



**SALT LAKE CITY**

**April 15-18, 2026**

# **EXHIBIT PROSPECTUS**



# ABOUT THE AAE

## 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: AAE25 ANNUAL MEETING

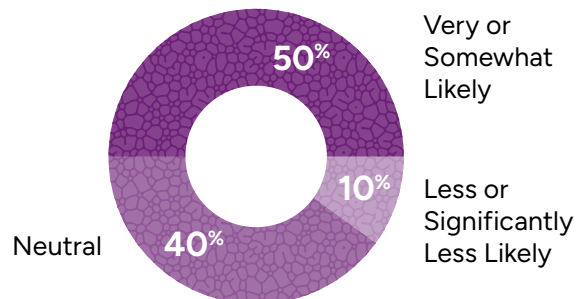
## 2025 Attendee Breakdown

Endodontist/General Dentist . . . . .	1,984
Student/Resident . . . . .	867
Professional Staff . . . . .	194
Educator . . . . .	148
International Attendee . . . . .	368
FDHS . . . . .	81
<b>TOTAL . . . . .</b>	<b>3,642</b>

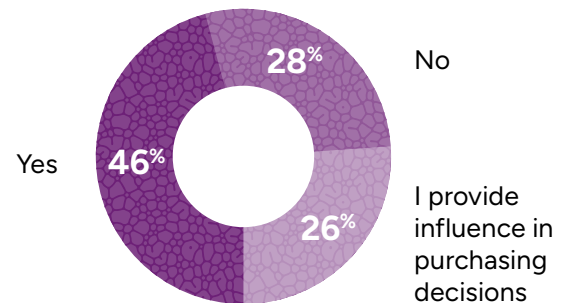
## Place of Employment

Private Practice . . . . .	60%
Academia . . . . .	11%
Student/Resident . . . . .	22%
Military . . . . .	4%
Retired . . . . .	1%
Other . . . . .	2%

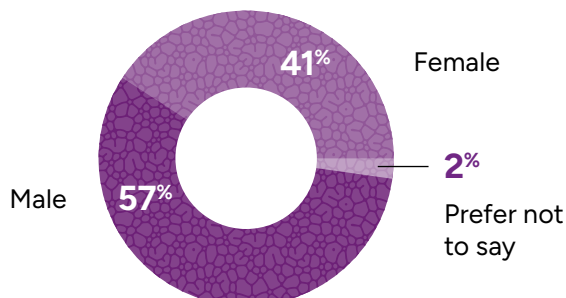
How likely are you to purchase a product or service from a company who exhibits at the Annual Meeting?



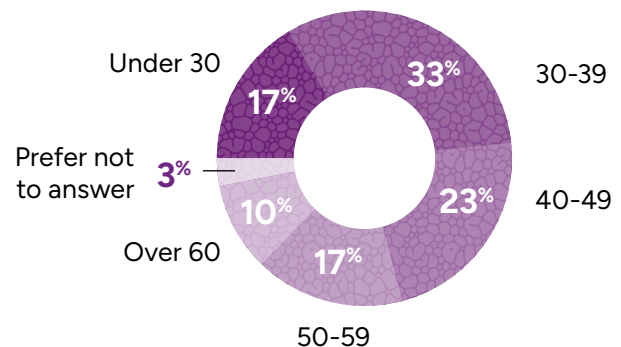
Are you the person who makes purchasing decisions for your practice?



## Attendance by Gender



## Attendance by Age





## 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 15 –  
FRIDAY, APRIL 17, 2026**

**Salt Palace Convention Center**  
100 S. West Temple  
Salt Lake City, UT 84101

### Schedule

**WEDNESDAY, APRIL 15**

Breaks & Lunch with Exhibitors

**THURSDAY, APRIL 16**

Breaks & Lunch with Exhibitors  
Exhibitor Connection Hour

**FRIDAY, APRIL 17**

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:

- Exhibitor Connection Hour and Closing Reception
- Food and drink on the show floor
- Interactive elements to keep attendees entertained
- 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 5 complimentary exhibitor badges per 10'x10' booth, which include:
  - Access to all the educational sessions
  - Admission to the Welcome Reception
- Company listing in the mobile app and meeting website
- Complimentary mailing lists of opted-in preregistered and final meeting attendees

## Reserve and Pay Online.

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

**Visit [aae.org/exporeg](https://www.aae.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 .....	\$2,845	\$3,145
10'x10' Corner Booth .....	\$3,095	\$3,395
10'x20' Inline Booth .....	\$5,690	\$6,290
10'x20' Corner Booth .....	\$5,940	\$6,540
10'x20' Peninsula Booth (End Cap) .....	\$6,190	\$6,790
20'x20' Island Booth .....	\$12,380	\$13,580
20'x30' Island Booth .....	\$18,070	\$19,870
40'x40' Island Booth .....	\$46,520	\$51,320

Additional sizes and configurations are available.

Contact [Jean Heis](#), Exhibits & Sponsorship Manager, to discuss.

\* Application and payment received by September 26, 2025.

#### 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.
- In-booth educational activities must be limited to small, interactive demonstrations that showcase the exhibitor's specific products or services. Attendance is limited to 10 individuals per session, per booth. Refer to Rule 21 the [AAE Exhibitor & Sponsor Rules and Regulations - American Association of Endodontists](#) for more information.
- A predetermined sponsorship fee of \$10,000 per event will be required for exhibitor-hosted external events exceeding 20 attendees at the Annual Meeting. Events with more than one sponsor will be subject to a \$5,000 sponsorship fee per company. Refer to Rule 19 in the [AAE Exhibitor & Sponsor Rules and Regulations - American Association of Endodontists](#) for more information.
- Hotel function space requests for non-attendee internal meetings will be accepted beginning fall 2025. Requests may only be submitted after the exhibit space application is received and deposit paid. All events taking place the week of AAE26 must be approved and may not be conducted during Official AAE programming hours. A communication to confirmed exhibitors will be sent when function space requests become available in the fall.
- Hotel information will be provided in fall 2025.

# READY TO GET STARTED?

Visit [aae.org/corporate](https://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

**Jean Heis, CAE, CMP**

Exhibits and Sponsorship Manager

312-872-0466

[jheis@aae.org](mailto:jheis@aae.org)

## For Sponsorship

**Marianne Niles**

Corporate Relations Manager

312-872-0471

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

## Future Annual Meeting Dates

**2027**



**SAN ANTONIO**

**April 14-17**

Henry B. Gonzalez  
Convention Center

**2028**



**TORONTO**

**April 5-8**

Metro Toronto  
Convention Centre

**2029**



**SEATTLE**

**April 18-21**

Seattle  
Convention Center

**2030**



**LOUISVILLE**

**April 3-6**

Kentucky International  
Convention Center