



AIRWAY ANATOMY FORUM

Santa Clara, CA

OCTOBER
24 - 25, 2025



2025
EXHIBITOR
PROSPECTUS

Join Us!

In 1922, New York physician Samuel Adams Cohen, published “Malocclusion and Its Far-reaching Effects” in the Journal of the American Medical Association. In that article, Dr. Cohen states: “Thus, the physician, in conjunction with the rhinologist and the orthodontist, is directly concerned in the treatment of every case of malocclusion”. Although Dr. Cohen was onto this critical concept of dentistry and medicine working together to optimize breathing, he was so far ahead of his time that his novel concept did not gain traction. Over a century later, we humbly ask for your support of the Airway Anatomy Forum, which, in the spirit of Dr. Cohen, will bring doctors from dentistry and medicine together to explore:

- 1) How to diagnose airway obstruction
- 2) How to improve airway anatomy to optimize breathing through nasal procedures, dentofacial orthopedics, and orthognathic surgery

Your support would be greatly appreciated and have a lasting impact as every clinician in attendance will learn how to help patients in their community breathe better.

Thank you for considering partnering with the AACP in support of the Airway Anatomy Forum.

Eric & Jay



Eric Phelps, DDS, MS

Airway Anatomy Forum Course Director
Fellow: American Academy of Craniofacial Pain
Board Certified:
American Board of Orthodontics
American Board of Dental Sleep Medicine
American Board of Craniofacial Dental Sleep Medicine



Rishi Jay Gupta, DDS, MD, MBA, FACS

Airway Anatomy Forum Course Co-Director
Fellow: American Association of Oral and Maxillofacial Surgeons
Board Certified:
American Board of Oral and Maxillofacial Surgery



Demographics, Vision, & Mission Growth

Anticipated attendance is 250 professionals coming together to improve patient outcomes and build stronger professional collaboration by inviting networks of providers, including:

- Pediatric Dentists
- General Dentists
- Orthodontists
- Oral Surgeons
- ENTs
- Pediatricians
- Primary Care Physicians
- Sleep Physicians

Topics Covered include:

1. Review growth of midface and diagnoses of skeletal deficiencies for children and adults
2. ENT presentation of procedures to reduce nasal resistance
3. Dentofacial orthopedic presentations for achieving proportional midface skeletal dimensions for optimized breathing
4. Orthognathic surgery presentations for esthetics and pharyngeal airway stability
5. Live patient interview (understanding the patient's perspective and experience)
6. Develop multidisciplinary team chemistry (attend the meeting with your local team of providers)

Our Vision:

The AACFP is heavily focused on providing CE and education advancement across disciplines in a practical step-by-step model, to increase your confidence, train your team, and grow your revenue beyond insurance dependency.

We need your products and your teams to train our healthcare professionals on the many modalities and skills necessary to succeed. You are an invaluable tool to help us reach better patient outcomes.

Exhibitor Services:
Shaylin Eggum
Email: Shaylin@aacfp.org
Phone: 406.522.1325



How May We Best Serve You? Our Team is here for our partners!

We take pride in our customer service. We work closely with you to ensure your experience is effective and unique using our creative, knowledgeable approach understanding your needs at a show.

PREMIER FINAL NIGHT EVENT SPONSORSHIP

\$20,000 (1 AVAILABLE)

Your Premier Event Sponsorship ensures your organization, prime location, display, and message from start to finish at 2025's Airway Anatomy Forum. This Final Night Event with "San Francisco Flair" includes hors d'oeuvres, drink tickets, and a special vocal and acoustic guitar performance by musical guest, Ryan Sims!

Exclusive Presence:

- Drink tickets to hand out in advance of the Final Night Event
- Logo displays and VIP signage at the event
- Complimentary table of 6 at the event; customize your table!
- 3-minute introduction of your company during the conference Welcome/Opening on Friday morning
- Logo-branded lanyard for all attendees

Promotion with the following logo displays:

- Prominent display on home page of the custom registration site
- Logo and link to your company/organization's website on the AACP Supporters Page within the registration website
- Listing on AACP's Preferred Partner website page
- Logo placement both online and on printable programs before the conference, as well as on the conference schedule handout
- Corporate signage (large format) at registration & networking areas
- 200-word company biography in the exhibitor directory

Social and Digital Extended Presence:

Pre-Conference:

- Two Graphic Ads pushed out to all AACP's social media channels (due 60 days prior)
- Guest Feature article opportunity in AACP Monthly newsletter, August, or September issue
- 1/2 page ad promoting your invitation to visit or show a special in the e-card sent to all attendees before travel

Meeting Logistics

- Tabletop Exhibits: double size exhibit in centrally located exhibit space (estimated 16x16) with tablecloth and complimentary standard power
- Complimentary Exhibit Hall registration for up to **two booth representatives***
- Complimentary AACP Meeting registration for up to **two additional delegates*** with access to all sessions and included meals (\$5,000 Value)
- Delegate and Representative name badges will identify as Premier Supporters
- One guest pass for Exhibit Hall



JOINT ROUNDTABLE WELCOME EVENT SPONSORSHIP

\$7,000 (2 AVAILABLE)

Your Event Sponsorship brings your organization front and center as co-host of this year's Welcome Roundtable Event on Friday evening. Your sponsorship includes co-hosting dinner & drink, deep discussion, and a 10-minute opportunity to address all attendees during dinner.

Exclusive Presence:

- Logo displays and VIP signage at the Welcome Event
- VIP seating at a table of 10
- Custom-designed show slide
- Opportunity to place your company collateral on all tables
- Recognition from the main stage before the sponsored meal period by the Course Director
- 10-minute opportunity for introduction of your company during the Welcome Dinner (*must submit presentation 30 days prior*)



Promotion with the following logo displays:

- Prominent display on home page of the custom registration site
- Logo and link to your company/organization's website on the AACP Supporters Page within the registration website
- Listing on AACP's Preferred Partner website page
- Logo placement both online and on printable programs before the conference, as well as on the conference schedule handout
- Corporate signage (large format) at registration & networking areas
- 200-word company biography in the exhibitor directory



Social and Digital Extended Presence:

Pre-Conference:

- Two Graphic Ads pushed out to all AACP's social media channels (*due 60 days prior*)
- Guest Feature article opportunity in AACP Monthly newsletter, August, or September issue
- 1/4 page ad promoting your invitation to visit or show a special in the e-card sent to all attendees before travel



Meeting Logistics

- Tabletop Exhibits: exhibit in centrally located exhibit space with tablecloth and complimentary standard power
- Complimentary Exhibit Hall registration for up to two booth representatives*
- Complimentary Exhibit Hall registration for up to **two booth representatives***
- Complimentary AACP Meeting registration for up to **two additional delegates*** with access to all sessions and included meals (\$5,000 Value)
- Delegate and Representative name badges will identify as Roundtable Welcome Supporters
- One guest pass for Exhibit Hall



LUNCH AND LEARN SPONSORSHIP

\$12,000 (1 AVAILABLE)

Host an interactive lunch with 30 minutes to present your material to the audience. This is an opportunity to create an engaging and informative experience for attendees and all exhibitors while creating an opportunity to address all in attendance.

Exclusive Presence:

- VIP signage with your logo
- Opportunity to place your company collateral on all tables
- Custom-designed show slide
- 30-minute presentation
- Ability to invite or schedule attendees' time at your booth in the exhibit hall

Promotion with the following logo displays:

- Logo and link to your company/organization's website on the AACP Supporters Page within the registration website
- Listing on AACP's Preferred Partner website page
- Logo placement on both online and printable programs prior to the conference, as well as printed on the conference schedule handout
- Corporate signage on the Networking Floor
- 200-word company biography in exhibitor directory handout/along with contact information listed

Social and Digital Extended Presence:

- One Graphic Ad pushed out to all of AACP's social media channels, pre-conference, due 60 days prior.
- Featured 1/4 page ad in the ecard sent to all attendees before travel
- Guest Feature article opportunity in AACP Monthly newsletter, The TMDiary, within 90 days of meeting completion.

Meeting Logistics

- Tabletop Exhibits: exhibit in centrally located exhibit space with tablecloth and complimentary standard power
- Complimentary Exhibit Hall registration for up to **two booth representatives***
- Complimentary AACP Meeting registration for **one additional delegate*** with access to all sessions and included meals. (\$2,500 value)
- One guest pass for Exhibit Hall



***Booth representative** = person staffing the exhibitor area, not attending any meeting sessions

***Company representative** = person affiliated with exhibiting company/organization and will attend meeting sessions

SPEAKER SUPPORT SPONSORSHIP

\$5,000

Your sponsorship is critical for bringing together a lineup of speakers needed to create this phenomenal opportunity. Top experts, passionate and successful in their respective fields will share their knowledge and collaborative work with other doctors of dentistry and medicine impacting the TMJ, Sleep, Airway, and Pain fields. Your support is vital to expand this important education.

Promotion with the following logo displays:

- Logo and link to your company/organization's website on the AACP Supporter's Page within the registration website
- Listing on AACP's Preferred Partner website page
- Logo placement on the printed program handout
- Corporate signage on the Networking Floor
- Recognition of your company given by the Course Director
- Delegate and Representative name badges will identify as Speaker Supporters

Social and Digital

- One Graphic Ad will be pushed out to all of AACP's social media channels, pre-conference; due 60 days prior
- Inclusion in the post-conference e-card to all members with a 1/4 page ad spotlighting your education sponsorship

Meeting Logistics

- Tabletop Exhibits: exhibit in centrally located exhibit space (estimated 8 x 8) with tablecloth and complimentary standard power
- Complimentary Exhibit Hall registration for up to **two booth representatives*** name badges will identify speaker supporters
- One guest pass for Exhibit Hall
- Company/Organization contact information listed in the exhibitor directory





EXHIBIT SPONSOR \$3,000

With the purchase of Exhibition Space, you will have the opportunity to bring your product or service to the forefront of the attendees. By providing the platform to demonstrate and educate targeted providers to the many services your company offers, you have a captured audience primed for opportune sales.

Promotion with the Following Logo Displays

- Logo and link to your company/organization's website on AACP Supporters Page within the registration website

Print Advertising

- Company/Organization contact information listed in the exhibitor directory

Meeting Logistics

- Tabletop Exhibits: exhibit in centrally located exhibit space with tablecloth and complimentary standard power
- Free registration for one booth **representative.***

A LA CARTE OPTIONS

DAILY COFFEE BREAK SPONSOR (2 available) \$2,500

- 2 coffee/replenishment breaks
- Branded signage and cocktail napkins with your logo as sponsor of Friday and Saturday coffee breaks

CONFERENCE BAG SPONSOR \$2,000

Your Company/Organization logo front and center of all meeting bags, which each registered attendee is given at check-in. 1 available

CONFERENCE PEN SPONSOR \$750.00

While they're jotting notes, they'll be continuously seeing your logo on the conference pen! A great way to reach out to all attendees, these pens are supplied at conference registration desk. 1 available

CUSTOMIZED OPTIONS ALSO AVAILABLE

Please contact Exhibitor Services to inquire about any other options you would be interested in promoting your brand and enhancing attendees' experiences. Attendees always love creative swag or giveaway items. Take advantage of the opportunity to put your company brand front and center.

ADD ADDITIONAL BOOTH REPRESENTATIVE TO CONTRACT \$250.00

Want more coverage at the Annual Meeting? Bring an additional representative!

IMPORTANT DATES

➤ Friday, April 4

Are we on your calendar?
Contract & 50% Deposit Due

➤ Friday, August 15

Artwork/Ad/Logo high res
files due for print material.

➤ Friday, August 22

Final payment due or space
released for general sale.

No refunds will be given
after this date. Print
material deadline is past.

➤ Tuesday, September 22

Group Rate on room block cutoff.
*All exhibitors must be booked
within the AACP hotel block, or have
waiver and additional fee applied.*

Tentative Show Schedule

➤ Thursday, October 23

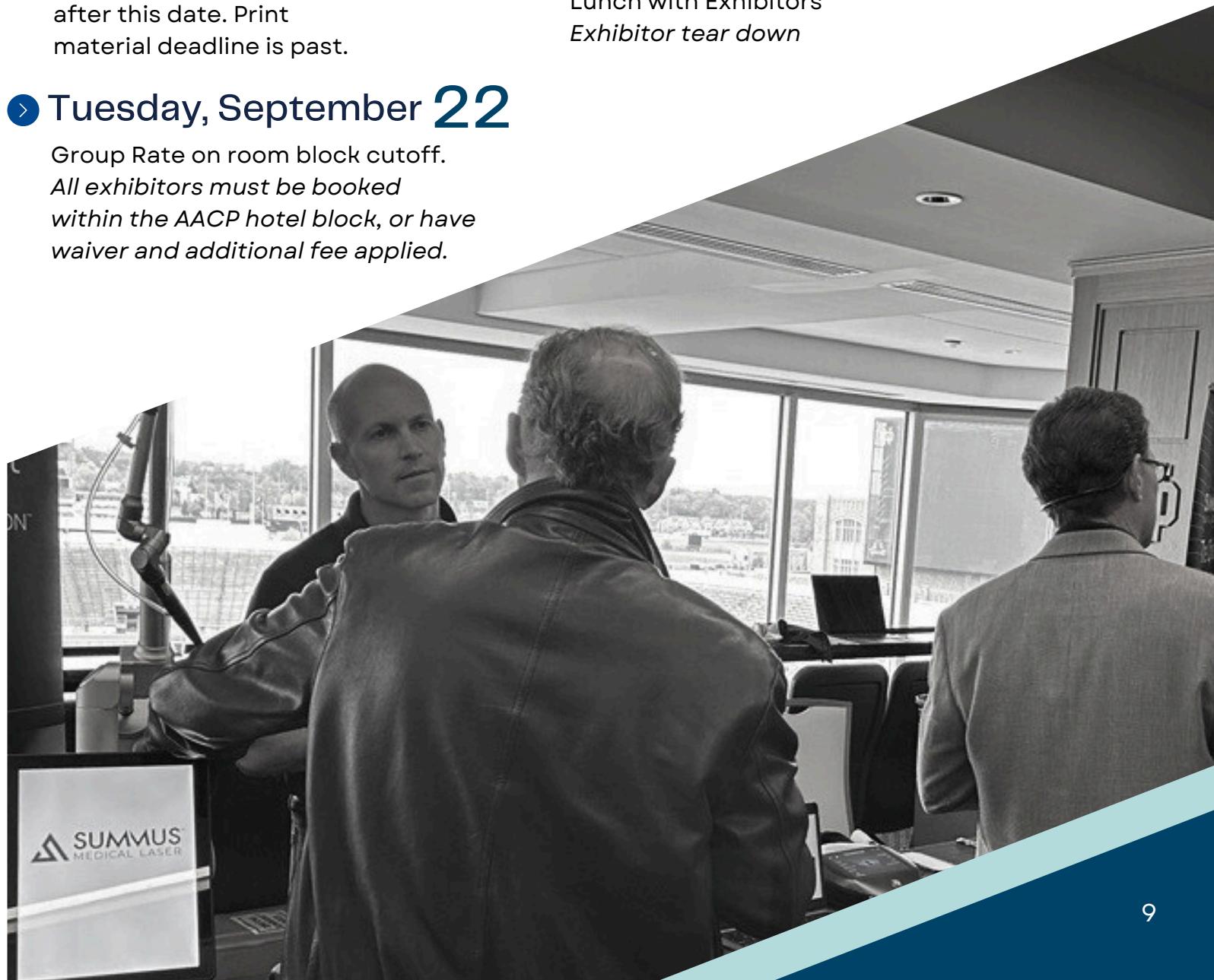
Exhibitor move-in

➤ Friday, October 24

Opening Breakfast with exhibitors
Midmorning - Coffee & networking break
Lunch and Learn (*sponsorship available*)
Midafternoon - Replenishment & networking break
Welcome Reception with Exhibitors

➤ Saturday, October 25

Leaders/Members Exclusive Breakfast
Midmorning - Coffee & networking break
Midafternoon - Replenishment & networking break
Lunch with Exhibitors
Exhibitor tear down





Show Information & Specifics

Exhibit & Eligibility:

Each tabletop exhibit space consists of a skirted table with 2 chairs, a wastebasket, and identification signage provided by the conference. Additional items may be ordered at the cost, provided by General Services Contractor of choice determined by AACP. (*Order forms will be available no later than August 22, 2025.*)

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

**Further restrictions may apply; see terms and conditions.*

Exhibitors are REQUIRED to book their lodging within the designated AACP hotel room block by September 24, or a \$350 penalty fee will be assessed to their registration, which must be paid no later than two weeks before the meeting. Your exhibitor services team can assist you with booking your room reservation or you can book online during the registration process. Please do not contact the hotel directly.

Space Selection Process:

AACP 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:

Exhibit space will be held until April 5th, at which time a 50% deposit is due. If a deposit is not received by April 4, 2025, AACP reserves the right to release the exhibit space for resale. Exhibit space must be paid in full by August 22, 2025.

Cancellation Policy:

The exhibitor may cancel before August 22, 2025, and receive 50% of their deposit monies paid. Failure to make payments 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?



HOST HOTEL HYATT REGENCY SANTA CLARA

Hyatt Regency Santa Clara
5101 Great America Parkway, Santa Clara, CA 95054

Stay in Santa Clara's Modern Hotel Near Great America & Levi's Stadium

Connected to the Santa Clara Convention Center and steps away from Levi's Stadium, Hyatt Regency Santa Clara places you moments from Silicon Valley's best. Stay within walking distance of California's Great America in our upscale hotel in Santa Clara, featuring an outdoor pool and rooms with sweeping views of the valley.



6 Miles from San Jose Mineta International Airport (SJC)
31 Miles from San Francisco International Airport (SFO)



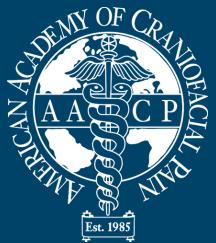
	Rate	15.5% Occupancy Tax	\$.75 CA Tourism Fee	2% SCTID Asses.	Total
ROH Room	\$219.00	\$33.95	\$0.75	\$4.38	\$258.08

EXHIBITOR HOTEL ROOM RESERVATIONS

To maintain exhibitor pricing, exhibitors are required to book their rooms within AACP's designated block at the Hyatt Regency Santa Clara. Companies not holding a reservation at the Hyatt Regency Santa Clara will be automatically charged an additional fee of \$350, which must be paid no later than two weeks before the start of the meeting. Companies with local booth representatives are exempt from this policy; such exceptions must be requested in writing.



ENHANCE YOUR EXPERIENCE



**PREMIER FINAL NIGHT EVENT
SPONSOR
\$20,000**

**JOINT WELCOME ROUNDTABLE
EVENT SPONSOR
\$7,000**

**LUNCH AND LEARN SPONSOR
\$12,000**

**SPEAKER SUPPORT SPONSOR
\$5,000**

**EXHIBIT SPONSOR
\$3,000**

