



January 24-26, 2019

Insight Track: Cone Beam Computed Tomography

As the premier organization dedicated to endodontics, the AAE is pleased to offer a comprehensive endodontic education conference and networking opportunity focused on one of the most popular topics among endodontic practitioners today: Cone Beam Computed Tomography. This Insight Track will be held January 24-26, 2019, at the Resort at Squaw Creek, Lake Tahoe, California.

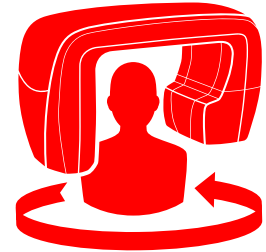
Attendees will benefit from a start-to-finish look at investing in and implementing CBCT into their practices, leaving with increased confidence in using CBCT for practice elevation. Practitioners familiar with CBCT will also leave with an understanding of the latest advancements in CBCT technology and how to use CBCT codes to make their practice more profitable.

Attendees are encouraged to head over to the corporate partners' area. This intimate meeting offers a forum for connecting with AAE leaders. Space is limited to a select group of the AAE Foundation's premier supporters, allowing Insight Track participants to have meaningful interactions and develop relationship with exhibitors.

The program schedule has been designed with free time in the afternoon for networking. Enjoy the amenities at Resort at Squaw Creek in an idyllic mountain setting or venture to Lake Tahoe, California – a few minutes away – with colleagues, family and friends.

I invite you to browse the sponsorship information for a variety of ways your company can participate. We hope you will accept the invitation to join us. I personally look forward to seeing you there and to learning more about your company.

—Dr. Jeffrey S. Albert,
CEC Chair



General Information

Dates

Thursday, January 24 through
Saturday, January 26, 2019

Location

Resort at Squaw Creek in
Lake Tahoe, California

*Display setup will be offered for
exhibitors arriving on Wednesday
from 3-6 p.m., but is not required.*

Accommodations

Hotel information will be provided once
your agreement has been approved.

Exhibitors requesting function space
must write for approval. Events may
not be conducted during official
AAE programming hours.

Event Schedule

Wednesday, January 23

3 - 6 p.m.

Display Setup

Thursday, January 24

6 - 7 a.m.

Display Setup

7 - 7:30 a.m.

Breakfast

7:30 - 10 a.m.

Lectures

10 a.m. - 3:30 p.m.

Attendee Free Time
Vendor Area Closed

3:30 - 4 p.m.

Après Ski Break

4 - 6 p.m.

Lectures

6:30 - 8:30 p.m.

Reception

Friday, January 25

7 - 7:30 a.m.

Breakfast

7:30 - 10 a.m.

Lectures

10 a.m. - 3:30 p.m.

Attendee Free Time
Vendor Area Closed

3:30 - 4 p.m.

Après Ski Break

4 - 6 p.m.

Lectures

Saturday, January 26

7:30 - 8 a.m.

Breakfast

8 - 10 a.m.

Lectures

10 - 10:30 a.m.

Break

10:30 a.m. - 12 p.m.

Lectures

12:15 - 3 p.m.

Display Tear-down



Participation

Corporate Attendance Package \$1,900

Companies benefit from ample face-to-face time with current and prospective customers throughout the conference. This special opportunity is exclusively available to companies that have pledged \$25,000 or more to the AAE Foundation and includes the following benefits:

- Single representative registration
- Access to educational sessions
- Recognition on the event website
- Recognition on the mobile app
- Inclusion in all social activities
- Complimentary attendee mailing list
- Display space in the continental breakfast and break area
- Discounted registration for additional representatives (\$500/person, limit 2)

Sponsors of the previous meeting have the "right of first refusal" for one week upon release of the prospectus. After that date, the opportunities will be offered to other interested companies.

Mailing List Details

All attending companies also receive a complimentary mailing list of preregistered attendees that will be sent in December. The final list of attendees will be sent after the conference. Complimentary mailing lists are intended for onetime use only. Subsequent use of the mailing list is expressly prohibited.

Display Space Terms

The number of display spaces is limited and will be assigned on a first-come, first-served basis. Displays and materials are limited to one six-foot tabletop space (provided). Pop-up displays are welcome. (Booth display materials may not reference a competing company.) Power will be provided. Companies must staff their display throughout the educational program, including breakfasts and breaks on January 24, 25 and 26.

Detailed shipping instructions will be distributed two months before the meeting.

Space is limited and registration will be accepted until the conference is filled. Onsite registration will not be available.



Sponsorship Opportunities

Attending companies and organizations benefit from increased exposure through targeted sponsorship opportunities. Sponsors must purchase the corporate attendance package to be eligible for the offerings below.

All sponsorships include:

- Recognition in the Communiqué newsletter
- Sponsor logo for use on company website or other marketing
- Recognition on conference signs located in the AAE registration and information areas
- Name badges indicating sponsor status for all company representatives

Sponsoring companies to provide sponsored items. Items and artwork to be approved by the AAE.



***NEW* Endo On Ice (5 Total) \$2,500 each or \$12,500 exclusive**

Your brand will be associated with the making of great Tahoe memories. AAE will rent the rink for doctors and families alike. Distribute 50 complimentary skate rental tickets from your booth. Logo recognition on branded cups of hot chocolate provided, and in all AAE marketing channels.

***NEW* Snowshoe Adventure Tour (3 Total). \$4,000**

Sponsor a one-hour guided snowshoeing tour for 10 individuals through beautiful Squaw Valley, led by a knowledgeable guide. Upon arriving back, warm up with hot cocoa and a private fire pit for attendees to enjoy. Equipment included. Brand recognition, networking and adventure guaranteed!

Lanyards \$3,000

Every attendee must wear a badge to enter the educational sessions and social activities. Provide lanyards and have your brand and message visible to attendees throughout the meeting.

Email Banner Ads (4 Total) \$900 each or \$3,600 exclusive

Generate interest and awareness for your products before and after Insight Track! A leaderboard or wide skyscraper with a link to your website will be included in emails sent to registered attendees by AAE. Create awareness prior to the meeting and sustain the momentum afterward!

Sponsorship Opportunities

Hotel Keycards \$3,500

Be the first to welcome our attendees and catch their attention every time they access their rooms with branded keycards.

Continental Breakfasts (3 Total)..... \$2,500

Help attendees start their day with your company top of mind! Event signage, branded napkins and speaker acknowledgment from the podium is included.

Breaks (3 Total) \$2,000

Provide an energy boost to attendees between sessions. Event signage, branded napkins and speaker acknowledgment from the podium is included.

President's Reception \$6,000

Mingle with AAE leadership and special VIPs during this one-of-a-kind event held in a stunning presidential suite. Take advantage of exclusive networking and visibility opportunities with key opinion leaders and program speakers.

Evening Reception \$8,000

Make a big impact at this popular event. Be the name that attendees remember as they discuss and debate the topics of the day. Event signage, a specialty cocktail, and multiple high-level branding opportunities are available to put your company front and center.

Attendee WiFi \$5,000

With more electronic devices being used than ever before, onsite WiFi is essential to attendees. Your logo will appear on all app promotional and instructional communications.

Mobile App \$7,000

Our mobile apps continue to increase in popularity and heavy usage. Benefit from branding on the app, a direct link to your website from the app, and logo exposure on all app promotional and instructional communications.

Required Review

All sponsorship materials featuring company logo/messages (including giveaway items) require pre-approval by the AAE. Sponsorship and booth display materials may not reference a competing company. All food and beverage must be arranged by the AAE.

All agreements must be submitted by December 19, 2018, and will be considered final and binding upon written confirmation from the AAE.



211 E. Chicago Ave., Suite 1100
Chicago, IL 60611-2691

Phone: 800-872-3636
(U.S., Canada, Mexico)
or 312-266-7255

Fax: 866-451-9020
(U.S., Canada, Mexico)
or 312-266-9867

Email:



Contact our team for more information on any of the offerings and to create a custom marketing package that achieves your business goals.

Marianne Niles
Corporate Relations Manager
800.872.3636, ext. 3022

Sponsorship Agreement

Please complete this Sponsorship Agreement in full and return with appropriate payment.
Written confirmation will be sent upon approval by the AAE.

Company Information (Used for Mobile App)

Company Name (as it should appear in print)

Alphabet letter under which you would like your company name to be listed

Address

City State/Country Zip/Postal Code

Phone Website

Contact Information

Contact Name Contact Title

Contact Information (if different from company information)

Address

City State/Country Zip/Postal Code

Phone Email (Required)

List types of products or services to be displayed:

Purchases

Corporate Attendance Package: **\$1,900**

-or-

Non-Donor Attendance Package: **\$2,100**

Additional Corporate Representatives:

_____ x **\$500** = \$ _____

Sponsorship Opportunity Selected (list in below box):

\$ _____

TOTAL PACKAGE COST: \$ _____

The company or individual listed on this application agrees to comply with all the policies, terms and regulations outlined in the **Display Space Terms**, which is part of this contract. We further acknowledge that the AAE reserves the right, in its absolute discretion, to reject this contract. This application shall not become a binding contract until fully executed by both parties.

Authorized by (print name) Title

Signature Date

Payment

A 50 percent deposit (in U.S. funds) must accompany this agreement. Payment will be accepted in the form of a check made payable to the American Association of Endodontists or a credit card.

Select: Send me an invoice. Payment due by January 4, 2019.

Charge the credit card below for the full amount.

Payment is by (please check one): ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number Expiration Date Security Code Card Holder's Name (print)

Signature Date

Note: Any credit card charge over \$5,000 will incur a 3% processing fee.