



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 10 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

**3,475**  
**active**  
MEMBERS

Periodontists licensed to practice in the U.S.

**82**  
**associate**  
MEMBERS

Dentists interested in periodontology

**664**  
**student**  
MEMBERS

Dentists enrolled in an ADA-approved periodontal program

**1,424**  
**international**  
MEMBERS

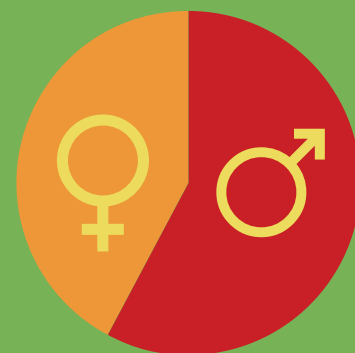
Dentists residing outside of the U.S. who are interested in periodontology

**994**  
**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

**660**  
**retired**  
MEMBERS

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



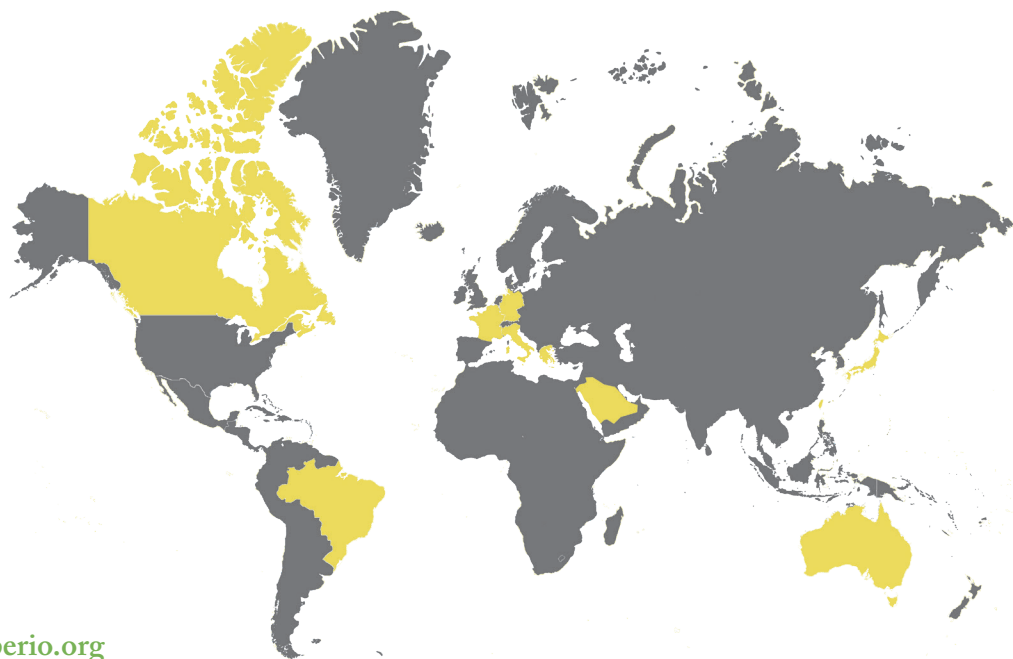
**58%** of members are male

**42%** of members are female



**42%**  
of members are sole proprietors

Along with more than 5,700 U.S. members, the AAP membership represents 83 countries. The largest international countries are shown below:



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

# 2020–2021 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
Recognition on the AAP website	•					
Acknowledgment in four (4) issues of <i>Periodpectives</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 awarded for sponsorship participation.*

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# 2020–2021 ANNUAL CORPORATE SUPPORT OPPORTUNITIES AT A GLANCE

## ANNUAL MEETING BENEFITS

AAP CORPORATE RECOGNITION LEVELS + 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 <sup>st</sup> Right of Refusal	1 <sup>st</sup> Right of Refusal	2 <sup>nd</sup> Right of Refusal	3 <sup>rd</sup> Right of Refusal	4 <sup>th</sup> Right of Refusal	5 <sup>th</sup> Right of Refusal
Tote bag insert (where permitted; must be approved in advance by the AAP)	•	•				
Recognition as Annual Meeting sponsor in <i>Perio</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

- **Signature Diamond:** \$100,000+ annual support and \$1 million+ lifetime value
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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 awarded for sponsorship participation.*



# 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**

## ACADEMIC AFFAIRS

### Educational Institution Awards: United States and Canada

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

**EXCLUSIVE SUPPORT**

**\$3,000**

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

**EXCLUSIVE SUPPORT**

**\$3,000**



## 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

Topic to be announced

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 & ONSITE POCKET GUIDE

### Advance Program Bundle Advertising

Full-Page Inside Front Cover Ad

**EXCLUSIVE SUPPORT**

**\$19,500**

Full-Page Inside Back Cover Ad

**EXCLUSIVE SUPPORT**

**\$19,500**

¾-Page Back Cover Ad

**EXCLUSIVE SUPPORT**

**\$19,500**

Advance Program Ads and Business Card Ad

**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**

Master Clinician

**EXCLUSIVE SUPPORT**

**\$7,500**

Clinical Research

**EXCLUSIVE SUPPORT**

**\$5,000**

R. Earl Robinson

**EXCLUSIVE SUPPORT**

**\$2,000**

Outstanding Periodontal Educator

**EXCLUSIVE SUPPORT**

**\$7,500**

## Competitions

Balint Urban Memorial  
Competition

**NON-EXCLUSIVE SUPPORT**

**\$1,000 Finalist Travel  
Scholarships**

Up to 10 supporters

Research Forum Poster Session

**NON-EXCLUSIVE SUPPORT**

**\$2,500–5,000**



## 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**

## 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**

AAP e-Learning Center

**NON-EXCLUSIVE SUPPORT**

**\$5,000**

## Exhibit Hall

CE Pavilions

**NON-EXCLUSIVE SUPPORT**

**\$5,000**

**\$10,000**

Up to four supporters

Exhibitor Lounge

**EXCLUSIVE SUPPORT**

**\$5,000**

Speaker Studio

**\$2,500**

Up to four supporters

## Student Outreach

Student/New Periodontist-Focused  
Session

**NON-EXCLUSIVE SUPPORT**

**\$2,500**

**\$5,000**

**\$10,000 – Welcome Remarks**

Registration Scholarships

**NON-EXCLUSIVE SUPPORT**

**\$500 each**



# ANNUAL CORPORATE SUPPORT OPPORTUNITIES



## Headquarters (HQ) Hotel

Shuttle Buses to  
Convention Center

**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

President's Reception

**NON-EXCLUSIVE SUPPORT**

**\$5,000**

Up to three supporters



## Pre- and Postdoctoral Events

Postdoctoral Educators Workshop

**EXCLUSIVE SUPPORT**

**\$5,000**

Predocutorial Educators Workshop

**EXCLUSIVE SUPPORT**

**\$5,000**

## Aloha Reception

Signature Drink with Logo

Umbrellas

**EXCLUSIVE SUPPORT**

**\$10,000**

Private Entertaining Space

**NON-EXCLUSIVE SUPPORT**

**\$10,000**

Up to four supporters

## Registration Essentials

Badge Lanyards

**EXCLUSIVE SUPPORT**

**\$15,000**

Registration Lounge

**EXCLUSIVE SUPPORT**

**\$15,000**

Member VIP Lounge

**EXCLUSIVE SUPPORT**

**\$5,000**



Notebooks and Pens

**EXCLUSIVE SUPPORT**

**\$3,500 + setup and  
production costs**

Tote Bags **SOLD**

**EXCLUSIVE SUPPORT**

**\$5,000**

## Technology

Branded Charging Stations

**EXCLUSIVE SUPPORT**

**\$10,000**

Mobile App

**EXCLUSIVE SUPPORT**

**\$25,000**

Convention Center Wifi

**NON-EXCLUSIVE SUPPORT**

**\$10,000**

Up to 10 supporters

Digital Signs at Convention  
Center

**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](mailto:dana@perio.org) or 312-573-3257 ([periofoundation.org/partners](http://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](http://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](http://perio.org/meetings) or contact Margery Palonis, manager of exhibitions, at [margery@perio.org](mailto: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](mailto: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](mailto: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](mailto:bryn@perio.org) or 312-573-3206.

The AAP values your continued support and looks forward to partnering with you in 2020.



AMERICAN ACADEMY OF PERIODONTOLOGY

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