



APRIL 17-20, 2024
LOS ANGELES



A A E 24

EXHIBIT &
SPONSORSHIP
PROSPECTUS

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



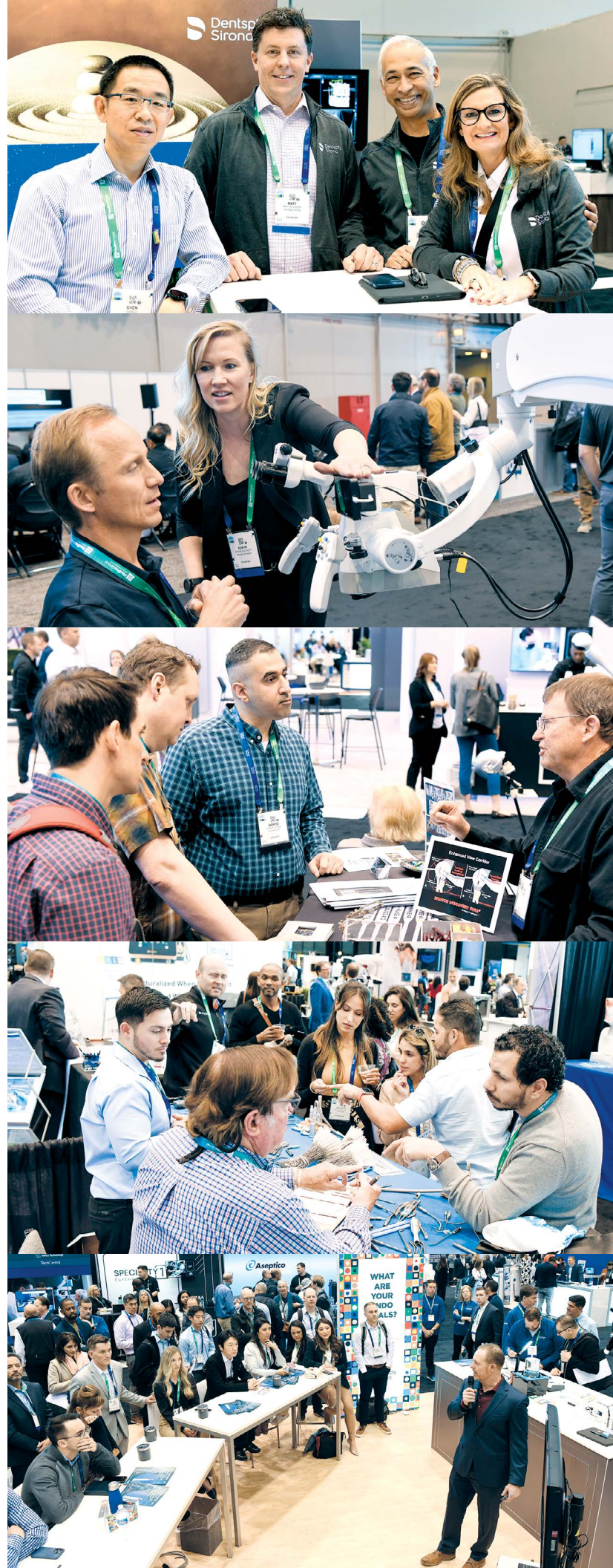
Knowledge

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

Annual Meetings: AAE22 & AAE23

2023 Attendee Breakdown*

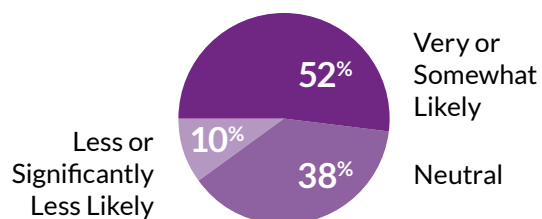
Endodontist/General Dentist	1,549
Student/Resident	709
Professional Staff	194
Educator	139
International Attendee.....	510
FDHS.....	87

TOTAL **3,188**

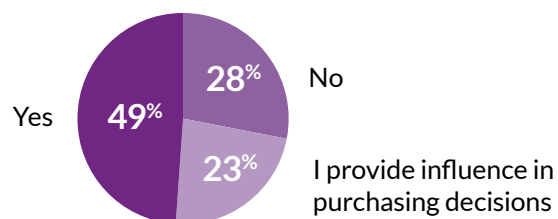
Place of Employment

Private Practice.....	61%
Academia	10%
Student/Resident.....	20%
Military	5%
Retired.....	2%
Other	2%

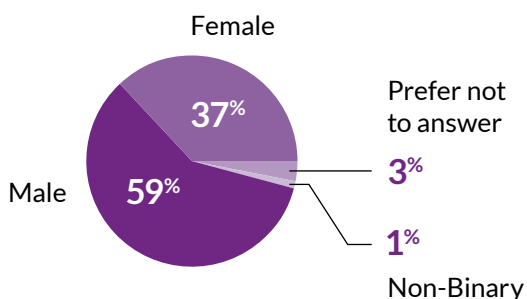
How likely are you to purchase a product or service from a company who exhibits at the Annual Meeting?



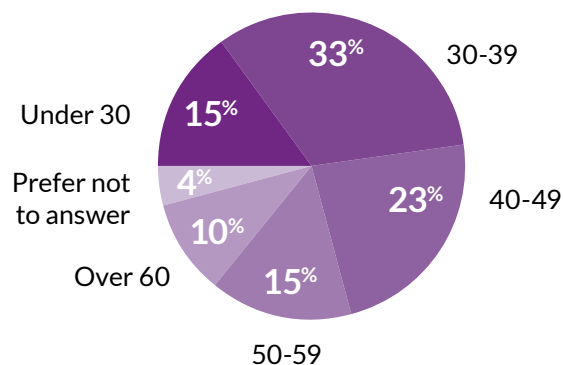
Are you the person who makes purchasing decisions for your practice?



Attendance by Gender



Attendance by Age



* Statistics generated from AAE23 data only. All other statistics are averaged from AAE22 and AAE23 data.

AAE24 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, APRIL 17 –
FRIDAY, APRIL 19, 2024**

Los Angeles Convention Center
West Hall
1201 S Figueroa St
Los Angeles, CA 90015

Schedule

WEDNESDAY, APRIL 17

Breaks & Lunch with Exhibitors

THURSDAY, APRIL 18

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

FRIDAY, APRIL 19

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
- Company listing in the mobile app and meeting website
- Complimentary mailing lists of preregistered and final meeting attendees

Reserve and Pay Online.

Use this convenient, secure portal to reserve your AAE24 booth, make payments and add on sponsorships when they become available.

Visit aee.org/exporeg to get started!

EXHIBIT

The exhibit hall is a highlight of the meeting and a vital part of the attendee experience.

Exhibit Booth Fees (U.S. Funds)

	Early*	Standard
10'x10' Inline Booth	\$2,445	\$2,645
10'x10' Corner Booth	\$2,645	\$2,845
10'x20' Inline Booth	\$4,890	\$5,290
10'x20' Combo Booth	\$5,090	\$5,490
20'x20' Peninsula Booth	\$10,180	\$10,980
20'x20' Island Booth	\$10,580	\$11,380
20'x30' Island Booth	\$15,470	\$16,670
20'x40' Island Booth	\$20,360	\$21,960
40'x40' Island Booth	\$39,920	\$43,120
40'x50' Island Booth	\$49,700	\$53,700

Additional sizes and configurations are available.

Contact [Deb Brisson](#), Exhibits & Sponsorship Manager, to discuss.

* Application and payment received by October 27, 2023.

Start-Up Alley

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

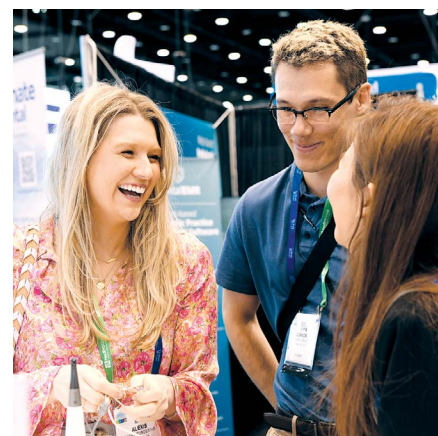
Participating companies receive a kiosk amongst other new companies looking to reach endodontists and related dental professionals. You'll have space for your promotional materials, a small monitor and/or a pop-up banner.

Display Kiosk \$1,650

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 2023.
- Function space requests will be accepted beginning fall 2023. 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 meetings@aae.org.



AAE24 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	●			
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 Exhibitor & Sponsor Rules and Regulations.

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/AAE24

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

AAE24 Home Page Tile Ad

Non-Exclusive Support

\$4,500

Up to 2 supporters

AAE24 Website Ads

Non-Exclusive Support

\$4,500

Up to 4 supporters, 2 placements each

Email Banner Ad

Exclusive Support

\$3,000

Up to 3 supporters

Show Dailies

Non-Exclusive Support

\$5,000 each

Include sponsored content in the Communiqué: AAE24 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

DIGITAL

Mobile App

Exclusive Support

\$20,000

Convention Center Wi-Fi

Exclusive Support

\$18,500

AAE Digital Signage

Exclusive Support

\$15,000

Convention Center Digital Ads

Non-Exclusive Support

\$3,500

Up to 4 supporters

EXHIBIT HALL

Attendee Lounge

Exclusive Support

\$30,000

Wellness Center

Exclusive Support

\$20,000

Attendee Engagement Activity

Exclusive Support

\$14,000

Charging Lounge

Exclusive Support

\$14,000

Barista Station (3)

Exclusive Support

\$8,000 each

Exhibit Hall Happy Hour

Non-Exclusive Support

\$8,000

Up to 3 supporters

Lunch Vouchers

Non-Exclusive Support

\$8,000

Professional Headshot Station

Exclusive Support

\$8,000

Endo Voices Podcast Station

Non-Exclusive Support

\$7,000

Up to 2 supporters

Closing Party in the Exhibit Hall

Non-Exclusive Support

\$5,000

Up to 4 supporters

Lunch Table Tent Cards

Exclusive Support

\$4,000

Exhibitor Meeting Room

Non-Exclusive Support

\$2,500

Product Showcase Digital Display

Non-Exclusive Support

\$2,500

Up to 7 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 Yoga Fitness

Exclusive Support

\$8,000

GRAPHICS: CE LEVEL

Information Desk

Exclusive Support

\$9,000

Bridge Standing Graphic (6)

Non-Exclusive Support

\$6,000 each

8'6" W x 8'5" H

CE Concourse Wall Cling (2)

Non-Exclusive Support

\$6,000 each

20' W x 6' H

CE Level Floor Cling (6)

Non-Exclusive Support

\$4,000 each

6' W x 6' H

Workshop Concourse Wall Cling (4)

Non-Exclusive Support

\$4,000 each

10' W x 6' H

GRAPHICS: REGISTRATION AREA

Registration Area Escalator

Exclusive Support

\$15,000

1'7" W x 49' H, Center Runner

9" W x 55' H, Side Wall Toppers

Bottom of Escalator Floor Cling

Exclusive Support

\$11,000

35'5" W x 4' H

Registration Area Hanging Banner (4)

Non-Exclusive Support

\$5,000 each

10' W x 8'6" H

Top of Escalator Floor Cling

Exclusive Support

\$5,000

11'3" W x 4' H

Registration Area Floor Cling (2)

Non-Exclusive Support

\$4,000 each

6' W x 6' H

GRAPHICS: WELCOME FOYER

Foyer Custom Lounge & Wall Cling

Exclusive Support

\$20,000

16' W x 16' H

Entrance Escalator

Exclusive Support

\$15,000

6'5" W x 2' H, Double-Sided Clings

1'7" W x 28' H, Center Runner

Foyer Escalator

Exclusive Support

\$13,000

6'5" W x 2' H, Double-Sided Clings

Foyer Wall Cling

Exclusive Support

\$10,000

18' W x 10' H

Staircase Kick Panels (2)

Exclusive Support

\$10,000 each

15'-28' W x 6" H, 21 stairs

Poster & Table Clinic Wall Cling

Exclusive Support

\$8,000

14' W x 7' H

Atrium Banner (4)

Non-Exclusive Support

\$6,000 each

10' W x 12' H, Double-Sided

Poster & Table Clinic Column Graphic (4)

Non-Exclusive Support

\$4,800 each

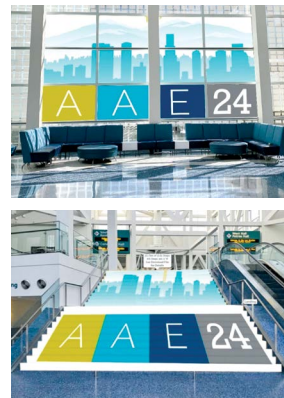
2'6" W x 12' H, Four-Sided Panels

Atrium Window Cling (16)

Non-Exclusive Support

\$3,500 each

6'6" W x 4'6" H



CORPORATE SUPPORT OPPORTUNITIES

HEADQUARTERS HOTEL

Key Cards

Exclusive Support

\$18,000

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

General Assembly

Exclusive Support

\$15,000

Coolidge Brunch

Exclusive Support

\$10,000

Speaker Ready Room & Lounge

Exclusive Support

\$7,500

Career Fair Sponsor

Exclusive Support

\$5,000

Career Fair Table

Non-Exclusive Support

\$300

RECEPTIONS

Celebrate! L.A.

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 & Water Stations

Exclusive Support

\$18,000

Lanyards

Exclusive Support

\$13,000

Notebooks & Pens

Exclusive Support

\$12,000

Welcome Gift

Non-Exclusive Support

\$7,000

Up to 2 supporters

THOUGHT LEADERSHIP

Track Sponsorship (6):

- Non-Surgical Root Canal Therapy
- New Voices
- Pulp Biology
- Surgical Root Canal Therapy
- Future of Endodontic Practice
- Outcomes

Exclusive Support

\$8,000 each

To the Point Corporate Lecture Live and Online (12, Limit 2)

Exclusive Support

\$7,500 each

Lunch Addition: \$4,000 each

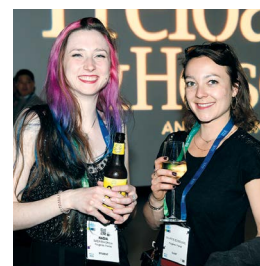
Product Showcase Live Presentation (13, Limit 2)

Exclusive Support

\$2,500 each

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 [aae.org/corporate](https://www.aae.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, CAE, CEM, CMP
Exhibits and Sponsorship Manager
312-872-0466
dbrisson@aae.org

For Sponsorship

Marianne Niles
Corporate Relations Manager
312-872-0471
mniles@aae.org

Future Annual Meeting Dates

2025



BOSTON

April 2-6

Hynes
Convention Center

2026

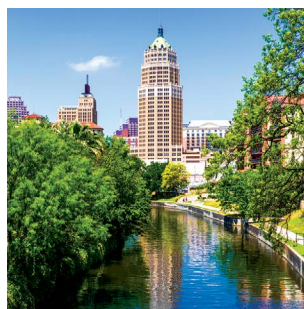


SALT LAKE CITY

April 15-18

Salt Palace
Convention Center

2027



SAN ANTONIO

April 14-17

Henry B. Gonzalez
Convention Center

2028



TORONTO

April 5-8

Metro Toronto
Convention Centre



american association of
endodontists

180 N. Stetson Ave., Suite 1500
Chicago, IL 60601, USA

Phone 800-872-3636 (U.S., Canada, Mexico) or 312-266-7255
Fax 866-451-9020 (U.S., Canada, Mexico) or 312-266-9867

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