The American Academy of Periodontology
2015 Annual Meeting
Sponsorship Opportunities

TABLE OF CONTENTS

Annual Academy Award Sponsorships
Annual Meeting Advertising Sponsorship
Attendee-Related Sponsorships
Balint Orban Memorial Competition Sponsorship
CE Pavilion Sponsorship
CE Session Sponsorship
Charging Station/Lounge Sponsorship
Corporate Forum Sponsorship SOLD
Dental Hygiene Reception Sponsorship SOLD
Dental Hygiene Symposium Sponsorship SOLD
Digital Sponsorships
Digital Sponsorship – Astrovision (Jumbo LED screen)
Exhibit Hall Offices
Exhibitor Lounge Sponsorship
General Session Sponsorship
Hotel Key Card Cover and Remote Control Cover Sponsorship
Innovations in Periodontics Session Sponsorship
International Attendee Reception Sponsorship SOLD
Mobile App Sponsorship SOLD
Mobile Barista Station Sponsorship
Opening General Session Sponsorship SOLD
Postdoctoral Educators Workshop Sponsorship
Postdoctoral Directors Organization Business Meeting Sponsorship SOLD
Predoctoral Directors Organization Business Meeting Sponsorship
Predoctoral Educators Workshop Sponsorship
Product Display Case Sponsorship
Research Forum Poster Session and Competition Sponsorship
Shuttle Bus Sponsorship
Student-Focused CE Session Sponsorship SOLD
Speaker Ready Room Sponsorship
Specialized Signage Sponsorships
Student Member Reception Sponsorship SOLD
Unique Meeting and Entertainment Option at the Gaylord Palms
Unique Venue Entertainment Options at the Gaylord Palms
Welcome Reception Sponsorship
Wireless Hot Spot Sponsorship
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

ANNUAL ACADEMY AWARD SPONSORSHIPS

Attendance at Awards Ceremony: 200-300 attendees
Date: Sunday, November 15 (Awards Ceremony)
Time/Location: 5:30 - 6:30 PM, Gaylord Palms

Background

Selection criteria and descriptions follow for awards given each year for outstanding contributions to the AAP and the profession of periodontics.

Sponsorship

Sponsor will be acknowledged in the following contexts:

- Acknowledgements in advanced and on-site materials, including web site, online abstract manager, and session program.
- On-site signage listing winner of each award and the award’s sponsor.
- Verbal acknowledgement at the Awards Ceremony.
- Photographs with the finalists prior to the Awards Ceremony (4:30 - 5:30 PM)

<table>
<thead>
<tr>
<th>Award</th>
<th>Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distinguished Service Award</td>
<td>SOLD $3,000</td>
</tr>
<tr>
<td>Distinguished Scientist Award</td>
<td>$3,000</td>
</tr>
<tr>
<td>Gold Medal Award</td>
<td>$10,000</td>
</tr>
<tr>
<td>Clinical Research Award</td>
<td>SOLD $5,000</td>
</tr>
<tr>
<td>Master Clinician Award</td>
<td>SOLD $8,000</td>
</tr>
<tr>
<td>R. Earl Robinson Award</td>
<td>$2,000</td>
</tr>
<tr>
<td>Special Citations Award</td>
<td>$1,500</td>
</tr>
<tr>
<td>Student Award</td>
<td>$7,500</td>
</tr>
<tr>
<td>Outstanding Periodontal Educator</td>
<td>$5,000</td>
</tr>
<tr>
<td>Award</td>
<td></td>
</tr>
<tr>
<td>Humanitarian Award</td>
<td>SOLD $2,500</td>
</tr>
</tbody>
</table>

SOLD The Distinguished Service Award is presented to an Academy member selected for distinguished service to the Academy in more than one area over a period of not less than 20 years.

Award

The recipient receives a certificate.

Criteria

- Nominees must have made contributions to the Academy in more than one area.
- Contributions must have been made over a period of 20 years or more.
- Services may include, but not limited to, pre-doctoral or post-doctoral education, committee activity, continuing education, and publication.
• Service in a leadership position in the Academy which includes, but is not limited to, officer, trustees, the American Board of Periodontology or the American Academy of Periodontology Foundation.

Eligibility
• Must be a member of the Academy.
• Members of the Board of Trustees and the Leadership Development and Qualifications Committee are not eligible.
• Previous recipients and recipients of the Gold Medal or Presidential awards are not eligible.

The **Distinguished Scientist Award** is presented to an Academy member who has actively contributed to the basic science and/or clinical science of periodontology through published literature and may have contributed to pre- or postdoctoral education and/or scientific conferences or symposia.

**Award**
The recipient receives a certificate.

**Criteria**
• Has contributed to the basic science and/or clinical science of periodontology.
• Contributions must have been made over a period of 20 years or more.
• Has had scientific contributions published and may have presented at scientific conferences, symposia, continuing education courses or predoctoral/postdoctoral lectures.

Eligibility
• Must be a member of the Academy.
• Members of the Board of Trustees and the Leadership Development and Qualifications Committee are not eligible.
• Previous recipients and recipients of the Gold Medal award are not eligible.

**Nominations and Selection Process**
• The Leadership Development and Qualifications Committee submits up to three nominees with appropriate supporting material to the spring meeting of the Board of Trustees.
• The Board of Trustees votes to select the recipient

The **Gold Medal Award** is given in recognition of outstanding service to the Academy and contributions to the understanding of the field of periodontology and the diagnosis and treatment of periodontal diseases. It is the highest honor bestowed by the Academy.

**Award**
The recipient receives a Gold Medal.

**Criteria**
• Nominees must have made contributions to the Academy and to the field of periodontology in more than one area.
  o Contributions must have been made over a period of 25 years or more.
  o Services may include, but are not limited to, predoctoral or postdoctoral education, committee activity, or continuing education or contributions to the literature.
  o Nominees should have held leadership positions in the Academy, including service on the Board of Trustees; leadership positions in the American Board of Periodontology or the American Academy of Periodontology Foundation.
• Nominees must be members of the Academy.
The Master Clinician Award is presented to an Academy member who has practiced and demonstrated consistent clinical excellence in periodontics and who has willingly and unselfishly shared that clinical experience with members of the profession. The recipient is held in the highest esteem by the periodontal community and is recognized as a master clinician in periodontics.

Award
The recipient receives a certificate of recognition.

Criteria
- Nominees must have evidenced the characteristics of a master clinician through:
  - Demonstrating exceptional clinical skills.
  - Sharing knowledge through continuing education presentations at local, regional and national periodontal meetings.
  - Having been active in the field of periodontology for not less than 25 years.
- Nominees must be members of the Academy.

Special Citations are awarded to individuals for a specific contribution to the Academy. The citation is awarded for outstanding work on an Academy committee or special project.

Award
The recipient receives a certificate.

Criteria
- Nominees must have made a specific contribution to the Academy through a committee assignment, special project or other work performed by the Academy.
- Contribution(s) must have been made during the past two years.
- Nominees need not be members of the Academy.
- Academy staff and paid consultants are not eligible.
- Members of the Leadership Development and Qualifications Committee are not eligible.

The Dental Student Award for Achievement in Periodontology
This unique honor is given at each dental school to the graduating senior who displays the highest level of academic and clinical achievement related to periodontics. Recipients receive a plaque presented at each school’s award ceremony. Guidelines for submitting a name to receive the Dental Student Award for Achievement in Periodontology is sent to program directors in February of each year.

SOLD The Clinical Research Award is presented to the most outstanding scientific published article with direct clinical relevance in periodontics. The paper should present new information which may be readily used by practitioners in the evaluation and/or management of patients with periodontal diseases.

Award
Recipients are given a certificate in recognition.

Criteria
- Articles must meet the following criteria:
  - Followed scientific methods for a human study.
  - Published in a refereed scientific journal during the previous calendar year.
  - Published in English.
  - Directly apply to the practice of periodontics.
  - Provide new information.
R. Earl Robinson Regeneration Award was established by Dr. R. Earl Robinson (1922-1995) to encourage research in periodontal regeneration. It is presented to the author(s) of the peer-reviewed published paper that has contributed most to the knowledge of periodontal regeneration in a given calendar year. The research work can be either in the basic or clinical sciences.

Award
Recipients receive a plaque and a cash award, underwritten by the estate of Dr. Robinson and provided by the AAP Foundation.

Criteria
- Articles must meet the following criteria:
  - Published in a refereed scientific journal during the previous calendar year.
  - Made a major contribution to the knowledge of periodontal regeneration.
  - Authors need not be members of the Academy.

The Outstanding Periodontal Educator Award recognizes an exemplary periodontal faculty member whose career demonstrates excellence in teaching and is an inspiration to students.

Award
The recipient receives a certificate.

Criteria
- Nominees must have made a consistent and significant impact on teaching and educational innovation in periodontics over the course of their career, as evidenced through:
  - 3 letters of support from institution (i.e. Deans, Chairs).
  - 5 letters of support from students and alumni.
  - Curriculum Vitae
- Nominees must be Active members of the Academy.
- Members of the AAP Board of Trustees and the Education Committee are not eligible.

SOLD The Humanitarian Award is presented to an Academy member who has given selflessly through extraordinary actions that benefit a deserving population. The award acknowledges the member's selfless act.

Award
The recipient receives a certificate.

Criteria
- The act(s) should reflect a member's contribution in terms of time and/or expertise.
- The act(s) should be ongoing and reflect a commitment to service for a period of not less than 5 years.
- The act(s) should serve to benefit a deserving population in the United States or abroad.
- The act(s) should serve as an inspiration to others.
- Nominees must be members of the Academy.
- Members of the AAP Board of Trustees and Leadership Development and Qualifications Committee are not eligible.
- Previous recipients are not eligible.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

ANNUAL MEETING PROGRAM ADVERTISING SPONSORSHIP

Audience: All Annual Meeting attendees and AAP Members

Background
Every AAP member receives the Advance Program in the mail (international members receive the program electronically). All paid meeting registrants receive an on-site program in their tote bag. The PDF file of both is available to anyone browsing the Academy’s website (www.Perio.org) Get your name out to everyone interested in periodontology by taking advantage of one of these advertising opportunities.

Sponsorship Acknowledgment
Sponsor will be acknowledged in the following contexts:

- Actual ad in the program where it is reserved
- Acknowledgements in advanced and on-site materials, including web site, on-site sponsor signage and session program.

Sponsorship Options

Advance Program
Advance Program full page inside front cover ad $16,500
Advance Program full page inside back cover ad $16,500 SOLD
Advance Program ¾ page back cover ad $16,500

On-Site Program
On-Site Program: 7 tabs available $5,500 SOLD
On-Site Program ad: inside front $16,500 SOLD
On-Site Program ad: inside back $16,500 SOLD
On-Site Program ad: back $16,500 SOLD

Program at-a-Glance (on-site)
Program at-a-Glance ad: back $7,500 SOLD
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

ATTENDEE-RELATED SPONSORSHIPS

Audience: All Annual Meeting (approximately 4,500) attendees

Background
Every paid registrant receives a lanyard for their name badge, tote bag, and notepad and pen to use taking notes during their CE courses. Get your logo into all your prospective/current customers’ hands that will be very visible during the Annual Meeting – and beyond.

Sponsorship Acknowledgment
Sponsor will be acknowledged in the following contexts:
- Acknowledgements in advanced and on-site materials, including web site, on-site sponsor signage and session program.

Sponsorship
Samples and artwork must be approved by AAP prior to purchase and going into production. Quantities and shipping instructions will be provided by AAP Meeting Services department. Sponsor is responsible for production and shipment costs for each item below.

Tote bags  $10,000  (one additional priority point awarded for production costs)

Lanyards—$15,000—SOLD

CE notepads and pens—$15,000  SOLD  (one additional priority point awarded for production costs)
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**BALINT ORBAN MEMORIAL COMPETITION SPONSORSHIP**

Date: Saturday, November 14  
Time/Location: 1 - 4:30 PM, Gaylord Palms  
Attendance: 100-200; primarily academicians, students, military, and researchers

---

**Background**

The Academy has a history of valuing science and research to further the field of periodontology. The Academy has held the Balint Orban Memorial Competition as a mechanism to acknowledge interesting research conducted by post-doctoral periodontal students. The Competition is one component of the Academy’s Annual Meeting. The following is a brief description of the Balint Orban Competition and the potential opportunities for sponsor recognition in association with this event.

Named in honor of Dr. Balint Orban, a member of the Academy who was influential in developing the scientific foundations of contemporary periodontics, this research competition is open to students currently enrolled in accredited periodontal programs in the U.S. and Canada or those who graduated less than 18 months prior to the Annual Meeting. The competition provides these researchers a platform to give an oral presentation of their basic or clinical research. The audience at the competition a mixture of students, educators, and researchers.

**Competition and Award Structure**

All eligible researchers interested in being considered for the competition are asked to submit an abstract via the Academy’s Online Abstract Manager. The Research Submissions Committee reviews each abstract using specific criteria to judge each abstract. In 2014, 60 abstracts were submitted for consideration.

Eight finalists are selected by the Committee: four basic science and four clinical science. All of the finalists are given complimentary meeting registration as well as travel reimbursement and one complimentary night of lodging. At the Annual Meeting, the finalists are each given 15 minutes to present their research to the Research Submissions Committee, followed by a brief Q&A session with the Committee. The finalists are competing for the chance to win one of two awards, which are announced at the Academy’s Award Ceremony:

**Basic Science Award** - $500 Cash Award and Custom Plaque  
- This award is offered to the finalist that presents research not involving human subjects.

**Clinical Science** - $500 Cash Award and Custom Plaque
- This award is offered to the finalist that presents research involving human subjects.

All eight finalist abstracts are then published in the *Journal of Periodontology*, highlighting the two winners.

**Sponsorship - $25,000**

Sponsor will be acknowledged in the following contexts:

- Acknowledgements in advanced and on-site materials, including web site, online abstract manager, and session program.
- On-site signage placed at entrance of the Balint Orban Competition.
- Verbal acknowledgement at the Competition by the Chair of the Research Submissions Committee.
- Photographs with the finalists.
- Sponsor acknowledgement printed on any certificate provided to winners and participants.

**Enhancement Options- Opportunities for Higher Sponsorship**

Additional sponsorship opportunities include:

**$30,000 Level**
In addition to the sponsorship acknowledgements at the $25,000 level:

- Increased cash award for winners ($1000 for the basic and clinical science awards).
- One additional complimentary night of lodging for all finalists.

**$35,000 Level**
In addition to the sponsorship acknowledgements at the $30,000 level:

- Lunch, dinner, or cocktail reception with the finalists.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

CE PAVILION SPONSORSHIP

Date: November 15-17
Time/Location: Exhibit Hall Open Hours. Two locations in the exhibit hall.
Attendance: 2,500 attendees who wish to track their CE

Background
Academy members need to track their CE in order to maintain licensure. This is an exceptionally high traffic area, and allows attendees to insure they receive CE for all sessions they attend during the meeting. This year, the number of pavilions has been increased to two, both being located in different areas of the exhibition floor. The following is a brief description of this new offering and the potential opportunities for sponsor recognition in association with this event.

Each pavilion is fitted with: 6 computers and 3 printers

Sponsorship - $6,000 each location or $10,000 for both
Sponsor will be acknowledged in the following contexts:
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting
- Recognition on the pavilion signage at each location in the exhibit hall. No other signs allowed.
- Logo on the CE landing screen and a splash page/screen saver displaying on the pavilion monitors until a registrant scanned in to add CE.

The rendering of the pavilion below shows the capacity of each (one red and one blue). They will be located in opposite corners of the exhibit hall (100 aisle and 1600 aisle).
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

### CE SESSION SPONSORSHIP

Date: November 15-17  
Location: Gaylord Palms Ballroom Level  
Attendance: Varies by room

---

**Background**  
Academy members need to attend and track their attendance and continuing education sessions in order to maintain licensure. These sessions are well attended and are a major component of the Annual Meeting program.

**Sunday, November 15**  
A variety of sessions take place at 10:15 - 11:45 am and 2:30 - 5:00 pm

**Monday, November 16**  
A variety of sessions take place at 10:15 - 11:45 am

**Tuesday, November 17**  
A variety of sessions take place at 10:15 - 11:45 am

**Sponsorship - $7,500**  
Sponsor will be acknowledged in the following contexts:  
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting  
- Signage placed by AAP at the entrance to the meeting room.  
- Acknowledgment on the session screens as attendees walk into the room.  
- Acknowledgment from the podium by the session moderator.

Detailed information on the speakers and programs featured each day are available by request.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**NEW**

**CHARGING STATION/LOUNGE SPONSORSHIP**

Date: November 14-17  
Location: Ballroom Level near the corporate forum, general session and all CE rooms.  
Users: Majority of the Annual Session attendees

---

**Background**

Today almost everyone carries at least one mobile device. During the course of the day many attendees will find it necessary to charge one or more devices. Come to their rescue by providing one or more charging stations. These will be self-standing units with connecting cables for all widely used devices. Each station will be branded for the sponsor.

They will be placed in high traffic lounge areas on the Ballroom Level near the general session and all CE rooms.

**Charging Station Sponsorship - $5,000**

Sponsor will be acknowledged in the following contexts:

- Multiple opportunities available
- Highly visible branding on the unit with seating and 6 charging seats
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting

**Charging Lounge Sponsorship - $12,000**

Sponsor will be acknowledged in the following contexts:

- Multiple opportunities available
- Branding on the unit with seating and 16 charging seats
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting

A rendering of the stations are available upon request.
Date: Saturday, November 14  
Time: 1:00 - 4:45 pm  
Attendance: Hundreds (dependent on room set and the number of sessions selected); a mixture of all meeting attendee demographics

Background
In order to further the field of periodontology, the Academy members has a history of valuing these sessions to learn more about the suppliers that support the Academy. The Corporate Forums provide a platform for periodontal suppliers to present speakers and the topics of their choice. The information and opinions presented are solely those of the speaker(s) and sponsoring companies, and do not represent the opinions of, nor constitute endorsement by, the AAP. The Academy does not offer continuing education credit for the Corporate Forum; however, if your company is ADA CERP certified then you can offer the CE credit. The following is a brief description of the Corporate Forum and the potential opportunities for sponsor recognition in association with this event.

CUSTOMIZABLE Corporate Forum (4 - 45 minute sessions) SOLD  
(AV and room set-up can be customized at cost to sponsor)
These sessions are held Saturday, November 14 from 1 pm to 4:45 pm and composed of four 45-minute sessions with 15 minutes in between sessions. AAP will assign meeting rooms six weeks prior to the meeting. These sessions are sold on a first-come, first-served basis. The sponsor is responsible for everything in the room: sending the hotel your room set-up and seating specifications, ordering audio visual equipment and any food and beverage you wish to serve. The room will be available for set-up at 8 am Saturday morning.

These sessions sell out quickly, with priority give based on priority points. Reserve yours today. Only eight opportunities available.

Customizable Sponsorship - $40,000
Sponsor will be acknowledged in the following contexts:

- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting
- Signage placed by AAP at the assigned meeting room entrance. No other signs allowed outside the meeting room.
- Session located in meeting room convenient to all other corporate forum meeting rooms in a high-traffic area.
NEW Option – STANDARD Corporate Forum (1 - 45 minute session) ONLY 1 SESSION REMAINING (3:00 – 3:45 PM)

(AV and room set up is pre-set, and not customizable)

Additional sponsorship opportunities for one 45-minute session held Saturday, November 14 at 1 pm, 2 pm, 3 pm or 4 pm with 15 minutes in between each session. These rooms are not customizable and ready to go. Each of the two meeting rooms is outfitted with: theater style seating for the maximum capacity, a podium, podium microphone, wireless lavaliere microphone, laser pointer, LCD, screen, PC and MacBook laptops and AV technician to assist.

AAP will assign meeting rooms six weeks prior to the meeting. These sessions are sold on a first-come, first-served basis and there are two rooms available. The room will be available for set-up at 12:30 p.m. for the 1 pm sponsor and 15 minutes before the start time for the 2, 3 and 4 pm sessions.

**Standard Sponsorship - $10,000**

In addition to the sponsorship acknowledgements at the $40,000 level:

- Eight opportunities available
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting
- Signage placed by AAP at the assigned meeting room entrance. No other signs allowed outside the meeting room.
- Session located in meeting room convenient to all other corporate forum meeting rooms.

Additional opportunity: video record your presentation. Quotation available through AAP’s audio visual provider.
The Dental Hygiene Reception is a tradition with an opportunity for all hygienists attending the Annual Meeting to network with their peers from around the country and mingle with the reception sponsor. All dental hygiene registrants for the Annual Meeting and the Dental Hygiene Symposium are invited to this reception.

**Sponsorship - $10,000 for a single sponsor**

Sponsor will be acknowledged in the following contexts:

- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting
- Signage placed by AAP at the entrance to the reception venue. No other signs allowed.
- Podium time (5 minutes) during the reception for a sponsor representative.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**DENTAL HYGIENE SYMPOSIUM SPONSORSHIP SOLD**

Date: Saturday, November 14, 2015  
Time: 8:00 am - 12:00 noon  
Attendance: 200-300

---

**Background**
The Dental Hygiene Symposium is a half-day session with a curriculum of specific interest to dental hygienists. This symposium is marketed to hygienists in conjunction with the local hygiene society and is a ticketed event with a one day Annual Meeting pass offered for an additional cost.

**DHS: Dental Hygiene Symposium**
Moderator: Georgia Johnson  
Speaker: Bob Eskow - assessment/mgmt of implants; w/RDH  
Speaker: Brian Mealey - perio-systemic connection  
Speaker: Jennifer Doobrow - regeneration  
Speaker: Bobby Butler - root coverage

**Sponsorship—Four sponsorships available at $5,000 each or sole sponsorship at $20,000 SOLD**
Sponsor will be acknowledged in the following contexts:

- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting
- Signage placed by AAP at the entrance to the meeting room. No other signs allowed.
- Acknowledgment from the podium by the symposium moderator.
- Podium time (5 minutes) at the close of the symposium for a sponsor representative.
**NEW**

**DIGITAL SPONSORSHIPS**

**Date/Time:** Saturday through Tuesday, November 14-17 (flat fee)
**Location:** Various locations throughout the facility

**Background**
The Gaylord Palms offers many unique opportunities to get your message out to AAP attendees through digital media.

**42” Atrium Screens**
Share your message with all AAP attendees on four 42” vertical screens or two 42” horizontal screens. All are in highly visible areas that everyone passes during the day. Located in the St. Augustine Atrium and exhibit hall rotunda (*photo of area available upon request*).

**Sponsorship** **$9,000**
Vertical marketing screens (4) rotate between a display of the daily event listings and your marketing messages. Messages can be either a single image or series of images (both message postings cannot exceed 30 seconds in length). Images need to be jpg or png at 1080x1920 pixels, 96 dpi.

**Sponsorship** **$5,000**
Horizontal marketing screens (2) display a loop of marketing messages. Messages can be either still images jpg or png at 1360x768 pixels or MPG2 video at 1280x720. All messages cannot exceed 30 seconds in length.
**60” Bridge Screens**

**Sponsorship $8,000**

The Hotel/Convention Bridge features two 60-inch screens that greet guests as they cross the bridge from the hotel to the convention center. Each screen is powered by a separate media player. 8 to 10 second images rotate between directional information and your message. Display time criteria are defined by traffic flow and the length of time to cross the bridge. Images are jpg or png 1360 x 768 pixels, 96 dpi.

![Bridge Screens](image)

**In-Room TV Channel Sponsorship $5,000**

Your video can be featured on a dedicated AAP television channel that runs on a continuous loop during the meeting. Reach attendees as they relax in their guest room. Recommended video time is no longer than 30 minutes.

**Sponsor Acknowledgements**

- Your marketing message on the number of screens detailed for each opportunity.
- Acknowledgement of sponsor name (and logo) in advanced and on-site materials, including preliminary program guide, AAP web site, Annual Meeting on-site program guide.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**NEW**

**DIGITAL SPONSORSHIP – ASTROVISION (Jumbo LED screen) – Only 1 Day Available: Tuesday (Sunday/Monday SOLD)**

Location: Emerald Plaza near the convention center bridge  
When: Available Daily. Saturday through Tuesday, November 14-17

---

**Background**

The Gaylord Palms offers many unique opportunities to get your message out to AAP attendees. This opportunity presents the best opportunity for visual impact. This jumbo-sized LED Screen (14.5’ x 8.75”) is positioned in Emerald Plaza for easy viewing by attendees as they make their way to the convention center from the Gaylord Palms Hotel.

![Image of Gaylord Palms](image_url)

**Sponsorship**

This exceptional opportunity can be purchased by the day @ $5,000 – **Only Tuesday available. Sunday/Monday SOLD**

---

**Sponsor Acknowledgements**

- Your marketing message on the number of screens detailed for each opportunity.
- Acknowledgement of sponsor name *(and logo)* in advanced and on-site materials, including preliminary program guide, AAP web site, Annual Meeting on-site program guide.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**EXHIBIT HALL OFFICES**

Location: Exhibit Hall
When: Sunday through Tuesday
Users: 2015 AM Exhibitors for private meetings

---

**Background**
In the past the Academy has been asked by some exhibitors if they could have a private hard wall office in the exhibit hall. This is a convenient way to have private meetings with clients and prospects during show hours – whether scheduled or impromptu. These 10’x20’ hard wall spaces come with carpeting and a locking door. Furnishings can be secured from Shepard Exposition Services.

**Opportunity - $2,900**
Offered on availability and a first-come, first-served basis.
The price includes a 10’x20’ hard wall office, locking door and area carpet.

To secure an office, contact:

Margery A. Palonis, CEM
Exhibits Manager
American Academy of Periodontology
737 N. Michigan Avenue, Suite 800
Chicago, IL 60611
312.573.3210 (direct phone)
Margery@perio.org
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**EXHIBITOR LOUNGE SPONSORSHIP**

Location: Exhibit Hall  
When: Sunday through Tuesday  
Attendance: 2015 Annual Meeting Exhibitors, during exhibition days/hours

---

**Background**  
The Academy offers a private space for exhibitors to relax and to meet for select booth space for next year’s AAP annual meeting. The lounge offers hot beverages and pastries in the morning as well as beverages and snacks the rest of the day.

Want to get your name in front of all AAP exhibitors? This is your golden opportunity.

**Opportunity - $5,000**

Covers the exhibitor lounge on show days.  
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting  
- Signage placed by AAP in the lounge. No other signs allowed.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**GENERAL SESSION SPONSORSHIP**

Attendance: Approximately 1,000-1,500

Date/Time: Monday, November 16, 8 – 10 AM and 2 – 4 PM
Date/Time: Tuesday, November 17, 8 – 10 AM and 2 – 4 PM
Location: Gaylord Palms Osceola Ballroom

**Background**
The General Sessions are the topics of highest interest as determined by the Continuing Education Oversight Committee (CEOC) that plans the content of the meeting. These sessions start and end the day for attendees and have no conflicting CE sessions.

**Monday, November 16**
8:00 - 10:00 am
GS2: Boomers and Beyond - Evolving Strategies for Treating the Natural Dentition
Moderator: Lou Rose
Speaker: Maurizio Tonetti - diagnosis, risk
Speaker: Brian Mealey – cardiovascular disease and diabetes
Speaker: Steve Brown - application of laser therapy

2:00 - 4:30 pm
GS3: Peri-Implant Diseases - Understanding and Managing this Clinical Dilemma
Moderator: Paul Rosen
Speaker: Hom-Lay Wang - diagnosis, etiology
Speaker: Klaus Lang - treatment of soft tissue (peri-mucositis) *(invited)*
Speaker: Stuart Froum - treatment of peri-implantitis
Speaker: Chandur Wadhwani - prevention and collaboration

**Tuesday, November 17**
8:00 - 10:00 am
GS4: Regenerating Your Practice through Periodontal Regeneration
Moderators: Pam McClain, Will Giannobile
Speaker: Marc Nevins - vertical defects
Speaker: Mike McGuire - soft tissue
Speaker: Paul Rosen - furcations
Speaker: Brad McAllister - emerging technologies

2:00 - 4:00 pm
GS5: Mastering Challenges in the Esthetic Zone
Moderator: Susan Karabin  *(invited)*
Speaker: Bobby Butler - treating esthetic failures
Speaker: Ed Gottesman - managing the gummy smile
Speaker: Christian Coachman - prosthetic solutions
Speaker: Eric Rindler - root coverage
Sponsorship - $15,000 per session
Sponsor will be acknowledged in the following contexts:
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting
- Signage placed by AAP at the entrance to the meeting room.
- Acknowledgment on the session screens as attendees walk into the room.
- Acknowledgment from the podium by the session moderator.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

NEW

HOTEL KEY CARD COVER AND REMOTE CONTROL COVER SPONSORSHIPS

Users: Annual Session attendees at the Headquarter hotel

Background
This year AAP is offering a unique combination of opportunities to reach attendees staying at the headquarters hotel (Gaylord Palms). The hotel is in the midst of changing over their guest room locks and a firm date has not been set. In order to insure this valuable sponsorship opportunity has its normal value to the sponsor, we are happy to offer two sponsorships: a key card cover and a cover for the remote controls in all rooms utilized by AAP attendees.

The sponsor works direct with the provider in the production of both items. AAP must review the artwork before it goes into production.

Key Card Cover Sponsorship - $7,500
Sponsor will be acknowledged in the following contexts:
- Branding on the keycard cover
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting

Remote Control Cover Sponsorship - $10,000
Sponsor will be acknowledged in the following contexts:
- Branding on the remote control cover
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting
INNOVATIONS IN PERIODONTICS SESSION SPONSORSHIP

Attendance: Varies by room
Date: November 15-17
Location: Gaylord Palms Ballroom Level

Background
These 1.5-hour sessions address innovations and advances in clinical periodontics, basic sciences or related subjects. Each session consists of four individual speakers who give 15-minute presentations on a specific topic, followed by a 5-minute question-and-answer period. Speakers are selected by a blind review of abstracts submitted to the Academy. These courses offer continuing education credit and are video-recorded. Open to all registrants; no additional fee is required.

Show how your organization supports innovation by sponsoring these sessions.

Sunday, November 15
Session #1 10:15 – 11:45 AM
Session #2 10:15 – 11:45 AM

Monday, November 16
Session #3 10:15 – 11:45 AM

Tuesday, November 17
Session #4 10:15 – 11:45 AM

Sponsorship - $5,000 per session
Sponsor will be acknowledged in the following contexts:

- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting
- Signage placed by AAP at the entrance to the meeting room.
- Acknowledgment on the session screens as attendees walk into the room.
- Acknowledgment from the podium by the session moderator.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**INTERNATIONAL ATTENDEE RECEPTION SPONSORSHIP SOLD**

Attendance: 300; international academy leaders, clinicians, and academicians

Date: Sunday, November 15
Time/Location: 6:45 – 7:45 PM, Gaylord Palms

---

**Background**

The Academy held its first International Attendee Reception during the 100th Anniversary Annual Meeting in San Francisco, CA on Saturday, September 20, 2014. The Academy has enjoyed strong relationships with numerous leaders and members of international periodontal associations and many of whom are AAP members who have supported the Academy’s Annual Meeting as well as other meetings and symposia over the years.

By holding a reception specifically for international attendees, the Academy wants to express their appreciation for the support of these international colleagues, reinforce relationships with existing international members and supporters and provide an a welcoming and relaxed environment to meet with existing friends and supports and build new relationships with other international leaders and colleagues.

The International Reception is a one-hour complimentary ticketed event with an open bar and hors d’oeuvres. Invitations are sent to all international leaders of periodontal associations, all international AAP members as well as all international annual meeting registrants.

**Sponsorship—$60,000 single sponsor SOLD**

Sponsor will be acknowledged in the following contexts:

- Acknowledgements in advanced and on-site materials
- On-site signage placed at entrance as well as inside the room
- Special recognition for international leaders in attendance
- Sponsor, at their own expense will be able to provide branded elements for the reception i.e. napkins, swizzle sticks, gift bags.
- Welcome comments from podium by AAP President and 5 minutes for the sponsor
- Corporate attendance (10 people) at reception
Background
The Annual Meeting mobile app provides you with the opportunity to connect with attendees in a unique and personal way. The custom-designed, comprehensive mobile app puts all event information at the attendees’ fingertips – anytime, anywhere – with real-time updates provided at the meeting. As the Mobile App sponsor your logo is the first thing they see on the splash screen every time they open the app. You have the only non-AAP banner ad. Attendees will remember your company’s name from the moment they download this invaluable meeting resource. Because the app is free and easy to download you are able to connect with a large audience of users whether they are on an iPhone, iPad, Android, Android Tablet or other mobile devices.

Some of the app features include:
- Set up your own personal schedule
- Receive last minute alerts & notifications right to your phone or tablet
- Connect and network with other professionals
- Interactive floor plans and maps for meeting rooms and exhibit hall
- Exhibitor listings, and contact information
- Available to all—whether attending the meeting or not!

Sponsorship—$25,000 SOLD
Sponsor will be acknowledged in the following contexts:
- Mobile App Splash page every time someone opens the app
- Mobile App promotions will show the mobile app splash page with your logo
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting
- Rotating Banner and Landing Page Ad – on the app when it goes ‘live’
- Push Alerts (three each day at times determined by AAP):
  Sunday, Monday, Tuesday November 15-17
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**NEW**

**MOBILE BARISTA STATION SPONSORSHIP**

Date: Sunday – Tuesday, November 15-17  
Time/Location: High Traffic Areas and times, Gaylord Palms Convention Center

---

**Background**

This Gaylord Palms has just one ‘grab & go coffee’ venue on the way to their convention center. Become a hero to all attendees who must have their morning java.

AAP will assign days, locations and prime hours on a first come first served basis. The sponsor works directly with the hotel in the choice of beverages and payment arrangements for items consumed. Sponsor may provide branded napkins, cups or sleeves.

**Sponsorship - $2,500/daily**  
*Multiple opportunities available.*

Sponsor will be acknowledged in the following contexts:

- Easel sign next to the cart and tent card on the cart supplied by AAP
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting
- Based on your budget, sponsor works with the Gaylord Palms on the menu offered at their cart: regular coffee, cappuccino, espresso, smoothies
OPENING GENERAL SESSION SPONSORSHIP SOLD

Date: Sunday, November 15
Time/Location: 8:00 - 10:00 am, Gaylord Palms Osceola Ballroom

Background
The Opening General Session is the kick-off of the annual meeting and takes place Sunday, November 15 from 8 – 10 am. It has the largest attendance of any session and sets the tone for the entire meeting. This session also includes the Presidential address.

The Facial Transplant: Achieving Success Through a Team Effort

Speakers: Dr. Eduardo Rodriquez and Dr. Lawrence Brecht

EDUARDO D. RODRIGUEZ, MD, DDS
Dr. Rodriguez is responsible for the first-ever successful complete face transplant, lasting a record-breaking 36 hours.

Eduardo D. Rodriguez, MD, DDS, a world-renowned plastic surgeon and expert in reconstructive and craniofacial plastic surgery is the Chair of the Department of Plastic Surgery at the NYU Langone Medical Center in New York City. An internationally recognized leader in reconstructive, craniofacial and plastic surgery, Dr. Rodriguez, received his dental degree from New York University in 1992 and his MD degree from the Medical College of Virginia in 1995. He joined NYU Langone from the University of Maryland School of Medicine and R Adams Cowley Shock Trauma Center, where he was Chief of the Division of Plastic, Reconstructive & Craniofacial Surgery and Professor of Surgery. Dr. Rodriguez was also the inaugural Paul N. Manson, MD, Distinguished Professor in Plastic and Reconstructive Surgery and the program director of the combined Craniofacial Fellowship at the R Adams Cowley Shock Trauma Center and Johns Hopkins Hospital. From 2003 to 2004, Dr. Rodriguez practiced as a fellow of reconstructive microsurgery at the Chang Gung Memorial Hospital in Taipei, Taiwan. During his tenure at the University of Maryland School of Medicine, Dr. Rodriguez led a team of 150 medical experts to perform the most extensive and comprehensive full face transplant completed to date in a marathon 36 hour surgery in March 2012. A groundbreaking and risky procedure, the successful surgery represents a significant advance in the field of plastic and reconstructive surgery.

In addition to his pioneering clinical experience, Dr. Rodriguez has authored 94 peer-reviewed journal articles and 20 book chapters. He is a member of numerous national and international professional societies and is a founding member of the American Society of Reconstructive Transplantation.
LAWRENCE E. BRECHT, DDS

Dr. Brecht is an alumnus of Columbia College and received his dental degree from the New York University College of Dentistry. After completing a residency at Brigham and Women’s Hospital and a Fellowship at the Harvard School of Dental Medicine, Dr. Brecht earned certificates in both prosthodontics and maxillofacial prosthetics from the New York Veterans Administration Medical Center.

Beyond his time in private practice in New York City, Dr. Brecht is a Clinical Associate Professor of Prosthodontics and Occlusion in the Division of Prosthodontics and Restorative Dentistry at NYU College of Dentistry. Larry also spends considerable time performing maxillofacial prosthodontics, a role that he serves on the facial transplant team, He is the Director of Maxillofacial Prosthetics in the Advanced Education Program in Prosthodontics at NYU, where he has taught since 1987. He has a joint appointment as Clinical Assistant Professor of Surgery at the Institute of Reconstructive Plastic Surgery at NYU School of Medicine, where he is Director of the Center for Craniofacial Prosthetics and serves as a member of the Institute’s Cleft Palate, Craniofacial and Ear Anomalies teams. He has been a co-author on a number of articles in the area of maxillofacial reconstructive prosthetics.

Sponsorship—$50,000 for a single sponsor SOLD

Sponsor will be acknowledged in the following contexts:

- In order to foster relationships and make new connections an intimate 45-minute private breakfast is held for the AAP leaders and representatives of the sponsoring company.
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting
- Signage placed by AAP at the entrance to the meeting
- Acknowledgment on the session screens as attendees walk into the room.
- Acknowledgment from the podium by the AAP President.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**AAP PAST PRESIDENT’S RECEPTION SPONSORSHIP SOLD**

Attendance: Approximately 50  
Date: Friday, November 13  
Time/Location: 6:00 - 7:00 pm, Gaylord Palms

---

**Background**  
The American Academy of Periodontology strives to retain the activity and recognition of its past leaders. This gives them and the current board members an opportunity to connect before the annual meeting kicks off.

**Sponsor Acknowledgements**

**$5,000**  
- On-site signage placed at entrance with sponsor’s name  
- Acknowledgement of sponsor name *and logo* in advanced and on-site materials, including preliminary program guide, individual invitations, web site, Annual Meeting on-site program guide and workshop handouts.  
- Sponsor staff allowed to attend
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**POSTDOCTORAL EDUCATORS WORKSHOP SPONSORSHIP**

Attendance: Approximately 100 periodontal graduate educators, including postdoctoral program directors, periodontal department chairs and dental school deans

Date: Monday, November 16
Time/Location: 8:30 am - 12:00 noon, Gaylord Palms

**Dated: November 2014**

---

**Background**
The American Academy of Periodontology strives to ensure periodontal graduate students receive the most accurate and positive education possible. To that end, the Academy provides educational resources for periodontal educators and dental school administrators through the Postdoctoral Educators Workshop. The following is a brief description of the Postdoctoral Educators Workshop and the potential opportunities for sponsor recognition in association with this event.

**Postdoctoral Educators Workshop**
The Postdoctoral Educators Workshop is held each fall at the AAP Annual Meeting and gives periodontal educators the opportunity to receive and share best practices, resources and the latest pedagogical trends in periodontal postdoctoral education. The Academy’s Education Committee determines the workshop topic based on the needs and suggestions of postdoctoral educators. Educator speakers are chosen based on their expertise and success with the subject area.

The three and one half hour workshop is attended by multiple educators from each of the 60 periodontal residency programs accredited by the Commission on Dental Accreditation and the Canadian Commission on Dental Accreditation, with topics ranging from best practices in assessment techniques to insurance coding and online education. Workshop formats vary, depending on the topic and range from lectures to panel discussions to small group work. Educators leave the workshop with continuing education credits and multiple resources they can implement at their own institutions. As the only arena for educators to gather and share ideas, the Postdoctoral Educators Workshop is the go to source for best practices in periodontal postdoctoral education.

**Sponsor Acknowledgements**
This sponsorship reduces the cost of audio visual equipment and speaker associated needs.

**$20,000 Level**
Sponsor will be acknowledged in the following contexts:
• Acknowledgement of sponsor (*name*) in advanced and on-site materials, including preliminary program guide, individual invitations, web site, Annual Meeting on-site program guide and workshop handouts.
• On-site signage thanking sponsor (*name*) placed at entrance of the Postdoctoral Educators Workshop.
• Verbal acknowledgement at the workshop by the Education Committee Chairperson.
• Photographs with the workshop speakers.

$25,000 Level
In addition to the sponsorship acknowledgements at the $20,000 level:
• Acknowledgement of sponsor name (*and logo*) in advanced and on-site materials, including preliminary program guide, individual invitations, web site, Annual Meeting on-site program guide and workshop handouts.
• On-site signage thanking sponsor name (*and logo*) placed at entrance of the Postdoctoral Educators Workshop.
• Written acknowledgement sponsor name (*and logo*) on the workshop’s electronic presentation.

$30,000 Level
In addition to the sponsorship acknowledgements at the $25,000 level:
• Introductory comments from podium at the start of the workshop.
• A one-piece handout at the workshop.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**POSTDOCTORAL DIRECTORS ORGANIZATION BUSINESS MEETING SPONSORSHIP SOLD**

Attendance: Approximately 55 periodontal graduate program directors  
Date: Monday, November 16  
Time/Location: 12 – 1:30 PM, Gaylord Palms

---

**Background**  
The American Academy of Periodontology strives to ensure dental students receive the most accurate and positive periodontal education possible. To that end, the Academy provides a forum for postdoctoral department directors to gather and share ideas, issues and concerns in postdoctoral dental education through the Postdoctoral Directors Organization Business Meeting. The following is a brief description of the Postdoctoral Directors Organization Business Meeting and the potential opportunities for sponsor recognition in association with this event.

**Postdoctoral Directors Organization Business Meeting**  
The Postdoctoral Directors Organization Business Meeting held at the AAP Annual Meeting, and informs postdoctoral directors of AAP activities related to improving postdoctoral dental education. In addition, it gives them the opportunity to discuss issues and the latest pedagogical trends relating to postdoctoral periodontal education.

The business meeting is attended by postdoctoral program directors, or their substitutes, from most of the 60 periodontal residency programs accredited by the Commission on Dental Accreditation and the Canadian Commission on Dental Accreditation. Directors share ideas regarding the creation of educational resources and meeting requirements in revised accreditation education standards, amongst other items. The business meeting includes lunch and allows directors to network and share ideas.

**Sponsor Acknowledgements**  
This sponsorship reduces the cost of audio visual equipment and meeting room set up fees.

**$20,000 Level**  
Sponsor will be acknowledged in the following contexts:

- Acknowledgement of sponsor (*name*) in advanced and on-site materials, including preliminary program guide, individual invitations, web site, Annual Meeting on-site program guide and meeting agenda materials.
- On-site signage thanking sponsor (*name*) placed at entrance of the Postdoctoral Directors Organization Business Meeting.
- Verbal acknowledgement at the workshop by the Education Committee Chairperson.
- Photographs with the predoctoral directors and Education Committee members.
$25,000 Level
In addition to the sponsorship acknowledgements at the $20,000 level:

- Acknowledgement of sponsor’s name (and logo) in advanced and on-site materials, including the preliminary program guide, individual invitations, web site, Annual Meeting on-site program guide and meeting agenda materials.
- On-site signage thanking sponsor name (and logo) placed at entrance of the Postdoctoral Directors Business Meeting.
- Written acknowledgement sponsor name (and logo) on the workshop’s electronic presentation.

$30,000 Level
In addition to the sponsorship acknowledgements at the $25,000 level:

- Introductory comments from podium at the start of the business meeting.
- A one-piece handout at the workshop.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

PREDICTORAL DIRECTORS ORGANIZATION BUSINESS MEETING SPONSORSHIP

Attendance: Approximately 55 directors of predoctoral periodontics programs
Date: Saturday, November 14
Time/Location: 12:00 noon - 1:30 pm, Gaylord Palms

Background
The American Academy of Periodontology strives to ensure dental students receive the most accurate and positive periodontal education possible. To that end, the Academy provides a forum for predoctoral department directors to gather and share ideas, issues and concerns in predoctoral dental education through the Predoctoral Directors Organization Business Meeting. The following is a brief description of the Predoctoral Directors Organization Business Meeting and the potential opportunities for sponsor recognition in association with this event.

Predoctoral Directors Organization Business Meeting
The Predoctoral Directors Organization Business Meeting is held each fall at the AAP Annual Meeting, and informs predoctoral directors of AAP activities related to improving predoctoral dental education. It gives educators the opportunity to discuss issues and the latest pedagogical trends relating to periodontal dental education.

The business meeting is attended by predoctoral program directors, or their substitutes, from most of the 72 dental schools accredited by the Commission on Dental Accreditation and the Canadian Commission on Dental Accreditation. Directors discuss ways to increase dental student interest in periodontics and how to integrate surgery and resident interaction into their daily program, amongst other items. The business meeting includes lunch and allows directors to network and share ideas.

Sponsor Acknowledgements
This sponsorship reduces the cost of audio visual equipment and meeting room set up fees.

$20,000 Level
Sponsor will be acknowledged in the following contexts:

- Acknowledgement of sponsor (name) in advanced and on-site materials, including preliminary program guide, individual invitations, web site, Annual Meeting on-site program guide and meeting agenda materials.
- On-site signage thanking sponsor (name) placed at entrance of the Predoctoral Directors Organization Business Meeting.
- Verbal acknowledgement at the workshop by the Education Committee Chairperson.
- Photographs with the predoctoral directors and Education Committee members.
$25,000 Level
In addition to the sponsorship acknowledgements at the $20,000 level:

- Acknowledgement of sponsor’s name (and logo) in advanced and on-site materials, including the preliminary program guide, individual invitations, web site, Annual Meeting on-site program guide and meeting agenda materials.
- On-site signage thanking sponsor name (and logo) placed at entrance of the Predoctoral Directors Business Meeting.
- Written acknowledgement sponsor name (and logo) on the workshop’s electronic presentation.

$30,000 Level
In addition to the sponsorship acknowledgements at the $25,000 level:

- Introductory comments from podium at the start of the business meeting.
- A one-piece handout at the workshop.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**PREDOCTORAL EDUCATORS WORKSHOP SPONSORSHIP**

Attendance: Approximately 100 periodontal dental educators, including predoctoral program directors, periodontal department chairs and dental school deans  
Date: Saturday, November 14  
Time/Location: 8:30 am - 12:00 noon, Gaylord Palms

---

**Background**
The American Academy of Periodontology strives to ensure dental students receive the most accurate and positive periodontal education possible. To that end, the Academy provides educational resources for periodontal educators and dental school administrators through the Predoctoral Educators Workshop. The following is a brief description of the Predoctoral Educators Workshop and the potential opportunities for sponsor recognition in association with this event.

**Predoctoral Educators Workshop**
The Predoctoral Educators Workshop is held each fall at the AAP Annual Meeting and gives educators the opportunity to receive and share best practices, resources and the latest pedagogical trends in periodontal predoctoral education. The Academy's Education Committee determines the workshop topic based on needs and suggestions of predoctoral educators. Educator speakers are chosen based on their expertise and success with the subject area.

The three and one half hour workshop is attended by multiple educators from each of the 72 dental schools accredited by the Commission on Dental Accreditation and the Canadian Commission on Dental Accreditation, with topics ranging from integrating periodontics throughout all dental school courses to faculty calibration. Workshop formats vary from lecture to panel discussions to small group work. Educators leave the workshop with continuing education credits and multiple resources they can implement at their own institutions. As the only arena for educators to gather and share ideas, the Predoctoral Educators Workshop is the go to source for best practices in periodontal education.

**Sponsor Acknowledgements**
This sponsorship reduces the cost of audio visual equipment and speaker associated needs.

**$20,000 Level**
Sponsor will be acknowledged in the following contexts:

- Acknowledgement of sponsor (*name*) in advanced and on-site materials, including preliminary program guide, individual invitations, website, on-site program guide and workshop handouts.
- On-site signage thanking sponsor (*name*) placed at entrance of the Predoctoral Educators Workshop.
- Verbal acknowledgement at the workshop by the Education Committee Chairperson.
- Photographs with the workshop speakers.
$25,000 Level
In addition to the sponsorship acknowledgements at the $20,000 level:
- Acknowledgement of sponsor’s name (and logo) in advanced and on-site materials, including preliminary program guide, individual invitations, web site, on-site program guide and workshop handouts.
- On-site signage thanking sponsor name (and logo) placed at entrance of the Predoctoral Educators Workshop.
- Written acknowledgement sponsor name (and logo) on the workshop’s electronic presentation.

$30,000 Level
In addition to the sponsorship acknowledgements at the $25,000 level:
- Introductory comments from podium at the start of the workshop.
- A one-piece handout at the workshop.
New

Product Display Case Sponsorship

Exposure to all attendees
Date: Sunday, November 15 through Tuesday, November 16
Time/Location: Exhibit Hall high traffic location

Background
Is there a product you are introducing or desire to highlight to get attendees to your booth? AAP has the answer. Secure a shelf on a Product Display Case. These cases are sold by the shelf or the case.

Sponsorship - $3,000 per shelf for duration of meeting ($10,000 per case)
Display case size: The exterior dimensions are 40”w x 72”h x 20”d.
Size of shelf: 20”x40” (approximate)
Number of shelves per display case: 4 including the bottom shelf

Sponsor will be acknowledged in the following contexts:
• Your name and booth number on the shelf.
• Acknowledgement of sponsor name in on-site materials, AAP web site, advance emails to attendees.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

RESEARCH FORUM POSTER SESSION AND COMPETITION SPONSORSHIP

Attendance: Hundreds; a mixture of all meeting attendee demographics
Date: Sunday, November 15 through Tuesday, November 16
Location: Exhibit Hall

Background
In order to further the field of periodontology, the Academy has a history of valuing science and research. The Research Forum Poster Session and Competition provide a platform for periodontal researchers of all nationalities and backgrounds to present new and significant scientific information covering all aspects of periodontology. The following is a brief description of the Research Forum and the potential opportunities for sponsor recognition in association with this event.

Competition and Award Structure
All researchers interested in being considered for the poster session and competition are asked to submit an abstract via the Academy’s Online Abstract Manager. The Submissions Committee reviews each abstract using specific criteria to judge each abstract. In 2014, over 200 abstracts from 23 countries were submitted for consideration.

Sixteen finalists are selected by the Committee several weeks before the Annual Meeting: eight basic science and eight clinical science. These finalists present their posters to the Research Submissions Committee at the Annual Meeting for the chance to win one of three awards:

**Basic Science Award- $300 Cash Award**
- This award is offered to those poster presenter which presents research not involving human subjects.

**Clinical Science- $300 Cash Award**
- This award is offered to the poster presenter which presents research involving human subjects.

**AAP Clinical Impact Award- $500 Cash Award**
- This award would be given to the poster presenter whose research has the greatest potential for changing and improving periodontal health and patient care. The winner will be selected from poster presenters in both the Basic Science or Clinical Science categories.

The three winning abstracts are then published in the *Journal of Periodontology.*
The abstracts not selected as finalists are invited to participate in the poster session, which is located in a high-traffic area of the Annual Meeting (such as the Exhibit Hall). The posters are on display for three days, and all authors are available to discuss their posters during a scheduled two-hour time period.

**Sponsorship - $25,000**
Sponsor will be acknowledged in the following contexts:
- Acknowledgements in advanced and on-site materials, including web site, online abstract manager, and session program.
- On-site signage placed at entrance of Poster Session.
- Session located in high-traffic area, near Exhibit Hall and General Session room as feasible.
- Sponsor acknowledgement printed in any certificate provided to winners and participants.
- Comments from podium during the announcement of winners.

**Enhancement Options- Opportunities for Higher Sponsorship**
Additional sponsorship opportunities include:

**$30,000 Level**
In addition to the sponsorship acknowledgements at the $25,000 level:
- Increased cash award for winners ($500 award for Basic and Clinical Science award winners, $1000 for Clinical Impact award).
- Complimentary meeting registration for 3 winners.
- Discounted meeting registration for 13 other finalists.

**$35,000 Level**
In addition to the sponsorship acknowledgements at the $30,000 level:
- Complimentary coffee break during finalist presentations for observers, as well as additional signage acknowledging sponsor.
- Complimentary meeting registration for all 16 finalists.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**SHUTTLE BUS SPONSORSHIP**

Attendance: 400  
Date: November 13-17  
Location: Between Disney’s Yacht and Beach Hotel and Gaylord Palms

---

**Background**

Although the majority of attendees will be staying at the Gaylord Palms about 30% will be on the AAP shuttles between Disney’s Yacht and Beach Hotel and the Gaylord Palms. Make sure your name is what they see first thing each morning and at the end of the day.

**Sponsorship - $5,000** (two available)  
Sponsor will be acknowledged in the following contexts:

- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting.
- Signage inside the bus
Background
The Speaker Ready Room is where all speakers and moderators check in with AAP’s Manager of Continuing Education to review their presentations with AV staff, meet with fellow speakers and finalize their session details. Speakers typically are leaders not only in the field but within the Academy. Food and beverage is provided as a thank you for their invaluable contribution to the meeting’s education component.

Show how your organization supports the AAP and those who contribute to education sessions.

Sponsorship - $5,000
Sponsor will be acknowledged in the following contexts:
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting
- Signage placed by AAP at the entrance to the speaker ready room.
- Sponsor’s logo as a screensaver on the multiple monitors in the room where speakers review their presentations.
NEW
SPECIALIZED SIGNAGE SPONSORSHIPS

Attendance: All Annual Meeting Attendees
Location: Various locations throughout the facility
When: Saturday through Tuesday, November 14-17 (flat fee for these dates)

Background
The Gaylord Palms offers many unique opportunities to get your message out to AAP attendees. Building your brand and communicating your message is easier than ever with these opportunities for impactful branding. The Gaylord Palms will work with AAP and our sponsors to coordinate the most impactful and effective way for your message to be presented.

AAP can provide a quotation from its official service contractor on the production of banners, decals and clings. If a sponsor chooses to produce any of these opportunities on their own, the sponsor works directly with their supplier on the production and will be responsible for making arrangements for installation. AAP will provide production specifications and delivery date. AAP must review all artwork before the sponsored item goes into production. All prices are per opportunity.

Arch Banners (3 opportunities) $1,500 each 1 Remaining
Railing banners (3 opportunities) $1,500 each 1 Remaining
Fountain Wrap (1 opportunity) $1,500 SOLD
Atrium Pole Banners (three areas) $500 each banner 1 area remaining – 2 SOLD

Imagine your logo on display throughout the highly-traversed public areas of the enclosed glass-covered atriums. “Own” one section of the 4.5 acre atrium to brand or convey your message.
Convention Center Bridge Window decals  (5 opportunities) $500 each

Escalator clings (2 opportunities) $1,500 each  SOLD

These clings will be on the escalator handles between the CE sessions and the Exhibit Hall, providing maximum visibility.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**STUDENT-FOCUSED CE SESSION SPONSORSHIP SOLD**

Attendance: Approximately 150 - 200

**Background**

The American Academy of Periodontology strives to ensure periodontal graduate students receive opportunities to better understand the specialty through their attendance at AAP’s annual meeting.

**Sunday, November 15**

2:30 - 5:00 pm  
*The New Practitioner’s Guide to a Powerful Practice*

Wayne Aldredge, President-Elect to first welcome attendees

Moderator: Bob Faiella  
Speaker: Chris Salierno

We have been trained to be outstanding clinicians, not savvy business owners. Many of us are afraid of, or simply ignore, the business end of our profession. We’re unsure of how to read a profit and loss statement or motivate our staff. Leading a successful practice doesn’t have to remain a mystery. This course will discuss the most common mistakes we make that can slowly and silently ruin our offices. You will leave armed with tools for best practices and practical tips.

**Sponsor Acknowledgements**

**Sponsorship—$15,000 SOLD**

- Tabletop display in the rear of the meeting room
- Acknowledgements in advanced and on-site materials
- Acknowledgement of sponsor name (*and logo*) in advanced and on-site materials, including preliminary program guide, web site, and Annual Meeting on-site program guide.
- On-site signage thanking sponsor name (*and logo*) placed at entrance of the session.
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

STUDENT MEMBER RECEPTION SPONSORSHIP SOLD

Attendance: Approximately 200  
Date: Sunday, November 15  
Time/Location: 5:30 - 7:30 pm, Gaylord Palms

Background  
The American Academy of Periodontology strives to ensure periodontal graduate students receive opportunities to better understand the specialty through their attendance at AAP's annual meeting.

Sunday, November 15

5:30 - 7:30 pm  Student Member Reception

Sponsor Acknowledgements

$20,000

- Tabletop display at the entrance to the reception
- Acknowledgements in advanced and on-site materials
- On-site signage placed at entrance
- Acknowledgement of sponsor name (and logo) in advanced and on-site materials, including preliminary program guide, individual invitations, web site, Annual Meeting on-site program guide and workshop handouts.
- Sponsor staff allowed to attend
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

**NEW**

**UNIQUE MEETING AND ENTERTAINMENT OPTION AT GAYLORD PALMS**

Capacity: varies by area within the executive conference center

---

**Background**

Exhibitors often seek options for private meetings that are convenient for their own staff and clients. The Gaylord Palms has an exceptional space convenient to both the convention center and guest rooms. The Executive Center is suited to those special meetings where cushy leather seating sets the tone. There are two board rooms, a foyer/reception area, balcony overlooking the atrium and its own bathrooms which allow for simultaneous meetings.

This space is assigned on a first-come, first-served basis. Sponsorship fee must be paid and an Exhibitor Function Form completed before AAP’s Meetings Services department puts the sponsor in touch with the hotel to make arrangements.

---

**Hemingway Boardroom**

**Sanchez Boardroom**

**Executive Center Foyer**

**Foyer doors to balcony**

**PRICING:**

- **An entire day (7 AM- Midnight)** $5,000 (November 14, 16, 17).
- **November 13 and 15 (7 AM – 5PM only)** $2,500.
NEW

UNIQUE VENUE ENTERTAINMENT OPTIONS AT GAYLORD PALMS

Capacity: varies by venue

Background
Exhibitors often seek options for entertaining that are convenient for Academy attendees. The Gaylord Palms has several unique/non-meeting room options available through the Academy's Meetings Services department.

These spaces are assigned on a first-come, first-served basis. Sponsorship fee must be paid and an Exhibitor Function Form completed before AAP's Meetings Services department puts the sponsor in touch with their chosen venue.

The restaurant private and semi-private venues have minimum requirements for food and beverage. (The ++ is 24% taxable service charge and 7% tax.)

Old Hickory Steakhouse (Everglades Atrium)
* Aunt Lillie’s Cabin $2,000++ (18 for dinner or reception)
* Aunt Lillie’s Patio $3,000++ (26 for dinner, 55 for reception)
* Cypress Springs Dining Room $4,000++ (36 for dinner)
* Mango Grove Patio $6,000++ (100 for dinner or reception)
* Saw Grass Place $2,500++ (45 for reception)

Villa de Flora (St. Augustine Atrium)
* Pineapple Room $2,000++ (40 for dinner)
* St. Augustine $1,500++ (45 for dinner)

Wreckers Sports Bar (Convention Center Bridge)
* Veranda $3,000++ (50 dinner, 65 reception)
* Sky Box $2,000++ (32 reception)
* Sky Box & East Gallery $3,000++ (52 reception)
* Upper Level $17,500++ (112 dinner, 200 reception)
* North Patio $3,500++ (40 dinner, 65 reception)
* Floor $3,000++ (75 reception)
* Centerfield $6,000++ (102 dinner, 125 reception)
* Lower level $30,000++ (262 dinner, 500 reception)

Sora Sushi Bar (Main Lobby)
* Tsuchi $2,000++ (26 dinner, 32 reception)
* Mizu $2,500++ (32 for dinner or reception)
* Kaze $2,500++ (45 for reception)
Moor (St. Augustine Lobby)
Boat $4,500++ (60 dinner, 75 reception) *Logos can be projected on the boat's sails!*
Boat and Dock $10,000++ (100 dinner, 200 reception)
Yaw $3,000++ (40 dinner)
Schooner $3,500++ (48 dinner)
Ketch $2,500++ (30 dinner)
Terrace $5,000++ (64 dinner, 75 reception)
Lounge $6,000++ (84 dinner, 100 reception)

**Sponsorship** — capacities are for dinner or reception, whichever is higher.
Capacities of up to 49 $500
Capacities of 50-74 $600
Capacities of 75-99 $750
Capacities of 100 - 200 $1,000
Capacities of 201 or more $2,000
Welcome Reception Sponsorship – Six (6) Remaining Pods Available

Attendance: 1100; academy leaders, clinicians, and academicians
Date: Saturday, November 15
Time/Location: 6:00 - 7:30 pm, Gaylord Palms

Background
This year’s AAP Welcome Reception takes place in Orlando, FL at the Gaylord Palms Resort on the beautiful Coquina Lawn. In true Florida sunset style, we bring to you true Key West heritage with some of the best street performers of the famous nightly celebration known as “Mallory Square.” Come as you are – tropical shirts complete with your most comfortable pair of sandals, and take in great festive music and some very unique entertainment. And of course, “Logo and Branding” opportunities will be available to you. Prepare to gather with your friends and socialize in a most carefree and festive party atmosphere. This is one Florida Sunset Celebration you will remember for quite some time.

The Welcome Reception is a 1 ½ hour ticketed event with an open bar and hors d’oeuvres. Registration is part of the meeting registration process and is open to all attendees including exhibitors and sponsors.

Sponsorship - $10,000 per sponsor
Sponsor will be receive:
- A designated seating area for invited guests (capacity of 10)
- Logo highlighting sponsor’s seating area
- Tickets for 10 guests

Sponsor will be acknowledged in the following contexts:
- Acknowledgements in advanced and on-site materials
- On-site signage placed at entrance as well as inside the room
- Verbal acknowledgement by AAP President at the pre-reception

Sponsorship - $5,000 per sponsor
Sponsor will be receive – same as above except:
- A designated seating area for invited guests (capacity of 5)
- Tickets for 5 guests
American Academy of Periodontology Annual Meeting (November 14-17, 2015)

WIRELESS HOT SPOT SPONSORSHIPS

Users: Majority of the Annual Session attendees

Background
Wifi is an expectation of all Annual Meeting attendees. While not necessary for the meeting’s mobile app, wifi is widely used on all mobile devices and a high visibility sponsorship. Attendees are always looking to save on their data plan and appreciate easily available wifi service.

The “hot-spot” area will be a lounge setting in a high traffic area and allow for attendees to access internet with your company name as the password.

Sponsorship - $15,000 per wireless “hot spot”
Sponsor will be acknowledged in the following contexts:
- Wireless network dedicated to AAP attendees
- Landing page of sponsor’s choice every time someone gets onto the network
- Wifi coverage will be available in entire lounge area(s)
- Dedicated network will be named for AAP with the sponsor’s name as the password
- Acknowledgements in advance and on-site programs, AAP web site and sponsorship recognition signage at the meeting