Corporate Sponsorship Guide

November 5-7, 2020
An Online Event
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

<table>
<thead>
<tr>
<th>Thursday, NOVEMBER 5</th>
<th>Friday, NOVEMBER 6</th>
<th>Saturday, NOVEMBER 7</th>
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<tbody>
<tr>
<td><strong>7:15 - 8 a.m.</strong></td>
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<td>Lectures</td>
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<td><strong>10:15 - 10:45 a.m.</strong></td>
<td><strong>10 - 10:30 a.m.</strong></td>
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<td>Break</td>
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<td><strong>10:45 a.m. - 12:15 p.m.</strong></td>
<td><strong>10:30 a.m. - Noon</strong></td>
<td><strong>10:30 a.m. - Noon</strong></td>
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<td><strong>12:15 - 12:45 p.m.</strong></td>
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<td>Corporate Lectures</td>
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All times noted in PST.
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
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

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

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

4. Longer company description

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surgical vs. non-surgical retreatment
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.
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
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