



SALT LAKE CITY

April 15-18, 2026

Exhibit Prospectus & Integrated Marketing Guide

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

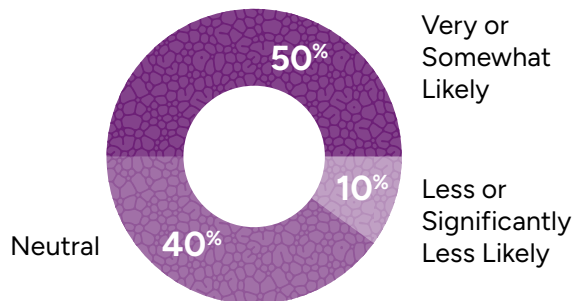
2025 Attendee Breakdown

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

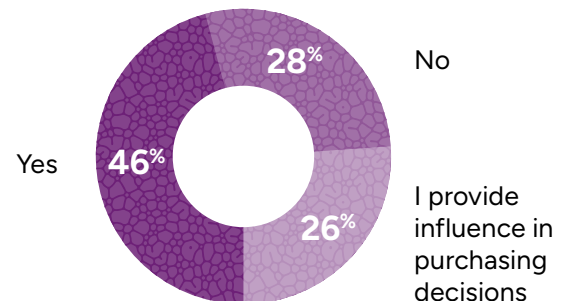
Place of Employment

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

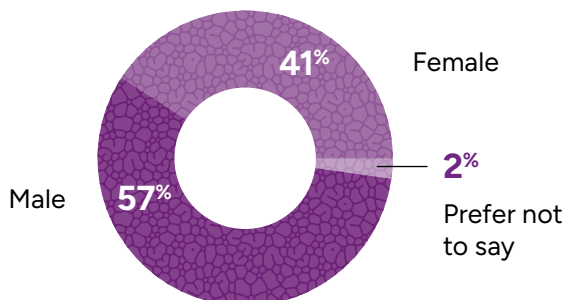
How likely are you to purchase a product or service from a company who exhibits at the Annual Meeting?



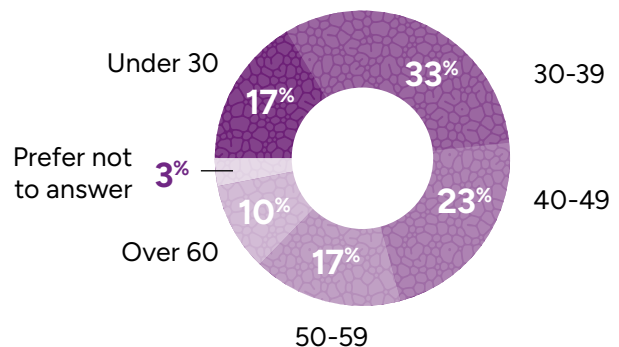
Are you the person who makes purchasing decisions for your practice?



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)

10'x10' Inline Booth	\$3,145
10'x10' Corner Booth	\$3,395
10'x20' Inline Booth	\$6,290
10'x20' Corner Booth	\$6,540
10'x20' Peninsula Booth (End Cap)	\$6,790
20'x20' Island Booth	\$13,580
20'x30' Island Booth	\$19,870
40'x40' Island Booth	\$51,320

Additional sizes and configurations are available.
Contact [Jean Heis](#), Exhibits & Sponsorship Manager, to discuss.

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](#) 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. Diamond Level sponsors are exempt from the sponsorship fee. Refer to Rule 19 in the [AAE Exhibitor & Sponsor Rules and Regulations](#) 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. Contact [Jean Heis](#), Exhibits and Sponsorship Manager, for more information on securing hotel function space.

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	●			
Company Event Fee Waived	●			
Logo Recognition in the Journal of Endodontics	●	●		
Floor Cling Recognition at Booth Along Main Aisle	●	●		
Logo Recognition in Communiqué Newsletter	●	●	●	
Logo Recognition on Homepage of Event Website	●	●	●	●
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 are 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

Consider sponsorship opportunities to boost your Priority Points and gain exposure before, during and after the meeting!

- 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



Meeting Website Ads

Non-Exclusive Support

\$4,500

Up to 4 supporters, 2 placements each

Meeting Home Page Tile Ad

Non-Exclusive Support

\$4,500

Up to 2 supporters

Email Banner Ads

Exclusive Support

\$3,000

Up to 3 supporters

Show Dailies

Non-Exclusive Support

\$5,000 each

Contact Jim at S&S Media
for full details:

215-499-7342 or

jim@ssmediasol.com

DIGITAL

Convention Center Wi-Fi

Exclusive Support

\$20,000

Mobile App

Exclusive Support

\$20,000

EXHIBIT HALL

Wellness Massage Booth

Exclusive Support

\$25,000



Re-Charging Lounge

Exclusive Support

\$20,000

Doggy Playtime

Exclusive Support

\$18,000



Attendee Lounge Dirty Soda Bar

Exclusive Support

\$13,000

Professional Headshots

Exclusive Support

\$13,000

Specialty Coffee Bar (6)

Exclusive Support

\$9,000 each



Exhibit Hall Closing Reception

Non-Exclusive Support

\$8,000

Up to 4 supporters

Exhibitor Meeting Room

Exclusive Support

\$5,000



Product Showcase

Non-Exclusive Support

\$2,500

Up to 8 supporters

Exhibitor Storage Area

Exclusive Support

\$2,000

Mobile App Traffic Builder

Non-Exclusive Support

\$600

Up to 12 supporters

CORPORATE SUPPORT OPPORTUNITIES

GRAPHICS: EXHIBIT HALL FOYER

Escalator & Top Railing Clings, Exhibit Hall
Exclusive Support
\$14,500

Window Clings Above Exhibit Hall Doors (5 sets)
Exclusive Support
\$11,000 each
Set of 4 Clings. 6' W x 3'8" H each, 24' W x 15' 2" H overall

Hall A Escalator
Exclusive Support
\$10,000

Self Standing Sign (2)
Non-Exclusive Support
\$7,500 each
16' W x 10' H

3D Cube Stack, Exhibit Hall Foyer
Exclusive Support
\$5,500
10' H

Floor Cling, Level 1 (3)
Exclusive Support
\$4,500 each
8' W x 8' H

GRAPHICS: NORTH FOYER

Registration Escalators
Exclusive Support
\$16,000

Curved Handrail Signage, Over Escalator
Exclusive Support
\$13,000
44' W x 6' H

Hanging Vertical Banner
Non-Exclusive Support
\$8,500
Up to 4 supporters, 4' W x 18' H

Floor Cling, Top of Escalator
Exclusive Support
\$7,500
13' W x 6' H

Floor Cling, Level 2 (2)
Exclusive Support
\$6,500 each
10' W x 10' H

Double-Sided Handrail Glass Clings (8 sets)
Non-Exclusive Support
\$5,800 each
Set of 3 Clings, 11' W x 2.6' H overall



3D Cube Stack, North Foyer
Exclusive Support
\$5,500
10' H

Handrail Glass Clings, CE Foyer (11)
Non-Exclusive Support
\$2,500 each
4' 6" W x 2' 6" H

HEADQUARTER HOTEL

Hotel Key Cards
Exclusive Support
\$18,000

Hyatt Lobby Bar Branded Specialty Cocktail
Exclusive Support
\$8,000

Hotel Door Drop
Non-Exclusive Support
\$500 plus drop fees

MEETING HIGHLIGHTS

Keynote Speaker
Exclusive Support
\$42,000

Resident Research Awards
Exclusive Support
\$35,000

President's Breakfast
Exclusive Support
\$20,000

General Assembly
Exclusive Support
\$15,000

Coolidge Awards Brunch
Exclusive Support
\$10,000

Rise & Shine Fitness
Exclusive Support
\$8,000

Speaker Ready Room & Lounge
Exclusive Support
\$8,000

Career Fair Sponsor
Exclusive Support
\$6,000

Career Fair Table
Non-Exclusive Support
\$500

CORPORATE SUPPORT OPPORTUNITIES

RECEPTIONS

President's VIP Reception

Non-Exclusive Support

\$20,000

Up to 2 supporters



Resident Reception

Exclusive Support

\$20,000



Welcome Reception

Non-Exclusive Support

\$20,000

Up to 3 supporters

Professional Staff Reception

Non-Exclusive Support

\$7,000

Up to 2 supporters

REGISTRATION ESSENTIALS

Registration Bags

Exclusive Support

\$25,000

Water Bottles

Exclusive Support

\$16,000

Lanyards

Exclusive Support

\$13,000

Notebook & Pen

Exclusive Support

\$12,000

Welcome Gift

Non-Exclusive Support

\$7,000

Up to 2 supporters

THOUGHT LEADERSHIP

Track Sponsorships (6)

- Developing Technologies-Trends
- Inflammation and Immunology
- Non-Surgical Root Canal Therapy
- Practice Management
- Surgical Root Canal Therapy
- The Oral and Systemic Health Connection

Exclusive Support

\$8,000 each



To the Point Corporate Lecture (12)

Exclusive Support

\$7,500 each

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

**CELEBRATE
SALT LAKE
CITY!**

See **pages 10-13**
for details.



26 CELEBRATE SALT LAKE CITY!



Something **BIG** is
coming Friday night!

A MAGICAL EXPERIENCE
ATTENDEES WILL REMEMBER.

The Salt Palace will be completely transformed into a high-energy, immersive experience filled with music, themed lounges, food and beverage stations, interactive games, and unforgettable moments.

WHY SPONSOR CELEBRATE?

Maximum Visibility

A high-traffic, high-energy event with unmatched attendee engagement.

Deep Connections

Attendees don't just see your brand — they experience it!

Exclusive Alignment

Each activation offers a one-sponsor opportunity for clear brand ownership.

Lasting Impact

From branded photos to shared social posts, your sponsorship extends well beyond the event.

Marquee Sponsor: Top Level Exclusivity!

\$175,000

MULTIPLE ACTIVATIONS. UNLIMITED VISIBILITY.

The Marquee Sponsor is woven into every part of the Celebrate! experience, where unforgettable moments inspire lasting brand loyalty.

BENEFITS INCLUDE

All-Inclusive Branding

Logo placement and recognition at activations including lounges, tastings, photo booths and entertainment.

See a full list of activations on pages 12 and 13.

Hospitality Advantage

Reserved VIP seating area branded for your company to host guests.

Attendee Leads

Receive a list of opted-in attendees who will be at Celebrate!

Content Creation

Bring a videographer to capture moments and create year-round content for your channels.

Activations à la Carte

Main Stage Entertainment + Dance Floor \$23,000

Put your brand center stage — literally. As the presenting sponsor of the dance floor and main stage entertainment, your logo and name will be featured where the energy is highest and attendees gather all night. *High-impact logo displays.*



Celebrate Bars & Ice Luge \$20,000

Every time an attendee raises a glass, your company is part of the celebration. *Logo placement on signage at bar stations, on cocktail napkins and cups.*

Celebrate Food Stations \$20,000

Food stations will be buzzing all night long as attendees stop, mingle and recharge between activities. Tie your brand directly to these crowd-favorite hubs, ensuring repeated impressions and strong brand association. *Logo placement at high-traffic points within the activation, on tent cards, food boats and napkins.*

Whiskey Tasting \$17,000

Attendees will discover the art of whiskey tasting at this unique reception station, where guests can sample a refined selection of whiskeys and learn about their distinct flavors and origins in a relaxed, elegant environment. *Logo featured on station signage, napkins and table tent cards.*

Dirty Soda Bar \$15,000

The Dirty Soda Bar will be a lively, high-traffic stop serving up customized, Utah-inspired sodas with fun add-ins and flavors. Own a unique activation that's both buzzworthy and photogenic. *Logo placement on signage, napkins and cups.*

**Be Part of the
Celebration!**

Sponsorship opportunities for Celebrate! are limited and available on a first-come, first-served basis. Each activation is exclusive to one sponsor — once it's claimed, it's gone. **Reserve your sponsorship TODAY, and let's get the party started with your name on it!**

26 CELEBRATE SALT LAKE CITY!



Speakeasy Saloon or Alpine Ski Lift Photo Stations

\$15,000 each

Every great night deserves a photo – or two! Align your brand with the old-time speakeasy saloon or ski lift photobooth, complete with logo placement on digital photos each person receives.

Curling Rink Experience

\$14,000

An unexpected and interactive activation, the Curling Rink draws crowds all night long as attendees cheer, compete and laugh together. Associate your brand to one of the most engaging and memorable experiences of the evening. *Logo placement on event signage in the area.*

Campfire Experience

\$12,000

Guests can gather around cozy faux firepits and enjoy a warm, inviting food station that adds comfort and charm to the evening atmosphere. *Branded food boats and logo prominently displayed on signage near the firepit gathering areas.*



Après Ski Lounges

\$10,000

Après Ski Lounges offer a stylish and comfortable destination for attendees to sit back and relax amid the high-energy atmosphere of the party. *Logo placement on event signage throughout the activation areas.*

Caricature Artist Station

\$10,000

Give attendees a one-of-a-kind keepsake to remember the evening. Your brand is tied to a highly interactive experience where guests spend time and laugh with friends. *Logo placement on digital souvenir caricature.*

Swag Bag

\$8,000

Every Celebrate guest can receive a branded swag bag filled with fun giveaways and essentials for the evening. *Provide a branded bag and gifts for attendees to remember you by.*

Be Part of the Celebration!

Sponsorship opportunities for Celebrate! are limited and available on a first-come, first-served basis. Each activation is exclusive to one sponsor — once it's claimed, it's gone. **Reserve your sponsorship TODAY, and let's get the party started with your name on it!**

READY TO GET STARTED?

Visit 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

For Sponsorship

Marianne Niles

Corporate Relations Manager

312-872-0471

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