



American Academy of Periodontology 2023 Corporate Support Prospectus

Partnering with the AAP provides access to the global periodontal community and positions your brand in a meaningful and lasting way.



109th ANNUAL MEETING

November 9-12, 2023 | Austin

American Academy
of Periodontology



About the AAP

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.

The American Academy of Periodontology (AAP) is a 7,000+—member professional association for periodontists—specialists in the prevention, diagnosis, and treatment of diseases affecting the gums and supporting structures of the teeth as well as in the placement of dental implants. Periodontists receive three additional years of specialized training following dental school. Periodontics is one of the 12 dental specialties recognized by the American Dental Association.

Why Support the AAP?

The AAP is the only member organization in the United States exclusively representing the needs of periodontists. Your investment furthers the AAP's mission to champion optimal patient health and quality of life. The AAP Annual Meeting and other educational programming presents the opportunity to put your brand in front of thousands of periodontal professionals. The AAP's sponsorship opportunities are designed with your objectives and AAP members in mind. We understand that no two brands or experiences are the same, so our approach involves customizable packages with scalable pricing—something for every budget.

The AAP welcomes year-round and multi-year partnerships, which include sponsorship of the AAP 2023 Annual Meeting, specialized educational programming, scientific initiatives, and more. The following pages illustrate some of the ways the AAP can work with you to position your organization among AAP members and leaders in periodontology. The AAP encourages the exploration of innovative and exclusive opportunities that will promote your brand while advancing the field of periodontology.

Have other ideas? Let us know! We are always looking for new ways to customize our partner offerings to enhance your AAP experience with members and to increase your brand positioning and visibility. To learn more, contact Michelle Weil, Director of Professional Relations, at michellew@perio.org or 312-573-3253.



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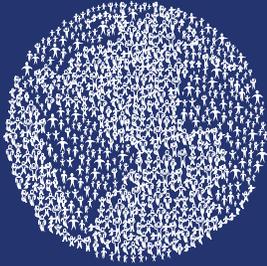
For 109 years, the AAP Annual Meeting has been the premier live-learning and networking event in periodontics. More than 3,500 attendees are expected to head to Austin to participate in continuing education opportunities, obtain updates on current scientific research, and network with periodontal professionals from around the world. Many will be arriving early or staying late to enjoy the Austin scene.

Visit am2023.perio.org for the latest meeting information, including the program schedule.



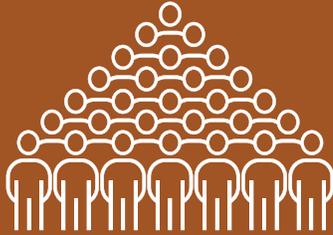
AAP By the Numbers

Where AAP Members Are From



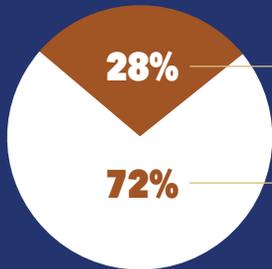
- 3,300+** Active members are licensed to practice periodontics in the U.S.
- 650+** Student members are currently enrolled in an accredited U.S. or Canadian periodontal residency program
- 1,200+** International members reside outside the U.S.
- 78** Countries represented with the top ten international countries being Japan, Canada, Taiwan, Italy, Australia, Germany, France, Greece, Mexico, and Saudi Arabia

Annual Meeting Professional Registrants



- 1,981** 2021 In-person, Miami Beach, FL
- 3,392** 2019 In-person, Chicago, IL
- 2,481** 2020 Virtual
- 2,527** 2018 In-person, Vancouver, BC, Canada

Member Demographics



AAP members are female

AAP members are male



33%
of AAP members
are sole proprietors

Social Media Engagement - Join the Conversation!



10,100+
LinkedIn followers



77,300+
Unique website views per month



24,300+
Facebook followers



6,400+
Instagram followers

2023 AAP Corporate Support Benefits



Signature
Diamond



Diamond



Platinum



Gold



Silver



Bronze

Year-Round Benefits at-a-Glance	Signature Diamond	Diamond	Platinum	Gold	Silver	Bronze
Acknowledgment in four (4) issues of <i>Periospectives</i> magazine	✓					
Access to the AAP president and officers, as available	✓	✓				
Logo on the AAP website	✓	✓	✓			
One (1) complimentary subscription to both the <i>Journal of Periodontology</i> and <i>Clinical Advances in Periodontics</i>	✓	✓	✓	✓		
Opportunity to align with prestigious multi-year science initiatives	✓	✓	✓	✓	✓	✓
One (1) priority point for AAP sponsorship participation	✓	✓	✓	✓	✓	✓
One (1) priority point for every \$10,000 in AAP sponsorship	✓	✓	✓	✓	✓	✓
AAP lapel pin(s) to showcase partnership	20	15	10	10	5	5
Annual Meeting Benefits at-a-Glance						
Special acknowledgment from the podium during the Annual Meeting presidential address	✓					
Recognition on screen at the AAP Annual Meeting Opening General Session during presidential address	✓	✓				
Complimentary Industry Relations registration	4	2	1			
Priority access to Corporate Forum slots	1 st Right of Refusal	1 st Right of Refusal	2 nd Right of Refusal	3 rd Right of Refusal	4 th Right of Refusal	5 th Right of Refusal
Priority access to AAP hotel blocks	✓	✓				
Logo on the AAP Annual Meeting microsite with hyperlink to sponsor website	✓	✓	✓			
Acknowledgment as Annual Meeting sponsor in <i>Periospectives</i> issue	✓	✓	✓	✓	✓	✓
Logo on the AAP Annual Meeting microsite	✓	✓	✓	✓	✓	✓
Corporate sponsor ribbons with sponsorship level noted	✓	✓	✓	✓	✓	✓
Acknowledgment in Preliminary Program and On-Site Pocket Guide	✓	✓	✓	✓	✓	✓
Acknowledgment in Annual Meeting Mobile App	✓	✓	✓	✓	✓	✓
Logo on on-site signage at Annual Meeting	✓	✓	✓	✓	✓	✓
Easel-top sponsor signage for exhibitor booth	5	4	3	2	1	1

Signature Diamond: \$100,000+ annual support and \$1 million+ lifetime value

Diamond: \$100,000 or more

Platinum: \$50,000-\$99,999

Gold: \$25,000-\$49,999

Silver: \$10,000-\$24,999

Bronze: \$2,500-\$9,999

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

** Disclaimer: 2023 Annual Meeting sponsorship opportunities are only available to exhibiting companies/organizations at the 2023 AAP Annual Meeting. All sponsorships are offered on a first-come, first-served basis. Some sponsorships are available for multi-year commitments.*



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Annual Meeting Opportunities

The Premier Live-Learning Event in Periodontics

Print Advertising

Preliminary Program & On-Site Pocket Guide Bundle

Back Cover Full-Page Ad

\$19,500 | Exclusive

Front Inside Cover Full-Page Ad

\$18,000 | Exclusive

Back Inside Cover Full-Page Ad

\$18,000 | Exclusive

Preliminary Program Only

Inside Full-Page Ad

\$5,000 | Non-Exclusive

On-Site Program Only

Inside Full-Page Ad

\$6,000 | Non-Exclusive

Awards Ceremony Program

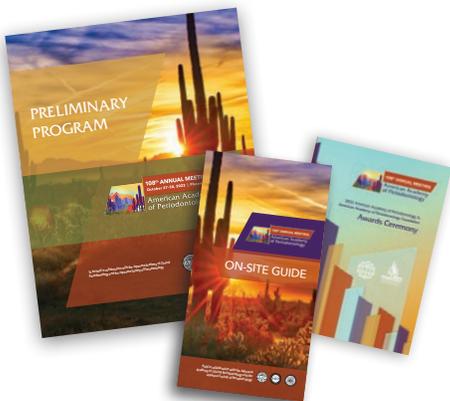
Inside Ad

\$750, Full-Page Ad | \$500, Half-Page Ad

Preliminary Ads are due April 1, 2023

On-Site Pocket Guide Ads due July 1, 2023

Award Program Ads due Aug. 1, 2023



Additional Advertising

Digital Ad Package

Includes one walking area ad and one directional signage ad on 10+ rotating ad monitors throughout the Austin Convention Center

\$5,000 | Non-Exclusive

Key Card Branding

Includes all 3 AAP Hotels: Fairmont Austin, Hilton Austin, and Hyatt Place Austin.

\$25,000 includes production/shipping | Exclusive

Mobile App

Offers premier sponsor recognition, including banner ads and daily push notifications

\$30,000 | Exclusive

WiFi

Includes slide recognition in each educational session room

\$15,000 | Exclusive

Escalator Clings

Details coming soon

Column Wraps

Details coming soon

Corporate Forum

Share your company's scientific and clinical innovations in a 45-minute presentation format. Held at the Hilton Austin and limited to 14 rooms.

Custom Corporate Forum

Customization costs of room/AV the responsibility of Company

\$40,000 for four 45-minute sessions | Non-Exclusive

Standard Corporate Forum

Includes turnkey room/AV, not customizable

\$11,000 for one 45-minute session | Non-Exclusive

Corporate Forum session information is due April 1, 2023.

Competitions

Balint Orban Memorial Competition

\$10,000 | Exclusive

Research Forum Poster Competition

\$10,000 | Exclusive

Academy Awards

In addition to recognition in all award-related marketing, award sponsorships include a full-page ad in the printed Awards Ceremony Program and a photo opportunity with the award recipients.

Clinical Research

\$5,000 | Exclusive

Distinguished Service

\$3,000 | Exclusive

Distinguished Scientist

\$3,000 | Exclusive

Gold Medal

\$7,500 | Exclusive

Master Clinician

\$7,500 | Exclusive

Outstanding Periodontal Educator

\$7,500 | Exclusive



Annual Meeting Opportunities

(CONTINUED)

Education

As appropriate, educational opportunities will be uploaded to the AAP's e-Learning Center.

Opening General Session

\$40,000 | Exclusive

General Sessions

\$5,000 each | Exclusive

General Session Coffee Service

\$20,000, 1 daily for 3 days | Exclusive

Continuing Education Sessions

\$2,500 each | Exclusive

Continuing Education Lunch & Learns

\$5,000 each | Exclusive

Sedation Part 1 & Part 2 Sessions

\$10,000 | Exclusive

Educator Symposium

Full-day predoctoral and postdoctoral educator workshops

\$20,000 | Exclusive

Dental Hygiene Symposium

\$30,000 | Exclusive

Robert J. Genco Perio-Systemic Symposium

\$20,000 | Non-exclusive

Exhibit Hall

Aisle Signs

\$10,000 | Exclusive

Charging Lounge

\$15,000 | Exclusive

Coffee Service

\$20,000, 1 daily for 3 days | Exclusive

Continuing Education Pavilion

\$15,000 | Exclusive

Lunch Tickets

Includes recognition on printed lunch tickets and on-site signage for all three meeting days

\$20,000 | Exclusive

Networking Reception Drink Tickets

\$10,000 | Exclusive

Speaker Studio

Includes three Speaker Studio speaker slots

\$15,000 | Exclusive

Career Fair

\$12,000 | Exclusive

Career Center Kiosk

\$5,000 | Exclusive

Photo Studio

\$5,000 | Exclusive

AAP & AAPF Leadership Events

AAP/AAPF President's Reception

\$10,000 | Non-Exclusive

Shuttle Service to President's Reception

\$5,000 | Non-Exclusive

Student Focus

Student & New Periodontist Session

\$15,000 | Exclusive

Student & New Periodontist Reception

\$30,000 | Exclusive

Student & New Periodontist Registration Scholarship

Sponsor commitment due by April 1, 2023 for the scholarship call for applications.

\$500 each | Non-Exclusive

Merchandise

Interested in an item not listed? Contact michellew@perio.org.

Badge Lanyards

\$20,000 + production/shipping costs | Exclusive

Hand Sanitizers

\$5,000 + production/shipping costs | Exclusive

Notepads & Pens

\$7,500 + production/shipping costs | Exclusive

Water Bottles

\$10,000 + production/shipping costs | Exclusive

Other Annual Meeting Opportunities

First Impression Package

Premier brand recognition in the registration area, including: Step and Repeat Banner, Refreshments, Kick Panel Signage, Ribbon Station, and Information Booth

\$40,000 | Exclusive

VIP Lounge

Dedicated room for VIP registrants and AAP Board of Trustees

\$10,000 | Exclusive



Year-Round Opportunities

Education

Corporate Webinar

Sponsor to select topic/speakers, non-CE

\$5,000 each | Non-Exclusive

E-Learning Center

Expanding platform of on-demand CE content for credit

\$25,000 | Exclusive

Insurance Workshop Series

(2) 2-day dental and medical insurance virtual workshops + 1 in-person workshop at Annual Meeting

\$10,000 | Exclusive

Academic Affairs

Postdoctoral Educators Online Library

Library of recorded Annual Meeting courses for use by postdoctoral residency programs

\$5,000 | Exclusive

AAP Education Access

4 online educational modules for predoctoral and postdoctoral students in 2023

\$3,500 | Exclusive

AAP Hour Webinar Series

3 Live Q&A sessions in 2023 for periodontal residents with a master periodontist

\$10,000 | Exclusive

Excellence in Teaching and Mentoring Awards & Dental Student Award in Outstanding Achievement in Periodontics

100+ awards bestowed each academic year

\$7,000 | Exclusive

Advertising

Publications

Clinical Advances in Periodontics Ad*

Cost Varies. Visit perio.org for rate card
Non-Exclusive

Journal of Periodontology Ad*

Cost Varies. Visit perio.org for rate card
Non-Exclusive

Monthly Journals E-Alert*

Cost Varies | Non-Exclusive

Periospectives Ad*

Cost Varies. Visit perio.org for rate card
Non-Exclusive

E-Newsletters

Advocacy E-Newsletter Banner Ad

\$2,500 each | Non-Exclusive

Monthly Member E-Newsletter Banner Ad*

Cost Varies. Visit perio.org for rate card
Non-Exclusive

New Periodontist E-Newsletter Banner Ad

\$1,000 | Non-Exclusive

PerioProgress E-Newsletter Banner Ad

AAP's Diversity, Equity, and Inclusion Newsletter

\$2,500 | Non-Exclusive

Blog Post

PerioPulse Blog Article

Write a sponsored article for AAP's member-only PerioPulse blog

\$250 per sponsored article | Non-Exclusive

Career Center

Career Center Job Posting[◊]

Visit careers.perio.org | Non-Exclusive

Member Engagement

Leadership, Engagement, Action, Development (LEAD) Program

2-day in-person, interactive leadership program for up-and-coming periodontists

\$20,000 | Non-Exclusive

Member Mailing List (one time use)[◊]

Non-Exclusive

\$375 (Member)

\$575 (Affiliate non-profit organization)

\$1,075 (Commercial)

Wiley Publication

*Applies toward Priority Point Program for Annual Meeting exhibitors. Does not apply toward sponsor recognition level.

[◊] Does not apply toward sponsor recognition level or the Point Program for Annual Meeting exhibitors.



Additional Support Opportunities

AAP Foundation Opportunities

Interested in a combined investment in both AAP and the Foundation with special sponsorship benefits?

Contact Dana Camacho, Deputy Executive Director, at dana@perio.org or 312-573-3257

periofoundation.org/partners



AAP Meeting Exhibits

Annual Meeting Exhibits: Showcase the best of your company at AAP's signature Annual Meeting.

Contact Marge Palonis, CEM, Manager of Exhibitions, at margery@perio.org or 312-573-3210.

For information, visit am2023.perio.org



Thank You!

The American Academy of Periodontology values collaboration with industry partners and is pleased to offer strategic opportunities to showcase your company's commitment to periodontal care. Thank you for your significant investment in the Academy's mission to champion optimal patient health and quality of life.

To explore a custom sponsorship package with the AAP, please contact Michelle Weil, Director of Professional Relations, at michellew@perio.org or 312-573-3253.

The AAP values your continued support and looks forward to partnering with you!



AMERICAN ACADEMY OF
PERIODONTOLOGY

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