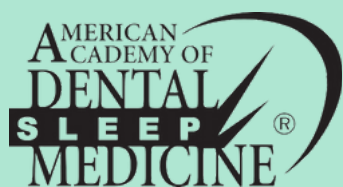


2025 AADSM ANNUAL MEETING

FRIDAY, MAY 16 - SUNDAY, MAY 18
WESTGATE LAS VEGAS RESORT & CASINO
LAS VEGAS, NEVADA



EXHIBITOR PROSPECTUS



JOIN
US

for the 2025 AADSM Annual Meeting on May 16-18, 2025
at the Westgate Las Vegas Resort & Casino in Las Vegas, NV!

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 2024 annual meeting attracted nearly 1,100 attendees and 60 exhibiting companies! We anticipate that the 2025 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 previous years the exhibit hall has sold out, so we encourage you to apply early. Exhibiting companies have the option to take advantage of a promotion package add-on or elevate your exposure to attendees by applying for the Elite Booth Package – limited to four companies on a firstcome, first-served basis.

Thank you for considering the 2025 AADSM Annual Meeting. We look forward to receiving your application and hope to see you in Las Vegas!



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CONTACT US

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GENERAL INFORMATION

MEETING LOCATION

Westgate Las Vegas Resort & Casino

3000 Paradise Road
Las Vegas, NV 89109

EXHIBIT HALL LOCATION

Ballroom A/B

EXHIBIT HALL HOURS

Friday, May 16

10:00am - 7:30pm

(includes Networking Reception from 6:00pm-7:30pm)

Saturday, May 17

10:00am - 4:30pm

Exhibit hall hours are subject to change.

EXHIBITOR MOVE-IN, REGISTRATION, & MOVE-OUT

Exhibitor Move-In

Thursday, May 15 2:00pm - 6:00pm

Exhibitor Registration

Thursday, May 15 2:00pm - 6:00pm

Friday, May 16 8:00am - 5:30pm

Exhibitor Move-Out

Saturday, May 17 4:30pm - 6:00pm

EXHIBIT COLOR

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

OFFICIAL DECORATOR AND DRAYGE CONTRACTOR

Freeman Decorating

(888) 508-5054

exhibitorsupport@freeman.com

Freeman Decorating will have a service counter located at the Westgate Las Vegas Resort & Casino. Furniture, electricity, lead retrieval, etc. can be ordered through the Exhibitor Services Kit, which will be available on the AADSM website in March. Exhibiting companies will receive an email when the kit is available.

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 3,500 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, orofacial pain, sleep medicine, neurology, pulmonology and cardiology.

DATES TO REMEMBER

February 3, 2025

- Group block housing requests will be accepted
- Meeting space requests will be accepted
- Deadline to apply for Elite Booth Package (if space is still available)
— details on page 7

March 3, 2025

- Notification of booth assignment sent via email
- Deadline to submit exhibit application to be included in the final program
- Deadline to submit Promo Package information
- Exhibitor Services Kit available on AADSM website

March 21, 2025

- Booth cancellations/reductions received on or before March 21, 2025, will incur a penalty equal to 20% of the total contracted space cost. No refunds will be given after March 21, 2025.

April 4, 2025

- Deadline to submit group block housing requests and list of names for approved group housing requests
- Deadline to submit requests to serve food and/or beverages from your booth

April 21, 2025

- 2025 AADSM Annual Meeting exhibitor information webinar

May 2, 2025

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

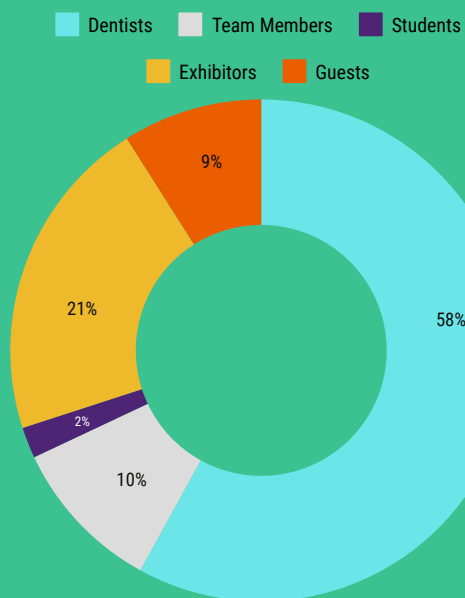
May 14, 2025

- Deadline to register individual exhibit booth staff members for the meeting



AADSM ANNUAL MEETING AT A GLANCE

2024 Meeting IN-PERSON Attendance Breakdown



- 3,500 **DENTISTS** receive AADSM emails regarding the annual meeting with an average open rate of 55%
- **SCIENTIFIC SESSIONS** are offered to appeal to dentists and staff at all experience levels.
- All coffee breaks and the Networking Reception, featuring two drink tickets per attendee/exhibitor followed by a cash bar, food stations, pass hors d'oeuvres, music, and entertainment are **HELD IN THE EXHIBIT HALL**. Want to draw more attendees to your booth? Sponsor a Cookie Break available on Friday and Saturday!

EXHIBIT INFORMATION

APPLY FOR A BOOTH BY FOLLOWING THESE 4 EASY STEPS

- 1 Review the exhibit packages on page 7.
- 2 Review the exhibit floor plan on page 13 and identify up to four of your top exhibit space choices based on the package you selected.
- 3 Complete the Exhibit Application located at aadsm.org/exhibits, noting your choices.
- 4 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.

RENTAL OF EXHIBIT SPACE INCLUDES:

- Complimentary 50-word listing in the final program
- Draped aluminum supports, 8' high in back and 3' high on two sides
- Identification sign
- One final program
- Networking Reception and morning and afternoon coffee breaks in the exhibit hall
- **Two** complimentary Networking Reception drink tickets with each booth staff registration
- 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 INCLUDES:

- Attendee List
- **Furniture - table and chairs are not included and must be rented through Freeman**
- 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



AADSM ANNUAL MEETING SPONSORSHIP

Maximize your reach to your target market.

Take advantage of sponsorship opportunities at the AADSM Annual Meeting including:

- * Print advertising - Final Program or tote bag insert
- * Pre- and/or Post-meeting email blast ads
- * Notepads and pens
- * Lanyards
- * Tote Bags
- * Industry Product Theater

For more information on annual meeting sponsorships see the **2025 Annual Meeting Sponsorship Guide**.

VIEW GUIDE ➤

BOOTH PACKAGES

	BASIC <i>(inline or corner exhibit space)</i>	PREMIUM	ELITE
Booth Size (width x depth)	10' x 8'	20' x 8'	20' x 8'
Complimentary exhibit hall only registrations	4	8	10
Complimentary full-meeting registrations	1	2	4
Promo Package* <i>QR Code, company logo and extended company description (125 words) in the final program</i>	Option add-on: \$500	Option add-on: \$500	✓
Banner ad in pre-meeting email blast	-	-	✓
Banner ad in post-meeting email blast	-	-	✓
Tote bag insert	-	-	✓
Final program ad (full page, full color)	-	-	✓
Internal meeting fee	-	-	Waived
Industry Product Theater	-	-	Waived
Fee	\$3,000	\$6,000	\$15,000

*The Promo Package can be added-on to the Basic and Premium Booth Packages for an additional \$500

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. Premium booths, including two 10'x8' booths, must be adjacent along the sides of the booths and cannot be reconfigured or combined in any other layout.

BOOTH ASSIGNMENT

The AADSM uses the date of receipt of an application **with payment** to determine exhibit space assignments. Exhibitors who apply early will have priority. Efforts will be made to accommodate requests for exhibitors to be near other companies, but those additional requests may impact placement within the hall.

The Basic booth package is for *either* an inline or corner exhibit space. Selecting only corner spaces as the preferred space on the application will not guarantee assignment of a corner space. Requests to be moved will not be accommodated.

To increase the chances of getting your booth preference, please send your application for exhibit space with payment as early as possible.

BOOTH ASSIGNMENT

Once full capacity of the exhibit hall has been reached, a waiting list will be maintained. AADSM management will monitor the status of the exhibit hall through May 2, 2025 to determine whether exhibit booth space becomes available. Applications will not be accepted after May 2, 2025.

The ELITE BOOTH package also includes:

- * a complimentary breakfast meeting with AADSM leadership at the annual meeting (two representatives per company).
- * listing as an Elite exhibitor in the final program.
- * choice of booth selection until February 1 on a first-come first-served basis.
- * recognition as an Elite exhibitor during the annual meeting welcome address.
- * 20% off other annual meeting sponsorships.



FLOOR PLAN

The AADSM reserves the right to rearrange the floor plan 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 a booth has been assigned, 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 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 21, 2025 will incur a penalty equal to 20% of the total contracted space costs. Refunds will not be given for cancellations/reductions received after March 21, 2025.

All refunds due based on actual booth assignment will be processed and returned following the 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.

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.



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 2025. 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 May 14, 2025.

COMPLIMENTARY REGISTRATION

Exhibiting companies receive complimentary full meeting registrations, which includes entrance to the exhibit hall and general sessions, and complimentary exhibit hall only pass registrations, which allow entrance to the exhibit hall only.

Booth Type	Complimentary Full Meeting	Complimentary Exhibit Hall Only
Basic	1	4
Premium	2	8
Elite	4	10

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	Registration Fee
Full Meeting*	\$725
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 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.

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

EXHIBITOR INFORMATION WEBINAR

The AADSM will be hosting an informational webinar on Monday, April 21 from 1:00-2:00pm ET to review logistical details in preparation for the 2025 AADSM Annual Meeting. All exhibiting companies are invited to attend. A recording of the webinar will be made available. Zoom information will be emailed to the primary contact listed on the exhibitor application prior to the webinar.

MOVE-IN/MOVE-OUT

Move-in will take place on Thursday, May 15, 2025 from 2:00pm until 6:00pm. Set-up of exhibits must be completed by 6:00pm on Thursday, May 15, 2025.

Move-out may not begin before 4:30pm on Saturday, May 17, 2025. Move-out must be completed by 10:00am on Sunday, May 18, 2025. 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 2025.

Blocks of 10 or more rooms must be approved by the AADSM. To receive approval, submit the housing request form to the AADSM via email to: annualmeeting@aadsm.org.

The AADSM will begin accepting housing request forms on February 3, 2025. Allow approximately one week for requests to be reviewed. The deadline to submit housing requests is April 4, 2025.



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.

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 as stated on the exhibitor application 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 no later than March 3, 2025. Company descriptions received after this date will not be included in the final program.

PROMO PACKAGE \$500

Upgrade your final program listing by adding on the promo package, which includes:

- **Company Logo** — your full-color logo will be included with your company’s description in the final program
- **QR Code** — a QR code will be included with your company’s description in the final program that is hyperlinked to your company’s website. QR codes are generated by the exhibitor and provided to the AADSM.
- **Extended Company Description** — extend your company description in the final program from 50 words to 125.

Please refer to the exhibitor application to add the promo package.

LEAD RETRIEVAL

Attendee lists are not provided but 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 by the AADSM’s registration company, ExpoLogic, in the Services Kit.

TOTE BAG GIVEAWAY \$500
(FROM YOUR BOOTH)

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.

Note: this sponsorship opportunity is different from sponsoring the tote bags that attendees receive when they register on-site. For more information and pricing on the tote bag sponsorship, please refer to the Sponsorship Guide.

MEETING REQUESTS

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

To request permission, please submit the Exhibitor Meeting Request Application and nonrefundable fee to annualmeeting@aadsm.org by May 2, 2025. 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 to the **2025 AADSM Annual Meeting Sponsorship Guide** on the AADSM website.

Have you already decided which opportunity you’re interested in for 2025? **Fill out the Sponsorship Application.**

2024 EXHIBITORS

Airway Management, Inc.	Modern Dental Laboratory
Apex Dental Sleep Lab	Mr. Zianni's Custom Italian Suits
ASAP Pathway	MVAP Medical Supplies, Inc.
Beam Readers, Inc.	Myofunctional Research Co
Belun Technology Company Limited	Newsom
BRAEBON Medical Corporation	Nierman Practice Management
Comprehensive Airway Management Support Alliance	Nonin Medical
Dedicated Sleep & Implants	Open Airway Dental Solutions Ltd.
Delmore Medical	Orthoapnea
Dental Sleep Practice Magazine	Panthera Dental
Dental Sleep Profits	Pristine Medical Billing
Dental Sleep Solutions	ProSomnus Sleep Technologies
Diamond Orthotic Lab	Restfull, LLC
Doctor Multimedia	Serena Sleep
DynaFlex	Sleep Apnea Leads
EMA from Myerson	Sleep Group Solutions
Enso Data	Sleep Multimedia, Inc.
General Sleep Corporation	Sleep World Magazine
Great Lakes Dental Technologies	SleepImage
HealthyStart by Ortho-Tain	SleepTest.com
Inspire Medical Systems, Inc.	Slide Sleep Technologies
Insurance Billing Outsourcing, LLC.	SomnoMed
iTero (Align Technology)	Spencer Study Club
KEGO Corporation	Transform Dental Sleep
Kettenbach	True Function
LeoneAmerica Dental Products	Tufts University School of Dental Medicine
MAX-AIR NOSE CONES SINUS CONES	University of MI Mini-Residency in Dental Sleep Medicine
Medical Billing For Dentists	VirtuOx, Inc.
Medical Expo	Wesper
MedPro	ZOLL Itamar

2025 AADSM ANNUAL MEETING

EXHIBIT HALL FLOOR PLAN

Westgate Las Vegas Resort & Casino

ENTRANCE

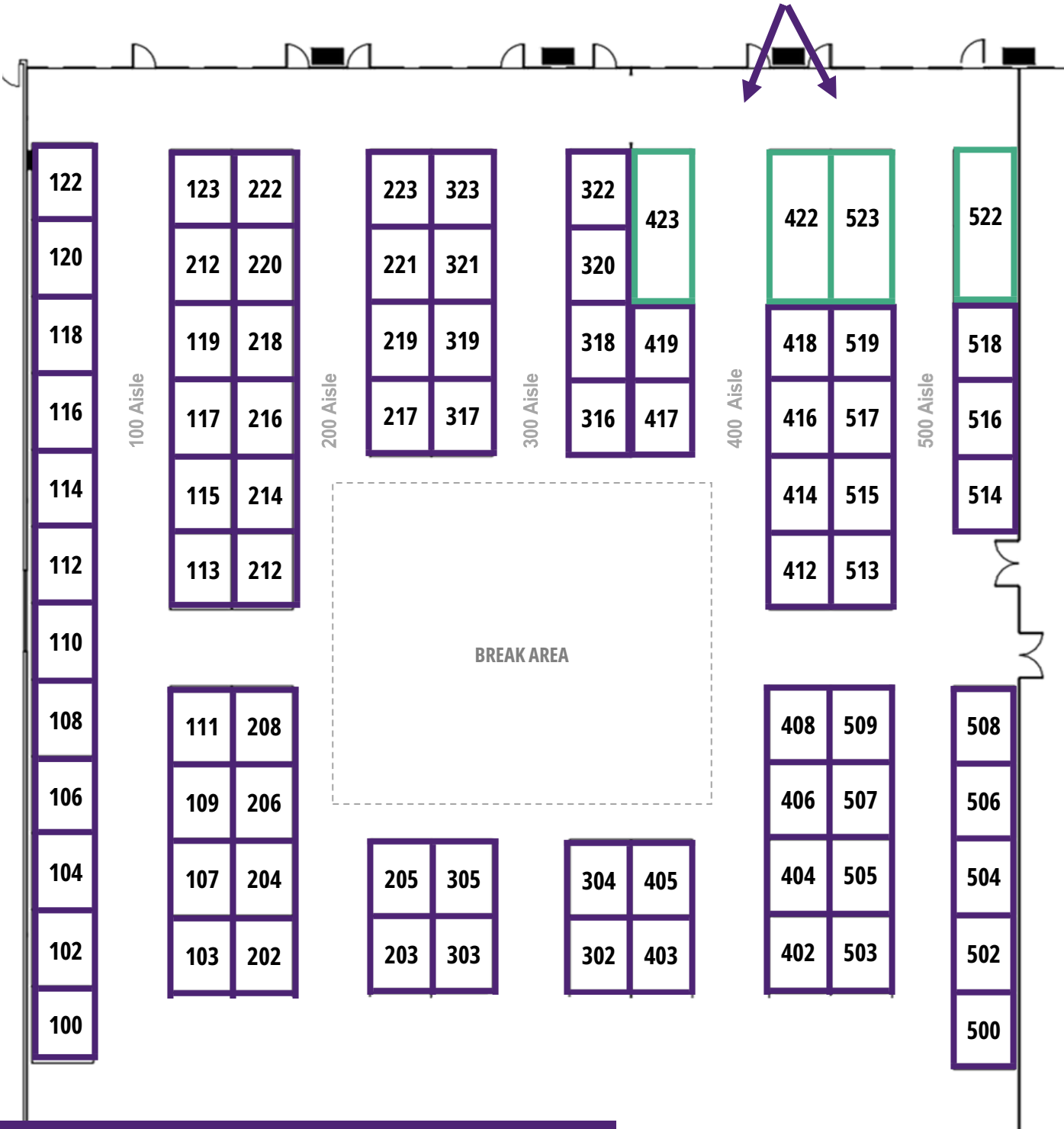


EXHIBIT HALL HOURS

Friday, May 16 10:00am - 7:30pm
 Saturday, May 17 10:00am - 4:30pm

BOOTH

ELITE BOOTH