



exhibitor prospectus &  
sponsorship opportunities

MAY 21 - 24, 2020

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20 NASHVILLE

# AN EVENT NOT TO BE MISSED

On behalf of the American Academy of Pediatric Dentistry (AAPD), we are pleased to invite you to exhibit at the AAPD 2020 Annual Session in Nashville, Tenn., May 21 – 24, 2020.

AAPD is the premier membership organization representing the specialty of pediatric dentistry. The Academy’s more than 10,500 members are primary care providers who also provide comprehensive specialty treatments for infants and children through adolescence, including those with special health care needs.

This meeting is the highlight of the year for our organization, attracting over 30 percent of our member dentists, their staffs and families. Meet and interact with over 4,500 professionals to discuss products and services that streamline practice management, improve treatment technologies and help pediatric dentists excel as the specialist in their field.

We look forward to seeing you in Nashville!

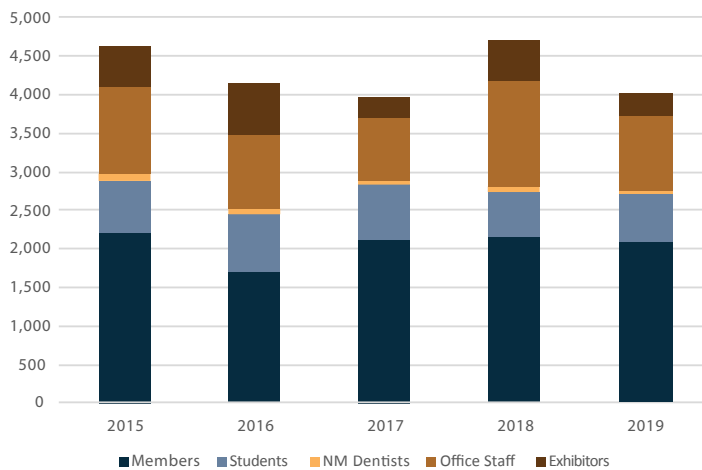
Cordially,

**John S. Rutkauskas, D.D.S., M.B.A., CAE**  
**Chief Executive Officer**



Dr. John S. Rutkauskas  
 AAPD CEO

## Annual Session Professional Attendance



	Members	Students	NM Dentist	Office Staff	Exhibitors
<b>2019</b>	2,064	625	53	962	296
<b>2018</b>	2,160	578	60	1,393	517
<b>2017</b>	2,113	726	32	820	285
<b>2016</b>	1,695	748	80	956	673
<b>2015</b>	2,214	668	106	1,112	548

*\*Data as of March 15, 2019.*

**Make the most of your marketing dollars this year, sponsor an event and reserve your exhibit space now for AAPD 2020.**

For more information, please contact AAPD Meetings, Exhibits & Sponsorship Manager Colleen Bingle at [cbingle@aapd.org](mailto:cbingle@aapd.org), or Vice President of Development and Charitable Programs Paul Amundsen at [pamundsen@aapd.org](mailto:pamundsen@aapd.org), to discuss your sponsor opportunity today!

# EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES

Our members are dedicated to the Annual Session and demonstrate that by bringing their entire team. With over 1,000 office staff and an average of over 650 residents, this is THE dental meeting to target the pedo practice. The AAPD Annual Session was named one of Trade Show Executive's 50 Fastest-Growing Shows of 2017! Our show grew well above the benchmarks of the average trade shows in 2017. AAPD 2020 is a show you don't want to miss.

## Premier Conference for Pediatric Dental Professionals

The AAPD Annual Session is a dynamic four-day event offering continuing education to the largest gathering of pediatric dentists in the country, in addition to a growing international attendance. The meeting is composed of educational sessions geared towards all levels for the pediatric dentist and their entire team whether they are just starting their career or are seasoned professionals.

## Countless Marketing Opportunities

AAPD provides dedicated time in the schedule of events to increase time in the exhibit hall and traffic to your booth! The AAPD offers multiple opportunities to increase your company's exposure, to meet with your target audience and to reinforce your marketing message.

## Who is the American Academy of Pediatric Dentistry?

The American Academy of Pediatric Dentistry (AAPD) is the membership organization representing the specialty of pediatric dentistry. Over 10,500 members work in private offices, clinics and hospital settings and serve as primary care providers for millions of infants, children, adolescents and patients with special health care needs. In addition, AAPD members serve as the primary contributors to professional education programs and scholarly works concerning dental care for children.

Pediatric dentistry is one of the nine recognized dental specialties of the American Dental Association. Pediatric dentists complete two to three years of additional specialized training (after the required four years of dental school) to prepare them for treating a wide variety of children's dental problems. They are also trained and qualified to care for patients with medical, physical or mental disabilities.



## AAPD Membership 2019

Active	6,694
Life	532
Affiliate	514
Associate	52
International	172
International Colleague	1
International Colleague-3 years	4
Honorary	2
Retired	1,142
Predoctoral Students	427
Postdoctoral Students	1,053
International Students	74
Allied	15
Friends of Pediatric Dentistry	15

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Total	10,697
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# ANNUAL SESSION EXHIBITS

## Booth Fees

### Before Feb. 3, 2020

\$1,900 – 10' x 10' In-line booth  
\$2,100 – 10' x 10' Corner booth  
\$8,800 – 20' x 20' Island booth

### After Feb. 3, 2020

\$2,200 – 10' x 10' In-line booth  
\$2,400 – 10' x 10' Corner booth  
\$9,200 – 20' x 20' Island booth

## Exhibit Dates & Show Hours

### Friday, May 22, 2020

9 – 10:30 AM  
11:30 AM – 2 PM  
1 – 3 PM

### 9 AM – 5 PM

Continental Breakfast in the Exhibit Hall  
Lunch in the Exhibit Hall  
Refreshment Break in the Exhibit Hall

### Saturday, May 23, 2020

9 – 10:30 AM  
11:30 AM – 2 PM  
1 – 3 PM

### 9 AM – 5 PM

Continental Breakfast in the Exhibit Hall  
Lunch in the Exhibit Hall  
Refreshment Break in the Exhibit Hall

### Sunday, May 24, 2020

9 – 10 AM  
10 AM

### 9 AM – 12 PM

Continental Breakfast in the Exhibit Hall  
Attendee Raffle in the AAPD Booth

*Schedule of events is tentative and subject to change as needed by AAPD Show Management.*

## Booth Assignment and Priority Point System

Booth assignments are made based on a priority point system. After the initial space draw, booths are assigned on a first-come, first-served basis. Points are earned by longevity of participation at the AAPD Annual Session, the number of booths utilized, and advertising and sponsorship of AAPD functions and programs throughout the year, including the Annual Session. Exhibitor points are cumulative and carried over from one participating year to the next.

AAPD assigns all booth space in a fair and equitable manner using the point system and considers the assignment of space as accepted unless rejected by the Exhibitor in writing within 14 days from the receipt of booth confirmation.

For more information, please contact AAPD Meeting, Exhibits & Sponsorship Manager Colleen Bingle at [cbingle@aapd.org](mailto:cbingle@aapd.org) or by calling (312) 337-2169.

## Exhibit Rules and Regulations

The rules and regulations listed in this Exhibitor Prospectus are part of the Contract to Exhibit. In addition, exhibitors must agree to the AAPD code of conduct. All matters and questions not covered in the contract to exhibit are subject to the express decisions of the AAPD. The terms of this contract and all other rules and regulations applicable to this Annual Session and exhibitor's space may be amended at any time by the AAPD, and all amendments so made shall be equally binding on the exhibitor and all other exhibitors affected by them. In the event of any amendment or additions to this contract and/or rules and regulations applicable to the events and the exhibitor's space, written notice will be given by the AAPD to the exhibitor and all other exhibitors that may be affected by them.

## Eligibility Requirements

The exhibit area is open only to exhibitors whose products and services are directly related to and useful in the practice of pediatric or general dentistry or are indirectly related to the practice of pediatric dentistry or general dentistry that are used by, support or are otherwise beneficial to pediatric dentists and general dentists in their practices. Companies must be in good financial standing with the AAPD. Companies and individuals that sell products and services in conflict with AAPD oral health policies and clinical guidelines are not eligible to exhibit. All products and services must comply with all state and local regulations and with all current FDA regulations, if required.

AAPD reserves the right to reject or remove any exhibit or applicant whose products or services is not, in the opinion of the AAPD, compatible with the general character and/or objectives of the Academy. At its discretion and without liability, the AAPD may accept or reject any application for exhibit space; revoke any application prior to the event; or remove, at the exhibitor's expense, any exhibit booth in its entirety or any displayed items contained in any exhibit booth deemed by the AAPD to be unsuitable for display in the exhibit hall. Exhibitors can't have services in their booths that are part of pre-existing AAPD sponsorship contracts including but not limited to: charging stations, podcast recordings and latte/barista server.

## Terms of Payment

A deposit (U.S. funds) of 50 percent of the total cost must accompany the Contract for Exhibit Space to guarantee booth space. Any balance due is payable on or before Feb. 3, 2020, to guarantee the booth. If space is contracted after Feb. 3, 2020, payment in full must accompany the contract for space. Exhibit space that is not paid in full within this time frame is subject to reassignment.

## Cancellation of Space

Written notice of cancellation of this contract, or reduction of space, must be received by the AAPD by **Feb. 3, 2020**, for full refund less an administration fee of \$500 will be made. If space is cancelled between **Feb. 4, 2020, and March 12, 2020**, 50 percent of the total booth payment fees will be retained by AAPD. Official notice received after that date negates any refund. Any space not claimed or occupied by 2:00 p.m. on Thursday, May 21, 2020, may be reassigned by the Academy without refund.

In the event that all booth space is sold, the Exhibitor will have the opportunity to be wait-listed, and payment will be processed. Companies will be entitled to a full refund in the event that the wait list does not clear.

## Americans with Disabilities Act

Exhibitor shall be responsible for compliance with the Americans with Disabilities Act with regard to their booth space, including but not limited to, wheelchair access.

## Exhibitor Service Kit

An Exhibitor Service Kit that contains complete information and order forms for all exhibit services will be sent to participating exhibitors in March from the AAPD Official Service Contractor. Freeman is the official contractor for the AAPD.

## BOOTH CONSTRUCTION

### Installation & Dismantling

All crated displays must be set up by the designated time. If not, the AAPD will order them set up, and all applicable charges will be applied to the Exhibitor of record. All booths must be carpeted.

- A. The Official Contractor claims jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of Exhibitor merchandise. Exhibitors may set up exhibit displays if one person can accomplish the task in less than one-half hour without the use of tools.

If exhibit preparation, installation or dismantling requires more than one-half hour, personnel from the Official Contractor must be used.

- B. The Official Contractor claims jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. An Exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment.
- C. Exposed unfinished sides and exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during the set-up time, and the Official Contractor,

with the approval of the AAPD, will provide draping as deemed necessary. Any charges incurred will be the responsibility of the Exhibitor.

- D. If Exhibitors fail to remove their materials from the Exhibition area in a timely manner, Exhibitors shall indemnify, hold harmless and defend the AAPD from and against any and all fees or expenses that must be paid to the facility as a result of such late removal. Any property remaining in the Exhibition area after the termination of the AAPD Annual Session Exhibition may be disposed of or stored at the Exhibitor's sole cost, as the Official Contractor or facility deems appropriate.

## Outside Contractors

- A. Exhibitors may use outside contractors to perform all work desired at the Exhibitor's booth space. The AAPD assumes no liability for any work performed by such contractors, and Exhibitors shall look solely to such contractors in the event of any injury or damage resulting from work performed by such contractors.
- B. All outside installation and dismantling contractors or individuals hired directly by Exhibitors to erect and dismantle exhibits shall provide the AAPD with a valid Certificate of Insurance at least 45 days prior to exhibition opening so permission may be given for said contractor(s) to operate.

## Variance Request

**IMPORTANT!** All requests for booth design or hanging sign variances must be submitted by **March 30, 2020**. Submit via email including a written explanation of design and variance being requested and a scaled floor plan to include dimensions, clearly identifying the area in which the variance is being requested. No variance will be granted at show site. Please include photos or diagrams.

# SPONSORSHIP OPPORTUNITIES

The American Academy of Pediatric Dentistry is the premier membership organization representing more than 10,500 members of the specialty of pediatric dentistry. AAPD Foundation supports the mission and vision of the Academy by supporting community-based initiatives providing Dental Homes to children from families who cannot afford dental care.

As our corporate partner you can help us to achieve our ultimate goal of supporting pediatric dentists and providing access to oral health care for ALL children!

## AAPD 2020 MARKETING OPPORTUNITIES

### Charging Station

Help attendees stay connected and stay at the meeting. This sponsorship will allow you to brand the entire charging station with your company logo and message.

**Sponsorship Fee: \$15,000**

### Water Bottles

Gain maximum brand exposure with your company logo as you help attendees stay hydrated. Sponsor logo included on water bottle, in marketing messages and onsite signage.

**Sponsorship Fee: \$25,000**

### Education Passport

The AAPD Education Passport is an online learning portal created to enhance the professional development of those in the field of pediatric dentistry. With over 3,500 users, the Education Passport provides high-quality AAPD course content with the ability to earn continuing education at their convenience.

Online access includes speaker presentations, audio content, handouts, and CE certificates available anytime, anywhere!

**Sponsorship Fee: \$30,000**

### Annual Session App

Be the exclusive sponsor of the meeting app which is the main source of the most up-to-date information. The opportunity includes: one splash ad, a tile ad, two banner ads in app with one linking to company home page. Specific logo recognition includes January and May PDT, Annual Session Program Book and on-site signage.

**Sponsorship Fee: \$25,000**

### Continuing EDge

The monthly Continuing EDge email provides members with the most up-to-date information on educational opportunities offered by the AAPD. With outstanding open rates, EDge is committed to being the education resource for members and their teams. Sponsorship includes exclusive advertising in each monthly email.

**Sponsorship Fee: \$10,000 Quarterly/  
\$25,000 Annually**

*Individual advertising pricing available upon request.  
Contact Colleen Bingle at [cbingle@aapd.org](mailto:cbingle@aapd.org)*

### Journal with Logo

Each attendee will receive a high-quality journal with your logo on the cover to carry around the meeting to take notes and bring home, *promising major brand recognition*. This exclusive sponsorship will provide prolonged brand exposure as attendees take their notes back to the office.

**Sponsorship Fee: \$25,000**

### Digital Itinerary Planner

Sponsor the digital Scientific Program Proceedings and reach attendees before, during and after AAPD 2020! The speaker handouts are what attendees crave and now this opportunity provides even more exposure. Handouts are distributed in advance of the meeting to all registrants. Your digital ad and company logo is featured prominently throughout the digital version with multiple opportunities to customize a message. This is an on-going educational resource for attendees.

**Sponsorship Fee: \$15,000**

### Podcasts

We are producing podcasts as a way to provide relevant and educational material to pediatric dental professionals. Topics include, but are not limited to SDF, behavior management, practice management, trauma and more. A new product means a new opportunity for your organization. While there is an overall podcast sponsor, you can sponsor an episode and get brand recognition in it.

1. Sponsor one episode and receive verbal recognition in the episode (\$3,500)

### Program Book

The program book provides attendees with pertinent information and it serves as a resource throughout the entire meeting. This sponsorship gives your recognition near registration with branded program book bins as well as logo acknowledgement in the conference app, the online itinerary planner, January PDT, the program book, as well as on-site signage.

**Sponsorship Fee: \$15,000**

## AAPD 2020 EDUCATIONAL OPPORTUNITIES

### Annual Session Scientific Program Course

Various major lectures, by nationally and internationally prominent speakers, are presented during the cutting edge scientific program portion of the AAPD 2020. Several hundred members attend these lectures. Additional exposure includes logo acknowledgement as the lecture sponsor in the conference app, the online itinerary planner, January *PDT* and the program book.

**Sponsorship Fee: \$5,000 – \$10,000 depending on session length**

### AAPD Pre-Conference CE Course

This day-long continuing education course is a big draw at the Annual Session, attracting around 500 pediatric dentists and staff.

**Sponsorship Fee: \$25,000**

### Career Fair

The Career Fair is a personal and dynamic way of connecting with members of the Academy. The Career Fair attracts 200+ members to an engaging environment that showcases job opportunities to new pediatric dentists, graduating pediatric dental residents and those looking to make a career change. This sponsorship includes logo acknowledgement in the conference app, the online itinerary planner, January *PDT*, the program book, as well as on-site signage.

**Sponsorship Fee: \$5,000**

### Joint Academic Day

Be a part of the meeting that occurs before AAPD 2020. Your company will have access to the scientific minds of the Academy and your company will be able to spend quality time with these pre and postdoctoral members.

**Sponsorship fee: \$15,000**

### Keynote Speaker

Kick off the scientific program at the Opening General Session with your sponsorship of the Keynote Speaker. Audience of 1,500 or more attendees. Opportunity includes introducing the speaker.

**Sponsorship Fee: \$25,000**

### MiniClinics

Up to eight, 45-minute MiniClinic presentations on clinical topics are presented throughout the day at Annual Session. MiniClinics are divided into two sessions, morning and afternoon. These fast-paced sessions are extremely popular! Several hundred members attend these lectures. Additional exposure includes logo acknowledgement as the lecture sponsor in the conference app, the online itinerary planner, January *PDT* and the program book.

**Sponsorship Fee: \$5,000 for one session; \$10,000 for both**

### Early Career Dentist Course

Sponsor the Early Career Dentist Course and get the opportunity to connect with 500+ new member dentists. The course is more informal with four speakers at stages and the attendees rotate around the room. Additional exposure includes logo acknowledgement as the course sponsor in the conference app, the online itinerary planner, January *PDT*, the program book, as well on-site signage.

**Sponsorship Fee: \$10,000**

### String of Pearls

Up to 12, 15-minute String of Pearls are presented during this session. Speakers will present a single idea or concept to share for attendees to take right back to their office. These fast-paced sessions are extremely popular! Several hundred members attend these lectures. Additional exposure includes logo acknowledgement as the lecture sponsor in the conference app, the online itinerary planner, January *PDT* and the program book.

**Sponsorship Fee: \$5,000**

There are many social events at AAPD 2020 as well as throughout the year. Please reach out for more information to Meetings, Exhibits, and Sponsorship Manager Colleen Bingle at [cbingle@aapd.org](mailto:cbingle@aapd.org).

## CONTINUING EDUCATION COURSES

### Exhibit Opportunities

**\$1,000 per course**

The AAPD invites you to exhibit with us at our CE courses offered throughout the year. Gain exposure and meet our pediatric dentists face-to-face. If you are interested in exhibiting, please contact Meetings, Exhibits, and Sponsorship Manager Colleen Bingle at [cbingle@aapd.org](mailto:cbingle@aapd.org).

*Companies with competing products to an exclusive sponsorship are prohibited from exhibiting.*

Visit [www.aapd.org](http://www.aapd.org) for a listing of 2020 courses.

### Oral Clinical Exam Review

**Aug. 22, 2019  
Montreal, Canada**

### Comprehensive Review Course

**Aug. 23 – 25, 2019  
Montreal, Canada**

### Safe and Effective Sedation for the Pediatric Dental Patient

**Oct. 11 – 13, 2019  
Atlanta, Ga.**

### Dental Assistant Sedation Course

**Oct. 11 – 12, 2019  
Atlanta, Ga.**

### Safety Symposium—Hidden Threats and Safe Practices: Steps to Creating a Safe Dental Home

**Nov. 8 – 9, 2019  
Chicago, Ill.**



annual session 2020  
may 21 – 24

## ADDITIONAL OPPORTUNITIES

### Master Clinician Scholarships

The American Academy of Pediatric Dentistry (AAPD) the AAPD Foundation of the American Academy of Pediatric Dentistry award five scholarships annually to new and prospective dental educators who complete the American Dental Education Association (ADEA) and the Academy for Academic Leadership (AAL) intensive faculty-development program. With vacant, budgeted faculty positions in U.S. dental schools, the overall program goal is to help recruit and retain dental faculty by preparing participants to become more effective teachers and develop other skills to facilitate success in the academic environment.

**Cost of One Scholarship: \$10,000**

### Research Awards

The Postdoctoral Research Awards were designed for student members of the AAPD who are enrolled in an advanced educational program and wish to contribute research to pediatric dentistry. Up to three pediatric dentistry postdoctoral students/residents are selected each year to receive a yearlong research fellowship and are invited to present their research at AAPD 2020.

**Sponsorship Fee: \$35,000**

### Stay Tuned!

Exhibitor education session opportunities available in Summer 2019.

## AAPD 2020 NETWORKING OPPORTUNITIES

### Refreshment Break

Mix and mingle with attendees in the hospitality area of the exhibit hall. This affordable sponsorship provides your company with exposure to all attendees searching for a refreshment during the meeting.

**Sponsorship Fee: \$5,000 for one break**

**\$15,000 for a day's worth of breaks**

### Daily Continental Breakfast

Sponsor a Friday and Saturday morning continental breakfast for attendees. This is an excellent opportunity to network with attendees both days before the days program begins.

**Sponsorship Fee: \$20,000**

## NEW SPONSORSHIP OPPORTUNITIES

### Snapchat

Get Social at AAPD 2020 by having a unique Snapchat geo-filter for your company co-branded with the Academy. This fun sponsorship opportunity allows you to connect with attendees through a popular social media platform. Your company can work with the Academy to design a branded geo-filter that would be available in Snapchat throughout the Music City Center.

**Sponsorship Fee: \$5,000**

### Walking Challenge

Help attendees stay active during the Annual Session. Sponsoring the Walking Challenge allows you to drive specific brand engagement, such as increasing traffic to your booth while promoting a healthy lifestyle. There would be a branded app for the challenge that attendees download it and use to track their steps. In addition, there would be a branded leader board monitor in the Center as well as additional branded signs. Get active at AAPD 2020 with this sponsorship!

**Sponsorship fee: \$15,000**





# SPONSORSHIP LEVELS & BENEFITS

Sponsorship benefits subject to change. All sponsorships recognized on an annual basis.

	<b>Visionary</b>	<b>Strategic</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Benefits</b>	<b>\$100,000 and above annually</b>	<b>\$50,000 and above annually</b>	<b>\$25,000 – \$49,999 annually</b>	<b>\$10,000 – \$24,999 annually</b>	<b>up to \$9,999 annually</b>
<b>Exhibit Space</b>	Two Corner Booths and one In-line Booth	Two Corner Booths	One In-line Booth	25 percent discount on booth space	10 percent discount on booth space
<b>Member Mailing List</b>	Member Mailing List – three times a year	Member Mailing List – three times a year	Member Mailing List – two times a year	Member Mailing List – one time a year	Member Mailing List – one time a year
<b>Annual Session Attendee List</b>	Pre Annual Session email list; post email list	Pre mailing Annual Session attendee list; post email list	Pre mailing Annual Session attendee list; post email list	Pre mailing Annual Session attendee list	Pre mailing Annual Session attendee list
<b>Invitations</b>	President’s Reception–six; Welcome Reception–six; Foundation Gala–four; President’s Farewell Dinner–four	President’s Reception–four; Welcome Reception–four; Foundation Gala–four; President’s Farewell Dinner–four	President’s Reception–four; Welcome Reception–four; President’s Farewell Dinner–two	President’s Reception–four; Welcome Reception–two; President’s Farewell Dinner–two	President’s Reception–four; Welcome Reception–two; President’s Farewell Dinner–two
<b>AAPD 2020 Signage</b>	Annual Session Sponsor recognition signage	Annual Session Sponsor recognition signage	Annual Session Sponsor recognition signage	Annual Session Sponsor recognition signage	Annual Session Sponsor recognition signage
<b>Sponsor Recognition</b>	Logo recognition in January, May and July <i>PDT</i>	Logo recognition in January, May and July <i>PDT</i>	Logo recognition in January, May and July <i>PDT</i>	Logo recognition in January, May and July <i>PDT</i>	Logo recognition in January, May and July <i>PDT</i>
	Sponsor recognition in Annual Session app	Sponsor recognition in Annual Session app	Sponsor recognition in Annual Session app	Sponsor recognition in Annual Session app	Sponsor recognition in Annual Session app
	Logo placement on online interactive exhibitor page	Logo placement on online interactive exhibitor page	Logo placement on online interactive exhibitor page	Logo placement on online interactive exhibitor page	Logo placement on online interactive exhibitor page
	Recognition in CEO Report	Recognition in CEO Report	Recognition in CEO Report	Recognition in CEO Report	Recognition in CEO Report
<b>Exhibitor Priority Points</b>	More than 100 exhibitor priority points assigned to your company	More than 50 exhibitor priority points assigned to your company	Up to 49 exhibitor priority points assigned to your company	Up to 24 exhibitor priority points assigned to your company	Up to 9 exhibitor priority points assigned to your company

## SATELLITE SYMPOSIA

The AAPD Annual Session is a great place for educators and industry leaders to host an event. Take advantage of this unique opportunity to reach the largest group of pediatric dentists in the country.

AAPD encourages industry involvement at AAPD 2020 and recognizes your interest in interacting with our attendees. Attendance is based on the activity and topic. Consider the following offerings during the meeting's inclusive dates, in accordance with our guidelines:

- CE Symposia or educational offering
- Lunch and learn
- Focus groups
- Non-CE events

### Benefits for Approved Satellite Events

- A complimentary listing in the Program Book distributed at the Annual Session
- A complimentary listing on the AAPD 2020 website
- A complimentary listing on the AAPD 2020 Conference App
- A complimentary pre-registrant mailing list, one-time use only
- Complimentary meeting space

## Guiding Principles

AAPD is a recognized ADA CERP provider. As such, the AAPD must assure that all of its CE activities enhance the dentist's ability to care for patients. AAPD works to meet the criteria of the ADA CERP including the Standards and Criteria for Recognition pertaining to commercial or potential conflict of interest.

Any educational activity, symposia or non-CE activities that have not been planned or sponsored by the AAPD are considered satellite events. Therefore, there can be no implication in any promotional materials, handouts, or enduring materials that they are planned, sponsored by, or endorsed by the AAPD. The AAPD does not provide ADA CERP for satellite symposia or other educational programs.

AAPD requires that all CE activities also be in compliance with the Standards and Criteria for Recognition pertaining to commercial or potential conflict of interest by the ADA CERP. Both satellite CE and non-CE activities may only be held during designated times and must not compete with officially sanctioned Annual Session programs or events. All promotional materials associated with satellite events must be reviewed and approved by the AAPD prior to distribution.

**Event Price: \$15,000**

# ADVERTISING OPPORTUNITIES

## AAPD 2020 PROGRAM

The program of AAPD 2020 is available to every dental professional who attends the meeting. The program includes complete information covering the educational courses and scientific programs, a guide to the exhibits (including a map of the Exhibit Hall), and details of AAPD social and networking events.

### 4-COLOR

Inside page	\$3,100
Inside front cover	\$3,600
Inside back cover	\$3,600
Outside back cover	\$4,000
Tab	\$3,600

### BLACK AND WHITE

Inside page only	\$2,000
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## OFFICIAL PROGRAM DEADLINES

Insertion deadline	January 10, 2020
Materials deadline	April 1, 2020

## AD SPECIFICATIONS

Unit	Width	Height
Publication size	5.5"	8.5"
Including bleed	6"	9"

Electronic files should be provided in one of the following formats: Photoshop files – 300 dpi TIF or JPG; Illustrator files – AI or EPS; or Adobe PDF. Avoid placing vital text or graphics within 0.25" of the edge.

Advertising insertions requiring typesetting or makeup are subject to additional charges. Format and position are at the discretion of the AAPD. Agency commission discount: 15 percent.

## AAPD 2020 APP

The AAPD 2020 app provides a variety of advertising options including:

- Home Page Banner Ads \$ 2,500
- In App Banner Ads \$ 1,500

Ask your ad sales representative about these timely opportunities, as well as rates and dimensions. More than 70 percent of attendees downloaded the 2017 app.

# NASHVILLE

## 2020 ATTENDEE RAFFLE

The Attendee Raffle is a free way to interact with our attendees and drive traffic to your booth. Sign up now to increase visibility:

- Raffle prizes can be anything from goods and services you provide, to sporting events or gift cards.
- Engage with members and stamp their card when they visit your booth.
- Fill out below form, supply prize, bring it to Nashville!
- The drawing will be held at 10 a.m., Sunday in the AAPD Booth. The raffle draws large crowds and is an exciting time on the show floor.



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I would like to participate in the 2020 Attendee Raffle

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RAFFLE PRIZE/GIVEAWAY

BOOTH #

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COMPANY NAME

CONTACT NAME

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CONTACT PHONE

CONTACT EMAIL



AMERICA'S PEDIATRIC DENTISTS  
**THE BIG AUTHORITY** on little teeth

