Why participate in the Exhibit Hall of the 2020 Virtual AAOMS Annual Meeting?

AAOMS is committed to ensuring the oral and maxillofacial surgery community has access to the latest devices and resources to best serve patients. The following are just a few reasons why your company should partner with AAOMS as part of the virtual Exhibit Hall.

Cost savings
Your company will save thousands of dollars in travel costs, booth fees and shipping charges. The virtual environment will allow you to connect with oral and maxillofacial surgeons and decision makers who are actively seeking information and solutions for their practice to better serve their patients.

Prolonged visibility
Exposure to your products and services will not end when the 10-day meeting is over – the virtual Exhibit Hall will remain active for 60 days after the meeting ends, allowing you more time for interaction and connection with potential customers.

Scalable networking opportunities
Instead of having to coordinate schedules or track down potential customers in a large convention center, virtual conference attendees will have many opportunities for direct communication, instant messaging and impromptu conversations at the click of a button.

Effective lead generation
The new online platform will provide analytics to understand which of your products or services caught attendees’ interest and how long they spent reviewing your materials. This will allow you to conduct more informed follow-up after the Exhibit Hall closes. Please note some attendees may elect to not have their information shared.
How does the 2020 Virtual AAOMS Annual Meeting align with your goals for exhibiting?

- **Brand awareness**
  - A concentrated, cost-effective opportunity to reach your target market and share your brand.
  - Company logo placement option within the booth.
  - Option to upload content: document and video uploads and links to external webpages.*
  - Social media links.
  - A choice of booth templates to better showcase products/services.*
  - AAOMS daily show specials: AAOMS exhibitors can offer a daily deal for their products or services. The deal cannot be offered at any other meeting, for any other marketing campaign or on your company website at any time. This is a special AAOMS offer for one day only. More information will be available in September 2020.

- **Build relationships with current and new customers**
  - You will meet with not only oral and maxillofacial surgeons, but also support staff who influence decisions and have a keen awareness of the goods and services that are best for their practices.
  - Chat (private or group/public one-on-one).
  - Welcome video (can automatically play upon entry into the booth).*
  - Virtual Briefcase: Attendees will be able to add exhibitor documents to their Virtual Briefcase for easy access to important exhibitor information.*
  - Email contact form.
  - Call-to-action: contact, newsletter signup, demo request, etc.*

- **Lead generation**
  - Discounts/complimentary pre-registration and post-registration meeting list.*

- **Speaking opportunities**
  - **FRED Talks** – Using the same principles that make TED Talks so popular, FRED Talks are Focused, Relevant, Exhibitor-Driven Talks. Present a new product idea, how your company can help solve an OMS’s problem (creating that “a-ha!” moment) or share your ideas and insightful perspective that can enhance or challenge your audience’s way of thinking.
    - Presentation time: 15 minutes
  - **Corporate Forum** – These sessions offer a unique opportunity to educate attendees about the latest research and developments significant to the OMS.
    - Presentation time: 30 minutes
  - **Industry Symposium** – This opportunity provides the ability to thoroughly promote and demonstrate the features of your product line to OMSs and their clinical and practice management staff.
    - Presentation time: 60 minutes

*Availability based on booth package selected.
Sample Booth Renderings

- **Premier Plus Booth Package** *(choice of three booth templates)*: $15,000
- **Premier Booth Package** *(choice of template option 2 or 3)*: $8,000
Sample Booth Renderings

- Enhanced Standard Booth Package: $2,500

- Standard Booth Package: $1,500
# Booth Package Comparison

<table>
<thead>
<tr>
<th>AAOMS Booth Packages</th>
<th>Premier Plus</th>
<th>Premier</th>
<th>Enhanced Standard</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$15,000</td>
<td>$8,000</td>
<td>$2,500</td>
<td>$1,500</td>
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<tr>
<td><strong>Booth Template</strong></td>
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<tr>
<td></td>
<td>Choice of three booth templates</td>
<td>Choice of two booth templates</td>
<td>Standard large booth</td>
<td>Standard small booth</td>
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<tr>
<td>Prominent booth placement in the virtual Exhibit Hall</td>
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<tr>
<td>Secondary prominent booth placement in the virtual Exhibit Hall</td>
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<tr>
<td>On-demand, 30-minute Corporate Forum</td>
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<tr>
<td><strong>Content for consumption by attendees:</strong></td>
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<tr>
<td>Company logo</td>
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<tr>
<td>Company information</td>
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<tr>
<td>Document upload(s)</td>
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<td>10</td>
<td>5</td>
<td>1</td>
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<tr>
<td>Video uploads</td>
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<td>2</td>
<td></td>
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<tr>
<td>Links to external webpages</td>
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<td>10</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Social media links</td>
<td>X</td>
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<tr>
<td>Virtual Briefcase: Attendees will be able to add exhibitor documents to their Virtual Briefcase for easy access to important exhibitor information</td>
<td>X</td>
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<tr>
<td><strong>Engagement features:</strong></td>
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<td>Welcome video (can automatically play upon entry into the booth)</td>
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<td>X</td>
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<tr>
<td>Chat (private or group/public one-on-one)</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Sales representative logins – when a visitor enters a booth, sales representatives will receive an alert</td>
<td>50</td>
<td>30</td>
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<tr>
<td>Email contact form</td>
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<tr>
<td>Call-to-action: contact, newsletter signup, demo request, etc.</td>
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<tr>
<td><strong>Added incentives:</strong></td>
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<tr>
<td>Complimentary pre-registration mailing list</td>
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<tr>
<td>Complimentary post-registration mailing list</td>
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<td>X</td>
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<tr>
<td>50 percent discount on pre-registration mailing list</td>
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General Information

Meeting Dates
Oct. 1 – 10, 2020

Exhibitor Engagement Dates and Hours

Note: Time shown is in EDT

- Thursday, Oct. 1: 5 – 6 p.m.
- Friday, Oct. 2: Noon – 4 p.m.
- Saturday, Oct. 3: 10 a.m. – 2 p.m.
- Sunday, Oct. 4: Noon – 2:30 p.m.
- Monday, Oct. 5: 4 – 7 p.m.
- Wednesday, Oct. 7: 7 – 9 a.m.
- Friday, Oct. 9: 2 – 5 p.m.
- Saturday, Oct. 10: 7 – 10:30 a.m.
  and 12:30 – 2 p.m.

*Dates and hours subject to change. Final schedule to be released in September 2020.

Exhibition Regulations
To view the exhibition regulations, visit AAOMS.org/ExhibitorsAnnualMeeting2020.

Annual Meeting Logo Use
Exhibitors are encouraged to use the Annual Meeting logo in advertising or direct mailings that promote their participation in the AAOMS Annual Meeting Exhibition. Contact the AAOMS exhibition manager for usage guidelines and a copy of the Annual Meeting logo. Logo use will be granted only to contracted exhibitors. Use of the AAOMS logo is prohibited. Refer to the Exhibitor Marketing Toolkit.

ADA CERP/ACCME Standards
AAOMS is recognized by the American Dental Association Continuing Education Recognition Program (ADA CERP) as a provider of continuing dental education and is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education. AAOMS complies with the commercial support guidelines as detailed in the ACCME Standards for Commercial Support and the ADA CERP Recognition Standards and Procedures. For further information, contact the AAOMS Department of Continuing Education at 847-678-6200.
Promotion Opportunities

Advertising
Broaden your exposure to oral and maxillofacial surgeons, their staff and other dental professionals by purchasing advertisements in select AAOMS publications. Quarter-, half- and full-page ads are available. Space is limited and reserved on a first-come, first-served basis. For more information, contact:

AAOMS
Bob Heiman
RH Media, LLC
856-673-4000
bob.rhmedia@comcast.net
AAOMS.org/Media/Advertising

Corporate Support
A variety of corporate support opportunities extend your reach beyond the Exhibit Hall and maximize your exposure to oral and maxillofacial surgery professionals. These opportunities boost your promotional efforts and distinguish your company as a major supporter of the Annual Meeting and the specialty of oral and maxillofacial surgery. Visit AAOMS.org/CorporateSupport for more information.

Mailing Lists
AAOMS membership mailing lists are available for current exhibitors to purchase any time for $700.

Exhibiting companies may purchase a mailing list of all meeting attendees who register:

- Pre-meeting mailing lists will be available for $350 by late August 2020.
- Post-meeting mailing lists will be available for $475 three weeks after the conference.

Attendee lists are not distributed onsite. AAOMS does not release attendees’ email addresses. To download the AAOMS Mailing List Order Form, visit AAOMS.org/ExhibitorsAnnualMeeting2020.

Key Contacts

**AAOMS Headquarters**
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**Corporate Support Opportunities**
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