



The American Academy of Periodontology

2020 Virtual Meeting
November 6 -15, 2020 (Pacific Time)

Exhibitor Participation & FAQ'S

The Academy values our Exhibitor partnership and appreciates your support. Even though we are not meeting in person this year, we are excited to invite you to participate in the AAP 2020 Virtual Meeting on Nov. 6 – 15, 2020. We understand the importance of maintaining a relationship with the periodontal community and our virtual platform will allow you to do so from a safe and comfortable space. We invite you to see what we have to offer.

Here are a few sample images of our Virtual Meeting Space.



EXHIBITOR FAQ'S

Q: Who is hosting the virtual Annual Meeting?

A: The American Academy of Periodontology (AAP) in collaboration with the Japanese Society of Periodontology (JCP) and the Japanese Academy of Clinical Periodontology (JACP).

Q: Which virtual event platform was chosen to host the Annual Meeting?

A: [Pathable](#)

Q: What is a virtual meeting?

A: Similar to a physical meeting, attendees will have access to a variety of educational sessions, general sessions, breakout meetings, networking opportunities and engaging with exhibitors in our exhibit hall. Virtual meetings provide the same exclusive content as a physical meeting and can be viewed from mobile, tablet and desktop devices, therefore allowing more attendees to participate.

Q: When will the meeting take place?

A: The meeting is scheduled across (2) weekends and will be held in Pacific Time Zone.

Friday, Nov. 6	Saturday, Nov. 7	Sunday, Nov. 8
Friday, Nov. 13	Saturday, Nov. 14	Sunday, Nov. 15

Q: What is a virtual exhibit booth?

A: Within the virtual exhibit hall, attendees can “walk-in” your virtual booth and engage in real time. Custom landing pages for exhibitors and sponsors allow you to manage your own logo, description, staff profiles, keywords, documents, and embed videos. The platform tracks who visits your booth to assist with leads.

Q: When will the virtual exhibit hall and virtual booth be accessible?

A: The virtual meeting site, sessions, exhibit hall and exhibitor booths can be accessed Nov. 6, 2020 until Nov. 6, 2021, basically an exhibit hall open for ONE FULL YEAR. Live networking aka real time chats with booth staff will be accessible Friday, Nov. 6 and Friday, Nov. 13 from 12:00 pm (noon) to 3:00 pm.

Q: What is the cost of a booth?

A: \$1,000

Q: What is included in the booth fee?

A: Unlimited booth staff badges plus an Exhibitor landing page customized with the following:

- Company Name, Description, and logos
- Tags (i.e. product categories/keywords/search references) A searchable keyword index helps attendees find the exhibitors and sponsors who are relevant to them.
- Links to your website, social media channels and other websites outside of Pathable.
- Embed videos (MP4 file format)
- Virtual Booth Staff list with staff name, photo, and title.
- During networking “Power Hours” on Friday, Nov. 6 & 13, your booth will indicate the booth staff who are online and available for a live 1:1 meeting.
- Corporate Forum Section: This is a preview of your sponsored sessions (session title, speaker, time, and session tracks). Attendees can click on the session to see more details and add it to their overall meeting agenda.
- File Section: PDF(s), brochures and/or documents for attendees to download.
- Create Polls with questions for your attendees to answer the duration of the meeting.
- Registered booth staff can personalize their individual profiles.
- Lead retrieval: Attendees can easily “request information” from exhibiting companies, sharing their contact information, like having their badge scanned at a live event.
- Post-show mailing list. *(Sample mailer forms will be sent to exhibiting companies directly from AAP. Complete and submit the sample mailer form for AAP’s approval.)*

Q: Do you have images of how the virtual booth will/can look?

A: The AAP virtual exhibit hall map is currently being designed and built. Once a preview is available, further communications will be sent out from AAP. For a general preview of an exhibitor/sponsor landing page, below is an image of the Pathable booth at their Summit Conference.**

****Your organization page may look different depending on images used and content uploads.**

Q: What can attendees do in the booth?

A: Attendees can learn more about your company and the services you offer as well as view videos, access documents and links, engage with booth staff via live meetings or schedule a meeting with booth staff outside of dedicated "Power Hours". Attendees can view your sponsored sessions and add it to their overall meeting agenda.

Q: Can attendees save the documents to view another day?

A: Yes! The files you include can/will be downloaded by attendees, which have the option to save the document for future views.

Q: Is there a deadline to sign-up?

A: No, however you must sign up by Oct. 12 to be included in the virtual map.

Q: How many priority points do I receive for participation in the Virtual Meeting?

A: Five (5)

Q: Do you have an event schedule?

A: Yes! Visit perio.org to view the most up-to-date schedule and event announcements.

Q: How will presentations and educational sessions be broadcast during the event?

A: Sessions will be offered through a combination of live webinars and pre-recorded video broadcast. Sessions will be professionally produced and formatted to offer a high-quality experience. Some sessions will include live Q&A and downloadable handouts to keep attendees interactive and engaged. Content viewing can be monitored and linked to individual membership ID's for Continuing Education accreditation.

Q: How will Corporate Forums be broadcast?

A: Corporate Forums will be pre-recorded with the option of live Q&A or chat feature.

Q: Will you be charging a registration fee for attendees?

A: Yes. See registration rates below.

Category	Virtual Meeting Registration Rates
Active Member	\$499
Associate Member	\$499
International Member	\$499
Life Active Member	\$499
Retired Member	\$349
Resident Member	\$149
Non-member Dentist/Periodontist	\$699
Resident Non-Member	\$299

Q: How does AAP promote the Annual Meeting?

A: The virtual Annual Meeting will be promoted through a combination of segmented e-mail marketing campaigns, social media posts, paid social media advertising, the 2020 Annual Meeting microsite, mailers, press releases in industry media, featured articles, in-house ads in Periospectives, and distributed speaker and promotional video clips.

Q: Can a virtual platform track ROI?

A: Yes! Exhibitors will receive contact information from attendees who messaged them to learn more about their product or services. Reports can be accessed throughout the meeting to show booth traffic (who visited, how many times, and how to contact them) for an immediate follow-up!

Q: How do I retrieve leads from my virtual booth?

A: The **REQUEST INFO** button that appears on the top right of your virtual space will add the attendee's name, title, company name, phone number, email address, and number of times they visited your virtual booth to a leads list. The list can be viewed or downloaded as a .CSV file by your booth staff. The list will include the name, company name, and number of visits for all others who visited your virtual space. You would have the ability to communicate with these individuals, within the virtual platform, using the **SCHEDULE MEETING** button and/or **SEND MESSAGE** button on your page.

Q: Do I need to register my exhibit booth staff? Will there be additional cost for booth staff?

A: Yes, all booth staff must be registered. Your booth fee includes unlimited booth staff badges.

Q: How and where do I register our booth staff?

A: Exhibitor booth staff registration opens **Tuesday, Sept. 15.**

To register visit <https://registration.experientevent.com/showPER201/flow/EXH>.

Q: Can booth personnel attend sessions and earn CE?

A: Yes! Register your booth staff under the “Industry Relations” category and submit the fee of \$349.

Q: Do sales representatives need to be online for the entire duration of the meeting?

A: No, sales representatives are only required to be online during the unopposed exhibitor networking “Power Hours”. However, you may choose to “stay online” and active in your booth.

Q: Do I have to “build” the virtual booth on my own?

A: No. Templates are provided by the Pathable platform for you to upload all details and attachments.

Q: What design elements are required to build the virtual exhibit hall map? **Deadline: Monday, Oct. 12**

A: A logo/image with a solid background, JPG or PNG file format, 510 pixels horizontal by 220 pixels vertical.

Submit your file via this dropbox file request link <https://www.dropbox.com/request/3baZ07JyRv1Mr2Wnt4lP>

Q: What can be customized on my exhibitor landing page? [Link to Video on Configuring your Page](#)

A: The following items can be uploaded directly into Pathable for your Exhibitor landing page. Once you are registered as an exhibitor, you will receive an email from Pathable to customize your page with:

1. **Logo** - JPEG/JPG or a PNG file that is at least 400 pixels wide
2. **Description** – Text, hyperlinks and images (JPEG/JPG, or PNG files) can be included in this section. The maximum image size is 600x600 with any aspect ratio. There is no character limit.
3. **Booth Personnel** – Registered booth staff can be shown with their picture, full name, and job title. Once a logistics person has been added to the virtual platform, and has received their login details, they will have the ability to locate other registered team members (within the platform) and add them as booth personnel. Within the virtual platform, attendees will have the ability to send messages (similar to a chat) and request internal Zoom meetings with your booth personnel that appear here. Booth personnel can also chat with and request to schedule internal Zoom meetings with attendees.
4. **Polls (optional)** – You will have the ability to create both multiple choice and/or free text polls. Poll answers received are anonymous. The poll results for multiple choice questions can be displayed in a pie chart or a bar graph. Note: multiple choice polls do not allow for free text.
5. **Files (optional)** – PDF, Word, Excel, PPT, MP3 (audio), JPEG/JPG, or PNG file types can be shared. There is not a limit on the number of files shared. The size limit is 10 GB per file.
6. **Video Files (optional)** - You can share MP4 files and/or links from YouTube or Vimeo. There is not a limit on the number of videos shared. The size limit is 10 GB per file. When video files are uploaded, or links are shared, this will be done under the Files tab in the Admin area.

Q: Are we able to upload our own booth design?

A: No, you must follow the Pathable format.

Q: In what areas of the booth can we include branding?

A: Branding can be included on the face of the booth panel and within the virtual booth itself. We will be working with the platform vendor to seek other options as well.

Q: What sponsorship and additional branding opportunities are available?

A: There are opportunities available such as banner ads and recognition on the dedicated sponsors page. For details, contact Bryn Reese, Director of AAP’s Corporate Relations @ bryn@perio.org

Q: Where do images and content live once it is uploaded?

A: They will be on the Pathable site for AAP's virtual meeting.

Q: Who do we contact for Customer Support and/or questions?

A: For questions related to uploading materials email exhibits@projection.com.

Q: How will our content be kept safe?

A: Pathable provides security through their platform with single sign-on, requiring complex passwords, and cookie handling.

Q: What happens to the content after the event closes?

A: Content will be accessible for one year from the last day of the meeting. (Expires: Nov. 6, 2021.)