



ORLANDO 2020 SHARING THE VISION
SHAPING THE FUTURE

EXHIBITOR GUIDE





ROSEN
SHINGLE CREEK™
ORLANDO



AACD ORLANDO
2020
APRIL 22 - 25

*Join us at the American Academy
of Cosmetic Dentistry 2020
Scientific Session*

Dear Corporate Sponsor,

The AACD 36th Annual Scientific Session will be held at Rosen Shingle Creek in Orlando, Florida from April 22-25, 2020, offering the most comprehensive and stimulating array of cosmetic dentistry education ever assembled, combined with an outstanding social program.

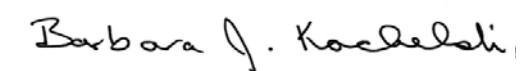
The Annual AACD 2020 Scientific Session presents a unique opportunity for you to interact with members of the world's most prominent organization of cosmetic dental specialists. The membership of the academy includes 4,400 doctors from more than 80 countries, and we expect an outstanding turnout for the year's meeting.

The exhibition floor will be designed to maximize doctor-representative interaction. As always, your representatives are invited to attend the main stage sessions and to participate in the exhibit hall meals, socials and Welcome Reception.

Your support is vital to the success of our meeting. Our goal is for you to return to your office confident that you earned an outstanding return on your investment.

Mark your calendar for The Annual AACD 2020 Scientific Session. We look forward to seeing you in Orlando.

Best Regards,



Barb Kachelski, MBA, CAE
AACD Executive Director



STATISTICS

AACD MEMBERSHIP

AACD comprises more than 5,000 members including 4,400 dentists; 87% from North America and 13% from around the world. Members are represented from the US and Canada, as well as more than 80 countries.

EXPECTED ATTENDANCE

Over 1,300 dental professionals are expected with approximately 70% dentists. AACD 2020 will be promoted through the AACD website, social media, dental pubs and the Journal of Cosmetic Dentistry to ensure maximum meeting attendance.

EXHIBITOR-DOCTOR INTERACTION STATEMENT

AACD seeks a mutually beneficial relationship with its partners. *Our members benefit from the increased size and scope of a meeting made possible by the support from commercial interests.* The opportunity for dentists to meet corporate representatives and to learn about their products and services is an important component of this meeting.

MEETING HIGHLIGHTS

Instructional Lectures
 Instructional Workshops
 Scientific Poster Sessions
 Welcome Reception & Exhibit Hall Socials

EXHIBIT HALL INFORMATION

Thursday, April 23 to Friday, April 24, 2020

LOCATION

 **SHINGLE CREEK™**
 9939 Universal Blvd, Orlando, FL 32819

BOOTH RESERVATIONS

A limited number of booths are available. Priority points will be taken into consideration until September 2, 2019. To reserve exhibit space for AACD 2020, please send a completed Exhibit Booth Contract, signed by an authorized company official, with full payment to:

 American Academy of Cosmetic Dentistry®
 402 West Wilson Street
 Madison, WI 53703
 608-222-8583
 Email: ericam@aacd.com

AACD is committed to working with your company to help maximize return on the money spent in support of our meeting.



CALENDAR

<p>September 2, 2019</p> <p>Booth Assignments Begin Companies will be notified of booth numbers when complete.</p> <p>Booth Assignments are determined by the AACD's priority points system which are based on dollars spent for sponsorships, advertising, and exhibiting.</p>	<p>November 1, 2019</p> <p>Deadline for cancellation for booth space with a full refund less a \$75 handling fee.</p> <p>Cancellations must be in writing to: exhibits@aacd.com</p>	<p>January 31, 2020</p> <p>Final payments due on outstanding balances.</p> <ul style="list-style-type: none"> • Deadline for cancellation of booth space with 50% refund. All cancellations after this date will result in full forfeiture of both booth space and deposit. • All contracts received after this date will require full payment when the contract is submitted. <p>Exhibitor Service Kit available online</p>	<p>April 10, 2020</p> <p>Registration and Exhibitor Deadline For Exhibit Badge Registration Exhibitor Certificate of Insurance due</p> <p>April 22, 2020 8:00 am – 6:00 pm Exhibitor Set-up and Registration</p> <p>April 23 7:00 am - 9:00 am Exhibitor Set-up and Registration</p>
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EXHIBIT HALL HOURS

<p>Thursday, April 23 10:30 am – 7:00 pm</p>	<p>Friday, April 24 10:30 am – 7:00 pm</p>	<p>Saturday, April 25 None</p>
<p>Lunches, Coffee Breaks and Cocktail Socials included</p>		
<p>April 24, 2020 7:00 pm – 10:00 pm Tear-Down <i>Exhibitor Hours subject to change</i></p>		

EXHIBIT SPACE AND FEES

AACD 2020 EXHIBITOR GUIDE

BOOTH FEES

10'x10' Inline	Early* \$4000	Standard \$4300
10'x10' Corner	Early* \$4600	Standard \$4900

All companies applying for exhibit space must complete and submit an application. The AACD will not process the application until the appropriate deposit is received. We also agree to remit any remaining balance in full on or before January 31, 2020. **10% discount for AACD Corporate Members.** All payments received after January 31, 2020 are non-refundable.

*Contract and full payment processed by January 31, 2020.

BOOTH INCLUDES:

Up to 3 complimentary exhibitor badges per 10'x10' booth which include:

- Welcome Reception
- Breakfasts, lunches
- Drink Tickets to exhibit hall socials
- Access to General Sessions
- Pipe/Drape – 8'-high draped back wall and 3'-high draped side rails
- Carpeted Exhibit Space
- 1-Line Sign indicating name of exhibiting company
- Pre and post Annual Scientific Session attendee list (one-time usage, mailing addresses only)
- Recognition in the Exhibitors section of the mobile app and meeting website

Note: Tables, chairs, electricity, wired internet, and AV equipment 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.

EXHIBIT BOOTH SPACE CONTRACT

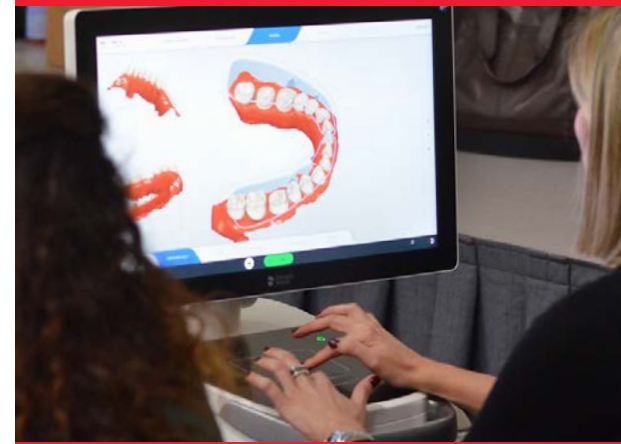
Instructions

1. Apply for exhibit space by completing this form and submitting payment by September 2, 2019
2. You will receive an email confirming receipt of your application
3. You will receive an Exhibitor Service Kit link and floor plan with booth numbers by January 31, 2020

REGULATIONS - RESTRICTIONS - RULES
[CLICK TO DOWNLOAD PDF](#)



10%
DISCOUNT FOR
AACD
CORPORATE
MEMBERS



2019 EXHIBITOR LISTING

AACD 2020 EXHIBITOR GUIDE

3DBIOPAD	Doctor Multimedia	PatientPop
3M Oral Care	Eclipse Loupes	Perio Protect
3Shape	Einstein Medical	Philips Oral Healthcare
AAID	Esthetic Professionals	PhotoMed International
AD2 (Advanced Dental Designs, Inc)	Excel Studios	Planmeca
Advice Media	Formlabs	Plastic Surgery Studios
Align - Invisalign iTero	Fotona	Podium
Alpha Omega - Pascal & DiaShine	Garfield Refining	Power Dental USA
Alphaeon Credit	Garrison Dental Solutions	PracticeCFO
American Dental Software / SIVA Solutions	GC America	PreVu Software
American Institute of Aesthetic Medicine	Get Practice Growth	Professional Transition Strategies
Anaxdent North America	Glidewell Dental	ProSites
Argen	Glo Science	Quintessence Publishing
Axi Dental Lab	Goby	Ranklogic
BioHorizons	Great Lakes Dental Technologies	RGP Dental
BirdEye	Hu-Friedy	Rosemont Media
Bisco Dental Products	IDEA	Roya
Brasseler USA	Incredible Marketing	RoyalZ
BURST	Infinity Dental Web	Sesame Communications / Henry Schein One
CAD-Ray	Ivoclar Vivadent	Shofu Dental Corporation
Cain Watters & Associates & NDP	Jaanuu	Six Month Smiles
CareCredit	JEDMED	Sleep Group Solutions
CareCru	Keating Dental Arts	Smile Designer Pro
Carestream Dental	Kettenbach	Smile Line by Style Italiano
Ceatus Media Group	Killian Dental Ceramics	Strauss Diamond Instruments
Clinician's Choice Dental Products	Kleer	SurfCT.com
Cortel Designs Loupes	Kuraray America	SurgiTel
Cosmedent	Large Practice Sales	Tokuyama Dental America
Dear Doctor	LendingUSA	Ultradent Products
DenMat	Lighthouse by Web.com	Ultralight Optics
Dental Revenue	LumaDent	United Medical Credit
Dental Tribune	McGill & Hill Group	Valley Dental Arts
DentalPost	Meisinger USA	ViewMedica Patient Education Videos
Designs For Vision	MicroDental Laboratories	Vita
Digital Healthcare Professionals	Nadia International	Weave
Digital Smile Design	Nobel Biocare	White Towel Services
Doctible	Noel Asmar	Wonderist Agency
DoctorLogic	Orofacial Therapeutics	YAPI
	Pacific Training Institute for Facial Aesthetics	Zero Gravity Skin
	Panadent	
	Patient News	

EXHIBITOR PRODUCT CATEGORIES



IMPORTANT:
 All signed contracts must be submitted with a 50% booth rental deposit to AACD. All contracts received after January 31, 2020 must be paid in full. Submit contract to:
AACD
 402 West Wilson St., Madison, WI 53703
 exhibits@aacd.com • Fax 608.222.9540

EXHIBIT BOOTH CONTRACT

EXHIBITOR INFORMATION

Company Name: _____
 Street Address: _____
 City: _____ State: _____ Zip: _____ Web site: _____
 Phone: _____
 Contact Name: _____ E-mail: _____

BOOTH SELECTION *(please make booth selections in DIFFERENT locations of the hall)*

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

The exhibitor does not wish to be in proximity of the following companies:

1) _____
 2) _____

_____	Corner booth(s)	10'x10' Corner	Early*	\$4300	\$ _____
_____	Corner booth(s)	10'x10' Corner	Standard	\$4600	\$ _____
_____	Inline booth(s)	10'x10' Inline	Early*	\$4000	\$ _____
_____	Inline booth(s)	10'x10' Inline	Standard	\$4300	\$ _____
_____	Table Top booth	6' Table	Early*	\$2000	\$ _____
	<small>(limited availability, sponsors only)</small>				
_____	Splash Zone Kiosk			\$3000	\$ _____
	<small>(limited availability, digital dental design technology)</small>				

Total \$ _____

10% Corporate Member Discount \$ _____

50% Deposit* \$ _____

Balance Due \$ _____

**Contract and full payment processed by January 31, 2020.*

EXHIBITOR PRODUCT CATEGORIES *Select from product list.*

1) _____ 2) _____
 3) _____ 4) _____

All companies applying for exhibit space must complete and submit an application. The AACD will not process the application until the appropriate deposit is received. We also agree to remit any remaining balance in full on or before January 31, 2020. **10% discount for AACD Corporate Members. All payments received after January 31, 2020 are non-refundable.**

METHOD OF PAYMENT

I authorize AACD to automatically process any remaining balance due in January 2020 to the credit card provided.
 Please send an invoice for payment. Check #: _____ Amount \$ _____
 Credit card #: _____ Exp date: _____ Card Security Code: _____
 Name as it appears on credit card: _____
 Cardholder signature: _____

I/We have read and will abide by all provisions, terms and conditions published in the 2020 Exhibitor Guide, which the undersigned applicant agrees is in conjunction with this contract for booth space.

Authorized Signature/Title _____ Date: _____

For AACD Use Only: Date Rec'd.: _____ Time Rec'd.: _____ Booth Assigned: _____

- Abrasives
- Adhesion
- Aligners
- Articulators
- Association
- Bonding
- Burs
- CAD/CAM
- Cameras
- Cameras-Intra Oral
- Cements
- Composites
- Computer Software
- Curing
- Dental Laboratory
- Dental Service Organization
- Digital Solutions
- Disposable Products
- Education/Training
- Financial Services
- Handpieces
- Implants
- Impression Materials
- Infection Control
- Lasers
- Loupes
- Microscopes
- Occlusion
- Office Supplies/Design
- Oral Hygiene
- Orthodontics
- Photography
- Polishing Systems
- Porcelain Systems
- Power Toothbrushes
- Practice Management
- Practice Marketing
- Prosthodontic Aids
- Publications
- Refining
- Restorative Materials
- Shade Guides
- Skin Care
- Sleep Medicine
- Sterilization
- Veneers
- Whitening

EDUCATIONAL SPONSORSHIP OPPORTUNITIES

Hands-on workshops are designed to familiarize attendees with particular techniques.

CORPORATE WORKSHOP CONTRACT



ROSEN SHINGLE CREEK • ORLANDO FLORIDA

COMPANY & CONTACT INFORMATION

Company Name: _____

Contact Name: _____ E-mail: _____

**Per AACD Board approved policy, the AACD Professional Education Committee (PEC) has final approval of the corporate presentations. Should a program or speaker be turned down by the PEC the decision may be appealed to the Board of Directors.*

Please complete a separate form for EACH workshop you will sponsor.

HANDS ON CORPORATE WORKSHOPS

Thursday - Morning/Afternoon

Friday - Morning/Afternoon

Saturday - Morning

***Attendance Limited**

Hands-on workshops are designed to familiarize attendees with particular techniques and/or materials in a three-hour hands-on experience.

These workshops are offered Thursday through Saturday at AACD 2020 and attendance is limited. Workshop set-up is classroom style with a maximum of 50 participants, but final attendance numbers will depend on room capacity. Workshops must devote at least 75% of the class time to hands-on clinical applications.

Corporate Workshops

Provide attendees with a hands-on experience to perfect their techniques with your materials and equipment.

Attendance will be limited to 50 participants (*preregistration required*). Time slots are available in the morning and afternoon each day.

Full Day Workshop (2 Sessions) \$9,000
(Morning & Afternoon Sessions) Thurs. Fri. (circle one)

Half Day Workshop (1 Session) \$6,000
Thurs. Fri. Sat. (circle one)

Repeat Date: _____ Time: _____

Topic: _____

Max Number of Participants: _____
(preferred number is 50)

Speaker Name(s):

1. _____

2. _____

Full payment is due when contract is submitted. All payments are non-refundable.

METHOD OF PAYMENT:

Invoice No.: _____ Amount: \$ _____

Credit Card No.: _____

Card Security Code: _____ Exp Date: _____

Name as it Appears on Credit Card : _____

Cardholder Signature: _____

Print Form

Email Form

//We have read and will abide by the conditions set forth in this contract, which the undersigned applicant agrees is part of this contract for sponsorship.

Date: _____

Authorized Signature/Title: _____

Return to:

American Academy of Cosmetic Dentistry

402 West Wilson Street
Madison, WI 53703
Fax: 608.222.9540

E-mail: exhibits@aacd.com

SOCIAL EVENTS, ADVERTISING, & SPONSORSHIP OPPORTUNITIES

Choose from this list of sponsorship opportunities—or combine two or more opportunities—to reach the level of recognition you want to achieve with the world's premier cosmetic dental professionals.

Please contact exhibits@acd.com or call 800.543.9220 to discuss your preferred sponsorship program.

WELCOME RECEPTION

Don't miss out on the chance to attach your company's name to the signature social event of AACD 2020. The reception is open to all attendees of the conference, so outreach gains will be huge.

Support Amount \$20,000

EXHIBIT HALL SOCIAL

Becoming the title sponsor of one or both exhibit hall social receptions will provide your company with amazing recognition from attendees. Your sponsorship will be featured within the event and in pre-conference communications.

Support Amount \$4,000 (2 available)

ACCREDITED MEMBERS RECEPTION

This reception is for the AACD Accredited Members and one guest. This gathering is a chance for Accredited Members to reconnect with friends and colleagues they have met during their years at the Academy.

Support Amount \$10,000

JOURNAL OF COSMETIC DENTISTRY RECEPTION

Promote your company to the current Editor-In-Chief, Contributing Editors, authors, and the Editorial Review Board of the *Journal of Cosmetic Dentistry* at this important forum for exchanging ideas on continuing education through dental publications.

Support Amount \$4,000

NEW MEMBER & 1ST TIME ATTENDEE LUNCHEON

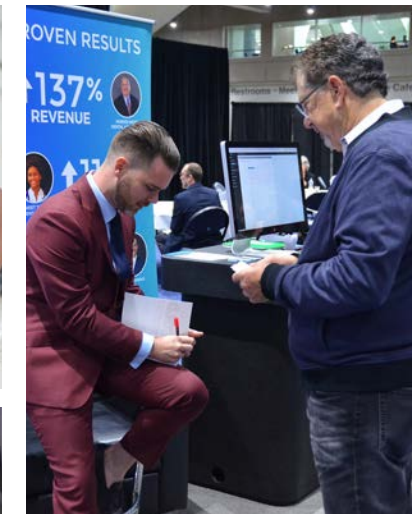
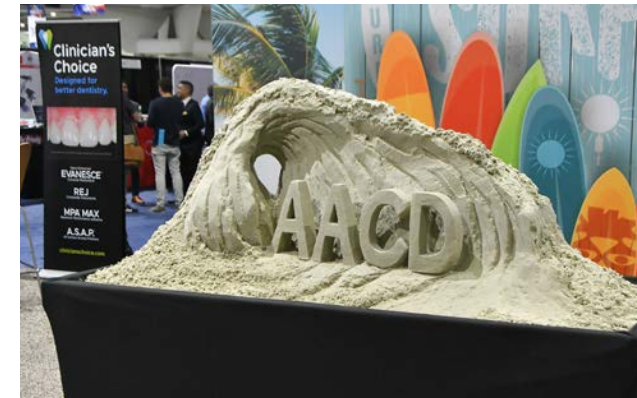
New AACD Members, first time conference attendees, and their guests are invited to this exclusive luncheon. AACD Ambassadors are on hand to welcome these new members and first time attendees, share their experiences, and offer their insights.

Support Amount \$6,000

GENERAL SESSION & MAIN STAGE

Our speakers, your recognition. Sponsorship includes the opportunity to introduce the speaker on stage, remind attendees of your presence, and for your company to be recognized on all signage and promotions.

Support Amount \$5,000-10,000



For complete information on sponsorships, contact AACD at exhibits@acd.com or 800.543.9220.



The AACD maintains first right of refusal to companies wishing to sponsor an event or scientific session materials for which a sponsor has already been established. Attending exhibiting companies will be given first priority for all Scientific Session sponsorship opportunities until January 1, 2020. After January 1, 2020, remaining sponsorship opportunities will become available to both exhibiting and non exhibiting companies. The AACD Executive Committee has final approval on all sponsorships.

DISPLAY YOUR BRAND

HOTEL ROOM KEYS

Take advantage of this unique branding opportunity on the guest room keys for the host hotel. Act fast! This is a very popular sponsorship item.

Support Amount \$5,000 (plus cost of key card distribution fees)

LANYARDS

This item is a necessity for all attendees, so why not be associated with each one of them. Let our members know you support AACD!

Support Amount \$6,000

ROOM DROPS

Your company will have the opportunity to have an item or brochure of your choice placed outside the door or on a door hanger of attendees' rooms at the host hotel. Sponsor selects the desired date and time for the room drop and will provide all room drop materials. This is a great way to reach all of the attendees directly!

Support Amount \$1,000 /day (plus cost of distribution)

TOTE BAGS

Highlight your brand on the official attendee tote bag. Continue to see your brand not only at AACD 2020, but for years to come as attendees keep and reuse the AACD tote bag.

Support Amount \$7,000

HEAD SHOT ADD-ON

Provide attendees with a new professional headshot. Attendees will get the portrait-taking experience with your logo displayed on all signage and on post-show email correspondence with their photo link for download.

Support Amount \$5,000

OTHER OPPORTUNITIES

We welcome unique ideas. Help AACD create innovative ways to showcase your company.

Contact exhibits@acd.com.

Please note all promotional items will be provided by AACD unless agreed to otherwise.

PRE-SHOW CONFERENCE BUZZ

Reach attendees of AACD's annual conference through The Buzz, an e-newsletter sent to all conference registrants. The Buzz provides attendees with updates about their registration, courses, travel, social events, and more. The Buzz is delivered eight times during the conference sales cycle, and open rates are often more than 40% for this highly-engaged group!

Advertising in the The Buzz helps you reach the members most likely to visit the AACD Exhibit Hall during the conference. With two in-context story ad positions in each issue, this is an opportunity you must grab.

MATERIAL SPECIFICATIONS

In-Context Story Ad: 75 words and an image (100 pixels wide x 100 pixels tall)
Static ads only; no animation. File must be in GIF or JPG format, and no larger than 90KB.
E-mail materials to exhibits@aacd.com.

CALL FOR ADVERTISING DEADLINES

*Ad content may be changed on an on-going basis.

RATES

AD TYPE	IN-CONTEXT STORY AD
DETAILS	75 words and an image
SIZE	100 pixels wide x 100 pixels tall
PRICE	\$3,000 for all 8 issues \$450 each

*Includes hyperlink to advertiser URL and/or e-mail





36th Annual Scientific Session • Rosen Shingle Creek • Orlando, FL.

Our Story Here

Nam, sitiorro voluptas dignime volestiorro explaut estinciet ma volorit, eturibus res is aut entiis ex eius evelisquos voluptatur, optatum reperovit aut aut faccus, esequ num voloreprerum voluptur am quae is aut entiis ex eius evelisquos voluptatur, optatum reperovit aut aut faccus, esequ num voloreprerum voluptur am quae

Image

**SPONSORED CONTENT:
Your Headline Here**

Image
100x100px

Nam, sitiorro voluptas dignime volestiorro explaut estinciet ma volorit, eturibus res is aut entiis ex eius quos voluptatur, optatum reperovit aut aut faccus, esequ num voloreprerum voluptur am quae is aut entiis ex eius

Our Story Here

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Image

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Your Headline Here**

Image
100x100px

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AACD CONFERENCE E-PRELIMINARY GUIDE 2020

REACH DENTAL PROFESSIONALS WORLDWIDE!

The Annual AACD Scientific Session is the world's premier continuing education event focused on comprehensive cosmetic dentistry. Attendees come from around the world to network and learn about the latest advancements in the rapidly evolving field of dentistry. Leading dentists and laboratory technicians attend The Annual AACD Scientific Session each year, along with team, guest, and spouse attendees. Recipients of the E-Preliminary Guide include all members of the AACD, as well as prospective members.

The digital edition of the E-Preliminary Guide will be available to dental professional worldwide online at www.aacd.com/orlando.

This highly anticipated guide is a great way to connect your business with the quality education AACD is known for.

RATES

AD LOCATION	COST
Inside Front Cover	\$4,500
Inside Back Cover	\$4,000
Back Cover (1/2 Page Print, Full-Page Digital)	\$4,700
Daily Schedule Pages (Wednesday, Thursday, Friday, Saturday & Exhibitor)	\$2,600
Facing Pages (Recommended Courses, Wednesday, Thursday, Friday, Saturday & Exhibitor)	\$2,400

E-Preliminary Guide prices in effect for 36th Annual AACD Scientific Session takes place in Orlando, FL from April 22 – April 25, 2020.

Ad Specs	Width	Height
Bleed	9"	11.5"
Trim	8.5"	11"
Live Area	7.5"	10"

ADDITIONAL INFORMATION

- All ads are four-color
- Due to the limited number of advertisement space, reservations are taken on a first-come, first-served basis

SHIPPING INFORMATION

E-mail a press quality PDF and color proof of the advertisement/showing bleed to exhibits@aacd.com.

CONTACT

exhibits@aacd.com or 800.543.9220



ADVERTISING POLICY & SUBMISSION REQUIREMENTS
[CLICK TO DOWNLOAD PDF](#)



10% DISCOUNT FOR AACD CORPORATE MEMBERS



ATTENDEE NEWS / ON-SITE

Be on attendees' minds first thing every morning during the conference! Daily on-site emails provide attendees focused reminders pertinent to that day's courses and events. Attendee News daily emails boast open rates exceeding 50%. The Attendee News email features two in-context story ad positions.

CALL FOR ADVERTISING DEADLINES

*Ad content may be changed on an on-going basis.

ATTENDEE NEWS (4 ISSUES) ON-SITE E-MAILS

AVAILABILITY

Wed., Thurs., Fri., Sat.

PRICE

\$1,500 for all 4 issues
\$450 each

Daily on-site emails provide attendees focused reminders pertinent to that day's courses and events.



36th Annual Scientific Session • Rosen Shingle Creek • Orlando, FL.

Our Story Here

Nam, sitiorro voluptas dignime volestiorro explaut estinciet ma volorit, eturibus res is aut entiis ex eius evelisquos voluptatur, optatum reperovit aut aut faccus, esequ num voloreprerum voluptur am quae is aut entiis ex eius evelisquos voluptatur, optatum reperovit aut aut faccus, esequ num voloreprerum voluptur am quae

Image

SPONSORED CONTENT: Your Headline Here

Image 100x100px

Nam, sitiorro voluptas dignime volestiorro explaut estinciet ma volorit, eturibus res is aut entiis ex eius quos voluptatur, optatum reperovit aut aut faccus, esequ num voloreprerum voluptur am quae is aut entiis ex eius

Our Story Here

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Image

SPONSORED CONTENT: Your Headline Here

Image 100x100px

Nam, sitiorro voluptas dignime volestiorro explaut estinciet ma volorit, eturibus res is aut entiis ex eius quos voluptatur, optatum reperovit aut aut faccus, esequ num voloreprerum voluptur am quae is aut entiis ex eius



AACD 2020 SPONSORSHIP AND ADVERTISING FORM

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsor Contact Name: _____

SPONSORSHIPS AND ADVERTISING (circle your choice)

EDUCATIONAL SPONSORSHIPS

General Session Speaker \$5,000
Corporate Workshops \$9,000 (full day)
\$6,000 (half day)

SOCIAL EVENTS

Leadership Dinner \$5,000
Welcome Reception [SOLD] \$20,000
jCD Reception \$4,000
Accredited Members Reception \$10,000
New Member & First Time Attendee Luncheon [SOLD] \$6,000
Exhibit Hall Social Reception 2 Nights (Thursday or Friday) \$4,000

MOBILE APP ADVERTISING

Mobile App Ads
Side Menu w/Link \$4,500
Rotating Ad w/Link \$2,600
Push Notification \$500/notification

Web Browser Ads

Right Lower Rotating Ads \$2,400
Full Bottom Leaderboard Ad \$2,400

PROMOTIONAL BRANDING

Hotel Room Drops \$1,000+
Hotel Room Keys \$5,000+
Lanyards \$6,000
Tote Bags \$7,000
Banners Call for Pricing

CONFERENCE BUZZ (8 ISSUES)

In-Context Ad \$3,000 or \$450 ea.

ATTENDEE NEWS (4 ISSUES)

On-Site E-Mails \$1,500 or \$450 ea.

E-PRELIMINARY GUIDE ADVERTISING

Inside Front Cover \$4,500
Inside Back Cover \$4,000
Back Cover \$4,700
Daily Schedule Pages \$2,600
Facing Pages \$2,400

Sponsorship Item(s) TOTAL \$ _____

CONDITIONS:

- Application must be accompanied with full payment. Application will not be processed until full payment is received.
- AACD will collaborate with supporter on promotional items
- AACD has sole responsibility for attendee invitations for social events

METHOD OF PAYMENT:

Check No.: _____ Amount: \$ _____

Credit Card No.: _____ Exp Date: _____ Card Security Code: _____

Name as it Appears on Credit Card: _____

Cardholder Signature: _____

I/We have read and will abide by the conditions set forth on this contract, which the undersigned applicant agrees is part of this contract for sponsorship.

_____ Date: _____

Authorized Signature/Title

Return to:

AACD American Academy of Cosmetic Dentistry
402 West Wilson Street, Madison, WI 53703
Fax: 608.222.9540 • E-mail: exhibits@aacd.com

For marketing tools to help drive traffic to your booth, visit: www.aacd.com/exhibitor toolkit



AACD 2020 Orlando, Florida will feature a robust, state-of-the-art mobile app giving attendees all the meeting information they need right at their fingertips on their favorite mobile device. You can reach dentistry's elite through these advertising opportunities available on the AACD meeting app.



AACD 2020 APP ADVERTISING OPTIONS

MOBILE APP ADS



Mobile App Ads appear on mobile devices (phones and tablets and app embed in browser window)

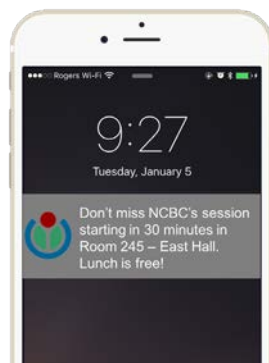
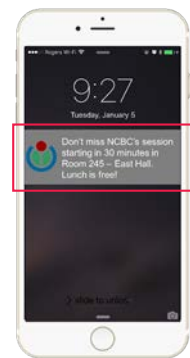


AD TYPE	Side Menu with Link
DETAILS	Single stationary ad appearing in center of menu
SIZE	600 x 300 pixels
PRICE	\$4,500 each



Mobile App Ads appear on mobile devices (phones and tablets and app embed in browser window)

AD TYPE	Rotating Ad with Link
DETAILS	Ads rotate at 4 second intervals (3 available ad slots)
SIZE	728 x 90 pixels
PRICE	\$2,600 each



AD TYPE	Push Notification
DETAILS	200 character count maximum, plus logo (Limit of two per day)
SIZE	N/A
PRICE	\$500/notification (Limit of two per day)

AACD MEMBERSHIP

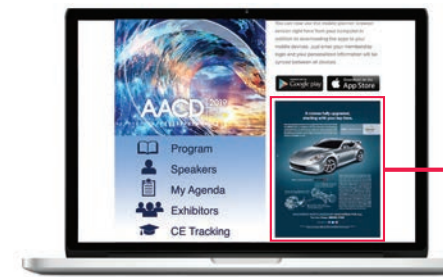
AACD comprises more than 5,000 members including 4,400 dentists; 87% from North America and 13% from around the world. Members are represented from the US and Canada, as well as more than 80 countries.

EXPECTED ATTENDANCE

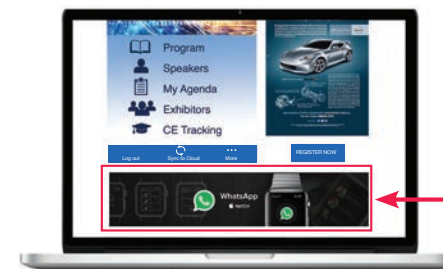
Over 1,300 dental professionals are expected with approximately 70% dentists. AACD 2020 will be promoted through the AACD website, social media, and dental pubs to ensure maximum meeting attendance.

WEB BROWSER ADS

Web Browser ads appear on the website URL hosting the browser version of the app



AD TYPE	Right Lower Rotating Ad
DETAILS	Ads rotate at 5 second intervals (3 available ad slots)
SIZE	370 x 480 pixels
PRICE	\$2,400 each



AD TYPE	Full Bottom Leaderboard Ad
DETAILS	Single stationary ad
SIZE	728 x 210 pixels
PRICE	\$2,400 each

ADVERTISE IN THE JOURNAL OF COSMETIC DENTISTRY



The 36th Annual AACD Scientific Session, April 22-25, 2020 in Orlando, Florida offers an exceptional opportunity for your company to advertise in a bonus distributed issue of the *jCD*, the AACD's quarterly member publication.

The distribution of *jCD* approaches that of many major cosmetic dental-interest journals. Unlike others, 100% of our dentist readership specialize in high-quality and ethical cosmetic dentistry.

Increase awareness of your cosmetic dentistry product or service by placing an ad. All advertising will be sold on a first-come, first-served basis.

For companies not exhibiting at the 2020 AACD Annual Scientific Session, non-exhibitor rates will apply.

See information on exhibiting: visit <https://aacd.com/orlando>

ADDITIONAL INFORMATION

- All ads are four-color
- Due to the limited number of advertisement space, reservations are taken on a first-come, first-served basis
- Ask about multimedia and interactive options available in the digital edition
- E-mail a press quality PDF and color proof of the advertisement/showing bleed to advertising@aacd.com



**10%
DISCOUNT FOR
AACD
CORPORATE
MEMBERS**

jCD ADVERTISING RATES (4-COLOR PROCESS ONLY)

AD SIZE	NON-EXHIBITOR	EXHIBITOR
½ page (horizontal)	\$1,700	\$1,533
Full page	\$3,265	\$3,065
2-page spread	\$6,530	\$6,330

FULL PAGE PREMIUM POSITIONS	NON-EXHIBITOR	EXHIBITOR
Inside front cover	\$4,040	\$3,920
Inside back cover	\$3,870	\$3,715
Back cover	\$4,285	\$4,170
Facing table of contents	\$3,592	\$3,372

Note: Inserts, Bellyband, and Ride Along outserts are available upon request.

AD SPACE DIMENSIONS

PAGE SIZE	NON-BLEED WIDTH X HEIGHT	BLEED WIDTH X HEIGHT	LIVE AREA	TRIM
½ page horizontal	7.5" x 4.5"	N/A	N/A	N/A
Full page	7.5" x 10"	8.875" x 11.375"	7.5" x 10"	8.375" x 10.875"
Two-page spread	N/A	17.25" x 11.375"	15.5" x 10"	16.75" x 10.875"

(Gutter allowance: total of .5" or .25" per page)

BINDING:
Saddle-stitched

CLOSING DATE:
January 13, 2020

ARTWORK DEADLINE:
February 10, 2020

Ad production specs are available in AACD's Advertising Media Kit, available at www.aacd.com

You can help restore smiles and lives for adult survivors of domestic and sexual violence by investing in an AACD Charitable Foundation sponsorship at AACD 2020. Proceeds benefit the Foundation's Give Back a Smile (GBAS) program.

GIVE BACK A SMILE Annual Fundraising Event

Sponsoring the Give Back a Smile event is an opportunity to rub shoulders with the Foundation's top supporters and AACD leaders. This event is always one of the highlights of the conference.
Opportunities Range from \$500 - \$10,000
 Contact Lisa Fitch for details: lisaf@aacd.com



GIVE BACK A SMILE Silent Auction

The silent auction will be on display in the exhibit hall and within the auction's mobile bidding application.
Presenting Sponsor \$3,000 (exclusive)

- Logo prominently displayed on all silent auction signage
- Logo prominently displayed on mobile bidding application
- Company name/logo with auction promotions
- Verbal acknowledgment during morning general session

Silent Auction Sponsor \$500 (multiple available)

- Logo displayed on mobile bidding application



GIVE BACK A SMILE Wine Pull

The Charitable Foundation will be hosting a wine pull in the exhibit hall.
Wine Pull Sponsor \$500 (multiple available)

- Logo displayed with the wine

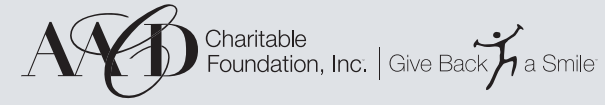


COMPANY & CONTACT INFORMATION

Company Name: _____

Contact Name: _____ E-mail: _____

**Per AACD Board approved policy, the AACD Professional Education Committee (PEC) has final approval of the corporate presentations. Should a program or speaker be turned down by the PEC the decision may be appealed to the Board of Directors.*



The American Academy of Cosmetic Dentistry Charitable Foundation is a 501c3 Organization
 - Tax ID #39-1800450

Contact Foundation Director,
 Lisa Fitch for more details.

AACD
 402 West Wilson St,
 Madison, WI 53703

E-mail: lisaf@aacd.com

Please complete a separate form for EACH EVENT you will sponsor.

GIVE BACK A SMILE ANNUAL FUNDRAISING EVENT

Opportunities Range from \$500 - \$10,000

\$ _____

\$ _____

GIVE BACK A SMILE SILENT AUCTION

Presenting Sponsor \$3,000 (exclusive)

Silent Auction Sponsor \$500 (multiple available)

GIVE BACK A SMILE WINE PULL

Wine Pull \$500 (multiple available)

Full payment is due when contract is submitted. All payments are non-refundable.

METHOD OF PAYMENT:

Invoice No.: _____ Amount: \$ _____

Credit Card No.: _____

Card Security Code: _____ Exp Date: _____

Name as it Appears on Credit Card: _____

Cardholder Signature: _____

I/We have read and will abide by the conditions set forth in this contract, which the undersigned applicant agrees is part of this contract for sponsorship.

Date: _____

Authorized Signature/Title: _____

Return to:



Lisa Fitch : E-mail: lisaf@aacd.com
 402 West Wilson St,
 Madison, WI 53703

2020 SPONSORSHIP RECOGNITION

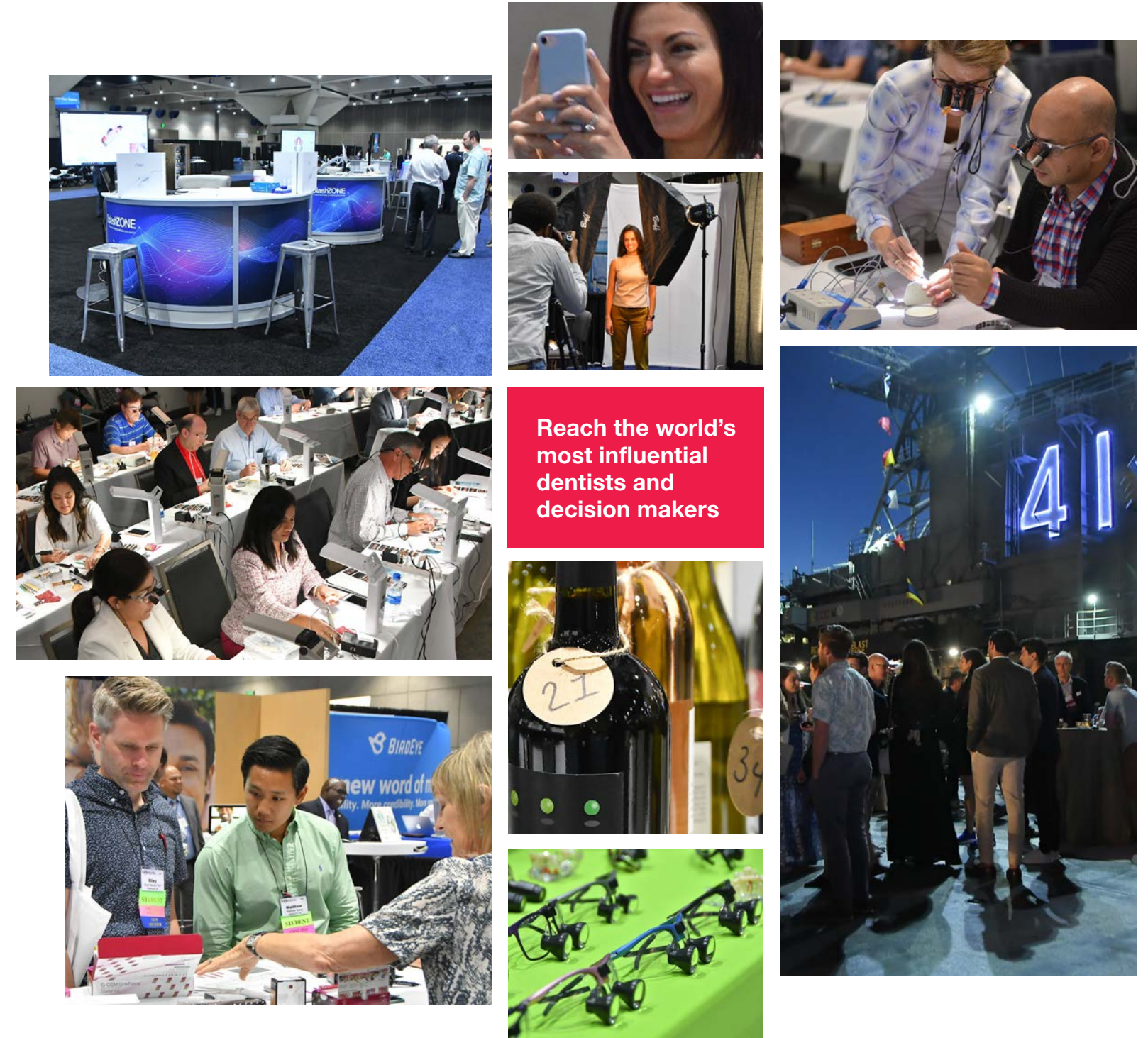
The American Academy of Cosmetic Dentistry (AACD) values the financial commitments made by our supporters. We greatly appreciate your continual support of the AACD throughout our fiscal year. In recognition of your efforts, we will combine both your educational and event support along with your advertising dollars to determine the Scientific Session sponsorship level. These sponsorship levels are based on the accrual of financial support from the previous year's conference to the current year's conference (April 23, 2019 - April 25, 2020).

<h3 style="margin: 0;">GOLD SPONSOR</h3> <p style="margin: 0; font-weight: bold;">SPEND \$50,000-\$79,999</p>	<h3 style="margin: 0;">PLATINUM SPONSOR</h3> <p style="margin: 0; font-weight: bold;">SPEND \$80,000</p>	<h3 style="margin: 0;">SILVER SPONSOR</h3> <p style="margin: 0; font-weight: bold;">SPEND \$10,000-\$49,999</p>
<p>HALF PAGE ADVERTISEMENT</p> <p>Full-page, 4-color display advertisement in the <i>Journal of Cosmetic Dentistry</i></p>	<p>FULL PAGE ADVERTISEMENT</p> <p>Full-page, 4-color display advertisement in the <i>Journal of Cosmetic Dentistry</i></p>	<p>FULL PAGE ADVERTISEMENT</p> <p>Full-page, 4-color display advertisement in the <i>Journal of Cosmetic Dentistry</i></p>
<p>COMPLIMENTARY TICKETS</p> <p>Three complimentary tickets to the Celebration of Excellence</p>	<p>COMPLIMENTARY TICKETS</p> <p>Four complimentary tickets to the Celebration of Excellence</p>	<p>COMPLIMENTARY TICKETS</p> <p>Two complimentary tickets to the Celebration of Excellence</p>
<p>PROMOTION</p> <p>Signage promoting your sponsorships at AACD 2020, The Annual AACD Scientific Session</p>	<p>PROMOTION</p> <p>Signage promoting your sponsorships at AACD 2020, The Annual AACD Scientific Session</p>	<p>PROMOTION</p> <p>Signage promoting your sponsorships at AACD 2020, The Annual AACD Scientific Session</p>
<p>RECOGNITION</p> <p>Signage to display at your booth</p>		
<p>LEARN MORE ></p>	<p>LEARN MORE ></p>	<p>LEARN MORE ></p>

WHY BECOME AN AACD SPONSOR?

Your Sponsorship + AACD Member Dentists = Amazing Results

Reach the world's most influential dentists and decision makers by becoming an AACD sponsor, where you'll earn face-to-face time with the people who can grow your business and your brand. Let AACD put your sponsorship dollars to work and enhance your visibility.



Reach the world's most influential dentists and decision makers



38TH ANNUAL AACD SCIENTIFIC SESSION



ORLANDO
2020

APRIL
22-25

FUTURE ANNUAL AACD SCIENTIFIC SESSIONS

DATES AND LOCATION

Mark your calendar today for our future scheduled scientific sessions!

36th Annual AACD Scientific Session	Orlando, Florida	April 22-25, 2020
37th Annual AACD Scientific Session	Denver, Colorado	April 14-17, 2021
38th Annual AACD Scientific Session	Orlando, Florida	April 27-30, 2022
39th Annual AACD Scientific Session	Grapevine, Texas	April 26-29, 2023

