



insight track

surgical vs. non-surgical retreatment

November 5-7, 2020

An Online Event

Corporate  
Sponsorship  
Guide

# Insight Track: **Surgical vs. Non-Surgical Retreatment**

As the premier organization dedicated to endodontics, AAE is happy to announce that we are bringing the high-quality, in-depth education of Insight Track to a screen near you!

As we prepared to dive deep into another endodontic topic at the next Insight Track, it became clear that we would not be able to do so in sunny San Diego as planned.

The online event format ensures there is no risk to personal or public health and empowers everyone to attend regardless of personal, travel or financial restrictions.

## **Insight Track: Surgical vs. Non-Surgical Retreatment will take place November 5-7.**

This year's programming will empower members to make difficult decisions with confidence. Our comprehensive program provides insight into treatment planning and decision-making for assessing retreatment cases and features endodontic all-stars Drs. Frederic Barnett, Liran Levin, Stephen Niemczyk, Marga Ree, and Frank Setzer.

Participants will walk away with valuable techniques to integrate into practice, and an increased confidence in their ability to save teeth.

Browse the sponsorship information for a variety of ways your company can participate. AAE Corporate Partners who have an active pledge with the Foundation for Endodontics are invited on an exclusive basis to participate.

**We hope you will accept the invitation to join us.**

I personally look forward to seeing you online and to learning more about your company.

Sincerely,

**Callee Cosby Clark, D.D.S.**  
CEC Chair



## General Information

### Dates

Thursday, November 5 through  
Saturday, November 7, 2020

### Location

No need to book a flight this time.  
Insight Track is coming to you  
as an **online event!**

### 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.

## Event Schedule

All times noted in PST.

### Thursday, NOVEMBER 5

7:15 - 8 a.m.  
Exhibit Hall Open

8 - 10:15 a.m.  
Lectures

10:15 - 10:45 a.m.  
Break

10:45 a.m. - 12:15 p.m.  
Lectures

12:15 - 12:45 p.m.  
Exhibit Hall Open

12:30 - 2:30 p.m.  
Corporate Lectures

### Friday, NOVEMBER 6

7:15 - 8 a.m.  
Exhibit Hall Open

8 - 10 a.m.  
Lectures

10 - 10:30 a.m.  
Break

10:30 a.m. - Noon  
Lectures

Noon - 12:30 p.m.  
Exhibit Hall Open

12:30 - 2:30 p.m.  
Corporate Lectures

### Saturday, NOVEMBER 7

7:15 - 8 a.m.  
Exhibit Hall Open

8 - 10 a.m.  
Lectures

10 - 10:30 a.m.  
Break

10:30 a.m. - Noon  
Lectures

Noon - 12:30 p.m.  
Exhibit Hall Open



# Your Virtual Booth

Participating companies and organizations benefit from increased exposure through our virtual sponsorship options. Please review all of the enhanced features included with your virtual booth.

- 1 Draw attendees in with a video to introduce them to your company
- 2 Video chat with attendees
- 3 Endo Quest Scavenger Hunt
- 4 Giveaway Button  
Collect leads while encouraging attendees to participate in a giveaway unique to your company



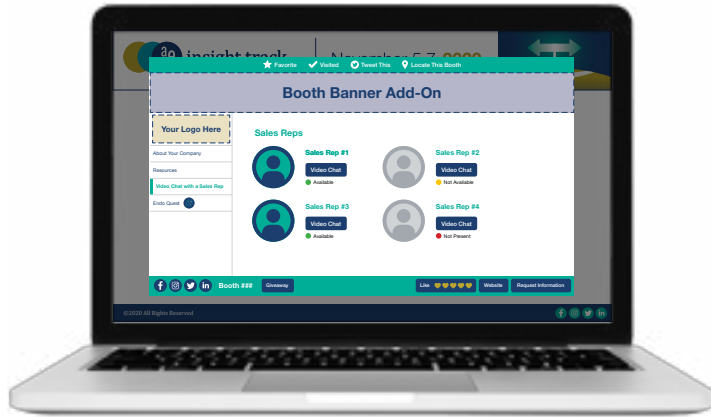
- 5 Booth Banner Add-On  
See our Advertising Opportunities section for more details
- 6 Request Information Button  
Attendees can share contact details

## Booth Engagement

Get people to your booth with the incentive to win a prize. Participants will visit sponsor booths to locate QR codes. Each QR code will reveal a question of your choosing and upon answering correctly, attendees will be entered into your prize drawing.

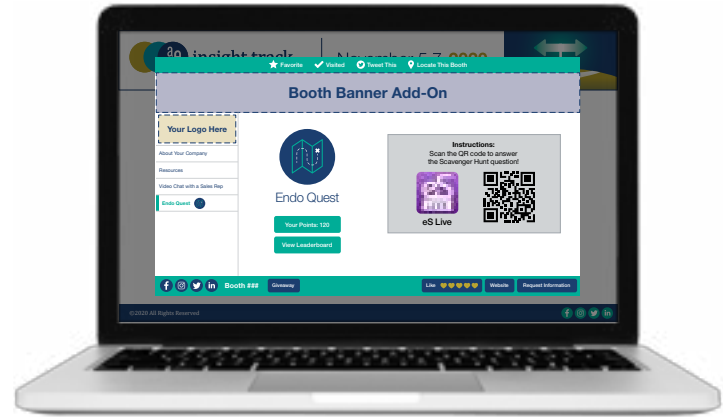


# Your Virtual Booth



## Video Chat

Your booth staff will be able to have one-on-one video chats with attendees. Attendees can jump into your video chat, just like when they walk up to a booth at a live event.

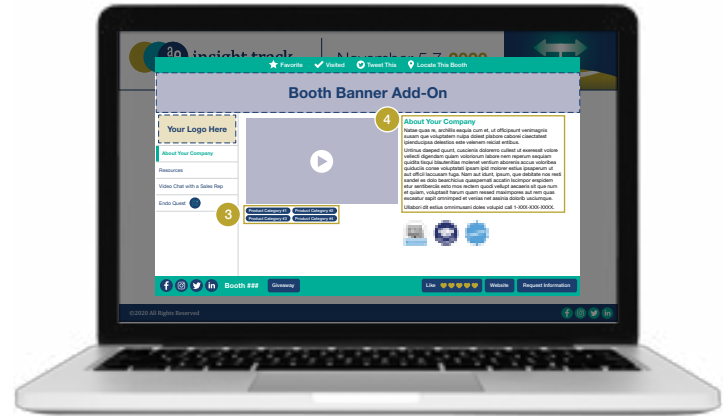
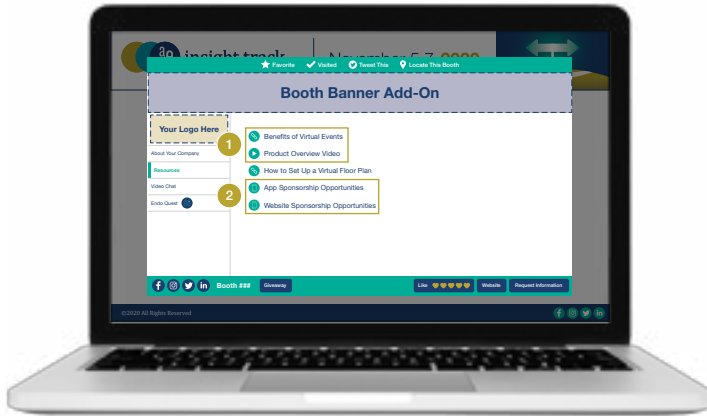


## Endo Quest Scavenger Hunt

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# Your Virtual Booth

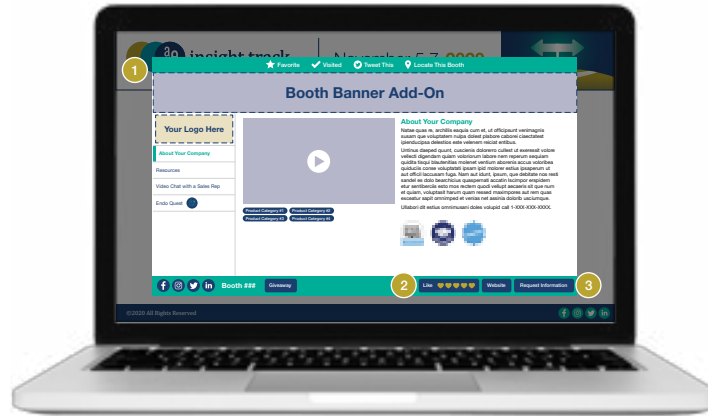


## Upgraded Features for Enhanced Company and Product Awareness

- 1 2 Web Links to press releases, product web pages and forms
  - 📄 Benefits of Virtual Events
  - ▶ Product Overview Video
- 2 2 PDF files to share product data
  - 📄 App Sponsorship Opportunities
  - 📄 Website Sponsorship Opportunities
- 3 Listing of up to 4 Product Categories
  - Product Category #1
  - Product Category #2
  - Product Category #3
  - Product Category #4
- 4 Longer company description



# Your Virtual Booth



## Booth Metrics and Reporting for Lead Generation and Follow Up

**1** Attendee Impression Tracking  
You will see who visited your booth

**2** Request Information Button  
Attendees can contact you and share their information and interests

**3** Like Button  
You can see which attendees liked your booth the most

Request Information

Like



## Participation Packages

### Basic Sponsorship Package . . . . . \$2,500

Maximize impact and engagement in your virtual booth with this year's meeting attendees. Share information, gather leads and sell with an inclusive package.

### Premier Sponsorship Package . . . . . \$7,500

Premier Sponsors receive all the benefits of the Basic Sponsorship Package above. In addition, Premier Sponsors can select one of the following impactful options to prioritize thought leadership, engagement and even more visibility!

#### **Option 1: Educational Support Sponsorship**

Your company will be providing educational support for one of the conference sessions and receive recognition in the opening title slide, on AAE's website and in marketing materials stating, "Educational support underwritten by (company name)."

#### **Option 2: Corporate Lecture and Meal Credit**

Immediately following the conference sessions on Thursday and Friday, a limited number of companies can present an hour-long, live-streamed corporate lecture with meal delivery credits included for attendees.

## Advertising Opportunities

### Booth Banner . . . . . \$200

Enhance your presence with custom banners in your virtual booth space.



### Website Banners . . . . . \$2,500

Up to four companies can take advantage of equal share of voice by placing two display ads on the Insight Track meeting website.







180 N. Stetson Ave., Suite 1500  
Chicago, IL 60601

Phone: 800-872-3636  
(U.S., Canada, Mexico)  
or 312-266-7255

Fax: 866-451-9020  
(U.S., Canada, Mexico)  
or 312-266-9867

Email: [info@aae.org](mailto:info@aae.org)

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

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

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

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

## 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.

**Marianne Niles**  
Corporate Relations Manager  
312-872-0471  
[mniles@aae.org](mailto:mniles@aae.org)