



## EXHIBITOR AND SPONSOR PROSPECTUS

# Pursuing Implant Competency

Global Perspectives  
Clinical Innovations  
Navigating Complications  
Mentoring Transformations

AAID 70<sup>TH</sup> ANNUAL CONFERENCE

NOVEMBER 10-13, 2021

HYATT REGENCY CHICAGO

IN-PERSON AND VIRTUAL

[AAID.COM/EXHIBITS](https://www.aaid.com/exhibits)



Dear 2021 Exhibitors:

We are so excited to see you in person at the AAID Annual Conference, November 10 to 13, at the Hyatt Regency Chicago. As we look forward to meeting face-to-face, we are planning everything you have come to expect from AAID. This year's theme: **Pursuing Implant Competency** will address Global Perspectives, Clinical Innovations, Navigating Complications and Mentoring Transformations.

With an overall average attendance of 1,000 dentists and their staff, the AAID Annual Conference will be presented in a hybrid format, with attendees joining on-line as well.\*

As an AAID Implant Expo Exhibitor, you will have three days to meet with the decision-makers who are looking for products, resources, and information relevant to their patients' needs both in person and online. Founded in 1951, the AAID is the first professional organization in the world dedicated to implant dentistry. Our membership includes general dentists, oral and maxillofacial surgeons, periodontists, prosthodontists, and others interested in the field of implant dentistry. Take advantage of this opportunity to have dedicated time, host a workshop and network with attendees to provide your services and information. And make sure to sign up early, the AAID Exhibit Expo always sells out.

We look forward to meeting you for the 70<sup>th</sup> Annual Conference in Chicago.

Dr. Duke Heller, FAAID, DABOI/ID



Shanker Iyer, DDS, MDS, FAAID, DABOI/ID



\*In person Annual Conference will be based on local occupancy guidelines at the time of the meeting.

## EXHIBIT HALL INFORMATION

Sign up by July 1, 2021

**Save \$300**

### DATES

Wednesday, November 10 to Saturday, November 13, 2021

### LOCATION

Hyatt Regency Chicago  
151 East Wacker Drive  
Chicago, IL 60601

### BOOTH RESERVATIONS

You will be notified via email of the date and time your company will have access to the floor plan for booth selection. The booth selection is scheduled to open around July 1 and is based on priority points. If you are interested in larger sponsorship opportunities, please email [exhibits@aaid.com](mailto:exhibits@aaid.com).

### REACH MORE PEOPLE IN 2021

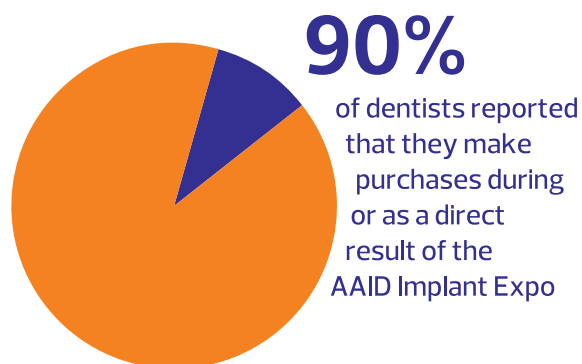
The AAID is making preparations for a hybrid meeting with both virtual and in-person opportunities for attendees. Exhibitors will be able to reach a wider audience with a virtual booth included with an on-site booth purchase.

### BOOTH FEES

	Early*	Standard
8'x10' Inline	\$4,000	\$4,300
8'x10' Corner	\$4,600	\$4,900

Island booths are 20'x20' – pricing is equal to 4 corner booths

\*Contract and full payment processed at time of booth selection.



**Space is limited!**

## SCHEDULE

Note: Exhibit hours are subject to change.  
Exhibitors will be notified if a change in hours is necessary.

#### WEDNESDAY November 10

Exhibitor Registration  
7 a.m. to 7 p.m.

Exhibitor Move-In  
8 a.m. to 4:30 p.m.

#### THURSDAY November 11

Exhibitor Registration  
7 a.m. to 12:00 p.m.

Exhibit Hall Open  
9:30 a.m. to 7 p.m.

Implant World Expo  
Reception  
5:30 p.m. to 7 p.m.

#### FRIDAY November 12

Exhibit Hall Open  
9:30 a.m. to 5:30 p.m.

#### SATURDAY November 13

Exhibit Hall Open  
9:30 to 11:15 a.m.

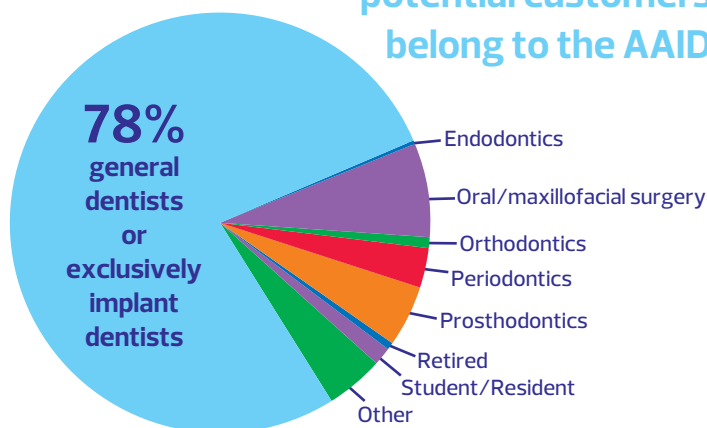
Exhibitor Move-Out  
11:15 a.m. to 3 p.m.

## BENEFITS OF EXHIBITING

- Booth drape package
- Up to 2 complimentary exhibitor badges per 8'x10' booth which include:
  - Access to main podium
  - Lunch in exhibit hall Thursday and Friday
  - Drink tickets for the Welcome Reception and AAID Implant Expo Reception
 Additional badges may be available for purchase pending local occupancy guidelines.
- Recognition in the exhibitors' section of the mobile app and meeting website
- Company listing in the onsite program
- Virtual booth on meeting website
- Complimentary mailing lists of pre-registered and final conference attendees upon request

**Note:** Tables, chairs, electricity, computer, AV equipment, and wired internet access are not included in the booth fee. These can be ordered through the Exhibitor Service Kit. Exhibitors will be notified once the Exhibitor Service Kit is available.

Your current and potential customers belong to the AAID



(Percentages based on 2016 AAID Member Survey)

buyer to exhibiting company ratio of more than 9 to 1

## BENEFITS OF SPONSORSHIP

Corporate support is vital to the development and attendee experience of the AAID annual conferences. Companies that sponsor will receive recognition throughout the conference. In addition to the exhibitor benefits mentioned above, all sponsors will be listed on the mobile app, sponsor section of the AAID web site, preliminary and final program and exhibit hall signage. Sponsors are eligible for discounted advertising in the *Journal of Oral Implantology* and *AAID News*. Please see page 5 for a list of benefits included with each sponsorship level.

### New Trends, Techniques, and Technology Programs (available to Gold Sponsors and higher only)

These are 20-minute lectures on Wednesday, November 10, 2021, to the full audience in attendance (11 available). The presentations open the conference and no other programs are scheduled at this time. Room is set for capacity includes full staging. Sponsors may choose their topics and speakers. As per ADA CERP and AGD PACE Recognized Provider Standards, no CE credit is provided for these sessions.

### Sponsored Sessions

(available to Anchor and Diamond Sponsors only)

Four additional 20-minute presentations are available during the break immediately following main podium morning or afternoon presentations.

### Seminars or Hands-On Workshops\*

(available to Presidential Sponsors and higher only)

These are half-day programs (three hours in length) with limited attendance. All course information must be submitted electronically. The AAID Annual Conference Education Committee has final approval of these presentations and will assign a room.

In order for New Trends programs, seminars, or hands-on workshops to be included in the preliminary program, sponsors must submit course proposals, speakers, and titles to the AAID education department at [education@aaid.com](mailto:education@aaid.com) prior to the program deadline.

\*The AAID will not provide CE for corporate-sponsored workshops or seminars. Sponsors may offer their own educational programs and offer their CE at those programs.



# 2021 AAID ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

(Limited number of sponsorships available)

## Anchor Sponsor—\$75,000 (Exclusively available for only one sponsor)

One island (4 complimentary 8'x10' booths) near main entrance (additional booths may be purchased at regular prices)

•  
Enhanced Virtual Booth

•  
One 20-minute speaker for New Trends

•  
One 20-minute presentation during the break immediately following main podium morning or afternoon presentations

•  
Speaker(s) for 2 workshops\*

Five complimentary tickets for President's Reception

•  
Complimentary full page 4 color ad in four issues of AAID News

•  
Four mobile app push messages

•  
Exclusive full-screen splash ad on mobile app

•  
One high visibility marketing opportunity (value up to \$20k)

Two e-blasts on show specials to full AAID membership prior to conference (4,600 emails)

•  
2 tickets to the VIP Reception

•  
Exclusive sponsor logo on annual conference website

•  
One branding opportunity near main registration area

•  
Logo displayed in program guide, online, and onsite signage

## Diamond Sponsor—\$45,000

One island (four complimentary 8'x10' booths) near main entrance (additional booths may be purchased at regular prices)

•  
Enhanced Virtual Booth

•  
One 20-minute speaker for New Trends or one 20-minute presentation during the break immediately following main podium morning or afternoon presentations

Speaker(s) for one workshop\*

•  
Five complimentary tickets for President's Reception

•  
Complimentary full-page, four-color ad in two issues of AAID News

•  
Two mobile app push messages and one mobile app banner

•  
2 tickets to the VIP Reception

One e-blast on show specials to full AAID membership prior to conference (4,600 emails)

•  
One high visibility marketing/branding opportunity (value up to \$10k)

•  
Logo displayed in program guide, online, and onsite signage

## Presidential Sponsor—\$30,000

Two complimentary 8x10' booths near main entrance (additional booths may be purchased at regular prices)

•  
Enhanced Virtual Booth

One 20-minute speaker for New Trends

•  
Speaker(s) for one workshop\*

•  
Three complimentary tickets for President's Reception

•  
One mobile app push message

Complimentary full-page, four-color ad in one issue of AAID News

•  
Logo displayed in program guide, online, and onsite signage

## Gold Sponsor—\$18,000

One complimentary 8'x10' booth near main entrance (additional booths may be purchased at regular prices)

•  
Enhanced Virtual Booth

One 20-minute speaker for New Trends

•  
Complimentary half-page, four-color ad in one issue of AAID News

Logo displayed in program guide, online, and onsite signage

•  
Two complimentary tickets for President's Reception

## Silver Sponsor—\$10,000

One complimentary 8x10' booth near main entrance (additional booths may be purchased at regular prices)

•  
Enhanced Virtual Booth

One marketing opportunity onsite, limited options available (hotel door drop, bag insert, or other branding throughout main hotel)

One complimentary ticket for President's Reception

•  
Logo displayed in program guide, online, and onsite signage

Note: No CE will be awarded for any sponsored workshops or seminars.

# SPONSORSHIP OPPORTUNITIES

The AAID 70th Annual Conference offers a variety of options for companies looking to gain visibility and increase sales. The opportunities below provide a valuable opportunity for new exhibitors or those with few priority points to boost their impact and interactions with attendees. Please be advised that these opportunities are available on a first-come, first-served basis. Contact AAID Headquarters for additional information or current availability.

## **BADGE HOLDERS AND LANYARDS: \$10,000 Exclusive**

Every attendee at the AAID annual conference must wear a badge. Your supply of approved badge holders/lanyards will be distributed to every attendee. This opportunity creates great exposure for your brand.

## **TOTE BAGS: \$10,000 Exclusive**

All attendees will receive tote bags with their registration materials. Your logo will be visible throughout the conference on the tote bags.

## **NOTEBOOKS AND PENS: \$3,500 plus production costs**

These items will be placed into each attendee bag. Attendees value their notes and they will be taking the notebook along with your logo home with them. This opportunity leaves a lasting impression.

## **HOTEL ROOM KEY CARDS: \$6,000 plus production costs**

Custom key will grab their attention from the moment the attendees arrive. Hotel guests in the block will see your logo each time they access their rooms. Maximum 3-day distribution.

## **BAG INSERTS: \$3,000 Non-Exclusive**

Your company's one-page promotion sheet will be inserted into every attendee's tote bag.

## **DOOR DROPS: \$4,000 Non-Exclusive**

Have a special gift delivered to the attendees' guestroom.

## **CHARGING STATIONS: \$4,000 Exclusive (two opportunities)**

Help attendees "get a charge" by sponsoring free-standing charging stations.

## **WIFI: \$10,000 Exclusive**

Help meeting attendees stay connected. This opportunity includes a landing page or advertisement on the login screen that pops up every time attendees log in.

## **WELCOME RECEPTION SPONSOR: \$10,000**

This is a chance to attach your company's name to the opening social event of the AAID Annual Conference. Napkins with sponsor logo will be distributed and sponsor will be acknowledged by signage. Sponsor to receive 20 drink tickets to hand out.

## **REFRESHMENT BREAK: \$6,000 plus production costs. Exclusive (Please email [exhibits@aaid.com](mailto:exhibits@aaid.com) for pricing.)**

Be on attendees' minds and in their hands at every break. Your company logo will appear on the drink sleeves for coffee and tea breaks. Two sponsorships available (Wed/Thu and Fri/Sat).

## **IMPLANT WORLD EXPO RECEPTION DRINK SPONSOR: \$10,000 (two co-sponsorships available)**

Show off your company colors at the largest social event of the AAID annual conference. Every attendee will be issued drink tickets for this reception. Your logo can be added to the ticket! Sponsor to receive 20 drink tickets to distribute.

## **EXPO LUNCH: \$5,000**

Napkins with your logo distributed during lunch (provided by sponsor). Sponsors will be acknowledged by additional signage where the attendees collect their lunches and on the main podium before lunch.

## **PHOTOBOOTH: \$3,000 each (2 opportunities)**

Available during the AAID Welcome Reception and Expo Reception. 2-hour package includes a customizable photo strip and green screen background that sponsor could design. Branded booth additional cost of \$1,000.

## SPONSORSHIP OPPORTUNITIES

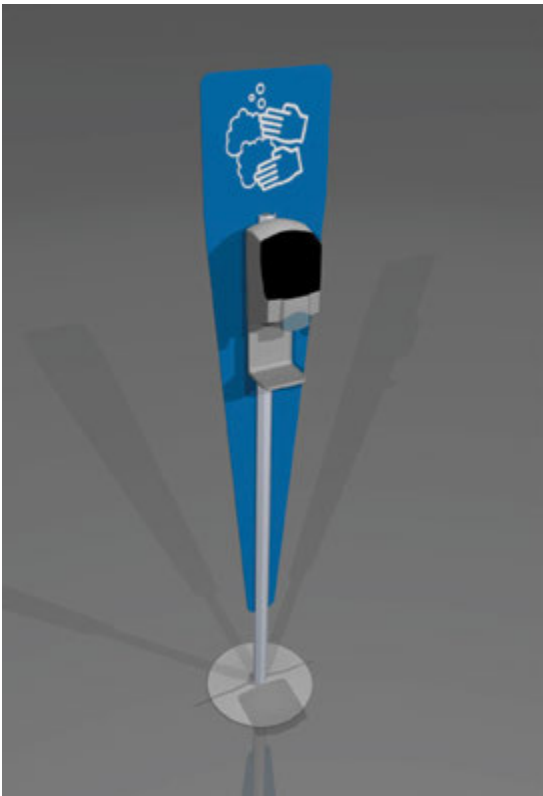
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**BRANDED FACE MASK  
FOR ATTENDEE TOTE BAGS: \$7,500**

**BRANDED HAND SANITIZER  
FOR ATTENDEE TOTE BAGS: \$4,000**

**BRANDED SANITIZER STATIONS:**  
To be placed in public areas throughout the meeting.

**SANITIZER KIOSK A: \$1,000**



**SANITIZER KIOSK B: \$2,000**

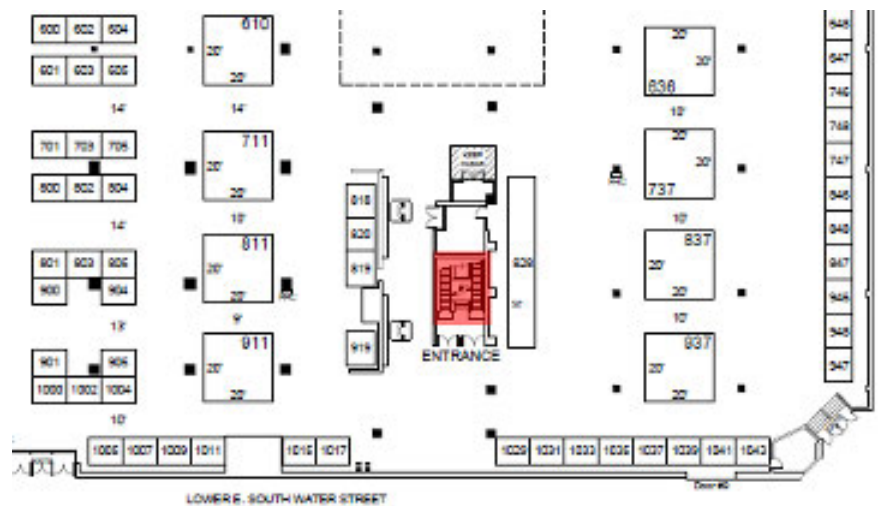


## SPONSORSHIP OPPORTUNITIES



**ESCALATOR CLINGS ON PURPLE LEVEL**  
**(Main Entrance): \$3,750 each – (4 available)**

4 Opportunities  
A1, A2, A3, A4  
353"W x 26"H each



# SPONSORSHIP OPPORTUNITIES

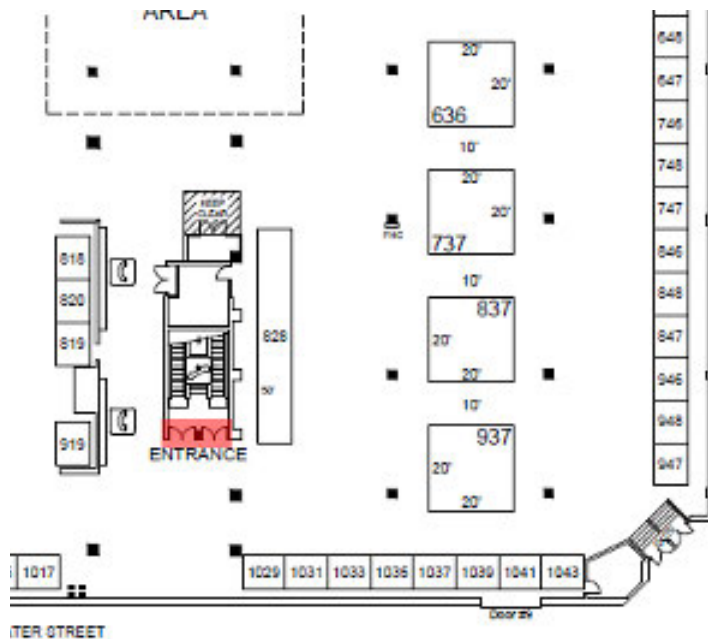
## MAIN EXHIBIT ENTRANCE WINDOW CLINGS

### Center/Bottom

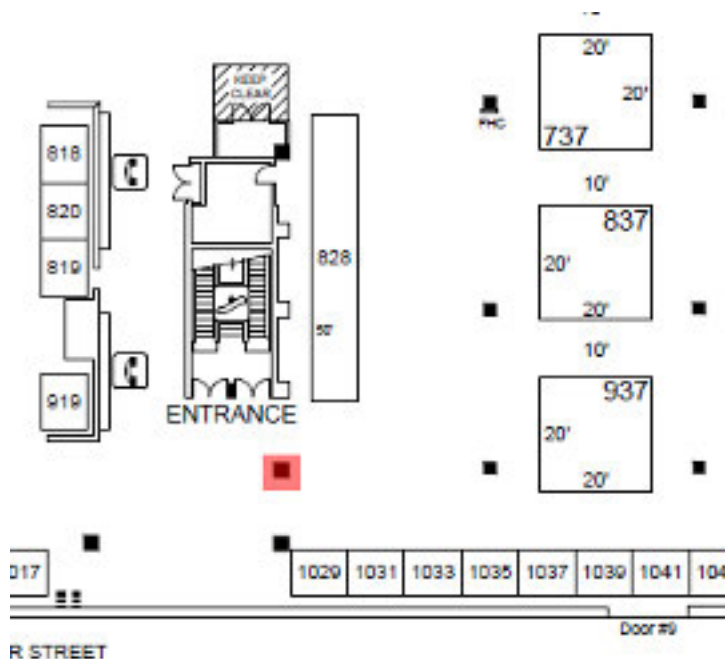
26"W x 91"H **\$2,000**

Top (Left & Right) -- 72"W x 37.5"H **\$1,500 each (2 available)**

Top (Middle) 26"W x 37.5"H **\$1,250**



## RIVERSIDE COLUMN WRAP: \$3,500

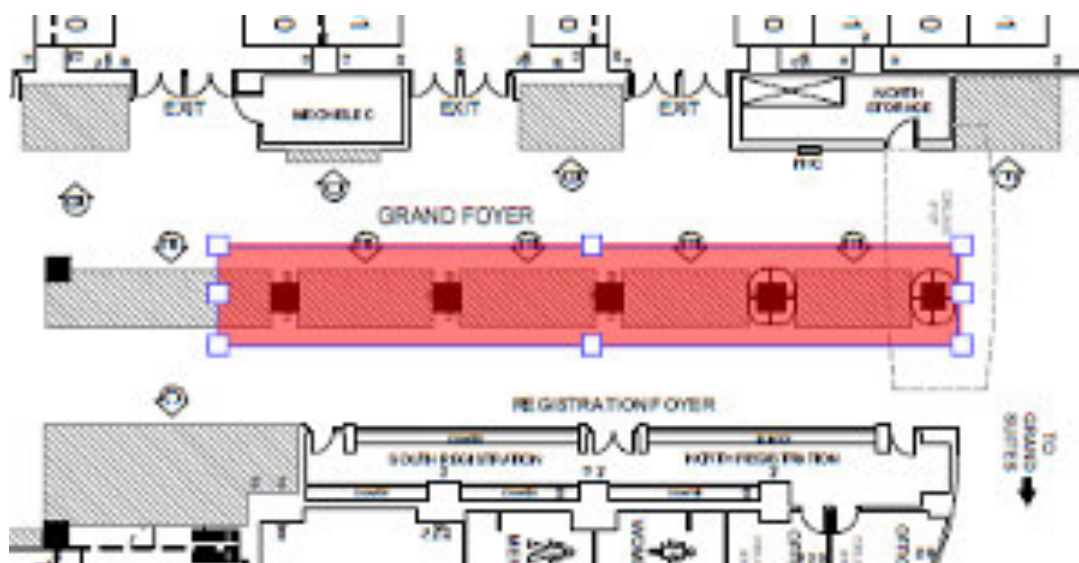


# SPONSORSHIP OPPORTUNITIES

## COLUMN WRAPS, GOLD LEVEL:

\$1,500 each (10 available)

40"W x 67"H



# SPONSORSHIP OPPORTUNITIES

## BANNERS, CLINGS AND SIGNAGE –

See below sponsor fees

- **Lobby Staircase Cling** – \$7,500 for duration of event (East Tower lobby entrance stairs)
- **Floor Clings/Decals** – call for pricing
- **Window clings on Skybridge** – \$5,500 for all show dates. Production and installation costs not included.



## SPONSORSHIP OPPORTUNITIES

**BIG Bar Wall Cling: \$10,000 for duration of event**  
**Market Chicago Table Clings: \$5,800 for duration of event**



**Hotel Dark Channel:**  
**\$4,500 for duration of event**

Display still or video images on a dedicated in-room channel.

File max size is 2GB. Files accepted are mp4, quicktime, avi, flv, msvideo, mpeg, mp2t, vnd.dlna.mpeg.

Preferred size is 1280x720  
(max size is 1920x1080).  
Time limit of 18 minutes.



## SPONSORSHIP OPPORTUNITIES

### OUTDOOR ENTRANCE MARQUEE:

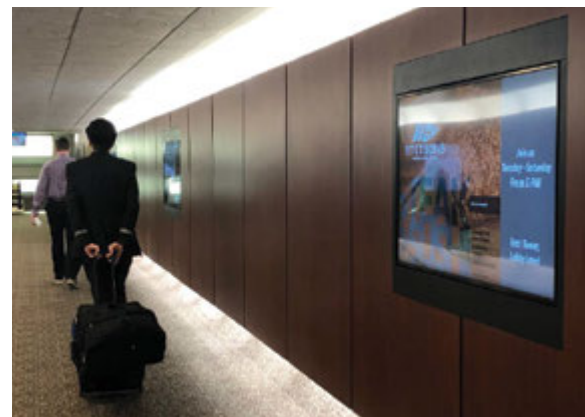
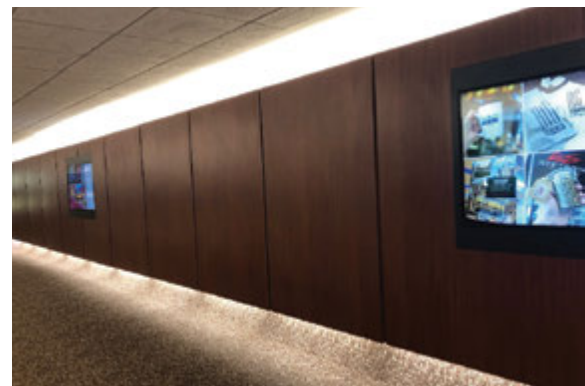
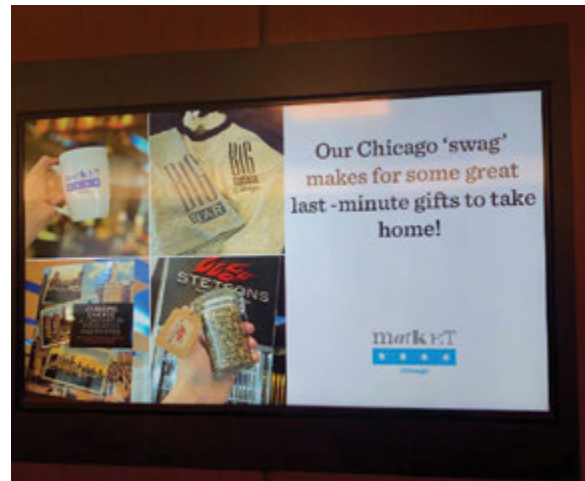
**Marquee takeover, \$7,000 maximum 6 ads (rotates client-only branding for run of show).**

Located on the front drive, capture every guest of the hotel with your branding.



### Hallway Plasma TV's: All TV's, \$7,000 (6 total)

Located in the concourse tunnel between towers, these 55" plasma tv's provide maximum exposure in a high-traffic area.



# SPONSORSHIP OPPORTUNITIES

**OTHER OPPORTUNITIES** If you are interested in mobile app or print advertisting, please contact Onkar Sandal at [osandal@allenpress.com](mailto:osandal@allenpress.com) or (785) 865-9218.

## MOBILE APP OPPORTUNITIES

### BANNERS: \$995

No more than three will be offered and they will be displayed as rotating banners in prime positions. An interactive link will take users to another screen of your choosing on the app or to any other link on the web. App Metrics and click through reports can be provided to banner sponsors upon request.

### PUSH MESSAGE: \$299

Reach your target market at the conference with specific messages encouraging attendees to visit your booth or attend a program featuring your product. A limited number per day will be made available. Messages can be as many as 230 characters.

## HYBRID OPTIONS

### PRODUCT SHOWCASE: \$500

Product profiles are viewable on the event website and the conference app. Attendees can browse product images, videos, and PDF brochures. They also can browse by category or new products, which automatically show up on your booth listings. Every Product Showcase has a "Request Information" button that attendees can use to contact you directly.

### ON-DEMAND EDUCATION SESSION: \$1,000 EACH

With this upgrade, you can provide an on-demand educational session, listed on the hybrid event website in the exhibitor education area. Through the expo harvester, you will record your session (including audio and slides), upload handouts, and receive detailed information about the attendees who view your session.

Contact [exhibits@aaaid.com](mailto:exhibits@aaaid.com) for more information on these options.

## PRINT OPPORTUNITIES

- *AAID News* or *Journal of Oral Implantology*  
– 15% discount for sponsors and exhibitors

### MAILING LIST REQUEST: \$1,000

Exhibitors may purchase the AAID membership list, for a one-time use. Quantities will be approximately 5,000 depending on use of entire mailing list or USA only. A copy of the proposed mailing piece must be submitted and approved by the AAID. The name, address, city, state, zip code, and country of the registrant will be provided. Email addresses, websites, phone and fax numbers will not be provided. Contact [membership@aaaid.com](mailto:membership@aaaid.com) for the mailing list request form or for more information.



# 2019 EXHIBITOR LISTING

## ALPHABETICAL LISTING (SPONSORS IN BOLD TYPE)

3D BioCAD	Dentium	LendingUSA LLC	Proceed Finance
3D Diagnostix Inc.	Dentsply Sirona Implants	<b>Lighthouse 360</b>	<b>Procter &amp; Gamble – Crest Oral B</b>
3Shape	Digital Dental	<b>Maxxeus Dental</b>	Quintessence Publishing Co., Inc.
AD Surgical	<b>DIO Implant USA</b>	MD Health Care Supplies	<b>Ray America</b>
Adit	Doctor Multimedia	MDocHaus	RG Biotechnology
<b>Advice Media</b>	DoctorLogic	Med-Care Pharmaceuticals	RGP Dental
Affordable Dentures & Implants	DoWell Dental Products	Medco Instruments, Inc.	Rhein83 Attachments
Allied Powers LLC	EAO – European Association for Osseointegration	Medical Solutions Technologies	Ritter Implants
Alphaeon Credit	Einstein Medical	Meisinger USA	Rocky Mountain Tissue Bank
American Academy of Cosmetic Dentistry	Expo Enterprise	Merchant Advocate	Root Laboratory Inc
American Academy of Implant Dentistry	Fotona	Millennium Dental Technologies, Inc.	Rose Micro Solutions
American Board of Oral Implantology/Implant Dentistry	Garfield Refining	<b>MIS Implants Technologies</b>	<b>Rosemont Media, LLC</b>
AmeriDenti-Medical Billing	Gargle INC	Navigate Surgical Technologies Inc.	Roya.com
Aseptic	GCL Systems	NDX National Dentex Labs	Salvin Dental Specialties, Inc.
Augma Biomaterials	Geistlich Biomaterials	Neobiotech USA	SGS Swiss Implant Systems
AvaDent	Gilleard Dental Marketing	Neocis, Inc	<b>Shatkin F.I.R.S.T., LLC</b>
Bay Area Implant Institute	<b>Glidewell Dental</b>	<b>Neodent</b>	Snap On Optics
Bicon Dental Implants	GoldenDent	Neoss	Snoasis Medical
Big Case Marketing / Dental-Trust	H & H Company	<b>Nobel Biocare/Implant Direct</b>	SteinerBio
<b>BioHorizons</b>	HansBiomed USA Inc.	Noris Medical Inc.	Surgikor Implants
BIOLASE	Hiossen San Jose Office	NovaBone Products	SurgiTel
<b>BirdEye</b>	HuberMed TEPE	<b>Novadontics</b>	Tatum Surgical
Blue Sky Bio	Hu-Friedy	OCO Biomedical	TAUB Products
Boca Dental Supply LLC	Hybridge	Offcite	TBS Instruments
ClaroNav	<b>Impladent Ltd.</b>	OSADA, INC.	The Dental Implant Machine
ConnectMe Solutions	Implant Compare	Osstell W&H	The Suremark Company
Cool Jaw by Medico International Inc.	Implant Concierge	Osteogenics Biomedical	TransLite, LLC – Veinlite
Core Scientific Precious Metals Refinery	Implant Pathway	Otto Trading Inc.	<b>Treloar &amp; Heisel</b>
DAG Worldwide	Implant Practice US Magazine	Panadent Corp	<b>TruAbutment Inc.</b>
Darby Dental Supply	integrated dental systems and ROE Dental Laboratory	Patient Receivables	Ultralight Optics Inc.
Dental Implant Technologies	<b>JK Dental Group</b>	Patterson Dental Supply, Inc.	Unicare Biomedical, Inc.
dentalree.com International Inc	Journal of Oral Implantology	Piezosurgery Incorporated	Versah, LLC
DentCore	Karl Schumacher Dental	Pikos Institute	Weave
DENTIS USA	KAT Implants	PLANMECA USA, Inc.	X-Nav Technologies
	<b>KaVo Kerr/i-CAT</b>	Power Dental U.S.A. Inc.	XPdent Corp
	Keystone Dental	Preat Corporation	Young's Dental
	Laschal	Prexion Inc.	Zest Dental Solutions
			<b>Zimmer Biomet Dental</b>
			Zoll-Dental

Sign up by July 1, 2021

**Save \$300**



## Ready to Get Started?

**Visit our website for up-to-date information.**

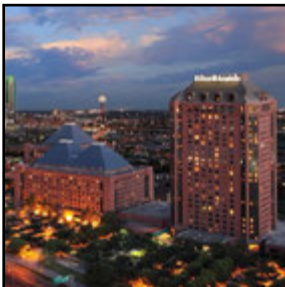
Contact our team at [exhibits@aaid.com](mailto:exhibits@aaid.com) for more information on any of the offerings and to create a custom exhibit and marketing package that achieves your business goals.



### AMERICAN ACADEMY OF IMPLANT DENTISTRY

211 E. Chicago Avenue, Suite 1100  
Chicago, IL 60611 USA  
312.335.1550 / 877.335.AAID (2243)  
[exhibits@aaid.com](mailto:exhibits@aaid.com)  
[www.aaid.com/exhibits](http://www.aaid.com/exhibits)

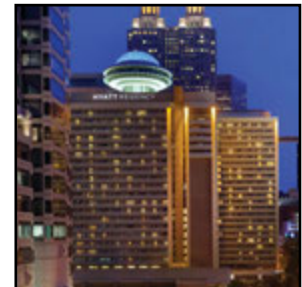
## FUTURE ANNUAL CONFERENCE DATES



**2022 Annual Conference**  
Hilton Anatole  
Dallas, Texas  
September 21–24



**2023 Annual Conference**  
Caesars Palace  
Las Vegas, Nevada  
November 1–4



**2024 Annual Conference**  
Hyatt Regency Atlanta  
Atlanta, Georgia  
November 13–16