

SPONSORSHIP GUIDE

2024 AADSM ANNUAL MEETING

FRIDAY, MAY 17 - SUNDAY, MAY 19
HYATT REGENCY NEW ORLEANS
NEW ORLEANS, LOUISIANA

AMERICAN
ACADEMY OF
DENTAL
SLEEP[®]
MEDICINE



TABLE OF CONTENTS

- | | |
|------------------------------------|--------------------------------------|
| 3 - Advertising Opportunities | 6 - Event Sponsorship |
| 3 - Dates to Remember | 7 - Promotional Sponsorship |
| 4 - Digital Sponsorship | 8 - Signage Sponsorship |
| 4 - WIFI Sponsorship | 9 - Cling Sponsorship |
| 4 - Hotel Sponsorship | 10 - Industry Product Theaters (IPT) |
| 5 - Refreshment Sponsorship | 11 - Industry Events (IE) |
| 6 - Exhibit Hall Cling Sponsorship | |

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 2024 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

Tracy Murphy
American Academy of
Dental Sleep Medicine
901 Warrenville Rd, Suite 190
Lisle, IL 60532
Phone: 630-686-9875
Fax: 630-686-9876
tmurphy@aadsm.org

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 4, 2024

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 2024 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.

DATES TO REMEMBER

March 1, 2024

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

March 4, 2024

- Deadline to submit Final Program ad and payment

March 29, 2024

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

April 5, 2024

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

April 26, 2024

- 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 Mardi Gras mask symbol 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 26, 2024



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.



HOTEL SPONSORSHIP

HOTEL DOOR DROPS

\$500/night

Distribute your informational insert or promotional item to AADSM meeting attendees staying at the Hyatt Regency New Orleans (headquarter hotel). 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 (Friday and Saturday nights available). Sponsorship does not include the hotel's cost of the door drop.



HOTEL KEY CARDS

\$7,500

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

REFRESHMENT SPONSORSHIP



NETWORKING RECEPTION

\$10,000

The Networking Reception is an additional opportunity for attendees to mingle with one another and exhibitors in a casual setting. The reception will take place on Friday evening in the exhibit hall and will feature music, drinks and light food stations. With this sponsorship, one drink ticket with your logo will be provided to each meeting attendee at registration for them to redeem at the reception. Your company will also be recognized with signage in your booth, at the bar, at the entrance to the reception/exhibit hall and in the final program.

NEW FOR 2024

NEW FOR 2024

MORNING REFRESHMENTS

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

Exhibitors have an opportunity to become co-sponsors of the daily morning refreshments! Signage placed at the beverage stations will not only prominently recognize you as a sponsor, but also grab attendee's attention before they even enter the exhibit hall. You will also receive a personalized sign to display in your booth. Attendees will enjoy coffee and morning snacks outside of the exhibit hall before the sessions begin each day.

Choose BOTH days and save!

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

COFFEE 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).

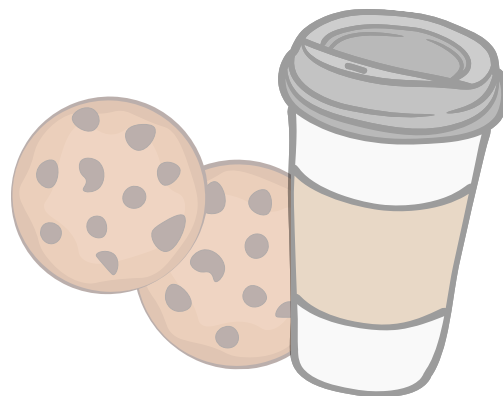
AFTERNOON REFRESHMENT BREAK

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

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

Choose BOTH breaks and save!

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



Note: All noted signage recognition in appreciation of your sponsorship will be developed by the AADSM.

EXHIBIT HALL SPONSORSHIP

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 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.

EVENT SPONSORSHIP

INDUSTRY PRODUCT THEATER (IPT)

\$7,500/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 2024 AADSM Annual Meeting is required to host an Industry Product Theater. For more information see page 11.

FIRST-TIME ATTENDEE BREAKFAST

\$1,000

The AADSM hosts a breakfast for all first-time attendees at the annual meeting. The breakfast provides an opportunity for all first-time attendees to network with each other and with members of the AADSM and ABDSM Boards of Directors to gain some insight into the dental sleep medicine profession. The breakfast will be held Saturday, May 18. Sponsorship includes recognition in the emailed invitation to all first-time attendees prior to the meeting, mention in the final program, and signage at the breakfast.



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. Companies will have the option to pay \$2,500 to receive advertising support for their event. Exhibiting at the 2024 AADSM Annual Meeting is required to host an Industry Event. For more information see page 12.

Exhibitors are strongly encouraged to avoid hosting events on Saturday evening and instead attend the Evening at the Audubon Aquarium: A Networking Event where you will get to socialize with attendees. You will have the opportunity to purchase tickets for this event when you register your booth staff.

**Although there is no fee to host an event, companies will be responsible for fees from hotel or event location related to meeting space rental, food and beverage, audiovisual, etc. (if applicable).*

PROMOTIONAL ITEM SPONSORSHIP

TOTE BAG INSERT

\$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 5, 2024 for final approval. Inserts must comply with the [AADSM's advertising terms and conditions](#).

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.

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!

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.



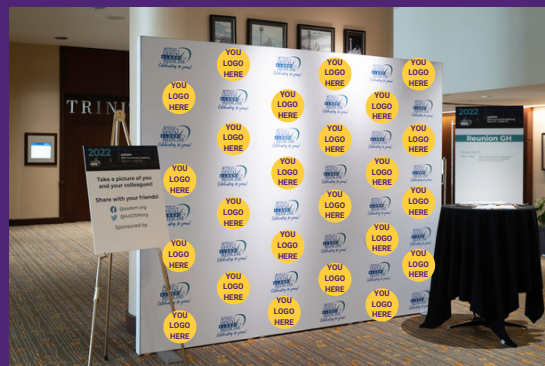
SIGNAGE SPONSORSHIP



SELFIE STATION IN THE CELESTIN FOYER

\$4,500

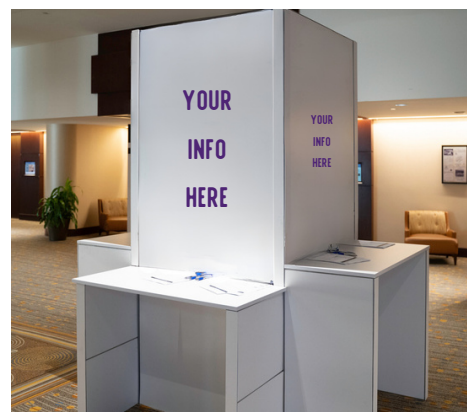
Attendees are always looking to snap a picture of themselves in front of a sign at the annual meeting to post on their website or social media. Take advantage of this opportunity and include your company logo or advertisement on the large (approximately 7'W x 7'H) backdrop that will be part of the selfie 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 (3 available)

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.



CLING SPONSORSHIP



EXHIBIT HALL ENTRANCE DOOR HEADERS

\$4,500 for both

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

92" W x 24.5" H



EXHIBIT HALL ENTRANCE DOOR VERTICALS

\$4,000 for both

Advertise your products by sponsoring the banners on the sides each of the exhibit hall entrance doors.

18" W x 100" H

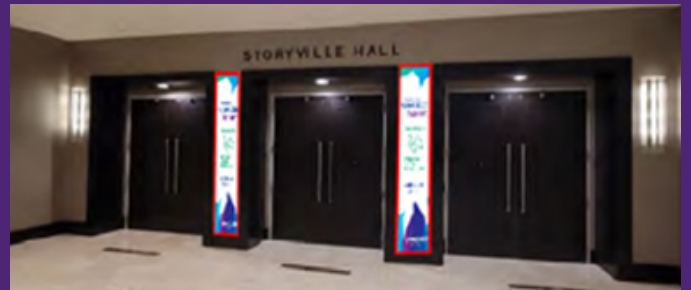
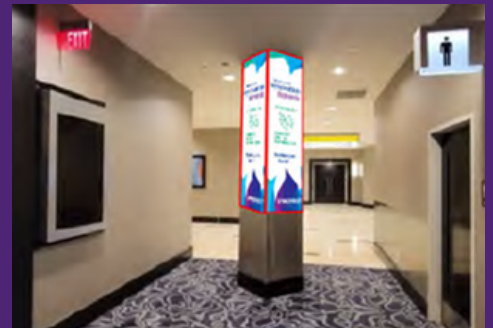


EXHIBIT HALL FOYER COLUMN

\$6,000

Direct attendees to your booth by placing your company's information on a cling that will wrap around the column located in attendee's path from the sessions rooms to the exhibit hall.

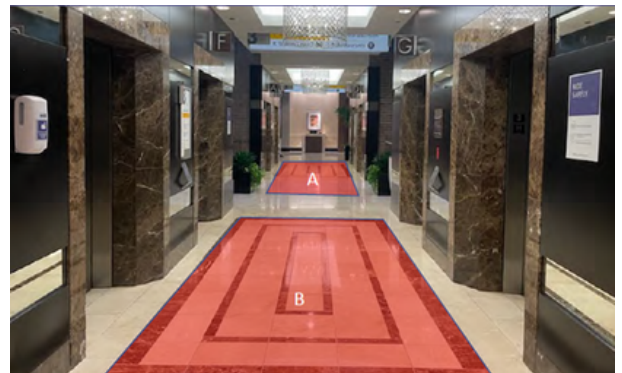
26" W x 86" H



ELEVATOR WALKWAY

\$9,000 each

Grab the attention of attendees as they are coming from their rooms to the meeting area. Elevator walkway clings will be located by the 3rd floor guest elevator bank. Each cling will offer a display area of approximately 91.75"W x 182.25"H.



MORNING REFRESHMENT AREA PANELS

\$8,500 each

\$10,000 for both

Reach attendees outside of the exhibit hall by sponsoring the morning refreshment area panels. These panels have a visible presence in the Celestin Ballroom Foyer, and will be located in the morning refreshment area, right outside of the general session doors. Place your advertisement on one panel or both, each panel measuring approximately 145"W x 90"H.

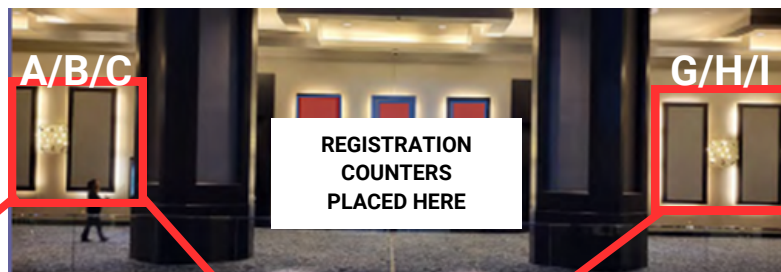


CELESTIN FOYER REGISTRATION FRAMES

\$4,500 per frame (ex: frame A only)

\$10,000 per set of 3 (ex: frames A, B, and C)

Reach attendees outside of the exhibit hall by sponsoring the registration frames. These frames have a visible presence in the registration area, and will be located to the left and the right of the registration counters, right outside of the general session doors. Place your advertisement on one frame or a set of frames, each frame measuring approximately 51"W x 133"H.



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 17 1:00pm – 2:00pm

Saturday, May 18 1:00pm – 2:00pm

SPONSORSHIP FEE

\$7,500 per event/waived for Elite Booths

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 IPT ad in an IPT exclusive email distributed to all registered attendees, 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 1, 2024. 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 29, 2024.

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

IPTs cannot be cancelled. No refunds will be provided.

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 at the Hyatt Regency New Orleans 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 1/3-page ad in the Final Program (placement is at the discretion of the AADSM), one digital banner ad in an IPT exclusive email, and one digital banner ad in the 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 can advertise their IPT from their exhibit space, submit a tote bag insert, place an additional, paid 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, 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 sponsoring a webinar.

INDUSTRY EVENT GUIDELINES AND PROMOTION SPONSORSHIP

If an exhibitor hosts an event for AADSM Annual Meeting attendees, they must submit an Industry Event application. That said, exhibitors are strongly encouraged to avoid hosting events on Saturday evening and instead attend the Evening at the Audubon Aquarium: A Networking Event where you will get to socialize with attendees. You will have the opportunity to purchase tickets for this event when you register your booth staff.

IE INFORMATION AND POLICIES

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

Thursday, May 16 5:30pm

Friday, May 17 5:30pm

Saturday, May 18 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 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)
- One digital banner ad in the 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 17.

In addition, they have the opportunity to submit a tote bag insert, place an additional, paid 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 Industry Event 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 1, 2024

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.