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

**ABOUT THE AAP**

**AMERICAN ACADEMY OF PERIODONTOLOGY**

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.

**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.

**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

perio.org
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

**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**
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.

### 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

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

- **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.

[continued on next page]
## ANNUAL MEETING BENEFITS

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

- **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

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.

perio.org
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

EDUCATIONAL AFFAIRS

Educational Institution Awards: United States and Canada

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

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

MEMBERSHIP

Leadership, Engagement, Action, Development (LEAD) Program
Leadership program for AAP new periodontist members

EXCLUSIVE SUPPORT
$10,000

NON-EXCLUSIVE SUPPORT
$2,500–$5,000

EXCLUSIVE SUPPORT
$7,500

SCIENCE

Best Evidence Consensus Meetings
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

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
### 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  
- **$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**  
  NON-EXCLUSIVE SUPPORT  
  $2,500/each day  

### 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

Predoctoral Educators Workshop
EXCLUSIVE SUPPORT
$5,000

Predoctoral 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

perio.org
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.