



SAN ANTONIO
April 14-17, 2027

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: AAE26 ANNUAL MEETING

2026 Attendee Breakdown

Endodontist/General Dentist	1,641
Student/Resident	675
Professional Staff	29
Educator	276
International Attendee	313
FDHS	90
TOTAL	3,024

Place of Employment

Private Practice	46%
Endodontic Group Practice	9%
Multidisciplinary Practice	5%
Dental School	20%
Endodontic Subcontractor	1%
Student/Resident	7%
Other	12%

Attendance by Gender

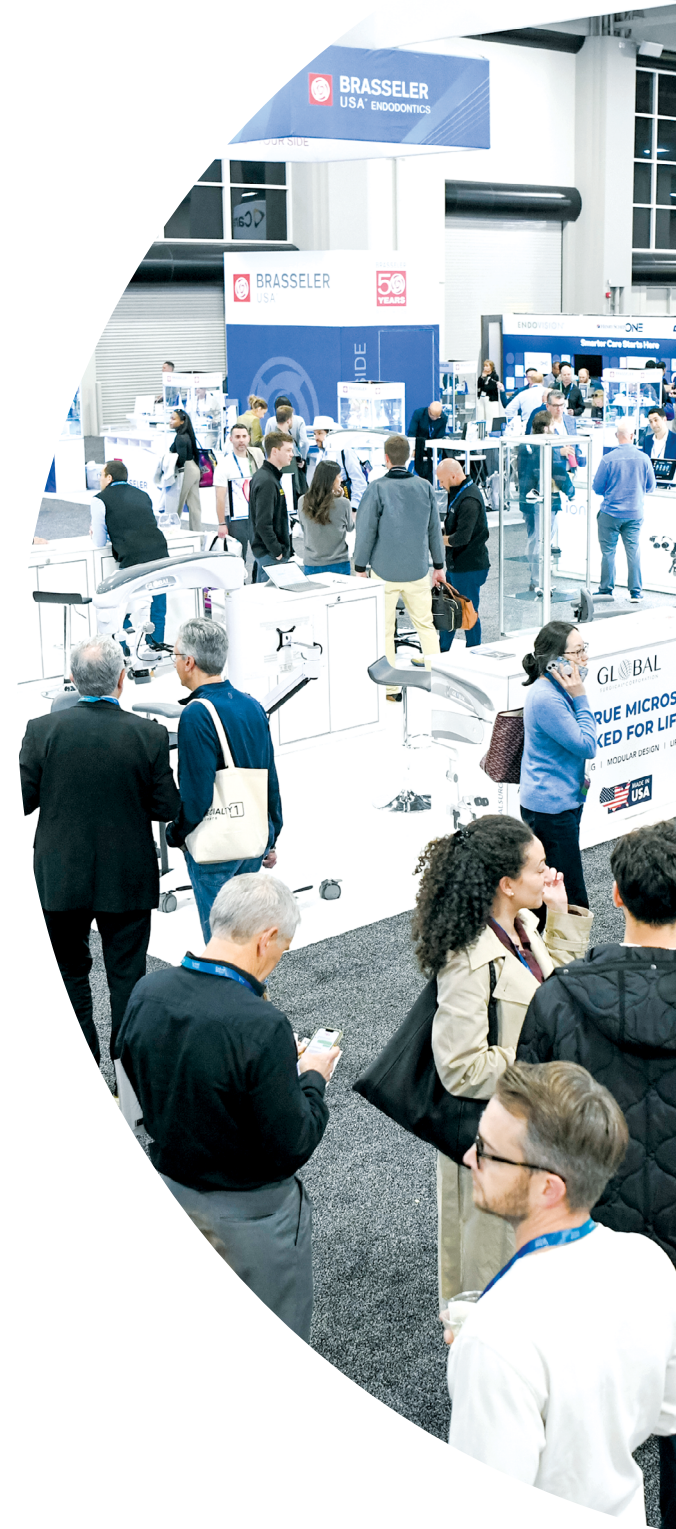
Male	61%
Female	36%
Prefer not to say	3%

Attendance by Age

Under 30	16%
30-39	33%
40-49	22%
50-59	16%
Over 60	10%
Prefer not to answer	3%

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

Yes	35%
No	23%
I provide influence in purchasing decisions	18%
No response	24%



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

APRIL 14-17, 2027

Henry B. Gonzalez Convention Center
900 E. Market Street
San Antonio, Texas 78205

Schedule

WEDNESDAY, APRIL 14

Breaks & Lunch with Exhibitors

THURSDAY, APRIL 15

Breaks & Lunch with Exhibitors
Exhibitor Connection Hour

FRIDAY, APRIL 16

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
- 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. 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)

Booth Size	Through October 20, 2026	After October 20, 2026
10'x10'	\$3,145	\$3,445
10'x10' Corner	\$3,445	\$3,745
10'x20'	\$6,290	\$6,890
10'x20' Corner	\$6,590	\$7,190
10'x20' End Cap	\$6,890	\$7,490
10'x30'	\$9,435	\$10,335
10'x30' Corner	\$9,735	\$10,635
20'x20'	\$13,780	\$14,980
20'x30'	\$20,070	\$21,870
40'x40'	\$51,520	\$56,320

Additional sizes and configurations are available. Contact [Jean Heis](#), Corporate Development 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 2026. Requests may only be submitted after the exhibit space application is received and deposit paid. All events taking place the week of AAE27 must be approved and may not be conducted during Official AAE programming hours. Contact [AAE Exhibits](#) 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.

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

	\$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	●			
10 Exhibitor Tickets to Celebrate San Antonio!	●	●		
Logo Recognition in the <i>Journal of Endodontics</i>	●	●		
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.

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 Home Page Tile Ad*

Non-Exclusive Support

\$4,700

Up to 2 supporters

Capture attendees' attention with premium placement on the meeting website homepage. This sponsorship provides high-impact visibility where attendees begin their Annual Meeting journey.



Meeting Website Ads*

Non-Exclusive Support

\$4,700

Up to 4 supporters, 2 placements each

Increase your visibility before and during the Annual Meeting with banner advertisements on the meeting website. Reach attendees as they plan their schedules, explore sessions, and prepare for their meeting experience.

Email Banner Ads*

Exclusive Support

\$3,200

Up to 3 supporters

Keep your organization top of mind with banner placement in official pre-event emails to attendees.

Extend Your Reach Beyond the Exhibit Hall

Keep your brand in front of the endodontic community before, during and beyond AAE27 with additional advertising opportunities designed to expand your visibility and complement your meeting presence.

Show Daily Advertising

Non-Exclusive Support

\$5,000 each

Reach AAE members throughout AAE27 with timely, meeting-focused advertising in the official Show Daily. Showcase your brand, promote your booth presence and keep your message visible while attendees are actively engaged in the meeting.

Programmatic Advertising Packages

Exclusive Support

Starting at \$1,000

Extend your reach beyond the meeting with targeted digital advertising designed to connect your brand with attendees across the web. Programmatic packages provide an additional way to build awareness and reinforce your message beyond AAE-owned channels.

AAE Marketplace

Non-Exclusive Support

Upgraded packages start at \$950

Maintain a year-round presence with the AAE community through the AAE Marketplace, a dedicated destination connecting members with products, services and solutions relevant to their practices and professional needs. Upgraded listings provide your company the opportunity to publish thought leadership materials and post exclusive member deals for AAE members.

Contact Jim at S&S Media for more details:

215-499-7342 or jim@ssmediasol.com

DIGITAL

Convention Center Wi-Fi*

Exclusive Support

\$20,000

Keep attendees connected while putting your brand at the center of their meeting experience. This highly visible sponsorship provides repeated exposure each time participants access the conference Wi-Fi network.

Mobile App*

Exclusive Support

\$20,000

Align your organization with the meeting's essential event resource, used by attendees to access schedules, maps, exhibitors, and session information. This sponsorship offers continuous visibility throughout the conference experience.



CORPORATE SUPPORT OPPORTUNITIES

EXHIBIT HALL

Wellness Booth

Exclusive Support

\$20,000

Offer attendees a relaxing break while creating a memorable brand experience in the Exhibit Hall. This popular destination encourages meaningful engagement and positive associations with your organization.

Puppy Recess

Exclusive Support

\$15,000



Delight attendees with one of the meeting's most talked-about attractions. This unique sponsorship creates memorable interactions and draws attendees into the Exhibit Hall while associating your brand with a fun, engaging experience.

Attendee Lounge Activation*

Exclusive Support

\$14,000

Invite attendees to relax and network while enjoying a signature activation in the attendee lounge. This sponsorship pairs your brand with casual conversations, hospitality, and meaningful connections.

Professional Headshots*

Exclusive Support

\$14,000



Help attendees invest in their professional brand by providing complimentary headshots from a professional photographer. Your organization will be recognized for supporting career development and lasting value beyond the meeting.

Re-Charging Lounge

Exclusive Support

\$13,000

Help attendees recharge both themselves and their devices in a comfortable gathering space. Your sponsorship creates a welcoming environment while generating consistent brand visibility throughout exhibit hours.

In-Booth Specialty Coffee Bar

Exclusive Support

\$9,500 each



Fuel networking and conversation with a branded coffee experience in the Exhibit Hall. As attendees stop to recharge, your organization will enjoy repeated visibility in a high-traffic gathering space.

Exhibit Hall Closing Reception

Non-Exclusive Support

\$8,000

Up to 4 supporters

Celebrate a successful meeting while encouraging attendees to gather, network, and visit exhibitors one last time. This sponsorship aligns your organization with one of the Exhibit Hall's signature social events.

Exhibitor Meeting Room

Exclusive Support

\$5,000

Support a dedicated meeting space where exhibitors can host private conversations with clients and colleagues.

Product Showcase

Non-Exclusive Support

\$2,500

Up to 8 supporters



Highlight your latest products and innovations in a dedicated showcase designed to attract attendee interest. This sponsorship provides an additional opportunity to increase visibility and drive traffic to your exhibit.

Exhibitor Storage Area

Exclusive Support

\$2,200

Protect, organize, and streamline access to valuable display assets during exhibit hours with a lockable storage area on the exhibit floor.

CORPORATE SUPPORT OPPORTUNITIES

GRAPHIC OPPORTUNITIES

Hall 2 Escalator Center Runner and Glass Panel Clings*

Exclusive Support
\$18,000

Put your brand at the center of a key attendee pathway with prominent escalator runner graphics.

Registration Escalator Center Runner and Glass Panel Clings*

Exclusive Support
\$18,000

Put your message at the center of the attendee journey with prominent branding along the registration escalator.

Hall 2 Escalator Side Wall Graphic*

Exclusive Support
\$16,000

Make a bold impression with large-format branding along the side wall of a high-traffic escalator.

Registration Escalator Side Wall Graphic*

Exclusive Support
\$16,000

Make a high-impact impression as attendees travel to and from the registration area.

Aisle Sign Branding

Exclusive Support
\$14,000

Keep your organization visible throughout the Exhibit Hall with branding incorporated into the Exhibit Hall aisle signs.

Main Entry and Registration Column Branding (6)*

Exclusive Support
\$9,000 each

9'H x 3'W Panels (4)

Make an immediate impression with large-format column branding positioned at the convention center's main entry doors.

Backlit SEG Frame (2)*

Exclusive Support
\$8,000 each

10'W x 10'H

Stand out with a large-scale illuminated display designed to capture attention in a high-traffic meeting area.

Market Half-Wall Branding

Exclusive Support
\$8,000

Create an eye-catching brand presence with prominent graphics integrated into the Market area.

Three-Panel Meterboard Display (2)

Exclusive Support
\$7,000 each

9'W x 9'H

Create an oversized brand statement with three connected meterboards offering expanded space for your message.

Handrail Glass Clings (6)*

Non-Exclusive Support
\$6,300 each

5'W x 3'H

Create expansive second-level visibility with glass branding positioned directly above the convention center's main entry doors.

Handrail Glass Clings Over Registration*

Exclusive Support
\$6,300

5'W x 3'H

Gain elevated visibility with second-level glass branding prominently positioned over the registration area. Create a highly visible brand presence across a series of second-level glass railing panels.

3D Cube Stack (3)*

Exclusive Support
\$6,000 each

10'H

Create a distinctive brand moment with a three-dimensional display designed to attract attention from multiple angles.

Floor Cling (4)*

Exclusive Support
\$6,000 each

4'W x 6'H

Put your brand directly in the attendee path with a high-visibility floor graphic positioned along a key traffic area.

Registration Welcome Band Branding

Exclusive Support
\$5,000

Put your brand center stage during an opening-day entertainment experience designed to capture attendees' attention and kick off AAE27.

HEADQUARTER HOTEL

Hotel Key Cards*

Exclusive Support
\$18,000

Keep your brand top of mind from check-in to check-out with the opportunity to feature your company's branding on attendee hotel keycards.

Hotel Door Drop

Non-Exclusive Support
\$500 plus drop fees

Reach attendees directly in their rooms at AAE official hotels with a sponsored door drop featuring a one-page piece of your company's collateral.

CORPORATE SUPPORT OPPORTUNITIES

MEETING HIGHLIGHTS

Keynote Speaker*

Exclusive Support

\$45,000

Align your organization with one of the meeting's premier educational experiences. This high-profile sponsorship demonstrates your commitment to advancing the specialty while gaining visibility before a broad audience.

Resident Research Awards*

Exclusive Support

\$37,000



Celebrate innovation and recognize the researchers shaping the future of endodontics. This sponsorship highlights your organization's commitment to scientific discovery and clinical excellence.

President's Breakfast*

Exclusive Support

\$25,000

Gain prominent recognition while supporting one of the meeting's signature leadership events. Your organization will be associated with an exclusive gathering of engaged attendees and society leaders.

General Assembly

Exclusive Support

\$15,000

Support one of the association's most important business sessions while receiving prominent recognition among attendees. This sponsorship demonstrates your commitment to the profession and the organization's future.

5K Fun Run

Exclusive Support

\$10,000

Put your brand at the starting line of a high-energy wellness experience, with sponsor recognition throughout the 5K Fun Run and opportunities to connect with attendees.

Coolidge Awards Brunch

Exclusive Support

\$10,000



Celebrate excellence by supporting the recognition of distinguished leaders and achievements within the specialty. This sponsorship aligns your brand with innovation, service, and professional accomplishment.

Rise & Shine Fitness

Exclusive Support

\$8,000



Help attendees start their day energized with a wellness-focused event. Your sponsorship reinforces your organization's commitment to health, balance, and attendee well-being.

Speaker Ready Room & Lounge

Exclusive Support

\$8,000

Support the experts who deliver the meeting's educational programming by sponsoring this dedicated preparation space. Your brand will be recognized among the faculty who help shape the attendee experience.

Career Fair Sponsor*

Exclusive Support

\$6,500

Connect your organization with emerging professionals and experienced clinicians exploring new career opportunities. This sponsorship positions your company as a supporter of professional growth and workforce development.

Career Fair Table

Non-Exclusive Support

\$500

Meet one-on-one with qualified candidates and share information about career opportunities within your organization. This tabletop opportunity provides direct access to engaged attendees seeking their next professional step.

RECEPTIONS

Educator Reception

Exclusive Support

\$25,000



Connect with volunteer leaders, committee members, and key decision-makers during this exclusive networking event. Your sponsorship reinforces your support for leadership development within the specialty.

President's VIP Reception*

Non-Exclusive Support

\$21,000

Up to 2 supporters

Support an exclusive evening of networking with association leadership, distinguished guests, and key stakeholders. This sponsorship aligns your brand with one of the meeting's most prestigious social events.

CORPORATE SUPPORT OPPORTUNITIES

Resident Reception*

Exclusive Support

\$20,000



Engage directly with the next generation of endodontists in a welcoming networking environment. This sponsorship demonstrates your investment in future leaders of the specialty.

Welcome Reception*

Non-Exclusive Support

\$20,000

Up to 3 supporters



Kick off the Annual Meeting by supporting one of the largest networking events of the conference. Your organization will receive broad visibility as attendees reconnect and build new professional relationships.

Professional Staff Reception

Non-Exclusive Support

\$7,000

Up to 2 supporters

Support the professionals who keep practices and organizations running successfully. This sponsorship offers meaningful engagement with an important segment of the Annual Meeting audience.

REGISTRATION ESSENTIALS

Registration Bags*

Exclusive Support

\$25,000



Put your organization's logo in the hands of every attendee at the Annual Meeting. Your logo will be featured exclusively on one side of the conference bag, creating lasting visibility throughout the meeting and beyond.

Water Bottles*

Exclusive Support

\$16,000

Keep attendees refreshed while keeping your brand visible throughout the conference. Reusable water bottles provide repeated exposure in meeting rooms, networking events, and beyond.

Lanyards*

Exclusive Support

\$14,000

Place your organization's name on the lanyards worn by every attendee throughout the meeting. As a required conference item, lanyards provide continuous, high-visibility brand recognition.

Notebook & Pen

Exclusive Support

\$13,000

Provide attendees with a practical resource they'll use throughout educational sessions and meetings. Your brand will be associated with note-taking, learning, and professional development.

Welcome Gift*

Non-Exclusive Support

\$7,000

Up to 2 supporters

Be part of the first impression attendees receive upon arrival. This sponsorship associates your organization with a thoughtful welcome while increasing brand visibility from the start of the meeting.

THOUGHT LEADERSHIP

Educational Tracks (6)

- Biology & Pathology of the Pulp and Periapical Tissue
- Emerging Technology
- Interdisciplinary
- Non Surgical Root Canal Treatment
- Practice Management
- Surgical Root Canal Treatment

Exclusive Support

\$8,000 each

Position your organization alongside one of the meeting's focused educational tracks and demonstrate your support for advancing knowledge in key areas of endodontics. This sponsorship provides recognition among attendees with a strong interest in your selected topic.

To the Point Corporate Lecture (12)*

Exclusive Support

\$8,000 each



Showcase your organization's expertise through a focused educational presentation designed to engage attendees on relevant topics and emerging solutions. All speakers and presentation topics are subject to review and approval prior to acceptance.

CELEBRATE! SPONSORSHIP OPPORTUNITIES

Celebrate! is one of the signature social events of the AAE Annual Meeting, bringing attendees together to celebrate the week's success while networking with colleagues in a fun and engaging atmosphere.

Guests enjoy hors d'oeuvres, beverages, live entertainment, and destination-inspired experiences that create memorable moments.

Sponsoring the Celebrate! Reception provides prominent brand visibility and association with one of the meeting's most highly attended and anticipated events.

Celebrate! Exclusive Sponsor *Exclusive Support* **\$175,000**

Make Celebrate! your brand's signature moment at AAE27 with exclusive sponsorship of one of the meeting's most anticipated events. As the sole sponsor, your organization receives all Celebrate! sponsorship benefits and branding opportunities, including presenting recognition, entertainment sponsorship, branded hospitality and bar experiences, experiential activations, premium event signage and prominent recognition throughout event marketing.

Exclusive sponsorship includes custom branded event elements, tabletop recognition, branded cups and napkins, photo booth and activation branding, custom gobos, and the opportunity to provide branded items.



Q: What is a custom gobo?

A: A custom gobo is a personalized stencil or slide placed inside a lighting fixture to project a specific logo, text, pattern, or photograph onto a surface.

The word gobo stands for "goes before optics," describing where the disc sits in relation to the light source's lens. When a lamp shines through it, the blocked and passed light creates a sharp, projected image.



CELEBRATE! SPONSORSHIP OPPORTUNITIES

Celebrate! Presenting Sponsor
Exclusive Support
\$75,000



Take center stage as the presenting sponsor of Celebrate! with prominent “Presented by [Sponsor Name]” recognition across event signage, digital promotions and event materials. Sponsorship includes a custom-branded bar or lounge area, branded tabletop recognition at 10 tables, one custom gobo, and the opportunity to provide branded items.

Celebrate! Headline Sponsor
Non-Exclusive Support
\$50,000 each
Up to 2 sponsors



Put your brand alongside one of Celebrate!’s signature entertainment experiences. Headline Sponsors receive recognition connected to event entertainment, branded tabletop recognition at 10 tables, and prominent logo placement throughout event marketing and signage.

Enhance Your Presence: Add a custom branded gobo for \$5,000.

Celebrate! Supporting Sponsor
Non-Exclusive Support
\$25,000 each
Up to 4 sponsors



Raise a glass to AAE27 with sponsorship of one of Celebrate!’s bar experiences. Your company will receive dedicated branding at one bar station, including branded cups and napkins, creating repeated visibility as attendees gather and connect throughout the evening.

Enhance Your Presence: Add a signature specialty cocktail for \$5,000.

Experience Sponsor
Non-Exclusive Support
\$15,000 each
Up to 10 sponsors. Limited availability.



Put your brand at the center of the fun by sponsoring an experiential element designed to engage Celebrate! guests. Select from available food stations, photo booth experiences or interactive activation stations, with sponsor recognition incorporated into your selected experience.

Available Experiences:

- 5 Food Stations
- 2 Photo Booths
- 3 Interactive Activations



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 Assistance

Jean Heis, CAE, CMP

Corporate Development Manager

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@endodontists on [Facebook](#)

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

aae.org/AAE27

JOIN US AT FUTURE ANNUAL MEETINGS!

TORONTO

April 5-8, **2028**

Metro Toronto Convention Centre

SEATTLE

April 18-21, **2029**

Seattle Convention Center

LOUISVILLE

April 3-6, **2030**

Kentucky International Convention Center

FT. LAUDERDALE

April 23-26, **2031**

Greater Fort Lauderdale /
Broward County Convention Center