AAOMS Exhibitor Priority Point Program

It’s easy to accumulate points and move up the Priority Point ladder!

1. **Exhibit**
   - **Booth space in AAOMS Exhibit Halls**
     - **Annual Meeting**
       - Earn one point for every 10’x10’ assigned booth space.
     - **Dental Implant Conference**
       - Earn one point for every 8’x10’ assigned booth space.

2. **Contribute**
   - **Contribute to OMS Foundation**
     - Earn one point for every $1,000 in support to the OMS Foundation.
   - **In-kind donations**
     - If you are interested in providing in-kind donations to AAOMS, email inquiries@aaoms.org.

3. **Collect**
   - **Royalty partners**
     - Earn one point for every $1,000 in royalties paid to AAOMS or AAOMS Advantage.

4. **Advertise**
   - **Advertising in AAOMS publications**
     - Expand your marketing reach and earn one point for every $1,000 spent to advertise in select AAOMS publications. 2021 distribution:
       - Annual Meeting Final Program **3,000 copies**
       - Dental Implant Conference Final Program **1,000 copies**
       - AAOMS Today member magazine **9,300 copies (6 issues per year)**
   - To advertise with AAOMS, contact:
     - Bob Heiman, RH Media, LLC
     - 11 Gainsboro Drive, West Berlin, NJ 08091
     - bob.rhmedia@comcast.net
     - Phone: 856-673-4000
     - Fax: 856-673-4001

**Incentives continue in 2022**

Watch how quickly the points grow!
Support

Earn DOUBLE points for every $1,000 in CORPORATE SUPPORT to AAOMS

### Annual Meeting
- Badge Lanyards
- Banners
- Beverage Breaks
- Final Program
- Hotel Key Cards
- Keynote Address
- Mobile App
- Mobile App Advertising
- Mobile Device Charging Stations
- Notepads
- Oral Abstract Presentations
- Pens
- Poster Session
- Preconference Programs
- President’s Event
- Program Office / Speaker Ready Room
- Registration Passports
- Video Booth
- Welcome Reception
- Wi-Fi

### Dental Implant Conference
- Badge Lanyards
- Beverage Breaks
- Exhibit Hall Reception
- Final Program
- Hotel Key Cards
- Internet Center
- Lunch in the Exhibit Hall
- Mobile App
- Mobile App Advertising
- Mobile Device Charging Stations
- Notepads
- Pens
- Program Office / Speaker Ready Room
- Symposia
- Wi-Fi

### Other
- AAOMS General Fund
- AAOMS Website
- Donald B. Osbon Award for Outstanding Educator
- Faculty Educator Development Award
- Resident Organization of AAOMS (ROAAOMS)
- Webinars

To secure your opportunities (or discuss a new idea), contact the AAOMS Corporate Support team:

Dana O’Donnell
Phone: 800-822-6637
or 847-678-6200
Email: dodonnell@aaoms.org
For more information, visit AAOMS.org/CorporateSupport

### Host

Earn double points for every $1,000 spent to host these exhibitor programs:

- Annual Meeting Industry Symposiums
- Annual Meeting Breakfast-, Lunch- and Snack-and-Learns
- Dental Implant Conference Industry Symposiums
Booth Selection Procedures and Priority Point Assignment

An exhibiting company’s Priority Point ranking is kept strictly confidential between AAOMS and the company.

The point assignment procedure is as follows:

- One point is earned for each 10’x10’ space occupied at the Annual Meeting.
- One point is earned for each 8’x10’ space occupied at the Dental Implant Conference.
- Points are awarded for corporate support contributions, royalties to AAOMS/ROAAOMS and advertising in select AAOMS publications and are based on dollar amount contributed.
- The AAOMS Board of Trustees shall be the final arbiter of all ties or disputes related to the point system.
- For the 2022 AAOMS Annual Meeting and Dental Implant Conference, points are tabulated from 2014 through 2020. Contributions/activities prior to Jan. 1, 2014, will not be taken into consideration. Points more than seven years old will be dropped from the calculation.
- Only corporate support contributions are counted. Gifts from individuals cannot be counted.
- In the event of a company merger/acquisition, the higher point total of the two merging companies will be recognized. Merging companies may not combine their Priority Points to achieve a higher ranking. For example, if Company A (with 200 Priority Points) merges with Company B (with 100 Priority Points), the newly merged company will have 200 Priority Points – the greater of the two totals. This procedure permits the company with the highest point total to retain its priority ranking. The AAOMS exhibition manager must be notified in writing for the acquiring company to assume the higher point total.
- In the event of a company split, it is the responsibility of the companies to determine and inform AAOMS how they want the total points divided and assigned to each. Otherwise, AAOMS will divide the points equally. (Example: XYZ with 500 points splits into XYZ1 and XYZ2. XYZ must inform AAOMS they wish to assign 300 points to XYZ1 and 200 points to XYZ2. If AAOMS is not informed otherwise, XYZ1 and XYZ2 will retain 250 points each).

Questions?

Contact:
AAOMS Exhibits Department
exhibitor@aaoms.org or 847-678-6200
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dodonell@aaoms.org or 847-233-4393 (direct)