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.
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
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>Recognition on the AAP website</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
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<tr>
<td>Acknowledgment in four (4) issues of <em>Periospectives</em> magazine</td>
<td>•</td>
<td>•</td>
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<tr>
<td>Access to the AAP president and officers, as available</td>
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<td>•</td>
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<tr>
<td>Opportunity to create custom partnerships</td>
<td>•</td>
<td>•</td>
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<tr>
<td>One (1) complimentary subscription to the <em>Journal of Periodontology</em> and <em>Clinical Advances in Periodontics</em></td>
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<tr>
<td>Opportunity to align with prestigious multi-year science initiatives</td>
<td>•</td>
<td>•</td>
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<td>•</td>
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<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>
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</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 awarded for sponsorship participation.

[continued on next page]
### ANNUAL MEETING 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>Special acknowledgment from the podium during the Annual Meeting presidential address</td>
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<tr>
<td>Recognition on screen at the AAP Annual Meeting Opening General Session during presidential address</td>
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<tr>
<td>Complimentary industry relations registration</td>
<td>4</td>
<td>2</td>
<td>1</td>
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</tr>
<tr>
<td>Priority 10-room block at an AAP headquarters hotel</td>
<td>•</td>
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<tr>
<td>Priority room block at an AAP hotel</td>
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</tr>
<tr>
<td>Priority access to Corporate Forum slots</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; Right of Refusal</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; Right of Refusal</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Right of Refusal</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt; Right of Refusal</td>
<td>4&lt;sup&gt;th&lt;/sup&gt; Right of Refusal</td>
<td>5&lt;sup&gt;th&lt;/sup&gt; Right of Refusal</td>
</tr>
<tr>
<td>Tote bag insert (where permitted; must be approved in advance by the AAP)</td>
<td>•</td>
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<tr>
<td>Recognition as Annual Meeting sponsor in Periopectives magazine</td>
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<tr>
<td>Logo on the AAP website with hyperlink to sponsor website</td>
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<tr>
<td>Logo on the AAP website</td>
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<tr>
<td>Complimentary copy of post-meeting mailing list</td>
<td>•</td>
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<tr>
<td>Corporate sponsor ribbons with sponsorship level noted</td>
<td>•</td>
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<tr>
<td>Acknowledgment in Advance and On-Site Programs</td>
<td>•</td>
<td>•</td>
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</tr>
<tr>
<td>Logo on on-site signage at Annual Meeting</td>
<td>•</td>
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<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>

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- **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 awarded for sponsorship participation.
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

perio.org
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 Orban 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

**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

perio.org
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
Predoctoral 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

Notepads and Pens
EXCLUSIVE SUPPORT
$3,500 + setup and production costs

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
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 2020.