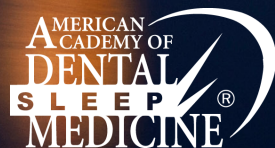


# 2022

## AADSM 30th Anniversary Meeting

May 13–15 | Dallas, TX



## SPONSORSHIP GUIDE





# EVENT SPONSORSHIP

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### 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 2022 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](mailto: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 preliminary and final programs. All companies placing ads in either the preliminary or 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 25, 2022

Final Program Advertising Specifications

	Non-Bleed (W × D)	Bleed (W × D)
Quarter-page	3.625" × 4.75"	N/A
Half-page	7.50" × 4.75"	N/A
Full-page	7.50" × 10"	8.75" × 11.25"

All print ads must be submitted as either a JPEG or PDF file with a minimum of 300 dpi.

## Dates to Remember

### February 18, 2022

- Deadline to cancel an Industry Product Theater

### March 11, 2022

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

### March 25, 2022

- Deadline to submit door drop artwork for approval
- Deadline to submit tote bag insert artwork for approval
- Deadline to submit Final Program ad and payment

### April 8, 2022

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

### April 18, 2022

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

## Sponsorship Opportunities

The AADSM is offering a variety of opportunities for sponsorship at the 2022 AADSM Annual Meeting in Dallas. 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.

### EXCLUSIVITY

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







## 30th Anniversary Sponsorship

To recognize the 30th anniversary of the AADSM, we will be hosting a gala on Saturday, May 14. This gala will celebrate how far we've come while reflecting on where we've been with your colleagues. This gala will include a cocktail reception, recognition of leaders in the field and networking. Exhibitors have been instrumental in advancing the field of dental sleep medicine and will receive two tickets per booth to attend the gala and are also invited to consider these special sponsorship opportunities.

### ★ Drink Tickets \$7,500

Put your company logo in the hands of attendees at the 30th Anniversary Gala as they celebrate how far the AADSM has come. One drink ticket will be provided to each meeting attendee at registration. This sponsorship will be recognized with signage in your booth, at the bar and the entrance to the gala, in the gala program and verbally at the gala.

### Presentation Stations \$2,000 each

Help support the light eats at the gala by sponsoring a presentation station, which will feature various small bites for attendees. This sponsorship will be recognized with signage in your booth, at the bar and the entrance to the gala, in the gala program and verbally at the gala.

### ★ Large 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. This designated selfie station will recognize the 30th Anniversary of the AADSM and be a perfect backdrop for their pictures. 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.

### ★ 30th Anniversary Remembrance Gift \$3,000

Each meeting attendee will be given a small gift to recognize the 30th Anniversary of the AADSM. This sponsorship will include a card with your company's logo thanking you for your support of the sponsorship.



# Digital Sponsorship

## Pre- & Post-Meeting Email Blasts

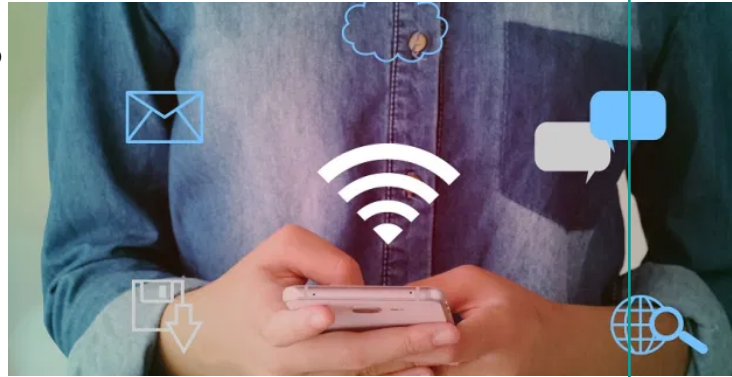
**\$500 each**

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 18, 2022



## 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.

### Afternoon Cookie Break

**\$1,500 per day (Friday & 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!

### 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.

## Exhibit Hall

### 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.

## 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.



## Event Sponsorship

### 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 2022 AADSM Annual Meeting is required to host an Industry Product Theater. For more information see page 7.

### Industry Event Promotion

**\$0/\$2,500**

Host events for meeting attendees at the location of your choice. In previous year's, companies have paid a fee to the AADSM to host their event. Starting with the 2022 Annual Meeting, the fee to host such an event will be waived. 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 2022 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 ABDSM Boards of Directors to gain some insight into the dental sleep medicine profession.

The breakfast will be held Saturday, May 14. Sponsorship includes recognition in the invitation to all first-time attendees, mention in the final program, and signage at the breakfast.

## Signage Sponsorship

### 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 Sponsorship

### Diplomate Lounge – NEW!

**\$2,000**

The Diplomate Lounge offers dentists who have passed the ABDSM examination a room to network with one another over a cup of coffee. With more than 1,000 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 with their registration materials.

### Coffee Station at Your Booth – NEW!

**\$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 Hyatt Regency Dallas. Your corporate name/logo will appear on the front of the key.

### Hotel Door Drops

**\$500 per night**

Distribute your informational insert or promotional item to AADSM meeting attendees staying at the Hyatt Regency Dallas (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).

### 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.

For more information on how to become an AADSM 2022 Sponsor, contact Tracy Murphy at 630-686-9875 or [tmurphy@aadsm.org](mailto:tmurphy@aadsm.org)



# Promotional Item Sponsorship

## ★ 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 3, 2022 for final approval. Inserts must comply with the AADSM's advertising policy.

## Notepads & Pens

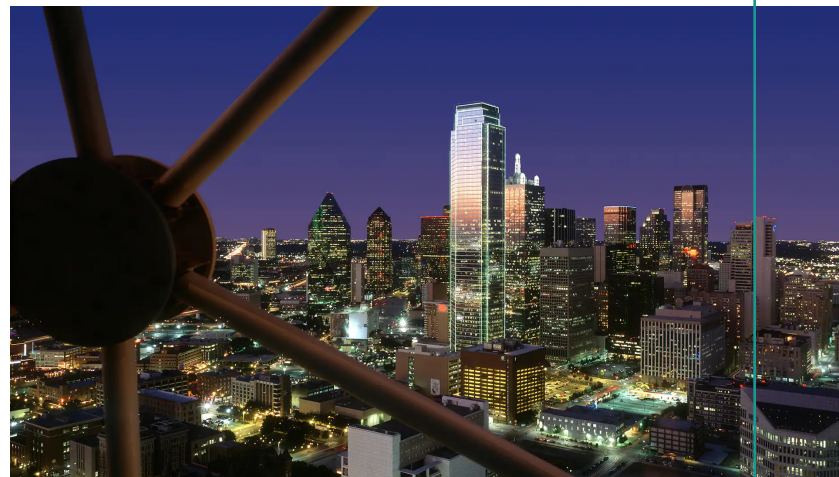
**Notepads only - \$2,500**

**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!



# Sponsorship Program

The AADSM Sponsor Program offers companies several year-round benefits that offer savings on advertising and exhibiting opportunities as well as increased recognition within the dental sleep medicine community.

For more information on how to become an AADSM 2022 Sponsor, contact Tracy Murphy at 630-686-9875 or [tmurphy@aadsm.org](mailto:tmurphy@aadsm.org)

## 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 <u>full-meeting</u> Two exhibit hall only	One <u>full-meeting</u> Two exhibit hall only
Exhibit Space Discount	30%	25%
Industry Events and IPT Sponsorship Application Fee Discount	30%	25%
Internal Meeting Fee	Waived	Waived
Sponsor Fee	\$7,500 (\$15,400 value)	\$5,500 (\$10,600 value)

For a complete listing of the AADSM Sponsorship Program benefits, click [here](#).



# 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 13 1:00pm - 2:00pm

Saturday, May 14 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 11, 2022. 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 April 1, 2022.

## Selection and Scheduling

IPT applications are reviewed and accepted by the AADSM management on a first-come, first-served basis. AADSM 2022 sponsors will be given priority. 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 February 18, 2022. Cancellations after February 18, 2022 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.

# 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 Dallas 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 2022 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. For more information, [click here](#).



# 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 13 5:30pm

Saturday, May 14 5:30pm

## Sponsorship Fee

NEW this year! 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 longer a 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 13.

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 11, 2022**

## 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.