

American Academy of Periodontology (AAP) Priority Point Program

The AAP and AAP Foundation would like to recognize your support and are pleased to show our appreciation with this priority point program. 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, contributions to the AAP Foundation, advertising, and housing. 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 AND FOUNDATION

- One (1) point will be awarded for sponsorship participation at any level
 - One (1) point will be awarded for AAP Foundation contribution participation at any level
 - One (1) point will be awarded for every \$10,000 invested in sponsorship of AAP priorities and/or contributions to the AAP Foundation
 - Double points will be awarded for AAP sponsorships and/or AAP Foundation contributions of \$150,000 or more
- *Points for special projects or campaigns may be awarded on a customized basis at the discretion of the AAP and the AAP Foundation.

ADVERTISING

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

*Advertise in AAP's publications.

The Journal of Periodontology (circulation 8,000 print and 8,650 digital)
Periodontics (circulation 6,000 print and 7,500 digital)
Clinical Advances in Periodontology (circulation 6,000 print and 7,500 digital)

HOUSING*

- Five (5) points will be awarded for one to five rooms booked and utilized
- Ten (10) points will be awarded for six to 10 rooms booked and utilized
- Fifteen (15) points will be awarded for seven to 11 rooms booked and utilized

*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.