



# AACD

2021  
APRIL 14-17

## ROCKIES

ESTHETIC  
REVOLUTION

YOUR DIRECT CONNECTION TO DENTISTRY'S ELITE PRACTITIONERS





Dear Friends of AACD,

***We may have missed AACD Orlando 2020—the people, the parties, the education. The stage was set for a meeting to remember.*** Despite our disappointment, the AACD remains focused on the future as we continue our climb in creating an unforgettable AACD Rockies 2021 experience that will give you even more visibility in front of dentistry's most elite practitioners.

***From the crisis of recent insecurity comes opportunity.*** Our members are already buzzing with excitement about next year's cutting-edge education and the tips and techniques they want to explore at AACD 2021 Rockies.

***The American Academy of Cosmetic Dentistry's 37th Annual Scientific Session will offer dentistry's giants, hungry to learn, a chance to join the Esthetic Revolution as they reach the peak of their professions.*** We look forward to having you front and center, standing with us and prominently positioned in front of dentistry's best and brightest.

See you in Aurora,

Salvatore Lotardo, DDS, AAACD  
President, AACD



2021 APRIL 14-17  
**ROCKIES**  
ESTHETIC REVOLUTION

## CALENDAR

### SEPTEMBER 1, 2020

Exhibit assignments begin.

### NOVEMBER 2, 2020

Deadline for cancellation of exhibit space with a full refund (less \$75 handling fee).

Cancellations must be in writing to:  
exhibits@aacd.com

### JANUARY 29, 2021

Final payments due on outstanding balances.  
Deadline for cancellation of exhibit space with a 50% refund. All cancellations after this date will result in full forfeiture of both exhibit space and deposit. All contracts received after this date will require full payment when the contract is submitted.

### FEBRUARY 8, 2021

Exhibitor Service Kit available online.

### MARCH 1, 2021

Special function request forms are due.

### APRIL 1, 2021

Deadline for exhibitor badge registration  
Deadline for Certificate of Insurance (COI)

### APRIL 14, 2021

7:00 am - 7:00 pm Exhibitor set-up and registration

### APRIL 15, 2021

6:00 am - 7:00 am Exhibitor set-up and registration

### APRIL 15-16, 2021

#### Exhibit hours\*

7:00 am - 5:00 pm, Thursday, April 15  
(Reception to follow)

7:00 am - 7:00 pm, Friday, April 16  
(Exhibit Social included in hours)

### APRIL 16, 2021

7:00 am - 4:00 pm\* Tear down

\*Subject to change

## EXHIBIT POLICIES

### EXHIBITOR ELIGIBILITY REQUIREMENTS

- All exhibits submitted for display at the AACD Annual Scientific Session are subject to review.
- Exhibition is restricted to companies that are in good financial standing with the AACD.
- The AACD is under no obligation to extend application privileges to any company regardless of whether said company has exhibited at past Annual Scientific Sessions.
- All products and services exhibited must be germane to and effective and useful in the practice of dentistry.
- AACD shall be the sole judge as to the acceptability of exhibits.
- Products that fall under FDA guidelines must have FDA certification displayed.
- An exhibitor may not display any product or distribute advertisements for any product that infringes on the registered trademark, copyright, or patent of another company.
- Miscellaneous products and services not specified in these standards may be eligible to exhibit on a case-by-case basis. All exhibitors are required to submit a completed official e-application when applying for AACD Scientific Session exhibit space.

## EXHIBIT FEES

### TABLE TOP EXHIBIT RENTAL:

Early\* \$4,000  
Standard \$4,300

\*Contract and full payment processed by 1/29/2021

**All exhibits are decorated at the exhibitor's expense. The exhibitor must pay for carpentry, decorating, labor, additional signs, and furnishings, and all such arrangements shall be made directly with the General Service Contractor.**



**EXHIBIT CONTRACT  
CLICK HERE**



## TABLE TOP EXHIBIT INCLUDES:

- 6' skirted table
- 2 chairs
- Sign indicating the name of the exhibiting company
- Pre-and post-scientific session attendee list (one-time-usage, mailing addresses only)
- Opening Reception
- Lunches during Thursday show dates
- Drink tickets for Friday Exhibit Social
- Access to General Sessions
- Recognition in the mobile app and at meeting site
- Company name and link to your website on exhibit floor plan
- Three complimentary badge registrations per Table Top Exhibit

## APPLICATION POLICY

All applications must be accompanied with a 50% exhibit space deposit. Exhibit space will not be assigned without payment.

The AACD may, at its discretion, accept or reject any application for exhibit space.

Applications received after January 29, 2021 must be accompanied with full payment. If exhibit space is sold out, exhibitors will be placed on a wait list. Exhibitors will be notified and asked if they wish to be placed on the wait list in case of a cancellation by an assigned exhibitor. Payment will be held if an exhibitor wishes to be on the wait list.

If exhibitors choose not to be on the list, the full amount received will be returned.

## PAYMENT & CANCELLATION POLICY

**No exhibit space will be assigned without a completed e-application and a 50% deposit at the time the exhibit**

**ALL CANCELLATIONS MUST BE IN WRITING.** All Negotiated Pricing incorporated and made part of Table Top Exhibit Space Contract, Educational Contract, Advertising Contract or Sponsorship Contracts, here in noted as "the contract", between the American Academy of Cosmetic Dentistry and Exhibitor, is confidential and proprietary to the American

Academy of Cosmetic Dentistry. Exhibitor agrees not to disclose the contents of the contract to persons or entities not party to this agreement without the American Academy of Cosmetic Dentistry's written permission. Non-adherence to Exhibitor Hours will be subject to the penalties stated in the rules/regulations/restrictions section of the exhibitor prospectus.

## ASSIGNMENT POLICY

Exact Table Top Exhibit locations are determined first by the AACD's priority points system, which is based upon the number of years a company has exhibited with the AACD, then by date of receipt of exhibitor contract.

Points are awarded by combined dollars spent for advertising, exhibiting, and sponsorships. The following chart indicates how points are awarded.

Level	Support Amount	Number of Points
Level 1	Over \$80,000	10 points
Level 2	\$50,000 - \$80,000	9 points
Level 3	\$25,000 - \$49,999	5 points
Level 4	\$5,000 - \$24,999	3 points
Level 5	\$500 - \$4,999	1 points

### Application is submitted to the AACD.

No exhibit spaces will be assigned until the deposit is received. All exhibitor balances are due, in full, by January 29, 2021. Failure to make such payment by the specified deadline may result in the cancellation of exhibit space without refund of any deposit amount, unless prior arrangements are made in writing.

If a cancellation is received prior to November 2, 2020, a full refund (minus \$75 handling fee) will be issued. Cancellations received after November 2, 2020 and prior to January 29, 2021 will receive a 50% refund. If a cancellation is received after January 29, 2021, all monies will be forfeited to the AACD.

In the event of conflicts regarding available space requests or conditions beyond its control, the AACD reserves the right to rearrange the floor plan. Exhibitors will not be allowed to set up if an outstanding balance exists on their AACD account. This would include any outstanding exhibiting or advertising balance. Money retained from a cancellation is not credited towards exhibitor points.

**For the latest information on the 37th Annual AACD Scientific Session visit:**

[aacdconference.com](http://aacdconference.com)

Choose from this list of sponsorship opportunities—or combine two or more opportunities—to reach the level of recognition you want to achieve with the world’s premier cosmetic dental professionals.

**Please contact** [exhibits@aacd.com](mailto:exhibits@aacd.com) or call 800.543.9220 to discuss your preferred sponsorship program.

## OPENING RECEPTION

Don’t miss out on the chance to attach your company’s name to the signature social event of AACD 2021. The reception is open to all attendees of the conference, so outreach gains will be huge. **Support Amount \$20,000** **[SOLD]**

## EXHIBIT SOCIAL

Becoming the title sponsor of the exhibit social reception will provide your company with amazing recognition from attendees. Your sponsorship will be featured within the event and in pre-conference communications. **Support Amount \$4,000**

## Journal of Cosmetic Dentistry RECEPTION

Promote your company to the current Editor-In-Chief, Contributing Editors, authors, and the Editorial Review Board of the Journal of Cosmetic Dentistry at this important forum for exchanging ideas on continuing education through dental publications. **SUPPORT AMOUNT \$4,000** **[SOLD]**

## NEW MEMBER & 1<sup>ST</sup> TIME ATTENDEE LUNCHEON

New AACD Members, first-time conference attendees, and their guests are invited to this exclusive luncheon. AACD Ambassadors are on hand to welcome these new members and first-time attendees, share their experiences, and offer their insights. **Support Amount \$6,000**

## GENERAL SESSION & MAIN STAGE

Our speakers, your recognition. Sponsorship includes the opportunity to introduce the speaker on stage, remind attendees of your presence, and for your company to be recognized on all signage and promotions. **Support Amount \$5,000-10,000**

## DISPLAY YOUR BRAND

### HOTEL ROOM KEYS

Take advantage of this unique branding opportunity on the guest room keys for the host hotel. Act fast! This is a very popular sponsorship item.

**Support Amount \$5,000** (plus cost of key card distribution fees)

### LANYARDS

This item is a necessity for all attendees, so why not be associated with each one of them. Let our members know you support AACD!

**Support Amount \$6,000**

**[SOLD]**

### ROOM DROPS

Your company will have the opportunity to have an item or brochure of your choice placed outside the door or on a door hanger of attendees’ rooms at the host hotel. Sponsor selects the desired date and time for the room drop and will provide all room drop materials. This is a great way to reach all of the attendees directly!

**Support Amount \$1,000 /day** (plus cost of distribution)

### TOTE BAGS

Highlight your brand on the official attendee tote bag. Continue to see your brand not only at AACD 2021, but for years to come as attendees keep and reuse the AACD tote bag.

**Support Amount \$10,000**

### HEADSHOT ADD-ON

Provide attendees with a new professional headshot. Attendees will get the portrait-taking experience with your logo displayed on all signage and on post-show email correspondence with their photo link for download.

**Support Amount \$5,000**

**[SOLD]**

## OTHER OPPORTUNITIES

We welcome unique ideas. Help AACD create innovative ways to showcase your company.

**Contact [exhibits@aacd.com](mailto:exhibits@aacd.com)**

Please note all promotional items will be provided by AACD unless agreed to otherwise.

Reach attendees of AACD's annual conference through The Buzz, an e-newsletter sent to all conference registrants, AACD members, and prospects. The Buzz provides attendees with updates about their registration, courses, travel, social events, and more. The Buzz is delivered eight times during the conference sales cycle, and open rates are often more than 40% for this highly engaged group!

Advertising in the The Buzz helps you reach the members most likely to visit the AACD Exhibits during the conference. With two in-context story ad positions in each issue, this is an opportunity you must grab.

## MATERIAL SPECIFICATIONS

In-Context Story Block: 75 word caption, email or URL to be hyperlinked to title (max 8 words) and "Learn More" button & image (250 pixels wide x 150 pixels tall). Static ads only; no animation. File must be in GIF or JPG format, no spaces in the file name and no larger than 90KB. E-mail materials to [exhibits@aacd.com](mailto:exhibits@aacd.com).

## CALL FOR ADVERTISING DEADLINES

\*Ad content may be changed on an on-going basis.

## RATES

AD TYPE	IN-CONTEXT STORY AD
DETAILS	75 words and an image
SIZE	250 px wide x 150 px tall
PRICE	\$3,000 for all 8 issues \$450 each

\*Includes hyperlink to advertiser URL and/or e-mail

**20%**  
DISCOUNT  
FOR

**AACD**  
CORPORATE GOLD MEMBERS



### Our Story Here

Nam, sitiorro voluptas dignime volestiorro explaut esthetics ma valorit, eturibus res is aut entiis ex eius evelisquos voluptatur, optatum reperovit aut aut faccus, esequ num voloreprerum voluptur am quae is aut entiis ex eius evelisquos voluptatur, optatum reperovit aut aut faccus, esequ nuvoloreprerum voluptur am quae Nam, sitiorro voluptas dignime volestiorro explaut estinciet ma valorit, eturibus res is aut entiis ex eius evelisquos voluptatur, optatum reperovit aut aut faccus, esequ num entiis ex eius evelisquos voluptatur, optatum reperovit aut aut faccus, esequ num

Image

Image

### SPONSORED CONTENT:

#### Your Headline Goes Here (12pt)

Image Size 192px x 168px

Nam, sitiorro voluptas dignime volestiorro explaut estinciet ma valorit, eturibus res is aut entiis ex eius quos voluptatur, optatum reperovit aut aut entiis ex eius, optatum exd reperovit aut aut entii reperovit aut aut entiis

[Learn More](#)

### SPONSORED CONTENT:

#### Your Headline Goes Here (12pt)

Image Size 192px x 168px

Nam, sitiorro voluptas dignime volestiorro explaut estinciet ma valorit, eturibus res is aut entiis ex eius quos voluptatur, optatum reperovit aut aut entiis ex eius, optatum exd reperovit aut aut entii reperovit aut aut entiis

[Learn More](#)





This highly anticipated guide is a great way to connect your business with the quality education AACD is known for.

## REACH DENTAL PROFESSIONALS WORLDWIDE!

The Annual AACD Scientific Session is the world's premier continuing education event focused on comprehensive cosmetic dentistry. Attendees come from around the world to network and learn about the latest advancements in the rapidly evolving field of dentistry. Leading dentists and laboratory technicians attend The Annual AACD Scientific Session each year, along with team, guest, and spouse attendees. Recipients of the E-Preliminary Guide include all members of the AACD, as well as prospective members.

The digital edition of the E-Preliminary Guide will be available to dental professionals worldwide online at [www.aacd.com](http://www.aacd.com)

**EXHIBIT CONTRACT  
>CLICK HERE**

**CORPORATE WORKSHOP  
CONTRACT >CLICK HERE**

**AACD CORPORATE  
MEMBERSHIP >CLICK HERE**

## RATES

AD LOCATION	COST
<b>[SOLD]</b> Inside Front Cover	\$4,500
Inside Back Cover	\$4,000
<b>[SOLD]</b> Back Cover	\$4,700
Daily Schedule Pages (Wednesday, Thursday, Friday, Saturday)	\$2,600
Facing Pages (Recommended Courses, Wednesday, Thursday, Friday, Saturday)	\$2,400

**Deadline: 9/28/2020**

E-Preliminary Guide prices in effect for 37th Annual AACD Scientific Session Aurora, CO from **April 14-17, 2021**

AD SPECS	Width	Height
Bleed	9"	11.5"
Trim	8.5"	11"
Live Area	7.5"	10"

## ADDITIONAL INFORMATION

- All ads are full-color
- Due to the limited number of advertisement space, reservations are taken on a first-come, first-served basis
- E-mail a press quality PDF and color proof of the advertisement/showing bleed to [exhibits@aacd.com](mailto:exhibits@aacd.com).

## CONTACT

[exhibits@aacd.com](mailto:exhibits@aacd.com) or 800.543.9220



AACD 2021 Rockies in Aurora, Colorado will feature a robust, state-of-the-art mobile app giving attendees all the meeting information they need right at their fingertips on their favorite mobile device. You can reach dentistry's elite through these advertising opportunities available on the AACD mobile app.

## AACD 2021 APP ADVERTISING OPTIONS

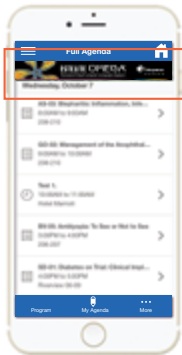
### MOBILE APP ADS



Mobile App Ads appear on mobile devices (phones and tablets and app embed in browser window)

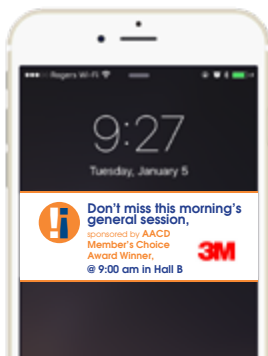


<b>AD TYPE</b>	<b>Side Menu with Link</b>
<b>DETAILS</b>	Single stationary ad appearing in center of menu
<b>SIZE</b>	600 x 300 pixels
<b>PRICE</b>	\$4,500 each



Mobile App Ads appear on mobile devices (phones and tablets and app embed in browser window)

<b>AD TYPE</b>	<b>Rotating Ad with Link</b>
<b>DETAILS</b>	Ads rotate at 4 second intervals (3 available ad slots)
<b>SIZE</b>	728 x 90 pixels
<b>PRICE</b>	\$2,600 each



<b>AD TYPE</b>	<b>Push Notification</b>
<b>DETAILS</b>	200 character count maximum, plus logo (Limit of two per day)
<b>SIZE</b>	N/A
<b>PRICE</b>	\$500/notification (Limit of two per day)



## THE POWER OF SMART AD RETARGETING

Extend your brand visibility and gain exposure with 4,500+ dentists worldwide.

Guaranteed digital reach with every website visitor.



### AUDIENCE ESTABLISHED

**4,500+ reachable dental professionals**  
who have consumed and interacted  
with AACD content.

## WHAT IS RETARGETING?

Digital retargeting with the AACD means you will be serving your brand's ads to consumers who have interacted with AACD content wherever those consumers go online.

## QUALITY TARGETING!

The AACD can also work with you to target specific geographical locations as well as consumers who have visited specific AACD web pages, such as our conference site and our downloadable resource pages.

### AD Retargeting Packages: Choose Your Reach and Duration

Packages	Value Price	Impact Duration	Number of Impact Impressions
Option A	\$ 3,000	1 Month	100,000
Option B	\$ 5,000	2 Months	200,000



## Ad Retargeting Packages with Quantifiable Results

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

Contact: [advertising@aacd.com](mailto:advertising@aacd.com)

The 37th Annual AACD Scientific Session, April 14–17, 2021 in Aurora, Colorado, offers an exceptional opportunity for your company to advertise in a bonus distributed issue of the *jCD*, the AACD's quarterly member publication.

The distribution of *jCD* approaches that of many major cosmetic dental-interest journals.

**Unlike others, 100% of our dentist readership specialize in high-quality and ethical cosmetic dentistry.**

**Increase awareness of your cosmetic dentistry product or service** by placing an ad. All advertising will be sold on a first-come, first-served basis.

For companies not exhibiting at the 2021 AACD Annual Scientific Session, non-exhibitor rates will apply.



### *jCD* ADVERTISING RATES

AD SIZE	NON-EXHIBITOR	EXHIBITOR
Full page	\$3,265	\$3,065

**Note:** Inserts, Bellyband, and Ride Along outserts are available upon request.  
(Gutter allowance: total of .5" or .25" per page)

FULL PAGE PREMIUM POSITIONS	NON-EXHIBITOR	EXHIBITOR
Inside front cover	\$4,040	\$3,920
Inside back cover	\$3,870	\$3,715
Back cover	\$4,285	\$4,170

### AD SPACE DIMENSIONS

PAGE SIZE	NON-BLEED WIDTH X HEIGHT	BLEED WIDTH X HEIGHT	LIVE AREA	TRIM
Full page	7.5" x 10"	8.875" x 11.375"	7.5" x 10"	8.375" x 10.875"
Two-page spread	N/A	17.25" x 11.375"	15.5" x 10"	16.75" x 10.875"

### ADDITIONAL INFORMATION

- All ads are full-color
- Due to the limited number of advertisement space, reservations are taken on a first-come, first-served basis
- Ask about multimedia and interactive options available in the digital edition
- E-mail a press quality PDF and color proof of the advertisement/ showing bleed to [advertising@aacd.com](mailto:advertising@aacd.com)

**BINDING:** Saddle-stitched

**CLOSING DATE:** February 1, 2021

**ARTWORK DEADLINE:** March 2, 2021

Ad production specs are available in AACD's Advertising Media Kit, available at [www.aacd.com/advertise](http://www.aacd.com/advertise)



## JOIN COSMETIC DENTISTRY'S ELITE

### BECOME AN AACD CORPORATE MEMBER AND SAVE!

The AACD has long enjoyed the support of corporate partners in the dental profession who share the mission of advancing the art and science of comprehensive cosmetic dentistry and encouraging the highest standards of ethical conduct and responsible patient care.

Erica Meganck | Business Development Manager | [ericam@aacd.com](mailto:ericam@aacd.com) | 608.222.8583

#### CORPORATE BRONZE AACD MEMBER



#### 5% discount

on all AACD advertising

Your logo, with backlink, on the AACD website

Use of the AACD Corporate Member logo

Access to exclusive AACD member benefits

*The Journal of Cosmetic Dentistry* for one designated representative

**\$500/year**

#### CORPORATE SILVER AACD MEMBER



#### 10% discount

on all AACD advertising

Your logo, with backlink, on the AACD website

Use of the AACD Corporate Member logo

Access to exclusive AACD member benefits

*The Journal of Cosmetic Dentistry* for one designated representative

Branded social media post

Annual Member's Choice Award eligibility

Half-page, full-color ad in AACD scientific session e-guide book

Annual Conference mobile app digital ad and push notification

**\$1,200/year**

#### CORPORATE GOLD AACD MEMBER



#### 20% discount

on all AACD advertising

Your logo, with backlink, on the AACD website

Use of the AACD Corporate Member logo

Access to exclusive AACD member benefits

*The Journal of Cosmetic Dentistry* for one designated representative

Branded social media post

Annual Member's Choice Award eligibility

Half-page, full-color ad in AACD scientific session e-guide book

Annual Conference mobile app digital ad and push notification

10% discount on exhibit fees at the AACD scientific session

AACD membership postal mailing list use annually

The right to vote at the Annual AACD Member Meeting and run for a position on the AACD Board of Directors

Membership Thank You in eUpdate

Corporate wall plaque at AACD Headquarters

Main stage recognition at Annual Scientific Session

Two press releases posted to the AACD Newsroom and promoted

Two Exhibitor Points (to be applied towards priority exhibit placement)

**\$2,700/year**

3DBIOCAD	Eclipse Loupes	PatientPop
3M Oral Care	Einstein Medical	Perio Protect
3Shape	Esthetic Professionals	Philips Oral Healthcare
AAID	Excel Studios	PhotoMed International
AD2 (Advanced Dental Designs, Inc)	Formlabs	Planmeca
Advice Media	Fotona	Plastic Surgery Studios
Align - Invisalign iTero	Garfield Refining	Podium
Alpha Omega - Pascal & DiaShine	Garrison Dental Solutions	Power Dental USA
Alphaeon Credit	GC America	PracticeCFO
American Dental Software / SIVA Solutions	Get Practice Growth	PreVu Software
American Institute of Aesthetic Medicine	Glidewell Dental	Professional Transition Strategies
Anaxdent North America	Glo Science	ProSites
Argen	Goby	Quintessence Publishing
Axi Dental Lab	Great Lakes Dental Technologies	Ranklogic
BioHorizons	Hu-Friedy	RGP Dental
BirdEye	IDEA	Rosemont Media
Bisco Dental Products	Incredible Marketing	Roya
Brasseler USA	Infinity Dental Web	RoyalZ
BURST	Ivoclar Vivadent	Sesame Communications / Henry Schein One
CAD-Ray	Jaanuu	Shofu Dental Corporation
Cain Watters & Associates & NDP	JEDMED	Six Month Smiles
CareCredit	Keating Dental Arts	Sleep Group Solutions
CareCru	Kettenbach	Smile Designer Pro
Carestream Dental	Killian Dental Ceramics	Smile Line by Style Italiano
Ceatus Media Group	Kleer	Strauss Diamond Instruments
Clinician's Choice Dental Products	Kuraray America	SurfCT.com
Cortel Designs Loupes	Large Practice Sales	SurgiTel
Cosmedent	LendingUSA	Tokuyama Dental America
Dear Doctor	Lighthouse by Web.com	Ultradent Products
DenMat	LumaDent	Ultralight Optics
Dental Revenue	McGill & Hill Group	United Medical Credit
Dental Tribune	Meisinger USA	Valley Dental Arts
DentalPost	MicroDental Laboratories	ViewMedica Patient Education Videos
Designs For Vision	Nadia International	Vita
Digital Healthcare Professionals	Nobel Biocare	Weave
Digital Smile Design	Noel Asmar	White Towel Services
Doctible	Orofacial Therapeutics	Wonderist Agency
DoctorLogic	Pacific Training Institute for Facial Aesthetics	YAPI
Doctor Multimedia	Panadent	Zero Gravity Skin
	Patient News	





**EXHIBIT CONTRACT  
>CLICK HERE**

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**[aacd.com/exhibitors](http://aacd.com/exhibitors)**