



AMERICAN ACADEMY OF PERIODONTOLOGY

CORPORATE SUPPORT PROSPECTUS

ABOUT THE AAP

AMERICAN ACADEMY OF PERIODONTOLOGY



Partnering with the AAP provides access to the global periodontal community and positions your brand in a beneficial way.

OUR VISION

To be the voice for periodontists as the collaborative partner to achieve optimal oral health

OUR MISSION

To champion member success and professional partnerships for optimal patient health and quality of life

MEMBERSHIP

The American Academy of Periodontology is an 8,000-member professional organization for periodontists—specialists in the prevention, diagnosis, and treatment of diseases affecting the gums and supporting structures of the teeth, and in the placement of dental implants. Periodontists are also dentistry's experts in the treatment of oral inflammation and receive three additional years of specialized training following dental school. Periodontics is one of the nine dental specialties recognized by the American Dental Association.

The Academy's purpose is to advance the periodontal and general health of the public and promote excellence in the practice of periodontics.

CORE VALUES

The AAP..

- Supports its members by providing resources to enhance successful practice and delivery of effective patient care.
- Believes evidence-based treatment provided by a periodontist helps patients achieve optimal oral and overall health.
- Champions innovative and ethical research to advance the science behind periodontal disease diagnosis and treatment, including regeneration and the placement of dental implants.
- Advocates for the specialty within organized dentistry, dental education, and non-dental legislative bodies.
- Educates the public to increase awareness of periodontal disease and the special skills of the periodontist in the treatment of periodontal disease and placement of dental implants.
- Pledges commitment to collaborative positive relationships with general dentists, other dental specialists, registered dental hygienists, and allied healthcare professionals.
- Commits itself to offering continuous education and encourages the unfettered dissemination of knowledge among professionals to expand treatment options and improve public health and safety.

AAP BY THE NUMBERS

3,478
active
MEMBERS

Periodontists licensed to practice in the U.S.

92
associate
MEMBERS

Dentists interested in periodontology

660
student
MEMBERS

Dentists enrolled in an ADA-approved periodontal program

1,529
international
MEMBERS

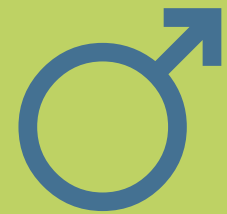
Dentists residing outside of the U.S. who are interested in periodontology

1,018
life-active
MEMBERS

Those age 65 or older who have been an Active member in good standing for at least 25 consecutive years, or were a Life-Voting member prior to Sept. 26, 2002; may still practice

661
retired
MEMBERS

Members of any dues-paying category who are completely retired from practice

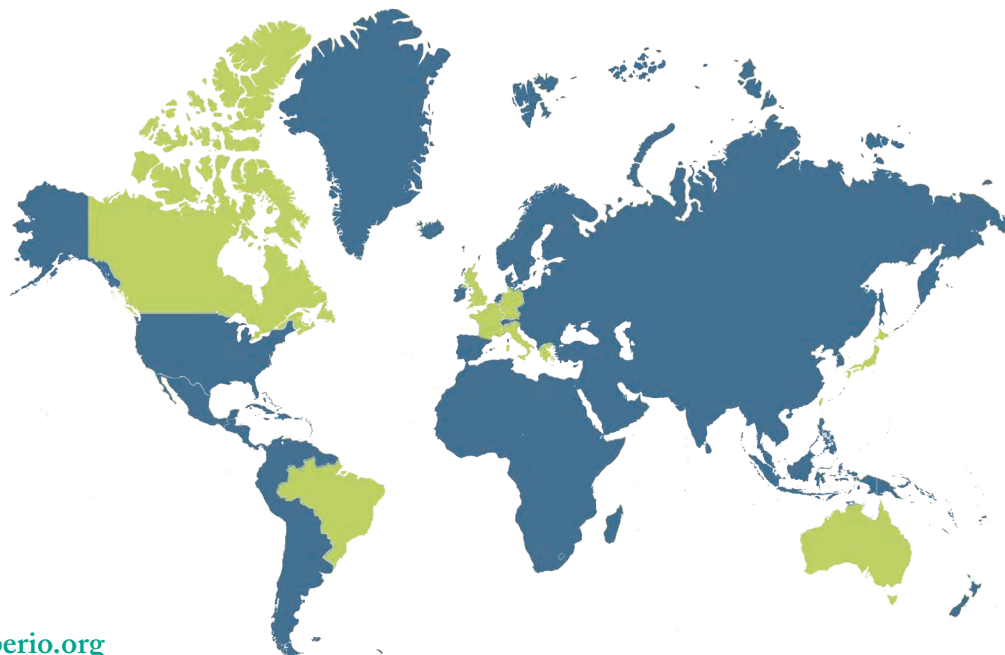


56%
of members are male



77%
are engaged in private practice

Along with more than 6,100 U.S. members, the AAP membership represents 86 countries. The largest international countries are shown below:



- 1 Japan
- 2 Canada
- 3 Taiwan
- 4 Italy
- 5 Australia
- 6 Germany
- 7 Brazil
- 8 Greece
- 9 France
- 10 United Kingdom

2019-2020 ANNUAL CORPORATE SUPPORT OPPORTUNITIES AT A GLANCE

The AAP welcomes year-round, multi-year partnerships, which include sponsorship of the AAP Annual Meeting and other events, funding of the AAP science agenda, as well as other opportunities. Below is a list of some ways the AAP can work together to position your organization in front of our members. We also encourage exploration of innovative and exclusive options that promote your brand while advancing the field of periodontology.

YEAR-ROUND BENEFITS

AAP CORPORATE RECOGNITION LEVELS + BENEFITS	SIGNATURE DIAMOND	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Acknowledgment in the <i>Membership Directory</i> in a letter from the President and an ad	•					
Recognition on the AAP website	•					
Acknowledgment in four (4) issues of <i>Periospectives</i> magazine	•					
Access to the AAP president and officers, as available	•	•				
Opportunity to create custom partnerships	•	•				
One (1) complimentary subscription to the <i>Journal of Periodontology</i> and <i>Clinical Advances in Periodontics</i>	•	•	•	•		
Opportunity to align with prestigious multi-year science initiatives	•	•	•	•	•	•
One (1) priority point for every \$10,000 in AAP sponsorship	•	•	•	•	•	•
AAP lapel pin(s) to showcase partnership	•	•	•	•	•	•

- **Signature Diamond:** \$100,000+ annual support and \$1 million+ lifetime value
- **Diamond:** \$100,000 or more
- **Platinum:** \$50,000-\$99,999
- **Gold:** \$25,000-\$49,999
- **Silver:** \$10,000-\$24,999
- **Bronze:** \$2,500-\$9,999

Diamond, Platinum, Gold, Silver, and Bronze levels are determined by annual corporate sponsorship of AAP initiatives. The Signature Diamond level is earned by reaching an investment of more than \$1 million and demonstrating an unparalleled long-term commitment to the AAP.

One priority point earned for each \$10,000 in sponsorship.

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2019-2020 ANNUAL CORPORATE SUPPORT OPPORTUNITIES AT A GLANCE

ANNUAL MEETING BENEFITS

AAP CORPORATE RECOGNITION LEVELS AND BENEFITS	SIGNATURE DIAMOND	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Special acknowledgment from the podium during the Annual Meeting presidential address	•					
Recognition on screen at the AAP Annual Meeting Opening General Session during presidential address	•	•				
Complimentary industry relations registration	4	2	1			
Priority 10-room block at an AAP headquarters hotel	•	•	•			
Priority room block at an AAP hotel				•		
Priority access to Corporate Forum slots	1 st Right of Refusal	1 st Right of Refusal	2 nd Right of Refusal	3 rd Right of Refusal	4 th Right of Refusal	5 th Right of Refusal
Tote bag insert (where permitted; must be approved in advance by the AAP)	•	•				
Recognition as Annual Meeting sponsor in <i>Periospectives</i> magazine	•	•	•	•		
Logo on the AAP website with hyperlink to sponsor website	•	•	•			
Logo on the AAP website				•	•	•
Complimentary copy of post-meeting mailing list	•	•	•			
Corporate sponsor ribbons with sponsorship level noted	•	•	•	•		
Acknowledgment in Advance and On-Site Programs	•	•	•	•	•	•
Logo on on-site signage at Annual Meeting	•	•	•	•	•	•
Easel-top acknowledgment signage for booth	5	4	3	2	1	1

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All sponsorship is in U.S. Dollars. Support levels do not include the production cost of sponsored items including lanyards, tote bags, notebooks, pens, or personalized hospitality items, etc. approved in advance by the AAP. Production and associated costs such as shipping are the sole responsibility of the corporate supporter.

One priority point earned for each \$10,000 in sponsorship.

ANNUAL CORPORATE SUPPORT OPPORTUNITIES



CONTINUING EDUCATION

Regional Continuing Education Programs

Please contact Bryn Reese to discuss custom collaborations

Insurance Workshops

Series of dental and medical insurance workshops and Annual Meeting workshops

EXCLUSIVE SUPPORT

\$10,000

NON-EXCLUSIVE SUPPORT

\$2,500–\$5,000

EDUCATIONAL AFFAIRS

Educational Institution Awards: United States and Canada

Outstanding Teaching and Mentoring Awards (50+ awards bestowed each academic year)

EXCLUSIVE SUPPORT

\$7,500

Dental Student Awards for Achievement in Periodontology (70+ awards bestowed each academic year)

EXCLUSIVE SUPPORT

\$7,500



MEMBERSHIP

Leadership, Engagement, Action, Development (LEAD) Program

Leadership program for AAP new periodontist members

NON-EXCLUSIVE SUPPORT

\$5,000–\$25,000

(each for four sponsors)

SCIENCE

Best Evidence Consensus Meetings

NEW!

Changing Gingival Phenotype in Preparation for Orthodontic and Dental Treatment

Lead sponsors

\$25,000

Supporting sponsors

\$10,000

Sponsors

\$5,000

World Workshop on the Classification of Periodontal and Peri-Implant Diseases and Conditions

Publication and dissemination sponsors

NON-EXCLUSIVE SUPPORT

\$10,000



AAP ANNUAL MEETING

Advance Program Advertising

Full-Page Inside Front Cover Ad

EXCLUSIVE SUPPORT

\$16,500

Full-Page Inside Back Cover Ad

EXCLUSIVE SUPPORT

\$16,500

¾-Page Back Cover Ad

EXCLUSIVE SUPPORT

\$16,500

On-Site Program Advertising

Full-Page Inside Front Cover Ad

EXCLUSIVE SUPPORT

\$16,500

Full-Page Inside Back Cover Ad

EXCLUSIVE SUPPORT

\$16,500

Back Cover Ad

EXCLUSIVE SUPPORT

\$16,500

Section Tabs

NON-EXCLUSIVE SUPPORT

\$5,500 each

Up to five supporters

ANNUAL CORPORATE SUPPORT OPPORTUNITIES



Academy Awards

Distinguished Service
EXCLUSIVE SUPPORT
\$3,000

Distinguished Scientist
EXCLUSIVE SUPPORT
\$3,000

Gold Medal
EXCLUSIVE SUPPORT
\$7,500

Master Clinician
EXCLUSIVE SUPPORT
\$7,500

Special Citations
EXCLUSIVE SUPPORT
\$1,500

Clinical Research
EXCLUSIVE SUPPORT
\$5,000

R. Earl Robinson
EXCLUSIVE SUPPORT
\$2,000

Outstanding Periodontal Educator
EXCLUSIVE SUPPORT
\$7,500

Humanitarian
EXCLUSIVE SUPPORT
\$2,500

Competitions

Balint Orban Memorial
Competition
NON-EXCLUSIVE SUPPORT
\$1,000 Finalist Travel Scholarships
Up to 10 supporters

Research Forum Poster Session
and Competition
NON-EXCLUSIVE SUPPORT
\$20,000

Corporate Forums

Custom Corporate Forum
NON-EXCLUSIVE SUPPORT
\$40,000 for four 45-minute sessions

Standard Corporate Forum
NON-EXCLUSIVE SUPPORT
\$10,000 for one 45-minute session

Dental Hygiene Symposium

Dental Hygiene Symposium
Program
NON-EXCLUSIVE SUPPORT
\$5,000–\$15,000

Dental Hygiene Symposium
Reception
EXCLUSIVE SUPPORT
\$30,000

Education

Opening General Session
NON-EXCLUSIVE SUPPORT
\$15,000
Up to four supporters

General Sessions (3)
EXCLUSIVE SUPPORT
\$5,000 each

Continuing Education Sessions
EXCLUSIVE SUPPORT
\$2,500 each

Speaker Ready Room
EXCLUSIVE SUPPORT
\$5,000

General Session
Coffee Service
EXCLUSIVE SUPPORT
\$2,500/each day

NEW!

Exhibit Hall

CE Pavilions
NON-EXCLUSIVE SUPPORT
\$6,000; \$10,000
Up to four supporters

Exhibitor Lounge
EXCLUSIVE SUPPORT
\$5,000

Speaker Studio
EXCLUSIVE SUPPORT
\$5,000/3 days
NON-EXCLUSIVE SUPPORT
\$2,500/each day

Student Outreach

Student/New Periodontist-Focused
Session
NON-EXCLUSIVE SUPPORT
\$15,000 each

Student and New Member
Reception
EXCLUSIVE SUPPORT
\$15,000

Registration Scholarships
NON-EXCLUSIVE SUPPORT
\$500 each

ANNUAL CORPORATE SUPPORT OPPORTUNITIES



Headquarters (HQ) Hotel

HQ Hotel Key Cards

EXCLUSIVE SUPPORT

\$5,000 – Palmer House

\$5,000 – Chicago Hilton

HQ Hotel Gobo

EXCLUSIVE SUPPORT

\$4,000/4 days – Palmer House

\$4,000/4 days – Chicago Hilton

Shuttle Buses to
Convention Center

NEW!

EXCLUSIVE SUPPORT

\$6,000/4 days per shuttle

\$10,000/4 days for two shuttles

Up to four shuttle buses, includes exterior banner wraps, headrest covers on individual seats, and continuous video promotion on screen (sponsor responsible for production and inspection costs)

International-Focused

Travel Grants

NON-EXCLUSIVE SUPPORT

\$1,000 each

Leadership Events

Past Presidents' Reception

NON-EXCLUSIVE SUPPORT

\$5,000

Up to three supporters

President's Reception

NON-EXCLUSIVE SUPPORT

\$5,000

Up to three supporters

Pre- and Postdoctoral Events

Postdoctoral Educators Workshop

EXCLUSIVE SUPPORT

\$5,000

Postdoctoral Directors

Organization Business Meeting

EXCLUSIVE SUPPORT

\$5,000

Predocutorial Educators Workshop

EXCLUSIVE SUPPORT

\$5,000

Predocutorial Directors Organization

Business Meeting

EXCLUSIVE SUPPORT

\$5,000

Welcome Reception

Drink Tickets

EXCLUSIVE SUPPORT

\$10,000

NON-EXCLUSIVE SUPPORT

\$5,000

Up to three supporters

Food Stations

NON-EXCLUSIVE SUPPORT

\$5,000 each

Up to two supporters

Registration Essentials

Badge Lanyards

EXCLUSIVE SUPPORT

\$15,000

Lobby Lounge

EXCLUSIVE SUPPORT

\$15,000

Notepads and Pens

EXCLUSIVE SUPPORT

\$5,000

Tote Bags

EXCLUSIVE SUPPORT

\$10,000

Technology

Perio Park Charging Lounge

EXCLUSIVE SUPPORT

\$10,000

Mobile App

EXCLUSIVE SUPPORT

\$25,000

Convention Center Wifi

EXCLUSIVE SUPPORT

\$10,000

Digital Signs by Convention
Center Entrances

NON-EXCLUSIVE SUPPORT

\$6,000/4 days

RELATED OPPORTUNITIES

AAP Foundation

For more information about the American Academy of Periodontology Foundation, please contact Dana Camacho, director of development, at dana@perio.org or 312-573-3257 (periofoundation.org/partners).

Advertising

The AAP offers an array of advertising opportunities, including digital web ads; placements in the *Journal of Periodontology*, *Clinical Advances in Periodontics* (CAP), member magazine *Periospectives*; and sponsorship of AAP e-communications. For more information, visit perio.org/resources-products/advertising.htm.

Annual Meeting Exhibits

The AAP offers exhibitor packages in the Annual Meeting Exhibit Hall. For additional information, visit perio.org/meetings or contact Margery Palonis, manager of exhibitions, at margery@perio.org or 312-573-3210.

Meeting Signage

Specialized venue signage and on-site opportunities are available at the AAP Annual Meeting. Please contact Bryn Reese, director of professional relations, at bryn@perio.org or 312-573-3206.

Custom Sponsorships

The AAP is open to exploring new or custom sponsorship opportunities that will enhance the Annual Meeting experience for our membership as well as increase brand positioning and visibility for your company. To learn more, please contact Bryn Reese at 312-573-3206 or bryn@perio.org.

Disclaimer

All sponsorships are offered on a first-come, first-served basis. Some sponsorships are available for multi-year commitments. Certain sponsorships are not available from year to year due to venue restrictions.

THANK YOU!

The American Academy of Periodontology values collaboration with industry partners. The AAP thanks you for your significant investment in its mission to champion optimal patient health and quality of life.

The AAP is pleased to offer strategic opportunities to showcase your commitment to periodontal care. For further details, please contact Bryn Reese, director of professional relations, at bryn@perio.org or 312-573-3206.

The AAP values your continued support and looks forward to partnering with you in 2019.

