



# 2024

*New Orleans*

— ♣ **MAY 3-6** ♣ —

Ernest N. Morial Convention Center

# EXHIBITOR PROSPECTUS

**ANNUAL SESSION 2024  
IN-PERSON & VIRTUAL**

# Introducing the Exhibitions Team



**Holly Kiel**

## **Manager of Supplier Relations | Meetings**

- **Contact for anything regarding sponsorships for Annual Session and the Supplier Network.**
- **Primary contact for all companies with 30 priority points or more, OR companies with a total spend of \$10,000 or more in sponsorship in June 1, 2022-May 31, 2023.**



**Elizabeth  
Cordes**

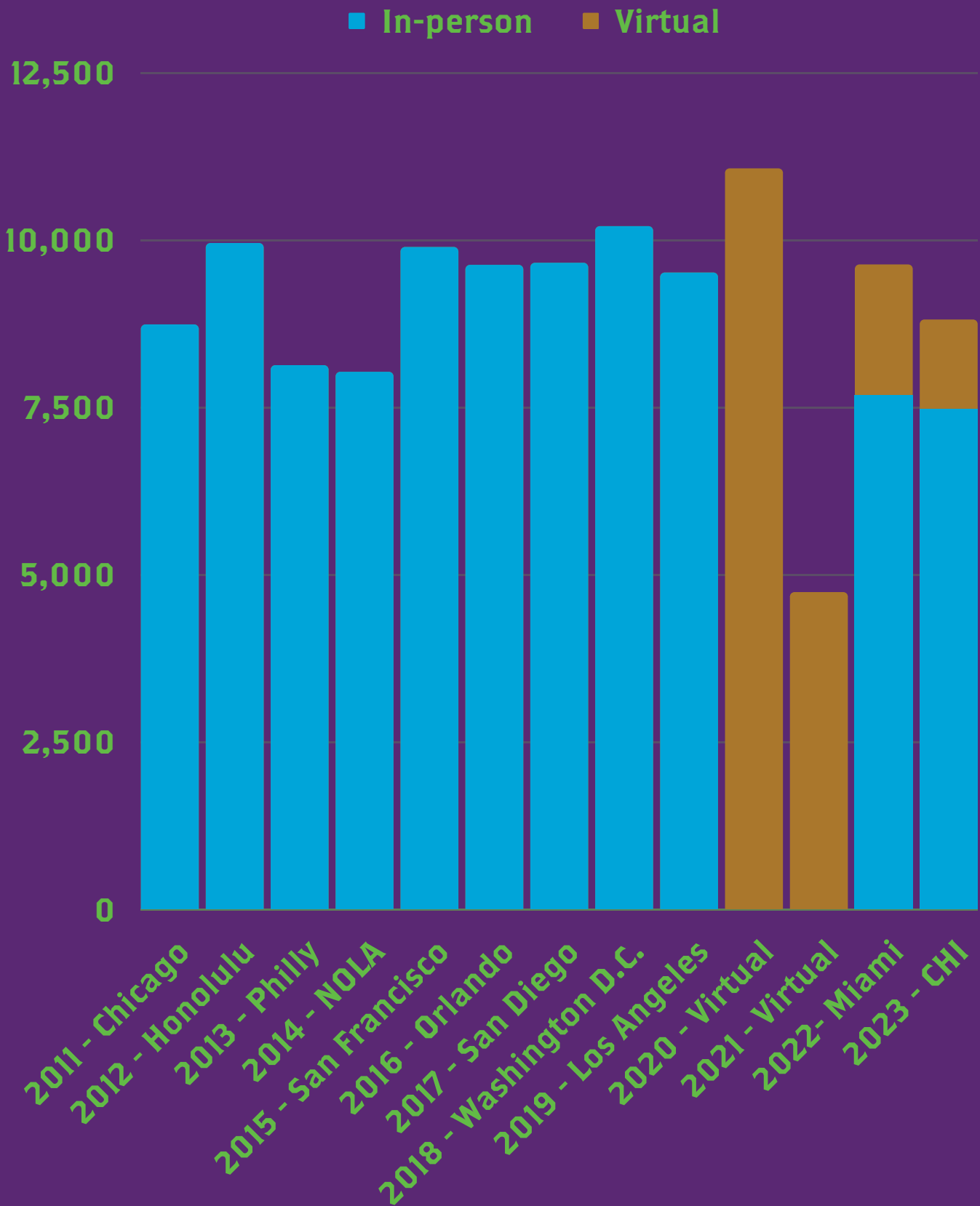
## **Specialist, Meetings and Exhibits | Meetings**

- **Contact for all exhibitors that do not fall within the priority placement process**



# AAO Annual Session Doctor & Staff Attendee Numbers

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# 2023 Exhibit Hall Highlights

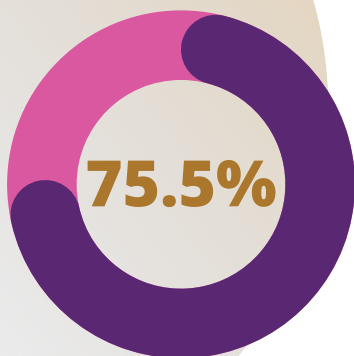
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Of the Orthodontists who attended the Annual Session

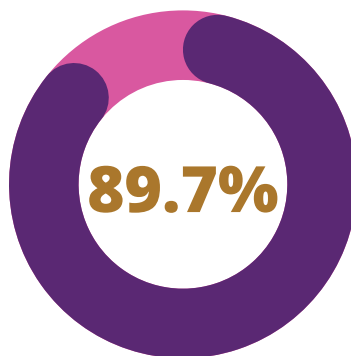
- 19.3%** indicated they wanted to keep up with Market Trends,
- 35.4%** wanted to see new products and innovations.
- 18.4%** source of new ideas and solutions.
- 12.5%** evaluate or purchase products and services

Of the Orthodontic Staff who attended the Annual Session

- 21.2%** indicated they wanted to keep up with Market Trends,
- 46.7%** wanted to see new products and innovations.
- 33.2%** source of new ideas and solutions.
- 14.7%** evaluate or purchase products and services



Doctor Attendees reported they were satisfied with the Exhibit Hall



Orthodontic Staff Attendees reported they were satisfied with the Exhibit Hall

132 Average Scans for exhibitors that purchased Lead Retrieval - total of 13,820 scans

# Exhibit Hall Info

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## Exhibit Hall Hours

**Saturday, May 4**

**9:00 am - 6:45 pm**

**Sunday, May 5**

**9:00 am - 4:40 pm**

**Monday, May 6**

**9:00 am - 2:00 pm**



## NEW THIS YEAR!!!

### EXHIBITOR VIOLATION POLICY

In its sole discretion, AAO will be assessing penalties for violations of these Terms & Conditions on the show floor during AAO Annual Session. Show Management will deliver to the offending company one warning on-site (when applicable) and then apply penalties, as follows:

- Should the booth and/or exhibiting company not comply following the first warning, the offending company will be required to wait until September 16, 2024 to select their booth placement for the 2025 Annual Session.
  - If a third warning is required, the offending company may lose its priority point balance.
  - Show Management may require the offending company to vacate its booth should additional violations be witnessed.

By agreeing to this contract, you understand and agree that penalties may be added or amended at any time as is seen necessary by Show Management.

**Exhibit Hall Floorplan will be available soon!**

# Booth Specifics

## 10X10 BOOTH

**\$3,300**

Space in the Exhibit Hall is rented on a square foot basis, with minimum rental being 100 square feet in a 10'x10' configuration.

### What is included:

- includes 2 staff badges,
- 8' background drape, 3' side rail drape, and
- 7" x 44" identification sign with exhibitor's company name

## ISLAND BOOTH

An island exhibit is a display detached from other displays with aisles on all sides (minimum 400 sq. ft.).

Islands measuring 400 sq.ft. or more shall be charged a \$1,000 island fee in addition to the standard space rental.

## IMPORTANT THINGS TO NOTE

- Booths in a premium location will be charged an additional fee of \$150.
- It is mandatory that exhibitors provide flooring for their own exhibit areas.

## CONFERENCE ROOMS

Conference rooms in the exhibit hall will be available for a fee of \$4,900/per room. These rooms are 10'x10', hard-walled and lockable. They include: 1 draped table, 2 chairs, carpet, and 1 wastebasket. Additional furnishings or equipment may be ordered at exhibitor's expense.



# Important Dates

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## Booth Selection

Please review the Contract Timeline on page 8.



## Cancellation/Downsizing

If booth space or sponsorship is cancelled or booth space is reduced:

Before December 31, 2023 - 25%:  
the AAO will retain 25% of the total cost.  
(i.e. - \$825 for a standard 10x10)

Between December 31, 2023, and  
January 26, 2024 - 50%  
the AAO will retain 50% of the total cost. (i.e. -  
\$1,650 for a standard 10x10)

After January 26, 2024, - 100%  
the AAO will retain or collect 100% of the total  
cost. No refund will be given.

### Please Note:

Exhibitors must notify the AAO Meetings  
Department in writing if cancelling booth  
space and/or sponsorship OR downsizing  
their booth space.



## Certificate of Insurance

**March 1, 2024**



## Payment

50% deposit due at time of signing

**100% of payment due to AAO  
office no later than January 26,  
2024.**

Payment is by credit card, ACH or  
Check.

**NO BOOTHS WILL BE HELD.**



## Hotel Reservations

**November 6, 2023**

Link will be available in your  
exhibitor console. Please note there  
are new rules and regulations with  
onPeak that can be found on page 7  
of the prospectus and also in the  
Terms and Conditions.



## Island Booth Submissions

**No later than January 26, 2024.**

If you fail to submit the required  
materials for approval by the  
deadline and proceed to  
production, show management  
still holds the right to disallow your  
booth structure and hanging sign  
in order to ensure your booth is in  
compliance.

Please refer to the Annual Session Terms and Conditions for the complete set  
of rules and regulations



# **IMPORTANT ROOM BLOCK INFORMATION**

## **FOR ANNUAL SESSION**

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**OPENS NOVEMBER 6, 2023**  
**ACCESS THROUGH THE EXHIBITOR HUB**

### **PLEASE NOTE THE FOLLOWING FOR THIS YEAR:**

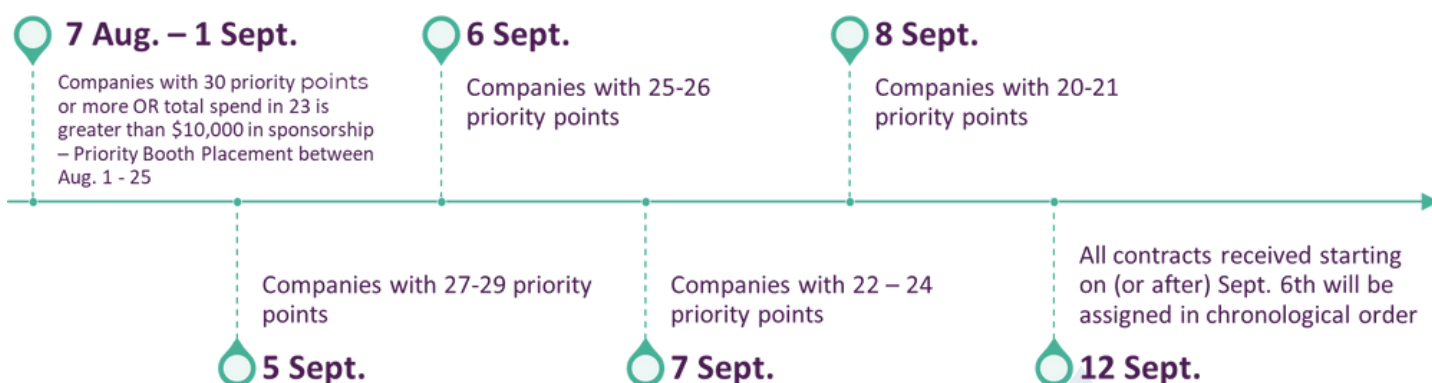
- Company may book up to 20% of the actualized block from the previous year without written approval from AAO.
- Groups may not be allowed to book more than 20 reservations at the Hilton Riverside (HQ Hotel) and Marriott Convention Center.
- No more than 10 Reservations at the Courtyard Convention Center, Hampton Inn Convention Center, Hyatt Place Convention Center, and Sonesta Suites Convention Center
- Company contacts may decrease their confirmed blocks prior to Monday, March 04, 2024, without penalty.

AUDITS ARE PERFORMED AT ALL HOTELS POST EVENT. SHOULD THE COMPANY UTILIZE LESS THAN 90% OF ITS CONFIRMED BLOCK AT ANY OF ITS CONFIRMED HOTELS, THE COMPANY WILL BE ASSESSED A FEE (PAYABLE TO AAO) EQUAL TO ONE NIGHT'S ROOM RATE FOR EACH RESERVATION RELEASED. NO TAXES OR GRATUITIES WILL BE CHARGED ON TOP OF THE ATTRITION FEES UNLESS REQUIRED BY LAW.



# OTHER IMPORTANT REMINDERS

## CONTRACT TIMELINE



## CAREER FAIR

The AAO Career Fair at Annual Session is an open-networking event that connects hiring organizations with orthodontists who are actively seeking or exploring career opportunities. Employers and sellers can register a booth at this event to showcase their opportunities and potentially engage with hundreds of AAO members, ranging from current residents and recent graduates ready to begin their careers to seasoned practitioners seeking new opportunities.

More information and employer registration will be available in the fall. Should you have any questions, you may contact Lauren Carr at [lcarr@aaortho.org](mailto:lcarr@aaortho.org).

# Special Events Calendar

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**Friday,  
May 3:**

7:00 - 10:00 pm Leadership Reception  
Open Night for Supplier Entertainment

**Saturday,  
May 4:**

4:45 - 6:45 pm Opening Party (Taste of New Orleans) located in Exhibit Hall (Suppliers are encouraged to provide beverages at booth to increase traffic)

6:45 - 8:45 pm Alumni & Global Reception  
Hilton Riverside

**Sunday,  
May 5:**

6:00 - 7:00 am Fun Run – Location TBD  
4:45 - 6:45 pm Celebration - Location TBD  
7:00 - 10:00 pm Resident Reception – Location TBD

**Monday,  
May 6:**

Open Night for Supplier Entertainment