



APRIL 6-9, 2016
SAN FRANCISCO





Meeting Overview



- Largest continuing education (CE) event dedicated to the endodontic specialty in the world offering:
 - Up to 28 CE hours through traditional educational sessions and hands-on workshops
 - Opportunity to compare companies and try new products in the exhibit hall
 - Networking through social and career-centric activities
 - Ability to plan a vacation to a new city
- Meeting brand focuses on the city location



Campaign Notes

About the Branding

- Launched the previous year, the color blocks—which translate members' nickname of this annual gathering—change color each year and are paired with a skyline of the location—top attendance influencer.
- In the launch year, the AAE logo always appeared as part of the branding lockup. With a total association rebrand on the horizon, the hope was that with 2016 the meeting brand could stand strongly on its own without the association logo.



MAY 6-9, 2015
SEATTLE



Unique Strategy Points

- All lists were generated from internal data. No external paid advertising was used.
- Use of the logo and branding were closely monitored to ensure consistency.
- All materials pointed targets to a centralized microsite of www.aae.org/AAE16.
- All content was centered around four main benefits: Education, Exhibit Hall, Special Events and Vacation.
- Guest registration was pushed for all targets as an easy upsell.

Attendance Results

- Largest meeting in AAE history!
- Top 3 reasons for attending
 - 77% Education
 - 11% Location
 - 9% Networking
- International attendance
 - International attendance totaled 571, represented by 58 countries.
- Marketing spends
 - \$15,000 total spend
 - \$5.38 cost per attendee (excluding guests)

Registration	2016 Budget	2016 Actual
Professional Member	1600	1776
Resident Member	475	643
Professional Staff	250	202
Professional Guest U.S.	55	57
Professional Guest Int'l	90	103
Student Guest	0	9
Total Professional	2470	2790
Professional Staff Guest	0	7
Guest	400	583
Child	20	29
Press	0	10
Total Non-Professional	420	629
Total	2890	3419

Most important attendee membership types.

Additional marketing tactics employed to boost these upsell types.

APRIL
6-9
2016



Login

Full Schedule

Browse by

Meeting Website

Tutorial

Oral & Poster

Research & Table

Clinics

Alumni & Affiliate

Functions

CE Credit

Sponsors

Exhibitors

Interactive Exhibit Map

Planning Committee

Travel

Guest Activities

Local Liaison

www.aae.org



REGISTER ONLINE NOW! RATES INCREASE FEBRUARY 24.

[View complete registration information and methods.](#)

AAE16

April 6-9, 2016 | San Francisco | Moscone Center West | Earn up to 28 CE Hours

The AAE works hard to produce the annual meeting—curating the best content and research, engaging the most sought-after speakers and visiting industry vendors—to ensure attendees are met with an exciting and relevant experience each year.

Attend AAE16 to:

- Immerse yourself in the latest research, trends and releases that can impact your future
- Have your voice heard by AAE leadership and help shape the specialty's response to critical issues
- Discover innovative products and services that could lead to new ways of treating patients and improving productivity
- Get energized by fresh perspectives, surrounded by colleagues who understand your goals and challenges

Be Inspired by all that AAE16 has to offer! View the complete schedule or browse by track. Use your AAE credentials to leverage the full capabilities of the meeting website!

GET STARTED! LEVERAGE THIS MEETING WEBSITE FOR EVERYTHING AAE16.



Register in minutes.
Visit the registration page for complete information on packages and methods. Our new [Registration and Housing partner](#) makes booking easier than ever!



Favorite and share sessions.
Use this site to build a customized schedule that best suits your interests. If you are not yet familiar with the robust features of this meeting website, visit the [tutorial page](#).



Plan your adventure.
San Francisco is home to a little bit of everything. Check out our [local liaison's recommendation page](#) and start planning your adventure in this city by the bay.

Meeting Website



Utilize Cadmium itinerary planner as a microsite for all meeting information.

- Button changed with offers and deadlines
- Led with key benefits of attendance
- Important events, info rotated as house ads
- Additional content addressing barriers
- Pressed importance of learning the microsite

Engagement on website helped to encourage mobile app usage on site.

Registration and Upsell

Top referrals to our registration site were from the association website, emails and meeting website.

Registration Site Referral Traffic

Source	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	7,273 % of Total: 52.57% (13,836)	38.36% Avg for View: 50.41% (-23.50%)	2,790 % of Total: 40.00% (5,975)	31.95% Avg for View: 34.63% (-7.72%)	9.15 Avg for View: 8.84 (-2.54%)	00:07:26 00:07:20 (-1.34%)
1. aae.org	5,112 (70.28%)	46.64%	2,384 (88.45%)	33.72%	8.19	00:07:09
2. www3.cmreg.com	1,018 (14.00%)	5.89%	60 (2.15%)	22.20%	14.05	00:08:38
3. eventscribe.com	408 (6.81%)	47.79%	195 (6.59%)	31.62%	8.58	00:07:42
4. os1.cmreg.com	290 (3.89%)	2.78%	8 (0.28%)	19.31%	13.47	00:10:28
5. aae.cmrushelp.com	163 (2.24%)	12.27%	20 (0.72%)	31.90%	8.83	00:08:31
6. eventsinamerica.com	65 (0.89%)	52.31%	34 (1.22%)	60.00%	2.51	00:02:48
7. magnetmail.net	46 (0.83%)	56.52%	26 (0.93%)	47.83%	5.74	00:04:43
8. email.seznam.cz	25 (0.34%)	4.00%	1 (0.04%)	96.00%	1.04	00:00:34
9. facebook.com	24 (0.33%)	54.17%	13 (0.47%)	66.67%	4.08	00:03:58
10. m.facebook.com	11 (0.16%)	90.91%	10 (0.36%)	81.82%	2.91	00:02:18

The screenshot shows the AAE16 San Francisco registration website. At the top, there's a banner for the event (April 6-9, 2016) and a navigation bar with links like Log In, Nonmember Registration, Need Help?, Find FAQ, Profile, Event Dashboard, Meeting Registration, Workshops, Additional Items, Questionnaire, Book Hotel, Edit Registration, Book Hotel, Check Out, See Who's Registered, and View Your Badge.

The main content area has sections for "Edit Registration", "Book Hotel", and "Check Out". It includes a "BOOK YOUR HOTEL TODAY!" section with benefits like negotiated discounted rates, no prepayment required, onsite housing assistance, and support for the AAE. There's also a "Don't miss out on limited hotel room block availability" note.

Below these are sections for "See you in... SAN FRANCISCO" and "COMPLETE YOUR REGISTRATION". The "See you in..." section features images of the Golden Gate Bridge and a red double-decker bus. The "COMPLETE YOUR REGISTRATION" section includes a "Did you remember to register your guests?" list and a "Select edit registration to add guests or visit onsite registration" button.

On the right side, there are "Registration Summary" tables for attendees and guests, showing details like name, date, and payment status. At the bottom right, there's a "No attendee balance" message and a "Housekeeping Summary" table for room bookings.

Print Advertising

APRIL 6-9, 2016
SAN FRANCISCO
AAE 16

www.aae.org/AAE16

JOE – November '15

APRIL 6-9, 2016
EARLY REGISTRATION
SAN FRANCISCO
AAE 16

PLAN TO ATTEND AAE16!
Early registration opens **DECEMBER 14**.
AAE members, complete your registration by February 23 to **SAVE!**

AAE's annual meeting continues to be the most comprehensive endodontic education summit, vendor exhibition and networking opportunity in the world!

EDUCATION
Immerse yourself in the latest research, trends and releases that can impact your future, presented by some of the most recognizable names in dentistry. Use the meeting website to build a customized schedule that best suits your interests.

SPECIAL EVENTS
Networking, recognition and social events are an important part of this meeting. Surrounded by colleagues who share your goals and challenges, you'll find it easy to build beneficial partnerships.

VACATION
The city by the bay, San Francisco, provides a beautiful backdrop. Whether you're a first-time visitor or a long-time local, you'll enjoy the unique culture, fun activities and culinary delights this city has to offer.

REGISTRATION IS EASIER THAN EVER!
Now in one place, register yourself and guests, buy additional tickets and book your hotel through our Registration and Housing partner site.

Visit the meeting website for all AAE16 information.
www.aae.org/AAE16

The AAE is an ADA CERP recognized provider.

JOE – December '15

APRIL 6-9, 2016
SAN FRANCISCO
AAE 16

DON'T MISS YOUR CHANCE TO SAVE ON AAE16 REGISTRATION!

AAE's annual meeting continues to be the most comprehensive endodontic education summit, vendor exhibition and networking opportunity in the world!

Attend AAE16 to:

- Earn up to 28 continuing education credits.
- Discuss critical issues with AAE leadership.
- Discover innovative products and services.
- Celebrate accomplishments and advancements.
- Be inspired by fresh perspectives.
- Collaborate with your mentors and peers.

Visit the meeting website to:

- View the complete schedule with session descriptions.
- Browse the sessions by date, type, speaker and track.
- Customize your itinerary by "starring" sessions.
- Navigate the interactive exhibit hall.

REGISTER BY FEBRUARY 23 TO SAVE!

Now all in one place, register yourself and guests, buy additional tickets and book your hotel through our Registration and Housing partner site.

ADA CERP® (Continuing Education Recognition Program)

The American Academy of Endodontics (AAE) is an ADA CERP® recognized provider. The AAE is a registered provider with the American Dental Association's (ADA) CERP® and is a CERP®-accredited provider with the International Congress of Endodontics (ICE). The AAE is also a registered provider with the California Dental Association (CDA) and the California Board of Dentistry (CBD).

JOE – January and February '15

APRIL 6-9, 2016
EARLY REGISTRATION
SAN FRANCISCO
AAE 16

ARE YOU AWARE OF ALL THE WAYS TO EARN CE?

AAE's most dynamic meeting set, with over 130 educational sessions, more variety in learning formats and more options for earning CE. Make sure you are aware of the changes to CE from previous years.

GENERAL SESSION
Join AAE Program Chair Dr. Debra Mattioli and this year's educational track organizers for an hour-long presentation. You will learn about the educational tracks you are attending and conduct your own research.

EXHIBIT HALL
Discover innovative products and services that could lead to new ways of treating patients and improving productivity. Use the meeting website to build a customized schedule that best suits your interests.

EDUCATIONAL SESSION TRACKS
Collaborating with the AAE, leading experts and engaging the most sought after speakers, these tracks provide an exciting and valuable experience since each track's session tracks include:

- **INTERDISCIPLINARY CARE** The optometrist can learn how to collaborate with the dentist to treat patients with ocular disease and receptor management.
- **ENDODONTIC PRACTICE** These sessions address the challenges of changing needs; there are many strategies for addressing these challenges.
- **INTERDISCIPLINARY CARE** The optometrist can learn how to collaborate with the dentist to treat patients with ocular disease and receptor management.
- **ENDODONTIC WORKSHOPS** These sessions are designed for the clinician to learn about the latest available techniques.
- **POSTER RESEARCH AND TABLE CLINICS** These sessions allow the participant to present their research findings to their colleagues and residents discussing more research procedures or phenomena.

EDUCATIONAL WORKSHOPS
These sessions are designed for the clinician to learn about the latest available techniques.

ORAL RESEARCH
This session allows the participant to present their research findings to their colleagues and residents discussing more research procedures or phenomena.

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CMQ – December '15

APRIL 6-9, 2016
EARLY REGISTRATION
SAN FRANCISCO
AAE 16

DON'T MISS AAE16!

There is still time to register and plan your adventure.

AAE's annual meeting continues to be the most comprehensive endodontic education summit, vendor exhibition and networking opportunity in the world!

EDUCATION
Immerse yourself in the latest research, trends and releases that can impact your future, presented by some of the most recognizable names in dentistry. Use the meeting website to build a customized schedule that best suits your interests.

EXHIBIT HALL
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REGISTRATION IS EASIER THAN EVER!
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www.aae.org/AAE16

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JOE – March '15



Surprises in San Francisco

After more than 70 years of successful annual meetings, most AAII members know what to expect from the event — opportunities to meet and network with peers, the largest educational exhibit hall in the world and exceptional lectures from leaders in the endodontic field. But in a year when Dr. Terry A. Puspos is president, it also can be expected that AAII16 will have some surprises in store.

This year's meeting will feature a broader range of speakers from both inside and outside the academy, and more variety in program formats. "Some traditional educational sessions will continue, but we will also offer a variety of other formats, such as mini-conferences, multiple speakers or such alternatives as panel discussions, round-tables, and even debates," "talk shows," interviews, and panel discussions.

"Our membership has grown under Dr. [John] Coddington's leadership, and we are looking forward to welcoming him to Atlanta," AATSE general chair, "that needs to integrate new ways of learning into the meeting—in order to engage people at every level."

Though the formats may be different, the educational sessions will remain the same—offering a wide range of presentations on subjects紧扣 the specialty. The popular "Managing Endocrinology," "Special Endocrinology and Diabetes," "Endocrinology and Genetics," and "Endocrinology and Geriatrics" sessions will be presented by his well-respected interdisciplinary Coda and DeWitt.

said. "There can be complications of all different types and it's only by talking about them that we can help screeners like avoid

congratulations to the 2016 Award Recipients

AAE proudly announces the 2016 recipients of the organization's highest honors and awards, as presented at AAE16. These six AAE members represent the specialty's greatest achievements in leadership, research, education and service to others, and the AAE is proud to recognize their commitment to endocrinology.

A black and white portrait of Dr. Edward G. Donaghue, Jr., a man with dark hair and a beard, wearing a suit and tie. To the right of the portrait is a block of text detailing his professional achievements and the award he received.

"I've had some wonderful, fulfilling and meaningful relationships."

Ralph F. Sommer Award
PN Rossouw/Visa

RONALD E. BROWN

P.M. Romano *Professor, B.Sc., D.V.M., Ph.D.*, is an accomplished endodontics researcher with more than 100 publications and 10 books.

publications to his name, and in the 1990 paper in the *Journal of Endocrinology*—“Interdigitating bacteria and fungi in rod cell nuclei, symbiosis between teeth with therapy-resistant periodontitis,” he argued that the oral microbiome was the cause of the disease.

¹Some members of the author's family have been diagnosed with Alzheimer's disease. These findings are referred to as "familial Alzheimer's disease" or "genetic Alzheimer's disease".

Journal of Health Politics, Policy and Law



Natasha M. Riba, D.D.S., Ph.D., M.S.D., showed a clear interest in orthodontic education early on, receiving the AAD Foundation's Early Achievement Award.

endocrinologist (assistant professor) while working her dental degree and PhD in neuroscience at the University of Maryland. Dr. Palek completed her endocrinology training at the University of Wellington School of Medicine in 2002 and joined the university faculty as an associate professor in 2004.

and the most outstanding young professional in orthodontics has been assistant professor of the year. Since then, she also has taken on the roles of director of predoctoral endodontics, director of the endodontics scholarly and chair of the Clerkship Committee.

In 2010, Dr Flute received the postgraduate award of the Bruce R. Rothwell Distinguished Teaching Award, the University's highest teaching award.

Print Newsletter



- One issue of our print *Communiqué* (member newsletter) mailed to all members, focused on preparing meeting attendees.
Issue featured:
 - Educational overview article.
 - Educational highlights (CE formats and new sessions).
 - Explanation of key attendance benefits.
 - Biographies of award recipients (honored at a meeting reception).



Electronic Advertising

The homepage features a banner for "AAE16 SAN FRANCISCO APRIL 6-9, 2016". It includes sections for "Find an Endodontist in Your Area", "Advanced Search", "Journal of Endodontics", and "Live Learning Center". The "Live Learning Center" section highlights "AAE Preview: Surprises in San Francisco".

The newsletter header reads "communiqué". It features a "Feature Story" about "How to Avoid a Root Canal", a "President's Message" from Dr. Carol Gutierrez, and a "Message from the President-Elect". Other sections include "Enhance Your Event", "AAE16 Preview: Surprises in San Francisco", "AAE16 SAN FRANCISCO APRIL 6-9", and "AAE Board Makes Great Strides in Washington, D.C.".

The newsletter header reads "The AAE Paper Point News and Views From the AAE Resident & New Practitioner Committee". It features a "Happy New Year!" message, "About AAE16", "AAE16 SAN FRANCISCO APRIL 6-9", and "AAE16 SAN FRANCISCO APRIL 6-9". It also includes sections for "AAE Preview: Surprises in San Francisco", "AAE16 SAN FRANCISCO APRIL 6-9", and "AAE16 SAN FRANCISCO APRIL 6-9".

Rotators appeared on the homepage of our site. Ads were also placed in the electronic version of our *Communiqué*(membership newsletter) and *Paper Point* (resident and new practitioner newsletter) surrounded by important meeting and event features.

NEW at AAE16 - CE Express! This series of 30-minute presentations allows attendees to gain focused, concise knowledge on various topics. In order to earn CE, attendees must attend at least two CE express sessions.
<https://www.eventscribe.com/2016/AAE16/AAE-CEU.asp>



American Association of Endodontists
March 23 · ⓘ

This year at AAE16 will we be offering an additional way to earn CE. CE Express will be a series of 30-minute presentations allowing attendees to gain focused, concise knowledge on various topics. In order to earn CE, attendees must attend at least two CE express sessions.

<https://www.eventscribe.com/2016/AAE16/AAE-CEU.asp>

Are you aware of the ways to earn CE at AAE16?

- General Session
- Educational Sessions
- NEW!** CE Express
- Submitted Presentations
- Educational Workshops
- Oral Research
- Poster Research and more!

Review the session types on the CE Credit page, to choose what works best for you.

Like Comment 4 shares

907 people reached

Like Comment 4 shares

4,127 people reached

Like Comment Share Top Comments 12 shares

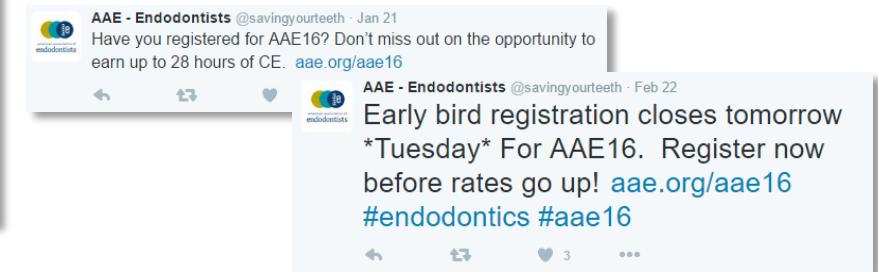
Boost Post

Social Media



■ Audiences on both Facebook and Twitter are a mix of endodontists and patients.

- Posts on Facebook alternated between registration promotion and onsite related items (the same that were promoted on the website).
- Those featuring registration (and the prominent bold logo) got the most attention.
- Posts were not made on Twitter as frequently as our feed is mostly patient interactions.



AAE - Endodontists @savingyourteeth · Jan 21
Have you registered for AAE16? Don't miss out on the opportunity to earn up to 28 hours of CE. aae.org/aae16

AAE - Endodontists @savingyourteeth · Feb 22
Early bird registration closes tomorrow *Tuesday* For AAE16. Register now before rates go up! [#endodontics #aae16](http://aae.org/aae16)



Email Marketing: Segment Specific

Featuring specific benefits or highlights of meeting features, emails were segmented by member type. Dynamic content allowed us to further segment by previous year meeting attendee versus nonattendee.

A total of eight unique promotional messages were released to various lists from December to April.

Emails focused on a range of topics including registration, education, benefits, price deadlines and guest registration.

Lapsed or Non Member

Planning to attend AAE16, the most comprehensive endodontic educational summit, vendor exhibition and networking opportunity? It's never too late to renew your membership before registering to ensure you get the member pricing.

Follow these two steps to save!

1. **Renew Your AAE Membership:**
Please renew your AAE membership by February 23 to receive the member rate. After that time, you will be required to pay the non-member registration fee. Learn more about renewing your membership [here](#).
2. **Register Online for AAE16:**
Registration is easier than ever. Once your renewal has been processed, visit our [Registration page](#) and register online to register yourself and guests, buy additional tickets and even book your hotel.

Need more information? Visit the [AAE16 meeting website](#). Find session information, customize your itinerary, navigate the exhibit hall and more!

DIAMOND SPONSOR
DENTSPLY
TUSA DENTAL
SPECIALISTS

ADA CERP
American Academy of Endodontics

AAE16 | April 6-9, 2016
Moscone Center West
San Francisco, CA
Earn up to 28 CE hours
www.aae.org/AAE16

This message was sent to [INQUIRER](#), DMD, by the American Association of Endodontists.

News and Information | About AAE | Join AAE | Log In | Contact Us | Help | Log Out

AAE 171 | Chicago Ave., Suite 100, Chicago, IL 60611-2607
Phone: 312-434-2400 | Fax: 312-434-2401 | Email: info@aae.org
Canada, Mexico: 519-268-0807

Follow the AAE [Facebook](#) [Twitter](#) [LinkedIn](#)

Active

Registration for AAE16 is now open!

Early registration ends February 23! Pay just \$195 for AAE16. Plus, early registrants get free spots for in-depth workshops with limited space available.

Planning your trip today? Click to view our [Registration and housing information](#). Register your spouse and children to book one ticket for all three days!

Angerle General and Children

Enjoy more time with your interesting friends and family members at AAE16. Book your spouse and children to receive a discounted rate and attend all the great events and Celebrate Our Past sessions.

AAE16 | April 6-9, 2016

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New Practitioner

Challenges endodontists face within the first two years of their careers are immense. Putting your knowledge to work can be difficult, but it doesn't have to be. However, if you're not sure where to start, attending AAE16 could be on your development plan for this year.

AAE16 for these important reasons:

- Learn at the forefront of your profession. You will be exposed to the latest research, clinical techniques and knowledge base and help you improve the way you think and practice.
- Meet your peers. Connect with colleagues who have faced challenges similar to yours.
- Discover innovative products and services through hands-on Demonstrations in the professional and pursue continuing education opportunities.
- Network with your peers. Being surrounded by peers who share your interests and goals can help you build beneficial partnerships and discover ways to overcome challenges.

AAE16 | April 6-9, 2016

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Residents

AAE16 offers several years to learning in research and knowledge as well as developing your professional skills and perfecting your technique. You will gain sight of your career development, AAE16 offers many opportunities to learn and network with other dental professionals and industry experts.

E-Suite is about AAE16 this year for these important reasons:

- Gain insight into the many issues and challenges facing dentistry today.
- Learn how to better serve your patients.
- Connect with colleagues who have faced challenges similar to yours.
- Discover innovative products and services through hands-on Demonstrations in the professional and pursue continuing education opportunities.
- Network with your peers. Being surrounded by peers who share your interests and goals can help you build beneficial partnerships and discover ways to overcome challenges.

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Professional Staff

AAE16 is responsible for improving patient satisfaction, offering patient education, recommending marketing and managing technology solutions. Understanding this, an entire education track in the **E-Suite** is designed to help you attend and take advantage of the opportunity to learn from the experts who can provide you with more efficiency, efficacy and accessibility. Session topics in the **E-Suite** include:

- Getting to the Root of What Patients Want in Endodontics: Evidence-based Strategies for a Long & Healthy Life
- Managing PPO Participation in the Endo Practice Without Sacrificing Service-Oriented Care
- The Future of Endodontics: What Every Dentist Needs to Know About the Day Shift: Flying Rubber Dam and Taking X-Rays

AAE16 for these important reasons:

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- Learn how to better serve your patients.
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Initial messages saw an average 45% open rate and click through rate of 11-13%. Later prospect messages still remained high, averaging 20% open rate and 2-3% click through rate.

Exhibitor Results

- Most exhibitors in meeting history!
- Exhibitor attendance
 - 96,660 gross square foot
 - 132 exhibiting companies
 - 25 new exhibitors
- 33% of exhibitors utilized the Marketing Toolkit to promote their attendance at AAE16.



Segment Specific: *Exhibitors*



Email (left: previous exhibitor, right: prospect exhibitor)

Our Exhibit Prospectus and Integrated Marketing Guide provides an overview of the meeting and exhibitor opportunities as well as a host of sponsorship opportunities (educational programs, communications, amenities, and events, etc.) ranging from \$300 to \$70,000 per activity.

Emails were split between past exhibitors and prospects. All were moved from overviews, to exhibit focused and then availability of specific offerings.

Conclusion

- The marketing campaign performed well and helped to exceed the attendance goals.
- Helped by the fact that San Francisco—despite being an expensive city—is a desirable location, the content and messaging specifically encouraging attendees to bring and register guests contributed to the rise in that easy upsell target.
- The meeting brand work was properly upheld and the consistency contributed to attendees' recognition during the promotion and on site at the meeting even without the association's parent branding.
- New learnings continue to be built into the campaign. AAE17 will expand from a 6-month push to a 9-month plan and continue to expand to be an annual promotional effort.