

AADSM
ANNUAL
MEETING

MAY 29-31 | NEW ORLEANS

20

AMERICAN
ACADEMY OF
DENTAL
SLEEP
MEDICINE®

SPONSORSHIP
GUIDE





INCREASE YOUR IMPACT

Exhibitors have the exclusive opportunity to increase the impact of their presence before, during and after the annual meeting by securing a variety of advertising and sponsorship opportunities. This Sponsorship Guide provides an overview of these opportunities.

Securing your sponsorship early provides the following advantages:

- Exhibitors who secure sponsorships by January 24, 2020 will receive points toward their booth assignments.
- Many of the sponsorships are exclusive to ONE exhibitor and are available on a first-come, first-served basis.
- Exhibitors who secure sponsorships by February 28, 2020 will be acknowledged in the 2020 AADSM Annual Meeting Final Program.

Your support of the 2020 AADSM Annual Meeting will not only increase your visibility and provide you with a platform to showcase your brand and message; it will also allow us to provide a more rewarding experience for attendees.

Advertising and sponsorship opportunities are reserved on a first-come, first-served basis, so don't delay.

More information about deadlines and/or sponsorships can be found in this guide or contact Rose Zuniga at rzuniga@aadsm.org or (630) 686-1470.

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January 17, 2020

- Deadline to submit Preliminary Program ad and payment

January 24, 2020

- Deadline to confirm advertising and sponsorships to be considered for priority points

February 28, 2020

- Deadline to submit Industry Event application (if taking advantage of promotional opportunities)
- Deadline to submit Industry Product Theater application

March 6, 2020

- Deadline to cancel an Industry Product Theater

March 27, 2020

- Deadline to submit logistics for an Industry Product Theater
- Deadline to submit Final Program ad and payment

April 10, 2020

- Deadline to submit door drop artwork for approval
- Deadline to submit tote bag insert artwork for approval

April 24, 2020

- Deadline to submit ads for pre- and/or post-meeting email blast

April 24, 2020

- Deadline to submit Industry Event application



Exhibiting companies have the exclusive opportunity to advertise in the Preliminary and Final Programs. All companies placing ads in either program must complete the **Advertising Insertion Order**.

Preliminary Program

The Preliminary Program is mailed to more than 6,000 dental sleep medicine professionals inviting them to attend the AADSM Annual Meeting. Space is limited and reserved on a first-come, first-served basis, so place your request for a color, run-of-book ad as soon as possible.

Full-page: \$1,000

Half-page: \$750

Quarter-page: \$500

**Ad Materials and Payment Due:
January 17, 2020**

Final Program

The Final Program is distributed onsite to all meeting attendees and contains complete details about the meeting. Space is limited and reserved on a first-come, first-served basis, so place your request for a color, run-of-book ad as soon as possible.

Full-page: \$1,000

Half-page: \$750

Quarter-page: \$500

**Ad Materials and Payment Due:
March 27, 2020**

Preliminary and Final Program Advertising Specifications

Ad Type	Non-Bleed (W × D)	Full-Bleed (W × D)
Quarter-page	3.625" × 4.75"	N/A
Half-page	7.50" × 4.75"	N/A
Full-page	7.50" × 10"	8.75" × 11.25"

All print ads must be submitted as either a JPEG or PDF file with a minimum of 300 dpi.

SPONSORSHIP OPPORTUNITIES

The AADSM is offering a variety of opportunities for sponsorship at the 2020 AADSM Annual Meeting in New Orleans. Help us broaden our base of support and expand the scope of our educational programs by sponsoring a part of the annual meeting. All meeting sponsorships will be awarded on a first-come, first-served basis. To ensure adequate recognition and appreciation for your contribution, various sponsorships will have deadlines imposed. We are grateful for your consideration.

EXCLUSIVITY

Many of the sponsorships are available to only ONE exhibitor. Look for the crown symbol in the following pages to find exclusive opportunities.



Digital Sponsorships

Online Exhibitor Listing Upgrade

\$300

All exhibitors will be listed in the online exhibitor listing; only exhibitors who purchase this sponsorship will have the ability to post their company logo, provide an extended company description, include a sales contact, and provide hyperlinks to products/services, videos and informational materials. The listing will go live in April and will stay up until June 30.

Pre- & Post-Meeting Email Blasts

\$500 each

Advertise your products to attendees prior to the meeting and follow-up with them after the meeting. Ten exhibitors will have the opportunity to reach out to meeting attendees and AADSM members in the Pre- and Post-meeting Email Blasts. The pre-meeting message will be sent one to two weeks prior to the annual meeting, and the post-meeting message will be sent one to two weeks after the annual meeting. The email blast will contain a brief message from the AADSM and up to 10 banner-like ads. Each sponsor will be able to provide their company logo (with hyperlink), product image, booth number

and a brief message (100 words or less). Order of the banner ads and availability is based on a first-come, first-served basis.

To secure a Pre- and/or Post-meeting Email Blast, add it to your Exhibitor Application.

Ad dimensions: 600 wide x 135 tall

**Ad deadline (both pre- and post-meeting):
April 24, 2020**





Exhibit Hall Sponsorships

Exhibit Hall Custom Floor Clings

\$1,000 each

The exhibit hall custom floor clings (approx. 36”W x 36”H) will be placed in key areas of the exhibit hall, giving you the opportunity to brand, message and direct attendees to your booth space. Final approval and placement of the floor clings is at the sole discretion of AADSM management.

Footprints

\$1,500

Are you looking for a great way to increase traffic to your booth? Sponsor footprints. Include your logo/message on five, 18” footprints that will be placed on the floor approximately five feet apart from the entrance of the exhibit hall leading to your booth. You design the footprints, and we produce and install them. This sponsorship is limited to two exhibitors.

Wi-Fi Sponsorship

Wi-Fi

\$2,500/day

Help attendees stay connected while promoting your company by sponsoring Wi-Fi at the 2020 AADSM Annual Meeting! Whether filling out a meeting evaluation, downloading meeting materials, or connecting with colleagues, attendees will need to have access to the internet while at the meeting. This is an incredible opportunity to promote your brand to everyone that accesses Wi-Fi at the meeting. Take advantage of a single day, or all three. This sponsorship will provide an exhibitor with the opportunity to have all attendees re-directed to your website when logging in to Wi-Fi along with recognition in the final program.

Refreshment Sponsorships

Break Area Carpet Logo



\$4,500

One exhibitor will have the opportunity to brand the break area with a custom carpet logo (approx. 10’W x 10’H). The carpet logo will be placed in the break area for all to see. This sponsorship could be combined with footprints and lead attendees from the break area to your exhibit space.

Afternoon Cookie and Beignet Break



\$1,500 per day (Friday & Saturday)

Exhibitors have an opportunity to become co-sponsors of the daily afternoon breaks featuring an assortment of cookies and beignets to fit the New Orleans theme! Signage placed at the beverage stations will not only prominently recognize you as a sponsor, but also increase traffic to your booth space. You will also receive a personalized sign to display in your booth. Attendees will enjoy coffee, beverages and an afternoon treat (i.e. cookie, brownie, beignets, etc.) Friday and/or Saturday afternoon.

Choose BOTH cookie and beignet breaks and save! Sponsor the cookie and beignet break on both Friday and Saturday for \$2,500.

That’s \$500 in savings!





SPONSORSHIP OPPORTUNITIES

Event Sponsorships

Industry Product Theater (IPT)

\$5,000/event

Provide information regarding your products or services to attendees during a special presentation over the lunch break on Friday or Saturday in a meeting room. To participate, an Industry Product Theater Application must be submitted for acceptance. Exhibiting at the 2020 AADSM Annual Meeting is required to host an Industry Product Theater. For more information see page 12.

Industry Event Promotion NEW INFORMATION FOR 2020

\$2,500

Exhibiting companies will continue to host events for meeting attendees at the location of your choice. In previous year's, companies have paid a fee to the AADSM to host their events. Starting with the 2020 Annual Meeting, the fee to host such an event will be waived. To participate, companies will be required to complete an application and the event(s) must be held outside of the hours of the general sessions. Companies will have the option to pay \$2,500 to receive advertising support. Exhibiting at the 2020 AADSM Annual Meeting is required in order to host an Industry Event. For more information see page 14.

First-Time Attendee Breakfast

\$1,000

The AADSM will host a breakfast for all first-time attendees at the annual meeting. The breakfast will provide an opportunity for all first-time attendees to network with each other and with members of the AADSM and ABDASM Boards of Directors to gain some insight into the dental sleep medicine profession. The breakfast will be held Saturday, May 30. Sponsorship includes: recognition in the invitation to all first-time attendees, mention in the final program, and signage at the breakfast.

Headquarter Hotel Sponsorships

Glass Wall Cling – NEW!

\$2,400 each

Place your company logo or advertisement on the glass wall surrounding the hotel's restaurant for all attendees to see on their way to the meeting rooms.

Diplomate Lounge – NEW!

\$2,000

The Diplomate Lounge offers dentists who have passed the ABDASM examination a room to network with one another over a cup of coffee. This is a great opportunity to target your product to more experienced dentists. Sponsors will be able to leave a handout on a table in the lounge, receive recognition on signage (developed by the AADSM) outside the lounge, and include their logo on the back of the invitation ticket that all Diplomates receive with their registration materials. The handout must be submitted to AADSM management by Friday, April 3, 2020 for final approval and must comply with the AADSM's advertising policy.

Coffee Station at Your Booth – NEW!

\$1,000

Attendees are always looking for a cup of coffee. Now you can give them one more reason to visit your booth by sponsoring a coffee station. Arrangements will be coordinated between the sponsor and the hotel (additional costs will apply).

Banner – NEW!



\$6,600

Place your company logo alongside the AADSM Annual Meeting logo on a massive 27' wide x 42" high banner that will hang above the entrance doors to both the meeting space and exhibit hall. This banner can't be missed!



Hotel Key Cards

\$7,500

Provide attendees with a customized room key available exclusively at the Hilton New Orleans Riverside. Your corporate name/logo will appear on the front of the key.

Hotel Door Drops **\$500 per night**

Distribute your informational insert or promotional item to AADSM meeting attendees staying at the Hilton New Orleans Riverside (headquarter hotel). Sponsors will be permitted to distribute a 1-page (8½” x 11”) double-sided ad or novelty item. All door drop items must be submitted to AADSM management by Friday, April 10, 2020 for final approval. Distribution will be coordinated between the sponsor and the hotel (additional costs will apply). Hotel door drops must comply with the AADSM’s advertising policy. All printing and distribution costs are the responsibility of the sponsor. The opportunity is limited to three companies per night (Friday and Saturday nights available).

Promotional Item Sponsorships

Lanyards

\$3,000

Lanyards will be given to all attendees along with their badge when they register at the annual meeting. Your company logo will be featured prominently on this item, which attendees will wear each day. Lanyard selection and imprint color are at the discretion of the AADSM.

Tote Bags

\$4,500

Put your company name and logo in the hands of every show attendee. Attendees, speakers and exhibitors use their tote bag to store their materials during and after the show. The tote bag will feature your company logo and AADSM logo, so it is an excellent exposure opportunity. Tote bag selection and imprint color(s) are at the discretion of the AADSM.

Tote Bag Inserts

\$500 per insert

More than 1,300 attendees will be quick to dive into their tote bags; make sure your newest product or service handout is the first thing they find. Advertisements and handouts provided by your company will be inserted into each tote bag. Companies may insert a one-page, double-sided ad, no larger in size than 8½” x 11” or one novelty item. All inserts must be submitted to AADSM management by Friday, April 3, 2020 for final approval. Inserts must comply with the AADSM’s advertising policy.

Notepads & Pens

Notepads only - \$2,500

Pens only - \$2,500

In each attendee’s tote bag, there will be an 8½” x 11” notepad and pen, complete with the AADSM logo and your corporate name and logo on each item. This promotional item will be used during the sessions and long after the meeting concludes, providing maximum impact of your brand. Imprint colors, notepad design and pen selection are at the discretion of the AADSM.

Choose BOTH and save!

Sponsor both the notepads and the pens for \$4,000. That’s \$1,000 in savings!





SPONSORSHIP OPPORTUNITIES

Signage Sponsorships

Large Selfie Station in the Registration Area



\$4,500

Attendees are always looking to snap a picture of themselves in front of a sign at the annual meeting to post on their website or social media. Now with a designated selfie station they will have the perfect backdrop for their pictures. Take advantage of this opportunity and include your company logo or advertisement in conjunction with the AADSM Annual Meeting logo on a large sign (approximately 7'W x 7'H) that will be part of the selfie station.

Registration Kick Panels

\$1,500 each

Upon arrival, attendees pick up their materials and credentials at the registration counters prior to going into the meetings and exhibit hall. The front of each counter will offer a display area of approximately 86"W x 33"H.

Registration Fill-In Counter

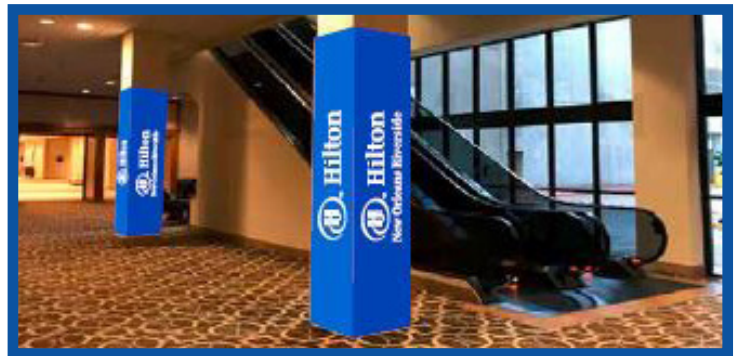
\$3,000 for all four panels or \$1,000 each

Reach attendees outside of the exhibit hall by sponsoring the Registration Fill-In Counter. This counter has a visible presence in the registration area, as it provides meeting attendees with an area to complete on-site registration forms. Place your advertisement on all four panels of the kiosk, each measuring approximately 36"W x 96"H.

Free-Standing Columns

\$4,700 each

Sponsor one of the free-standing columns that will be located near the registration counters. The column is four-sided. Share your brand/message with attendees and direct them to your exhibit space. Final approval and placement of the exhibit columns is at the sole discretion of AADSM management.



SPONSORSHIP PROGRAM

The AADSM Sponsor Program offers companies several year-round benefits that offer savings on advertising and exhibiting opportunities as well as increased recognition within the dental sleep medicine community.

For more information on how to become an AADSM 2020 Sponsor, contact Rose Zuniga at 630-686-1470 or rzuniga@aadsm.org.

Annual Meeting Benefits for AADSM Sponsors

	 Platinum Sponsorship	 Gold Sponsorship	 Silver Sponsorship
Preliminary Program Complimentary Ad	Half-page, ROB	Quarter-page, ROB	Quarter-page, ROB
Final Program Complimentary Ad	Full-page, ROB	Half-page, ROB	Quarter-page, ROB
Additional Complimentary Annual Meeting Registrations	Two full-meeting Two exhibit hall only	One full-meeting Two exhibit hall only	One full-meeting One exhibit hall only
Exhibit Space Discount	30%	25%	20%
Industry Events and IPT Sponsorship Application Fee Discount	30%	25%	20%
Internal Meeting Fee	Waived	Waived	Waived
Sponsor Fee	\$8,500 (\$22,840 value)	\$6,500 (\$18,520 value)	\$4,500 (\$16,345 value)

For a complete listing of the AADSM Sponsorship Program benefits, [click here](#).

IPT GUIDELINES

Industry Product Theaters (IPT) are the perfect opportunity for you to educate a group of attendees about your products or services outside of the exhibit hall! Attendees will enjoy a free lunch while they listen to your company give a special one-hour presentation.

IPT Information and Guidelines

Presentations may not begin earlier than the times indicated below; registration may not begin before 12:00pm.

Friday, May 29 **12:30pm - 1:30pm**
Saturday, May 30 **12:30pm - 1:30pm**

Sponsorship Fee

\$5,000 per event

The sponsorship fee is due with submission of the application, and includes:

- boxed lunches with beverages for 50 attendees
- one product theater set for 50
- a podium
- one (1) six-foot, skirted table at the back of the room for promotional materials or food and beverage
- one complimentary rental of the pre-registration mailing list
- one 1/3-page ad in the final program (placement is at the discretion of the AADSM)
- inclusion in one AADSM Pre-Meeting Email Blast that goes out to all pre-registered attendees (email is distributed by the AADSM and content is at the discretion of the AADSM).

Deadlines

Applications for IPTs must be submitted to the AADSM by February 28, 2020.

Applications will be accepted after this date if the annual meeting can support additional sessions based on submissions that have already been received and accepted.

Details of the final logistics for IPTs must be submitted to the AADSM no later than March 27, 2020.

Selection and Scheduling

IPT applications are reviewed and accepted by the AADSM management on a first-come, first-served basis. AADSM 2020 sponsors will be given priority. The availability of IPTs is limited; sponsors are encouraged to submit their applications as soon as possible. The AADSM does not guarantee that the IPTs will be unopposed. The AADSM reserves the sole right to accept or reject any application, as well as to schedule the IPTs. Notification of acceptance and assigned date/time will be provided in writing within 14 business days from the receipt of the application.

Cancellation

Notice of cancellation must be submitted in writing. The cancellation of an IPT that has been accepted is entitled to a refund equal to 30% of the total sponsorship fee provided notice is received prior to March 6, 2020. Cancellations after March 6, 2020 are not entitled to a refund.

Continuing Education

Continuing education credit is not provided by the American Academy of Dental Sleep Medicine for IPTs. Companies may not offer continuing education credit for their presentations.



Planning an IPT

Food and Beverage

Boxed lunches will be provided for 50 attendees.

Signage

The AADSM allows ONE foam core sign measuring no larger than 24" W x 36"H to be placed in the registration area at the Hilton New Orleans Riverside up to one day prior to the scheduled IPT, as well as ONE foam core sign measuring no larger than 24"W x 36"H to be placed outside of the IPT room on the day of the scheduled IPT. Organizers of an IPT may provide additional signage in their exhibit booth. Signage may not be placed in any other locations. All signage must receive AADSM approval prior to print. Flyers or handouts are prohibited unless prior approval is obtained.

Promotion

IPT organizers will receive one complimentary rental of the pre-registration mailing list, one 1/3-page ad in the Final Program (placement is at the discretion of the AADSM), and inclusion in one AADSM Pre-Meeting Email Blast that goes out to all pre-registered attendees (email is distributed by the AADSM and content is at the discretion of the AADSM).

In addition, they have the opportunity to advertise an event from their exhibit space, submit a tote bag insert, place an ad in the Final Program, and much more. The AADSM requires that any and all promotion of Industry Product Theatres receive AADSM approval. Organizers should allow seven (7) business days for the approval process. Please keep the approval process in mind when planning promotional materials so as not to strain design and print timelines. Promotional materials include but are not limited to: invitations, announcements, solicitations, advertisements and signage.

Use of AADSM Name and Logo

The AADSM name and 2020 Annual Meeting logo, acronym and any reference to the meeting are proprietary and may not be used in signs, advertisements or promotions without consent and approval by the AADSM. This guideline applies before, during, and after the annual meeting.

INDUSTRY EVENT GUIDELINES AND PROMOTION SPONSORSHIP

If an exhibitor hosts an event for AADSM Annual Meeting attendees, they must submit an Industry Event (IE) application.

IE Information and Policies

Events, including registration, may not begin earlier than the times indicated below.

Friday, May 29 **7:00pm**
Saturday, May 30 **6:00pm**

Sponsorship Fee

NEW this year! There is no fee to hold an Industry Event, but an application still needs to be submitted so that the AADSM is aware of the event.

Promotional Opportunities

\$2,500

Let the AADSM help you promote your Industry Event! While there is no longer a fee to host an IE, exhibiting companies have the option to purchase advertising opportunities to boost attendance. This fee may be divided amongst more than one organizing company. Each company is responsible for coordinating payments and communications with the other companies; one form of payment will need to be sent to the AADSM.

IE organizers who pay for AADSM promotions receive:

- one complimentary rental of the pre-registration mailing list
- one promotional email to meeting attendees sent by the AADSM
- 1/3-page ad in the final program (placement is at the discretion of the AADSM)
- inclusion in one AADSM Pre-Meeting Email Blast that goes out to all pre-registered attendees (email is distributed by the AADSM and content is at the discretion of the AADSM)
- one foam core sign measuring no larger than 24" x 36" to be placed in the registration area on Friday, May 29.





Companies may not share or divide the mailing list for individual purposes. In addition, they have the opportunity to submit a tote bag insert, place an ad in the final program, and much more. The AADSM requires that any and all promotion of IEs receive AADSM approval. Flyers or handouts are prohibited unless prior approval is obtained. Organizers should allow seven (7) business days for the approval process. Please keep the approval process in mind when planning promotional materials so as not to strain design and print timelines. Promotional materials include but are not limited to: invitations, announcements, solicitations, advertisements and signage.

To proceed with an IE, complete the IE application. If a group of organizations is submitting an application, the group should pick one primary contact to list on the application. In addition to the application, the proposal must contain the following information:

- Event Speakers and Contact Information (if applicable)
- Event Outline and Schedule
- Content Description
- Date and Location

Submission Deadline to Receive Promotions

February 28, 2020

Cancellation

All applications for IE promotions are final and non-refundable.

Continuing Education

Continuing education credit is not provided by the American Academy of Dental Sleep Medicine for IEs. Those who elect to offer credit must obtain sponsorship from another accredited provider.

Use of AADSM Name and Logo

The AADSM name, logo, acronym and any reference to the meeting are proprietary and may not be used in signs, advertisements or promotions without consent and approval by the AADSM. This guideline applies before, during and after the AADSM Annual Meeting.

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