



APRIL 2-5, 2025
BOSTON



**Exhibit Prospectus
and Integrated
Marketing Guide**

ABOUT THE american association of endodontists

Core Purpose

To advance the art and science of endodontics and to promote the highest standards of patient care

Mission

The AAE is dedicated to the highest standards of excellence in endodontic care.

We support our members' pursuit of excellence through:



Research and Education



Leadership and Advocacy



Philanthropy and Service

Core Values



Integrity

Evidenced in responsible behavior, ethical decisions, compassionate values, and philanthropic endeavors



Leadership

Evidenced in visionary thinking, the courage to examine and explore, and adaptability in an evolving environment



Knowledge

Evidenced in a common commitment to quality, excellence, professionalism, and dedication to science and lifelong learning



Collegiality

Evidenced in a friendly and inclusive professional culture characterized by fellowship and mutual respect



ATTENDEE DEMOGRAPHICS

AAE24 Annual Meeting

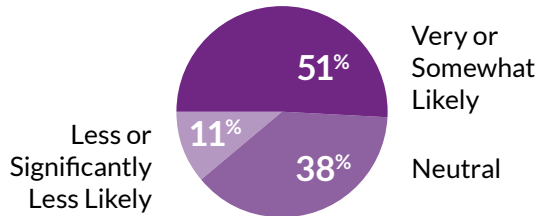
2024 Attendee Breakdown

Endodontist/General Dentist	1,648
Student/Resident	934
Professional Staff	160
Educator	167
International Attendee.....	348
FDHS.....	34
TOTAL	3,291

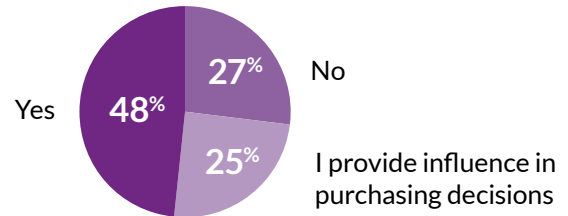
Place of Employment

Private Practice.....	56%
Academia	10%
Student/Resident.....	25%
Military	6%
Retired.....	1%
Other	2%

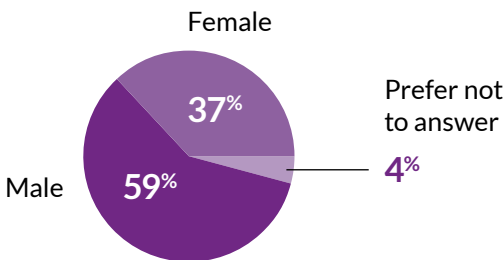
How likely are you to purchase a product or service from a company who exhibits at the Annual Meeting?



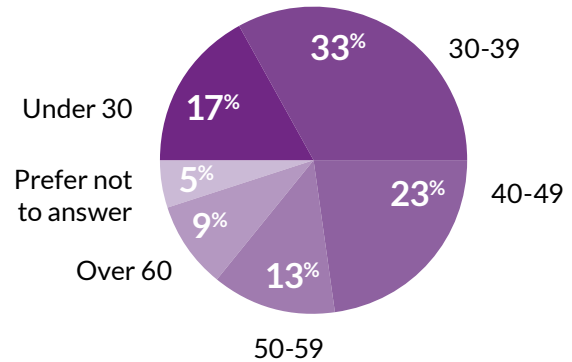
Are you the person who makes purchasing decisions for your practice?



Attendance by Gender



Attendance by Age



EXHIBITORS

AAE's annual meeting is the largest endodontic meeting in the world. Join us as an exhibitor and gain access to customers who are interested in:

- Pursuing new technologies and trends.
- Exploring new products and services.
- Investing in new tools and resources.
- Maximizing efficiencies in their practices.

On the exhibit floor, you'll make connections with highly qualified and focused professionals with decision-making power.



Exhibit Hall Information

**WEDNESDAY, APRIL 2 –
FRIDAY, APRIL 4, 2025**

Hynes Convention Center
900 Boylston St
Boston, MA 02115

Schedule

WEDNESDAY, APRIL 2

Breaks & Lunch with Exhibitors

THURSDAY, APRIL 3

Breaks & Lunch with Exhibitors

FRIDAY, APRIL 4

Breaks & Lunch with Exhibitors

Closing Reception

Schedule subject to change. Refer to Exhibitor Services Kit for final times.

The AAE is committed to keeping attendees returning to the exhibit hall throughout the meeting.

The show floor includes food and beverage options and interactive activities to keep attendees engaged and entertained.

New this year, the exhibit hall will remain open until 6:30 p.m. on Thursday, April 3, allowing exhibitors the opportunity to set up private, end-of-day appointments with customers or host exclusive receptions at their booths.

More information on these opportunities will be included in the Exhibitor Service Kit this November.

Exhibitor Benefits

- 8'-high draped back wall and 3'-high draped side rails with 7"x44" company identification sign
- Up to 5 complimentary exhibitor badges per 10'x10' booth, which include:
 - Access to all the educational sessions
 - Admission to the Welcome Reception & Celebrate! events
- Company listing in the mobile app and meeting website
- Complimentary mailing lists of opted-in preregistered and final meeting attendees

Reserve and Pay Online.

Use this convenient, secure portal to reserve your booth, make payments and add on sponsorships when they become available.

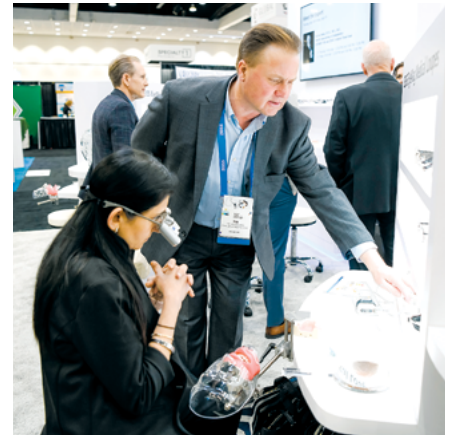
Visit aae.org/exporeg to get started!

The exhibit hall is a highlight of the meeting and a vital part of the attendee experience.

Exhibit Booth Fees (U.S. Funds)

10'x10' Inline Booth	\$2,945
10'x10' Corner Booth	\$3,145
10'x20' Inline Booth	\$5,890
10'x20' Combo Booth	\$6,090
20'x20' Peninsula Booth	\$12,180
20'x20' Island Booth	\$12,580
20'x30' Island Booth	\$18,470
20'x40' Island Booth	\$24,360
40'x40' Island Booth	\$47,920
40'x50' Island Booth	\$59,700

Additional sizes and configurations are available.
Contact **Jean Heis**, Exhibits & Sponsorship Manager, to discuss.



Note:

- Carpet, tables, chairs, electricity, computer, AV equipment and internet access are not included in the booth fee. These can be ordered through the Exhibitor Services Kit.
- Hotel information will be provided once the room block opens in December 2024.
- Function space requests will be accepted beginning fall 2024. Requests may only be submitted after the exhibit space application is received. Events may not be conducted during official AAE programming hours. Submit questions to kfriedman@aae.org.

SPONSORS

Companies that sponsor receive special recognition through our tiered program. As you explore the opportunities outlined in this guide, be sure to keep these sponsorship levels in mind.

	\$100,000 and above	\$50,000– 99,999	\$25,000– 49,999	\$10,000– 24,999
	DIAMOND	PLATINUM	GOLD	SILVER
10 Rooms Held at Headquarters Hotel	●			
Verbal and Logo Recognition During General Sessions	●			
Listing of Company's Event on Meeting Website	●			
Logo Recognition in the <i>Journal of Endodontics</i>	●	●		
Floor Cling Recognition at Booth Along Main Aisle	●	●		
Logo Recognition on Homepage of Event Website	●	●	●	
Logo Recognition in <i>Communiqué</i> Newsletter	●	●	●	
Sponsor Level Badge on Online Company Description	●	●	●	●
Logo Recognition on Onsite Signage	●	●	●	●
Logo Recognition in Walk-in Slides	●	●	●	●
Logo Recognition in Pre-Event Attendee Email	●	●	●	●

Logo inclusion dependent on meeting January 15 submission deadline. Logo listings will display high to low in each category based on sponsorship investment.

Priority Points

The AAE will make booth assignments based on priority points. Companies' cumulative total includes dollars spent on sponsorship across all AAE meetings, exhibit booth size as well as other contributions, in a given year (annual meeting to annual meeting). Full details outlined within the Exhibitor & Sponsor Rules and Regulations.

SPONSORSHIP/ADVERTISING/ FOUNDATION CONTRIBUTIONS	ADDITIONAL POINTS
\$0–5,000.....	1 additional point
\$5,001–\$14,999	5 additional points
\$15,000–\$29,999	10 additional points
\$30,000–\$74,999.....	15 additional points
\$75,000–\$150,000	20 additional points
\$151,000 and above.....	25 additional points

aae.org/AAE25

Consider sponsorship opportunities to gain exposure before, during and after the conference!

- Broaden exposure of your company's products and services to an exclusive audience
- Generate new business
- Build and strengthen relationships
- Enhance your company's profile and showcase your involvement within the specialty
- Enhance your social media presence

CORPORATE SUPPORT OPPORTUNITIES

ADVERTISING

AAE25 Home Page Tile Ad

Non-Exclusive Support

\$4,500

Up to 2 supporters

AAE25 Website Ads

Non-Exclusive Support

\$4,500

Up to 4 supporters, 2 placements each

Email Banner Ads

Exclusive Support

\$3,000

Up to 3 supporters

Show Dailies

Non-Exclusive Support

\$5,000 each

Contact Jim at S&S Media
for full details:
215-499-7342 or
jim@ssmediasol.com

EXHIBIT HALL

Wellness Massage Center

Exclusive Support

\$23,000

Charging Lounge

Exclusive Support

\$15,000

Golf Simulator

Exclusive Support

\$14,000

Ping Pong Lounge

Non-Exclusive Support

\$12,000

Up to 2 supporters

Professional Headshots

Exclusive Support

\$11,000

Barista Station (3)

Exclusive Support

\$8,000 each

Lunch Vouchers

Non-Exclusive Support

\$8,000

Exhibit Hall Closing Reception

Non-Exclusive Support

\$7,000

Up to 4 supporters

Endo Voices Podcast Station

Exclusive Support

\$5,000

Collateral on Lunch Tables

Exclusive Support

\$3,500

Exhibitor Meeting Room

Non-Exclusive Support

\$3,000

Exhibitor Storage Area

Non-Exclusive Support

\$1,900

Scavenger Hunt Traffic Builder

Non-Exclusive Support

\$700

Up to 12 supporters

DIGITAL

Mobile App

Exclusive Support

\$20,000

Convention Center Wi-Fi

Exclusive Support

\$18,500

Wayfinder Kiosk Ads

Exclusive Support

\$15,000

Convention Center Digital Ads

Non-Exclusive Support

\$5,000

Up to 6 supporters



CORPORATE SUPPORT OPPORTUNITIES



FITNESS FUN

5K Fun Run

Exclusive Support

\$15,000

Rise & Shine Yoga Fitness

Exclusive Support

\$8,000

GRAPHICS: LEVEL 1

Registration Area

Wall Cling, Left

Exclusive Support

\$9,000

11' W x 7' H

Registration Area

Wall Cling, Right

Exclusive Support

\$9,000

11' W x 7' H

Bottom of Escalator

Column Wrap (2)

Non-Exclusive Support

\$8,000 each

10.75' W x 8' H



GRAPHICS: LEVEL 2

Exhibit Hall Foyer Header Cling

Exclusive Support

\$11,000

26.25' W x 4.58' H

Column Wrap, Floor Cling and Seating

Exclusive Support

\$10,500

10.75' W x 10' H

Exhibit Hall Foyer Wall Cling

Exclusive Support

\$10,500

11.66' W x 7' H

Exhibit Hall Foyer Floor Cling

Exclusive Support

\$7,000

8' W x 8' H

Charging Benches & Wall Cling

Exclusive Support

\$6,000

8' W x 6' H

CE Workshop Concourse

Wall Cling (4)

Non-Exclusive Support

\$6,000 each

8' W x 6' H

CE Workshop Concourse

Floor Cling (4)

Non-Exclusive Support

\$4,000 each

8' W x 8' H

Product Showcase Display

Non-Exclusive Support

\$3,500

Up to 8 supporters

8' W x 6' H





**GRAPHICS: LEVEL 2
ROTUNDA**

**Circle Walkway
Large Wall Cling, Left**
Exclusive Support
\$9,000
8' W x 6' H

**Circle Walkway
Large Wall Cling, Right**
Exclusive Support
\$9,000
8' W x 6' H

Circle Walkway Pillar Cling (4)
Non-Exclusive Support
\$5,600 each
4.3' W x 7' H

Escalator Pillar Cling (2)
Non-Exclusive Support
\$5,600 each
4.3' W x 7' H

Wall Sconce Banner (8)
Non-Exclusive Support
\$5,600 each
3.16' W x 10' H

Escalator Wall Sconce Banner (2)
Non-Exclusive Support
\$5,400 each
3.16' W x 6' H



GRAPHICS: LEVEL 3

**Top of Escalator Window
Signage**
Exclusive Support
\$10,000
Three windows, 4.7' W x 4.75' H each

Top of Escalator Floor Cling
Exclusive Support
\$7,500
11.66' W x 5' H

**CE Concourse V-Shaped
Meter Boards (6)**
Exclusive Support
\$5,000 each
3.16' W x 7.25' H

CE Concourse Wall Cling (4)
Non-Exclusive Support
\$6,000 each
8' W x 6' H

HEADQUARTER HOTEL

Key Cards
Exclusive Support
\$18,000

Hotel Door Drop
Non-Exclusive Support
\$500
Plus drop fees



CORPORATE SUPPORT OPPORTUNITIES

MEETING HIGHLIGHTS

Keynote Speaker

Exclusive Support

\$40,000

Resident Research Awards

Exclusive Support

\$35,000

President's Breakfast

Exclusive Support

\$20,000

General Assembly

Exclusive Support

\$15,000

Coolidge Awards Brunch

Non-Exclusive Support

\$8,000

Up to 2 supporters

Speaker Ready Room & Lounge

Exclusive Support

\$8,000

Career Fair Sponsor

Exclusive Support

\$6,000

Career Fair Table

Non-Exclusive Support

\$300

RECEPTIONS

Welcome Reception

Non-Exclusive Support

\$30,000

Up to 2 supporters

Resident Reception

Exclusive Support

\$18,000

President's VIP Reception

Non-Exclusive Support

\$15,000

Up to 2 supporters

Professional Staff Reception

Non-Exclusive Support

\$5,000

Up to 2 supporters



**CELEBRATE
BOSTON!**

See **pages 12
and 13** for details.





THOUGHT LEADERSHIP

To the Point Corporate Workshop

Exclusive Support

Up to 6 supporters

3-hour Workshop: **\$15,000**

2-hour Workshop: **\$10,000**

Track Sponsorship (6):

- Emerging Trends
- Endo Plus
- Non-Surgical Root Canal Therapy
- Practice Management
- Surgical Root Canal Therapy
- Trauma & Emergencies

Exclusive Support

\$8,000 each

To the Point Corporate Lecture (12, Limit 2)

Exclusive Support

\$7,500 each

Wall Cling Addition: **\$3,000**

8'W x 6'H

REGISTRATION ESSENTIALS

Registration Bags

Exclusive Support

\$25,000

Water Bottles

Exclusive Support

\$16,000

Lanyards

Exclusive Support

\$13,000

Notebook & Pen

Exclusive Support

\$12,000

Welcome Gift

Non-Exclusive Support

\$7,000

Up to 2 supporters

To the Point Lecture and Corporate Workshop Policies

Sponsoring company will need to submit the speaker and presentation's subject for review and approval prior to acceptance.



CELEBRATE BOSTON!

AAE's exclusive after-hours party, Celebrate Boston!, will take place in the iconic Boston Public Library, and we're offering premium sponsorship opportunities to elevate your brand at this landmark event.

Host Your Own 'Party Within a Party'

Customize stunning spaces, like Bates Hall & Courtyard, the Abbey Room, or Boylston Room.



Tailor Your Space

Design the environment to reflect your brand with decor, activations, and experiences.

High-Profile Networking

Create exclusive spaces for deeper connections in a prestigious venue.

Maximize Visibility

Whether through entertainment, food, drink, or memorable photo ops, your brand will be showcased throughout the evening.



Sponsorship Benefits

- Branding across signage, promotional materials, and event spaces
- Opportunities to provide your branded swag for attendees
- The chance to create exclusive, tailored activations within your sponsored area



Sponsorship Opportunities

EXCLUSIVE ROOM SPONSORSHIPS

Bates Hall & Courtyard

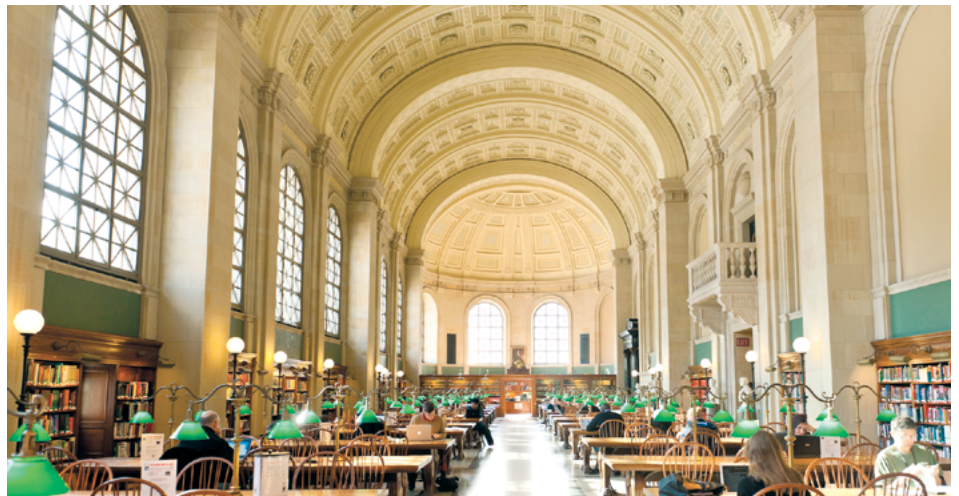
\$50,000

Abbey Room

\$25,000

Boylston Room

\$25,000



SPONSORSHIPS THROUGHOUT THE SPACE

Food Stations

\$15,000

Bar Stations

\$15,000

Photo Booth

\$12,000

DJ Booth

\$12,000



Stand out, make an impact, and be part of an extraordinary celebration!

READY TO GET STARTED?

Visit aae.org/corporate for up-to-date information, applications and terms.

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

For Exhibits

Jean Heis, CAE, CMP

Exhibits and Sponsorship Manager

312-872-0466

jheis@aae.org

For Sponsorship

Marianne Niles

Corporate Relations Manager

312-872-0471

mniles@aae.org

Future Annual Meeting Dates

2026



SALT LAKE CITY

April 15-18

Salt Palace
Convention Center

2027



SAN ANTONIO

April 14-17

Henry B. Gonzalez
Convention Center

2028



TORONTO

April 5-8

Metro Toronto
Convention Centre

2029



SEATTLE

April 18-21

Seattle
Convention Center



american association of
endodontists

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Chicago, IL 60601, USA

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

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@SavingYourTeeth on [Twitter](#) and [Instagram](#)