

An aerial photograph of the Philadelphia skyline at sunset. The image shows a dense cluster of skyscrapers, including the Comcast Center and the Philadelphia City Hall with its prominent clock tower. The sky is a mix of orange, yellow, and blue. A dark blue semi-transparent rectangle is overlaid on the right side of the image, containing the text 'EXHIBITOR SPONSORSHIP GUIDE' in white, bold, sans-serif capital letters.

EXHIBITOR SPONSORSHIP GUIDE



2023 AADSM Annual Meeting

May 19 – 21 | Philadelphia, PA



TABLE OF CONTENTS

- | | |
|------------------------------------|--|
| 2 Advertising Opportunities | 5 Signage Sponsorship |
| 2 Dates to Remember | 5 Hotel Sponsorship |
| 3 Digital Sponsorship | 6 Promotional Sponsorship |
| 3 Refreshment Sponsorship | 6 Event Sponsorship |
| 4 Cling Sponsorship | 7 Industry Product Theaters (IPT) |
| 5 WIFI Sponsorship | 8 Industry Events (IE) |

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.

Your support of the 2023 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 Tracy Murphy at tmurphy@aadsm.org or (630) 686-9875.

CONTACT INFORMATION

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ADVERTISING OPPORTUNITIES

Exhibiting companies have the exclusive opportunity to advertise in the final program. All companies placing ads in the final program must complete the Advertising Insertion Order.

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 24, 2023

Final Program Advertising Specifications

	Non-Bleed (W x D)	Bleed (W x D)
Quarter-page	3.625" x 4.75"	N/A
Half-page	7.50" x 4.75"	N/A
Full-page	7.50" x 10"	8.75" x 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 2023 AADSM Annual Meeting in Philadelphia. 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.

DATES TO REMEMBER

March 3, 2023

- Deadline to cancel a Product Industry Theater

March 10, 2023

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

March 24, 2023

- Deadline to submit Final Program ad and payment

March 31, 2023

- Deadline to submit logistics for an Industry Product Theater
- Deadline to submit Industry Event application

April 7, 2023

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

April 21, 2023

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

EXCLUSIVITY

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



DIGITAL SPONSORSHIP

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. 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 21, 2023



REFRESHMENT SPONSORSHIP



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.

PRESIDENT'S RECEPTION SIGNATURE COCKTAIL

\$7,500

Increase traffic at your booth while sponsoring a signature cocktail for the President's reception. Each attendee will be instructed to pick up a drink ticket featuring your logo from your booth. Signage placed at the bar and outside of your booth will also recognize you as a sponsor.

AFTERNOON COOKIE BREAK

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

Exhibitors have an opportunity to become co-sponsors of the daily afternoon breaks featuring an assortment of cookies! 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, tart, etc.) Friday and/or Saturday afternoon.

Choose BOTH cookie breaks and save!

Sponsor the cookie break on both Friday and Saturday for \$2,500. That's \$500 in savings!

CLING SPONSORSHIP

EXHIBIT HALL CUSTOM FLOOR CLINGS

\$1,000 each

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

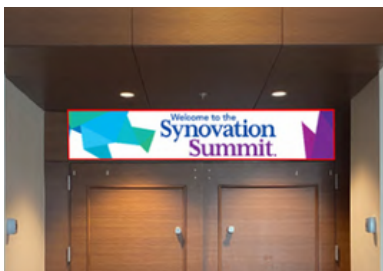
Are you looking for a great way to increase traffic to your booth? Sponsor footprints. Include your logo/message on five, 18" footprints that will be placed on the floor approximately five feet apart from the entrance of the exhibit hall leading to your booth. You design the footprints, and we produce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



EXHIBIT HALL ENTRANCE DOOR HEADERS

\$1,500

Advertise your products by sponsoring the header above each of the two exhibit hall entrance doors.



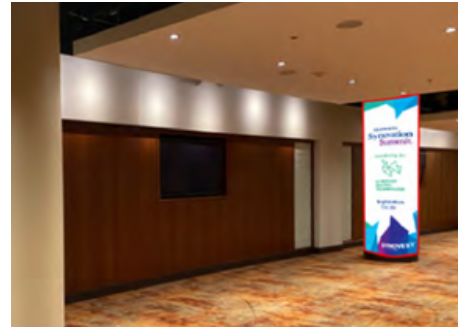
(96.5"W x 17.5"H and 73"W x 17.5"H)



EXHIBIT HALL FOYER COLUMN

\$3,500

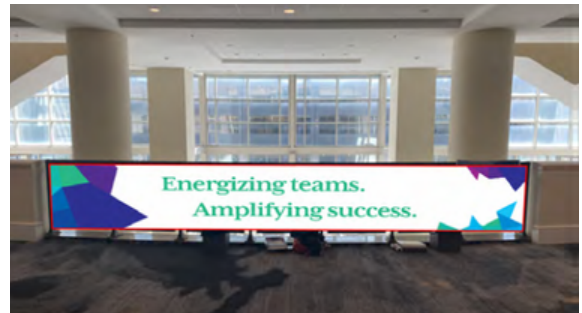
Direct attendees to your booth by placing your company's information on a cling that will wrap around a column at the entrance of the exhibit hall.



FRANKLIN FOYER RAIL CLING

\$2,500

Increase your company's visibility outside of the exhibit hall by sponsoring the Franklin Foyer rail cling. This railing will be visible to all attendees who enter and exit the exhibit hall. (254"W x 32"H)



ESCALATOR TO EXHIBIT HALL CLING

\$2,500

Catch the eye of attendees by sponsoring the escalator cling. This signage will be placed at the top of the escalator attendees will use to make their way from the meeting rooms to the exhibit hall.





WI-FI SPONSORSHIP

WI-FI

\$2,500/day

Help attendees stay connected while promoting your company by sponsoring Wi-Fi! 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.

SIGNAGE SPONSORSHIPS



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. Take advantage of this opportunity and include your company logo or advertisement on the large (approximately 7'W x 7'H) backdrop that will be part of the selfie station.

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.

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.

FREE-STANDING COLUMN

\$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.

HOTEL SPONSORSHIPS

DIPLOMATE LOUNGE

\$2,000

The Diplomat Lounge offers dentists who have passed the ABDSM examination a room to network with one another over coffee. With more than 1,200 ABDSM Diplomates, 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 in the final program that all Diplomates receive.

COFFEE STATION AT YOUR BOOTH

\$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 (sponsorship does not include the cost of the coffee).



HOTEL KEY CARDS

\$7,500

Provide attendees with a customized room key available exclusively at the Marriott Philadelphia Downtown. Your corporate name/logo will appear on the front of the key.

HOTEL DOOR DROPS

\$500 per night (*Friday and Saturday available*)

Distribute your informational insert or promotional item to AADSM meeting attendees staying at the Marriott Philadelphia Downtown. Sponsors will be permitted to distribute a 1-page (8 1/2" x 11") double-sided ad or novelty item. Distribution will be coordinated between the sponsor and the hotel. All printing and distribution costs are the responsibility of the sponsor. The opportunity is limited to three companies per night.

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

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 8 ½" x 11" or one novelty item. All inserts must be submitted to AADSM management by Friday, April 7, 2023 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 8 ½" 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!

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 2023 AADSM Annual Meeting is required to host an Industry Product Theater. For more information see pages 7.

INDUSTRY EVENT PROMOTION

\$0/\$2,500

Host events for meeting attendees at the location of your choice. 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 at no cost. Companies will have the option to pay \$2,500 to receive advertising support for their event. Exhibiting at the 2023 AADSM Annual Meeting is required to host an Industry Event. For more information see page 8.

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 20. Sponsorship includes recognition in the invitation to all first-time attendees, mention in the final program, and signage at the breakfast.

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 12:30pm.

Friday, May 19 1:00pm – 2:00pm

Saturday, May 20 1:00pm – 2:00pm

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 and 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), 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).

DEADLINES

Applications for IPTs must be submitted to the AADSM by March 10, 2023. 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 31, 2023.

SELECTION AND SCHEDULING

IPT applications are reviewed and accepted by the AADSM management on a first-come, first-served basis. 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 3, 2023. Cancellations after March 3, 2023 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. Promotions without consent and approval by the AADSM. This guideline applies before, during, and after the annual meeting.

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 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 Theaters 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 2023 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.

Spread your message after the annual meeting; consider an industry webinar.

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 19 5:30pm

Saturday, May 20 5:30pm

SPONSORSHIP FEE

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 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 19.

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

March 10, 2023

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.