



110th Annual Meeting

SAN DIEGO

October 31 - November 3, 2024

American Academy of Periodontology 2024 Corporate Support Prospectus

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



Held in Collaboration with the Japanese Society
of Periodontology and Japanese Academy of
Clinical 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 2024 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.



110th Annual Meeting

SAN DIEGO

For 110 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 San Diego 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 San Diego scene.

Visit am2024.perio.org for the latest meeting information, including the program schedule.



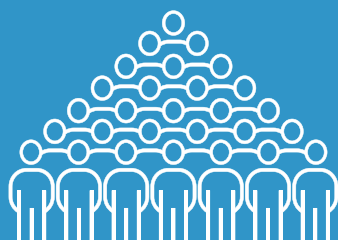
AAP By the Numbers

Where AAP Members Are From



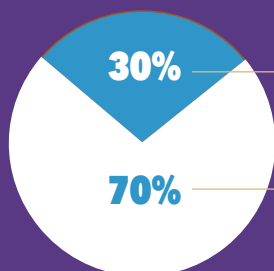
- 3,400+** Active members are licensed to practice periodontics in the U.S.
- 750+** Student members are currently enrolled in an accredited U.S. or Canadian periodontal residency program
- 1,200+** International members reside outside the U.S.
- 78** Countries represented with the top ten international countries being Japan, Canada, Taiwan, Italy, Australia, Germany, France, Greece, Mexico, and Brazil

Annual Meeting Professional Registrants



- | | |
|---|---|
| 2,701
2022 In-person, Phoenix, AZ | 2,481
2020 Virtual |
| 1,981
2021 In-person, Miami Beach, FL | 3,392
2019 In-person, Chicago, IL |

Member Demographics



AAP members are female

AAP members are male



33%
of AAP members
are sole proprietors

Social Media Engagement - Join the Conversation!



11,400+
LinkedIn followers



88,600+
Unique website views per month



24,700+
Facebook followers



7,800+
Instagram followers

2024 AAP Corporate Support Benefits



Signature
Diamond



Diamond



Platinum



Gold



Silver



Bronze

Year-Round Benefits at-a-Glance						
Acknowledgment in four (4) issues of <i>Periospectives</i> magazine	✓					
In-person strategic alignment meeting with AAP and access to the AAP president and officers, as available	✓	✓				
Rotating logo on the AAP website homepage	✓	✓	✓			
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 to showcase partnership	20	15	10	8	5	3
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 with VIP seating	✓	✓				
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	✓	✓	✓			
Logo on the AAP Annual Meeting microsite	✓	✓	✓	✓	✓	✓
Acknowledgment as Annual Meeting sponsor in <i>Periospectives</i> issue	✓	✓	✓	✓	✓	✓
Corporate sponsor ribbons with sponsorship level noted	✓	✓	✓	✓	✓	✓
Acknowledgment in Preview Brochure 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: 2024 Annual Meeting sponsorship opportunities are only available to exhibiting companies/organizations at the 2024 AAP Annual Meeting. All sponsorships are offered on a first-come, first-served basis. Some sponsorships are available for multi-year commitments.



Annual Meeting Opportunities

The Premier Live-Learning Event in Periodontics

Print & Digital Advertising

On-Site Pocket Guide

Back Cover Full-Page Ad

\$10,000 | Exclusive

Back Inside Cover Full-Page Ad

\$8,000 | Exclusive

Front Inside Cover Full-Page Ad

\$8,000 | Exclusive

Inside Full-Page Ad

\$6,000 | Non-Exclusive

Awards Ceremony Program

Inside Ad

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

On-Site Pocket Guide Ads due July 1, 2024

Award Program Ads due Aug. 1, 2024

Digital Promotions

Digital Ad - Registration Area

Rotating ad on 3 monitors in the San Diego Convention Center registration area

\$2,500 | Non-Exclusive

Digital Ad - Walking Areas

One rotating ad placed on 10 directional monitors throughout the AAP contracted space in the San Diego Convention Center

\$2,500 | Non-Exclusive

Banner Ad - Annual Meeting Website

Posted for one-month duration; one banner ad available per month

\$2,500 each | Non-Exclusive

Banner Ad - Annual Meeting Email

Includes 3 promotional emails; limited to one banner ad per email

\$3,000 | Non-Exclusive

Social Media Post

Limited to 3 sponsors for Annual Meeting promotions

\$1,500 | Non-Exclusive

Branding Opportunities

Career Center Fair

Branding throughout this career-focused area

\$10,000 | Exclusive

Carpet Decal Clings

8 available, includes production/labor

\$3,000 | Non-Exclusive

Escalator Clings

4 large escalator panes (163 total sq. ft. per pane). Production/labor included

\$35,000 | Exclusive

First Impression Package

Premier brand recognition in the registration area of the main lobby, including: Refreshments, Kick Panel Signage, Ribbon Station, Information Booth, and Registration Office Walls.

\$45,000 | Exclusive

Hanging Banners

3 banners in the lobby area of AAP contracted space (4) Panes. Includes production/labor

\$15,000, 1 sign, 1-sided | Non-Exclusive

\$20,000, 1 sign, 2-sided (2 available) | Non-Exclusive

\$50,000 for all 3 | Exclusive

Gobo & Digital Ads

Branded company Gobo + digital ad on 3 monitors

\$1,750 per day | Non-Exclusive

\$5,000 for all 3 days | Exclusive

Hotel Key Cards

At official AAP contracted hotels in San Diego

\$25,000 includes production/shipping | Exclusive

Mobile App

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

\$30,000 | Exclusive

Branding Opportunities (cont.)

Product Display Showcase

Showcase your company's product in a highly visible display case at the San Diego Convention Center*

\$50,000 | Exclusive

\$500 per product | Non-Exclusive

*July 1st is the deadline to participate; AAP reserves the right to cancel if a minimum number of participants is not met.

Table Clings - Concession Seating Area

\$3,000 per 10 table bundle (5 groups available) | Non-Exclusive

\$15,000 for all tables (50 tables) | Exclusive

VIP Lounge

Dedicated room for VIP registrants and AAP Board of Trustees

\$10,000 | Exclusive

WiFi

Includes slide recognition in each educational session room

\$15,000 | Exclusive

Window Clings

56 total window panes in the lobby area of the AAP contracted space, includes production/labor

\$10,000 for 1 of 3 locations | Non-Exclusive

\$25,000 | Exclusive

Corporate Forum

Share your company's scientific and clinical innovations. 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, 2024.

Annual Meeting Opportunities

(CONTINUED)

Competitions

Balint Orban Memorial Competition

In-person competition for current residents and recent graduates to present the top clinical and basic research of the year

\$10,000 | Exclusive

Research Forum Poster Competition

Platform for presentations on clinical research, basic research, and case reports by those in the field of periodontics

\$10,000 | Exclusive

Corporate Hands-on Workshops

Corporate Hands-on Workshop - NEW

Limited to 4 companies

\$40,000 | Non-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

Master Clinician

\$7,500 | Exclusive

Outstanding Periodontal Educator

\$7,500 | Exclusive

** The AAP may elect not to designate a specific award each year. In this instance, a paid sponsorship would be reallocated to an alternative sponsorship opportunity for the year.*

AAP & AAPF Leadership Events

AAP/AAPF Presidential Reception

\$10,000 | Non-Exclusive

Education

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

Opening General Session

\$40,000 | Exclusive

General Sessions

\$8,000 each, 3 available | Non-Exclusive

\$20,000 for all 3 | Exclusive

General Session Coffee Service

\$8,000 each, 3 available | Exclusive

Continuing Education Sessions

\$2,500 each | Exclusive

Lunch & Learns

Held Friday and Saturday in the Exhibit Hall

\$7,500 each for 2 sponsors | Non-Exclusive

\$15,000 each | Exclusive

Educator Symposium

Full-day predoctoral and postdoctoral educator workshops

\$15,000 each for 2 Sponsors | Non-Exclusive

\$30,000 | Exclusive

Innovations in Periodontics

Includes sponsor recognition for 4 sessions - Advances in Periodontics (1 & 2), Rising Stars, and Perio Open Mic

\$15,000 | Exclusive

Dental Hygiene Symposium

\$30,000 | Exclusive

To view the Continuing Education Session topics and speakers for sponsorship opportunity, please visit: <https://am2024.perio.org/program-information>.

Student Focus

Student & New Periodontist Session

\$25,000 | Exclusive

Student & New Periodontist Reception

\$30,000 | Exclusive

Student & New Periodontist Registration Scholarship

Sponsor commitment due by April 1, 2024 for the scholarship call for applications.

\$500 each | Non-Exclusive

Exhibit Hall

Aisle Signs

\$15,000 | Exclusive

Charging Lounge

\$12,000 | Exclusive

Coffee Service

\$16,000, 1 daily for 2 days | Exclusive

Continuing Education Pavilion

\$12,000 | Exclusive

Ice Cream Social

\$10,000 | Exclusive

Lunch Tickets

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

\$20,000 | Exclusive

Networking Reception Drink Tickets

\$10,000 | Exclusive

Photo Studio

\$5,000 | Exclusive

Pillar Pod Lounge

Area near the main entrance with 4 branded column wraps, includes carpeting, furniture, and production/labor

\$25,000 | Exclusive

Speaker Studio

Includes 1-2 speaking sessions held on Friday and Saturday in the Exhibit Hall

\$7,500 each for 2 sponsors | Non-Exclusive

\$15,000 | 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

Padfolios

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

Water Bottles

\$10,000 + production/shipping costs | 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

Three 2-day dental and medical insurance virtual works + 1 in-person workshop at Annual Meeting

\$10,000 | Exclusive

Academic Affairs

Pre and Postdoctoral Educators Online Library

Library of recorded 2024 Annual Meeting courses within the AAP e-Learning Center for use by pre and postdoctoral residency program

\$5,000 | Exclusive

AAP Education Access

Educational modules for predoctoral and postdoctoral educators and students

\$3,500 | Exclusive

AAP Hour Webinar Series

3 Live Q&A sessions in 2024 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

Scientific & Clinical Resource Development

Details forthcoming; inquire for more information.

 Published and distributed by Wiley

**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.

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 | Non-Exclusive

Student & 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, and 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)

Retargeting Campaign*

Reach AAP members after they leave the AAP website

Cost Varies: Contact salesinquiries@multiview.com or 972-402-7070 and mention AAP.

Residents

Resident 3-Part Webinar Series

\$5,000 each | Non-Exclusive

\$15,000 for all 3 | Exclusive



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 am2024.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.



AMERICAN ACADEMY OF
PERIODONTOLOGY

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perio.org

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