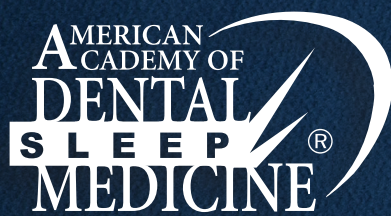


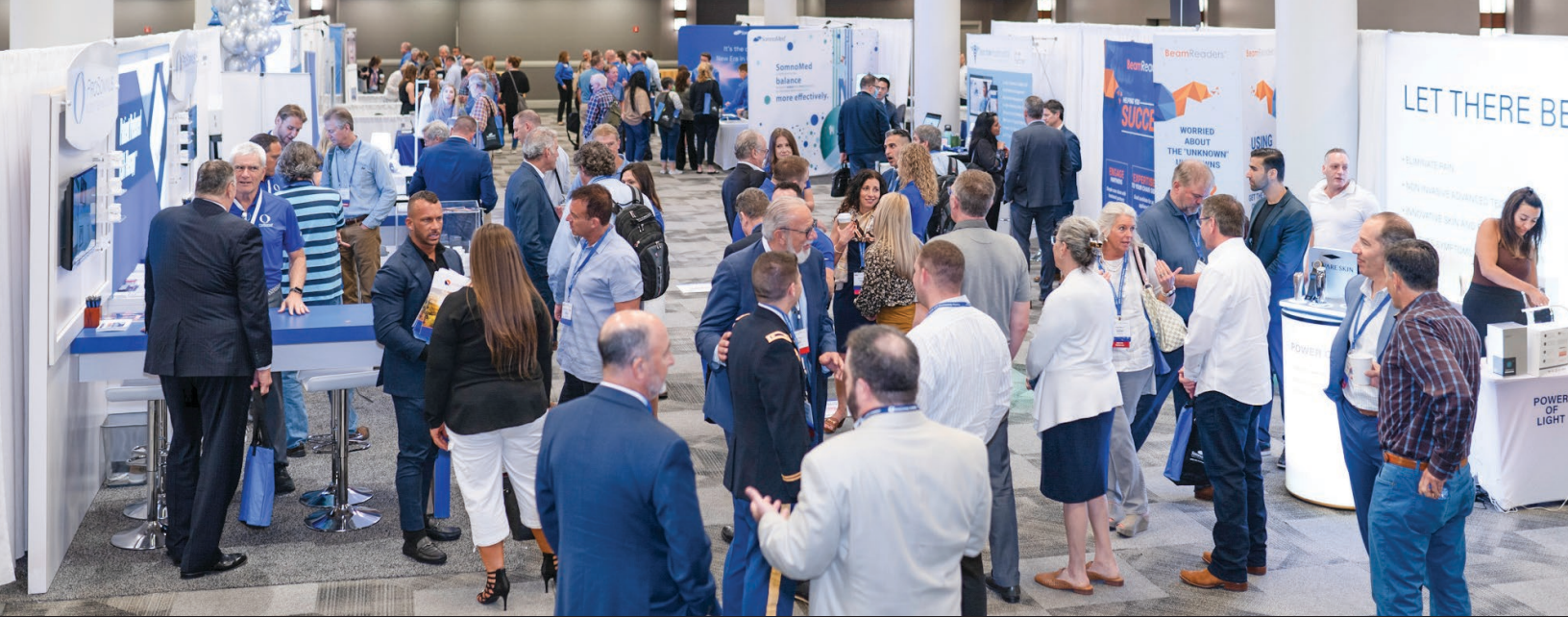
An aerial photograph of the Philadelphia skyline at sunset. The image shows a dense cluster of skyscrapers, including the Comcast Center and the Liberty Bell Center. The sun is low on the horizon, casting a warm orange glow over the city. The sky is a mix of blue and orange. A dark blue banner with white text is overlaid on the top right of the image.

EXHIBITOR PROSPECTUS



2023 AADSM Annual Meeting

May 19 – 21 | Philadelphia, PA



Join Us

for the 2023 AADSM Annual Meeting on May 19–21, 2023
at the Marriott Philadelphia Downtown in Philadelphia, PA!



Thank you for considering the 2023 AADSM Annual Meeting. We look forward to receiving your application and hope to see you in Philadelphia!

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 2022 annual meeting attracted more than 1,000 attendees and 73 exhibiting companies! We anticipate that the 2023 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.

This year, exhibiting companies have the option to take advantage of a promotion package add-on, or elevate your exposure to attendees by applying for the new, Elite Booth Package — limited to four companies on a first-come, first-served basis.

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CONTACT US

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Cover Photo Credit: K Huff for PHLCVB

GENERAL INFORMATION

MEETING LOCATION

Marriott Philadelphia Downtown

1201 Market Street
Philadelphia, Pennsylvania 19107

EXHIBIT HALL LOCATION

Franklin Hall

EXHIBIT HALL HOURS

We Heard You: Based on exhibitor feedback, the exhibit hall will close on Saturday evening — allowing you to save costs!

Friday, May 19

10:00am – 6:30pm

(includes President's Reception from 5:30pm–6:30pm)

Saturday, May 20

10:00am – 4:30pm

Exhibit hall hours are subject to change.

EXHIBITOR MOVE-IN, REGISTRATION, & MOVE-OUT

Exhibitor Move-In

Thursday, May 18 2:00pm – 6:00pm

Exhibitor Registration

Friday, May 19 8:00am – 5:30pm

Exhibitor Move-Out

Saturday, May 20 4:30pm – 6:00pm

Sunday, May 21 8:00am – 12:00pm

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 Marriott Philadelphia Downtown. The Exhibitor Service Kit will be available on the AADSM website in 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 3,500 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 17, 2023

- Group block housing requests will be accepted
- Internal meeting space requests will be accepted
- Deadline to apply for Elite Booth Package
—details on page 7

MARCH 3, 2023

- 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 10, 2023

- Notification of booth assignments sent via email

MARCH 24, 2023

- Booth cancellations/reductions received on or before March 24, 2023, will incur a penalty equal to 20% of the total contracted space cost. No refunds will be given after March 24, 2023.

MARCH 31, 2023

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

APRIL 7, 2023

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

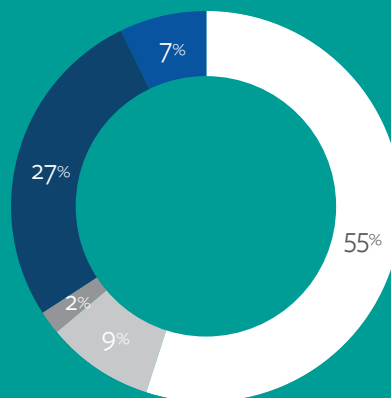
MAY 5, 2023

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

AADSM ANNUAL MEETING AT A GLANCE



2022 Meeting In-Person Attendance Breakdown



■ Dentists ■ Team Members ■ Students
■ Exhibitors ■ Guests

- ★ **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 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!

EXHIBIT INFORMATION

Apply for a Booth by Following These Easy Steps

1. Review the exhibit packages on page 7.
2. Review the exhibit hall floor plan on page 13 and identify up to four of your top exhibit space choices based 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
- 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:

- Attendee list
- 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

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 Theaters

For more information on annual meeting sponsorships see the **2023 AADSM Annual Meeting Sponsorship Guide.**

➔ **View Guide**

Booth Packages	Basic	Premium	Elite
Booth size (width x depth)	10' x 8' (inline or corner exhibit spaces)	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>	<i>optional add-on: \$500</i>	<i>optional add-on: \$500</i>	✓
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	\$2,500	\$5,000	\$10,000

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

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 sponsor in the final program.
- choice of booth selection until February 17 on a first-come first-served basis.
- recognition as an Elite sponsor during the annual meeting welcome address.
- 20% off other annual meeting sponsorships.

Booth Availability

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 5, 2023 to determine whether exhibit booth space becomes available. Applications will not be accepted after May 5, 2023.

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 24, 2023 will incur a penalty equal to 20% of the total contracted space costs. Refunds will not be given for cancellations/reductions received after March 24, 2023.

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 2023. 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 5, 2023.

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 eight complimentary exhibit hall only pass registrations.

Elite exhibitors will receive four complimentary full meeting registrations and ten 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	Registration Fees
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

Move-In/Move-Out

Move-in will take place on Thursday, May 18, 2023 from 2:00pm until 6:00pm. Set-up of exhibits must be completed by 6:00pm on Thursday, May 18, 2023.

Move-out may not begin before 4:30pm on Saturday, May 20, 2023. Move-out must be completed by 12:00pm on Sunday, May 21, 2023. 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 2023.

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 17, 2023. Allow approximately one week for requests to be reviewed. The deadline to submit housing requests is March 31, 2023.



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 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, 2023. 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 in the Exhibitor 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.

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 by May 5, 2023. 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 [2023 AADSM Annual Meeting Sponsorship Guide](#) on the AADSM website. Have you already decided which opportunities you’re interested in for 2023? Fill out the Sponsorship Application.

2022 EXHIBITORS

Adit	Max-Air Nose Cones / Sinus Cones
Advanced Brain Monitoring, Inc.	Med Pro
Aerin Medical	Medical Expo Supplies
Airway Management	Modern Dental Laboratory/Microdental Laboratories
Alaxo Airway Stents	MVAP Medical Supplies
Apex Dental Sleep Lab Inc.	Myerson LLC
ASAP Pathway	Myofunctional Research Co
BeamReaders	National Dentex
BetterNight	New West Dental Ceramics
Bfit Sleep	NewSom
Board of Registered Polysomnographic Technologist	Nexus Dental Systems
BQ Ergonomics LLC	Nierman Practice Management
Bullseye Media, LLC	Noridian
Convergent Dental	OASYS Dream Systems
Dedicated Sleep	Otto Trading Inc.
Dental Prosthetic Services	Panthera Dental
Dental Ray	Patient Safety, Inc
Dental Sleep Practice	Pharmacists Mutual Insurance Company
Dental Sleep Profits	Pristine Medical Billing
Dental Sleep Solutions	ProSomnus
Desktop Health	Real 3D Polymers LLC
Diamond Orthotic Laboratory	Rejuvenation
Digital Healthcare Professionals	Serena Sleep
Doctor Multimedia	Sleep Group Solutions
Dr. B Dental Solutions	SleepImage
DynaFlex	SomnoMed
Electromedical Products International, Inc.	Texas Dental Sleep Services
First Pacific Corp	True Function Laboratory
Fotona	Tufts University School of Dental Medicine
General Sleep Corporation	VirtuOx, Inc. d/b/a Virtu SLEEP
Great Lakes Dental Technologies	Vivos Therapeutics
HealthyStart/Ortho-Tain	Watermark Medical, Inc.
Henka LLC	Wesper
Kego Corporation	Whole You
Kettenbach	Zero Gravity
LeoneAmerica Dental Products, Inc.	Zoll Itamar

2023 AADSM ANNUAL MEETING

EXHIBIT HALL FLOOR PLAN

Marriott Philadelphia Downtown – Franklin Hall B

