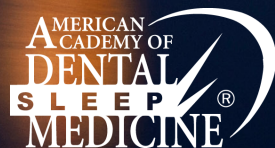


# 2022

## AADSM 30th Anniversary Meeting

May 13–15 | Dallas, TX



# EXHIBITOR PROSPECTUS





## Eager to interact with your target audience in-person?

Join us at the 2022 AADSM 30th Anniversary Meeting on May 13-15, 2022  
at the Hyatt Regency Dallas in Dallas, Texas!

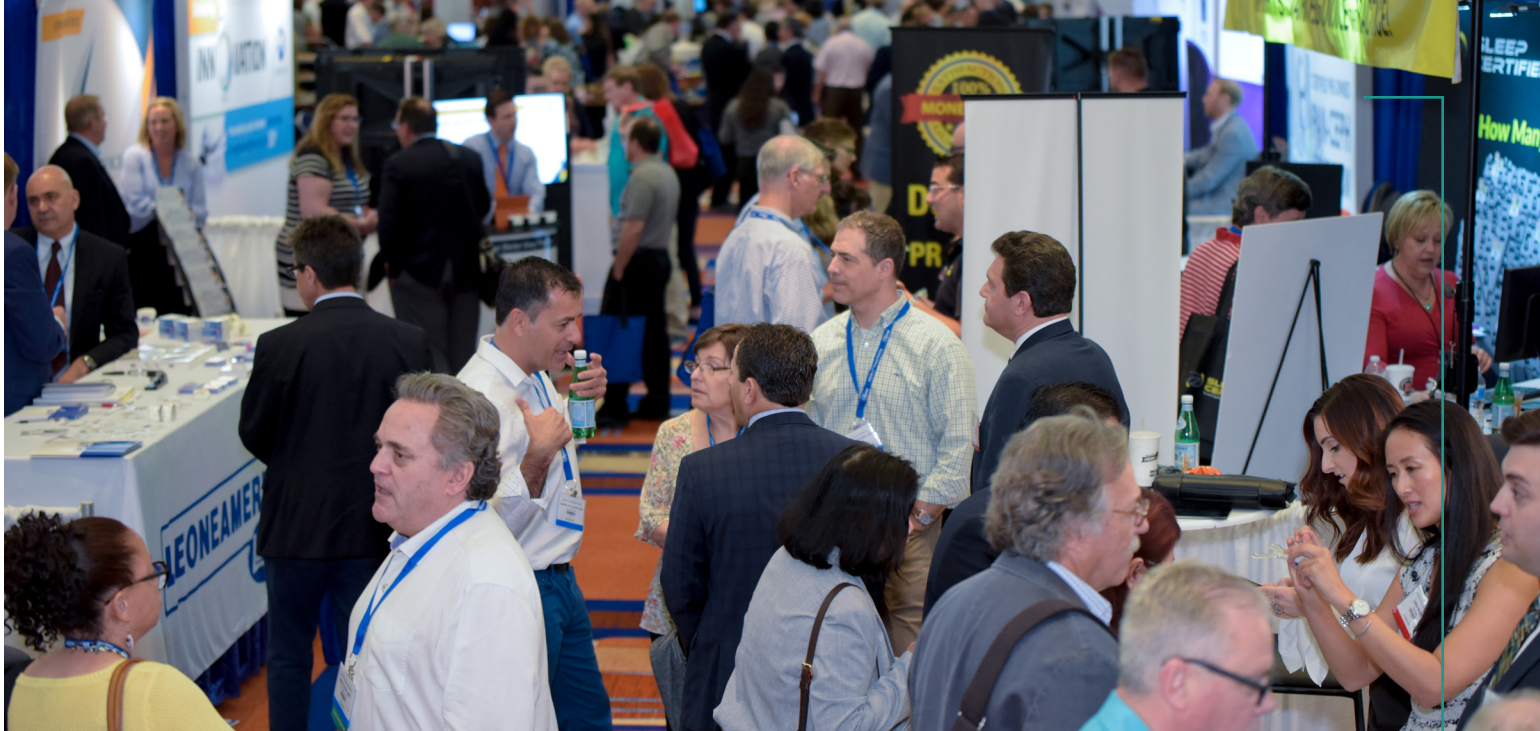
The AADSM 30th Anniversary Meeting is the premier trade show for dentists and dental professionals treating patients who snore or have sleep apnea. The annual meeting provides the opportunity to showcase your latest products and services to your target market.

Dental sleep medicine continues to experience growth. While the 2021 annual meeting was virtual, it attracted nearly 1,200 attendees, with record attendance from AADSM members! We anticipate that the 2022 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, now more so than ever before. In previous 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 28, 2022 and save \$500** (per 10' x 8' space).

*Thank you for considering the 2022 AADSM 30th Anniversary Meeting. We look forward to receiving your application and hope to see you in Dallas!*





# Table of Contents

<b>4</b>	General Information	<b>8</b>	Registration
<b>5</b>	Dates to Remember	<b>9</b>	Planning for the Meeting
<b>5</b>	Sponsorship Opportunities	<b>11</b>	2019 Exhibitors
<b>6</b>	Exhibit Information	<b>12</b>	Exhibit Hall Floor Plan

## 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 3,000 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.

## CONTACT INFORMATION

**Tracy Murphy**  
American Academy of  
Dental Sleep Medicine  
1001 Warrenville Road, Suite 175  
Lisle, IL 60532  
Phone: 630-686-9875  
Fax: 630-686-9876  
[exhibits@aadsm.org](mailto:exhibits@aadsm.org)

# General Information

## Meeting Location

Hyatt Regency Dallas  
300 Reunion Blvd  
Dallas, TX 75207

## Exhibit Hall Location

Marsalis Hall

## Exhibit Hall Hours\*

### Friday, May 13

10:00am – 6:30pm (includes President's Reception from 5:30pm-6:30pm)

### Saturday, May 14

10:00am – 4:30pm

### Sunday, May 15

10:00am – 12:30pm

## Exhibitor Move-In

### Thursday, May 12

2:00pm – 6:00pm

## Exhibitor Registration

### Friday, May 13

8:00am – 5:30pm

## Exhibitor Move-Out

### Sunday, May 15

12:30pm – 6:00pm

## Exhibit Color

The drape color is white. The exhibit hall is fully carpeted.

## Official Decorator and Drayage Contractor

### Freeman Decorating

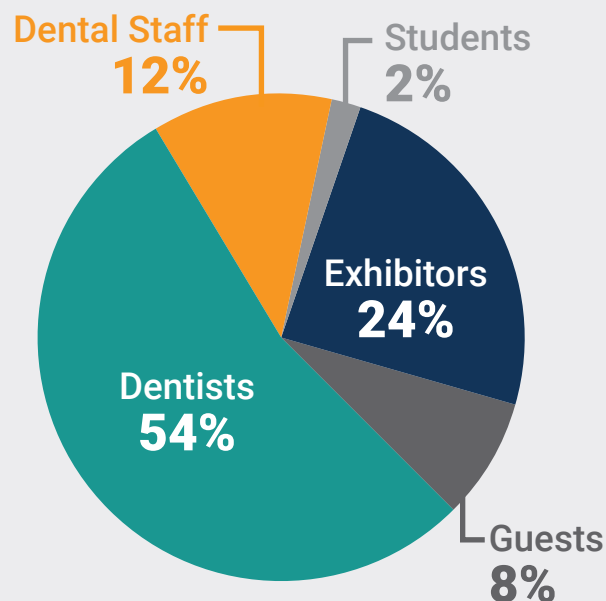
(888) 508-5054

exhibitorsupport@freeman.com

*Freeman Decorating will have a service counter located at the Hyatt Regency Dallas. Exhibitor Service Kits will be available on the AADSM website in February.*

*\*Exhibit hall hours are subject to change.*

## 2019 Meeting In-Person Attendance Breakdown



**2,800 dentists** receive AADSM emails regarding the annual meeting with over a 39% open rate.

Scientific sessions are offered to appeal to dentists and staff at all experience levels.

**NEW for 2022!** Interactive sessions offer opportunities for discussion, problem-solving and networking.

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!

## Dates to Remember

### January 28, 2022

- Deadline to submit exhibit application to receive discount and have exhibit points count toward the 2022 and 2023 annual meetings
- Deadline to submit exhibit application and confirm advertising and sponsorships to be considered for priority points

### February 18, 2022

- Group block housing requests will be accepted
- Internal meeting space requests will be accepted
- 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

### March 18, 2022

- Booth cancellations/reductions received on or before March 18, 2022 will incur a penalty equal to 20% of the total contracted space cost. No refunds will be given after March 18, 2022.

### April 15, 2022

- Deadline to submit group block housing requests and name lists for approved group housing requests
- Deadline to submit requests to serve food and/or beverages from your booth

### April 29, 2022

- 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

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.

ANNUAL MEETING BENEFITS FOR AADSM SPONSORS		
	Platinum Sponsorship	Gold Sponsorship
Preliminary Program Complimentary Ad	Half-page, ROB	Quarter-page, ROB
Final Program Complimentary Ad	Full-page, ROB	Half-page, ROB
Additional Complimentary Annual Meeting Registrations	Two full-meeting Two exhibit hall only	One full-meeting Two exhibit hall only
Exhibit Space Discount	30%	25%
Industry Events and IPT Sponsorship Application Fee Discount	30%	25%
Internal Meeting Fee	Waived	Waived
<b>Sponsor Fee</b>	<b>\$7,500 (\$15,400 value)</b>	<b>\$5,500 (\$10,600 value)</b>

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 30th Anniversary Meeting including:

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

For more information on annual meeting sponsorships see the 2022 AADSM Annual Meeting Sponsorship Guide.

**For more information on how to become an AADSM 2022 Sponsor, contact Randi Prince at 630-686-9873 or [rprince@aadsm.org](mailto:rprince@aadsm.org).**

# Exhibit Information

Submit your application by January 28, 2022 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 12 and identify up to four of your top exhibit space choices.
2. Complete the exhibit application located at [aadsm.org/exhibits](http://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 18, 2022.

## 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 Exhibit Hall Only Registrations	Number of Full-Meeting Registrations
10' x 8' inline 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 2022 AADSM 30th Anniversary 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

## Pricing

Booth Type	On or Before Jan. 28*	After Jan. 28
Corner or Inline Booth 10' x 8'	\$2,000	\$2,500
Premium Booth 20' x 8'	\$4,000	\$5,000

\*Save \$500 per 10' x 8' space. Exhibitor points will be counted towards the 2022 and 2023 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.

## 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 2021 calendar year. Support includes being a Platinum or Gold 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 28, 2022. Applications received after January 28, 2022, will not be assigned booth space based on points.

### **\$1,000 of support = 1 priority point**

Increase your points by sponsoring items at the 2022 AADSM 30th Anniversary Meeting. View sponsorship opportunities on the AADSM website.

## Booth Availability

Once full capacity of the exhibit hall has been reached, a waiting list will be maintained. After January 28, 2022, 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 April 29, 2022 to determine whether exhibit booth space becomes available. Applications will not be accepted after April 29, 2022.

## 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 allow for social distancing or to comply with hotel regulations and/or CDC guidelines. 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 30th Anniversary 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 [exhibits@aadsm.org](mailto:exhibits@aadsm.org). The date of receipt of such notice will be used as the official cancellation/reduction date. Notices received on or prior to March 18, 2022 will incur a penalty equal to 20% of the total contracted space costs. Refunds will not be given for cancellations/reductions received after March 18, 2022.

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.

# Registration

The AADSM requires exhibitors to register prior to the meeting. Exhibitors will be registering their representatives online through the AADSM website starting in March 2022. An email will be sent to each exhibitor's primary contact with information on how to use the registration system. The deadline to register company personnel is April 29, 2022.

## 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' x 8' exhibit space is 4 and a 20' x 8' exhibit space is 10.

Registration Type	Registration Fees
Full Meeting*	\$775
Exhibit Hall Only*	\$50

*\*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 30th Anniversary 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 2022

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 12, 2022 from 2:00pm until 6:00pm. Set-up of exhibits must be completed by 6:00pm on Thursday, May 12, 2022.

Move-out may not begin before 12:30pm on Sunday, May 15, 2022. Move-out must be completed by 6:00pm on Sunday, May 15, 2022. 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](http://www.aadsm.org) in January 2022.

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 [annualmeeting@aadsm.org](mailto:annualmeeting@aadsm.org).

The AADSM will begin accepting housing request forms on February 18, 2022. Allow approximately one week for requests to be reviewed. The deadline to submit housing requests is April 15, 2022.

## 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 30th Anniversary 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 web address 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 [exhibits@aadsm.org](mailto:exhibits@aadsm.org) no later than February 28, 2022. Company descriptions received after this date will not be included in the Final Program.

## Upgrade Your Final Program Listing

### Color Logo Upgrade **\$100**

Includes your company's color logo as well as your entire description.

### QR Code Upgrade **\$100**

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

### Choose BOTH Upgrades & Save \$50! **\$150**

Add the Color Logo Upgrade and QR Code Upgrade. 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 Giveaway (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 [annualmeeting@aadsm.org](mailto:annualmeeting@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 2022 AADSM 30th Anniversary Meeting Sponsorship Guide on the AADSM website. Have you already decided which opportunities you're interested in for 2022? Fill out the Sponsorship Application.





# 2019 Exhibitors

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  
MNY Innovations  
Modern Dental Laboratory/Microdental Laboratories  
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

## Exhibit Hall Floor Plan

