

## **American Academy of Periodontology (AAP) Priority Point Program**

AAP would like to recognize your support of the Academy and are pleased to show our appreciation with this priority point program. These priority points are tabulated with the exception of housing just before each year's meeting to assist companies with their onsite booth selection appointment.

Points are awarded to exhibiting companies for booth size, year of participation, sponsorship, advertising, housing, and pledging to the AAP Foundation Endowment fund. So, be sure to take advantage of all of these wonderful opportunities to build your bank of points!!!

### **Earn Points By.....**

#### **Exhibiting**

- One (1) point will be awarded for Annual Meeting Exhibition participation
- One (1) point will be awarded for each (10x10) booth rented at the AAP Annual Meeting. The larger your booth space the more points you can earn.

#### **Sponsorship, Donation or Advertising**

- Take advantage of the additional marketing opportunities that the AAP offers to help you expand your presence and support of the AAP Annual Meeting. Points shall be awarded based on the following dollar amounts:

##### **SPONSORSHIP**

One (1) point will be awarded for every \$10,000 spent

##### **ADVERTISING**

One (1) point will be awarded for \$10,000 - \$19,999 advertising dollars spent in an AAP publication  
Two (2) points will be awarded for \$20,000 and over advertising dollars spent in an AAP publication

##### **AAP FOUNDATION**

One (1) point will be awarded for every \$50,000 pledged to the AAP Foundation Endowment Fund  
One (1) point will be awarded for each year of payment to the AAP Foundation Endowment Fund

\*Advertise in AAP's publications.

*The Journal of Periodontology* (circulation 8,000 print and 8,650 digital)

*Periospectives* (circulation 6,000 print and 7,500 digital)

*Clinical Advances in Periodontology* (circulation 6,000 print and 7,500 digital)

##### **HOUSING\***

5 points will be awarded for one to five rooms reserved

10 points will be awarded for six to 10 rooms reserved

15 points will be awarded for seven to 11+ rooms reserved

\*Housing Points will be awarded to each company record after the conclusion of the Annual Meeting.

#### **Mergers and Acquisitions**

- In the case of a company merging or an acquisition of another company, the company with the highest point total will prevail. Points will not be combined for all companies that merge. This allows the company with the highest point total to keep the priority ranking they have achieved.