

## Virtual Exhibit Hall Amenities Guidelines

### Open access

Live, in-person courses limit exhibitor exposure to about 200 attendees. With the virtual exhibit hall, upwards of 3,000 members will be a click away from becoming a potential client.

### Company descriptions

Your company description, in 100 words or less, will be included in the virtual exhibit hall for members to get a glimpse of the products or services you offer. Descriptions longer than 100 words will be edited at the discretion of the AADSM.

### Video-recorded sales pitches

Create a personalized YouTube video for AADSM members or use an existing video from your YouTube channel to post in the virtual exhibit hall. Only YouTube videos can be accepted. The embedded video code will be needed to add it to the virtual exhibit hall.

Videos cannot exceed 5 minutes in length and must comply with the [AADSM's advertising terms and conditions](#). Also, to provide unbiased education, the AADSM Mastery Program does not reference any specific appliance or other product or service in its presentations. Instead, the [AADSM Nomenclature for Device Design Classification](#) is provided to attendees and used throughout the program. This helps attendees have discussions with appliance manufacturers and will also be useful as industry changes and evolves. You are encouraged to use this terminology in your YouTube video and in your conversations with members.

All video content is subject to the approval of the AADSM. The AADSM reserves the right to reject or request modifications to video content.

### Company logos

Each company can submit a high-resolution logo to be included in the virtual exhibit hall. Logos must be a minimum of 300 dpi and formatted as either a .jpg or .png. A clear or white background is preferred for optimal viewing.

### Direct links

Members will easily be able to get to your website and social media platforms such as Facebook, Instagram, Twitter and LinkedIn using direct links from the virtual exhibit hall.

You can also provide an email address that will be hyperlinked to generate an email if members want to inquire about a product. The subject line will include "AADSM Virtual Exhibit Hall" so you will know where these leads are coming from.

**Filter by product type**

In the initial application you will be asked to identify the category that your company falls into based on the product or service you offer. These categories are as follows: Oral Appliances, Bite Gauges and Bite Forks, Portable Monitors, and Practice Management. A filtering tool will be available in the virtual exhibit hall, so members can view a list of companies by each category type.

**Active company listing**

Exhibiting companies receive a full year of online exposure from August 1, 2020 – August 1, 2021. Throughout the year, the AADSM will promote the exhibit hall to both Mastery students and to the general membership via email blasts and mailings.

**Additional AADSM sponsor benefits**

Companies will be listed in alphabetical order in the virtual exhibit hall. AADSM sponsors will have preferred listing status and will be listed above non-sponsors, with their sponsorship level indicated. Sponsors also receive a significant discount off the exhibit fee.