

AAOM Corporate Sponsorship Terms and Conditions

The following agreement outlines the expectations, rights, and responsibilities of AAOM, and the Corporate Sponsor. Platinum Sponsorship includes one webinar which is governed under the Terms and Conditions stipulated below. Communications specified in the Corporate Sponsorship Prospectus are intended for any promotional communications and messaging related to the sponsor's products and services throughout the year. This includes promoting their booth or conference events, it includes any promotions or special offers ex: AAOM members receive 25% off orders in 2025 with code "AAOM2025" or news announcements. It does not include webinar promotions in the event a sponsor either has a webinar as part of their platinum sponsorship package, or they purchase an extra webinar. It is intended that the sponsors will provide ready to use content, and AAOM staff will review, approve, and place content – suggesting edits if appropriate such as in the event the content does not fit with the schedule or parameters allowed.

AAOM Webinar Sponsorship & Content Terms and Conditions

The following agreement outlines the expectations, rights, and responsibilities of all parties involved in AAOM-hosted webinars in relationship with a sponsor, or another partner.

I. Intellectual Property & Content Ownership. This agreement is for webinars where registration, recording, and distribution are performed by AAOM. 1. AAOM will offer CERP CE for the appropriate length of time for the session. The sponsor partner understands that AAOM and all speakers at AAOM events must act in compliance with CERP CE content standards related to promotion. 2. Webinars will be free of charge. Registration is open to all members of the public. 4. AAOM Produced, Sponsor Created Content: If a sponsor provides all subject matter expertise and develops core webinar content, the content and rights of webinar and related materials are considered jointly owned to recording use and associated branding.

II. Distribution & Access. 1. Registration and Setup: All complete information from the sponsor should be sent to staff a minimum of six to eight weeks before the event, for webpage and registration setup, and promotions. 2. Hosting: AAOM reserves the rights to have all content produced by AAOM posted on aaom.com. AAOM will host webinar on aaom.com in a publicly available area for a period of one year from the date of the event. After this time AAOM may continue to host webinars in either a publicly available area, move to a member-only area, or remove the webinar from aaom.com. 3. AAOM sponsor partners may: Link to the AAOM page where the webinar is hosted publicly. Request non-exclusive rights to display the webinar recording on their own website, with AAOM branding and proper attribution. Receive edited video files only. Source/original files will not be shared. Use the content for internal training, provided the material retains AAOM logos/branding. AAOM will not share video files with anyone else or allow anyone else to display these files, and the partner may not share the video outside with training partners. If the partner sponsor chooses to publish the webinar they agree to do so only with proper attribution as a joint webinar. 4. Co-Branding & Referral: Whenever shared externally, both AAOM and sponsor branding must be visible. Sponsors must include a reference or link back to the AAOM website where possible/publicly available. Explicit mention of AAOM as the content originator is required in all public uses.

III. Attendee Data & Contact Information: 1. Contact Data Sharing: AAOM will ask attendees if they would like to opt in to sponsor contact. Registrant names and email addresses will be shared with sponsors only if opt-in consent has been provided by the attendee. All data sharing will comply with applicable privacy regulations and AAOM's privacy policy, as well as CERP guidelines. 2. Further Communications: Part of attendees continued willingness to opt in to sponsor communications is for sponsors to be respectful in their communications. AAOM entrusts that sponsor partners will consider the volume and quality of the messaging.

IV. Promotion: 1. AAOM will host the webinar and provide registration on its website, as well as send two digest emails and two social media posts in relation to the webinar. AAOM staff will create social media graphics based on submitted sponsor materials. In the event registration numbers are lower than anticipated (such as below 50), AAOM

may choose to upgrade one digest email for a stand-alone email at its discretion. 2. Sponsor partners are encouraged to promote the webinar through their own marketing channels. 3. Webinar promotions as part of a webinar for Corporate Affiliate Sponsorship are separate and do not count toward overall communication totals.

V. Final Approval & Special Considerations. 1. All sponsor and co-hosted webinar agreements must be documented in writing before any promotional activity or content development begins. 2. This policy is subject to regular review and revision to maintain alignment with AAOM's goals. Exceptions to these policies will be considered and approved by AAOM's Sponsorship Committee.

Terms are subject to change. Should a sponsor or prospective sponsor have questions or concerns about the terms and conditions, please contact director@aaom.com with any questions.