20 EDUCATE APRIL 23 CONNECT GRAPEVINE, TEXAS

Exhibitor Prospectus

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Welcome to the 39th Annual AACD Scientific Session in Grapevine, Texas!

Imagine our excitement in 2022 when there was such pent-up demand for meeting live once again (after a two-year break) that we had a waiting list for exhibitors!

That's because the AACD annual conference is THE place to connect with the leading community in esthetics and reinvigorate our passion for excellence in the art and science of cosmetic dentistry.

After a thrilling event in Orlando last year, attendees can expect an exceptional education program and a Scientific Session with more hands-on workshops than we have ever had in the history of AACD!

AACD 2023 Texas will be a "must attend" event and will position your products and services in front of dentistry's most passionate participants—many of whom are industry thought leaders, authors, educators, and mentors. These are the people you WANT to reach.

Highly engaging tabletop exhibits and a chance for conference attendees to mingle with Exhibitors over a glass of wine during the receptions on Thursday and Friday will make AACD 2023 Texas a valuable stop for you in the coming year.

On behalf of all AACD members, I look forward to welcoming you and your company to Grapevine, Texas, for outstanding education and memorable social activities.

I hope to see you there.

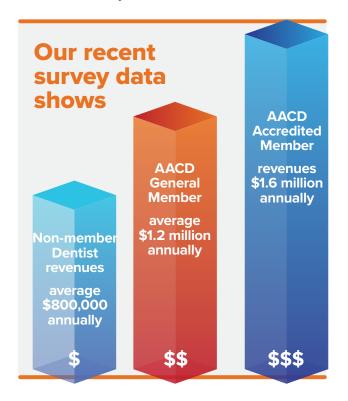
Marilyn R. Calvo, DDS, AAACD

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President, American Academy of Cosmetic Dentistry

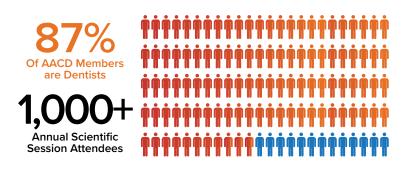
Who Will Your Messaging Reach?

AACD Members represent cosmetic dentistry's most passionate practitioners. They stand for responsible esthetics, lifelong learning, and a commitment to excellence. And the expertise and influence of this elite group of professionals reaches far and wide throughout the dental industry.

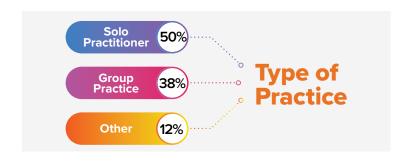


Many AACD Members—and especially those who are AACD Accredited and Fellow Members—are the subject matter experts, the key opinion leaders, the educators, the authors, and the mentors in the esthetic space.













in 33k+



YouTube 6k+



AACD Website 50,000+

CALENDAR

OCTOBER 3, 2022

Exhibit assignments begin.

DECEMBER 1, 2022

Deadline for cancellation of exhibit space with a full refund (less \$75 handling fee).

Cancellations must be in writing to: exhibits@aacd.com

JANUARY 20, 2023

Deadline for cancellation of exhibit space with a 50% refund. All cancellations after this date will result in full forfeiture of exhibit space and deposit. All contracts received after January 20, will be required to pay in full when the contract is submitted.

FEBRUARY 3, 2023

Exhibitor Kit will be emailed.

MARCH 1, 2023

Special function request forms are due.

APRIL 3, 2023

Deadline for exhibitor badge registration.

If AACD receives the two names on or after Wednesday, April 26 there will be a \$100 penalty to receive the two badges.

Deadline for Certificate of Insurance.

APRIL 26, 2023

7:00 am - 6:00 pm Exhibitor set-up and registration

APRIL 27-28, 2023

Exhibit Hours*

7:30 am - 5:30 pm Thursday, April 27

(Exhibitor Social 4:30 pm - 5:30 pm)

7:30 am - 6:30 pm Friday, April 28

(Exhibitor Social 5:00 pm - 6:30 pm)

APRIL 28, 2023

7:00 pm - 10:00 pm* Teardown

*Subject to change

EXHIBIT POLICIES

EXHIBITOR ELIGIBILITY REQUIREMENTS

- All exhibits submitted for display at the AACD Annual Scientific Session are subject to review.
- Exhibiting companies must be in good financial standing with the AACD.
- The AACD is under no obligation to extend application privileges to any company regardless of whether the company has exhibited at past Annual Scientific Sessions.
- All products and services exhibited must be germane to and effective and useful in the practice of dentistry.
- AACD shall be the sole judge as to the acceptability of exhibits.
- Products that fall under FDA guidelines must have FDA certification displayed.
- An exhibitor may not display any product or distribute advertisements for any product that infringes on the registered trademark, copyright, or patent of another company.
- Miscellaneous products and services not specified in these standards may be eligible to exhibit on a case-by-case basis. All exhibitors are required to submit a completed official e-application when applying for AACD Scientific Session exhibit space.

EXHIBIT FEES

TABLETOP EXHIBIT RENTAL:

Full payment ON or BEFORE January 20, 2023 \$4,000

Full payment received AFTER January 20, 2023 \$4,300

Companies are responsible for all furniture, audio-visual, electrical, internet (hard line), phone, and in-booth security costs. All exhibits are decorated at the exhibitor's expense and made directly with the General Service Contractor.

TABLETOP EXHIBIT INCLUDES:

- Two complimentary badge registrations per Tabletop Exhibit
- 6' skirted table
- Two chairs
- Sign indicating the name of the exhibiting company
- Pre-and post-scientific session attendee list (one-time-usage, mailing addresses only) sent April and May 2023
- Thursday's Welcome Reception
- Lunch Thursday and Friday
- Drink tickets for Exhibitor Social
- Access to General Sessions
- Company name, logo, table number at meeting site and listed in the conference mobile app

NOTE: Additional badges are available at the cost of \$1,500/badge and includes Thursday's Welcome Reception, lunch, and the Exhibitor Social on Thursday and Friday.

APPLICATION POLICY

Exhibits will not be assigned without payment.

The AACD may, at its discretion, accept or reject any application for exhibit space.

Exhibitors will be notified if exhibit space is sold out and asked if they want to be placed on the waitlist. Payment will be held if placed on the wait list; otherwise, the full amount received with be returned.

If exhibitors choose not to be on the list, the full amount received will be returned.

PAYMENT & CANCEL-LATION POLICY

No exhibit space will be assigned without a completed application and full payment must be received.

All cancellations must be in writing.

All Negotiated Pricing incorporated and made part of Tabletop Exhibit Space Contract, Educational Contract, Advertising Contract or Sponsorship Contracts, here in noted as "the contract," between the American Academy of Cosmetic Dentistry and Exhibitor is confidential and proprietary to the American Academy of Cosmetic Dentistry. The exhibitor agrees not to disclose the contents of the contract to persons or entities not party to this agreement without the American Academy of Cosmetic Dentistry's written permission. Non-adherence to Exhibitor Hours will be subject to the penalties stated in the rules/regulations/restrictions section of the exhibitor prospectus.

If a cancellation is received before November 1, 2022, AACD will issue a full refund (minus a \$75 handling fee). Cancellations received after November 1, 2022, and before January 20, 2023 will receive a 50% refund. If a cancellation is received after January 20, 2023, all monies will be forfeited to the AACD.

In the event of conflicts regarding available space requests or conditions beyond its control, the AACD reserves the right to rearrange the floor plan. Exhibitors will not be allowed to set up if an outstanding balance exists on their AACD account. This would include any outstanding exhibiting or advertising balance.

Complete exhibitor 'Terms and Conditions' are delineated on application. For the latest information online visit the 39th Annual AACD Scientific Session at:

aacdconference.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@aacd.com or call 608-237-8829 to discuss your preferred sponsorship program.













WELCOME RECEPTION TITLE SPONSORS

AACD will include the title sponsor's name and logo in all conference marketing materials for the reception, on-site signage, and in the conference mobile app. Each sponsor will have 3 minutes to welcome the attendees to the conference that evening. **Two - Title Sponsors \$15,000 each**

WELCOME RECEPTION ENTERTAINMENT SPONSOR

Your company will introduce the band at the well-attended and highly-anticipated welcome reception, giving your company incredible recognition. Your company logo and name will be on all conference marketing materials promoting the band, on-site, and the conference mobile app.

Two - Support Amount \$10,000 each

CELEBRATION OF EXCELLENCE AFTER-PARTY ENTERTAINMENT

The Celebration of Excellence After-Party is held immediately following the Celebration of Excellence Awards dinner. All AACD 2023 Texas attendees are invited to network with their industry peers, enjoy live entertainment, and celebrate their achievements. Your company will introduce the band giving your company incredible recognition. Your company logo and name will be on all conference marketing materials promoting the After Party, on-site, & the conference mobile app. **Support Amount \$10,000**

GENERAL SESSION

Our speakers, your recognition. We have many opportunities for your company to be a Presenting Sponsor.

- Name & logo on all conference marketing, signage on-site, and conference mobile app.
- Introduce the speaker on the general session stage, remind attendees of your presence.

3 General Sessions:

Thursday, Friday & Saturday

\$3,000 each

Take all three \$9,000

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 \$5,000**

PLEASE CONTACT:

email: exhibits@aacd.com

or call:

Ben Glantz

608-237-8829

to discuss your preferred sponsorship program

SOCIAL EVENTS, ADVERTISING, & SPONSORSHIP OPPORTUNITIES

DISPLAY YOUR BRAND

EVENT BADGE/LANYARDS

A necessity for all attendees, so don't miss out on this opportunity to have your company logo/name on the conference event badge and lanyard.

Support Amount \$10,000

(AACD to identify or choose conference badge materials)

TOTE BAGS

Highlight your brand on the official attendee tote bag. Continue to see your brand not only at AACD 2023 Texas, but for years to come, as attendees keep and reuse the AACD tote bag.

Support Amount \$10,000

PROFESSIONAL HEADSHOT

Provide attendees with a new professional headshot. Attendees will get the portrait-taking experience with your logo displayed on-site signage. **Support Amount \$8,000**

HOTEL ROOM KEYS

Take advantage of this unique branding opportunity on the guest room keys at the host hotel (sponsor responsible for the production of key cards).

Support Amount \$6,000

ROOM DROPS

Your company will have the opportunity to provide an item or brochure of your choice distributed to attendees' guest room; items can be hung on doors, placed under the door, or inside the guest room. Sponsor opportunities on three days, Wednesday, Thursday, or Friday, must be arranged no later than April 15, 2023. Sponsors provide all room drop materials to AACD, and the AACD team will coordinate with the hotel. This is a great way to reach all attendees directly!

Support Amount \$6,000/day (Sponsor is responsible for the cost of the distribution of materials; \$5/ two items placed inside the room and or \$3 outside the room).

REFRESHMENT BREAK

Be the hero while gaining premium exposure by offering conference attendees that much-needed refreshment. **Offered on Thursday, Friday and Saturday.** Your company logo will appear on signage, mobile app, and conference promotions. **Five Opportunities -**

Support Amount \$3,000 each

CUSTOMIZE YOUR SPONSORSHIP!

What are your ideas?

Contact: Ben Glantz, beng@aacd.com













COMPANY & CONTACT INFORMATION

Contact Name:	E-mail:			
Per AACD Board-approved policy, the AACD Professional Education Committee (PEC) has final approval of the corporate presentations. Should the PEC turn down a program or speaker, the decision may be appealed to the Board of Directors.				
	CORPORATE WORKSHOPS			
20 EDUCATE APRIL	New this Year! Corporate Workshop Sponsors will receive two complimentary conference registrations. The sponsor			

Wednesday, April 26 12:30pm - 3:30 pm CT

25 CONNECT GRAPEVINET

Thursday, April 27 9 am - 12 pm & 1:30 pm - 4:30 pm CT

Friday, April 28

9 am - 12 pm CT & 2 pm - 5 pm CT *Attendance Limited

Educational Sponsorship Opportunities:

Cardholder Signature: _

Company Name:

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

The workshop set-up is classroom-style, with a maximum of up to 45 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. Limited observation seating will be offered in the back of the room if space allows. AACD will determine capacity.

must submit the names that will receive the registrations to AACD on or before April 3, 2023.

Full Day Workshops can be two sessions that are repeated, or two independent workshops.

time slots are available in the	morning and afternoon.
Full Day Workshop —— (2 Sessions) \$9,000	
Half Day Workshop (1 Session) \$6,000	
Topic:	
Max Number of Participants:	(preferred number is 45)
Speaker Name(s): (if known)	
1	
2	

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

METHOD OF PAYMENT:	I/We have read and will abide by the conditions set forth in
Please send Invoice for Payment.: Amount: \$	this contract, which the undersigned applicant agrees is part of this sponsorship contract. Date:
Credit Card #:	Authorized Signature/Title:
Card Security Code: Exp Date: Name as it Appears on Credit Card :	Return to: American Academy of Cosmetic Dentistry exhibits@aacd.com

PRE-SHOW CONFERENCE BUZZ E-NEWSLETTER

Reach attendees of AACD's annual conference through The Buzz, an e-newsletter sent to all conference registrants, AACD members, and prospects. 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 Buzz helps you reach the members most likely to visit the AACD Exhibits 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 Block: 75-word caption, email, or URL to be hyperlinked to the title (max 8 words) and "Learn More" button & image (192 pixels wide x 168 pixels tall). Static ads only; no animation. File must be in GIF or JPG format, no spaces in the file name and no larger than 90KB.

Email materials to exhibits@aacd.com.

RATES

AD TYPE	IN-CONTEXT STORY AD		
DETAILS	75 words and an image		
SIZE	192 px wide x 168 px tall		
PRICE	\$3,000 for all 8 issues \$450 each		

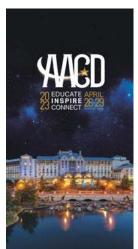
*Includes hyperlink to advertiser URL and/or e-mail





Our Story Here

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



SPONSORED CONTENT:

Your Headline Goes Here (12pt)



Nam, sitiorro voluptas dignime volestiorro explaut estinciet ma volorit, eturibus res is aut entiis ex eius quos voluptatur, optatum reperovit aut aut entiis ex eius, optatum exd reperovit aut aut entii reperovit aut aut entiis

Register Now >

SPONSORED CONTENT:

Your Headline Goes Here (12pt)



Nam, sitiorro voluptas dignime volestiorro explaut estinciet ma volorit, eturibus res is aut entiis ex eius quos voluptatur, optatum reperovit aut aut entiis ex eius, optatum exd reperovit aut aut entii reperovit aut aut entiis

Read More















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MOBILE APP ADVERTISING OPTIONS

AACD 2023 Texas 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 mobile app.

MOBILE APP ADS



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	Complimentary Ad with Gold Corporate Membership, if you are exhibiting at the conference.	



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)	Complimentary Push with Gold Corporate Membership, if you are exhibiting at the conference.	

The Power of Smart Ad Retargeting

Extend your brand visibility and gain exposure with 3,800+ dental professionals worldwide.

Guaranteed digital reach with every website visitor.





AUDIENCE ESTABLISHED

3,800+ reachable dental professionals who have consumed and interacted with AACD content.

What is Retargeting?

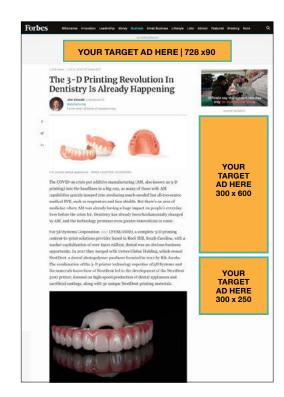
Digital retargeting with the AACD means you will be serving your brand's ads to consumers who have interacted with AACD content wherever those consumers go online.

Quality Targeting!

The AACD can also work with you to target specific geographical locations as well as consumers who have visited specific AACD web pages, such as our conference site and our downloadable resource pages.

Contact: advertising@aacd.com

AD Retargeting Packages: Choose Your Reach and Duration			
Packages	Value Price	Impact Duration	Number of Impact Impressions
Option A	\$ 3,000	1 Month	100,000
Option B	\$ 5,000	2 Months	200,000





Ad Retargeting Packages with Quantifiable

Results: Receive detailed reports that allow you to see your campaign results in real-time, including impressions, clicks, and geographical locations of ads served.

Contact: advertising@aacd.com

JOURNAL OF COSMETIC DENTISTRY ADVERTISING OPTIONS

The distribution of *jCD* approaches that of many major cosmetic dental-interest journals. Unlike others, 100% of our dentist readership specializes 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 AACD 2023 Texas Annual Scientific Session, non-exhibitor rates will apply.



jCD ADVERTISING RATES



Note: Inserts, Bellyband, and Ride Along outserts are available upon request. (Gutter allowance: total of .5" or .25" per page)

AD SIZE	NON-EXHIBITOR	
Full page	\$3,300	
FULL PAGE PREMIUM POSITIONS	NON-EXHIBITOR	
Inside front cover	\$4,200	
Inside back cover	\$4,000	
Back cover	\$4,400	

AD SPACE DIMENSIONS

PAGE SIZE	NON-BLEED WIDTH X HEIGHT	BLEED WIDTH X HEIGHT	LIVE AREA	TRIM
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"

ADDITIONAL INFORMATION

- All ads are full-color
- Due to the limited number of advertisement spaces, 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

BINDING: Perfect binding

Ad production specs are available in AACD's Advertising Media Kit,

available at www.aacd.com/advertise

Give Back a Smile Sponsorship Opportunities

Help restore smiles and lives for survivors of domestic violence while earning brand recognition, by investing in an AACD Charitable Foundation sponsorship at AACD 2023. Proceeds benefit the Foundation's Give Back a Smile (GBAS) program.





Annual Give Back a Smile Fundraising Event Rub shoulders with Give Back a Smile's top supporters and AACD leaders at

Chicken N Pickle Grapevine on Friday, April 28, 7:30 pm – 10:30 pm.

To get involved with Give Back a Smile contact Lisa Fitch at lisaf@aacd.com or call 608.237.8812

PRESENTING SPONSOR - \$10,000 (up to two sponsors)

- Slide with verbal recognition during morning general session at AACD 2023
- Logo prominently displayed on GBAS Fundraising Event signage, GBAS website, and venue monitors
- GBAS Fundraising Event attendee mailing list
- Four tickets to GBAS Event (Value \$900)
- One Pickleball Court Sponsorship (Value \$500)
- Two minutes of stage time during GBAS Fundraising Event

OPEN BAR SPONSOR - \$6,000 (exclusive)

- Verbal recognition and logo displayed during morning general session at AACD 2023
- Branded drink napkins
- · Logo displayed in bar area and venue monitors
- Logo displayed on GBAS Fundraising Event signage and GBAS website
- Two tickets to GBAS Fundraising Event (value \$450)

SHUTTLE SPONSOR - \$3,500 (exclusive)

- Logo prominently displayed when attendees board shuttle to event
- Opportunity to directly engage with attendees on shuttle
- Logo prominently displayed on GBAS Fundraising Event signage and GBAS website
- Verbal mention during morning general session

PICKLEBALL TOURNAMENT SPONSOR \$2.500 (exclusive)

- Opportunity to run and host pickleball tournament in two of the courts (pickleball pro available to assist)
- Direct engagement opportunities with participants
- Logo prominently displayed within the two pickleball courts

PICKLEBALL COURT SPONSOR

\$500 (up to two sponsors)

 Logo prominently displayed within one of the pickleball courts (Not a part of the tournament. Courts will be available for attendees to casually play pickleball games)

SUFFLEBOARD SPONSOR - \$500 (up to two sponsors)

 Logo promInently displayed near shuffleboard game (games will be available for all attendees to play)

CHARITY AUCTION

Bidding open April 1 - April 28, 2023. The auction items will be on display at AACD 2023 and will be promoted virtually, giving thousands the opportunity to view your brand.

AUCTION PRESENTING SPONSOR

\$1,000 (exclusive)

- Company name/logo with auction promotions
- Logo prominently displayed on mobile bidding application

AUCTION SPONSOR - \$500

- · Logo displayed on mobile bidding application
- · One social media shout-out

Submit your item donation here>

Steps for SMILES

Participants will track their steps Friday, April 28. Person with the most steps wins!

PRESENTING SPONSOR - \$1,500 (exclusive)

- · Company name/logo on GBAS T-shirt
- Company name/logo with event promotions



CORPORATE MEMBERSHIP

JOIN COSMETIC DENTISTRY'S ELITE.

Become an AACD Corporate Member and save!

The AACD has long enjoyed the support of corporate partners in the dental profession who share the mission of advancing the art and science of comprehensive cosmetic dentistry and encouraging the highest standards of ethical conduct and responsible patient care.



5% discount

on all AACD advertising

Your logo, with a backlink, on the AACD website

Use of the AACD Corporate Member logo

Access to exclusive AACD member benefits

The Journal of Cosmetic Dentistry for one designated representative

\$595/year



10% discount

on all AACD advertising

Your logo, with a backlink, on the AACD website

Use of the AACD Corporate Member logo

Access to exclusive AACD member benefits

The Journal of Cosmetic Dentistry for one designated representative

Branded social media post

Annual Scientific Session mobile app digital ad and push notification (only applies if exhibiting at the annual conference)

\$1,395/year

CORPORATE GOLD AACD MEMBER

A. A. A. A.

20% discount

on all AACD advertising

Your logo, with a backlink, on the AACD website

Use of the AACD Corporate Member logo

Access to exclusive AACD member benefits

The Journal of Cosmetic Dentistry for one designated representative

Branded social media post

Annual Scientific Session mobile app digital ad and push notification (only applies if exhibiting at the annual conference)

AACD membership postal mailing list use annually for promotion of company and its products & services

Recognition at Annual Scientific Session

Membership thank you in eUpdate

Main stage recognition at Annual AACD Scientific Session

Two press releases posted to the AACD Newsroom and promoted

Ability to sign up for exhibit floor placement two weeks before open for general sale

Eligible to run for open Corporate Member seat on the AACD Board of Directors

Eligible to cast a vote at AACD Annual Member Meeting

Classified ad placements on AACD.com

\$2,995/year



MARK YOUR CALENDAR FOR THE
40TH ANNUAL AACD SCIENTIFIC SESSIONS
NATIONAL HARBOR, MD • APRIL 3 - 6, 2024

