Exhibitor Prospectus

102nd AAOMS Annual Meeting, Scientific Sessions and Exhibition

Oct. 5 – 7: Business Sessions
Oct. 7: Preconference Courses
Oct. 8 – 10: Scientific Sessions
Oct. 8 – 10: Exhibition

Henry B. Gonzalez Convention Center
An Invitation to CONNECT and ENGAGE!

CONNECT and ENGAGE with some of your best customers at the 102nd AAOMS Annual Meeting, Scientific Sessions and Exhibition being held Oct. 5 – 10 in San Antonio, Texas.

Don’t miss this opportunity to acquaint oral and maxillofacial surgeons, their staff and other dental professionals from around the world with the latest technologies, products and professional services.

What is included in your AAOMS booth package?

**Booth pricing:**
- 10’x10’ booth: $4,585 each
- Additional 100 square feet: $4,410 each
- Add: 1 Corner – $300
- 2 Corners – $600
- 4 Corners – $1,200

**New Exhibitors**
Companies that have not previously exhibited with AAOMS have the opportunity to receive $1,000 off the cost of their booth space the first time they exhibit with AAOMS.

**Basic booth package includes:**
Rental of booth space, standard 8’ draped back wall and 3’ draped side rails, aisle carpeting, hall security, general cleaning of hall aisles and lounge area, booth identification sign, use of AAOMS-sponsored exhibitor lounge with beverage service and complimentary badges based on booth size.

**AAOMS extras:**
- Virtual Exhibit Hall listing on the AAOMS website for one year after the meeting.
- Listing in the AAOMS Annual Meeting mobile app.
- Exclusive exhibitor-only opportunities, such as Lunch and Learns and Corporate Forums, access to meeting space and participation in Exhibit Hall games for AAOMS fellows and members.
- Listing in the Annual Meeting Final Program – including your website, product category and booth number – to help attendees locate your booth quickly and easily.
- Admittance to “GG-coded” scientific sessions (excludes all other session types).

Companies that have not previously exhibited with AAOMS are required to submit in writing such supplemental material as a brief history of the company, product literature, research papers, references and/or proof of previous exhibition of the products and services to be displayed, as deemed appropriate. AAOMS reserves the right to refuse prospective exhibitors.

 Reserve your booth today!
Why Exhibit at the AAOMS Annual Meeting?

› **Reach your target audience easily and directly!**
When you exhibit at the AAOMS Annual Meeting, you are able to connect personally with existing and new customers in one convenient location.

› **Build relationships with key decision-makers.**
Not only will you meet with oral and maxillofacial surgeons, but also the support staff who influence decisions and have a keen awareness of the goods and services that are best for their practices.

› **Strengthen your brand awareness!**
When else will you have such a concentrated, cost-effective opportunity to reach your target market and share your brand?

› **Chances are your competition participates.**
To see which companies have already contracted for exhibit space at the 2020 Annual Meeting, visit the Virtual Exhibit Hall at AAOMS.org/ExhibitorsAnnualMeeting2020.

Many of AAOMS’s professional allied staff members influence the purchase of goods and services for the doctor’s office. Plan to target this group as well!

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**2019 TOTAL CONFERENCE ATTENDANCE**

| Total Attendance: 3,851 |

**2019 Conference Attendee Breakdown**

- Fellows/Members: 5,132
- Life Fellows/Members: 2,135
- Retired Fellows/Members: 26
- Honorary Fellows: 935
- Resident Members: 1,206
- Allied Staff Members: 1,076
- Candidates for Membership: 286
- Provisional Fellows/Members: 234
- Affiliate Members: 247
- Inactive Fellows/Members: 159

**11,436 Total Membership**

The American Association of Oral and Maxillofacial Surgeons (AAOMS) is a not-for-profit educational and scientific organization with a membership of more than 11,000 oral and maxillofacial surgeons, residents and professional allied staff. Oral and maxillofacial surgeons (OMSs) specialize in the surgical and related treatment of diseases, injuries and deformities involving both functional and aesthetic aspects of the bone, skin and muscle of the face, mouth and jaw. Many OMSs pursue additional education and training beyond the minimum requirements of four years of dental school and an additional four years of hospital-based residency training.
General Information

Exhibition Venue
Henry B. Gonzalez Convention Center
900 E. Market St., San Antonio, TX 78205

Headquarters Hotel
Grand Hyatt San Antonio
600 E. Market St., San Antonio, TX 78205

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

Priority Points
Total accumulation of points determines the order booths are assigned. Booth assignments for the upcoming exhibition begin at the previous year’s Annual Meeting Space Draw. After Sept. 20, all booth assignments will be made on a first-come, first-served basis.

To view the Priority Points document, visit AAOMS.org/ExhibitorsAnnualMeeting2020.

Order Taking
Exhibitors will be allowed to take orders on the exhibit floor. See Rules and Regulations for more information.

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.

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.
This is a great meeting because these surgeons are our main customers. The traffic was exceptional, and we had a lot of great interactions. The AAOMS staff was extremely helpful and provided ample information before and during the meeting.

– Past Annual Meeting Exhibitor

**Promotional 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

**Lunch and Learn**

This unique opportunity provides you with 60 up-close-and-personal minutes with your target audience on the exhibit floor. Your presentation will be the star attraction – only one Lunch and Learn will be offered each day of the exhibition!

To view the Lunch and Learn Application and Guidelines, visit AAOMS.org/ExhibitorsAnnualMeeting2020.

**Corporate Forums**

This is an opportunity to come face-to-face with decision-makers in your market. Showcase your products and services by conducting a seminar or product demonstration.

To view the Corporate Forums Application and Guidelines, visit AAOMS.org/ExhibitorsAnnualMeeting2020.

**Mailing Lists**

AAOMS membership mailing lists are available for purchase any time to current exhibitors for $700. Exhibiting companies may purchase a mailing list of all meeting attendees who register prior to July 31, 2020:

- Pre-meeting mailing lists will be available for $350 by late summer 2019.
- 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.

**New Exhibitor Spotlight**

The New Exhibitor Spotlight is reserved for companies that have not previously exhibited with AAOMS. This is an excellent opportunity to display products in a high-traffic area, along with an identification sign featuring company name, product name and description and booth number. Participation in the New Exhibitor Spotlight also will be noted on the AAOMS website and in the Final Program.

To view the New Exhibitor Spotlight Application, visit AAOMS.org/ExhibitorsAnnualMeeting2020.
Additional Promotional Opportunities

Excursion Game

Meet future leaders in oral and maxillofacial surgery and key purchase influencers when you participate in the AAOMS Exhibit Excursion Game exclusively for OMS residents and OMS professional staff. Maximize your exposure by contributing a prize to the Excursion Game.

To view the Excursion Game Overview and Prize Commitment Form, visit AAOMS.org/ExhibitorsAnnualMeeting2020.

Educational Seminars

Exhibiting companies may host an educational seminar immediately prior to or immediately following the official dates of the Annual Meeting. Written requests should be sent to the AAOMS exhibition manager as soon as possible to ensure space availability. Requests must include program content, estimated attendance, date and time preference. Contact Valerie Wolf at vwolf@aaoms.org for more information.

Exhibitor Event Space Requests

Annual Meeting exhibitors may request function space for hosted dinners, receptions, staff meetings or focus groups. Space is limited and assigned on a first-come, first-served basis. More information will be available in spring 2020.

Meeting Suites

A limited number of custom-built, hard-wall suites are available around the perimeter of the Exhibit Hall for use during show hours. Suites will be assigned in order of receipt of completed applications to AAOMS. Show-floor suites are convenient for activities such as VIP demos, staff meetings, business meetings and private lunches away from the main show floor.

To view the Exhibitor Floor Suite Application, visit AAOMS.org/ExhibitorsAnnualMeeting2020.

Hotel Door Drops

Exhibiting companies wishing to distribute samples, literature or souvenirs to hotel rooms must receive prior approval from AAOMS. Requests to distribute such material should be made in writing to the AAOMS exhibition manager. A sample of the item(s) must accompany the request-for-approval form. Information about this service will be included in the Exhibitor Service Manual, which will be available in spring 2020.

We enjoy interaction with OMSs at all different career stages. From residents to established to even retired OMSs, it’s great to hear how their industry evolves and how we as a company can use that information to better serve them every step of the way.

– Past Annual Meeting Exhibitor
Conference Contacts

**AAOMS Exhibition Manager**  
Valerie Wolf  
847-233-4316  
vwolf@aaoms.org

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

**Audio Visual**  
GES Exposition Services  
Exhibitor Services Call Center  
800-475-2098 (in the United States)  
011-702-515-5970 (outside the United States)  
GES.com

**Door-drop Opportunities**  
Convention Communications, Tom Marshall  
513-934-3700  
tom@doordrop.com

**Housing**  
AAOMS Meetings Department  
847-233-4331  
meetings@aaoms.org

**Official Service Contractor**  
GES Exposition Services  
Exhibitor Services Call Center  
800-475-2098 (in the United States)  
011-702-515-5970 (outside the United States)  
GES.com

**Conference Contacts**

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<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Dates</th>
<th>Location 1</th>
<th>Location 2</th>
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<td>2020</td>
<td>102nd AAOMS Annual Meeting, Scientific Sessions and Exhibition</td>
<td>Oct. 5 – 10</td>
<td>Henry B. Gonzalez Convention Center</td>
<td>Grand Hyatt San Antonio</td>
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<td>San Antonio, Texas</td>
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<tr>
<td>2021</td>
<td>103rd AAOMS Annual Meeting, Scientific Sessions and Exhibition</td>
<td>Sept. 27 – Oct. 2</td>
<td>Music City Center</td>
<td>Omni Nashville Hotel</td>
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<td>AAOMS Dental Implant Conference</td>
<td>Dec. 2 – 4</td>
<td>Sheraton Grand Chicago</td>
<td>Chicago, Ill.</td>
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<td>2022</td>
<td>104th AAOMS Annual Meeting, Scientific Sessions and Exhibition</td>
<td>Sept. 12 – 17</td>
<td>Ernest N. Morial Convention Center</td>
<td>Hilton New Orleans Riverside</td>
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