American Association of Oral and Maxillofacial Surgeons

2021

AAOMS and OMS Foundation Support Opportunities
AAOMS.org/CorporateSupport
OMSFoundation.org
The American Association of Oral and Maxillofacial Surgeons – the not-for-profit professional Association representing more than 11,000 OMSs, OMS residents and professional allied staff throughout the United States – has served the professional and public needs of the specialty since 1918.

In pursuit of its mission to promote, protect and advance excellence in oral and maxillofacial surgery, AAOMS partners with like-minded companies who share its vision of a technologically advanced specialty that provides safe and effective patient care.

AAOMS educational programs offer unsurpassed value for those organizations that market their products and services to the oral and maxillofacial surgery community.

Support opportunities provide:

- Unparalleled access to your customer base.
- Established name recognition.
- Year-round options that heighten the profile of your company and its representatives long after the meeting has ended and the exhibition has closed.
- Targeted support – choose the offerings that best suit your needs.
- Opportunities to earn double Priority Points and take advantage of earlier and more prominent booth placement.

Secure your opportunities today!

Contact:
Dana O’Donnell, CEM
Senior Staff Associate, Exhibits
Phone: 800-822-6637 • 847-678-6200
Email: dodonnell@aaoms.org
For more information, please visit: AAOMS.org/CorporateSupport

Content

Benefits of Support ........................................ 2
Giving Levels and Acknowledgements ....................... 5
Annual Meeting and Dental Implant Conference .............. 6-15
Resident Support Opportunities ................................. 16-19
Additional Support Opportunities ............................... 20-21
OMS Foundation Opportunities ................................. 22
Marketing/Advertising ........................................... 23-25
Priority Point and General Guidelines ......................... 26-27
Calendar of Upcoming Events .................................. 28
**Giving Levels and Acknowledgements**

**Benefits of Support**

More than 11,000 oral and maxillofacial surgeons, residents and professional staff in the United States are fellows or members of AAOMS. As an AAOMS provider of support, your recognition by this group extends far beyond the Exhibit Hall and continues to pay dividends throughout the year.

<table>
<thead>
<tr>
<th>Giving Level</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRONZE (≤ $14,999)</td>
<td>- One dedicated e-blast to AAOMS membership**</td>
</tr>
<tr>
<td></td>
<td>- One complimentary full-page color ad in the 2021 Annual Meeting Final Program***</td>
</tr>
<tr>
<td></td>
<td>- One Banner Ad in President’s message e-newsletter</td>
</tr>
<tr>
<td>SILVER (≤ $29,999)</td>
<td>- Access to AAOMS President and Officers at the AAOMS Annual Meeting</td>
</tr>
<tr>
<td></td>
<td>- Two complimentary tickets to the President’s Event at the 2021 Annual Meeting</td>
</tr>
<tr>
<td>GOLD (≤ $49,999)</td>
<td>- Onstage recognition at the Annual Meeting Opening Ceremony</td>
</tr>
<tr>
<td></td>
<td>- Verbal recognition at the Annual Meeting Opening Ceremony</td>
</tr>
<tr>
<td>PLATINUM (≤ $99,999)</td>
<td>- Priority room blocks in the official AAOMS Annual Meeting hotel block</td>
</tr>
<tr>
<td>DIAMOND (≥ $100,000)</td>
<td>- Distinctive lapel pins that representatives of your company can wear throughout the year to signal support of the specialty to customers</td>
</tr>
<tr>
<td></td>
<td>- Pre-registration Annual Meeting and/or Dental Implant Conference attendee mailing list</td>
</tr>
<tr>
<td></td>
<td>- Double Priority Points</td>
</tr>
<tr>
<td></td>
<td>- Acknowledgement in the Annual Meeting and Dental Implant Conference programs</td>
</tr>
<tr>
<td></td>
<td>- Onsite signage at the Annual Meeting and Dental Implant Conference</td>
</tr>
<tr>
<td></td>
<td>- Acknowledgement on the AAOMS website</td>
</tr>
<tr>
<td></td>
<td>- Acknowledgement in the AAOMS Today magazine</td>
</tr>
<tr>
<td></td>
<td>- Acknowledgment in Virtual Exhibit Halls</td>
</tr>
</tbody>
</table>

* NEW! Support of the OMS Foundation is factored into giving levels. All monetary figures are quoted in U.S. dollars. Support levels do not include the cost of producing items such as flash drives, lanyards, personalized napkins, etc. The supporter is responsible for producing all items and the associated costs. All items are subject to AAOMS approval.

** Supporters may provide HTML files. AAOMS reserves the right to schedule, review and approve content, and AAOMS will send the content via email to membership. Member email addresses are confidential and are not supplied to supporters.

*** Ad must adhere to production and editorial guidelines; placement at AAOMS discretion.
Target the Specialty’s Most Influential Buyers

Based on previous attendance, almost 4,000 oral and maxillofacial surgeons, their staff and guests are expected to register for the 103rd Annual Meeting in Nashville, Tenn. More than 1,500 registrants – including oral and maxillofacial surgeons, other dental practitioners, their staff and guests – are expected to attend the 2021 Dental Implant Conference.

Support opportunities are coded with the following symbols:

- Annual Meeting
- Dental Implant Conference
- Both Annual Meeting and Dental Implant Conference
- Other

Annual Meeting and Dental Implant Conference Experiential Opportunities

AAOMS Learning Hub
The AAOMS Learning Hub is designed to provide meeting attendees with an unconventional learning environment in the Exhibit Hall.

Sole support

AAOMS Professional Headshot Photos
Support this popular activity in the Exhibit Hall where attendees can get a complimentary, professional photograph taken.

Sole support

Annual Meeting Lunch in Exhibit Hall
Each attendee is provided a lunch in the hall on Friday. AAOMS will produce tabletop signs with the logo acknowledging support.

Sole support

Up to five non-competing support opportunities are available.

Annual Meeting Preconference Anesthesia Update
This one-day program focuses on the safe and effective delivery of anesthesia.

Sole support

Multiple support opportunities are available.
Annual Meeting and Dental Implant Conference Experiential Opportunities

Show your support for the specialty of oral and maxillofacial surgery by aligning your brand with these important AAOMS offerings.

**Badge Lanyards**
Every attendee is provided a lanyard featuring the supporter’s logo.
- Annual Meeting sole support
- Dental Implant Conference sole support

**Banners**
Banners are available for purchase in different locations and sizes throughout the convention center at the 2021 AAOMS Annual Meeting.
- Pricing varies depending on size and location.

**Beverage Breaks**
Beverages are offered in the Exhibit Hall during peak traffic time as attendees pause between educational sessions.
- Annual Meeting sole support
- Dental Implant Conference sole support

**Dental Implant Conference Lunch in Exhibit Hall**
Each registrant will be given a box lunch in the Exhibit Hall each day of the conference.
- Sole support
- Up to five non-competing support opportunities are available.

**Dental Implant Conference Reception**
Approximately 1,500 dental professionals, office assistants and guests attend this reception in the Exhibit Hall.
- Sole support
- Up to five non-competing support opportunities are available.

**Escalator Cling**
Leave a lasting impression with a highly visible, high-traffic support opportunity.
- Annual Meeting sole support

**Final Program**
The supporter’s name and advertisement are prominently displayed on the back cover of the Final Program produced by AAOMS. Other advertising is accepted.
- Annual Meeting premier support
- Dental Implant Conference premier support

**General Education Funds**
Supporters may contribute unrestricted educational grants to the General Education Funds in any amount they wish.

**Hotel Key Cards**
Attendees staying at the headquarters hotel will receive a key to their room imprinted with the logo and design developed by the supporter.
- Annual Meeting sole support
- Dental Implant Conference sole support

**Internet Center**
Attendees flock to the Internet Center throughout the meeting to check email, print handouts, access session evaluations and claim CE credit.
- Annual Meeting sole support
- Dental Implant Conference sole support
Keynote Speaker
For the Keynote Lecture at the 2021 AAOMS Annual Meeting, Larry Arnn, MA, PhD, will present “The Maxillofacial and the Metaphysical: The Relation of the Head, Neck and Soul.” He is President and a professor of politics and history at Hillsdale College in Hillsdale, Mich. His previous roles include Director of Research for Sir Martin Gilbert (official biographer of Winston Churchill) at Worcester College, Oxford University, President of the Claremont Institute for the Study of Statesmanship and Political Philosophy and Founding Chair of the California Civil Rights Initiative.

Sole support

Mobile App
This handy app provides registrants with the most up-to-date meeting information, a robust itinerary builder, access to session handouts and tools to customize their meeting experience.

Annual Meeting premier support
Dental Implant Conference premier support

Mobile App Advertising
Up to five non-competing support opportunities are available.

Annual Meeting banner ad
Dental Implant Conference banner ad

Mobile Device Charging Stations
Prominently display your company logo on the charging stations located throughout the conference center.

Annual Meeting sole support
Dental Implant Conference sole support

Notepads
Meeting attendees use this popular support opportunity during and after the conference.

Annual Meeting sole support
Dental Implant Conference sole support

Oral Abstract Presentations
The Annual Meeting’s oral abstract sessions are educational forums featuring research works of authors from around the world. All support goes directly to the winners of the best oral abstract presentations.

Sole support

Pens
Provide one of the most essential and requested tools to all meeting attendees.

Annual Meeting sole support
Dental Implant Conference sole support

Poster Session
The scientific poster session offers digital e-posters and traditional poster boards.

Sole support
Show your support for the specialty of oral and maxillofacial surgery by aligning your brand with these important AAOMS offerings.

**Practice Management and Professional Staff Development Programs**

Practice management and professional staff development sessions focus on the efficient, successful operation of the OMS office. They address a variety of topics and are attended by more than 900 oral and maxillofacial surgeons and assistants annually.

Multiple support opportunities are available for the series.

**President’s Event**

The highly anticipated President’s Event is the most popular social event of every Annual Meeting. In 2021, guests will join the AAOMS President for a memorable evening of excellent food and entertainment at the Country Music Hall of Fame and Museum.

Sole support

Up to three non-competing support opportunities are available.

**Program Office/Speaker Ready Room**

The program office serves as the check-in point and private space for all meeting presenters.

Annual Meeting sole support

Dental Implant Conference sole support

**Registration Passports**

Each pre-registered attendee receives a registration passport containing name badges and session tickets in advance of the meeting.

Sole support

“Treloar & Heisel has been an AAOMS corporate supporter for over 50 years. Our affiliation with AAOMS has allowed us to grow our business while supporting AAOMS and its mission. AAOMS members appreciate their corporate supporters and the resulting interaction is key to our success.”

– Treloar & Heisel, Inc.
Annual Meeting and Dental Implant Conference Experiential Opportunities

Show your support for the specialty of oral and maxillofacial surgery by aligning your brand with these important AAOMS offerings.

Stair Riser Graphics
Leave a lasting impression with a highly visible, high-traffic support opportunity.

- Sole support

Welcome Reception
Show your support at the Welcome Reception that follows the Annual Meeting’s Opening Ceremony.

- Sole support
- Up to four non-competing support opportunities are available.

Wi-Fi
Sponsor the Wi-Fi area during the five-day Annual Meeting and the two-day Dental Implant Conference.

- Annual Meeting sole support
- Dental Implant Conference sole support

“The history of KLS Martin has been intertwined with the oral and maxillofacial surgery specialty ever since Dr. Maxime Champy developed the first miniplate with our factory in 1974. KLS supports AAOMS in order to help advance a surgical specialty that has been integral to our success. Additionally, we believe our corporate support will aid in the educational opportunities for residents as they learn and develop into the future leaders of oral surgery.”

– KLS Martin Group
Resident Support Opportunities

Benefits to ROAAOMS Supporters

The early- and long-term name recognition generated by your support will assure your company of future customer loyalty. When you support the Resident Organization of AAOMS (ROAAOMS), residents-turned-surgeons will already know your company’s commitment to the specialty as well as your products and services when they enter practice.

<table>
<thead>
<tr>
<th>Resident Transitions into Practice Conference: Preparing for Post-residency Life</th>
<th>Rosemont, Ill.</th>
</tr>
</thead>
<tbody>
<tr>
<td>This meeting is designed to provide residents with essential non-clinical information that will assist them as they transition from residency to practice. Core educational topics include insurance, a variety of practice management resources that provide essential skills for surgical practice, coding and billing information and more. Support includes a tabletop spot during the reception, company recognition in the program and walk-in slides, and a registration bag insert.</td>
<td>Up to four non-competing support opportunities are available for $10,000 each</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Breakfast at Resident Transitions Conference</th>
<th>Showcase your company’s products and services over breakfast during this exclusive one-hour session.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sole support (60 min.)</td>
<td>▲</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Resident Support Opportunities</th>
<th>Benefits to ROAAOMS Supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company educational marketing piece provided to chief residents at Annual Meeting</td>
<td>The early- and long-term name recognition generated by your support will assure your company of future customer loyalty. When you support the Resident Organization of AAOMS (ROAAOMS), residents-turned-surgeons will already know your company’s commitment to the specialty as well as your products and services when they enter practice.</td>
</tr>
<tr>
<td>Five-minute presentation at Annual Meeting resident educational program</td>
<td></td>
</tr>
<tr>
<td>Article in Resident E-News (4 issues)</td>
<td></td>
</tr>
<tr>
<td>Article in Resident E-news (3 issues)</td>
<td></td>
</tr>
<tr>
<td>Article in Resident E-News (2 issues)</td>
<td></td>
</tr>
<tr>
<td>Inclusion in the ROAAOMS Corporate Acknowledgement Brochure</td>
<td></td>
</tr>
<tr>
<td>Acknowledgement on ROAAOMS webpage</td>
<td></td>
</tr>
<tr>
<td>Onsite signage at the Annual Meeting resident programs and events</td>
<td></td>
</tr>
<tr>
<td>Invitation to annual resident reception</td>
<td></td>
</tr>
</tbody>
</table>
Resident Support Opportunities

Reception at Resident Transitions Conference
Showcase your company’s products and services during this two-hour reception and provide financial assistance for one Resident Travel Scholarship.

Up to four non-competing tabletop opportunities are available.

Resident Transitions Conference Travel Scholarship Awards
This scholarship provides financial assistance for conference attendees. In the event the conference transitions to a virtual format, funding opportunities will be available.

Up to four opportunities are available.

Note: AAOMS will assess a 20 percent administration fee to cover processing and tax reporting.

Lunch at Resident Transitions Conference
Showcase your company’s products and services over lunch during this exclusive one-hour session.

Sole support (60 min.)

Badges Lanyards at Resident Transitions Conference
Every attendee will be provided a lanyard advertising your company. The supporter is responsible for providing the lanyards.

Registration Bag Insert at Resident Transitions Conference
Showcase your company’s products and services by providing an insert to include in the registration bag being distributed to each attendee. The supporter is responsible for providing the promotional item.

Resident Breakfast at Annual Meeting
This exclusive opportunity will showcase your company’s products and services during breakfast with 150 residents at the 103rd AAOMS Annual Meeting in Nashville, Tenn. Sole support allows for an exclusive one-hour session, or up to two non-competing support opportunities are available for 30 minutes each.

Sole support (60 min.)
Two non-competing support opportunities (30 min. each)

Resident Travel Scholarship Awards
This scholarship provides financial assistance that enables OMS residents to attend the AAOMS Annual Meeting, Dental Implant Conference and Clinical Trials Methods Course – increasing resident participation at the national meetings and providing an educational opportunity for residents to expand their knowledge and understanding of the scope of OMS practice.

Scholarship opportunities are available for:
Annual Meeting
Dental Implant Conference
Clinical Trials Methods Course

Note: AAOMS will assess a 20 percent administration fee to cover processing and tax reporting.

For additional information on resident and faculty support opportunities, contact:
Mary Allaire-Schnitzer
AAOMS Associate Executive Director
Advanced Education & Professional Affairs
Phone: 800-822-6637
Email: mallaire@aaoms.org
Visit AAOMS.org/CorporateSupport
Additional Support Opportunities

AAOMS Website
AAOMS.org receives an average of 75,000 page views per month. The supporter’s name and link will appear on the website’s opening screen – the first page visitors see when they visit the site.

Sole support

Faculty Educator Development Award
FEDA encourages promising young oral and maxillofacial surgeons to choose a career in academia within the OMS specialty and provides important financial support to exceptional OMSs who have been on faculty for up to five years to continue their higher education career.

Sole support

Donald B. Osbon Award for Outstanding Educator
This prestigious award is presented to a respected educator with a reputation for being an outstanding clinician with the highest ethical and moral ideals.

Sole support

Webinars
AAOMS offers several one- to two-hour webinars annually on a variety of topics.

Sole support each webinar

OMS Institute for Education and Innovation
The OMS Institute for Education and Innovation, located on the second floor of the AAOMS headquarters building in Rosemont, Ill., offers the Basic Emergency Airway Management (BEAM) and the Office-Based Crisis Management (OBCM) simulation modules and a variety of other educational programs.

AAOMS will annually recognize those who support the Institute, which will advance and optimize the practice of AAOMS members. Supporters of the Institute will be recognized in the following giving levels:

- Gift of Engagement $1,000-$2,499
- Gift of Advancement $2,500-$4,999
- Gift of Transformation $5,000-$9,999
- Gift of Education $10,000-$24,999
- Gift of Innovation $25,000+

Clinical Trials Methods Course
The AAOMS Clinical Trials Methods Course provides OMS faculty, residents and private practitioners a broad overview of research methodology and clinical trial design.

Multiple support opportunities available

Educators Summit
The Educators Summit provides OMS faculty an opportunity to discuss current teaching practices to ensure the continuous quality of OMS education and training.

Multiple support opportunities available
Support Opportunities with the OMS Foundation

OMS Foundation Annual Fund
A gift to the Annual Fund supports the mission and operations of the Foundation by funding research and education grants and fellowships, continuing education programs and travel scholarships for residents, including:
• Anesthesia and patient safety study
• Clinical and Scientific Innovations in Oral and Maxillofacial Surgery (CSIOMS) conference
• Clinical Trials Methods Course
• Faculty Educator Development Awards (FEDA)
• Research support grants
• Resident Transitions into Practice Conference
• Student research training awards

Gift-match Challenges
The Foundation offers gift-match support opportunities, ranging from $25,000 to $100,000. Gift-match supporters enjoy recognition in print and digital media for the duration of their challenge (30 to 90 days). Previous gift-match challenges have generated donations far beyond their stated goals – a win for both the OMS Foundation and its supporter.

The OMS Foundation is a 501(c)(3) nonprofit organization. Contributions are tax-deductible to the fullest extent allowed by law.

For more information, visit OMSFoundation.org.

NEW! The full value of your support of the Foundation counts toward your giving level.

Marketing/Advertising Opportunities

AAOMS Supplier Marketplace
Maximize your company’s marketing dollars with a listing on the AAOMS Supplier Marketplace online buyer’s guide. Available from a link on the AAOMS website, this service encourages oral and maxillofacial surgeons, their office staff and other dental professionals worldwide to access your company’s listing when searching for the products and services they need. Listings feature your company’s logo, contact information, company description and a direct link to the company website and specified email address.

No Priority Points.

For more information, contact:
Multiview Customer Service Team
Phone: 800-816-6710
Email: aaoms@multiview.com

Advertising*
Excellent, reasonably priced opportunities exist for advertisements in the Annual Meeting and Dental Implant Conference Advance and Final Programs. AAOMS also accepts display advertising in the bimonthly AAOMS Today member magazine.

To place an advertisement in one of these publications, contact:
Bob Heiman
RH Media, LLC
11 Gainsboro Dr.
West Berlin, NJ 08091
Phone: 856-673-4000
Fax: 856-673-4001
Email: bob.rhmedia@comcast.net

*Priority Points awarded for select AAOMS publications.
Industry Symposiums
Showcase your company’s products and services to meeting attendees during this 90-minute marketing opportunity. Applications are available at AAOMS.org/Exhibits. Double Priority Points are awarded.

Lunch and Learn
Up to two exhibitors are each given the opportunity to demonstrate their products to an attentive audience of up to 150 attendees. Only one Lunch and Learn presentation will be scheduled on each of the first two days of the three-day exhibition. (Lunch and Learns are not for CME credit.) For more information, visit AAOMS.org/Exhibits. Double Priority Points are awarded.

Limited to two companies

Contact:
Lauren Oppe, Senior Staff Associate, Exhibits
Phone: 847-233-4347
Email: loppe@aaoms.org

Door-drop Service for Exhibitors
A convenient exhibitor marketing tool that delivers your promotional materials, invitations, survey, etc., directly to the hotel rooms of conference attendees. Door drops are an effective way to reach your prospects.

No Priority Points.

Contact:
Tom Marshall
Phone: 513-934-3700
Email: Tom@doordrop.com

Visit AAOMS.org/CorporateSupport
Priority Points are awarded to exhibiting companies that support AAOMS, AAOMS Advantage (a new branding strategy of AAOMS Services, Inc.), the OMS Foundation and the Resident Organization of AAOMS (ROAAOMS) through corporate contributions, support opportunities and royalties, among other activities. Priority Points determine the order in which booths are assigned for AAOMS exhibitions – the higher the number of points, the better the booth placement.

For details on activities that earn Priority Points and how points are accrued, visit AAOMS.org/CorporateSupport.

Securing AAOMS Support Opportunities
Securing your support opportunity couldn’t be easier:

1. Review the opportunities and select the ones that best suit your marketing objectives.
2. Take action now to secure your first priority.

Have other ideas for support? Contact AAOMS to discuss.

Contact:
Dana O’Donnell, CEM
Senior Exhibits Associate
9700 W. Bryn Mawr Ave.
Rosemont, IL 60018-5701
Phone: 800-822-6637 or 847-678-6200
Fax: 847-678-6279
Email: dodonnell@aaoms.org
4. All companies are required to stay in the official AAOMS hotel blocks. Diamond, Platinum and Gold level providers receive priority room blocks in the official AAOMS hotel blocks for each meeting. All supporters must sign the AAOMS Letter of Agreement.

5. Organizations that supported a particular event or activity in 2020 will have “right of first refusal” for that same event or activity through Dec. 31, 2020. To assure publication in the Annual Meeting Advance Program, support must be confirmed by March 31, 2021.

6. Participation of support does not imply AAOMS endorsement of products or companies.

7. AAOMS reserves the right to refuse or deny a supporter.

8. Support levels do not include the cost of producing items such as lanyards, personalized napkins, etc. The supporter is responsible for these costs. All items are subject to AAOMS approval.

Visit AAOMS.org/CorporateSupport.

We look forward to a successful partnership!

In-kind Donations

If you are interested in providing in-kind donations to AAOMS, please email inquiries@aaoms.org. AAOMS will contact you on an as-needed basis. Priority Points will be awarded for in-kind donations.

Guidelines for Support Opportunities

1. Supporters may not distribute any product-related material before, during or after any of the events supported, or in the pathway to or from the event (i.e., handouts, samples or any other items) that would lead attendees to believe the company is directly involved with the content of the program it has supported.

2. Speaker lists for the AAOMS Annual Meeting and Dental Implant Conference educational programs will be available for review at AAOMS.org.

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

Dana O'Donnell, CEM
Senior Staff Associate, Exhibits
Phone: 800-822-6637 • 847-678-6200
Fax: 847-678-6279 • Email: dodonnell@aaoms.org
Visit AAOMS.org/CorporateSupport

AAOMS Annual Meeting and Dental Implant Conference Calendar

2021
Sept. 27 – Oct. 2
103rd AAOMS Annual Meeting,
Scientific Sessions and Exhibition
Music City Center
Omni Nashville Hotel
Nashville, Tenn.

Dec. 2 – 4
AAOMS Dental Implant Conference
Sheraton Grand Chicago
Chicago, Ill.

2022
Sept. 12 – 17
104th AAOMS Annual Meeting,
Scientific Sessions and Exhibition
Ernest N. Morial Convention Center
Hilton New Orleans Riverside
New Orleans, La.

Dec. 1 – 3
AAOMS Dental Implant Conference
Sheraton Grand Chicago
Chicago, Ill.