AAO 2020 Winter Conference

Invitation to Exhibit and Sponsor

Treatment of Openbite Cases

Meeting dates: February 7-9, 2020
Exhibit Hall open February 7-8
Austin, Texas, USA
JW Marriott Austin

Visit aaoinfo.org/2020wcexhibit for AAO Winter Conference exhibitor registration.

Reserve sponsorship opportunities with the Sponsorship Contract (page 18).
Dear Exhibitor,

On behalf of the 2020 AAO Winter Conference Planning Committee, I would like to invite you to join us in Austin, Texas February 7-9 at the J.W. Marriott Hotel.

The conference will focus on the topic of open bite, which is a challenging condition but one for which there is much interesting research underway and recently published. Evolving clinical approaches are demonstrating effectiveness in addressing the condition and helping these patients. We anticipate that our members will be very intrigued by the educational program and by the expert speakers on the schedule, and will be highly motivated to register.

Another aspect of the Winter Conference that many of our members like is that its smaller scale and more intimate format make it easier for them to have in-depth conversations with exhibitors about their products. You will find this meeting offers a unique opportunity to educate and form substantive connections with prospective customers.

We look forward to seeing you at this outstanding conference. Reserve your booth space now!

Sincerely,

Gary O. Inman, DMD
2019-2020 AAO President

Visit [aaoinfo.org/2020wcexhibit](http://aaoinfo.org/2020wcexhibit) for AAO Winter Conference exhibitor registration.

Reserve sponsorship opportunities with the Sponsorship Contract (page 18).
## American Association of Orthodontists 2020 Winter Conference

### EXHIBIT HALL HOURS: FRIDAY & SATURDAY from 10:00am - 5:45pm

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7:30am - 8:30am</td>
<td><strong>BREAKFAST</strong></td>
<td>Lonestar Foyer</td>
</tr>
<tr>
<td>8:30am - 8:45am</td>
<td><strong>Welcome and program overview</strong></td>
<td>Lonestar Ballroom</td>
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<tr>
<td>8:45am - 9:15am</td>
<td>Vertical Growth in Children, Development of Openbites</td>
<td>Lonestar Ballroom</td>
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<tr>
<td>9:15am - 10:00am</td>
<td>Airway, Open Bites, and Sleep Apnea in the Orthodontic Office</td>
<td>Lonestar Ballroom</td>
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<tr>
<td>10:00am - 10:30am</td>
<td><strong>Exhibit Hall Open</strong></td>
<td>Griffin Hall</td>
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<tr>
<td>10:30am - 11:15am</td>
<td><strong>REFRESHMENT BREAK</strong></td>
<td>Griffin Hall</td>
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<tr>
<td>11:15am - 12:00pm</td>
<td>Treatment of Open Bite in the Mixed Dentition: The Long-term Challenge</td>
<td>Lonestar Ballroom</td>
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<tr>
<td>12:00pm - 1:00pm</td>
<td><strong>LUNCH BREAK/Exhibit Hall</strong></td>
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<tr>
<td>1:00pm - 1:45pm</td>
<td>Functional Factors Influencing Continuous Tooth Eruption: Keys to Understanding the Etiology and Treatment of Anterior Open Bite</td>
<td>Griffin Hall</td>
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<tr>
<td>1:45pm - 2:15pm</td>
<td>Form and Function: Anterior Open Bites and the Role of Oral Myofunctional Therapy</td>
<td>Lonestar Ballroom</td>
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<tr>
<td>2:15pm - 2:45pm</td>
<td><strong>REFRESHMENT BREAK</strong></td>
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<tr>
<td>2:45pm - 3:30pm</td>
<td>Relevant Differences Between Non-extraction and Extraction Open Bite Treatment</td>
<td>Lonestar Ballroom</td>
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<tr>
<td>3:30pm - 4:15pm</td>
<td>The Use of Temporary Skeletal Anchorage Devices (TSADs) in Open Bite Closure</td>
<td>Lonestar Ballroom</td>
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<tr>
<td>4:15pm - 4:45pm</td>
<td>Day 1 Q&amp;A Panel Discussion</td>
<td>Lonestar Ballroom</td>
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<tr>
<td>4:45pm - 5:45pm</td>
<td><strong>REFRESHMENT BREAK/Exhibit Hall</strong></td>
<td>Griffin Hall</td>
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<td>7:30am - 8:30am</td>
<td><strong>BREAKFAST</strong></td>
<td>Lonestar Foyer</td>
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<tr>
<td>8:30am - 9:15am</td>
<td>Managing Skeletal Open Bites with the Use of Clear Aligners</td>
<td>Lonestar Ballroom</td>
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<tr>
<td>9:15am - 10:00am</td>
<td>The Demonstration and Evaluation of Open Bite Closure with Aligners</td>
<td>Lonestar Ballroom</td>
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<td>Griffin Hall</td>
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<tr>
<td>10:30am - 11:15am</td>
<td>Contemporary Multiloop Edgewise Archwire (MEAW) Technique: Old-fashioned but Useful</td>
<td>Griffin Hall</td>
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<tr>
<td>11:15am - 12:00pm</td>
<td>Buccal Shelf (BS) Screws for Class III Open Bite Correction</td>
<td>Lonestar Ballroom</td>
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<td><strong>LUNCH BREAK/Exhibit Hall</strong></td>
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<tr>
<td>1:00pm - 1:45pm</td>
<td>Treatment of Open Bite: Strategy and Outcome</td>
<td>Lonestar Ballroom</td>
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<tr>
<td>1:45pm - 2:30pm</td>
<td>Orthodontic Treatment Combined with Maxillary Surgery for Correction of Open Bite</td>
<td>Lonestar Ballroom</td>
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<td><strong>REFRESHMENT BREAK</strong></td>
<td>Griffin Hall</td>
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<tr>
<td>3:00pm - 3:45pm</td>
<td>A Case for Considering the Mandibular Sagittal Osteotomy in Treating Anterior Openbite</td>
<td>Lonestar Ballroom</td>
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<tr>
<td>3:45pm - 4:15pm</td>
<td>Anterior Open Bite Correction: Surgery vs. TADs</td>
<td>Lonestar Ballroom</td>
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<tr>
<td>4:15pm - 4:45pm</td>
<td>Day 2 Q&amp;A Panel Discussion</td>
<td>Lonestar Ballroom</td>
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<tr>
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<td>Anterior Openbites in Adults: Treatment Success, Satisfaction, and Stability</td>
<td>Lonestar Ballroom</td>
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<td>9:15am - 10:00am</td>
<td>Solving the Mystery of the Anterior Open Bite in Adults</td>
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<td>Silver-Bullet Breakthrough? Mandibular Autorotation Concept (MAC) Surgery: Rationales and Outcomes</td>
<td>Lonestar Ballroom</td>
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<td>11:15am - 11:45am</td>
<td>Long-term Stability of Openbite Correction</td>
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<tr>
<td>11:45am - 12:00pm</td>
<td><strong>Summary</strong></td>
<td>Lonestar Ballroom</td>
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Exhibit Hall Hours

**Exhibit Set Up**

Thursday, February 6, 2020  
9:00am - 5:00pm  
Friday, February 7, 2020  
8:00am - 9:30am  

All exhibits must be completely set by 9:30am on Friday.  
Children under the age of 16 are not permitted in the Exhibit Hall during set up and tear down.

**Exhibit Tear Down**

Saturday, February 8, 2020  
6:00pm  

Exhibitors may NOT tear down prior to 6:00pm on Saturday, February 8, in accordance with the rules and policies stated in the Invitation to Exhibit.

**Dates and Location**

February 7-9, 2020  
(Exhibit Hall is open February 7 & 8)  

JW Marriott Austin  
110 East 2nd Street  
Austin, Texas 78701

**Exhibit Hall Hours**

February 7 & 8, 2020  
The AAO reserves the right to modify the official exhibiting hours based on the final program.  

Friday, February 7*  
10:00am - 5:45pm  

Saturday, February 8*  
10:00am - 5:45pm  

* There will be a reception inside the hall on Friday and Saturday from 4:45pm to 5:45pm.  
  Lunches and breaks will also be held in the exhibit hall.

**On-Site Registration Hours**

Thursday, February 6  
4:00pm - 6:00pm  
Friday, February 7  
7:00am - 5:00pm  
Saturday, February 8  
7:00am - 5:00pm
Exhibit Space & Assignment

Space Assignment Policy
Assignment of space is determined by the following general criteria:

- Priority points balance,
- The date of receipt of the completed contract AND deposit,
- The nature of the company,
- The products to be displayed.

The AAO reserves the right to assign exhibitors within the Exhibit Hall according to the type of products or services exhibited. Other factors involved in the space assignment are the configuration of the Exhibit Hall.

Relocation of Exhibits
The AAO may alter the location of any exhibit at any time, if in the best interest of the exhibition. The AAO also has the right to prohibit or remove any exhibit, or part of any exhibit, that violates policy, local ordinance, or is judged inappropriate by the AAO.

Eligibility for Exhibiting
The AAO will consider all exhibit contracts based on the following criteria in the order they are listed:

1. Manufacturers, suppliers and distributors of orthodontic/dental products and services.
2. Manufacturers, suppliers and distributors of products and services that benefit orthodontics.
3. Manufacturers, suppliers and distributors of products and services that are considered by the AAO to be of general interest to conference attendees.
4. Providers of professional, financial, consulting and miscellaneous services that are considered by the AAO to be of general interest to conference attendees.
5. Existing AAO policies and procedures.
6. Only dental-related companies will be extended the right to exhibit.

Space Rental Fees
The space rental fees are based on the total square feet utilized. Space in the Exhibit Hall is rented on a square foot basis, with minimum rental being 80 square feet in a 8’ x 10’ configuration. See page 12 for list of equipment and furnishings included.

Base Rental Fee:
- $3,100 per booth

Deposit
A fifty percent (50%) deposit must be submitted with the completed application form. Applications WILL NOT be accepted or processed without the deposit.

Balance of Payment
Payment in full must be received in the AAO Central Office no later than November 15, 2019. The AAO reserves the right to cancel any unpaid space after November 15, 2019, and re-sell the space without any liability or refund of deposit.

Rejected Applications
In the event an exhibit application is not accepted by the AAO, the deposit for the exhibit space will be refunded to the applicant.

Cancellations
Exhibitors must notify the AAO Meetings Department in writing prior to November 15, 2019, to qualify for a refund of any deposit for canceled exhibit space. The date the exhibitor’s written notice of cancellation is received in the AAO Meetings Department will be the official cancellation date. No refunds will be made for cancellations received after November 15, 2019.

All cancellations will be assessed a minimum processing fee of $150.00.
On-Site information

Exhibitor Staffing

It is the policy of the AAO that all exhibits be staffed throughout the official open hours of the Exhibit Hall. Exhibitors are required to open and close their exhibits according to the official exhibit hours.

Each exhibiting company may register two (2) representatives. A limit of two complimentary badges will be provided. Additional badges may be purchased for $300 each.

Admission of Guests

Admission of exhibitor guests is strictly prohibited. Badges will not be issued to representatives of non-exhibiting companies.

Exhibitors may not register orthodontists, dentists or other individuals as exhibitors unless they are employed by or officially represent the company and will staff the exhibit.

An exhibiting company who registers a representative from another company, or an orthodontist, dentist or other individual who is not an employee or official representative of the exhibiting company, will be assessed a $1,350 fee per non-authorized registrant. This fee represents the on-site registration fee for non-members, and it must be paid prior to the end of the show on January 26, 2019.

Solicitations by Non-Exhibitors

Only registered AAO exhibitors are allowed in the Exhibit Hall. Violators of this policy will be promptly dismissed from the conference and will not be eligible to participate in future AAO trade shows.

Distribution of Printed Material

Distribution of all printed materials, samples, etc. is limited to the area rented by the exhibitor in the exhibit hall. Flyers or other printed material may not be delivered to hotel rooms without advance written authorization by the AAO. Printed materials, samples, etc., may not be distributed in the public space surrounding the convention center or convention hotel.

Name Badges

Exhibitors may register for name badges on-line through the AAO website at www.aaoinfo.org. Access the information by clicking on “Exhibitor Badge Registration” for instructions.

Name badges will be printed on-site at the registration counter. They will not be printed or mailed in advance.

Any transfer or unauthorized use of the official name badge is prohibited. Name badges may not be altered in any way.

Exhibit Hall Admission

Exhibitors are allowed to enter the Exhibit Hall one hour before the opening and are allowed to stay one hour after the closing of the Exhibit Hall.

Name Badge Stickers

Stickers, ribbons and/or emblems, designed for the purpose of being affixed to the official conference identification badge, are strictly prohibited.
Exhibit Specifications

General Requirements

All exhibiting companies must adhere to the following requirements for displaying or promoting products and services at AAO sponsored meetings:

1. All claims regarding products and services should be truthful and accurate and may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claim(s) made.

2. All products and services should be relevant, effective and useful in, the practice of orthodontics and/or the dental profession unless given prior approval by the AAO.

3. Comparative advertising claims for competing products and services must be substantiated adequately. Unwarranted disparagements or unfair comparisons of a competitor’s products or services will not be allowed.

4. Guarantees may be used in product/service promotion provided the statements that are “guaranteed” are truthful and can be substantiated. However, no guarantee should be used without disclosing its conditions and limitations.

5. Products and services and claims regarding such producers and services, may not be in conflict with or appear to violate AAO policy, the AAO Principles of Ethics and Code of Professional Conduct or its Bylaws.

6. The AAO may, in its sole and absolute discretion, prohibit any exhibitor from promoting any product or service that conflicts with this policy or is the subject of any governmental restriction or action.

7. Complete scientific and technical data, whether published or unpublished, concerning product safety, operation and usefulness may be required by the AAO. This data must be acceptable to the AAO, in its sole discretion.

Arrangement of Exhibits

Exhibitors must arrange their displays so as not to obstruct the general view of other exhibits. All displays or solid construction in excess of 3’ high must be a minimum of 3’ behind the front line of the exhibit.

Bonding

The AAO reserves the right to require exhibiting companies to be bonded through an approved bonding company, in an amount determined by the AAO to be satisfactory, in its sole discretion.

Care of Building

Any damage to the building by the exhibitor or the exhibitor’s agent will be charged to the exhibitor. Walls, woodwork and flooring must not be defaced or altered in any manner whatsoever. Tacking, tapping or nailing of signs, banners, etc., to any permanent wall, post, woodwork, or floor is prohibited. No nails may be attached in any way to the building.

Certificate of Insurance

All exhibitors must provide proof of insurance to be allowed in the Exhibit Hall no later than November 15, 2019. Should a Certificate of Insurance not be received by November 15, 2019, the exhibit space may be canceled without refund of monies. Certificates should be sent to Holly Kiel at hkiel@aaortho.org or by fax to 800.747.2513. The AAO requires the following coverage, with respect to insurance:

1. Comprehensive General Liability insurance, including contractual liability with limits of at least $1,000,000 per personal injury for each occurrence and $500,000 for property damage for each occurrence.

2. Workmen’s Compensation to full compliance of federal and state laws covering all of the exhibitor’s employees for any work done on the exhibitor’s behalf or complete the waiver provided as a link on the website for approval.

Certificates of insurance are to name the AAO as additional insured and are to include the following: JW Marriott Austin, 110 East 2nd St., Austin, TX 78701

Aisle Space/Floorplan

Aisles have been pre-determined in the floorplan included in this book. The AAO will submit the final re-configured floorplan to the Austin, TX Fire Marshal for approval.

The AAO reserves the right to re-configure the floorplan as necessary according to final space assignment, facility restrictions and fire codes.
Certificate of Insurance Sample
Exhibit Specifications

Conduct
Exhibitors and their agents are expected to act at all times in a professional manner. Any disruptions or unacceptable conduct may result in ejection from the Exhibit Hall with no refund of space rental fees.

Enclosed/Covered Exhibit Booths
The National Fire Protection Association has revised guidelines for the display of covered exhibit space. Exhibits that are covered must meet the following minimum life safety requirements:

1. Enclosed or covered areas must be protected by an audible smoke detector. This includes storage closets built into the exhibit.
2. Each enclosed or covered area must display a charged fire extinguisher with a minimum rating of 2A, 20BC.
3. There should be no less than two exits from each occupied area of a covered area.
4. A fire prevention attendant shall be provided by the exhibitor and will be on duty at all times the exhibit is unoccupied.

Food & Beverage Samples
Distribution of any type of food or beverage samples is prohibited in the Exhibit Hall.

Helium Balloons
Helium balloons or other lighter-than-air items are strictly prohibited in the Exhibit Hall.

Non-Flammable Material
All materials used in the exhibit must be nonflammable in conformance with Texas Fire Codes. No combustible decorations such as crepe paper, tissue paper, cardboard, or corrugated paper can be used at any time. All packing containers, excelsior and wrapping paper are to be removed from the floor and cannot be stored in the exhibit area. All cloth decorations must stand a flameproof test as prescribed by the Texas Fire Department. Material not conforming to fire codes will be removed at the exhibitor’s expense.

Photography and Videotaping
Exhibitors may photograph their own displays. All other photography and videotaping in the Exhibit Hall is strictly prohibited.

Prize Contests
Prize contests, giveaway contests, games of chance, raffles and drawings are permitted in order to generate traffic to your exhibit upon approval by the AAO.

Requests for any type of traffic generator must be submitted in writing to the attention of the AAO Meetings Department, via e-mail hkielt@aaortho.org or fax 800.747.2513 by November 15, 2019.

Product Distribution
The following guidelines should be used in taking orders and distributing products:

1. Order taking may occur any time the Exhibit Hall is officially open.
2. Attendees may take delivery of their order in the Exhibit Hall at any time the Exhibit Hall is open.
Exhibit Specifications

Projected Images & Lighting
Projected images and lighting must be contained within the exhibitor’s contracted space.

Security Service
The AAO will furnish general security for the Exhibit Hall during the show. The AAO and Freeman Decorating Company (FDC) and JW Marriott Austin will not be responsible for any theft or damage to persons or property related to the exhibitors, and do not guarantee the safety of any exhibitor or its products. The exhibitor is urged to take maximum precautions in securing their own exhibit area prior, during and after the show.

Seminars
Seminars and demonstrations held by any company must be configured within the contracted exhibit space and cannot overflow into the public aisles. Monitors or demonstrations of any kind must not be placed on the perimeter of the exhibit space encouraging congestion in the aisles, or exhibitors will be asked to re-configure their exhibit.

Signs
No signs or banners may be placed outside of the Exhibit Hall or outside of the assigned exhibit space except as previously authorized by the AAO. No interference with other exhibitors will be allowed.

Illuminated signs must be contained in and be a part of the total display. No signs are to be hung from the ceiling or ceiling girders. All signs must be self-supported in the booth area and are to be professional in appearance. Strobe or flashing signs are not permitted.

Smoking Policy
The AAO has a no smoking policy for all events.

Sound Restrictions
Sound amplification must be kept at a level that does not disturb other exhibiting companies or attendees. Audiovisual is permitted provided that screens and monitors are placed as to not cause congestion in the aisles and the sound is not excessive. The AAO reserves the right to determine at what point the sound level constitutes interference with others.

Live performance of music by an exhibitor is not permitted in the Exhibit Hall. Exhibitors must obtain their own licensing agreements with the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI) should the exhibitor choose to play music licensed by those two organizations.

Subletting/Sharing Space
No exhibitor can sublet, assign or share any portion of the assigned exhibit space to any other person or company. No exhibitor can display any product or service in the assigned exhibit space other than the product or service normally distributed in the regular course of business. Violations can result in immediate closure and removal of the exhibit from the Exhibit Hall without refund of space rental fees.

Unanticipated Matters
If any action or event occurs in relation to any exhibitor, either before, during or after the conference, that is not set forth by this Invitation to Exhibit or related materials, and which jeopardizes or otherwise interferes with the conference, as determined by the AAO in its discretion, the AAO may address such action or event and the exhibitors involved in the manner deemed appropriate by the AAO.
Exhibit Specifications

Violations
Action may be taken by the AAO against exhibitors who violate any of the rules or policies of the Invitation to Exhibit. The action taken will be determined based on the AAO’s policies and procedures and the particular circumstance of the violation. The action may, in the AAO’s sole discretion, entail immediate closure and removal of the exhibitor from the Exhibit Hall without refund of space rental fees. The exhibitor may also be prohibited from participating in future AAO exhibits.

JW Marriott Austin
Each party involved in the conference is responsible for any claims arising out of its own negligence and intentional acts, and those of its employees or agents. Each party agrees to be responsible for its own property through insurance.

It is understood that the AAO, the Freeman Decorating Company (FDC), JW Marriott Austin and their agents will have no liability of any kind for injury to any person or for any loss or damage to property of exhibitors prior, during or after the conference.

The AAO will not be liable for damages caused by failure to provide, or delays in providing, exhibit areas due to natural disasters, strikes, riots, or any other circumstance beyond the control of the AAO, or for any negligent or intentional acts of any exhibitor or any third party.

By signing the exhibit contract, you agree to indemnify, save, defend and hold the AAO harmless from any and all damages, liabilities, actions and demands, including reasonable attorney’s fees arising out of, or related to, your negligent and/or intentional actions in exhibiting at this conference, and any breach of these rules and policies.
Exhibit Services

Official Contractor

The official contractor listed below and those contractors listed in the Exhibitor Service Kit have been selected as official exhibitor service contractors for the AAO Winter Conference.

These contractors act in their own behalf and are not agents, employees or representatives of the AAO. All contractors will bill the exhibitor directly for their services. The AAO does not assume any liability or responsibility for any act performed or omitted by the official contractors.

Exhibitor Services Department

Freeman Decorating Co (FDC)
4493 Florence St.
Denver, CO 80238

FreemanDenverES@freemanco.com

phone 303.320.5100

Exhibitor Service Kit

An official Exhibitor Service Kit will be available online at www.aaainfo.org/2020wcexhibit to all confirmed exhibitors in October 2019. The Exhibitor Service Kit will contain information and order forms for the following services:

Cleaning Services

The hotel will vacuum the Exhibit Hall aisles once each evening during the closed hours. This service does not include any portion of the exhibits. Exhibitors are responsible for the cleanliness of their own exhibit area. Cleaning information will be included in the Exhibitor Service Kit.

Delivery of Freight and Display Materials

All freight and display materials must be delivered through the loading dock of the JW Marriott Austin and are subject to material handling fees. This includes hand-carried items, boxed or crated equipment of any kind.

Electrical Requirements

Electrical wiring and equipment installation must comply with applicable ordinances. All electrical requirements must be ordered through FDC. All electrical wiring and equipment must conform to the JW Marriott Austin code.

Equipment and Furnishings

Exhibit furnishings will consist of:

- 8’ high backdrape and 3’ high side rails
- 6’ x 42” counter-high draped table
- 2 padded stools
- 1 wastebasket
- 7” x 44” identification sign with the exhibitor’s company name

Freeman Company will be responsible for providing all additional equipment, furnishings and labor required by the exhibitor at a cost to the exhibitor.
Exhibit Services

Labor
Straight time will be charged between the hours of 8:00am and 4:30pm Monday through Friday, except for holidays, when applicable rates will be assessed. Overtime will be charged all other times.

No alcoholic beverages may be consumed in the Exhibit Hall during set up or tear down. Violators will be ejected immediately from the Exhibit Hall.

Shipping/Drayage
Complete shipping and drayage instructions for exhibitors will be included in the Exhibitor Service Kit.

State of Texas Temporary Seller’s Permit/Tax Forms
If companies selling products and services at the conference are required to apply for a temporary seller’s permit, then the necessary forms will be included in the Exhibitor Service Kit.

Marketing & Advertising

Mailing Lists
An attendee list is available to exhibitors for a fee. The attendee list in electronic format is available for purchase through the name badge link.
Attendees have the option to opt-out of providing their email address.
Hotel Services

Official AAO Hotel Provider

onPeak, LLC

866.575.4133 toll-free (U.S. and Canada)
Monday - Friday from 8am - 5pm CST

or

312.527.7300 (International)
Monday - Friday from 8am - 5pm CST.

You may also direct any questions to onPeak, LLC via e-mail at aaohotelservices@onpeak.co

Hotel Reservation Information

Hotel reservations will be accepted online at the AAO room rate listed below after registration to this event is confirmed. Questions concerning hotel reservations can be directed to onPeak.

JW Marriott Austin is the conference hotel. Hotel rooms are subject to availability and reservations may close prior to the conference. Reservations must be made no later than Thursday, January 2, 2020. Reservations after this date are subject to availability and the prevailing rate at that time.

Room Rates

$289*/night for single or double

*(plus additional state, local & occupancy tax).

Credit card must be provided at time of reservation to be confirmed. Your credit card will not be charged unless reservation is not canceled before 7 days prior to arrival date or there is a no show.

Confirmation for Registration and Hotel Reservation

You will receive confirmation for your conference registration AND your hotel reservation.

Name Badge and Registration Material

All name badges and registration material (lanyards, etc.) will be issued onsite. Please bring your confirmation email with you, or have access to it via your smart phone.

AAO Winter Conference On-Site Registration

The following items will be available in the registration area:

- Printed Onsite Conference Program/Exhibit Guide
- Lanyards
- New registration
- Name badge changes/corrections
- Certificates of attendance

Note: The conference program will also be available on the member website, aaoinfo.org/members and on the mobile app.
Exhibit Hall Map
Griffin Hall | JW Marriott Austin | Austin, Texas

Exhibit Contract Process
The exhibit contract is now online at aaoinfo.org/members > 2020 Winter Conference. By completing the online form, you agree to the terms set forth in this document.
Sponsorship Opportunities

To secure any of the Sponsorship Opportunities listed below, complete the Sponsorship Contract on page 18 and email a scanned copy of it as a pdf file to Holly Kiel along with your company logo* to hkiel@aaortho.org. Sponsorships will be accepted on a first-come, first-served basis. If your sponsorship includes display of your company logo, please provide it as a vector eps file in color.

LEADERSHIP DEVELOPMENT CONFERENCE

The AAO hosts a one-day Leadership Development Conference each year immediately prior to the Winter Conference. The 2020 Conference will take place on Thursday, February 6 at the JW Marriott in Austin, TX.

Recently re-designed to include Emerging Leaders, the total attendance of nearly 120 people includes component and constituent leaders, Emerging Leaders, Executive Directors, the AAO Board of Trustees, Council on New and Younger Members and staff.

This is a great opportunity for a company which is looking to build relationships with the industry leaders in the orthodontic profession!

RESERVE THIS SPONSORSHIP - Libby Dischert at 314.292.6538 or ldischert@aaortho.org

Sponsorship Benefits:
- Provide branding for placement on the back page of the printed Leadership Development Conference programs;
- Place branded coffee cup sleeves and napkins on the coffee break table (at sponsor’s expense);
- Enjoy recognition of sponsorship in the AAO’s electronic communications to attendees (e.g. invitations, reminders, post-conference messaging);
- Branding on overhead monitor during breaks and lunch.

PRICE - $5,000
AVAILABILITY - 1
PRIORITY POINTS - 2

CONFERENCE ATTENDEE WIFI

Be sure to reach all of the Winter Conference attendees by sponsoring the wifi throughout the entire conference.

Sponsorship Benefits:
- Choose the password used by all meeting attendees throughout the conference;
- Acknowledgement included on the pre-conference email blast, conference website, mobile app and conference area signage;
- Company name, logo and booth number featured on lecture hall pre-session slides throughout the meeting;
- Acknowledgement on conference website;
- Acknowledgement on conference app;
- Acknowledgement on conference area signage;
- Acknowledgement through pre-conference email blast.

PRICE - $2,500
AVAILABILITY - 1
PRIORITY POINTS - 1
Sponsorship Opportunities

To secure any of the Sponsorship Opportunities listed below, complete the Sponsorship Contract on page 18 and email a scanned copy of it as a pdf file to Holly Kiel along with your company logo* to hkiel@aaortho.org. Sponsorships will be accepted on a first-come, first-served basis. If your sponsorship includes display of your company logo, please provide it as a vector eps file in color.

CONFERENCE BREAKFAST (Friday or Saturday)

Catch the attention of everyone at Winter Conference by sponsoring the Breakfast Friday and Saturday mornings. Each morning all 750+ attendees at the AAO Winter Conference will be lining up to get their morning coffee and breakfast. As the exclusive sponsor of the breakfast, you’ll be able to brand the coffee sleeves with your message and drive traffic to your booth!

Sponsorship Benefits:

- Company name, logo and booth number on signage during breakfast;
- Company name, logo and booth number featured on lecture hall pre-session slides throughout the meeting;
- Acknowledgement on conference website;
- Acknowledgement on conference app;
- Acknowledgement on conference area signage; Acknowledgement through pre-conference email blast;
- Company may provide logo-embellished paper products for buffet – ie. branded coffee cup sleeves and napkins (at sponsor’s expense);
- Enjoy recognition of sponsorship in the AAO’s electronic communications to attendees (e.g. invitations, reminders, post-conference messaging).

PRICE - $5,000
AVAILABILITY - 2 (one on Friday and one on Saturday)
PRIORITY POINTS - 2

DOOR DROPS

Get noticed and drive traffic to your booth when your advertisement or advertising specialty item gets delivered to every AAO meeting attendee room at the JW Marriott Thursday night just prior to the start of the Winter Conference.

Advertising Benefits:

- Big impact and individualized delivery outside each Winter Conference attendee’s room door at the JW Marriott Hotel;
- A great start to any meeting;
- Draw more attention by directing people to your exhibit booth;
- Company name, logo and booth number featured on lecture hall pre-session slides throughout the meeting;
- Acknowledgement on conference website;
- Acknowledgement on conference app;
- Acknowledgement on conference area signage;
- Acknowledgement through pre-conference email blast.

PRICE - $1,500
AVAILABILITY - 10
PRIORITY POINTS - 1
## Sponsorship Contract

Send completed Sponsorship Contract along with your company logo to Holly Kiel at hkiel@aaortho.org or fax 800.747.2513. Company logo should be provided as a color vector eps file or a 2” wide, 300dpi jpg file emailed as an attachment to Holly Kiel.

This is the **Sponsorship Contract** only. Find the **Exhibit Contract** for Winter Conference online only at [www.aao.info.org/2020wcexhibit](http://www.aao.info.org/2020wcexhibit).

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Company</td>
</tr>
<tr>
<td>Address</td>
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<tr>
<td>City, State and Zip</td>
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<tr>
<td>Phone</td>
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<tr>
<td>E-mail address</td>
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</tbody>
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☐ I agree to pay the costs set forth above upon receipt of invoice.

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### Sponsorship Opportunities

- **LEADERSHIP DEVELOPMENT CONFERENCE** $5,000
- **CONFERENCE ATTENDEE WIFI** $2,500
- **FRIDAY CONFERENCE BREAKFAST** $5,000
- **SATURDAY CONFERENCE BREAKFAST** $5,000
- **HOTEL DOOR DROPS (limit of 10 sponsors)** $1,500

Advertiser/Sponsor Representative Signature
Notes
Future AAO Meetings

**AAO Annual Sessions**

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Dates</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>Atlanta, Georgia, USA</td>
<td>May 1-5</td>
<td>Georgia World Congress Center</td>
</tr>
<tr>
<td>2021</td>
<td>Boston, Massachusetts, USA</td>
<td>April 23-27</td>
<td>Boston Convention &amp; Exhibition Center</td>
</tr>
<tr>
<td>2022</td>
<td>Honolulu, Hawaii, USA</td>
<td>April 29 - May 3</td>
<td>Hawaii Convention Center</td>
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<tr>
<td>2023</td>
<td>Chicago, Illinois, USA</td>
<td>April 21-25</td>
<td>McCormick Place</td>
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<tr>
<td>2024</td>
<td>New Orleans, Louisiana USA</td>
<td>May 3-7</td>
<td>Ernest N. Morial Convention Center</td>
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**AAO Winter Conferences**

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Dates</th>
<th>Venue</th>
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<tbody>
<tr>
<td>2021</td>
<td>Desert Springs, California, USA</td>
<td>February 12-14</td>
<td>JW Marriott Desert Springs Resort</td>
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<tr>
<td>2022</td>
<td>Orlando, Florida, USA</td>
<td>January 28-30</td>
<td>Loews Royal Pacific Resort at Universal Orlando</td>
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