each year the AAO provides the content for a Resident Vitals presentation to be delivered by an on-staff educator at participating orthodontic schools and programs. This curriculum educates current orthodontic residents on the many resources that are available to them as they transition into practice.

Sponsorship Benefits
• Recognition provided within the presentation (neither the AAO nor the sponsor will be in attendance);
• Branded materials may be provided by sponsor for handout to residents in attendance;
• 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.

Sponsorship Pricing:  $750/semester, or $1500/academic year

Sponsor Inquiries Brandon Hackworth, bhackworth@aaortho.org
Priority Points 1 pt awarded per seminar (2 pt. max per year)
Online Learning Sponsorships
Live Webinars
A series of five doctor and three staff webinars on clinical and practice management topics will be held. The AAO also provides a free member series of six Business of Orthodontics webinars which cover the core competencies of finance, legal, practice strategies/management/human resources, risk management and career paths.

Sponsor Inquiries Melissa at mmcculloch@aaortho.org

Sponsorship Benefits
- Sponsor logo on webinar registration site with link to website
- Slide included with pre-event slides prior to start
- Sponsorship acknowledged by name in the opening remarks by the moderator
- Access to the webinar attendee registration list including: names, email (opt in only), and mailing address
- Included in AAO’s marketing: marketing emails, social media and follow-up thank you email to attendees

Sponsorship Price $3,000 per webinar
Sponsor Online Learning Webinars aaiinfo.org > Live Webinar Registration
Priority Points 1 pt awarded per webinar (8 pt. max per year)

Online Lecture Site
AAO offers CE on demand featuring more than 500 recorded lectures on a wide range of clinical and practice management topics. Access is 24/7. Orthodontic staff can also take advantage of the site through an Orthodontic Staff Club Membership.

Sponsor Inquiries Melissa at mmcculloch@aaortho.org

Sponsorship Benefits
- Banner ad on the AAO website
- Link to sponsor website
- Marketing includes: marketing emails and social media

Sponsorship Price $1,000/month
Sponsor Online Lecture Site aaiinfo.org > Online Recorded Lectures
Priority Points 1 per year

Annual Session Livestreaming
For the 2020 Annual Session in Atlanta, Georgia, the AAO will livestream two days of doctor scientific program lecture tracks and one day of one team track. Livestream participants will be able to connect virtually and submit questions during each lecture’s live question and answer period as time permits.

Sponsor Inquiries Melissa at mmcculloch@aaortho.org

Sponsorship Benefits
- Banner ad on the livestreaming registration page
- Link to sponsor website
- Access to the webinar attendee registration list including: names, email (opt in only), and mailing address
- Included in AAO’s marketing: marketing emails, social media and follow-up thank you email to attendees

Sponsorship Price: $5,000 (only 1 available)
Sponsor Livestreaming at Annual Session aaiinfo.org > Special Events Live Stream
Priority Points 2
Publication Advertising Opportunities & Policy
AJO-DO

Published for more than 100 years, the American Journal of Orthodontics and Dentofacial Orthopedics (AJO-DO) has remained the leading orthodontic resource. It is the official publication of the American Association of Orthodontists and its constituent societies, the American Board of Orthodontics and the College of Diplomates of the American Board of Orthodontics. Each month its readers have access to original peer-reviewed articles that examine all phases of orthodontic treatment. Illustrated throughout, the publication includes tables, photos (many in full color), and statistical data. Coverage includes successful diagnostic procedures, imaging techniques, bracket and archwire materials, extraction and impaction concerns, orthognathic surgery, TMJ disorders, removable appliances, and adult therapy. The journal reaches all AAO members as a member benefit.

Information Contacts for Paid Advertisers
Jim Shavel at jim@ssmediasol.com, and Bill Kittredge at bill@ssmediasol.com
*Schedules and payment information will be provided to advertisers by the contact representatives listed above.

Advertising Benefits
- Widely considered as the leading orthodontic clinical and scientific journal world-wide
- 73 percent of readers use the publication as a source of information about products and services

Advertising Pricing
Advertise rate information is available from the above advertising representatives.

Learn More

Priority Points 1 pt for each full page ad

Practice Management Bulletin Print Ads

The Practice Management Bulletin is the AAO’s printed publication vehicle which includes news and feature articles with comments from AAO members with expertise in practice economics, practice management, technology and more. The magazine is the official practice management and news publication of the American Association of Orthodontists and reaches all members as a member benefit.

Information Contacts for Paid Advertisers
Jim Shavel at jim@ssmediasol.com, and Bill Kittredge at bill@ssmediasol.com
*Schedules and payment information will be provided to advertisers by the contact representatives listed above.

Advertising Benefits
- The unique feature format exposes readers to colleagues’ experiences with a variety of management topics and solutions for practice operations.
- The magazine is also a key source of substantive information for members on an area of very high interest to many: advocacy for the specialty.
- In-depth coverage of continuing education planned for each year’s Annual Session & Winter Conference are also included.
- The popular “Accolades” column keeps members informed of colleagues’ achievements.

Advertising Pricing
Full-Page 4-Color Ad Rates

Frequency

1x $3,215/ea ($2,600 black and white)
3x $2,960/ea ($2,345 black and white)
6x $2,705/ea ($2,090 black and white)
24x $2,450/ea ($1,835 black and white)

Learn More

Priority Points 1 pt for each full page ad
Publication Advertising
Digital Ads and Member Mailing List

**eBulletin**
**Digital Ads**

The AAO eBulletin electronic newsletter is a mix of articles, videos and links to relevant news and clinical information. The eBulletin also keeps members informed of continuing education programs and meetings. The weekly publication reaches approximately 13,000 members.

**Information Contacts for Paid Advertisers**
**Jim Shavel at jim@ssmediasol.com, and Bill Kittredge at bill@ssmediasol.com**

* Schedules and payment information will be provided to advertisers by the contact representatives listed above.

**Advertising Benefits**

- Open rates have remained consistently above 36 percent for several years and often exceed 40 percent, making the cost per view as low as 10 cents or less.
- Exclusivity – only one banner ad is published in each issue.

**Advertising Pricing**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost per deployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$900</td>
</tr>
<tr>
<td>3x or more</td>
<td>$650</td>
</tr>
</tbody>
</table>


**Priority Points 1 for every 4 banner ads**

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**Member Mailing List**

Receive a complete member address list to mail out your own advertisement independent from the AAO meeting to all active AAO members. Content is still subject to AAO approval.

**Information Contact Sherry Nappler at snappler@aaortho.org**

**Mailing List Criteria**

- Mailing list may be used for one mailing at the cost listed below;
- AAO must approve your messaging but “Paid Advertising” is not required on this material;

**Mailing List Price .25 per name/address per mailing (~$4,000)**

**Priority Points NA**
Contract Terms

Sponsorship and Advertising

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 28-30), 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 Media Kit and link 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. 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. 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.

Important Notice

The American Association of Orthodontists does NOT produce or partner with any other company to produce a “Show Daily” for the AAO Annual Session. Any company that tries to distribute a “Show Daily” at the AAO Annual Session will be promptly escorted off property. Other than AAO, SS Media and Elsevier are the two other companies authorized to sell advertising to AA0 exhibitors on behalf of AAO.
Advertising Policy
AAO Guidelines for Acceptance of Advertising

You must be an Annual Session exhibitor to advertise in any Annual Session publication or to participate in an Annual Session 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 on the next three pages. 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.
Advertising Policy
AAO Guidelines for Acceptance of Advertising

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 words “Paid Advertising” must be displayed conspicuously.

   • The logo(s) of the company/companies whose products are featured in the advertorial must appear in the ad.

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.

Closings

• At time of space reservation deadline, submit ad pdf proof for AAO review and approval.

• No cancellations will be accepted after the space reservation deadline.

• Deadline dates are subject to change by the AAO.
Advertising Policy
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.
AAO Foundation Corporate Partnership

The Mission of the AAOF is to advance the orthodontic specialty by supporting quality education and research that leads to excellence in patient care. Foundation funding ensures the future viability of the specialty by investing in the next generation of educators and researchers.

Since 1994, AAOF has funded $13.1 million through our Awards Program to support Junior Faculty in their education and research initiatives.

The AAOF Craniofacial Growth Legacy Collection Project joins together nine of the eleven known collections of longitudinal craniofacial growth records in the U.S. and Canada. The Foundation funded the initial creation of the website that houses this collection, as well as the annual maintenance.

The impact made on the future of orthodontics would not be possible without the nearly 70 Corporations who have partnered with AAOF Foundation. We offer a wide range of giving levels and recognition.

Sponsor Inquiries Jackie Bode at jbode@aaortho.org

Partnership Benefits

- AAOF Corporate Partner Company names are proudly displayed on the reverse side of AAOF letterhead, reaching every mail recipient throughout the year.
- Recognition on AAOF website, social media and Annual Report
- Special signage at Annual Session
- Invitation to special AAOF Foundation events during Annual Session
- 2 priority points awarded for every $5,000 actually paid in a calendar year, up to a maximum of 8 points

Learn More https://www.aaofoundation.net/ways-to-give/become-a-corporate-partner

Partnership Donations are paid directly through AAOF.

Priority Points 2 pts awarded per $5,000 contributed in a calendar year (8 pt. max per year)
# Future AAO Meetings

## AAO Annual Sessions

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Dates</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>Boston, Massachusetts, USA</td>
<td>April 23-27</td>
<td>Boston Convention &amp; Exhibition Center</td>
</tr>
<tr>
<td>2022</td>
<td>Honolulu, Hawaii, USA</td>
<td>April 29 - May 3</td>
<td>Hawaii Convention Center</td>
</tr>
<tr>
<td>2023</td>
<td>Chicago, Illinois, USA</td>
<td>April 21-25</td>
<td>McCormick Place</td>
</tr>
<tr>
<td>2024</td>
<td>New Orleans, Louisiana USA</td>
<td>May 3-7</td>
<td>Ernest N. Morial Convention Center</td>
</tr>
<tr>
<td>2025</td>
<td>Philadelphia, Pennsylvania, USA</td>
<td>April 25-28</td>
<td>Pennsylvania Convention Center</td>
</tr>
<tr>
<td>2026</td>
<td>Orlando, Florida, USA</td>
<td>May 1-4</td>
<td>Orange County Convention Center, West</td>
</tr>
</tbody>
</table>

## AAO Winter Conferences

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Dates</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>Palm Desert, California, USA</td>
<td>February 12-14</td>
<td>JW Marriott Desert Springs Resort &amp; Spa</td>
</tr>
<tr>
<td>2022</td>
<td>Orlando, Florida, USA</td>
<td>January 28-30</td>
<td>Loews Royal Pacific Resort at Universal Orlando</td>
</tr>
</tbody>
</table>

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*Images of a dental clinic environment are shown on the page.*