



AAP 2023 Product Showcase Opportunity

Increase booth traffic by displaying your company's latest promotional product in the **NEW** Product Showcase at AAP's 2023 Annual Meeting in Austin from November 9-12, 2023! Conveniently located on Level 4 of the Austin Convention Center in a high-traffic area leading to/from the General Session Ballroom and Austin Hilton, give attendees a sneak peak of what they'll see when they visit your exhibit booth.

When you display an item in the Product Showcase, you will receive:

- Space in the Product Showcase to display your product with an AAP tent card that lists your product name, company name, and exhibitor booth number.
- Promotions of the Product Showcase and location in the On-Site Pocket Guide and Annual Meeting Mobile App.

Size/Weight Requirements: Each product should be no more than 19" wide x 26" deep x 13" high with a **maximum weight of 25 lbs.** Each display case can fit up to 12 products (see side image for reference).



If your company does not have a physical product, no problem! Display a print advertisement information promoting a visit to your company's booth (8.5" x 11" maximum size and company must provide a display stand).

The Product Showcase sponsorship fee is \$500 per product display. Sponsor recognition is determined by total annual corporate sponsorship, starting at \$2,500. For more information on sponsorship opportunities, levels, and benefits, please visit: <https://am2023.perio.org/sponsors>.

For questions or to purchase a product display, contact Michelle Weil, AAP's Director of Professional Relations, at michellew@perio.org or (312) 573-3253.

The deadline to secure a product display is **Friday, September 1, 2023**.

Optimize your exhibiting investment and increase your ROI by adding a Product Showcase at the AAP Austin meeting to build brand awareness and booth traffic!