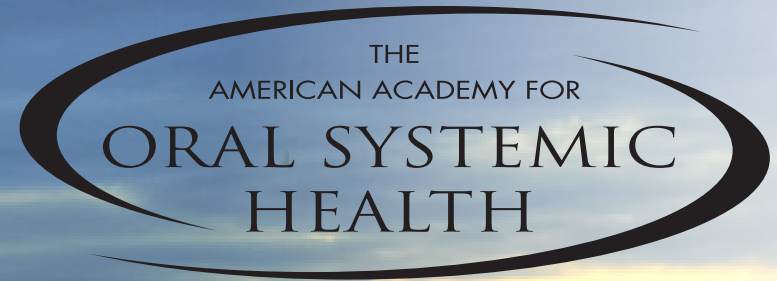
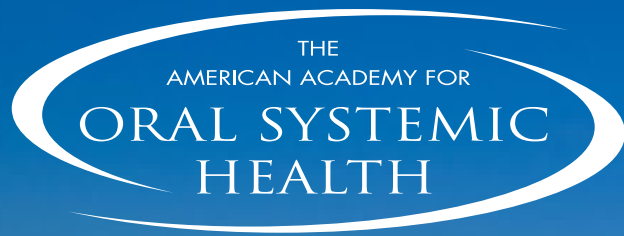


11th Annual
Scientific Session
September/October 2021 (exact date TBD)



2021 Exhibitor Prospectus
September/October 2021 (exact date TBD)

AAOSH.org



AAOSH 2021 Annual Meeting

We'll bring the cutting-edge education and renowned faculty, you bring the best resources, together we'll unite for collaborative healthcare while expanding into new markets!

Did you know?

AAOSH's mission is to improve inter-disciplinary healthcare and collaboration and the health of people everywhere by changing public and professional awareness of mouth-body health links.

Day 1

Exhibitor move in: 10:30AM - 4:30PM

Welcome Reception: 6:00PM - 8:00PM

Day 2

Breakfast with exhibitors: 7:00AM - 8:00AM

Replenishment & networking break with exhibitors: 9:30AM - 10:15AM

Replenishment & networking break with exhibitors: 3:00PM - 3:30PM

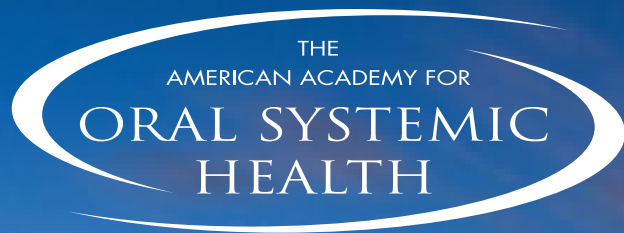
Day 3

Breakfast with exhibitors: 7:00AM - 8:00AM

Replenishment & networking break with exhibitors: 9:30AM - 10:00AM

Replenishment & networking break with exhibitors: 3:00PM - 4:30PM

(Exhibitor move out after break)



AAOSH 2021 Annual Meeting

Exhibit & Eligibility

Each exhibit space consists of one 10' x 10' booth with pipe and drape, a wastebasket, and identification signage provided by the conference. Additional items may be ordered at the cost provided.

Qualified exhibitors are limited to firms, organizations, and agencies who promote awareness of products, technologies, and services that are recognized and approved by AAOSH as being supportive of the objectives of the Annual Meeting.

Space Selection Process

AAOSH will make every effort possible to provide exhibit space in high-traffic areas. Priority will be established by support level and registration date.

Terms of Payment & Registration Deadline

Booth space must be paid in full upon registration. The exhibitor may cancel before March 1, 2021 and still receive 50% of their total monies paid. No monies will be refunded after March 2, 2021. Failure to make payment does not release the exhibitor from any contractual financial obligation.

Exhibitor Survey

This is your opportunity to promote change and let your voice be heard. We email a survey after the meeting's completion. Please give us your honest feedback. What can we do better? What did you like? How can we better help you promote your product?

Diamond Supporter

\$15,000

2 available

Yearlong Opportunities

- Logo and link to your website on AAOSH.org
- 1 article in the AAOSH Connect newsletter
- Listing of your company events (up to 3) on AAOSH website calendar
- 3 hour-long webinars throughout the year
- Large banner ad on AAOSH website (1500 x 500 px) - running for 3 months
- A dedicated mirco site on AAOSH.org, highlighting your company and any information you would like to include - descriptions, logos, company videos, promotions, website, or social media links!
- Retargeting Campaign - “Package 1” (page 10 for details) included FREE
 - 2 month campaign, aproximately 20,000 impressions
 - 3 email blasts, direct to AAOSH email list

Upgrade to “Package 2” for an additional \$3,000

Hot Topics

- Sponsor at Hot Topics, the January AAOSH Virtual Event - included FREE with sponsorship signup for 2021 Scientific Session, **prior to Decemeber 1, 2020**
- 2-3 minute commerical ad and banner ad shown to all attendees during livestream
 - banner ad size = 1920 x 1080 px (w x h)
- Attendee email list

Scientific Session

- 1 main stage speaker at the Annual Session (or next year’s annual session if program already complete)

AAOSH Program Book

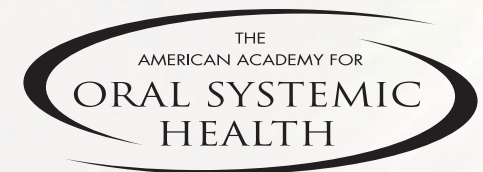
- One full-page (10.25” x 7.75”) advertisement
- 400-word company biography with logo

Meeting Logistics

- Pipe and drape booth with 6’ or 8’ skirted tables and 4 chairs
- Preferential placement on Learning Floor
- Complimentary registration for up to 4 company representatives
- Corporate signage on Learning Floor
- Attendee email list pre and post conference for 2 total eblasts

Meeting Mobile App

- Enhanced exhibitor listing (company profile and logo)
- 4 notifications “pushed” to all attendees via app
- Promotion within app (marketing campaign flier, coupon, etc.) “pushed” to all attendees



Platinum Supporter \$11,000

4 available

Yearlong Opportunities

- Logo and link to your website on AAOSH.org
- 1 article in the AAOSH Connect newsletter
- Listing of your company events (up to 3) on AAOSH website calendar
- 2 hour-long webinars throughout the year (live and recorded for all AAOSH members)
- Large banner ad on AAOSH website (1500 x 500 px) - running for 2 months
- A dedicated micro site on AAOSH.org, highlighting your company and any information you would like to include - descriptions, logos, company videos, promotions, website, or social media links!
- A host read advertisement on the AAOSH "Time to Live" Podcast. Sponsor information and website links will also be included in the show notes of the episode. (2 minute maximum)

Hot Topics

- Sponsor at Hot Topics, the January AAOSH Virtual Event - included FREE with sponsorship signup for 2021 Scientific Session, **prior to Decemeber 1, 2020**
- 2-3 minute commercial ad and banner ad shown to all attendees during livestream
 - banner ad size = 960 x 1080 px (w x h)
- Attendee email list

Scientific Session

- 1 workshop speaker at the Annual Session (or next year's annual session if program already complete), including a free videotaping of your workshop, distributed to you by AAOSH, to use for your future marketing

AAOSH Program Book

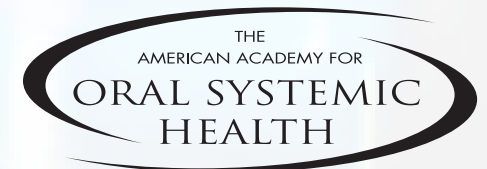
- One half-page (5" x 7.75") advertisement
- 300-word company biography with logo

Meeting Logistics

- Pipe and drape booth with 6' or 8' skirted tables and 2 chairs
- Complimentary registration for 3 company representatives
- Corporate signage on Learning Floor
- Attendee email list pre and post conference for 2 total eblasts

Meeting Mobile App

- Enhanced exhibitor listing (company profile and logo)
- 3 notifications "pushed" to all attendees via app
- Promotion within app (marketing campaign flier, coupon, etc.) "pushed" to all attendees



Gold Supporter

\$7,750

6 available

Yearlong Opportunities

- Logo and link to your website on AAOSH.org
- 1 hour-long webinar throughout the year
- Medium banner ad on AAOSH website (1000 x 500 px) - running for 1 month
- One time video highlight featuring your company, links, and logo posted on one attendee email prior to annual session
- A host read advertisement on the AAOSH "Time to Live" Podcast. Sponsor information and website links will also be included in the show notes of the episode. (2 minute maximum)

Hot Topics

- Sponsor at Hot Topics, the January AAOSH Virtual Event - included FREE with sponsorship signup for 2021 Scientific Session, **prior to Decemeber 1, 2020**
- 1-2 minute commerical ad and banner ad shown to all attendees during livestream
 - banner ad size = 960 x 540 px (w x h)
- Attendee email list

Scientific Session

AAOSH Program Book

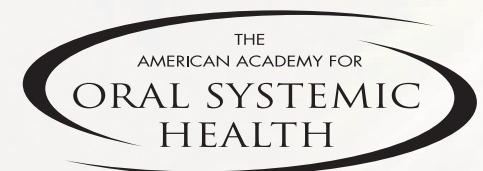
- One quarter-page (5" x 3.75") advertisement
- 200-word company biography with logo

Meeting Logistics

- Pipe and drape booth with 6' or 8' skirted table and 2 chairs
- Complimentary registration for 2 company representatives
- Corporate signage on Learning Floor
- Attendee email list pre and post conference for 2 total ebcasts

Meeting Mobile App

- 2 notifications "pushed" to all attendees via app
- Exhibitor listing (company profile, logo, and link)



Exhibitor

\$3,750

Scientific Session

AAOSH Program Book

- Logo and information listed as an exhibitor

Meeting Logistics

- Pipe and drape booth with 6' or 8' skirted tables and 2 chairs
- Corporate signage on Learning Floor
- Complimentary registration for 1 company representative

Meeting Mobile App

- Basic exhibitor listing (company logo and link)

Additional cost is \$500 for email list - one pre and one post email permitted.

***All additional exhibitor reps must register and will be given a huge discounted registration fee of \$499 per rep.**

Hot Topics

- Sponsor at Hot Topics, the January AAOSH Virtual Event - included FREE with sponsorship signup for 2021 Scientific Session, **prior to Decemeber 1, 2020**
- 30-60 seconds commercial ad and banner shown to all attendees during livestream
 - static banner includes with logo and tagline (1 sentence max)
- Attendee email list

Additional Booth Representatives (for all sponsorship/exhibitor levels) are \$499 and must register for a badge

Yearly Sponsorship Add-On Opportunities

Retargeting Advertisements

A turnkey retargeting campaign that will allow you to employ modern and innovative digital marketing technologies. AAOSH will manage all setup and management of the campaign, all you need to do is provide the ads. Advertising platforms such as Google, LinkedIn, Facebook, etc. are based on keywords or personal attributes such as job title, interests, industry, etc. These are educated guesses or approximations, compared to the audience AAOSH can provide with current/past event attendees, members, and email contacts. Take advantage of this unique, high caliber audience of healthcare professionals you can't get anywhere else. Anyone who visits AAOSH.org or is an AAOSH contact, will view your advertisements and email. Raise brand awareness and capture leads by reaching your target market beyond your own reach, to get in front of the right people who use or could use your products.

Package 1 (\$3,000)

Online Retargeting

- 2-month campaign
- Approximately 20,000 impressions*

- Full performance report including impressions, clicks, reach, geographical heatmap, and listing of the top sites your ads were shown on.

**impressions are not guaranteed. This is a general guideline based on historical data*

Emails

- 3 emails blasts
- 3 from sponsor, sent direct to AAOSH email list

*What we need from you to get started: logo, link to landing page, email copy, graphics.
Contact us for specs.*

Package 2 (\$5,000)

Online Retargeting

- 3-month campaign
- Approximately 50,000 impressions*

- Full performance report including impressions, clicks, reach, geographical heatmap, and listing of the top sites your ads were shown on.

**impressions are not guaranteed. This is a general guideline based on historical data*

Emails

- 5 emails blasts
- 1 from AAOSH, directly promoting the sponsor
- 4 from sponsor, sent direct to AAOSH email list

*What we need from you to get started: logo, link to landing page, email copy, graphics.
Contact us for specs.*

Member Deals (\$199)

A dedicated page for sponsors to share a special offer to AAOSH members, a unique audience of over 1,000 members. An opportunity for lead generation via a trusted affiliate link to your site.

2021 AAOSH Annual Meeting Support Contract [part 1/2]

Company Name: _____

Booth Rep: _____ Title of Booth Rep: _____

Billing Address: _____ City: _____ State/Prov: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____ E-mail Address: _____

Social Media Channels - Facebook: _____ Twitter: _____ YouTube: _____ LinkedIn: _____ Instagram: _____

Support Option	Price	Subtotal
Diamond Supporter	\$15,000	
Platinum Supporter	\$10,000	
Gold Supporter	\$7,750	
Exhibitor	\$3,750	
Add-Ons		
Package 1	\$3,000	
Package 2	\$5,000	
Attendee Email List	\$500	
Member Deals	\$199	
Additional Booth Representative	\$499	
Total Support Amount		\$

Payment Information

_____ Check (payable in U.S. funds to: AAOSH)

_____ Credit Card

VISA _____ MasterCard _____ AMEX _____ Discover _____

Credit Card #: _____

Exp. Date: _____ CVC: _____

Print Name on Card: _____

Signature: _____

Please send completed agreement with payment to: Bobbie DeSasso via bobbie@aaosh.org
 If mailing a check, send to: AAOSH, 13045 Paul Circle, Plainfield, IL 60585
 For questions, contact Bobbie at 815-382-0776

I hereby contract with the American Academy for Oral Systemic Health to support the Annual Meeting as outlined above. I understand that my balance is due in full upon signing. I agree to provide AAOSH with an electronic copy of my corporate logo and authorize use of this logo as noted for the sole purpose of sponsor identification. I understand that this contract may not be changed or cancelled after the closing deadline of March 1, 2021. By signing this contract, I fully acknowledge and agree to the Exhibitor Rules and Regulations as defined in Appendix A.

Authorized Signature: _____

Date: _____

2021 AAOSH Annual Meeting Support Contract [part 2/2]

For levels GOLD, Platinum & Diamond with regards to their speakers:

In compliance with AGD/PACE regulations All programs offered by **AAOSH** will be for scientific and educational purposes only and will not promote the products of the company directly. **Other similar products must be mentioned in all presentations by the speaker/webinar as alternative methods for use.**

The _____ agrees not to direct the content of the program. The **COMPANY OR ITS AGENTS** will
INSERT FINANCIAL SPONSOR/COMPANY NAME
respond only to **AAOSH** - initiated requests for suggestions of presenters or sources of possible presenters.

The _____ will suggest more than one name (if possible); will provide speaker qualifications; will
INSERT FINANCIAL SPONSOR/COMPANY NAME
disclose financial or other relationships between the _____ and speaker; and will provide
INSERT FINANCIAL SPONSOR/COMPANY NAME
this information in writing.

I hereby contract with the American Academy for Oral Systemic Health to support the Annual Meeting as outlined above. I understand that my balance is due in full upon signing. I agree to provide AAOSH with an electronic copy of my corporate logo and authorize use of this logo as noted for the sole purpose of sponsor identification. I understand that this contract may not be changed or cancelled after the closing deadline of March 1, 2021. By signing this contract, I fully acknowledge and agree to the Exhibitor Rules and Regulations as defined in Appendix A.

Authorized Signature

Date

AAOSH Policies and Regulations Appendix A

EXHIBIT CONTRACT AND POLICIES

The policies stated here and in the Rules & Regulations in the Exhibitor Prospectus constitute a bona fide part of the contract for exhibit space. AAOSH reserves the right to render all interpretations and decisions should any questions arise, and to establish further regulations as may be deemed necessary, to the general success and wellbeing of the Exhibition. All matters and questions not covered in these policies are subject to the final judgement and decision of AAOSH. Companies are responsible for ensuring the furnishings they order and booth provisions they bring will reasonably fit in their space. AAOSH does not provide any guarantee that additional accommodations will be made on-site should the materials brought be outside of the parameters of the purchased space. Additional fees will be incurred by the exhibiting company if alternative arrangements are made.

HOTEL INDEMNIFICATION

Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Resort, its owners or managers, which result from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless the Resort, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates, from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees, which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the Resort, or any part thereof.

BOOTH ASSIGNMENT

AAOSH Diamond, Platinum, Gold, and Bronze Partners are offered first choice of exhibit space. The remaining spaces are assigned at the discretion of AAOSH based on registration date, years of support, and event sponsorship support. Booth assignment confirmation is provided an average of two weeks before travel.

DEPOSIT AND PAYMENTS

Payment is due upon signing.

CANCELLATION BY EXHIBITOR

All cancellations must be in writing, return receipt requested, and shall become effective when received by AAOSH. Both the Exhibitor and AAOSH acknowledge that AAOSH will sustain substantial losses if the Exhibitor cancels its Application and Contract. Even though AAOSH will exercise its best efforts to mitigate the damages associated with the Exhibitor cancellation, the parties agree that Producer will, nevertheless, incur substantial losses that cannot be precisely determined. Due to the difficulty of determining and providing said losses, the Exhibitor agrees to pay the following as liquidated damages if the Exhibitor cancels its exhibit space on or within the time periods specified. 50% refunded of total paid contracted agreement if request is made prior to March 1, 2021 (Scientific Session only). Cancellation requests made after March 30, 2021 are not eligible for reimbursement or credit under this policy.

Initial _____

CONTRACT ACCEPTANCE

AAOSH reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an application is not accepted by the Association, all money paid will be returned to the applicant.

PROGRAM ADVERTISING AND OUTBOARDING

Regardless of the level of participation a company has invested in the event, holding an exhibit, demonstration, or display in AAOSH's host city during the show will directly affect the company's ability to participate in future AAOSH events. Only participating exhibitors may solicit to attendees and direct selling is to be restricted to the company's exhibit space. Out of respect to AAOSH's corporate supporters, companies that are not paid exhibitors for AAOSH's shows will be asked to leave and their companies may be unable to participate in future events if they use AAOSH's events as an opportunity to sell or promote their products and/or service.

CANVASSING AND OTHER ACTIVITIES

No person, firm, or organization not having contracted with AAOSH for the occupancy of space in the Exhibition will be permitted to display or demonstrate its products, processes, or services, or distribute promotional materials in the Exhibit Hall, convention halls, or corridors, or in hospitality suites. Any infringements of this rule will result in the prompt removal of the offending persons from the Hall, and exhibitors waive any and all rights from claims against the AAOSH arising out of the enforcement of this rule. Circulars or other promotional material may be distributed only from the exhibitor's booth space. AAOSH reserves the right to reject, cancel, remove, or restrict exhibitors who, because of noise or any other reason, shall interfere with the best interests of the Exhibition as a whole.

NO ORAL MODIFICATION CLAUSE

This Application and Contract may not be orally modified. Only modifications in writing and signed by an authorized representative of AAOSH will be considered enforceable.

ASCAP/BMI

It is the sole responsibility of the exhibiting company to pay all ASCAP (American Society of Composing Authors and Publishers) and/or BMI (Broadcast Music Incorporated) fees and expenses if music is played (either taped or live) in the exhibit booth or at any exhibitor-sponsored function.

EXHIBITOR RESPONSIBILITY CLAUSE

To the fullest extent permitted by law, the personal/legal entity described as "Exhibitor" in this clause and in the exhibitor contract (regardless whether such person/legal entity is also described as "Exhibitor" in this contract) hereby assumes full responsibility and agrees to indemnify, defend, and hold harmless The Hilton Minneapolis ("Hotel") and each of their respective owners, managers, subsidiaries, affiliates, employees and gents (collectively, "Hotel Parties"), as well as American Academy ("Group"), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises.

Initial _____

Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

LIABILITY

It is agreed that the exhibitor shall make no claim of any kind against AAOSH, Hotel, its agents or employees, or against any of AAOSH's agents or employees for any loss, damage, theft, or destruction of goods; nor for any injury that may occur to itself or its employees while in the Exhibit Hall or on conference premises; nor for any damage of any nature or character whatsoever, and without limiting the foregoing, including any damage to its business by reason of the failure to provide space for an exhibit or removal of the exhibit, or for any action of AAOSH or its participants, agents, or employees in relation to the exhibit or exhibitor, and the exhibitor shall be solely responsible to its own agents and employees and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages, and expenses arising out of or relating to the custody, possession, operation, maintenance, or control of the leased space or exhibit, for negligence or otherwise relating thereto. Notwithstanding, any claim by exhibitor, if brought against AAOSH or its agents or employees, or those of Hotel, shall be brought within one year of exhibitor knowing or should have known of the claim or potential claim; and, any recovery for such claim shall be limited to the amount of monies paid by exhibitor to AAOSH for the conference, and shall not include any recovery for special damages, lost revenues, lost profits, or lost business opportunities of any kind or nature.

INSURANCE

Exhibitor must carry all the following insurances without exception: Workers' Compensation, fire, theft, and a comprehensive general liability with minimum coverage of one million dollars (\$1 million) per occurrence and two million dollars (\$2 million) aggregate, including product liability coverage (for any products provided as giveaways, samples, or sales), completed operations, independent contractors coverage, and slip-and-fall, and any other personal injury liability coverage. Proof of full compliance satisfactory to AAOSH shall be provided to AAOSH in writing within 30 days of the conference and prior to exhibitor's exhibit, products, or materials entering the Exhibit Hall or conference premises. These coverages shall be evidenced by a Certificate of Insurance with a 30-day notice or cancellation provision to the holder, naming AAOSH as an "Additional Insured", and a copy shall be placed at the exhibit booth at all times during show hours and presented to AAOSH upon demand. While the Exhibition provides security guards, any and all security is an accommodation to exhibitors, and AAOSH assumes no responsibility for any loss, damage, or injury to any property of the exhibitor or to any of its officers, agents, employees, or contractors, whether attributable to accident, fire, theft, or any other cause whatsoever.

Initial _____

STRICT CONFIDENTIALITY & NON-DISPARAGEMENT

As a material term and condition of this Agreement, Exhibitor agrees not to disclose, disseminate, publicize, or allow or cause to be disclosed, disseminated, or publicized, any of the terms and conditions of this Agreement and/or the acts or omissions arising from the events concerning this Agreement or Exhibitor's participation or involvement at the conference, except to the extent compelled by law or as authorized by AAOSH in writing. Exhibitor will act professionally and in good faith at all times and will not disparage AAOSH or Hotel, or any of their employees, agents, or representatives, or any of the conference speakers or exhibitors, either directly or indirectly, orally or in writing, by making disparaging comments or remarks himself/herself or through a third party, including, but not limited to, any disparaging or negative comments online or in any social media such as Facebook, LinkedIn, or Twitter. For any violation of this section, Exhibitor shall immediately, and in no event more than three (3) calendar days, remove that negative remark and provide a complete where necessary in AAOSH's opinion, with evidence of such removal and retraction concurrently provided to AAOSH in writing. Any critical feedback by Exhibitor shall be restricted to correspondence with and surveys received from AAOSH or Hotel, which correspondence and surveys shall be provided only to those entities.

EMAIL POLICY

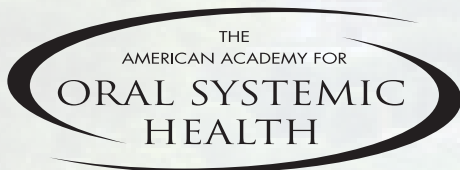
The purpose of communications with meeting attendees can include: welcome meeting attendees to the annual meeting, indicate exhibitor is looking forward to meeting attendees and invite them to stop by and learn about company/product/service in the Exhibit Hall, and press release about company/product/service

The file includes contact information of registered meeting attendees in Excel file format for your use from your office and your email services. Understand that this is privileged and confidential information and use is restricted to your company only and is not to be shared, given, sold or transferred in any manner to another party – without the express written permission of AAOSH.

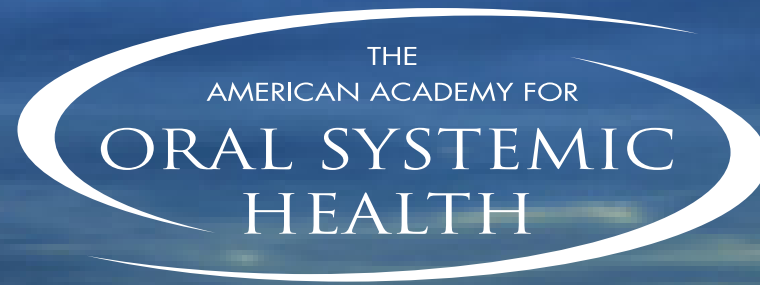
As an AAOSH sponsor and/or exhibitor you are licensed to use this list following these guidelines and rules:

- Limitations include One email send prior to annual meeting, and One email following the annual meeting.
- You may allow for an "Opt-In" provision that will allow for further communications and contact at the Attendees discretion.
- All emails must include an "opt-out" provision.
- All email communications must identify that your company is an AAOSH Sponsor at the Annual Meeting and the reason they are receiving the email is because they are a registered attendee at the AAOSH Annual Meeting (and not because they are an AAOSH member).

These restrictions of the mail list do not apply to 'snail-mail' through regular postal service delivery. However, we appreciate the same respect and decorum applied to 'regular' mail communications. Note: AAOSH monitors mail list for abuse of privilege, with "privilege penalties" imposed on those who abuse the privilege. Given many people's heightened sensitivities about receiving unwanted/unsolicited email, we appreciate that all email contact is professional, respectable, and non-invasive.



Signature _____



2021 Exhibitor Prospectus

AAOSH.org