American Association of Orthodontists®

Empowering Your Today. Defending Our Tomorrow.

Sponsor Prospectus

2026-27

Advertising and Sponsor Activation Opportunities:
Annual Session 2027 &
Year-Round Activations

aaoinfo.org

Table of Contents

03 **Benefits and Reach**

04 **2027 Annual Session Sponsorships**

- **04** Marketing
- **08** Innovation
- **09** Solutions Zones
- **10** Hospitality
- **14** Share an Experience
- **20** Thought Leadership

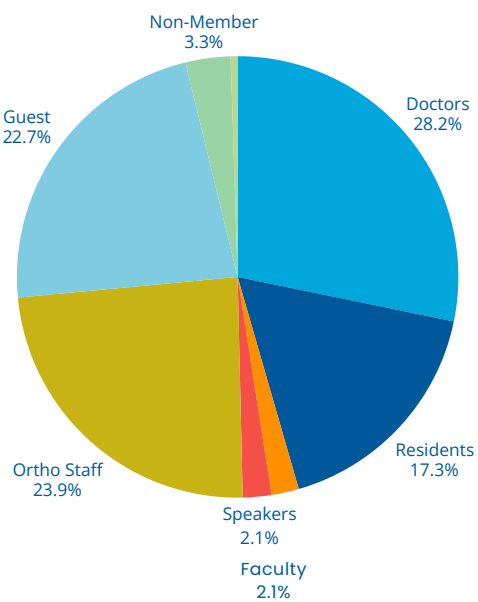
22 **2026-27 Year-Round Sponsorship Activations**

Benefits and Reach

Benefits

- Access to qualified buyers at Annual Session: The World's Greatest Celebration of Orthodontics™
- **Brand Visibility & Targeted Marketing**: Gain exposure and recognition among orthodontists and industry stakeholders.
- **Networking Opportunities**: Create valuable connections with orthodontists, fostering partnerships and business growth.
- **Product Showcase**: Highlight product, attracting potential customers' interest.
- **Brand Association**: Sponsoring with the AAO enhances credibility and brand image.
- **Community Engagement**: Support the orthodontic community, fostering goodwill and strengthening relationships.

Annual Session Attendance Breakdown



Reach

- Over 9,600 Active/Life Members in the U.S./CAN
- Over 1,600 Resident Members in the U.S./CAN
- Annual Session 2027 expected attendance: ~9,500
- Annual Session website traffic: 175K pageviews from nearly 50K visitors
- AAO Social Media following: Over 114K in all social channels
- Print Practice Management Bulletin - about 15,000 (mailed to US and Canadian members)

Priority Points

Companies who exhibit at the AAO Annual Session are encouraged to engage with the AAO membership in many ways throughout the year. In doing so, these companies will earn priority points that may benefit them in the future. Priority point balance determines when a company is eligible for booth selection at the next Annual Session.

1 priority point is worth roughly $2500 in sponsorship & advertising dollars, but minimums and maximums do apply in certain Areas of Engagement (AOEs).

2027 Annual Session Sponsorships

Marketing

Conference Bags Sponsor

ANNUAL SESSION MARKETING

$45,000

REACH: 9,000+

PRIORITY POINTS: 18



Everywhere you look, you'll see AAO attendees carrying their Annual Session conference bag. Get your company recognized by having your company name and logo proudly displayed on every single bag! (AAO staff handles the development and ordering of all bags). Sponsor to receive a complimentary list of registered attendees for Annual Session. Company logo to appear on Thank You Sponsor Signage in center and conference website, as well as continuous loop in sessions.

Attendee Lanyards

ANNUAL SESSION MARKETING

$45,000

REACH: 9,000+

PRIORITY POINTS: 18



SOLD

Sponsor the name badge lanyards, and you'll have every attendee walking around with your company's logo around their neck! This is a brilliant way to drive awareness of your company and your brand! (AAO staff handles the development and ordering of all lanyards.) Sponsor to receive a complimentary list of registered attendees for Annual Session.
Company logo to appear on Thank You Sponsor Signage in center and conference website, as well as continuous loop in sessions.

Show Special Promotion

ANNUAL SESSION MARKETING

$2,500 each

REACH: 5,000+
PRIORITY POINTS: 1

Push traffic to your booth and promote your show specials by purchasing ad space in the Annual Session conference app. Every attendee has access to the conference app - make sure your company information is available here for everyone to see! Even better - this saves your company the cost of printing! Max opportunities are 10, and the size of the pdf has to be no greater than 1.5 megabytes.

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Marketing Con't

Advertising in On-Site Program

ANNUAL SESSION MARKETING

REACH: 9,000+

Please reach out to Holly Kiel at hkiel@aaortho.org for details.

Show-Site Branding

ANNUAL SESSION MARKETING

REACH: 9,000+

Please reach out to Holly Kiel at hkiel@aaortho.org for details.

Pre-Show Attendee Email Sponsor

ANNUAL SESSION MARKETING

$5,000

REACH: 7,000+

PRIORITY POINTS: 2

The AAO will deliver emails to registered attendees 3 times prior to the Annual Session. Sponsor these messages and use your ad space to encourage attendees to make appointments with your staff, promote product demonstrations in your booth, and more! Your message will be seen with consistency, so this sponsorship is sure to deliver the return you are looking for! The dates for the emails are to be determined based on availability.

Attendee Daily Email Sponsor

ANNUAL SESSION MARKETING

$7,500

REACH: 9,000+

PRIORITY POINTS: 3

Each morning, the AAO will be sending targeted messages to all Annual Session attendees reminding them of the days' events. Sponsor these emails and your company's message will be one of the first things attendees see each day. Drive traffic to your website or booth and keep your company top-of-mind!

Conference Attendee E-blast - REACH

ANNUAL SESSION MARKETING

$350 per 1,000 recipients

REACH: 5,000+

Extend your reach beyond your booth by contacting conference attendees where they are, before-during-or after the show! E-blasts sent to registered attendees are available for a one-time use through your Exhibitor Platform.

Note: Attendees have the right to opt-out of receiving email messages. Also note there are a lot of scams out there. Do not purchase from any providers other than Maritz, our registration company, or the AAO.

Conference Attendee List

ANNUAL SESSION MARKETING

$0.25 per record

REACH: 5,000+

Interested in knowing who is registered to attend the Annual Session? Contact Holly Kiel at hkiel@aaortho.org to inquire about purchasing the list of registered attendees that opted-in to provide their contact information (excluding emails). Information to include Name, Practice Name, City, State, Zip Code.

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Marketing Con't

Hotel Keycard Sponsorship

ANNUAL SESSION MARKETING

$35,000

REACH: 8,000+

PRIORITY POINTS: 14



Make your brand the first thing attendees see when they check in! With this sponsorship, your company logo and message will be placed directly into the hands of the AAO attendees. These custom-branded keycards offer premium visibility every time attendees unlock their hotel room, making this one of the most high-touch marketing opportunities available! It's a smart, seamless way to boost brand recognition and drive booth traffic throughout the event. Sponsorship includes distribution at select official AAO hotels listed below:

SOLD

- Fairmont Vancouver (250 rooms)
- Fairmont Pacific Rim (150 rooms)
- Fairmont Waterfront (206 rooms)
- Hyatt Regency Vancouver (400 rooms)
- Marriott Pinnacle (250 rooms)
- Pan Pacific (240 rooms)
- Sheraton Vancouver (300 rooms)
- Westin Bayshore (150 rooms)

Sponsor to receive a complimentary list of registered attendees for Annual Session. Company logo to appear on Thank You Sponsor Signage in center and conference website, as well as continuous loop in sessions.

Boost Your Booth's Visibility

ANNUAL SESSION MARKETING

See Platform

REACH: 10,000+

Access to all exhibitor company information will be provided to all attendees. Make sure that your company engages every attendee by purchasing one or more booth listing upgrades. Research the various opportunities available at various price points inside your Exhibitor Platform.

Table Swag

ANNUAL SESSION MARKETING

$5,000

REACH: 10,000+

PRIORITY POINTS: 2

Want to boost your brand visibility during the busiest hours of Annual Session? Place your company swag on the lunch tables spread throughout the Exhibit Hall (with the exception of the lunch tables in the dedicated networking lunch areas). This high-traffic exposure is a great way to spark interest, create brand recognition, and drive attendees to your booth!

Please note: This is a non-exclusive opportunity. All materials must be approved by AAO staff prior to placement.

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Marketing Con't

Conference App Sticky Banner

ANNUAL SESSION MARKETING

$10,000

REACH: 5,000+
PRIORITY POINTS: 4

The sticky banner is a banner that "sticks" at the bottom of the app's main screen. As a user scrolls down the screen, the banner stays in this fixed position right above the bottom menu. The banner is clickable and can link to a website. This is a great method of driving traffic to your booth!

SOLD

Conference App Push Notification

ANNUAL SESSION MARKETING

$5,000

REACH: 5,000+
PRIORITY POINTS: 2

Want to create buzz, drive booth visits, or promote your Lunch & Learn? Send your message straight to attendees' phones with a sponsored push notification through the official conference app!

Your custom message (up to 230 characters) will reach all attendees who have the app - putting your brand front and center at the perfect time.

Limit of 3 spots per day - one in the morning, one mid-day, and one in the afternoon - so act fast to secure your preferred time slot!

Conference App Rotating Main Screen Tile Ad

ANNUAL SESSION MARKETING

$5,000

REACH: 5,000+
PRIORITY POINTS: 2

Put your brand front and center where every attendee with the conference app will see it - the main screen of the conference app! This exclusive rotating banner ad displays your company's clickable tile on one of three high-traffic days:

- Friday
- Saturday
- Sunday

Each day features just one sponsor, giving you maximum visibility and a direct link to your website or promotion. Only 3 spots available - secure yours before they're gone!

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Solutions Zones

Kiosk - Innovation & Business Solutions Zone

INNOVATION SOLUTIONS ZONE

BUSINESS SOLUTIONS ZONE

$7,500

REACH: 5,000+

PRIORITY POINTS: 3



As part of the AAO's continued commitment to delivering a more purposeful and value-driven Annual Session experience, we are introducing Solution Zones throughout the meeting. These curated areas are designed to help attendees identify practical solutions to the most common clinical, operational, and business challenges they encounter in their day-to-day practices.
Solution Zone kiosks are intended to be **solution-focused rather than brand-focused**, providing attendees with an efficient way to discover products, services, and technologies that address specific practice pain points. The question/pain point is to be displayed on the backwall above the monitor.

Each kiosk includes:

- One (1) lockable storage cabinet
- One (1) monitor for the ability to connect a laptop to provide information about your product to attendees
- Company branding displayed only on the cabinet below the monitor
- Space for up to two (2) company representatives to engage with attendees at the kiosk
- Two (2) exhibitor staff badges for the duration of the conference

Companies are expected to tailor conversations and demonstrations around the designated solution topic assigned to their kiosk. Promotional activities should support the educational intent of the Solution Zone experience and remain relevant to the identified practice challenge.

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Hospitality

Clinical Lounge Sponsorship

ANNUAL SESSION HOSPITALITY

$27,500

REACH: 3,000+
PRIORITY POINTS: 11

Position your company at the center of clinical conversation by sponsoring the Clinical Lounge, a dedicated networking space located immediately outside the Clinical session Rooms. Available throughout the duration of the conference, this high-traffic lounge provides attendees with a comfortable environment to continue discussions from educational sessions, connect with peers, and engage in informal Q&A with speakers after their presentations. The "Meet the Speaker" schedule for this lounge will be promoted closer to the time of the event, and on-site.

By aligning your brand with collaboration, innovation, and continued clinical excellence, your company will receive repeated exposure as attendees gather between sessions to exchange ideas and expand on their learning.

SOLD

As an added benefit, the **AAO will provide complimentary coffee to all attendees near the lounge prior to Friday morning's Mainstage**, creating an additional opportunity for engagement.

Sponsorship includes:

- Up to four (4) sponsor representatives stationed in the lounge to network with attendees (excluding lunch hours, which are dedicated exhibit hall time) (All representatives must be registered for the conference).
- Company logo featured on Thank You Sponsor signage, the conference website, and the continuous session room slide loop
- Complimentary list of registered attendees for Annual Session

Please note: Sponsors may work directly with the Vancouver Convention Centre catering department to provide additional refreshments. Enhanced branding opportunities within the lounge may also be available for purchase.

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Hospitality

Scientific Lounge Sponsorship

ANNUAL SESSION HOSPITALITY

$27,500

REACH: 3,000+
PRIORITY POINTS: 11

Align your brand with the advancement of orthodontic science by sponsoring the Scientific Lounge, a dedicated networking space located immediately outside the Scientific Session Room. Available throughout the duration of the conference, this high-traffic lounge provides attendees with a comfortable environment to continue discussions from scientific sessions, connect with colleagues, and engage in informal Q&A with speakers following their presentations. The "Meet the Speaker" schedule for this lounge will be promoted closer to the time of the event, and on-site.

By associating your brand with scientific discovery, innovation, and evidence-based orthodontic care, your company will receive repeated visibility as attendees gather between sessions to exchange ideas, discuss emerging research, and strengthen professional connections.

SOLD

As an added benefit, the **AAO will provide complimentary coffee to all attendees near the lounge prior to Friday morning's Mainstage**, creating an additional opportunity for engagement.

Sponsorship includes:

- Up to four (4) sponsor representatives stationed in the lounge to network with attendees (excluding lunch hours, which are dedicated exhibit hall time) (All representatives must be registered attendees of the conference).
- Company logo featured on Thank You Sponsor signage, the conference website, and the continuous session room slide loop
- Complimentary list of registered attendees for Annual Session

Please note: Sponsors may work directly with the Vancouver Convention Centre catering department to provide additional refreshments. Enhanced branding opportunities within the lounge may also be available for purchase.

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Hospitality

Daily Coffee Service in Exhibit Hall - Saturday/Sunday

ANNUAL SESSION HOSPITALITY

$25,000

REACH: 9,000+
PRIORITY POINTS: 10

Start Saturday and Sunday of the conference by putting your brand in attendees' hands. As the exclusive Morning Coffee Sponsor, your company will be associated with one of the most appreciated daily attendee amenities while creating meaningful brand exposure.

Complimentary coffee will be served to attendees from 8:00 - 9:00 am on Saturday and Sunday of the conference. Coffee will be strategically positioned within the exhibit hall to encourage early traffic and drive attendee engagement with exhibitors.

Your team will have the unique opportunity to welcome attendees as they arrive, creating positive first impressions and reinforcing your company's presence at the start of each day. Up to six (6) sponsor representatives may be stationed outside of your booth and near the convention center entrance to greet attendees and direct them to enjoy their complimentary morning coffee. (All representatives must be registered attendees of the conference).

This sponsorship includes:

- Complimentary list of registered attendees for Annual Session
- Sponsor recognition in the daily schedule
- Company branded coffee sleeves

Company logo to appear on Thank You Sponsor signage in the center and conference website, as well as continuous loop in sessions.

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Hospitality

Networking Lunch Host

ANNUAL SESSION HOSPITALITY

$7,500

REACH:

Section 1: 110
Section 2: 120
Section 3: 120
Section 4: 120
Section 5: 160

PRIORITY POINTS: 3

Turn the lunch hour into a powerful networking opportunity by hosting a dedicated lunch experience in the exhibit hall.

As a Networking Lunch Sponsor, your company will receive a reserved dining area where attendees can enjoy lunch while engaging with your team in a relaxed, conversational setting. Since the AAO does not provide lunch during the conference, this sponsorship offers a unique opportunity to attract attendees and create meaningful connections.

Attendees will first visit your exhibit booth to receive a lunch voucher before joining you in your reserved dining space, driving qualified booth traffic and extending conversations beyond your booth. This informal setting encourages relationship-building, deeper discussions about your products and solutions, and lasting connections with current and prospective customers.

Sponsorship includes:

- Reserved networking lunch area with designated tables in the exhibit hall
- Complimentary list of registered attendees for Annual Session
- 22" × 28" branded sign at the reserved dining area
- Opportunity to provide approved branded giveaways

Please note: The sponsoring company will work directly with the Vancouver Convention Centre Catering Department to order and purchase lunches for attendees.

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Hospitality Con't

Host a New Doctor Sponsor Program

ANNUAL SESSION HOSPITALITY

$30,000

PRIORITY POINTS: 12

Through this sponsorship your company can provide the opportunity to attend the World's Greatest Celebration of Orthodontics to 15 early-career orthodontists. Your company will play a pivotal role in inspiring and educating these future leaders, while sharing the experience and making memories with them that will last a lifetime! Gain direct access to emerging talent, enhance your brand visibility, interact with attendees in exclusive engagement opportunities, and build long-term relationships!

The sponsoring company will receive:

- A Pre-Conference Session from 2pm-5pm on Thursday afternoon (Attendance will be mandatory for all hosted doctors.)
- A dinner experience on Thursday evening following the Session. (The location and menu to be determined / ordered / paid for by sponsoring companies. Attendance will be mandatory for all hosted doctors.)
- An AAO approved Hotel Room Door Drop delivered to the attendees' hotel on Friday evening.
- Sponsoring company to have up to five (5) staff representatives to join the Hosted Doctors at the First-Timer Coffee Service on Friday morning (All representatives must be registered attendees of the conference).
- Complimentary list of registered attendees for Annual Session
- Company logo on the Thank You Sponsor Sign at the center, the conference website, as well as the continuous loop in sessions

Doctors within five (5) years of graduation will be encouraged to submit an application to participate in this program. Applications will be vetted by the Committee on Conferences and Meetings (CCON) to determine eligibility. Fifteen (15) orthodontists will be selected to participate in the program. AAO Staff will assist Hosted Doctors with registering for the Annual Session, making hotel reservations, and receiving the travel reimbursement upon attendance at all mandatory events.

Hosted Doctors will receive the following:

- Complimentary Registration to attend Annual Session
- Complimentary 3-night hotel stay
- Travel Reimbursement of up to $500

In exchange, Hosted Doctors agree to:

- Attend the Hosted Doctor Pre-Conference Session on Thursday afternoon
- Attend the Hosted dinner on Thursday evening
- Attend the First TImer Coffee on Friday morning

***Deadline to commit is September 30, 2026.**

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Share an Experience

Society of Educators Educational Leadership Conference (SOE ELC)

SHARE AN EXPERIENCE

$15,000

REACH: 175
PRIORITY POINTS: 6

This opportunity is perfect for the company that works with **educators, Program Directors and Chairs** across the country. Building relationships with these professionals can provide a pathway for companies into institutions of higher education, and also introduce your company to people at the start of their careers. The sponsorship includes:

- Five (5) reps greeting attendees at the registration table upon entering the seminar (All representatives must be registered attendees of the conference).
- Two (2) minutes to address the audience at the beginning of the session
- Five (5) company reps are invited to network with the attendees at the reception (All representatives must be registered attendees of the conference).
- Sponsor can choose to provide a video loop to be displayed at the reception following the meeting (must be approved by the AAO)
- Branded swag items can be provided to the attendees at the reception
- Complimentary list of registered attendees for Annual Session

Company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in sessions.

SOLD

Ortho Resident Party

SHARE AN EXPERIENCE

$75,000

REACH: 700+

PRIORITY POINTS: 30

This fun and energetic in-person event gives the sponsor exclusive access to more than 700 orthodontists who are just starting their career. If your company is trying to build its brand amongst AAO's resident members, this is the perfect opportunity!

Sponsor to receive:

- 25 complimentary tickets to bring your staff and network with the crowd. (All staff must be registered attendees of the conference).
- Complimentary list of registered attendees for Annual Session
- Logo included on event signage at venue

Company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in sessions.

SOLD

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Share an Experience

Fun Run & Walk

SHARE AN EXPERIENCE

$25,000

REACH: 200-300

PRIORITY POINTS: 10

Approximately 200 in-person Annual Session attendees participate in this fun annual event! Participants receive a T-shirt that includes the sponsor logo, and are given an official time after finishing the course. There is lots of camaraderie as many orthodontic teams enjoy the experience as a great bonding activity and a nice way to start the day! Time and location are still being determined - all details are handled by AAO staff - your team just needs to show up and join the fun! Company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in sessions.

SOLD

Mainstage Sponsor

SHARE AN EXPERIENCE

$40,000

REACH: 4000+

PRIORITY POINTS: 16

Position your brand at the pinnacle of the orthodontic industry by sponsoring the highly anticipated Mainstage on Day One of the World's Largest Celebration of Orthodontics. This premier speaking opportunity puts your company in front of thousands of leading orthodontists, researchers, educators, and decision-makers - all gathered for the most influential event of the year. As the exclusive Mainstage sponsor, your brand will receive:

- 2 minutes of speaking time at the start of the mainstage session (speaker must be a registered attendee of the conference).
- High-impact brand visibility on the conference website and any promotion of the Mainstage
- Recognition from the main stage - reinforcing your leadership in advancing orthodontic excellence.
- Complimentary list of registered attendees for Annual Session

Company logo to appear on Thank You Sponsor signage in center and conference website as well as continuous loop in sessions.

SOLD

Global Reception Sponsorship

SHARE AN EXPERIENCE

$10,000

REACH: 400

PRIORITY POINTS: 4

Sponsor the premier event where nearly 1,000 doctors and decision-makers from around the world gather to connect and celebrate. The sponsor receives:

- **Unmatched Global Reach**: Network with your international clients and prospects—all in one place.
- Enjoy 2 minutes on stage to address this influential audience.
- Includes ten (10) staff tickets to maximize your presence. (All staff must be registered attendees of the conference).

AAO handles all event planning—just show up and shine!

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Share an Experience

Resident & New Ortho Conference

SHARE AN EXPERIENCE

$25,000

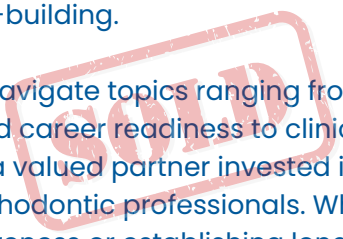
REACH: 250+

PRIORITY POINTS: 10

Connect with the future of the orthodontic profession by sponsoring the Resident & New Orthodontist Conference.

This exclusive sponsorship places your company at the center of one of the conference's most influential educational and networking experiences, providing meaningful touchpoints with both Residents and orthodontists in their first years of practice.

Throughout the morning, your brand will be integrated into networking during a lunch open to New Orthodontists and Residents. The lunch creates an ideal environment for authentic conversations and relationship-building.



As participants navigate topics ranging from professional development and career readiness to clinical growth, your company is positioned as a valued partner invested in supporting the next generation of orthodontic professionals. Whether you are looking to build brand awareness or establishing long-term relationships with future customers, this sponsorship provides unparalleled access to a highly engaged audience at a pivotal point in their careers.

Sponsorship includes:

- Opportunity for up to five (5) representatives to network with attendees during the lunch open to New Orthodontists and Residents on a first-come, first-serve basis (representatives must be registered attendees of the conference)
- Lead retrieval to capture and follow up with qualified prospects
- Complimentary list of registered attendees for Annual Session

Company logo featured on Thank You Sponsor signage, the conference website, and in a rotating loop during sessions

Note: Some restrictions may apply in accordance with ADA CERP guidelines

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Share an Experience

Alumni Receptions

SHARE AN EXPERIENCE

$10,000

REACH: 2,500+

PRIORITY POINTS: 4

Put your brand front and center at one of the most anticipated social event of the Annual Session—open to all registered doctors and residents.
As a sponsor, your team will:

- Welcome and engage with guests as they arrive and mingle with attendees throughout the evening—building authentic, memorable connections.
  - Take it one step further and provide attendees with your own custom swag (AAO approval required).
- Receive a complimentary list of registered attendees for Annual Session
- Have your company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in sessions.

This is a premier opportunity to align your brand with the heart of the Annual Session's networking scene.

Career Fair Sponsorship

SHARE AN EXPERIENCE

$15,000

REACH: 400

PRIORITY POINTS: 6

As the sponsoring company of this sought-after opportunity, you will receive the following benefits:

- Prominent booth location in the Career Fair - 10x20 booth
- Featured employer profile on event landing page and printed directory (includes logo, description, career opportunities, web links, and the option to embed video)
- Featured blurb in an email to registered attendees (200 character limit)
- 25 featured job postings on AAO Career Center until December 31, 2026
- Featured employer on AAO Career Center homepage
- Banner ad in the mobile app on the Career Fair Page
- Company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in sessions.

SOLD

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Share an Experience

AAO Fest Select Sponsor Package

SHARE AN EXPERIENCE

$5,000

REACH: 5,000+

PRIORITY POINTS: 2

The AAO Fest event is 7:00 pm - 10:00 pm on Saturday, June 5, 2027 at the VCC East Building on the Iconic Pier Complex at Canada Place! You will not want to miss out on this prime opportunity to network with your clients and avoid having FOMO as only sponsoring companies of this event will have access! This package includes the below benefits:

- Admission for 5 company staff (all company staff must registered attendees of the conference)
- Company logo on signage at the event
- Promotion in a dedicated email sent from AAO to registered attendees of the Annual Session

AAO Fest Premiere Sponsor Package

SHARE AN EXPERIENCE

$10,000

REACH: 5,000+

PRIORITY POINTS: 4

The AAO Fest event is 7:00 - 10:00 pm on Saturday, June 5, 2027 at the VCC East Building on the Iconic Pier Complex at Canada Place! You will not want to miss out on this prime opportunity to network with your clients and avoid having FOMO as only sponsoring companies of this event will have access! This package includes the below benefits:

- Admission for 10 company staff (all company staff must be registered attendees of the conference)
- Details and additional concessions TBA
- Company logo on signage at Theme Park entrance
- Promotion in a dedicated email sent from AAO to registered attendees of the Annual Session

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Share an Experience

AAO Fest Elite Sponsor Package

SHARE AN EXPERIENCE

$20,000

REACH: 5,000+

PRIORITY POINTS: 8

There is one opportunity for this package. The AAO Fest event is 7:00 - 10:00 pm on Saturday, June 5, 2027 at the VCC East Building on the Iconic Pier Complex at Canada Place! You will not want to miss out on this prime opportunity to network with your clients and avoid having FOMO as only sponsoring companies of this event will have access! This package includes the below benefits:

- Admission for 15 company staff (all company staff must be registered attendees of the conference)
- Company logo on signage at the event
- Dedicated area in the venue (details TBA)
- Promotion in dedicated email sent from AAO to registered attendees of Annual Session
- Company logo on Thank You Sponsor signage in center and conference website, as well as continuous loop in sessions

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Thought Leadership

Industry Partner Pre-Conference

THOUGHT LEADERSHIP

$12,500

REACH: 60 in Room 111 & 112
75 in Room 114 & 115
75 in Room 116 & 117

PRIORITY POINTS: 5

Would your company like to harness the appeal of the AAO Annual Session, in order to provide in-depth content to your audience while in Vancouver? Well, the AAO is offering you the opportunity to provide a quality learning experience in conjunction with the Annual Session on Thursday, June 3, 2027! Rooms will be assigned on a first come, first serve basis.

Location - Vancouver Convention Centre West Building
Time Frame - 8:00 am - 5:00 pm (longest block of time available to provide content at Annual Session!)

Featured on the Industry Partner Education page of the conference website will be:

- Company Name
- Time of Session
- Session Title
- Speaker(s) of Session
- Meeting Room
- Brief Description (100 words or less)
- Link to Company Registration Page

*****Send requested information to Holly Kiel at hkiel@aaortho.org by October 15, 2026.**

Included in the purchase of this sponsorship is:

- Basic AV package
- Complimentary attendee e-blast for one-time use
- 22x28 sign outside the meeting room with company logo
- Registration table and 2 chairs outside the meeting room

The sponsoring company will be responsible for creating and managing a registration page to provide the AAO to include on our conference website. Should the sponsoring company want to provide food and beverage, they can work directly with the catering department at the convention center to place an order.

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Thought Leadership

Industry Partner Lunch & Learns

THOUGHT LEADERSHIP

$20,000

REACH: 60 in Room 111 & 112
75 in Room 114 & 115
75 in Room 116 & 117
70 in Room 218 & 219

PRIORITY POINTS: 8

Want to have a presence as a thought leader in the industry? Bring a speaker to present about your companies' recent product release, etc. for up to one hour (60 minutes) inclusive of Q&A. These are the ONLY sessions held during the lunch hour each day of the conference. Rooms will be assigned on a first come, first serve basis.

Location - Vancouver Convention Centre West Building
Time Frame - 12:00 pm - 1:15 pm

Featured on the Industry Partner Education page of the conference website will be:

- Company Name
- Time of Session
- Session Title
- Speaker(s) of Session
- Meeting Room
- Brief Description (100 words or less)
- Link to Company Registration Page

*****Send requested information to Holly Kiel at hkiel@aaortho.org by October 15, 2026.**

Included in the purchase of this sponsorship is:

- Basic AV package
- Complimentary attendee e-blast for one-time use
- 22x28 sign outside the meeting room with company logo
- Registration table and 2 chairs outside the meeting room

The sponsoring company will also be responsible for creating and managing a registration page to provide the AAO to include on our conference website. In addition, the sponsor should coordinate directly with the VCC Catering department to order lunch for the attendees of the session.

Company logo to appear on Thank You Sponsor signage in center and conference website, as well as continuous loop in sessions.

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Thought Leadership

NEW!! Industry Insights

THOUGHT LEADERSHIP

$7,500

REACH: Innovation Solution Stages:
60 in Room 111 & 112
75 in Room 114 & 115
75 in Room 116 & 117

Business Solution Stage:
70 in Room 218 & 219

PRIORITY POINTS: 3

Position your company as a thought leader in orthodontic innovation, clinical excellence, or practice success. Industry Insights are 45-minute sessions that will be listed in the conference program alongside all AAO Sessions. The Solutions Stages provide an ideal platform for your company to share emerging trends, showcase solutions, and feature key opinion leaders or subject matter experts.

While these presentations are not eligible for CE credit, they will be promoted in the official conference schedule alongside AAO program sessions, maximizing visibility and making it easy for attendees to incorporate your session into their meeting experience. Extend the conversation beyond the lecture by driving attendees to your exhibit booth for product demonstrations, networking, and deeper discussions with your team.

Reserve this sponsorship by October 15, 2026 to ensure your session is included in the conference schedule when attendee registration opens, maximizing awareness and attendance.

Featured on the Conference Program will be:
- Company Name
- Time of Session
- Topic of Session
- Speaker Name(s) - Up to Two (2)

Featured on the Industry Partner Education page of the conference website will be:
- Company Name
- Time of Session
- Session Title
- Speaker(s) of Session
- Meeting Room
- Brief Description (100 words or less)
- Link to Company Registration Page

Included in the purchase of this sponsorship is:
- Basic AV package
- Complimentary list of registered attendees of Annual Session
- Registration table and 2 chairs outside the meeting room

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Year Round Sponsorships

Year-Round Sponsorship Activation

Women Orthodontist Sponsorship Package

YEAR-ROUND SPONSORSHIP ACTIVATION

$20,000

REACH: 200+

PRIORITY POINTS: 8

Is your company looking to position itself as a leading supporter of women in the orthdontic industry? As the sponsoring company for this year-round sponsor activation, your company will receive the following benefits:

- As the Annual Sponsor of AAO Women Orthodontists programming, the sponsor is welcome to attend an informal networking reception at Winter Conference. (*This event typically offers a cash bar. Hosting drinks at this event can be provided at an additional expense*). Company logo to be included on promotional materials and event signage
- AAO will provide a dedicated email to all registered female Winter Conference attendees approximately 2 weeks prior to the conference recognizing the company as the sponsor of Women Orthodontists programming within the AAO
- AAO will provide a dedicated email to all registered female Annual Session attendees approximately 2 weeks prior to the conference recognizing the company as the sponsor of Women Orthodontists programming within the AAO
- Signage at both Winter Conference and Annual Session recognizing the company as the exclusive sponsor of Women Orthodontists programming within the AAO
- Recognition on Women's webpage on AAO website throughout the 2026-2027 fiscal year
- Complimentary list of registered attendees for both Winter Conference and Annual Session
- Sponsor may have up to five (5) representatives present to network with attendees of the WONS and SCIE combined session at the lunch following the session

SOLD

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Year Round Sponsorships

Year-Round Sponsorship Activation

Resident Vitals Program

YEAR-ROUND SPONSORSHIP ACTIVATION

$15,000

REACH: 400+

PRIORITY POINTS: 6

This program will be delivered by an on-staff educator at participating orthodontic schools and programs. This curriculum educates current residents on the many resources available to them as they transition into practice. If you want to start building your brand with the next generation of orthodontic specialists, this is the perfect opportunity for you! The sponsorship begins on June 1, 2026 and lasts through May 31, 2027

Sponsorship Benefits:

- Recognition provided within the presentation (neither the AAO nor the sponsor will be in attendance)
- Sponsor to provide a 2-minute pre-recorded video to be included in the presentation
- Branded materials may be provided by the sponsor for handout to residents in attendance;
- Receive contact information of residents in attendance

Sponsorship Criteria:

- Sponsor responsible for production and delivery of AAO-approved materials to be distributed at the time of the presentation;
- Sponsor may NOT attend these seminars

Inquiries: contact Holly Kiel at hkiel@aaortho.org

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Year Round Sponsorships

Year-Round Sponsorship Activation

Financial Management for Residents

YEAR-ROUND SPONSORSHIP ACTIVATION

$10,000

REACH: 400+
PRIORITY POINTS: 4

The AAO's Financial Management for Residents course is designed for Orthodontic Residents as they consider their financial futures and Orthodontic Careers. Topics include: Establishing a Financial Game Plan; Managing Student Loan Debt; Financial Decisions for Practice Ownership; and more. This is the perfect sponsorship for any company wishing to establish brand awareness within the younger specialty demographic. The sponsorship begins on June 1, 2026 and lasts through May 31, 2027. Benefits include:

- Sponsor Recognition provided within the presentation (the sponsor will not be in attendance)
- Sponsor to provide 2-minute pre-recorded video to be included in the presentation to the audience
- One branded brochure or flyer (pre-approved by the AAO) may be provided by sponsor as a handout to residents in attendance
- Sponsor to receive contact information of residents in attendance (subject to AAO receiving from the school program)

Please Note: Companies that purchase multiple sponsorships that equal $15,000 or greater will have their company logo on the Thank You Sponsor Sign at the center and the conference website, as well as in the continuous loop in the sessions.

Contact Information

For questions or to purchase, contact:

Holly Kiel
Manager of Industry Relations
hkiel@aaortho.org