

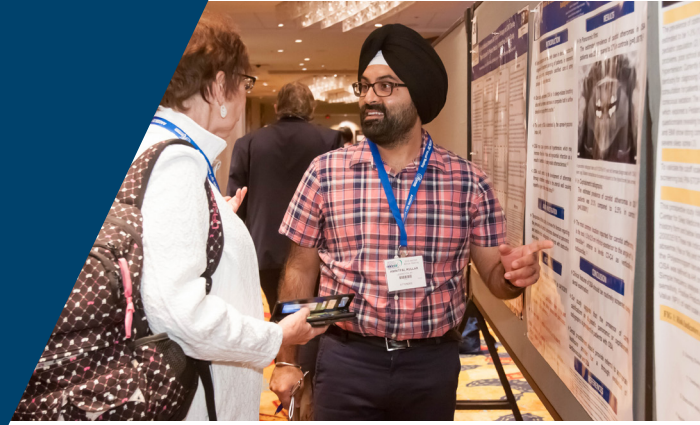
AADSM
ANNUAL
MEETING

MAY 29-31 | NEW ORLEANS

20

AMERICAN
ACADEMY OF
DENTAL
SLEEP
MEDICINE®

EXHIBITOR
PROSPECTUS





YOU'RE INVITED

Join us at the 2020 AADSM Annual Meeting on May 29-31, 2020 at the Hilton New Orleans Riverside in New Orleans, Louisiana.

The AADSM Annual Meeting is the premier trade show for dentists and dental professionals treating patients who snore or have sleep apnea. The annual meeting provides the opportunity to showcase your latest products and services to your target market.

Dental sleep medicine continues to experience growth. The 2019 annual meeting attracted nearly 1,300 attendees and 73 exhibitors! We anticipate that the 2020 meeting will continue to provide the best opportunity to raise your company's profile in this expanding field.

The exhibit hall is a central component of the meeting, and attendees appreciate the opportunity to connect with leading companies and organizations. In recent years the exhibit hall has sold out, so we encourage you to take advantage of the advanced application deadline.

Submit your exhibitor application by January 10, 2020 and save \$500 (per 10' x 8' space).

Thank you for considering the 2020 AADSM Annual Meeting. We look forward to receiving your application and hope to see you in New Orleans!

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Contact Information

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GENERAL INFORMATION

Meeting Location

Hilton New Orleans Riverside
2 Poydras Street
New Orleans, Louisiana 70130

Exhibit Hall Location

Hilton Riverside – Grand Salon Ballroom

Exhibit Hall Hours

Friday, May 29

10:00am – 7:00pm (includes President’s Reception from 6:00pm – 7:00pm)

Saturday, May 30

10:00am – 4:00pm

Sunday, May 31

10:00am – 1:30pm

Exhibit hall hours are subject to change.

Exhibitor Move-In, Registration, & Move-Out

Exhibitor Move-In

Thursday, May 28 2:00pm-6:00pm

Exhibitor Registration

Friday, May 29 8:00am-5:30pm

Exhibitor Move-Out

Sunday, May 31 1:30pm-6:00pm

Exhibit Color

The drape color is white.

The exhibit hall is fully carpeted.

Official Decorator and Drayage Contractor

Freeman Decorating

1000 Elmwood Park Boulevard

New Orleans, LA 70123

(504) 731-6137

FreemanNewOrleansES@freeman.com

Freeman Decorating will have a service counter located at the Hilton New Orleans Riverside. Exhibitor Service Kits will be available on the AADSM website in mid-February.

About the AADSM

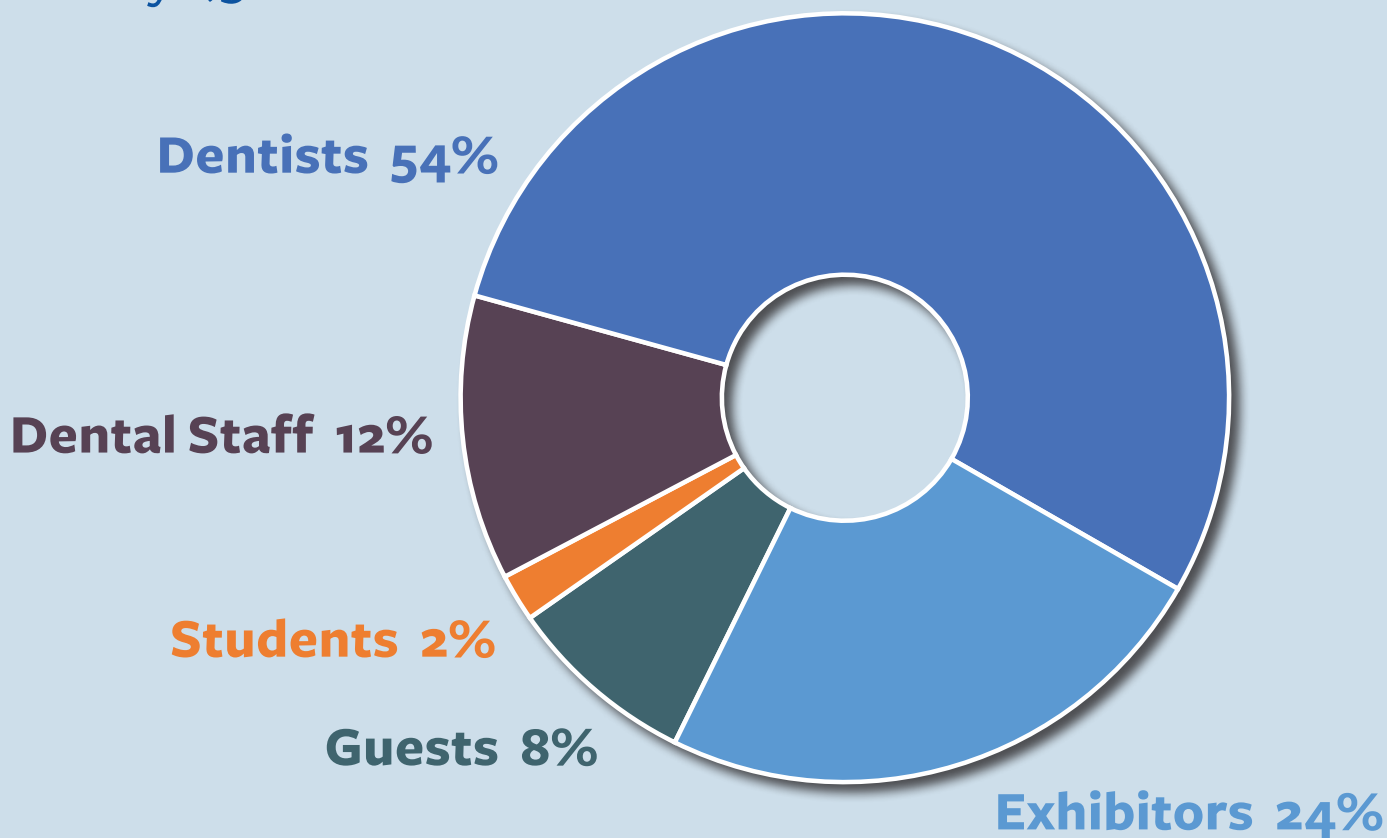
Established in 1991, the American Academy of Dental Sleep Medicine (AADSM) is the only non-profit national professional society dedicated exclusively to the practice of dental sleep medicine. With more than 3,200 individual members, the AADSM is the leading national organization representing dentists who treat sleep-disordered breathing, which includes obstructive sleep apnea (OSA) and snoring, with oral appliance therapy (OAT).

AADSM members practice a wide spectrum of dental specialties and special areas of interest. In addition to dental sleep medicine, these include general dentistry, orthodontics, oral and maxillofacial surgery, prosthodontics, periodontics, endodontics, oral and facial pain, sleep medicine, neurology, pulmonology and cardiology.

AADSM ANNUAL MEETING AT A GLANCE

2019 Meeting Attendance Breakdown

Nearly 1,300 attendees



Reach Your Audience



Over **3,000 dentists** receive AADSM

emails regarding the annual meeting with over a **38% open rate**



Multiple educational tracks are offered to **appeal to dentists and staff** at all experience levels



All coffee breaks and the President's Reception, featuring a cash bar and hors d'oeuvres, are held in the exhibit hall. Want to draw more attendees to your booth? **Sponsor a Cookie Break** available on Friday and Saturday!



January 10, 2020

- Deadline to submit exhibit application to receive discount and have exhibit points count toward the 2020 and 2021 annual meetings

January 24, 2020

- Deadline to submit exhibit application and confirm advertising and sponsorships to be considered for priority points
- Group block housing requests will be accepted
- Internal meeting space requests will be accepted

February 28, 2020

- Notification of booth assignments sent via email
- Exhibitor Services Kit available on AADSM website
- Deadline to submit exhibit application in order to be included in the Final Program
- Deadline to submit company logo and QR code for Final Program listing upgrade

April 3, 2020

- Booth cancellations/reductions received on or before April 3, 2020 will incur a penalty equal to 20% of the total contracted space cost. No refunds will be given after April 3, 2020.

April 10, 2020

- Deadline to submit group block housing requests and name lists for approved group housing requests

April 17, 2020

- Deadline to submit requests to serve food and/or beverages from your booth

May 15, 2020




- Deadline to submit exhibitor registrations
- Deadline to submit internal meeting space requests
- Deadline to submit exhibit space application (if space is still available)

SPONSORSHIP OPPORTUNITIES

AADSM Sponsorship

The AADSM Sponsorship Program offers year-round benefits that provide 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

<i>Annual Meeting Benefits for AADSM Sponsors</i>	 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](#).

Annual Meeting Sponsorship

Maximize your reach to your target market. Take advantage of sponsorship opportunities at the AADSM Annual Meeting including:

- Print Advertising – Preliminary and Final Programs
- Pre- & Post-meeting Email Blast Ads
- Industry Product Theaters
- Notepads & Pens
- Lanyards
- Tote Bags

For more information on annual meeting sponsorships see the [2020 AADSM Annual Meeting Sponsorship Guide](#).



EXHIBIT INFORMATION

Submit your application by January 10, 2020 to save \$500 (per 10'x8' space) on your exhibit space rental!

Apply for a Booth in 3 Easy Steps

1 Review the exhibit hall floor plan on page 14 and identify up to four of your top exhibit space choices.

2 Complete the exhibit application located at aadsm.org/exhibits, noting your choices.

3 Submit the completed application and payment to the AADSM.

Confirmation of receipt of the exhibitor application and payment will be provided within approximately five (5) business days. Notification of whether your application is accepted will be emailed by February 28, 2020.

Rental of exhibit space includes:

- Complimentary 50-word listing in the online exhibitor listing and Final Program
- Post-meeting attendee mailing list (with attendee approval), one-time use
- Complimentary registrations

	Number of Registrations	
	Exhibit Hall Only	Full-Meeting
Inline Booth 10' x 8' or corner exhibit spaces	4	1
20' x 8' exhibit spaces	6	2

- Draped aluminum supports, 8' high in back and 3' high on two sides
- Identification sign
- One tote bag per exhibiting company containing the 2020 AADSM Annual Meeting materials
- President's Reception and morning and afternoon coffee breaks in the exhibit hall
- Exclusive sponsorship and advertising opportunities
- The opportunity to network and connect with the industry's top leaders and professionals

Rental of exhibit space DOES NOT include:

- Furniture
- Utilities (electricity, internet, phone, gas, water or drain)
- Freight and material handling
- Storage of crates and empties
- Lead retrieval devices
- Cleaning services within your booth space
- Labor and other services needed for your exhibit space

Booth Pricing

Booth Type	On or Before Jan. 10*	After Jan. 10
Inline Booth 10' x 8'	\$1,800	\$2,300
Corner Booth 10' x 8'	\$2,000	\$2,500
Premium Booth 20' x 8'	\$4,000	\$5,000

**Save \$500 per 10'x8' space. Exhibitor points will be counted towards the 2020 and 2021 annual meetings.*

Payment Information

Payment must be received in full at the time of application. Payment may be made by Visa, MasterCard, American Express, Discover or by a check in US funds drawn on a US bank, made payable to AADSM. Payment for the maximum number of booths requested will be processed upon receipt of the application; the processing of this payment in no way constitutes the acceptance of the application or ability to accommodate the maximum number of booths requested. Any refunds due based on actual booth assignment will be processed and returned following the final acceptance of the exhibit application and booth assignment notification email. Refunds are only processed electronically via Bill.com, which requires an account.

EXHIBIT INFORMATION

Booth Information and Policies

Booth Limitations

All aspects of the AADSM exhibit hall are designed for 10'x8' booths. The size of the exhibit hall limits the number of booths. The set-up time for the event is limited to four hours. Support from Freeman Decorating, the official contractor for this meeting, is based on the requirements for an exhibit hall of 10'x8' booths. Based on these factors, the AADSM limits each exhibiting company to a maximum of two 10'x8' booths.

Booth Assignment

The AADSM utilizes a points system to determine exhibit space assignments. Points are calculated based on the amount of support contributed during the 2019 calendar year. Support includes being a Platinum, Gold, or Silver Sponsor, and through exhibition, sponsorship, or advertisements to the AADSM. Exhibitors with the most points will have priority. The date of receipt of an application **with payment** will be used in determining booth assignments: 1) in order to break a tie in points or 2) to determine priority of space for applications received after the deadline. To benefit from your points, please send your application for exhibit space with payment by January 24, 2020. Applications received after January 24, 2020, will not be assigned booth space based on points.

\$1,000 of support = 1 priority point

Increase your points by sponsoring items at the 2020 AADSM Annual Meeting. View sponsorship opportunities [here](#).

Booth Availability

Once full capacity of the exhibit hall has been reached, a waiting list will be maintained. After January 24, 2020, if booth space is available, submitted applications will require review and approval prior to assignment of booth space. AADSM management will monitor the status of the exhibit hall through May 15, 2020 to determine whether exhibit booth space becomes available. Applications will not be accepted after May 15, 2020.

Floor Plan

The AADSM reserves the right to rearrange the floor plan in order to accommodate all requests for booth space. The AADSM may also adapt the floor plan to comply with hotel regulations. Exhibitors will be notified via email if their booth numbers change due to any of the above circumstances.

Rejection of Application

The AADSM reserves the right to reject an application, refuse rental of display space, cancel booth space after an application is approved, or curtail or close exhibits or parts of exhibits at any time prior to or during the AADSM Annual Meeting. The enforcement of this right is at the sole and absolute discretion of AADSM management.

Cancellations, Refunds and Reductions in Space

All notices of cancellation must be received in writing to rzuniga@aadsm.org. The date of receipt of such notice will be used as the official cancellation/reduction date. Notices received on or prior to April 3, 2020 will incur a penalty equal to 20% of the total contracted space costs. Refunds will not be given for cancellations/reductions received after April 3, 2020.

All refunds due based on actual booth assignment will be processed and returned following the final acceptance of the exhibit application and booth assignment notification email. Refunds will not be applied to the original payment source (i.e. credit card). Any refunds processed by the AADSM will be paid by check to individuals in the U.S. (or e-payment to companies who choose to set up an account in Bill.com) and by wire transfer to individuals outside of the U.S.

SAVE on Exhibitor Fees—10 for 10

Do you already encourage your clients to join AADSM? Now you can benefit when they do! The “10 for 10” Program allows you to save 10% on your annual meeting exhibitor fees when you recruit 10 dentists to join the AADSM as new members between now and March 1, 2020. Exhibit applications must be received by March 1, 2020 in order to be eligible for the discount. For further details on the 10 for 10 Program, visit aadsm.org/10for10.



REGISTRATION

The AADSM requires exhibitors to register prior to the meeting. Exhibitors will be registering their representatives online through the AADSM website starting in April 2020. An email will be sent to each exhibitor’s primary contact with information on how to use the registration system.

Complimentary Registration

Exhibiting companies with a 10’x8’ booth (inline or corner) receive one complimentary full meeting registration, which includes entrance to the exhibit hall and general sessions, and four complimentary exhibit hall only pass registrations, which allow entrance to the exhibit hall only.

Exhibiting companies with a 20’x8’ booth will receive two complimentary full meeting registrations and six complimentary exhibit hall only pass registrations.

Purchasing Additional Registrations

Any additional exhibitor representatives will be required to register as an exhibitor full meeting attendee or exhibit hall only attendee. There is not a limit on the number of registrations an exhibitor can purchase. However, the maximum number of representatives allowed at one time in a 10’x8’ exhibit space is 4 and a 20’x8’ exhibit space is 10.

Registration Type	On or Before May 15*	On Site
Full-Meeting*	\$695	\$720**
Exhibit Hall Only*	\$50	\$75**
* In addition to complimentary registrations. ** There is an additional \$25 administrative fee per on-site registration or change; expect delays for on-site registration processing.		

On-site Registration

If a company representative chooses to register on-site or is not pre-registered, the individual must provide proof of affiliation, such as a business card, and provide payment.

On-site changes to pre-registered company representatives are to be made by the on-site company contact designated on the application. For this reason, it is important to notify the AADSM should the on-site contact change between applying for exhibit space and the start of AADSM Annual Meeting. No swapping or substituting of badges is approved unless permitted by the on-site company contact. There is a \$25 administrative fee per on-site registration, change or addition.

New for 2020 – Individual exhibitors will be allowed one complimentary badge reprint on-site. Additional reprints will be subject to a \$25 administrative fee.



PLANNING FOR THE MEETING

Move-In/Move-Out

Move-in will take place on Thursday, May 28, 2020 from 2:00pm until 6:00pm. Set-up of exhibits must be completed by 6:00pm on Thursday, May 28, 2020.

Move-out may not begin before 1:30pm on Sunday, May 31, 2020. Move-out must be completed by 6:00pm on Sunday, May 31, 2020. Any exhibitor who does not comply with these times jeopardizes participation at future AADSM meetings.

Note: Move-in/move-out times are subject to change.

Early Access

Booth personnel are permitted access to the exhibit hall one hour before and 30 minutes after the official exhibit hours. An exhibit badge is required for entrance. Admittance during move-in or move-out times is limited to those individuals employed by the exhibiting company or directly responsible for installation/dismantling.

Housing

All hotel reservations must be made through the AADSM website. Further information will be sent with the booth assignment notification email and will be available on the AADSM website at www.aadsm.org in January 2020.

Blocks of 10 or more rooms must be approved by the AADSM. In order to receive approval, submit the housing request form to the AADSM via fax to (630) 686-9876 or via email to Rose Zuniga at rzuniga@aadsm.org.

The AADSM will begin accepting housing request forms on January 31, 2020. Allow approximately one week for requests to be reviewed. The deadline to submit housing requests is April 10, 2020.

PLANNING FOR THE MEETING

Exhibitor Listing

Each exhibiting company is entitled to a 50-word description of the company's products and/or services for print in the AADSM Annual Meeting Final Program and the Online Exhibitor Listing on the AADSM website - this will go live in mid-April and will stay up until the end of June. Word limitations for the descriptions will be strictly enforced. Descriptions longer than the allowable limit will be edited by the AADSM without approval from the exhibiting company. The company name, city, state/province, country, toll-free number and website will automatically be printed in the program and are not included in the 50-word count. The description must be provided on the Exhibitor Application or via email to the AADSM at rzuniga@aadsm.org no later than February 28, 2020. Company descriptions received after this date will not be included in the Final Program.

Upgrade Your Final Program Listing

Color Logo Upgrade \$100

Upgrade includes your company's color logo as well as your entire description.

QR Code Upgrade \$100

Upgrade includes a QR Code that is hyperlinked to your company's website.

Choose BOTH upgrades & save! \$150 (save \$50!)

Add the Color Logo Upgrade and the QR Code Upgrade for \$150! Please refer to the Exhibitor Application to add these upgrades to your final program listing.

Upgrade Your Online Exhibitor Listing

Expanded Listing Upgrade \$300

Post your company logo, include a sales contact, extend your online company description to 125 words, and provide hyperlinks to products/services, videos and informational websites.

Lead Retrieval

Lead retrieval systems will be offered to exhibiting companies. Each badge will have a 1-D bar code that will enable the

exhibiting companies to easily gather contact information. Detailed information will be provided in the Exhibitor Services Kit.

Tote Bag Give-Away (from your booth) \$500

The distribution of bags is permitted at no additional cost provided the bags are plastic and measure no larger than 14" x 14".

Exhibitors who wish to distribute bags that are larger than 14" x 14" and/or are made of canvas, nylon, recycled totes or duffel bags are able to do so by securing a tote bag sponsorship. To secure this sponsorship opportunity complete and submit the Sponsorship Application to the AADSM. For more information see the Sponsorship Guide.

Internal Meeting Requests

Hosting an internal meeting or hospitality suite for company employees requires approval from AADSM management. Requests for such function space at the contracted hotel must be arranged and approved by the AADSM.

To receive permission, please submit the Internal Meeting Request Application and \$100 nonrefundable administrative fee to Rose Zuniga at rzuniga@aadsm.org. Please allow approximately 5-7 business days to process the request.

Interested in hosting a meeting or event for attendees? Review the Industry Event information in the Sponsorship Guide.

WANT MORE?

For a complete listing and explanation of this year's advertising and promotional opportunities, go the 2020 AADSM Annual Meeting Sponsorship Guide on the AADSM website. Have you already decided which opportunities you're interested in for 2020? Fill out the **Sponsorship Application**.



3Shape Inc.

Advanced Brain Monitoring, Inc.

AI Care LLC

Airway Management

Apex Dental Sleep Lab Inc.

BeamReaders

BLUESOM

Brady Billing

BRAEBON Medical Corporation

Bullseye Media

Carestream Dental

CGS/Noridian

Comprehensive Sleep Medicine

Curtis Marketing Group

Dental Innovations

Dental Prosthetic Services

Dental Services Group

Dental Sleep Practice Magazine

Dental Sleep Solutions

Dentsply Sirona

Diamond Orthotic Laboratory

Doctor Multimedia

DynaFlex

Electromedical Products International, Inc.

Fotona

Frantz Design Incorporated - Myerson Tooth

General Sleep Corporation

Gergens Sleep Appliance Lab

Glidewell Dental

Great Lakes Dental Technologies

HealthyStart/Ortho-Tain

Inspire Medical Systems, Inc.

Itamar Medical

Kettenbach

LeoneAmerica Dental Products, Inc.

Lighthouse

Lyon Dental

Max-Air Nose Cones / Sinus Cones

MC Technology GmbH

Med Pro

Medical Billing for Dentists

Medical Dental Financial Corporation

Meridian PM

Modern Dental Laboratory/MicrodentalLaboratories

Nierman Practice Management

OASYS Dream Systems

Orthodont Ltd.

Otto Trading Inc.

Oventus Medical USA, Inc.

Panthera Dental

Pharmacists Mutual Insurance Company

Prexion Inc.

Pristine Medical Billing

ProSomnus Sleep Technologies

Rhinomed

SICAT

Sleep Group Solutions

Sleep Multimedia

Sleep Review

SleepTest.com

SlumberBump LLC

Smith & Nephew, Inc

SML - Space Maintainers Laboratories

SomnoMed

Spencer Study Club

True Function

Tufts University School of Dental Medicine

VirtuDENTAL

Vivos Therapeutics, Inc.

Whip Mix Corporation

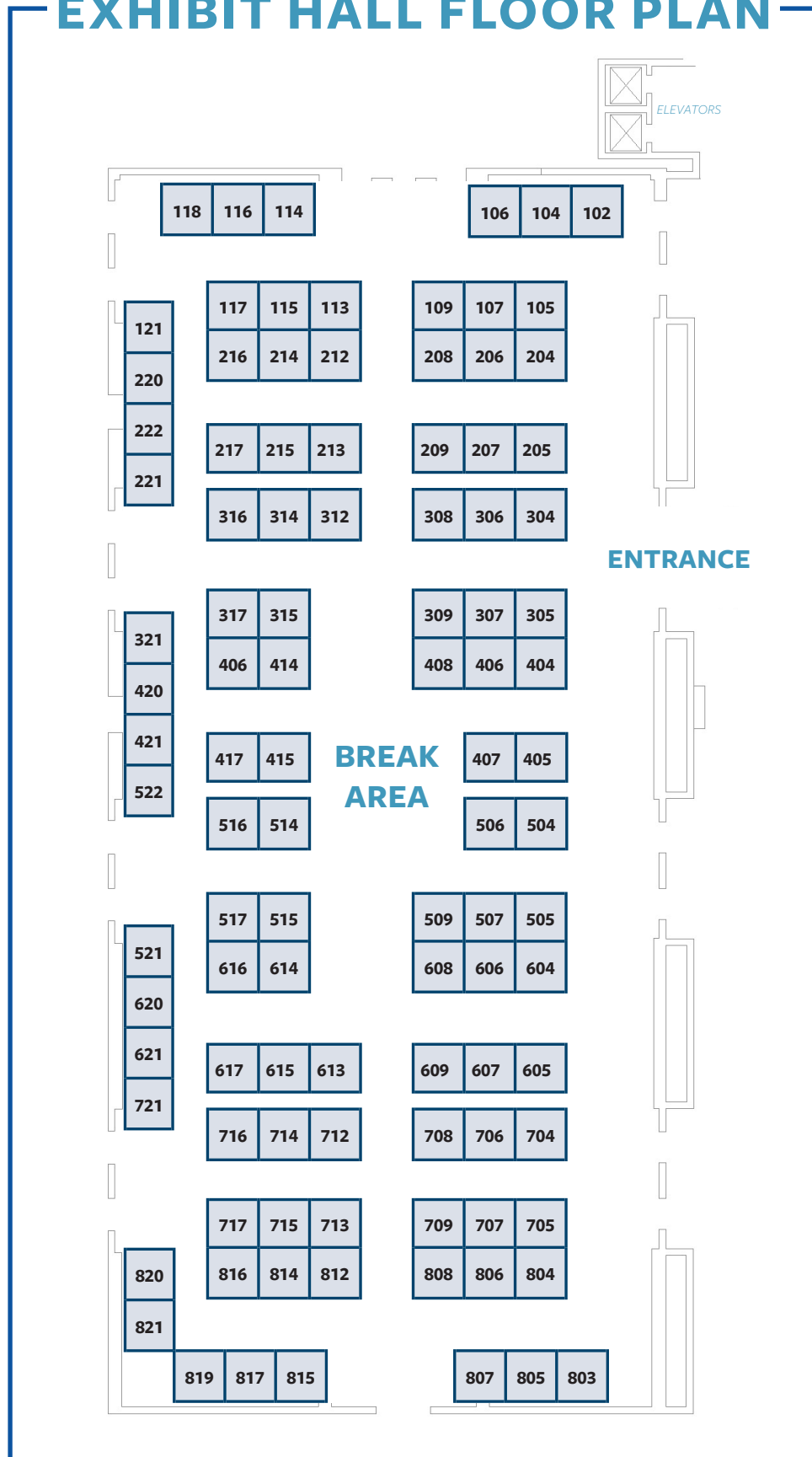
Whole You-Respire Medical

Zero Gravity

2020 AADSM Annual Meeting

Hilton New Orleans Riverside

EXHIBIT HALL FLOOR PLAN





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