



MAY 3-6, 2023  
CHICAGO



EXHIBIT PROSPECTUS  
AND INTEGRATED  
MARKETING GUIDE

# BE A PART OF AAE23 – ENDODONTICS’ PREMIER MEETING!

As the premier source of continuing education in endodontics, AAE’s annual meeting is the largest and most diverse opportunity for learning the latest endodontic techniques, exploring new research and exchanging ideas. Attendees value the hands-on atmosphere and direct personal connections at their meeting.

Exhibitors and sponsors play an important role in the attendee experience. Your innovative products and services enable endodontists to achieve exceptional standards of care and embrace new technologies. The exhibit hall is a world class marketplace that provides that important face-to-face interaction.

We encourage you to review the information available in this prospectus to determine the exhibit space option that best suits your company. We appreciate your support of the specialty and look forward to welcoming you to AAE23.

**We’ll see you in Chicago!**



**Stefan I. Zweig, D.D.S.**  
AAE President



**Garry L. Myers, D.D.S.**  
AAE23 General Chair

ABOUT THE  **american association of  
endodontists**

## Core Purpose

To advance the art and science of endodontics and to promote the highest standards of patient care

## Mission

The AAE is dedicated to the highest standards of excellence in endodontic care.

We support our members’ pursuit of excellence through:



**Research and Education**



**Leadership and Advocacy**



**Philanthropy and Service**

## Core Values



**Integrity**

Evidenced in responsible behavior, ethical decisions, compassionate values, and philanthropic endeavors



**Leadership**

Evidenced in visionary thinking, the courage to examine and explore, and adaptability in an evolving environment



**Knowledge**

Evidenced in a common commitment to quality, excellence, professionalism, and dedication to science and lifelong learning



**Collegiality**

Evidenced in a friendly and inclusive professional culture characterized by fellowship and mutual respect

# ATTENDEE DEMOGRAPHICS

## In-Person Annual Meetings: AAE19 & AAE22

### AAE19 & AAE22 Averages

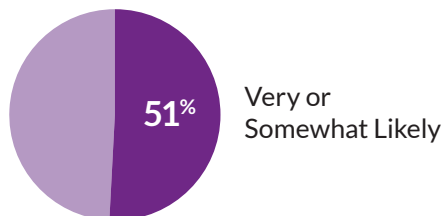
#### Attendee Breakdown

Endodontist/General Dentist .....	1,324
Student/Resident .....	616
Professional Staff .....	165
Educator .....	107
International Attendee.....	99
FDHS.....	71
<b>TOTAL .....</b>	<b>2,381</b>

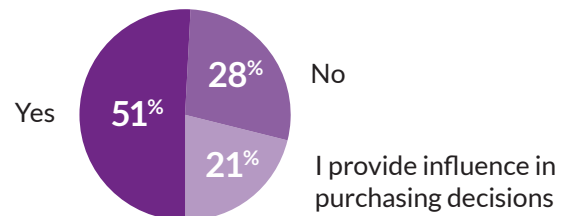
#### Place of Employment

Private Practice.....	62%
Academia .....	17%
Student/Resident.....	14%
Military .....	4%
Retired.....	3%

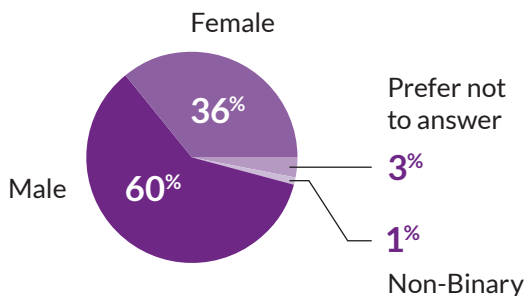
How likely are you to purchase a product or service from a company who exhibits at the Annual Meeting?



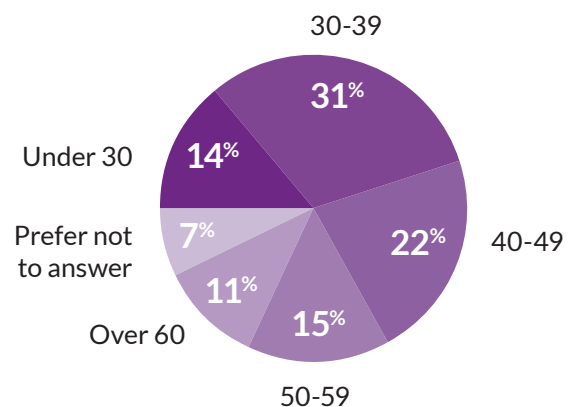
Are you the person who makes purchasing decisions for your practice?



#### Attendance by Gender



#### Attendance by Age





# AAE23 EXHIBITORS

AAE's annual meeting is the largest endodontic meeting in the world. Join us as an exhibitor and gain access to customers who are interested in:

- Pursuing new technologies and trends.
- Exploring new products and services.
- Investing in new tools and resources.
- Maximizing efficiencies in their practices.

On the exhibit floor, you'll make connections with highly qualified and focused professionals with decision-making power.



## Exhibit Hall Information

**WEDNESDAY, MAY 3 –  
FRIDAY, MAY 5, 2023**

**McCormick Place  
Lakeside Center**  
2301 S. Jean Baptiste Point  
DuSable Lake Shore Drive  
Chicago, IL 60616

## Schedule

**WEDNESDAY, MAY 3**

Breaks & Lunch with Exhibitors

**THURSDAY, MAY 4**

Breaks & Lunch with Exhibitors  
Poster Research & Table Clinics  
Exhibit Hall Happy Hour

**FRIDAY, MAY 5**

Breaks & Lunch with Exhibitors  
Closing Reception

Schedule subject to change. Refer to  
Exhibitor Services Kit for final times.

## Exhibit Hall Attractions

The AAE works hard to keep attendees returning to the exhibit hall during the meeting.

The programs and events listed below help to keep traffic flowing:

- Exhibit Hall Happy Hour and Closing Reception
- Food and drink on the show floor
- Interactive elements to keep attendees entertained
- Poster research and table clinic presentations
- Corporate lectures and presentation areas
- Product Showcase
- AAE Member Center, Foundation, and ABE Booths

## Exhibitor Benefits

- 8'-high draped back wall and 3'-high draped side rails with 7"x44" company identification sign
- Up to 10 complimentary exhibitor badges per 10'x10' booth, which include:
  - Access to all the educational sessions
  - Admission to the Welcome Reception & Celebrate! events
- Online company listing on meeting website and in the mobile app
- Free mailing lists of preregistered and final meeting attendees

## Reserve and Pay Online.

Use this convenient, secure portal to reserve your AAE23 booth, make payments and add on sponsorships when they become available.

**Visit [aee.org/exporeg](https://aee.org/exporeg) to get started!**



# EXHIBIT

## All-Inclusive Exhibit Package (U.S. Funds)

Pricing includes in-person booth space and online company listing.

	Early*	Standard
10'x10' Inline Booth .....	\$2,395	\$2,595
10'x10' Corner Booth .....	\$2,595	\$2,795
10'x20' Inline Booth .....	\$4,790	\$5,190
10'x20' Combo Booth .....	\$4,990	\$5,390
20'x20' Peninsula Booth .....	\$9,980	\$10,780
20'x20' Island Booth .....	\$10,380	\$11,180
20'x30' Island Booth .....	\$15,170	\$16,380
20'x40' Island Booth .....	\$19,960	\$21,560
40'x40' Island Booth .....	\$39,120	\$42,320

Additional sizes and configurations are available.

Contact **Deb Brisson**, Exhibits & Sponsorship Manager, to discuss.

\* Application and payment received by November 18, 2022.

## Start-Up Alley

Companies three years or younger launching within the endodontic marketplace are eligible for our Start-Up Alley!

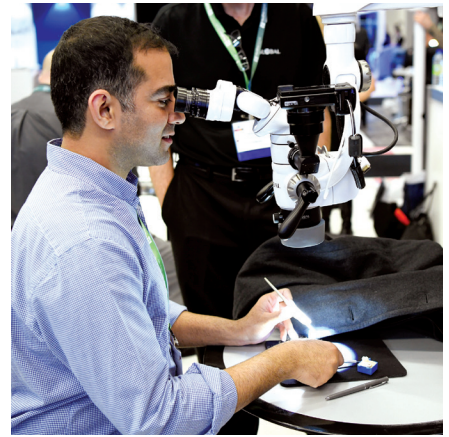
Participating companies receive a kiosk amongst other new companies looking to reach endodontists and related dental professionals. You'll have space for your promotional materials, a small monitor and/or a pop-up banner.

**Display Kiosk .....** \$1,600

Contact the AAE for more information on this new opportunity at the annual meeting.

### Note:

- Carpet, tables, chairs, electricity, computer, AV equipment and internet access are not included in the booth fee. These can be ordered through the Exhibitor Services Kit.
- Hotel information will be provided once the room block opens in December 2022.
- Function space requests will be accepted beginning fall 2022. Requests may only be submitted after the exhibit space application is received. Events may not be conducted during official AAE programming hours. Submit questions to [exhibit@aae.org](mailto:exhibit@aae.org).



# AAE23 SPONSORS

Companies that sponsor receive special recognition through our tiered program.

As you explore the opportunities outlined in this guide, be sure to keep these sponsorship levels in mind.

	\$100,000 and above	\$50,000– 99,999	\$25,000– 49,999	\$10,000– 24,999
	DIAMOND	PLATINUM	GOLD	SILVER
10 Rooms Held at Headquarters Hotel	●			
Verbal and Logo Recognition During General Sessions	●			
Listing of Company's Event on Meeting Website	●			
Featured on "Meet Our Sponsors" Webpage	●	●		
Logo Recognition in the <i>Journal of Endodontics</i>	●	●		
Floor Cling Recognition at Booth Along Main Aisle	●	●		
Logo Recognition on Homepage of Event Website	●	●	●	
Logo Recognition in <i>Communiqué</i> Newsletter	●	●	●	
Sponsor Level Badge on Online Company Description	●	●	●	●
Logo Recognition on Onsite Signage	●	●	●	●
Logo Recognition in Walk-in Slides	●	●	●	●
Logo Recognition in Pre-Event Attendee Email	●	●	●	●

Logo inclusion dependent on meeting January 15 submission deadline. Logo listings will display high to low in each category based on sponsorship investment.

## Priority Points

The AAE will make booth assignments based on priority points. Companies' cumulative total includes dollars spent on sponsorship across all AAE meetings, exhibit booth size as well as other contributions, in a given year (annual meeting to annual meeting). Full details outlined within the show rules.

SPONSORSHIP/ADVERTISING/ FOUNDATION CONTRIBUTIONS	ADDITIONAL POINTS
\$0–5,000.....	1 additional point
\$5,001–\$14,999 .....	5 additional points
\$15,000–\$29,999.....	10 additional points
\$30,000–\$74,999.....	15 additional points
\$75,000–\$150,000 .....	20 additional points
\$151,000 and above.....	25 additional points

[aae.org/AAE23](http://aae.org/AAE23)

## Consider sponsorship opportunities to gain exposure before, during and after the conference!

- Broaden exposure of your company's products and services to an exclusive audience
- Generate new business
- Build and strengthen relationships
- Enhance your company's profile and showcase your involvement within the specialty
- Enhance your social media presence

# CORPORATE SUPPORT OPPORTUNITIES

## ADVERTISING

### AAE23 Home Page Tile Ad

*Non-Exclusive Support*

**\$3,500**

Up to 2 supporters

### AAE23 Website Ads

*Non-Exclusive Support*

**\$3,000**

Up to 4 supporters, 2 placements each

### Email Banner Ads

*Exclusive Support*

**\$3,000**

Up to 3 supporters

### Show Dailies

*Non-Exclusive Support*

**\$5,000 each**

Include sponsored content in the Communiqué: AAE23 Edition, a show daily distributed to all AAE members.

Contact Bill at S&S Media for full details: [714-264-7386](tel:714-264-7386) or [bill@ssmediasol.com](mailto:bill@ssmediasol.com)

## DIGITAL

### Mobile App

*Exclusive Support*

**\$20,000**

### Convention Center Wi-Fi

*Exclusive Support*

**\$18,500**

### AAE Digital Signage

*Exclusive Support*

**\$15,000**

### Charging Lounge

*Exclusive Support*

**\$12,000**

### Video Power Towers (2)

*Exclusive Support*

**\$9,000 each**

### Convention Center Digital Ads

*Non-Exclusive Support*

**\$3,000**

Up to 4 supporters

## EXHIBIT HALL

### Attendee Lounge

*Exclusive Support*

**\$30,000**

### Wellness Center

*Exclusive Support*

**\$20,000**

### Baseball Simulator Engagement Activity

*Exclusive Support*

**\$14,000**

### Exhibit Hall Happy Hour

*Non-Exclusive Support*

**\$8,000**

Up to 2 supporters

### Lunch Tickets

*Non-Exclusive Support*

**\$8,000**

### Barista Station (2)

*Exclusive Support*

**\$7,000 each**

### Professional Headshots

*Exclusive Support*

**\$7,000**

### Smoothie Station (2)

*Exclusive Support*

**\$7,000 each**

### Closing Party Taste of Chicago

*Non-Exclusive Support*

**\$5,000**

Up to 4 supporters

### Lunch Table Tent Cards

*Exclusive Support*

**\$5,000**

### Exhibitor Meeting Room

*Non-Exclusive Support*

**\$2,500**

### Product Showcase

*Non-Exclusive Support*

**\$2,500**

Up to 8 supporters

### Exhibitor Storage Area

*Non-Exclusive Support*

**\$1,800**

### Scavenger Hunt Traffic Builder

*Non-Exclusive Support*

**\$600**

Up to 12 supporters





# CORPORATE SUPPORT OPPORTUNITIES

## FITNESS FUN

### 5K Fun Run

*Exclusive Support*

**\$15,000**

### Rise & Shine Fitness

*Exclusive Support*

**\$8,000**

## GRAPHICS: ESCALATORS

### Escalator Clings

*Exclusive Support*

**\$15,000**

### Top of Escalator Hanging Banner

*Exclusive Support*

**\$9,000**

31.8' W x 6' H

### Bottom of Escalator Railing Wrap

*Exclusive Support*

**\$7,000**

45' W x 3' H

### Bottom of Escalator Floor Cling

*Exclusive Support*

**\$5,000**

11' W x 6' H

### Top of Escalator Floor Cling

*Exclusive Support*

**\$5,000**

11' W x 6' H

## GRAPHICS: GRAND CONCOURSE

### Grand Concourse

#### Hanging Banners (12)

*Non-Exclusive Support*

**\$8,000 each**

20' W x 5' H – Double-Sided

#### Set of Two Grand Concourse Window Clings (8)

*Non-Exclusive Support*

**\$6,000 each**

10' W x 3.4' H

#### Grand Concourse Floor Clings (10)

*Non-Exclusive Support*

**\$4,000 each**

5' W x 5' H

#### Educational Level Floor Clings (10)

*Non-Exclusive Support*

**\$4,000 each**

5' W x 5' H

## GRAPHICS:

### WELCOME FOYER

#### Information Desk

*Exclusive Support*

**\$9,000**

#### Welcome Foyer Wall Clings

*Non-Exclusive Support*

**\$8,000**

10' W x 10' H

Up to 3 supporters

#### Welcome Foyer Window Clings (8)

*Non-Exclusive Support*

**\$5,000 each**

6'9" W x 7'9" H

#### Large Welcome Foyer Stair

##### Railing Wrap (4)

*Non-Exclusive Support*

**\$4,500 each**

18' W x 3' H

#### Medium Welcome Foyer Stair

##### Railing Wrap (2)

*Non-Exclusive Support*

**\$4,000 each**

12' W x 3' H



# CORPORATE SUPPORT OPPORTUNITIES

## HEADQUARTERS HOTEL

### Key Cards

*Exclusive Support*

**\$18,000**

### Escalator Glass Railing Cling (Reception Level 2)

*Exclusive Support*

**\$7,000**

### Hotel Door Drop

*Non-Exclusive Support*

**\$200**

Plus drop fees

## MEETING HIGHLIGHTS

### Keynote Speaker

*Exclusive Support*

**\$40,000**

### Resident Research Awards

*Exclusive Support*

**\$35,000**

### President's Breakfast

*Exclusive Support*

**\$20,000**

### Speaker Ready Room & Lounge

*Exclusive Support*

**\$20,000**

### Coolidge Brunch

*Exclusive Support*

**\$15,000**

### General Assembly

*Exclusive Support*

**\$15,000**

### Career Fair Sponsor

*Exclusive Support*

**\$5,000**

### Career Fair Table

**\$300**

## RECEPTIONS

### Celebrate! Chicago

*Exclusive Support*

**\$175,000**

### Welcome Reception

*Exclusive Support*

**\$20,000**

### Resident Reception

*Exclusive Support*

**\$18,000**

### Foundation Donor and Leadership Reception

*Non-Exclusive Support*

**\$12,000**

Up to 3 supporters

### President's Reception

*Non-Exclusive Support*

**\$10,000**

Up to 2 supporters

### Professional Staff Reception

*Non-Exclusive Support*

**\$5,000**

Up to 2 supporters

## REGISTRATION ESSENTIALS

### Registration Bags

*Exclusive Support*

**\$25,000**

### Water Bottles

*Exclusive Support*

**\$14,000**

### Lanyards

*Exclusive Support*

**\$13,000**

### Notebook & Pen

*Exclusive Support*

**\$12,000**

## Welcome Gift

*Non-Exclusive Support*

**\$8,000**

Up to 2 supporters

## THOUGHT LEADERSHIP

### Track Sponsorships (6):

- Future of Endodontic Practice
- Interdisciplinary/Collaboration
- New Voices
- Non-Surgical Root Canal Therapy
- Practice Management
- Surgical Root Canal Therapy

*Exclusive Support*

**\$8,000 each**

### To the Point

#### Corporate Lectures (12, Limit 2)

*Exclusive Support*

**\$7,500 each**

Lunch Addition: \$4,000 each

### AAE Continuing Education Support (26)

*Exclusive Support*

**\$3,500 each**



### NEW To The Point Lecture Policy

Sponsoring company will need to submit the speaker and presentation's subject for review and approval prior to acceptance.

# READY TO GET STARTED?

Visit [aee.org/corporate](https://aee.org/corporate) for up-to-date information, applications and terms.

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

## For Exhibits

**Deb Brisson, CEM, CMP**

Exhibits and Sponsorship Manager

312-872-0466

[dbrisson@aee.org](mailto:dbrisson@aee.org)

## For Sponsorship

**Marianne Niles**

Corporate Relations Manager

312-872-0471

[mniles@aee.org](mailto:mniles@aee.org)

## Future Annual Meeting Dates

### 2024



**LOS ANGELES**

**April 17-20**

Los Angeles  
Convention Center

### 2025



**BOSTON**

**April 2-6**

Hynes  
Convention Center

### 2026



**SALT LAKE CITY**

**April 15-18**

Salt Palace  
Convention Center

### 2027



**SAN ANTONIO**

**April 14-17**

Henry B. Gonzalez  
Convention Center



american association of  
**endodontists**

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@endodontists on [Facebook](#)

@SavingYourTeeth on [Twitter](#) and [Instagram](#)