



insight track

new technologies in endodontics

November 14-16, 2019

fairmont austin

Corporate
Attendance and
Sponsorship Guide

Insight Track: New Technologies in Endodontics

As the premier organization dedicated to endodontics, the AAE is pleased to offer a comprehensive endodontic education conference and networking opportunity that is bursting with content that challenges conventional thinking and decades-old techniques. Insight Track: New Technologies in Endodontics will be held at the brand-new Fairmont in Austin, November 14-16, 2019.

The focus of Insight Track will be the difference between thriving and surviving in an endodontic practice. Over the course of this three-day series of presentations, attendees will become familiar with fascinating innovations and easier techniques that have been specifically designed to enhance patient comfort while delivering a precise, predictable result.

Each of the educational sessions will include time for questions, and afterward, attendees will be able to continue the conversation and build their professional networks during breaks in the corporate partners' area. This space will be limited to a select group of the Foundation for Endodontics' premier supporters, allowing Insight Track participants to have meaningful interactions and develop relationships with exhibitors.

Browse the sponsorship information for a variety of ways your company can participate. We hope you will accept the invitation to join us. I personally look forward to seeing you there and to learning more about your company.

—Dr. Jeffrey S. Albert,
CEC Chair



General Information

Dates

Thursday, November 14 through
Saturday, November 16, 2019

Location

Fairmont Austin

Display setup will be offered for exhibitors arriving on Wednesday from 3:30-6 p.m., but is not required.

Accommodations

Hotel information will be provided once your agreement has been approved.

Exhibitors requesting function space must write for approval. Events may not be conducted during official AAE programming hours.

Event Schedule

Wednesday, November 13

3:30 - 6 p.m. Display Setup

Thursday, November 14

6 - 7 a.m. Display Setup

7 - 8 a.m. Breakfast

8 - 10 a.m. Lectures

10 - 10:30 a.m. Break

10:30 a.m. - 12 p.m. Lectures

12 - 6 p.m. Vendor Area Closed
Attendee Free Time

5 - 6 p.m. President's
Reception

6 - 7:30 p.m. Welcome Reception

Friday, November 15

7 - 8 a.m. Breakfast

8 - 10 a.m. Lectures

10 - 10:30 a.m. Break

10:30 a.m. - 12:15 p.m. Lectures

12:15 p.m. Vendor Area Closed
Attendee Free Time

Saturday, November 16

7 - 8 a.m. Breakfast

8 - 10 a.m. Lectures

10 - 10:30 a.m. Break

10:30 a.m. - 12 p.m. Lectures

12:15 - 3 p.m. Display Tear-down



Participation

Corporate Attendance

Package \$1,900

Companies benefit from ample face-to-face time with current and prospective customers throughout the conference. This special opportunity is exclusively available to companies that have pledged \$25,000 or more to the Foundation for Endodontics and includes the following benefits:

- Single representative registration
- Access to educational sessions
- Recognition on the event website
- Recognition on the mobile app
- Complimentary attendee mailing list
- Display space in the continental breakfast and break area
- Discounted registration for additional representatives (\$500/person, limit 2)

Sponsors of the previous meeting have the "right of first refusal" for one week upon release of the prospectus. After that date, the opportunities will be offered to other interested companies.

Mailing List Details

All attending companies receive a complimentary mailing list of preregistered attendees that will be sent in early October. The final list of attendees will be sent after the conference. Complimentary mailing lists are intended for one-time use only. Subsequent use of the mailing list is expressly prohibited.

Display Space Terms

The number of display spaces is limited and will be assigned on a first-come, first-served basis. Displays and materials are limited to one six-foot tabletop with room for a "pop-up" display. All displays must adhere to the AAE Advertising Guidelines and Acceptance Policy, available at aae.org. Electrical power and WiFi will be provided.

Detailed shipping instructions will be distributed two months before the meeting.

Space is limited and registration will be accepted until the conference is filled. Onsite registration will not be available.



Sponsorship Opportunities

Attending companies and organizations benefit from increased exposure through targeted sponsorship opportunities. Sponsors must purchase the corporate attendance package to be eligible for the offerings below.

All sponsorships include:

- Logo promotion on the event website
- Recognition on conference signs located in the AAE registration and information areas
- Name badges indicating sponsor status for all company representatives

Sponsoring companies to provide sponsored items. Items and artwork to be approved by the AAE.



Welcome Reception \$10,000

Make a big impact and be the name that attendees remember as they relax and discuss the topics of the day at the opening night Welcome Reception. Event signage, a specialty cocktail, and multiple high-level branding opportunities are included that will put your company front and center.

President's Reception \$7,000

Exclusively mingle with AAE leadership, key opinion leaders, faculty and VIPs during the president's invitation-only reception. Your representative may introduce themselves and the company at the reception and be recognized as the sponsor. Branding is included on signage and napkins in recognition of your sponsorship. Three of your company representatives are invited to this event.

Mobile App \$6,000

Our mobile app is readily used by attendees as they stay on top of the schedule, explore the corporate sponsors attending and participate in live Q&A sessions. Benefit from three rotating ads displayed on the app with a link to your website and products. Your logo will be featured on all mobile app promotional and instructional communications and signage.

Attendee WiFi \$5,000

WiFi is essential to attendees. This sponsorship will be greatly utilized and appreciated. Your logo will appear on all WiFi promotional communications and on signage at the meeting, and you get to choose a brand-friendly password!



Sponsorship Opportunities

Registration Bags with Insert \$4,000

Feature your logo on the bag that's used each day for materials and include a one-page promotional insert within it. Don't miss out on this opportunity to provide long-lasting exposure for your company.

Welcome Gift \$3,500

Provide a branded gift that will be distributed to every attendee as they receive their registration materials. Always a welcome addition.

Hotel Keycards \$3,500

Be the first to welcome our attendees and catch their attention every time they access their rooms with branded keycards that feature your promotional messaging.

Lanyards \$3,500

Every attendee must wear a badge to enter the educational sessions and social activities. Provide lanyards and have your brand visible to attendees throughout the meeting.

Continental Breakfasts (3 Available) \$3,000

Help attendees start their day with your company top of mind! Event signage, branded napkins and speaker acknowledgment from the podium is included.

Networking Breaks (3 Available) \$2,500

Provide an energy boost to attendees between sessions. Event signage, branded napkins and speaker acknowledgment from the podium is included.

Email Banner Ads (4 Available) \$900

Generate interest and awareness for your products prior to Insight Track and sustain the momentum afterward. Banner ads with a link to your website will be included in AAE emails sent to registered attendees.

Required Review

All sponsorship materials featuring company logo/messages (including giveaway items) require pre-approval by the AAE. Sponsorship and booth display materials may not reference a competing company and must adhere to [AAE's Advertising Guidelines and Acceptance Policy](#). All food and beverage must be arranged by the AAE.

All agreements will be considered final and binding upon written confirmation from the AAE.



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[f facebook.com/endodontists](https://www.facebook.com/endodontists)

[@SavingYourTeeth](https://twitter.com/SavingYourTeeth)

[youtube.com/rootcanalspecialists](https://www.youtube.com/rootcanalspecialists)

[w aae.org](http://www.aae.org)

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Need More Information?

Contact our team for more information on any of the offerings and to create a custom marketing package that achieves your business goals.

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Insight Track Sponsorship Agreement

Please complete this Sponsorship Agreement in full and return with appropriate payment. Written confirmation will be sent upon approval by the AAE.

Company Information (Used for Mobile App)

Company Name (as it should appear in print)

Alphabet letter under which you would like your company name to be listed

Address

City State/Country Zip/Postal Code

Phone Website

Contact Information

Contact Name Contact Title

Contact Information (if different from company information)

Address

City State/Country Zip/Postal Code

Phone Email (Required)

List types of products or services to be displayed:

Purchases

Corporate Attendance Package:

\$1,900

Additional Corporate Representatives:

_____ x \$500 = \$ _____

Sponsorship Opportunity Selected (list in below box):

\$ _____

TOTAL PACKAGE COST: \$ _____

The company or individual listed on this application agrees to comply with all the policies, terms and regulations outlined in the **Display Space Terms**, which is part of this contract. We further acknowledge that the AAE reserves the right, in its absolute discretion, to reject this contract. This application shall not become a binding contract until fully executed by both parties.

Authorized by (print name) Title

Signature Date

Payment

A 50 percent deposit (in U.S. funds) must accompany this agreement. Payment will be accepted in the form of a check made payable to the American Association of Endodontists or a credit card.

Select: Send me an invoice.

Charge the credit card below for the full amount.

Payment is by (please check one): Visa MasterCard American Express Discover

Card Number Expiration Date Security Code Card Holder's Name (print)

Signature Date

Note: Any credit card charge over \$5,000 will incur a 3% processing fee.