

Media Specs & Guidelines

SCOTTSDALE, ARIZONA ✨ SEPTEMBER 9-11

AADOM

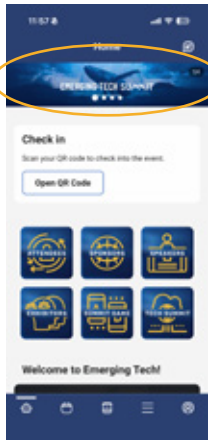
ROCK YOUR PRACTICE!

2027

A black silhouette of a person with long hair, wearing a dark outfit, and playing an electric guitar. The silhouette is positioned within the '0' of the year '2027'.

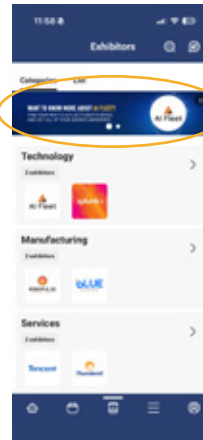
CONFERENCE APP ADVERTISING

**FOR SPECS & GUIDELINES QUESTIONS,
CONTACT TRISH CHAMBERS,
PROJECT MANAGER
TRISH@DENTALMANAGERS.COM
OR 732.977.0260**



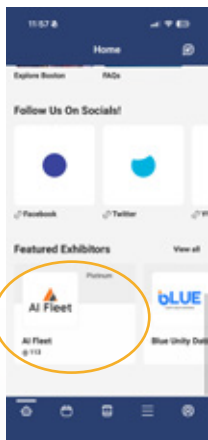
HOMEPAGE BANNERS

- 5 opportunities available
- \$1,000
- Image Size: 1464x420 px
- Supported File Types: jpg, jpeg, png, gif
- Due Date: July 19, 2027



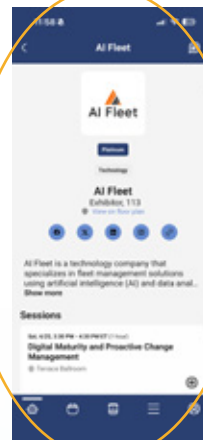
EXHIBITOR PAGE BANNERS

- 5 opportunities available
- \$750
- Image Size: 1464x420 px
- Supported File Types: jpg, jpeg, png, gif
- Due Date: July 19, 2027



FEATURED EXHIBITORS

- 8 opportunities available
- \$1,000 - includes link to Exhibitor Profile on homepage
- Company Logo: square image larger than 300x300 px
- Supported File Types: jpg, jpeg, png, gif
- Due Date: July 19, 2027



EXHIBITOR PROFILES

- Complimentary - highlight company name, description, website, and logo
 - Company Logo: square image larger than 300x300 px
 - Virtual Booth Banner Image: 1872x320 px with an aspect ratio of 936x160 px. Suggest including company logo, website, booth number & CTA.
 - Supported File Types: jpg, jpeg, png, gif
 - Due Date: July 19, 2027
- \$150 - upload documents to your Exhibitor Profile
- \$250 - upload a video to your Exhibitor Profile

Note: videos & uploads will be observed by AADOM.

PUSH NOTIFICATIONS

- 14 opportunities available
- \$500 - push notification message
- \$750 - push notification message with link to Exhibitor Profile or external site
- Limit three per exhibitor
- Subject Line: 100 characters max, no emojis
- Message: 140 characters max, no emojis
- Due Date: July 19, 2027

DUE DATE: JULY 19, 2027
Important: Missing the content deadline may result in deliverable cancellation. If a sponsor fails to submit content on time, AADOM is not obligated to reschedule, and no refunds will be issued.

CONFERENCE DIGEST

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Your registration is confirmed, and we can't wait to welcome you to AADOM26!

In just a few weeks, you'll join hundreds of dental management professionals from across the country for an unforgettable experience filled with learning, networking, inspiration, and fun.

Now is the time to start planning so you can make the most of every moment, from earning CE credits to choosing your breakout sessions and connecting with peers who understand exactly what you do.

Hotel Update

Our room blocks at **Loews Sapphire Falls Resort** and **Loews Royal Pacific Resort** are now full.

If you still need accommodations, there are many nearby hotel options available. You may also be able to reserve a room by booking directly through the [Universal Resorts website](#), as availability outside of the AADOM room block may still exist.

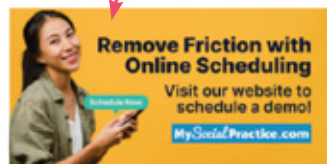
Don't Miss This Year's Incredible Speaker Lineup

Get ready to be inspired by some of dentistry's most respected leaders, innovators, and industry experts at AADOM26!

Whether you're looking to sharpen your leadership skills, discover practical strategies for your practice, or stay informed on the latest industry trends, this year's speaker lineup delivers something for every dental office professional.

Don't miss your chance to learn from the best! [Explore the full AADOM25 Speaker lineup](#) and start planning your conference experience today!

SPOTLIGHT ADS — ADVERTISEMENT



CONFERENCE DIGEST SPOTLIGHT AD

- Two ads available per email. Ten emails total.
- Size: 300 x 150 px
- Format: PNG
- Website link

..... \$550/ad

Due date: June 21, 2027.

Important: Missing the content deadline may result in deliverable cancellation. If a sponsor fails to submit content on time, AADOM is not obligated to reschedule, and no refunds will be issued.

INTERESTED IN INCREASING
YOUR CONFERENCE
VISIBILITY?

Contact Karin Wilson if you'd like to add any
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PRE-CONF. SHOW SPECIAL EBLAST

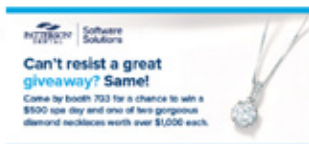
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Thank you to the following exhibitors for a
pre-conference preview of their show specials!

AADOM2026

Patterson Dental

Visit Patterson at booth 703 for a chance to win a \$500 spa day and one of two gorgeous diamond necklaces worth over \$1,000 each. We'll have [games](#), [giveaways](#), [education](#) and lots of fun!



PBA

As the manager of your dentist's practice, you juggle many moving parts every day. Learn how we can help you balance the load. Stop by Booth 107, [learn more](#) and enter to win a \$250 gift card.



ADA/American Dental Association

Enjoy special savings when you preorder the new CDT 2026 Kit, Consumer-Friendly CDT 2026 and Dental Communication at the [American Dental Association](#) booth #625. And get free giveaways to take home!



Eddson

FREE COURSE: Business of Dentistry Unlock. Arm your team with real world insights into the business of your dental practice with this FREE intro course from EDDSON Dental Practice Performance Technology at [eddsdental.com/AADOM](#).



EXCLUSIVE OFFER FOR AADOM 2027 CONFERENCE ATTENDEES!

Please be sure that your content contains what your show special will be so that those who need to discuss with their doctors and teams may do so prior to the show.

- Twenty opportunities available
- Your text/offer (max 250 characters)
- Image size: 375 x 175 px
- Format: PNG or JPG
- One hyperlink to your website or landing page
- No email addresses or phone numbers may be included in the copy

AADOM reserves the right to alter images and text to conform to guidelines above.

.....\$550

Due date: August 6, 2027. Email will be sent on August 20, 2027, to those registered for conference.

Important: Missing the content deadline may result in deliverable cancellation. If a sponsor fails to submit content on time, AADOM is not obligated to reschedule, and no refunds will be issued.

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AFTER PARTY AD & EBLAST

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AADOM2026
After Party!

KEEP THE PARTY GOING
WITH OUR SPONSORS' BEST CONFERENCE SPECIALS

HURRY! THESE OFFERS ARE AVAILABLE FOR A LIMITED TIME ONLY!

Visit the [AADOM After Party page](#) to find and claim exhibitors' BEST conference special offers – all in one convenient location! But hurry – these offers will only be available for a limited time!

[Go there now!](#)

SPECIAL THANKS TO OUR SPONSORS:

- Dental Intelligence
- Henry Schein One
- Henry Schein Thrive Signature
- Medix Dental IT
- Merchant Advocate
- Moolah
- Rectangle Health

[Click here for conference specials](#)

AMERICAN ASSOCIATION OF DENTAL OFFICE MANAGERS
AADOM
LEARN • CONNECT • GROW

AFTER PARTY AD & EBLAST

Increase visibility of your conference special on our After Party web page which will be promoted throughout the conference and sent to attendees' emails immediately following the conference! The After Party page will be live through October 1, 2027.

- Four featured spots & 30 regular spots available
- Image - JPG or PNG
- Featured spot image size: 1000x500px
- Regular spot image size: 800x400px
- Company name
- Booth number
- Offer title examples:
 - "10% Off a New Website"
 - "\$100 Amazon Gift Card with Demo" etc.
- Offer details (Max 160 characters)
- Link to landing page where attendees can purchase or get more info

Featured Spot \$1,045
Regular Spot \$715

Due date: July 26, 2027

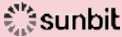
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BRING YOUR BANNER UP

FOR SPECS & GUIDELINES QUESTIONS,
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 **Booths 301/302**

Thursday and Friday visit the
Sunbit booth to enjoy our

Glam & Glitter Bar

Facial & body glitter & jewels
Eye makeup • UV glow glitter



ADA® Store

NEW from the ADA

Save 15% and
Get Free Shipping!

Booth #217



ADAstore.org

BRING YOUR BANNER UP

On location, please set up banners and bring them to our team at the Exhibitor Registration desk for placement in the venue.

Note: Your company is responsible for printing and transporting your own stand-up banners.

One Banner\$225

Three Banner Bundle\$550

Please submit artwork to Trish for approval by July 19, 2027.

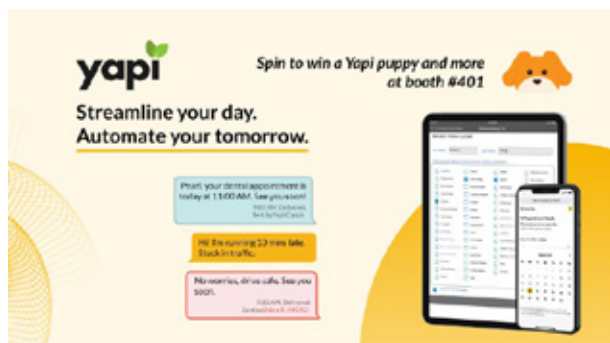
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ROTATING GENERAL SESSION SCREENS

FOR SPECS & GUIDELINES QUESTIONS,
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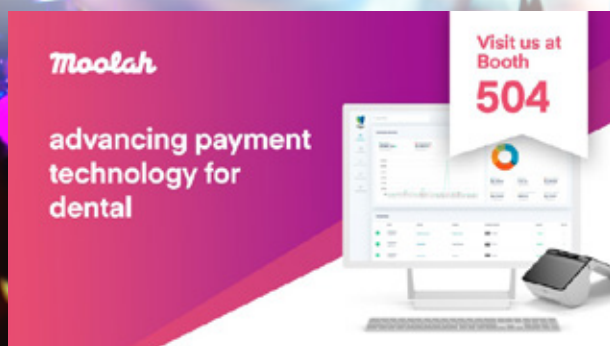
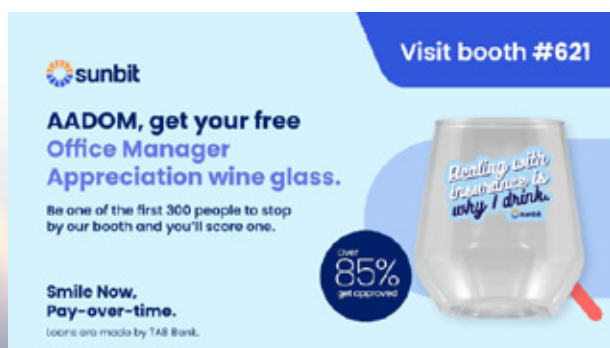
ROTATING GENERAL SESSION SCREENS

- Size: 1920 x 1080 px
- File format: PNG or JPEG
- Content tip: Use this to drive traffic to your booth and increase brand awareness! Include your branding, booth number, and any special incentives you're offering to attract attendees' attention and motivate them to stop by your booth.

Session Screen \$550

Due date: July 26, 2027

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SOCIAL MEDIA CONFERENCE PROMO

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SOCIAL MEDIA CONFERENCE PROMO

- Size: 1080 x 1080 px
- File format: PNG or JPEG
- Caption text
- Facebook, Instagram, and LinkedIn profiles for tagging
- One URL to be included in post (optional)
- Up to 10 hashtags of your choice (optional)
- Social media posts will be published before the conference begins, so include messaging designed to get attendees excited to visit your booth. Please include your booth number in the caption so they know where to find you!

..... \$550

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CO-BRANDED SIGNAGE

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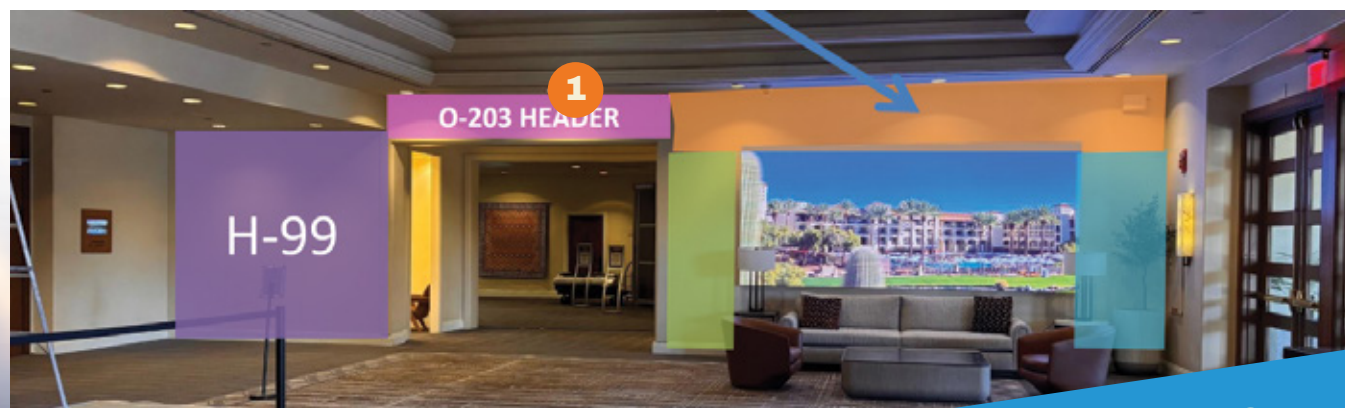
Branding Opportunities

1 East Foyer Header Wall Cling

- Overall Size: 155" W x 17.375" H (please add 1/4" bleeds to artwork size)
- Co-Branding Size: 20.3" W x 17.375" H (please leave this amount of space on the left side of your artwork open for AADOM's co-branding information to be layered over the top)
- File format: PDF

\$995

Due date: July 26, 2027



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If you or your designer have any questions about how to submit artwork for co-branded items, you are welcome to contact AADOM's graphic designer directly by email: anita@theuntamedmouse.com.

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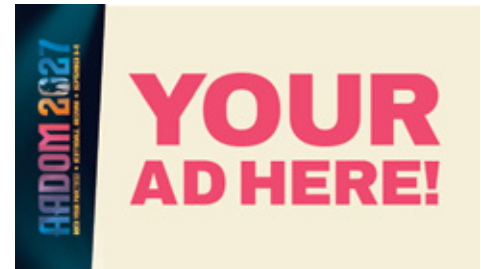
Branding Opportunities

2 Princess Ballroom External Door Window Clings

- Two sets of four rectangle windows available
- Overall Size: 24.75"W x 13.75"H, each window (please add 1/4" bleeds to artwork size)
- Co-Branding Size: 4.5" W x 13.75" H (please leave this amount of space on the left side of your artwork open for AADOM's co-branding information to be layered over the top)
- File format: PDF

..... \$625/set

Due date: July 26, 2027



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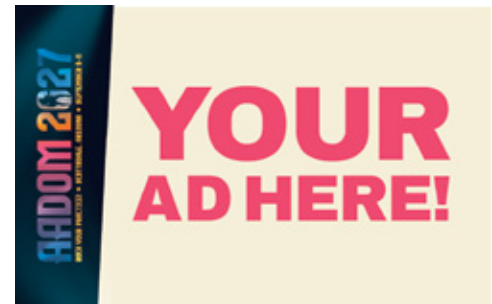
Branding Opportunities

3 Palomino Ballroom External Door Window Clings

- Three sets of two rectangle windows available
- Overall Size: 24.75"W x 15.25"H (please add 1/4" bleeds to artwork size)
- Co-Branding Size: 4.8"W x 15.25"H (please leave this amount of space on the left side of your artwork open for AADOM's co-branding information to be layered over the top)
- File format: PDF

..... \$325/set

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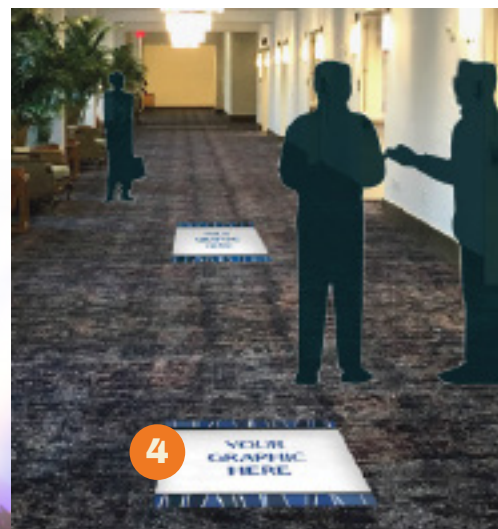
Branding Opportunities

4 Floor Graphics

- Overall Size: 24" W x 24" H (please add 1/4" bleeds to artwork size)
- Co-Branding Size: 24" W x 5.8" H (please leave this amount of space on the bottom of your artwork open for AADOM's co-branding information to be layered over the top)
- File format: PDF

..... \$150

Due date: July 26, 2027



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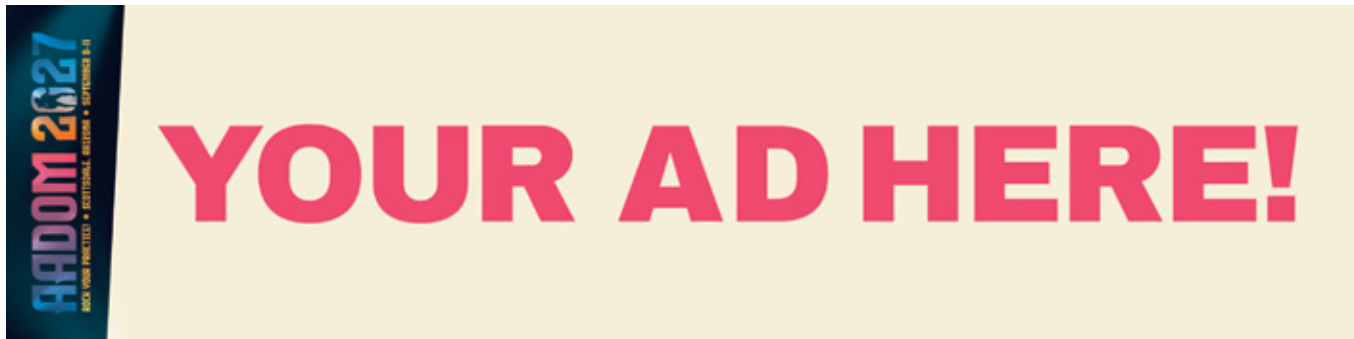
Branding Opportunities

5 Princess/Palomino Bridge Sofit Wall Cling

- Overall Size: 123.75" W x 30" H (please add 1/4" bleeds to artwork size)
- Co-Branding Size: 10.5" W x 30" H (please leave this amount of space on the left side of your artwork open for AADOM's co-branding information to be layered over the top)
- File format: PDF

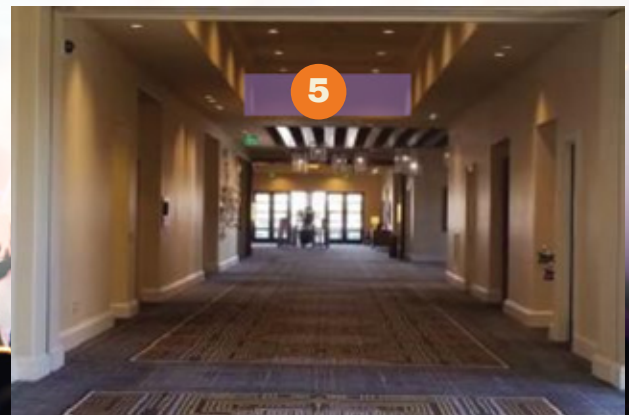
..... \$1,295

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- Register Additional Booth Staff\$500/person
- LeadCapture License\$350 first license
.....\$150 each additional license

Available for purchase through 8/20/27.

Availability to purchase at the conference not guaranteed.

- Custom Branded Charging BoothContact Karin for \$
- Sponsor in the Spotlight FB Live Video from Conf .. \$1,100
- Scholarship Sponsorship..... \$1,595
- Friday Night Event Sponsorship.....Contact Karin for \$
- Happy Hour Sponsorship.....Contact Karin for \$
- 1st Time Attendees Hospitality Sponsor \$2,750
- Wednesday Night Charity Event Sponsor..... \$2,750
- Farewell Attendee Gift Sponsor \$2,750
Cost of gift and shipping not included.
- Tote Bag Sponsor \$3,000
Sponsor to provide tote bags. Cost of bags and shipping not included.)
- Lanyard Sponsor \$3,000
Sponsor to provide lanyards. Cost of lanyards and shipping not included.
- Pen Sponsor \$1,000
Sponsor to provide pens. Cost of pens and shipping not included.)
- Official 2027 Conference Lapel Pin Sponsor \$2,750
Sponsor to provide pins. Cost of pins and shipping not included.
- Photo Op Station Sponsor \$2,750
Sponsor to provide branded photo op. Cost of photo op and shipping not included.
- Beverage Station Branded Napkin Sponsor \$1,000
Sponsor to provide napkins. Cost of napkins and shipping not included.

Upgrade

TO CONNECTION LEVEL SPONSORSHIP

MAXIMIZE YOUR CONFERENCE IMPACT!

- Three complimentary rep registrations
- Company listing in event app and on conference website
- Sponsor in the Spotlight Facebook live video from the conference
- Two invites for company reps to the Key Opinion Leader Council
- Ten "Say it Forward" new member certificates to give to leads or clients...and more!



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