The American Academy of Periodontology

2016-20
CORPORATE SUPPORT PROSPECTUS
THANK YOU

The American Academy of Periodontology highly values our collaboration with our industry partners. On behalf of our leadership and members, we thank you for your significant investment in the AAP mission to provide our members the expertise and resources to deliver specialty periodontal care for our patients.

We are pleased to offer you strategic opportunities to showcase your commitment to periodontal care as well as your corporation’s leadership and expertise in developing products and services that improve periodontal outcomes.

The AAP seeks to develop long-term, year-round relationships with you, our corporate partners.

We listened carefully when you asked for more opportunities to:

1. Engage with our members year-round,
2. Extend our relationship within and beyond our annual meeting, and to
3. Create a single point of contact within the AAP for corporate relations.

This prospectus previews many of the opportunities forthcoming for us to work together this year and into the future.

We value your continued support and look forward to positioning you for success.

Yours in periodontal health,

Bryn Reese
Director of Professional Relations
bryn@perio.org
312-573-3206
The American Academy of Periodontology
2016-20 CORPORATE SUPPORT PROSPECTUS

ABOUT THE AMERICAN ACADEMY OF PERIODONTOLOGY

- Vision, Mission, Membership
- Year-Round Corporate Support Benefits
- Annual Meeting Corporate Support Benefits
- Point System

OPPORTUNITIES AT A GLANCE

MEMBERSHIP

- Leadership Development Program
- Membership Directory (2017)

SCIENCE

- Best Evidence Consensus
- World Workshop on the Classification of Periodontal and Peri-Implant Disease
- Consensus Workshop

EDUCATION

- Continuing Education
- Insurance Workshops
- Annual Meeting

CORRESPONDING OPPORTUNITIES

- American Academy of Periodontology Foundation (periofoundation.org/partners)
- Advertising (perio.org/resources-products/advertising)
- Annual Meeting Exhibits (perio.org/meetings/AM2016)

2016-20 ANNUAL CORPORATE SUPPORT TIMELINE

<table>
<thead>
<tr>
<th>DEADLINE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 30</td>
<td>Corporate Forum Reservation/First Right of Consideration on Renewal of Current Sponsorships</td>
</tr>
<tr>
<td>January 15</td>
<td>Corporate Support Decisions Due</td>
</tr>
<tr>
<td>January 31</td>
<td>Corporate Forum Speaker and Session Descriptions Due</td>
</tr>
<tr>
<td>February 15</td>
<td>Contracts Signed</td>
</tr>
<tr>
<td>May 31</td>
<td>Final Contract Deadline (for points to count for next year)</td>
</tr>
</tbody>
</table>
ABOUT THE AMERICAN ACADEMY OF PERIODONTOLOGY

AAP member periodontists are specialists in periodontal disease treatment, cosmetic periodontal procedures, and dental implant placement.

OUR VISION

To be the voice for periodontists as the collaborative partner to achieve optimal oral health

OUR MISSION

To champion member success and professional partnerships for optimal patient health and quality of life

OUR MEMBERSHIP

The American Academy of Periodontology (AAP) is an 8,400-member professional organization for periodontists - specialists in the prevention, diagnosis, and treatment of diseases affecting the gums and supporting structures of the teeth, and in the placement of dental implants. Periodontists are also dentistry's experts in the treatment of oral inflammation and receive three additional years of specialized training following dental school. Periodontics is one of the nine dental specialties recognized by the American Dental Association. The Academy's purpose is to advance the periodontal and general health of the public and promote excellence in the practice of periodontics.

Categories
- Active (3,721): Periodontists licensed to practice in the United States
- Associate (135): Dentists interested in periodontology
- Student (742): Dentists enrolled in an ADA-approved periodontal program or in practice less than three years
- International (1,874): Dentists residing outside of the United States who are interested in periodontology
- Life – Active (1,046): Those age 65 or older who have been an Active member in good standing in the Academy for at least 25 consecutive years, or were a Life-Voting member prior to September 26, 2002; may still practice
- Retired (670): Members of any dues-paying category who are completely retired from practice

Characteristics
- 82% of members are male
- 77% are engaged in private practice
International Members
86 countries are represented by our membership. The international countries with the largest membership are shown below.

<table>
<thead>
<tr>
<th>Country</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>21%</td>
</tr>
<tr>
<td>Canada</td>
<td>18%</td>
</tr>
<tr>
<td>Germany</td>
<td>6%</td>
</tr>
<tr>
<td>Italy</td>
<td>6%</td>
</tr>
<tr>
<td>Australia</td>
<td>5%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>5%</td>
</tr>
<tr>
<td>Brazil</td>
<td>4%</td>
</tr>
<tr>
<td>France</td>
<td>4%</td>
</tr>
<tr>
<td>Great Britain</td>
<td>4%</td>
</tr>
</tbody>
</table>

Practice Size
About 40% of respondents to the Academy’s most recent Practice Profile Survey report that they expanded or increased the size of their practice over the past three years. Nearly 40% say that they plan to expand or increase the size of their practice over the next three years.

Main Reasons for Joining AAP

International Members
- 94% join AAP for the Journal of Periodontology
- 84% join AAP for the conferences and meetings

Associate Members
- 70% join AAP for the Journal of Periodontology
- 70% join AAP for the conferences and meetings
- 88% have a strong interest in periodontics

Exhibits
95.9% of all respondents typically attend the exhibits at AAP meetings

District Representation

District 1*: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, Province of Quebec and the Maritime Provinces of Canada

District 2: Delaware, District of Columbia, Maryland, Pennsylvania, West Virginia and the following cities and counties of the State of Virginia- Alexandria, Falls Church, Fairfax City, Vienna, Arlington County and Loudon County.

District 3: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Virginia with the exceptions of the following cities and counties; Alexandria, Falls Church, Fairfax City, Vienna, Arlington County and Loudon, Guam and the Virgin Islands.

District 4*: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, North Dakota, Ohio, South Dakota, Wisconsin, Provinces of Ontario and Manitoba.

District 5: Arkansas, Colorado, Louisiana, Nebraska, Oklahoma, Puerto Rico, and Texas


District 7: New Jersey and New York

District 8: Federal Dental Services. Employment of the Federal Government including all branches of federal services, both civilian and military.

* Includes provinces for Active members residing in Canada.
# The American Academy of Periodontology

## 2016-20 ANNUAL CORPORATE SUPPORT

### YEAR-ROUND BENEFITS

<table>
<thead>
<tr>
<th>AAP CORPORATE RECOGNITION LEVELS + BENEFITS</th>
<th>SIGNATURE DIAMOND</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000+ Annual Support and $1 Million+ Lifetime Value*</td>
<td>$100,000 or more*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Signature Benefits
- Exclusive Host of one (1) Board of Trustee Dinner ✓
- Acknowledgment in Membership Directory Letter from the President ✓
- Primary recognition on AAP website ✓
- Acknowledgment in four (4) issues of Periospectives AAP quarterly magazine ✓

### Year-Round Benefits
- Privileged access to the AAP Board President, and Officers, as available ✓ ✓
- Opportunity to create custom partnerships ✓ ✓
- Custom survey question(s) in periodic membership survey ✓ ✓
- One (1) complimentary subscription to the Journal of Periodontology ✓ ✓ ✓ ✓
- Opportunity to align with prestigious multi-year science initiatives ✓ ✓ ✓ ✓ ✓ ✓
- One (1) Priority Point for every $10,000 in AAP sponsorship** ✓ ✓ ✓ ✓ ✓ ✓ ✓
- AAP lapel pin(s) to showcase partnership ✓ ✓ ✓ ✓ ✓ ✓ ✓

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* Diamond, Platinum, Gold, Silver and Bronze levels are determined by annual corporate sponsorship of AAP initiatives. The Signature Diamond level is earned by reaching an investment of more than $1 Million and demonstrating an unparalleled long-term commitment to the AAP.

**One priority point earned for each $10,000 in sponsorship. Contract must be signed and returned by May 31, 2016 for 2017 exhibitor ranking. Points may be earned for contracts signed and returned June 1, 2016 or after but will not qualify for 2017 exhibitor ranking.
# Annual Meeting Benefits

<table>
<thead>
<tr>
<th>AAP Corporate Recognition Levels + Benefits</th>
<th>Signature Diamond (≥$100,000 Annual Support and ≥$1 Million Lifetime Value)</th>
<th>Diamond (≥$100,000 or more)</th>
<th>Platinum (≥$50,000–$99,999)</th>
<th>Gold (≥$25,000–$49,999)</th>
<th>Silver (≥$10,000–$24,999)</th>
<th>Bronze (≥$1,000–$9,999)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Meeting Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special acknowledgment from the Podium at the Annual Meeting</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on screen at the AAP Annual Meeting Opening General Session during Presidential Address</td>
<td>✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Industry Relations Registrations</td>
<td>4 2 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority 10 room block at AAP headquarters hotel</td>
<td>✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority room block at an AAP hotel</td>
<td></td>
<td>✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority access to Corporate Forum slots</td>
<td>1st Right of Refusal</td>
<td>1st Right of Refusal</td>
<td>2nd Right of Refusal</td>
<td>3rd Right of Refusal</td>
<td>4th Right of Refusal</td>
<td>5th Right of Refusal</td>
</tr>
<tr>
<td>Tote bag insert (must be approved in advance by AAP)</td>
<td>✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition as Annual Meeting sponsor in <em>Perspectives</em> AAP quarterly magazine</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on the AAP member website and hyperlink to sponsor website</td>
<td>✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on the AAP member website</td>
<td></td>
<td>✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary copy of pre-registration and post-registration attendee lists</td>
<td>✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary copy of pre-registration attendee mailing list</td>
<td></td>
<td>✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Sponsor ribbons with sponsorship level noted</td>
<td></td>
<td>✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgment in advance and on-site program</td>
<td></td>
<td>✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on on-site signage at Annual Meeting</td>
<td></td>
<td>✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easel-top acknowledgment signage for booth</td>
<td>5 4 3 2 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*US Dollars. Support levels do not include the production cost of sponsored items including lanyards, tote bags, notebooks, pens, or personalized hospitality items, etc. approved in advance by the AAP. Production and associated costs such as shipping are the sole responsibility of the corporate supporter.

**One priority point earned for each $10,000 in sponsorship. Contract must be signed and returned by May 31, 2016 for 2017 exhibitor ranking. Points may be earned for contracts signed and returned June 1, 2016 or after but will not qualify for 2017 exhibitor ranking.
The American Academy of Periodontology
2016 ANNUAL CORPORATE SUPPORT
POINT SYSTEM

AAP ANNUAL MEETING SUPPORT
Exhibit Participation
• 1 Point for Annual Meeting exhibition participation
• 1 Point for each 10’ x 10’ booth unit rented at an Annual Meeting
Sponsorship
• 1 Point for every $10,000 spent for Annual Meeting sponsorships
Membership
• 1 Point for every $10,000 spent in support of travel scholarships for new and international Members
• 1 Point for every $10,000 spent in support of registration scholarships for new and international Members

AAP SPECIAL INITIATIVE SUPPORT
Science
• 1 Point for every $10,000 spent in support of the AAP Science Agenda including:
  ➢ World Workshop on Periodontal Disease Classification
  ➢ Best Evidence Consensus
  ➢ Consensus Workshop
  ➢ Updating AAP Scientific Assets
Education
• 1 Point for every $10,000 spent in support of AAP continuing education programs including:
  ➢ Regional Year-Round Continuing Education
  ➢ Insurance Workshops

AAP ADVERTISING SUPPORT
• 1 Point for $10,000 - $19,999 advertising dollars spent in an AAP publication between September 1, 2015 - March 31, 2016
• 2 Points for $20,000 and over advertising dollars spent in an AAP publication between September 1, 2015 - March 31, 2016

AAPF SUPPORT
• 1 Point for every $50,000 pledged to the AAP Foundation
• 1 Point for each year of payment to the AAP Foundation

In the event of a company merger/acquisition, only the higher priority point total of the two merging companies will be recognized for corporate sponsorship points. Merging companies may not combine their priority points to achieve a higher corporate sponsor ranking. This procedure permits the new company to retain the higher priority point ranking. Sponsoring companies must follow the Priority Point deadline of May 31, 2016 with signed sponsorship contracts.
## Opportunities at a Glance *(Availability as of April 13, 2016)*

### MEMBERSHIP

#### LEADERSHIP DEVELOPMENT PROGRAM

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Exclusive support</th>
<th>Non-exclusive support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pilot Program for AAP Members</td>
<td>$100,000</td>
<td>$25,000 each for 4 sponsors</td>
</tr>
<tr>
<td><strong>SOLD: 1 @ 25,000+</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### MEMBERSHIP DIRECTORY (2017)

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Exclusive support</th>
<th>Non-exclusive support</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Covers and Tabs</td>
<td>$75,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>Front Inside Cover and Back Cover (Inside Back Cover and Tabs available to non-exclusive sponsors)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Sponsorship</td>
<td></td>
<td>$10,000 each for 5 sponsors</td>
</tr>
</tbody>
</table>

### SCIENCE

#### BEST EVIDENCE CONSENSUS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Lead sponsors:</th>
<th>Supporting sponsors:</th>
<th>Sponsors:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cone Beam Computed Tomography</td>
<td>$50,000</td>
<td>$25,000</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>SOLD: 1 @ $25,000</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lasers</td>
<td>$50,000</td>
<td>$25,000</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>SOLD: 1 @ $25,000</strong></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

### WORLD WORKSHOP ON THE CLASSIFICATION OF PERIODONTAL AND PERI-IMPLANT DISEASES AND CONDITIONS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Lead sponsors:</th>
<th>Supporting sponsors:</th>
<th>Sponsors:</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Workshop and Publication</td>
<td>$100,000</td>
<td>$50,000</td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>SOLD: 2 @ $100,000</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1 @ $ 50,000</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CONSENSUS WORKSHOP

<table>
<thead>
<tr>
<th>Topic</th>
<th>Lead sponsors:</th>
<th>Supporting sponsors:</th>
<th>Sponsors:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consensus Workshop and Publication</td>
<td>$100,000</td>
<td>$50,000</td>
<td>$25,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Opportunities at a Glance *(Availability as of April 13, 2016)*

**EDUCATION**

**REGIONAL CONTINUING EDUCATION PROGRAMS**

Information will be available in Summer 2016

**INSURANCE WORKSHOPS**

Series of 8 Dental and Medical Workshops and Annual Meeting Workshops

Exclusive support: $10,000

**AAP ANNUAL MEETING**

**Advertising**

**Advance Program**

- Full Page Inside Front Cover Ad
  - Exclusive support: $16,500
- Full Page Inside Back Cover Ad
  - Exclusive support: $16,500

**SOLD**

- ¾ Page Back Cover Ad
  - Exclusive support: $16,500

**On-Site Program**

**SOLD**

- Inside Front Cover Ad
  - Exclusive support: $16,500
- Inside Back Cover Ad
  - Exclusive support: $16,500
- Back Cover Ad
  - Exclusive support: $16,500

**SOLD:**

- Section Tabs
  - Exclusive support: $38,500
  - Up to 7 Non-competing supporters: $5,500 each

**Academy Awards**

- Distinguished Service
  - Exclusive support: $3,000
- Distinguished Scientist
  - Exclusive support: $3,000
- Gold Medal
  - Exclusive support: $7,500

**SOLD**

- Master Clinician
  - Exclusive support: $7,500
- Special Citations
  - Exclusive support: $1,500
- Dental Student Award for Achievement in Periodontology
  - Exclusive support: $7,500

**SOLD**

- Clinical Research
  - Exclusive support: $5,000
- R. Earl Robinson
  - Exclusive support: $2,000

**SOLD**

- Outstanding Periodontal Educator
  - Exclusive support: $7,500
- Humanitarian
  - Exclusive support: $2,500

**Competitions**

- Balint Orban Memorial Competition
  - Exclusive support: $20,000
- Research Forum Poster Session & Competition
  - Non-Exclusive support: $20,000

**Corporate Forums**

**SOLD:**

- Custom Corporate Forum (8)
  - Non-Exclusive support: $20,000
- Standard Corporate Forum (8)
  - Non-Exclusive support: $10,000
## Opportunities at a Glance *(Availability as of April 13, 2016)*

### AAP ANNUAL MEETING (continued)

<table>
<thead>
<tr>
<th>Category</th>
<th>Event Description</th>
<th>Exclusive support</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dental Hygiene</strong></td>
<td><strong>SOLD</strong> Dental Hygiene Symposium</td>
<td>Exclusive support: $20,000</td>
<td>28</td>
</tr>
<tr>
<td><strong>Dental Hygiene</strong></td>
<td><strong>SOLD</strong> Dental Hygiene Lunch</td>
<td>Exclusive support: $20,000</td>
<td>28</td>
</tr>
<tr>
<td><strong>Doctoral: Pre- and Postdoctoral</strong></td>
<td><strong>SOLD</strong> Postdoctoral Directors Organization Business Meeting</td>
<td>Exclusive support: $20,000</td>
<td>29</td>
</tr>
<tr>
<td><strong>Doctoral: Pre- and Postdoctoral</strong></td>
<td><strong>SOLD</strong> Postdoctoral Directors Organization Business Meeting</td>
<td>Exclusive support: $20,000</td>
<td>30</td>
</tr>
<tr>
<td><strong>Doctoral: Pre- and Postdoctoral</strong></td>
<td><strong>SOLD</strong> Predoctoral Educators Workshop</td>
<td>Exclusive support: $20,000</td>
<td>31</td>
</tr>
<tr>
<td><strong>Doctoral: Pre- and Postdoctoral</strong></td>
<td><strong>SOLD</strong> Predoctoral Directors Organization Business Meeting</td>
<td>Exclusive support: $20,000</td>
<td>32</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td><strong>SOLD</strong> Opening General Session</td>
<td>Exclusive support: $50,000</td>
<td>33</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td><strong>SOLD:2</strong> General Sessions (3)</td>
<td>Exclusive support: $15,000 each</td>
<td>33</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td><strong>SOLD</strong> Opening General Session</td>
<td>Exclusive support: $15,000 each</td>
<td>33</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td><strong>SOLD</strong> Student-Focused Session</td>
<td>Non-Exclusive support: $15,000 each</td>
<td>35</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td><strong>SOLD</strong> Speaker Ready Room</td>
<td>Non-Exclusive support: $5,000</td>
<td>35</td>
</tr>
<tr>
<td><strong>Exhibit Hall</strong></td>
<td><strong>SOLD</strong> CE Pavilions</td>
<td>Non-Exclusive support: $6,000; $10,000</td>
<td>36</td>
</tr>
<tr>
<td><strong>Exhibit Hall</strong></td>
<td><strong>SOLD</strong> Exhibitor Lounge</td>
<td>Exclusive support: $5,000</td>
<td>36</td>
</tr>
<tr>
<td><strong>Headquarters Hotel</strong></td>
<td><strong>SOLD</strong> HQ Hotel Key Card</td>
<td>Exclusive support: $10,000</td>
<td>37</td>
</tr>
<tr>
<td><strong>Headquarters Hotel</strong></td>
<td><strong>SOLD</strong> HQ Hotel Registration Desk</td>
<td>Exclusive support: $10,000</td>
<td>37</td>
</tr>
<tr>
<td><strong>Headquarters Hotel</strong></td>
<td><strong>SOLD</strong> HQ Hotel TV Channel Rental</td>
<td>Exclusive support: $5,000</td>
<td>37</td>
</tr>
<tr>
<td><strong>Information Booth</strong></td>
<td><strong>SOLD</strong></td>
<td>Exclusive support: $7,500</td>
<td>38</td>
</tr>
<tr>
<td><strong>Receptions</strong></td>
<td><strong>SOLD</strong> International Member Reception</td>
<td>Exclusive support: $60,000</td>
<td>39</td>
</tr>
<tr>
<td><strong>Receptions</strong></td>
<td><strong>SOLD:1</strong> Past President’s Reception</td>
<td>Non-Exclusive support: $5,000</td>
<td>39</td>
</tr>
<tr>
<td><strong>Receptions</strong></td>
<td><strong>SOLD</strong> President’s Reception</td>
<td>Non-Exclusive support: $5,000</td>
<td>40</td>
</tr>
<tr>
<td><strong>Receptions</strong></td>
<td><strong>SOLD</strong> Student Member Reception</td>
<td>Non-Exclusive support: $20,000</td>
<td>40</td>
</tr>
<tr>
<td><strong>Receptions</strong></td>
<td><strong>SOLD</strong> Welcome Reception</td>
<td>Non-Exclusive support: $20,000</td>
<td>40</td>
</tr>
<tr>
<td><strong>Receptions</strong></td>
<td><strong>SOLD</strong> Drink Tickets</td>
<td>Exclusive support: $10,000</td>
<td>39</td>
</tr>
<tr>
<td><strong>Receptions</strong></td>
<td><strong>SOLD:1</strong> Food Stations</td>
<td>Up to 2 supporters: $10,000 each</td>
<td>41</td>
</tr>
<tr>
<td><strong>Receptions</strong></td>
<td></td>
<td>Exclusive support: $10,000</td>
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<tr>
<td><strong>Registration Essentials</strong></td>
<td><strong>SOLD</strong> Annual Meeting Registration Area</td>
<td>Exclusive support: $15,000</td>
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<tr>
<td><strong>Registration Essentials</strong></td>
<td><strong>SOLD</strong> Badge Lanyards</td>
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<tr>
<td><strong>Registration Essentials</strong></td>
<td><strong>SOLD</strong> Notepads and Pens</td>
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<tr>
<td><strong>Registration Essentials</strong></td>
<td><strong>SOLD</strong> Tote Bags</td>
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</tbody>
</table>

*One additional priority point awarded for production costs*
Opportunities at a Glance *(Availability as of April 13, 2016)*

### AAP ANNUAL MEETING (continued)

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Support Type</th>
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<th>Page</th>
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<tbody>
<tr>
<td>Scholarships and Travel Grants for New and Int. Members</td>
<td>Non-exclusive support:</td>
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<tr>
<td>Registration Scholarships</td>
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<tr>
<td>Travel Grants</td>
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<td>Specialized Signage</td>
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<td>Banners</td>
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<td>Elevator Clings</td>
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<td>Escalator Clings</td>
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<tr>
<td>Technology</td>
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<tr>
<td>Charging Station(s)</td>
<td>Non-exclusive support:</td>
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</tr>
<tr>
<td>Charging Lounge</td>
<td>Exclusive support:</td>
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</tr>
<tr>
<td>Mobile App</td>
<td>Exclusive support:</td>
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<td>44</td>
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### CORRESPONDING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Corresponding Opportunities</th>
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<tr>
<td>American Academy of Periodontology Foundation</td>
<td>46</td>
</tr>
<tr>
<td>Advertising</td>
<td>46</td>
</tr>
<tr>
<td>Annual Meeting Exhibits</td>
<td>47</td>
</tr>
</tbody>
</table>
AAP 2016-20 CORPORATE SUPPORT OPPORTUNITIES

MEMBERSHIP

LEADERSHIP DEVELOPMENT PROGRAM

The AAP will establish a Leadership Development Program (LDP) to provide increased value to its membership. The goal of the LDP is to create a pipeline of skilled leaders, within the membership, to fill leadership roles vital to AAP’s future. The LDP will be piloted with the AAP Board of Trustees in 2016 and launched to our full membership in 2017. This opportunity provides unique access to the AAP Board of Trustees and the rising leaders within the AAP.

Acknowledgment

$100,000 Level (Exclusive Support)

- Select up to four (4) executives to participate side-by-side with the AAP Board of Trustees.
- Exclusive corporate recognition on all advance and on-site materials including website and print materials.
- On-site signage.
- Verbal recognition by the Leadership Development Program Taskforce.
- First right of refusal for exclusive sponsorship for AAP membership roll-out in 2017.
- Diamond level AAP sponsorship for the 2016 membership year.

$25,000 Level (Co-Sponsor Support)

- Select up to one (1) executive to participate side-by-side with the AAP Board of Trustees.
- Exclusive corporate recognition on all advance and on-site materials including website and print materials.
- On-site signage.
- Verbal recognition by the Leadership Development Program Taskforce.
- Gold level AAP sponsorship for the 2016 membership year.

FOR 2017: AAP MEMBERSHIP DIRECTORY

The AAP Membership Directory is one of our members’ greatest assets. Published once a year and not available to non-members, the AAP Membership Directory will be one of the most desired sponsorship properties offered by the AAP each year.

Acknowledgment

$75,000 Level (Exclusive Support for Single Sponsor)

- All Covers
- All Tabs
- 2016 Membership List: Names and addresses in Excel Worksheet

$50,000 Level (Prominent Support for Single Sponsor)

- Front Inside Cover
- Back Cover (Inside Back Cover and Tabs available to non-exclusive sponsors)
- 2016 Membership List: Names and addresses in Excel Worksheet

$10,000 Level (General Support for up to 4 (four) Sponsors)

- Logo listing in alphabetical order on Recognition Page
- 2016 Membership List: Names and addresses in Excel Worksheet
AAP 2016-20 CORPORATE SUPPORT OPPORTUNITIES

SCIENCE

BEST EVIDENCE CONSENSUS

The BEC model is a new approach to scientific consensus, developed and vetted by the Journal of Periodontology editorial board and other key thought leaders. This model is used to address specific questions of clinical importance for which there is insufficient evidence to develop a definitive answer based on current evidence. The question should be one that clinicians routinely must answer in spite of the inability to provide a definitive evidence-based conclusion. For the BEC model to be used, there should be a critical mass of lower-level evidence, but insufficient moderate- to high-quality evidence to support definitive conclusions from a systematic review and meta-analysis.

The consensus will provide a "clinical bottom line" as guidance for the profession about how to handle certain clinical scenarios, given the best evidence available at the time of the BEC.

- The BEC will have three published proceedings:
  - Review paper, to be published in Clinical Advances in Periodontics, which reviews the available literature and provides a "clinical bottom line." Patient Reported Outcomes should also be considered.
  - Consensus paper, to be published in Clinical Advances in Periodontics, which provides a summary of the group’s consensus based on the review paper and expert opinion.
  - Basic science companion paper, to be published in the Journal of Periodontology, which would provide the reader with a basic science and technology background of the BEC topic. This would include an understanding of the science behind the BEC as well as a thorough proof of concept, given the lack of published literature.

- There are two BECs currently planned:
  - Cone Beam Computed Tomography (CBCT): The co-chairs are George Mandelaris and Todd Scheyer.
  - Lasers: The co-chairs are Mike Mills and Paul Rosen.

The opportunity for participation and acknowledgment will include the following benefits with the value based on the level of financial support: 1) Corporate representation at a scheduled social activity/meal function; 2) Acknowledgment in pre-, on-site, and post-BEC promotional materials; 3) Hardcopy reprints of publications; 4) Logo on signage in descending sponsor order at entrance of meeting room; and 5) Acknowledgment from the podium at the 2017 BEC session moderated by BEC chairs to be held at the 2017 AAP Annual Meeting.

Acknowledgment

Lead Sponsor(s): $50,000

Benefits to be included at the Lead Sponsor Level are:

1. Opportunity for up to 4 representatives to participate in the social activity/meal function.
2. Prestige acknowledgment placement in promotional materials and publications:
   - On-site BEC workshop materials
   - Mention of sponsor support in Clinical Advances in Periodontics and Journal of Periodontology
   - On perio.org
   - Public relations materials related to the BEC and proceedings
3. 125 Hardcopy reprints.
4. Prestige logo placement on signage at entrance of meeting room.
5. Prestige acknowledgment from the podium at the 2017 BEC Session moderated by BEC chairs to be held at the 2017 AAP Annual Meeting.
Supporting Sponsor(s): $25,000
Benefits to be included at the Supporting Sponsor Level are:
1. Opportunity for up to 2 representatives to participate in the social activity/meal function.
2. Priority acknowledgment placement in promotional materials and publications:
   - On-site BEC workshop materials
   - Mention of sponsor support in *Clinical Advances in Periodontics* and *Journal of Periodontology*
   - On perio.org
   - Public relations materials related to the BEC and proceedings
3. 75 Hardcopy reprints.
4. Priority logo placement on signage at entrance of meeting room.
5. Priority acknowledgment from the podium at the 2017 BEC Session moderated by BEC chairs to be held at the 2017 AAP Annual Meeting.

Sponsor(s): $15,000
Benefits to be included at the Sponsor Level are:
1. Opportunity for up to 1 representative to participate in the social activity/meal function.
2. Acknowledgment placement in promotional materials and publications:
   - On-site BEC workshop materials
   - Mention of sponsor support in *Clinical Advances in Periodontics* and *Journal of Periodontology*
   - On perio.org
   - Public relations materials related to the BEC and proceedings
3. 25 Hardcopy reprints.
4. Logo placement on signage at entrance of meeting room.
5. Acknowledgment from the podium at the 2017 BEC Session moderated by BEC chairs to be held at the 2017 AAP Annual Meeting.
WORLD WORKSHOP ON THE CLASSIFICATION OF PERIODONTAL AND PERI-IMPLANT DISEASES AND CONDITIONS

The American Academy of Periodontology (AAP) and the European Federation of Periodontology (EFP) will convene a jointly organized World Workshop on the Classification of Periodontal and Peri-Implant Diseases and Conditions targeted for November 2017 in Chicago. This World Workshop will bring together many of the world experts in periodontology to reexamine the classification of periodontal and implant diseases. The last update was in 1999 and much has changed since that time.

This World Workshop, through its experts, is intended to capture current evidence, look at the updated science and its gaps, create consensus statements, and publish and disseminate papers that strengthen the body of knowledge of periodontal disease and implant disease diagnosis.

Organizing Committee

Chairs
Jack G. Caton, Co-Chair, AAP
Soren Jepsen, Co-Chair, EFP
Panos N. Papapanou, Co-Chair, AAP
Mariano Sanz, Co-Chair, EFP

Committee
Gary C. Armitage, AAP
Tord Berglundh, EFP
Iain Chapple, EFP
Brian L. Mealey, AAP

Journal Editors
Ken Kornman, Journal of Periodontology, AAP
Maurizio Tonetti, Journal of Clinical Periodontology, EFP

Highlights
- Four working groups will discuss gingival diseases, periodontitis, periodontal manifestation on of systemic disease and peri-implant diseases. Each group will be looking at the case definitions and diagnostic considerations for appropriate diseases.
- Thirteen (13) review papers will be authored, four (4) clinical translation papers, and four (4) consensus reports will be created.
- The Workshop will bring together up to 100 experts from around the world to confirm the findings of the systematic reviews and achieve consensus.
- All outputs of the Workshop and accompanying papers will be published jointly in the Journal of Periodontology and Journal of Clinical Periodontology in early 2018.
- A comprehensive marketing and communication strategy will be executed in 2018 to promote the findings and elevate the revised classification to key stakeholders.

The opportunity for participation and acknowledgment will include the following benefits with the value based on the level of financial support: 1) Corporate representation: a) during plenary sessions, and b) in scheduled sponsor activities including social activities and meal functions; 2) Acknowledgment in pre-, on-site, and post-workshop promotional materials including full-page ad in journals; 3) Hardcopy reprints of supplement; 4) Privileged access to the electronic version of the proceedings; 5) Logo on screen in descending sponsor order displayed during non-program times; 6) Attendee list (electronic); 7) Acknowledgment from the podium by Workshop chairs; and, 8) Meeting between AAP and EFP key leaders to discuss a road map for the future and how to leverage the findings of the Workshop.
Acknowledgment

Lead Sponsor(s): $100,000

Benefits to be included at the Lead Sponsor Level are:

1. Opportunity for 4 representatives to attend plenary session discussions of the Workshop (attendance in Working Group deliberations is not permitted); up to 6 representatives to participate in social activities and meal functions.
2. Prestige acknowledgment placement in promotional materials and publications:
   - On-site workshop materials
   - Mention of sponsor support on title page in *Journal of Periodontology* supplement and *Clinical Advances in Periodontics* issue
   - On perio.org
   - Public relations materials related to the Workshop and proceedings
   - Dedicated full-page ad in JOP supplement
3. 500 Hardcopy reprints of the supplement.
4. Privileged access to electronic version of the Workshop proceedings for promotion to corporation’s professional network and other constituents.
5. Logo on screen displayed during non-program times (morning, breaks, lunch).
6. Attendee list (electronic).
7. Priority acknowledgment from the podium by Workshop chairs at Workshop kick-off.
8. Meeting between the Workshop key leaders and corporate representatives to discuss road map for the future and how to leverage the findings of the Workshop.

Supporting Sponsor(s): $50,000

Benefits to be included at the Supporting Sponsor Level are:

1. Opportunity for 1 representative to attend plenary session discussions of the Workshop (attendance in Working Group deliberations is not permitted); up to 2 representatives to participate in social activities and meal functions.
2. Priority acknowledgment placement in promotional materials and publications:
   - On-site workshop materials
   - Mention of sponsor support on title page in *Journal of Periodontology* supplement and *Clinical Advances in Periodontics* issue
   - On perio.org
   - Public relations materials related to the Workshop and proceedings
   - Dedicated half-page ad in JOP supplement
3. 125 Hardcopy reprints of the supplement.
4. Access to electronic version of the Workshop proceedings for promotion to corporation’s professional network and other constituents.
5. Logo on screen displayed during non-program times (morning, breaks, lunch).
6. Attendee list (electronic).
7. Acknowledgment from the podium by Workshop chairs at Workshop kick-off.
8. One hour meeting between the Workshop key leaders and corporate representatives to discuss road map for the future and how to leverage the findings of the Workshop.
**Sponsor(s):** $25,000

Benefits to be included at the Sponsor Level are:

1. Opportunity for 1 representative to participate in social activities and meal functions.
2. Acknowledgment placement in promotional materials and publications:
   - On-site workshop materials
   - Mention of sponsor support on title page in *Journal of Periodontology* supplement and *Clinical Advances in Periodontics* issue
   - On perio.org
   - Public relations materials related to the Workshop and proceedings
   - Dedicated quarter-page ad in JOP supplement
3. 75 Hardcopy reprints of the supplement.
4. Access to electronic version of the Workshop proceedings for promotion to corporation’s professional network and other constituents.
5. Logo on screen displayed during non-program times (morning, breaks, lunch).
6. Attendee list (electronic).
7. Acknowledgment from the podium by Workshop chairs at Workshop kick-off.
This model has been the AAP’s go-to scientific consensus model.

- A consensus workshop requires a specifically defined topic, which can be supported with one or more systematic reviews, and potentially a meta-analysis, providing answers to focused questions on the topic and informing each workgroup’s discussion.
- The workshop will have the following published proceedings:
  - Review papers that answer specific questions about the topic, to be published in a *Journal of Periodontology* supplemental issue.
  - Consensus reports, based on discussion and expert opinion of the workshop participants, to be published in the *Journal of Periodontology* supplemental issue.
  - A clinical translation component may be considered, which will include example clinical cases and decision trees in order to provide valuable resources for the practicing periodontist. This will be published in *Clinical Advances in Periodontics*.
- The consensus workshop on dental implants is in the earliest planning stages. It is targeted to take place in 2019, and a focus has yet to be determined.
- The organizing committee has yet to be named, and the number of participants is yet to be determined.

The opportunity for participation and acknowledgment will include the following benefits with the value based on the level of financial support:  1) Corporate representation at a scheduled social activities/meal functions; 2) Acknowledgment in pre-, on-site, and post-Workshop promotional materials; 3) Hardcopy reprints of publications; 4) Logo on signage in descending sponsor order onsite; and 5) Acknowledgment from the podium at the 2020 Consensus Workshop session moderated by the chairs to be held at the 2020 AAP Annual Meeting.

**Acknowledgment**

Corporate support levels for participation and acknowledgment will be available in late 2016. For your budgeting purposes, we plan on offering opportunities at the $100,000, $50,000 and $25,000 levels.
AAP 2016-20 CORPORATE SUPPORT OPPORTUNITIES

EDUCATION

CONTINUING EDUCATION

YEAR-ROUND CONTINUING EDUCATION PROGRAMS
More information is forthcoming on the AAP’s year-round continuing education programs.

INSURANCE WORKSHOPS

Year-Round Insurance Workshops

The AAP is pleased to announce the Comprehensive Insurance Periodontology Workshops for 2016 that will be offered year-round as well as at our Annual Meeting.

Individual dental and medical insurance workshops have been scheduled to make the most of the members’ time with each type of medical or dental insurance procedure and to allow enough time for valuable Q&A.

The workshops will take place at the AAP office in Chicago on the dates listed below. The workshops are attended by up to 20 professionals from the periodontal and dental fields. This small by design format provides sponsors the opportunity to reach potential customers on an uncrowded platform.

- Tuesday, April 19 (Dental) and Wednesday, April 20 (Medical)
- Thursday, May 19 (Dental) and Friday, May 20 (Medical)
- Tuesday, June 14 (Dental) and Wednesday, June 15 (Medical)
- Thursday, August 4 (Dental) and Friday, August 5 (Medical)

Annual Meeting Insurance Workshops

The AAP is pleased to announce the Insurance Workshops to be featured at the AAP 2016 Annual Meeting. More details will be available in the Annual Meeting Advance Program.

Acknowledgment

Exclusive Sponsor: $10,000
- Acknowledgment of sponsor’s name (and logo) in advance and on-site materials, including marketing materials and website.
- On-site thank you signage with name (and logo) placed at entrance of Workshop session room.
- Informational take-away and ability to thank participants at attendee departure.
ANNUAL MEETING OF THE AMERICAN ACADEMY OF PERIODONTOLOGY

ADVERTISING

Audience: All Annual Meeting attendees and AAP Members

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.

Advance Program

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<td>front cover ad</td>
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<td>Advance Program full page inside back</td>
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<td>back cover ad</td>
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<tr>
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</tr>
<tr>
<td>On-Site Program ad: back</td>
<td>$16,500</td>
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Acknowledgment

- Actual ad in the program where it is reserved
- Acknowledgments in advance and on-site materials, including website, and on-site sponsor signage

ACADEMY AWARDS

Attendance at Awards Ceremony: 200-300 attendees

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

<table>
<thead>
<tr>
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<th>Value</th>
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<td>Distinguished Service Award</td>
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<tr>
<td>Distinguished Scientist Award</td>
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<tr>
<td>Gold Medal Award</td>
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<td>Master Clinician Award</td>
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<td>Special Citations Award</td>
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<td>Dental Student Award</td>
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<tr>
<td>Clinical Research Award</td>
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<tr>
<td>R. Earl Robinson Award</td>
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<tr>
<td>Outstanding Periodontal Educator Award</td>
<td>$7,500</td>
</tr>
<tr>
<td>Humanitarian Award</td>
<td>$2,500</td>
</tr>
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</table>
Acknowledgment
- Acknowledgments in advance and on-site materials, including website, online abstract manager, and session program.
- On-site signage listing winner of each award and the award’s sponsor.
- Verbal acknowledgment at the Awards Ceremony.
- Photographs with the finalists prior to the Awards Ceremony (4:30 - 5:30 PM)

DISTINGUISHED SERVICE AWARD
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.

DISTINGUISHED SCIENTIST AWARD
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.
GOLD MEDAL AWARD
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.
  - Contributions must have been made over a period of 25 years or more.
  - Services may include, but are not limited to, predoctoral or postdoctoral education committee activity, or continuing education or contributions to the literature.
  - 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.

MASTER CLINICIAN AWARD
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
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.
DENTAL STUDENT AWARD FOR ACHIEVEMENT IN PERIODONTOLOGY

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.

CLINICAL RESEARCH AWARD

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

**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.

OUTSTANDING PERIODONTAL EDUCATOR AWARD

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.
HUMANITARIAN AWARD

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.
BALINT ORBAN MEMORIAL COMPETITION
Attendance: 100-200; Primarily Academicians, Students, Military, and Researchers

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 postdoctoral periodontal 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.

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 in basic science and four in clinical science. All 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.

Acknowledgment
$25,000 Level
- Acknowledgments in advance and on-site materials, including website, online abstract manager, and session program.
- On-site signage placed at entrance of the Balint Orban Competition.
- Verbal acknowledgment at the Competition by the Chair of the Research Submissions Committee.
- Photographs with the finalists.
- Contact information of the finalists.
- Sponsor acknowledgment printed on any certificate provided to winners and participants.

Opportunities for Enhanced Corporate Support
$30,000 Level
In addition to the sponsorship acknowledgments at the $25,000 level:
- Increased cash award for winners ($1,000 for the basic and clinical science awards).
- One additional complimentary night of lodging for all finalists.

$35,000 Level
In addition to the sponsorship acknowledgments at the $30,000 level:
- Travel grants and Annual Meeting registration scholarships for finalists.
- Opportunity to host a lunch, dinner, or cocktail reception with the finalists at sponsor’s planning and expense.
RESEARCH FORUM POSTER SESSION AND COMPETITION

Attendance: Hundreds; a mixture of all meeting attendee demographics

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. In 2015, over 200 abstracts from 23 countries were submitted for consideration. 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.

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.

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

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.

Acknowledgment
$20,000 Level
- Acknowledgments in advance and on-site materials, including website, 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 acknowledgment printed in any certificate provided to winners and participants.
- Comments from podium during the announcement of winners.

Opportunities for Enhanced Sponsorship
$25,000 Level
In addition to the sponsorship acknowledgments at the $20,000 level:
- Increased cash award for winners ($500 award for Basic and Clinical Science award winners, $1,000 for Clinical Impact award).
- Complimentary meeting registration for 3 winners.
- Discounted meeting registration for 13 other finalists.

$30,000 Level
In addition to the sponsorship acknowledgments at the $25,000 level:
- Complimentary coffee break during finalist presentations for observers, as well as additional signage acknowledging sponsor.
- Complimentary meeting registration for all 16 finalists.
CORPORATE FORUMS

Attendance: Hundreds; Cross-section of all Meeting Attendee Demographics

Corporate Forums provide a platform for periodontal industry leaders 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.

CUSTOMIZABLE Corporate Forum
Custom Corporate Forums are two 45-minute sessions held Saturday, September 10 from 1:00 pm to 4:45 pm with 15 minutes in between sessions. These sessions sell out quickly, with priority given based on priority points. Only eight (8) opportunities are available. AAP will communicate with Corporate Forum sponsors based on Priority Points ranking for sponsor room selection. The sponsor is responsible for everything in the room: your room set-up and seating specifications, ordering audio visual equipment and any food and beverage you wish to serve. Guidelines for working with the venue event manager will be sent to you in advance, including a request for your room drawing.

Acknowledgment
$20,000 Level
- Acknowledgments in advance and on-site programs, AAP website 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. No Corporate Forum promotion distribution permitted anywhere.

STANDARD Corporate Forum
Standard Corporate Forums are one 45-minute session held Saturday, September 10 at 1:00 pm, 2:00 pm, 3:00 pm or 4:00 pm with 15 minutes in between each session. These rooms are ready to go and not customizable. Each of the two meeting rooms is outfitted with theater style seating for the maximum capacity, podium, podium microphone, wireless lavaliere microphone, laser pointer, LCD, screen, PC and MacBook laptops, and an AV technician to assist. Guidelines for working with the venue will be sent to you in advance, including a request for your room drawing.

These sessions are sold on a first-come, first-served basis and there are two rooms available. Only eight (8) opportunities are available. AAP will assign meeting rooms six weeks prior to the meeting. The room will be available for set-up and rehearsal in the morning. Set up for 1st session is 12:30 pm for the 1 pm sponsor and 15 minutes before the start time for the 2:00 pm, 3:00 pm and 4:00 pm sessions.

Acknowledgment
$10,000 Level
- Acknowledgments in advance and on-site programs, AAP website 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. No Corporate Forum promotion distribution permitted anywhere.
DENTAL HYGIENE SYMPOSIUM

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.

Moderator: Joanne Gaydos-Daniel, DDS, MDSD
Speaker: Jennifer Hirsch Doobrow, DMD, Regeneration
Speaker: John Sottosanti, DDS – Surgery vs. Non-Surgery
Speaker: Ann Spolarich, RDH, PhD – Etiology and Detection of Peri-Implant Disease

Acknowledgment
Exclusive Sponsor: $20,000
• Acknowledgments in advance and on-site programs, AAP website 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.

DENTAL HYGIENE SYMPOSIUM LUNCHEON

The Dental Hygiene Luncheon 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 luncheon sponsor. All dental hygiene registrants for the Annual Meeting and the Dental Hygiene Symposium are invited to this reception.

Acknowledgment
Exclusive Sponsor: $20,000
• Acknowledgments in advance and on-site programs, AAP website and sponsorship recognition signage at the meeting.
• Signage placed by AAP at the entrance to the luncheon venue. No other signs allowed.
• Podium time (5 minutes) during the reception for a sponsor representative.
POST AND PRE-DOCTORAL

POSTDOCTORAL EDUCATORS WORKSHOP

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

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

Acknowledgment

$20,000 Level

Sponsor will be acknowledged in the following contexts:

- Acknowledgment of sponsor (name) in advance and on-site materials, including preliminary program guide, individual invitations, website, Annual Meeting on-site program guide and workshop handouts.
- On-site signage thanking sponsor (name) placed at entrance of the Postdoctoral Educators Workshop.
- Verbal acknowledgment at the workshop by the Education Committee Chairperson.
- Photographs with the workshop speakers.

Opportunities for Enhanced Corporate Support

$25,000 Level

In addition to the sponsorship acknowledgments at the $20,000 level:

- Acknowledgment of sponsor name (and logo) in advance and on-site materials, including preliminary program guide, individual invitations, website, 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 acknowledgment sponsor name (and logo) on the workshop’s electronic presentation.

$30,000 Level

In addition to the sponsorship acknowledgments at the $25,000 level:

- Introductory comments from podium at the start of the workshop.
- A one-piece handout at the workshop.
POSTDOCTORAL DIRECTORS ORGANIZATION BUSINESS MEETING
Attendance: Approximately 55 periodontal graduate program directors

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

Acknowledgment
$20,000 Level
- Acknowledgment of sponsor (name) in advance and on-site materials, including preliminary program guide, individual invitations, website, 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 acknowledgment at the workshop by the Education Committee Chairperson.
- Photographs with the predoctoral directors and Education Committee members.

Opportunities for Enhanced Corporate Support
$25,000 Level
In addition to the sponsorship acknowledgments at the $20,000 level:
- Acknowledgment of sponsor’s name (and logo) in advance and on-site materials, including the preliminary program guide, individual invitations, website, 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 acknowledgment sponsor name (and logo) on the workshop’s electronic presentation.

$30,000 Level
In addition to the sponsorship acknowledgments at the $25,000 level:
- Introductory comments from podium at the start of the business meeting.
- A one-piece handout at the workshop.
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. This sponsorship reduces the cost of audio visual equipment and meeting room set up fees.

Acknowledgment
$20,000 Level
- Acknowledgment of sponsor (name) in advance and on-site materials, including preliminary program guide, individual invitations, website, 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 acknowledgment at the workshop by the Education Committee Chairperson.
- Photographs with the predoctoral directors and Education Committee members.

Opportunities for Enhanced Corporate Support
$25,000 Level
In addition to the sponsorship acknowledgments at the $20,000 level:
- Acknowledgment of sponsor’s name (and logo) in advance and on-site materials, including the preliminary program guide, individual invitations, website, 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 acknowledgment sponsor name (and logo) on the workshop’s electronic presentation.

$30,000 Level
In addition to the sponsorship acknowledgments at the $25,000 level:
- Introductory comments from podium at the start of the business meeting.
- A one-piece handout at the workshop.
PREDICTORAL EDUCATORS WORKSHOP

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

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

Acknowledgment

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

- Acknowledgment of sponsor (name) in advance 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 acknowledgment at the workshop by the Education Committee Chairperson.
- Photographs with the workshop speakers.

Opportunities for Enhanced Corporate Support

$25,000 Level
In addition to the sponsorship acknowledgments at the $20,000 level:

- Acknowledgment of sponsor’s name (and logo) in advance and on-site materials, including preliminary program guide, individual invitations, website, on-site program guide and workshop handouts.
- On-site signage thanking sponsor name (and logo) placed at entrance of the Predoctoral Educators Workshop.
- Written acknowledgment sponsor name (and logo) on the workshop’s electronic presentation.

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

- Introductory comments from podium at the start of the workshop.
- A one-piece handout at the workshop.
EDUCATION SESSIONS

OPENING GENERAL SESSION
Attendance: Approximately 2,500 - 3,000 attendees

The Opening General Session is the kick-off of the Annual Meeting. It has the largest attendance of any session and sets the tone for the entire meeting. This session also includes the Presidential address.

Details are forthcoming regarding our Annual Meeting Opening General Session keynote speaker.

Acknowledgment
$50,000 Level
- 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.
- Acknowledgments in advance and on-site programs, AAP website 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 AAP President.

GENERAL SESSIONS
Attendance: Approximately 1,000-1,500 attendees

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.

General sessions by education track include:

Treatment of Inflammatory Perio Diseases
Osseous Surgery: Opportunities Missed?

Implants
Pioneers of Osseointegration: Our 30+Year Retrospective Journey - Lessons Learned

Interdisciplinary Therapy
Development of a Team: The Power of Collaboration

Regeneration/Tissue Engineering
Emerging Technologies that Take Us Beyond Conventional Regenerative Strategies - What’s Next?

Acknowledgment
$15,000 Level per General Sessions
- Acknowledgments in advance and on-site programs, AAP website 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.
CONTINUING EDUCATION SESSIONS

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. Detailed information on the speakers and programs featured each day are available by request.

Continuing education sessions by education track include:

Treatment of Inflammatory Perio Diseases
- Changing Concepts in Periodontal Therapy (FCE)
- Lasers (FCE)
- Surgical Approaches in the Treatment of Peri-Implantitis (FCE)
- Surgical and Non-Surgical Periodontal Therapy - Learned and Unlearned Concepts (FCE)

Imaging and Emerging Technologies
- CBCT: Results of the Round Table (FCE)

Implants
- Implant Placement in Low Sinus Situations (CE)
- Provisionalization and Restoration of Dental Implants (FCE)
- The Art and Science of Immediate Implant Placement (CE)

Interdisciplinary Therapy
- Linking the Airway to Wear, Bruxism, TMD, and Periodontal Disease (FCE)
- Surgically-Facilitated Orthodontic Treatment: Expanded Indications (CE)
- Technical Pearls to Optimize the Perio-Restorative Interface (CTS)

Perio Plastic/Oral Reconstructive Surgery
- The Deficient Ridge: Options for Regeneration (FCE)
- Treatment Alternatives and the Gold Standard for Root Coverage (CE)

Perio-Systemic Relationships
- Pursuing Wellness in Our Periodontal Practices (CE)
- The Diabetes Epidemic: Role of the Periodontist in Managing this Population (FCE)

Practice Development and Management
- Management and Marketing for Success (FCE)

Regeneration/Tissue Engineering
- A Step-by-Step Approach in Managing Hard and Soft Tissue Defects (CTS)
- Stimulation of Periodontal Regeneration (FCE)
- Treatment of Intrabony Defects (FCE)

Acknowledgment
$7,500 Level per CE, CTS, and FCE Sessions
- Acknowledgments in advance and on-site programs, AAP website 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.
STUDENT-FOCUSED SESSION
Attendance: Approximately 150 – 200 periodontal residents and new periodontists

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.

This year’s student-focused session will include a boxed lunch segment at the top of the session during which sponsors will have a 10 minute opportunity to share their expertise on the session topic with attendees.

Acknowledgment
$15,000 Level for 3 non-exclusive sponsors
- Ten (10) minute presentation relevant to topic during boxed lunch segment of the program.
- Tabletop display in the rear of the meeting room.
- Acknowledgments in advance and on-site programs, AAP website and sponsorship recognition signage at the meeting.
- On-site signage thanking sponsor placed at entrance of the session.

SPEAKER READY ROOM
Attendance: 100-120

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 in the field of periodontology and 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.

Acknowledgment
Exclusive Sponsor: $5,000
- Acknowledgments in advance and on-site programs, AAP website 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.
EXHIBIT HALL

CONTINUING EDUCATION PAVILIONS
Attendance: 2,500 attendees who wish to track their CE

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.

Acknowledgment
$  6,000 Level (One location)
$10,000 Level (Two locations)

- Acknowledgments in advance and on-site programs, AAP website 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.

EXHIBITOR LOUNGE
Users: 2016 Annual Meeting Exhibitors, during exhibition days/hours

The Academy offers a private space for exhibitors to relax and to meet for select booth space for next year’s AAP annual meeting (Boston 2017, Vancouver 2018). Light refreshments will be served.

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

Acknowledgment
$5,000 Level

- Acknowledgments in advance and on-site programs, AAP website and sponsorship recognition signage at the meeting.
- Signage placed by AAP in the lounge. No other signs allowed.
HEADQUARTERS HOTEL

Users: Annual Session attendees at the Headquarters Hotel and all attendees who pass through the lobby

HOTEL GUEST KEY CARD

The Academy offers a unique opportunity to reach attendees staying at the headquarters hotel through sponsorship of the guest room key cards. The sponsor works direct with the provider in the production of key card. AAP must review the artwork before it goes into production.

Acknowledgment
$10,000 Level
- Branding on the key card
- Acknowledgments in advance and on-site programs, AAP website and sponsorship recognition signage at the meeting

HOTEL GUEST REGISTRATION DESK

Welcome attendees as they enter the Headquarters Hotel with your logo displayed near the headquarters hotel guest room check-in desk. Location depending on hotel venue.

Acknowledgment
$10,000 Level
- Branding near the hotel guest room check-in desk
- Acknowledgments in advance and on-site programs, AAP website and sponsorship recognition signage at the meeting

HOTEL TV CHANNEL RENTAL

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

Acknowledgment
$5,000 Level
- Your marketing message on the number of screens detailed for each opportunity.
- Acknowledgment of sponsor name (and logo) in advance and on-site materials, including preliminary program guide, AAP website, Annual Meeting on-site program guide.
INFORMATION BOOTH

Users: 2016 Annual Meeting Attendees

The AAP Annual Meeting Information Booth will be located inside the entrance to the Convention Center. Attendees will pass the Information Center each time they arrive and depart from the Annual Meeting as well as access throughout the day to ask questions about the meeting.

Acknowledgment
$7,500 Level
- Acknowledgments in advance and on-site programs, AAP website and sponsorship recognition signage at the meeting.
- Signage on-site at the booth.
INTERNATIONAL RECEPTION
Attendance: 150-300; International Academy Leaders, Clinicians, and Academicians

The Academy held its first International Attendee Reception during the 100th Anniversary Annual Meeting in 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.

The International Reception is an invitation only 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.

At this reception specifically for international attendees, the Academy and the reception sponsor 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.

Acknowledgment
Exclusive Sponsor: $60,000; $70,000 with $10,000 in travel scholarships for international attendees
- Welcome comments from podium by AAP President and 5 minutes for the sponsor.
- Corporate attendance (10 people) at reception.
- Acknowledgments in advance 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.

AAP PAST PRESIDENT’S RECEPTION
Attendance: Approximately 50 VIPs including AAP Past Presidents

The American Academy of Periodontology strives to retain the activity and recognition of its past leaders. This important reception provides a private opportunity for the AAP past presidents and current board members to connect before the annual meeting kicks off.

Acknowledgment
$5,000 Level
- On-site signage placed at entrance with sponsor’s name.
- Acknowledgment of sponsor in advance and on-site materials, individual invitations, and website.
- Sponsor staff are allowed to attend.
AAP PRESIDENT’S RECEPTION
Attendance: Approximately 50 VIPs (Held in the President’s Suite)

The American Academy of Periodontology strives to provide special access to the current AAP President and Officers of the Board of Trustees. This prominent reception provides a private opportunity for the AAP President, President Elect, and Key Opinion Leaders to discuss the future of periodontology.

Acknowledgment
$5,000 Level
- On-site signage placed at entrance with sponsor’s name.
- Acknowledgment of sponsor in advance and on-site materials, individual invitations, and website.
- Sponsor staff are allowed to attend.

STUDENT MEMBER RECEPTION
Attendance: Approximately 200

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.

This reception is an extraordinary networking opportunity for the students to meet new colleagues as well as reunite with fellow students attending prior AAP Annual Meetings.

Acknowledgment
Exclusive Sponsor: $20,000
- Tabletop display at the entrance to the reception.
- Acknowledgments in advance and on-site materials.
- On-site signage placed at reception entrance.
- Acknowledgment of sponsor in advance and on-site materials, individual invitations, and website.
- Sponsor staff allowed to attend.

WELCOME RECEPTION
Attendance: 2,500 Academy leaders, clinicians, and academicians; all attendees are invited

This year’s AAP Welcome Reception takes place in San Diego in the Exhibit Hall of the San Diego Convention Center. The Welcome Reception not a ticketed event and is open to all attendees including exhibitors and sponsors. Registration is included in the full meeting registration.

Drink Tickets $10,000 for a single sponsor
Food Stations $20,000 for a single sponsor; $10,000 each for two sponsors
Entertainment $10,000 for a single sponsor

Acknowledgment
- Acknowledgments in advance and on-site materials.
- On-site signage placed at entrance as well as inside the room.
- Verbal acknowledgment by AAP President at the pre-reception.
REGISTRATION ESSENTIALS

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

Registration is the gateway to the AAP Annual Meeting. Provide beverages with branded cocktail napkins and mini-snacks for attendees at an AAP designated station for attendees to enjoy as they officially register for the 2016 Annual Meeting and pick up their registration essentials.

Acknowledgment
Exclusive Sponsor: $15,000
- Recognition inside the AAP Registration area to be determined in advance by the AAP.
- Acknowledgments in advance and on-site programs, AAP website and sponsorship recognition signage at the meeting.

*Food and beverage are the logistical and financial responsibility of the corporate sponsor.

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

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.

All registration materials are prepared for on-site pick-up; no pre-mailings to attendees.

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.

<table>
<thead>
<tr>
<th>Badge Lanyards</th>
<th>Notepads &amp; Pens</th>
<th>Tote Bags</th>
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</thead>
<tbody>
<tr>
<td>$15,000</td>
<td>$15,000</td>
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*One additional priority point awarded for production costs. Additional non-exclusive sponsors have the sponsor right to insert branded product or information into the tote bags.

Acknowledgment
- Acknowledgments in advance and on-site programs, AAP website and sponsorship recognition signage at the meeting.
The Annual Meeting serves as the premier location to learn from periodontists by attending educational sessions and networking. Encouraging students and new periodontist members to attend who may not have the financial means to attend is important in advancing the mission of the AAP which is to "provide members the expertise and resources to enhance the evaluation and diagnosis of oral conditions, assessment of risk for future disease, and delivery of specialty periodontal non-surgical, surgical and medical care for our patients."

AAP ANNUAL MEETING REGISTRATION SCHOLARSHIPS
$500 Annual Meeting scholarship (open to students and new periodontist members)

AAP ANNUAL MEETING TRAVEL GRANTS
$1,000 Travel meeting scholarships (open to international student and international members)
SPECIALIZED SIGNAGE
Attendance: All Annual Meeting Attendees

The Convention Center 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 Convention Center 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 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.

To discuss specialized signage, please contact:
Bryn Reese
Director of Professional Relations
(312) 573-3206 (direct line)
Bryn@perio.org
CHARGING STATIONS and CHARGING LOUNGE
Users: Majority of the Annual Session attendees

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(s): Acknowledgment**

$10,000 Level
- Multiple opportunities may be available depending on venue
- Highly visible branding on the unit with seating
- Acknowledgments in advance and on-site programs, AAP website and sponsorship recognition signage at the meeting

**Charging Lounge: Acknowledgment**

$15,000 Level
- Branding on the unit with seating
- Acknowledgments in advance and on-site programs, AAP website and sponsorship recognition signage at the meeting

MOBILE APP
Users: Over Half of Annual Session Attendees

The Annual Meeting mobile app provides 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!
Acknowledgment
$25,000 Level
- Mobile App Splash page every time someone opens the app
- Mobile App promotions will show the mobile app splash page with your logo
- Acknowledgments in advance and on-site programs, AAP website 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 (September 11-13)

WIRELESS HOT SPOT
Users: Majority of the Annual Session attendees

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.

Acknowledgment
$15,000 Level
- 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.
- Acknowledgments in advance and on-site programs, AAP website and sponsorship recognition signage at the meeting.
AAP 2016-20 CORRESPONDING OPPORTUNITIES
AAP FOUNDATION, ADVERTISING AND EXHIBITS

AAP FOUNDATION
The mission of the American Academy of Periodontology Foundation is to improve the periodontal and general health of the public through increasing public and professional knowledge of periodontal diseases and their therapies, stimulating basic and clinical research to generate new knowledge, and enhancing educational programs at all levels to create opportunities in periodontal education and practice.

The AAP Foundation receives charitable donations from Corporate Partners in the form of pledges to the Foundation’s Endowment Fund and sponsorships of Foundation events, educational programs, silent auctions, and raffles.

For more information about the AAP Foundation, contact:
Robert A. Vitas, Executive Director
312-573-3256 (direct phone)
Bob@perio.org

AAP ADVERTISING

ADVERTISING IN THE JOURNAL OF PERIODONTOLOGY (JOP)
The Academy accepts display advertising in the Journal as a means of keeping our members informed of products and services related to periodontal care. The Journal is received by 7,000 AAP member subscribers and nearly 2,000 other paid subscribers, including general dentists, dental students, dental libraries, and research institutions in over 75 countries worldwide.

ADVERTISING IN CLINICAL ADVANCES IN PERIODONTICS (CAP)
The Academy’s online-only journal launched in May 2011. Available in a dynamic page-turning digital format, readers can download and print CAP articles; access videos, supplemental images, and abstracts or cited references via links within text; translate material into other languages; bookmark information and make own notations; and forward content to colleagues. Current Journal of Periodontology subscribers get free subscriptions to CAP. 12-time JOP advertisers get free ad pages in CAP, and 6-time JOP advertisers pay a small (10%) premium.

ADVERTISING IN PERIOSPECTIVES
The Academy’s Periospectives magazine is published four times per year to all Academy members and is hailed as a top member benefit. Winner of 6 publishing awards since its debut in 2010, Periospectives is the Academy’s main vehicle for communicating information about the association, the specialty, and its members.

SPONSORSHIP OF E-NEWSLETTERS
The AAP is now inviting companies to include their marketing message with important emails that are sent to ALL members of the AAP. Each of these opportunities offers the dental marketer the exclusive ability to reach approximately 9,000 members and subscribers 28 times a year with these ongoing email communications:
- Periospectives — 4 per year (quarterly)
- Journal of Periodontology/Clinical Advances in Periodontics — 12 per year (monthly)
- All-member e-newsletter (perio.org news) — 12 per year (monthly)

For more information about advertising with the AAP, go to: perio.org/resources-products/advertising
AAP ANNUAL MEETING EXHIBIT OPPORTUNITIES

Join us in San Diego, California, for the 102nd Annual Meeting of the American Academy of Periodontology in collaboration with the Japanese Society of Periodontology and Japanese Academy of Clinical Periodontology.

Reach leaders and decision makers at the most trusted industry event for Periodontics.

Whether your company is interested in strengthening relationships with current customers or meeting prospective customers, the AAP Annual Meeting Exhibition connects you with key purchasers and decision makers all under one roof.

Annual Meeting participants acquire new skills and techniques through continuing education opportunities, updates on current scientific research, and insight into the future of the profession.

All communications pertaining to exhibit space and general information should be directed to:

Marge Palonis, CEM
Exhibits Manager
312.573.3210 (direct phone)
312.573.3225 (fax)
Margery@perio.org

Annual Meeting Exhibits (perio.org/meetings/AM16-exhibitors)

FUTURE ANNUAL MEETINGS

**103rd Annual Meeting**
September 9-12, 2017
Boston, MA

**104th Annual Meeting**
October 27-30, 2018
Vancouver, BC, Canada