



# EXHIBITOR AND SPONSOR PROSPECTUS



AAID 69th Annual Conference  
Looking at Success: A Consensus Conference

**NOVEMBER 11-14, 2020 | HYATT REGENCY ATLANTA**

[www.aaid.com/education](http://www.aaid.com/education)



Dear 2020 Exhibitors:

Last year, the AAID Annual Conference continued to show increased growth. With more than 1200+ dentists and team members, the program was a success and provided unlimited networking and learning opportunities to attendees. In 2020, the meeting will focus on "Looking at Success: A Consensus Conference" while building on the meetings that came before.

As an exhibitor, you will have three days to meet with the decision-makers who are looking for products, resources, and information relevant to their patients' needs. Founded in 1951, the AAID is the first professional organization in the world dedicated to implant dentistry. Its membership includes general dentists, oral and maxillofacial surgeons, periodontists, prosthodontists, and others interested in the field of implant dentistry. Take advantage of this opportunity to have dedicated time, host a workshop and network with attendees to provide your services and information. And make sure to sign up early, the Exhibit Hall always sells out.

We look forward to meeting you at the AAID 69th Annual Conference in Atlanta in 2020.



Berneer Dunson, DDS, FAAID, DABOI/ID



Shanker Iyer, DDS, MDS, FAAID, DABOI/ID



## EXHIBIT HALL INFORMATION

Sign up by July 1, 2020

Save \$300

### DATES

Thursday, November 12 to Saturday, November 14, 2020

### LOCATION

Hyatt Regency Atlanta  
265 Peachtree Street N.E.  
Atlanta, GA 30303

### BOOTH FEES

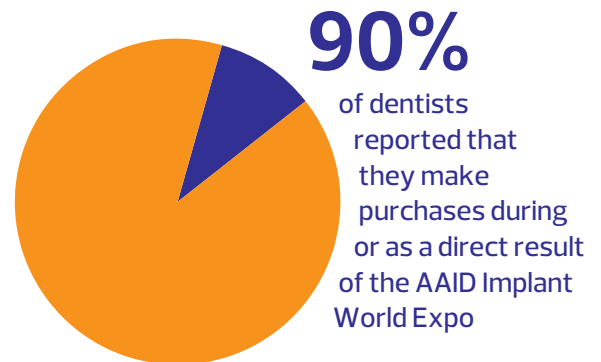
	Early*	Standard
8'x10' Inline	\$4,000	\$4,300
8'x10' Corner	\$4,600	\$4,900

\*Contract and full payment processed by July 1, 2020.

### BOOTH RESERVATIONS

Visit the website for additional information about exhibit sales. You will be notified via email of the date and time your company will have access to the floor plan for booth selection. The booth selection schedule is based on priority points. If you are interested in larger sponsorship opportunities, please email [exhibits@aaid.com](mailto:exhibits@aaid.com).

Space is limited!



## SCHEDULE

Note: Exhibit hours are subject to change.  
Exhibitors will be notified if a change in hours is necessary.

WEDNESDAY  
November 11

Exhibitor Registration  
7 a.m. to 7 p.m.

Exhibitor Move-In  
8 a.m. to 4:30 p.m.

THURSDAY  
November 12

Exhibitor Registration  
7 a.m. to noon

Exhibit Hall Open  
9:30 a.m. to 7 p.m.

Implant World Expo  
Reception  
5:30 to 7 p.m.

FRIDAY  
November 13

Exhibit Hall Open  
9:30 a.m. to 5:30 p.m.

SATURDAY  
November 14

Exhibit Hall Open  
9:30 to 11 a.m.

Exhibitor Move-Out  
11 a.m. to 3 p.m.

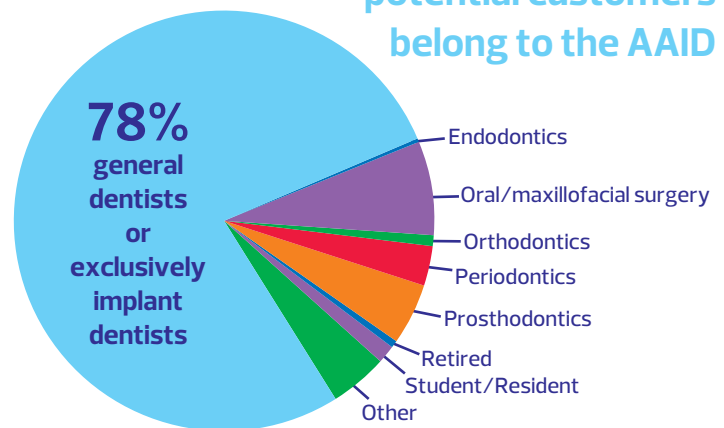
We expect approximately  
1000 dentists and 200–300 office  
staff and guests in attendance.

## BENEFITS OF EXHIBITING

- 8'-high draped back wall and 3'-high draped side rails
- Up to 3 complimentary exhibitor badges per 8'x10' booth which include:
  - Access to main podium
  - Lunch in exhibit hall Thursday and Friday
  - Drink tickets for the Welcome Reception and Implant World Expo ReceptionAdditional badges are \$395 each.
- Recognition in the exhibitors' section of the mobile app and meeting website
- Company listing in the onsite program
- Free mailing lists of pre-registered and final conference attendees upon request

**Note:** Tables, chairs, electricity, computer, AV equipment, and wired internet access are not included in the booth fee. These can be ordered through the Exhibitor Service Kit. Exhibitors will be notified once the Exhibitor Service Kit is available.

Your current and potential customers belong to the AAID



(Percentages based on 2016 AAID Member Survey)

buyer to exhibiting company ratio of more than 9 to 1

## BENEFITS OF SPONSORSHIP

Corporate support is vital to the development and attendee experience of the AAID annual conferences. Companies that sponsor will receive recognition throughout the conference. In addition to the exhibitor benefits mentioned above, all sponsors will be listed on the mobile app, sponsor section of the AAID web site, preliminary and final program guides and exhibit hall signage. Sponsors are eligible for discounted advertising in the *Journal of Oral Implantology* and *AAID News*. Please see page 5 for a list of benefits included with each sponsorship level.

### New Trends, Techniques, and Technology Programs

(available to Gold Sponsors and higher only)

These are 20-minute lectures on Wednesday, November 11, 2020, to the full audience in attendance (12 available). Four additional 20-minute presentations are available during the break immediately following main podium morning or afternoon presentations. The presentations open the conference and no other programs are scheduled at this time. Room is set for 1,000 and includes full staging. Sponsors may choose their topics and speakers. As per ADA CERP and AGD PACE Recognized Provider Standards, no CE credit is provided for these sessions.

### Seminars or Hands-On Workshops\*

(available to Presidential Sponsors and higher only)

These are half-day programs (three hours in length) with limited attendance. All course information must be submitted electronically. The AAID Annual Conference Education Committee has final approval of these presentations and will assign a room.

In order for New Trends programs, seminars, or hands-on workshops to be included in the preliminary program, sponsors must submit course proposals, speakers, and titles to the AAID education department at [education@aaid.com](mailto:education@aaid.com) prior to the program printing deadline.

\*The AAID will not provide CE for corporate-sponsored workshops or seminars. Sponsors will not be able to give CE at these workshops or seminars.

# 2020 SPONSORSHIP LEVELS

(Limited number of sponsorships available)

## Anchor Sponsor—\$75,000 (Exclusively available for only one sponsor)

One island (4 complimentary 8'x10' booths) near main entrance (additional booths may be purchased at regular prices)

One 20-minute speaker for New Trends and One 20-minute presentation during the break immediately following main podium morning or afternoon presentations

Speaker(s) for 2 workshops\*

Six complimentary annual conference registrations for dentists

Five complimentary tickets for President's Reception

Complimentary full page 4 color ad in four issues of AAID News

Four mobile app push messages

Exclusive full-screen splash ad on mobile app

One high visibility marketing opportunity (value up to \$20k)

Two e-blasts on show specials to full AAID membership prior to conference (4,600 emails)

Exclusive sponsor logo on annual conference website

One branding opportunity near main registration area

Logo displayed in program guide, online, and onsite signage

## Diamond Sponsor—\$45,000

One island (four complimentary 8'x10' booths) near main entrance (additional booths may be purchased at regular prices)

One 20-minute speaker for New Trends

Speaker(s) for one workshop\*

Four complimentary annual conference registrations for dentists

Five free tickets for President's Reception

Complimentary full-page, four-color ad in two issues of AAID News

Two mobile app push messages and one mobile app banner

One e-blast on show specials to full AAID membership prior to conference (4,600 emails)

One high visibility marketing/branding opportunity (value up to \$10k)

Logo displayed in program guide, online, and onsite signage

## Presidential Sponsor—\$30,000

Two complimentary 8x10' booths near main entrance (additional booths may be purchased at regular prices)

One 20-minute speaker for New Trends

Speaker(s) for one workshop\*

Three complimentary annual conference registrations for dentists

Three free tickets for President's Reception

Complimentary full-page, four-color ad in one issue of AAID News

One mobile app push message

Logo displayed in program guide, online, and onsite signage

## Gold Sponsor—\$18,000

One complimentary 8'x10' booth near main entrance (additional booths may be purchased at regular prices)

One 20-minute speaker for New Trends or 20-minute presentation during the break immediately following main podium morning or afternoon presentations

Two complimentary annual conference registrations for dentists

Two free tickets for President's Reception

Complimentary half-page, four-color ad in one issue of AAID News

Logo displayed in program guide, online, and onsite signage

## Silver Sponsor—\$10,000

One complimentary 8x10' booth near main entrance (additional booths may be purchased at regular prices)

One marketing opportunity onsite, limited options available (hotel door drop, bag insert, or other branding throughout main hotel)

One complimentary annual conference registration for dentists

One free ticket for President's Reception

Logo displayed in program guide, online, and onsite signage

Note: No CE will be awarded for any sponsored workshops or seminars.

# SPONSORSHIP OPPORTUNITIES

The AAID 69th Annual Conference offers a variety of options for companies looking to gain visibility and increase sales. The opportunities below provide a valuable opportunity for new exhibitors or those with few priority points to boost their impact and interactions with attendees. Please be advised that these opportunities are available on a first-come, first-served basis. Contact AAID Headquarters for additional information or current availability.

## **BADGE HOLDERS AND LANYARDS: \$10,000, Exclusive**

Every attendee at the AAID annual conference must wear a badge. Your supply of approved badge holders/lanyards will be distributed to every attendee. This opportunity creates great exposure for your brand.

## **TOTE BAGS: \$10,000 Exclusive**

All attendees will receive tote bags with their registration materials. Your logo will be visible throughout the conference on the tote bags.

## **NOTEBOOKS AND PENS: \$3,500 + production costs**

These items will be placed into each attendee bag. Attendees value their notes and they will be taking the notebook along with your logo home with them. This opportunity leaves a lasting impression.

## **HOTEL ROOM KEY CARDS: \$7,500**

Custom key will grab their attention from the moment the attendees arrive. Hotel guests in the block will see your logo each time they access their rooms.

## **GOBO PROMOTIONAL LIGHTING, DISPLAYED ON LOBBY FLOOR OF HYATT REGENCY ATLANTA: \$ 3,500**

Available in hotel main lobby Tuesday and Wednesday.



## **BAG INSERTS: \$3,000, Non-Exclusive**

Your company's one-page promotion sheet will be inserted into every attendee's tote bag.

## **DOOR DROPS: \$4,000 Non-Exclusive**

Have a special gift delivered to the attendees' guestroom.

## **CHARGING STATIONS: \$4,000 Exclusive (two opportunities)**

Help attendees "get a charge" by sponsoring free-standing charging stations.

## **WIFI: \$10,000 Exclusive**

Help meeting attendees stay connected. This opportunity includes a landing page or advertisement on the login screen that pops up every time attendees log in.

## **SPONSOR-BRANDED CARPET CLINGS:**

Contact the AAID for pricing and options. Branded floor decals with your logo will guide attendees to your booth.

## **ESCALATOR OVERHEAD BANNER-VIEWED FROM HOTEL LOBBY DOWN TO MAIN EVENT SPACE: \$11,000 for 4 days or \$5,000 plus \$1,500 per day**



# SPONSORSHIP OPPORTUNITIES

## BRANDING ON ELECTRONIC HOTEL READER BOARDS: \$3,500



## SPONSOR-BRANDED FOOT PRINTS: Exclusive (Please email [exhibits@aaid.com](mailto:exhibits@aaid.com) for options and pricing.)

Branded floor decals with your logo will guide attendees to the exhibit hall.

## COFFEE CUP SLEEVES: Exclusive (Please email [exhibits@aaid.com](mailto:exhibits@aaid.com) for pricing.)

Be on attendees' minds and in their hands at every break. Your company logo will appear on the drink sleeves for coffee and tea breaks.

## IMPLANT WORLD EXPO RECEPTION DRINK SPONSOR: \$15,000 (two co-sponsorships available)

Show off your company colors at the largest social event of the AAID annual conference. Every attendee will be issued drink tickets for this reception. Your logo can be added to the ticket! Table by the bar area will be provided for the sponsor during the event.

## EXPO LUNCH: \$5,000 (four available)

Napkins with your logo distributed during lunch (provided by sponsor). Sponsors will be acknowledged by additional signage where the attendees collect their lunches and on the main podium before lunch.

## WOMEN IN DENTISTRY RECEPTION: \$5,000

Join us at the Women in Dentistry Reception on Friday for refreshments and appetizers and to connect with this growing community.

## ELEVATOR PANEL: \$4,500 PER PANEL



# SPONSORSHIP OPPORTUNITIES

## ESCALATOR GLASS BRANDING



**HORIZONTAL GLASS ON MAIN EVENT FLOOR: \$8,000 for 4 days or \$4,000 plus \$1,000 per day**



**ONE SIDE ESCALATOR (2 OPPORTUNITIES): \$7,500 for 4 days or \$3,500 plus \$1,000 per day**  
Escalators available: Lobby to LL1 (main event space) and LL1 to LL2 (main event space to exhibit space).



# SPONSORSHIP OPPORTUNITIES

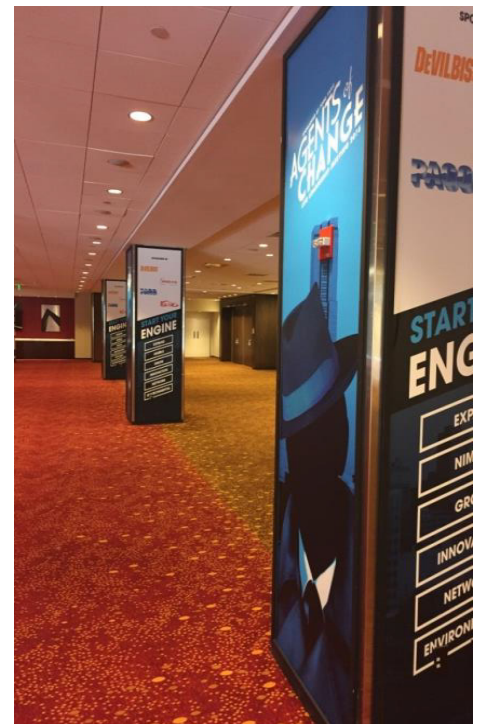
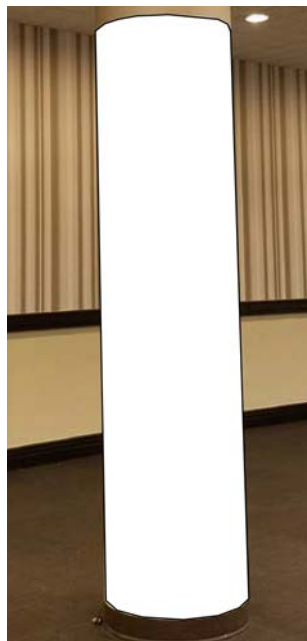
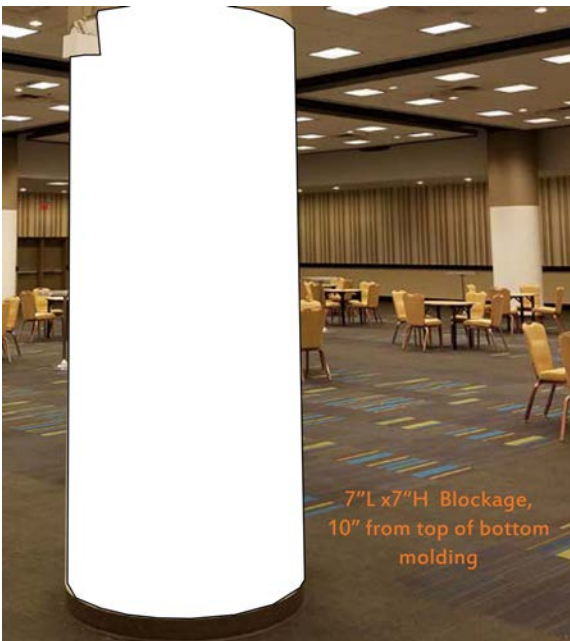
**GLASS CIRCULAR CLING ON  
MAIN EVENT FLOOR: \$5,000**



**SQUARE COLUMN WRAP:  
\$2,000 PER PILLAR**



**PILLAR WRAP: \$2,500**



# SPONSORSHIP OPPORTUNITIES

## OTHER OPPORTUNITIES

If you are interested in mobile app or print advertising, please contact Onkar Sandal at [osandal@allenpress.com](mailto:osandal@allenpress.com) or (785) 865-9218.

## MOBILE APP OPPORTUNITIES

### BANNERS: \$995

No more than three will be offered and they will be displayed as rotating banners in prime positions. An interactive link will take users to another screen of your choosing on the app or to any other link on the web. App Metrics and click through reports can be provided to banner sponsors upon request.

### PUSH MESSAGE: \$299

Reach your target market at the conference with specific messages encouraging attendees to visit your booth or attend a program featuring your product. A limited number per day will be made available. Messages can be as many as 230 characters.

## PRINT OPPORTUNITIES

- Preliminary Program: \$3,150 for a full-page, four-color ad (Circulation 30,000)
- *AAID News* or *Journal of Oral Implantology* – 15% discount for sponsors and exhibitors

### MAILING LIST REQUEST: \$1,000

Exhibitors may purchase the AAID membership list. Quantities will be approximately 5,000 depending on use of entire mailing list or USA only. A copy of the proposed mailing piece must be submitted and approved by the AAID. The name, address, city, state, zip code, and country of the registrant will be provided. Email addresses, websites, phone and fax numbers will not be provided. Contact [info@aaid.com](mailto:info@aaid.com) for the mailing list request form or for more information.



3D BioCAD	Dentium	LendingUSA LLC	Proceed Finance
3D Diagnostix Inc.	Dentsply Sirona Implants	<b>Lighthouse 360</b>	<b>Procter &amp; Gamble – Crest Oral B</b>
3Shape	Digital Dental	<b>Maxxeus Dental</b>	Quintessence Publishing Co., Inc.
AD Surgical	<b>DIO Implant USA</b>	MD Health Care Supplies	<b>Ray America</b>
Adit	Doctor Multimedia	MDocHaus	RG Biotechnology
<b>Advice Media</b>	DoctorLogic	Med-Care Pharmaceuticals	RGP Dental
Affordable Dentures & Implants	DoWell Dental Products	Medco Instruments, Inc.	Rhein83 Attachments
Allied Powers LLC	EAO – European Association for Osseointegration	Medical Solutions Technologies	Ritter Implants
Alphaeon Credit	Einstein Medical	Meisinger USA	Rocky Mountain Tissue Bank
American Academy of Cosmetic Dentistry	Expo Enterprise	Merchant Advocate	Root Laboratory Inc
American Academy of Implant Dentistry	Fotona	Millennium Dental Technologies, Inc.	Rose Micro Solutions
American Board of Oral Implantology/Implant Dentistry	Garfield Refining	<b>MIS Implants Technologies</b>	<b>Rosemont Media, LLC</b>
AmeriDenti-Medical Billing	Gargle INC	Navigate Surgical Technologies Inc.	Roya.com
Aseptico	GCL Systems	NDX National Dentex Labs	Salvin Dental Specialties, Inc.
Augma Biomaterials	Geistlich Biomaterials	Neobiotech USA	SGS Swiss Implant Systems
AvaDent	Gilleard Dental Marketing	Neocis, Inc	<b>Shatkin F.I.R.S.T., LLC</b>
Bay Area Implant Institute	<b>Glidewell Dental</b>	<b>Neodent</b>	Snap On Optics
Bicon Dental Implants	GoldenDent	Neoss	Snoasis Medical
Big Case Marketing / Dental-Trust	H & H Company	<b>Nobel Biocare/Implant Direct</b>	SteinerBio
<b>BioHorizons</b>	HansBiomed USA Inc.	Noris Medical Inc.	Surgikor Implants
BIOLASE	Hiossen San Jose Office	NovaBone Products	SurgiTel
<b>BirdEye</b>	HuberMed TEPE	<b>Novadontics</b>	Tatum Surgical
Blue Sky Bio	Hu-Friedy	OCO Biomedical	TAUB Products
Boca Dental Supply LLC	Hybridge	Officite	TBS Instruments
ClaroNav	<b>Impladent Ltd.</b>	OSADA, INC.	The Dental Implant Machine
ConnectMe Solutions	Implant Compare	Osstell W&H	The Suremark Company
Cool Jaw by Medico International Inc.	Implant Concierge	Osteogenics Biomedical	TransLite, LLC – Veinlite
Core Scientific Precious Metals Refinery	Implant Pathway	Otto Trading Inc.	<b>Treloar &amp; Heisel</b>
DAG Worldwide	Implant Practice US Magazine	Panadent Corp	<b>TruAbutment Inc.</b>
Darby Dental Supply	integrated dental systems and ROE Dental Laboratory	Patient Receivables	Ultralight Optics Inc.
Dental Implant Technologies	<b>JK Dental Group</b>	Patterson Dental Supply, Inc.	Unicare Biomedical, Inc.
dentalree.com International Inc	Journal of Oral Implantology	Piezosurgery Incorporated	Versah, LLC
DentCore	Karl Schumacher Dental	Pikos Institute	Weave
DENTIS USA	KAT Implants	PLANMECA USA, Inc.	X-Nav Technologies
	<b>KaVo Kerr/i-CAT</b>	Power Dental U.S.A. Inc.	XPdent Corp
	Keystone Dental	Preat Corporation	Young's Dental
	Laschal	Prexion Inc.	Zest Dental Solutions
			<b>Zimmer Biomet Dental</b>
			Zoll-Dental



# Ready to Get Started?

Visit our website for up-to-date information, applications, and terms. Contact our team at [exhibits@aaid.com](mailto:exhibits@aaid.com) for more information on any of the offerings and to create a custom exhibit and marketing package that achieves your business goals.



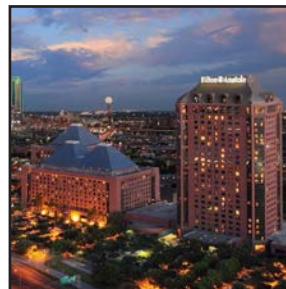
## AMERICAN ACADEMY OF IMPLANT DENTISTRY

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[WWW.AAID.COM](http://WWW.AAID.COM)  
[WWW.AAID-IMPLANT.ORG](http://WWW.AAID-IMPLANT.ORG)

## FUTURE ANNUAL CONFERENCE DATES



2021 Annual Conference  
Hyatt Regency Chicago  
Chicago, Illinois  
November 10 to 13, 2021



2022 Annual Conference  
Hilton Anatole  
Dallas, Texas  
September 21-24, 2022