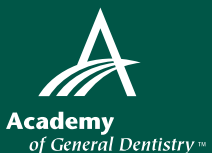


SAVOR THE

FLAVORS



Invitation to Exhibit

Exhibition Dates: July 8, 9 & 10, 2010

Updated Exhibit Hours!

www.agd.org/neworleans

SAVOR THE

FLAVORS

Increase Your Exposure for Measurable Results

Increase the visibility and value of your booth and meet more attendees by participating in the following programs:

Educational Program Listing

Get your company on the educational program by hosting an educational Learning Lab in the Exhibit Hall. Submit your proposal today.

Deadline: January 22, 2010

Final Program Listing

Sign up to get your company name and booth number included in the *Final Program*. Annual meeting attendees use this publication on-site and throughout the year.

Deadline: May 15, 2010

Web Visibility

List your company information along with a link to your Web site on the AGD Annual Meeting & Exhibits Web site (www.agd.org/neworleans). Your listing includes:

- Company name, address, and phone number.
- Company description.
- Company logo.
- Product category.
- Searchable link to your Web site.

FREE: Pre-show Attendee List

Instantly increase your return on investment when you take advantage of the AGD's mailing lists!

Send current and potential customers direct mail before the meeting, and invite them to visit your booth to learn about your products and services.

FREE: Post-show Attendee List

Thank attendees for their business and secure repeat business by sending a mailing after the meeting. A post-meeting mailing list also can be used to solicit attendees who may not have visited you in the Exhibit Hall.

Advertising Discounts

Earn priority points when you let attendees know you support the AGD by promoting your products in the *Final Program*. As an exhibitor, you will be eligible for special savings and offers.

Additional Advertising Opportunities

Place advertisements in the AGD's publications to reach annual meeting attendees and the entire AGD membership. Exhibitors receive great discounts and earn additional priority points for advertising in:

- *General Dentistry* (circulation: 35,000)
- *AGD Impact* (circulation: 50,000)

Sponsorship Opportunities

Gain additional recognition and exposure and earn priority points through numerous opportunities to support the functions, services, sessions, and events at the AGD Annual Meeting & Exhibits.

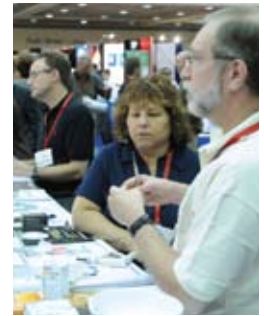
Exhibitor Coupon Booklet

Take advantage of a low-cost opportunity to reach every dental professional attending the AGD Annual Meeting & Exhibits. The coupon booklet will be placed in each attendee's registration bag.

- Distribution: 3,000

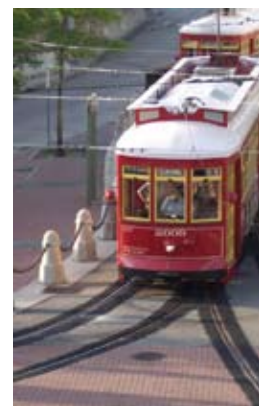
Lead Retrieval

Collect important data on attendees who visit your booth by ordering your lead retrieval components.



Dedicated Exhibit Hours:

Enjoy dedicated, non-competitive exhibit hours that ensure traffic flow to your booth.



AGD Exhibits

Rental Fees

\$2,150—if application is received between June 9 and Dec. 31, 2009.

\$2,350—if application is received after Dec. 31, 2009.

NEW \$3,100—10x15 booth space (refer to floor plan).

There is an additional \$250 charge for a corner booth. A deposit of 50 percent per booth is due with all applications. Final booth payments are due by March 15, 2010.

Badges

Six complimentary badges are provided with every 10x10 or 10x15 booth space.

Additional Benefits

These following benefits are the AGD's way of giving back to you for your participation and support.

- **Welcome Reception:** All exhibit personnel are invited and welcome to participate in the Exhibit Hall Welcome Reception. The reception offers a great opportunity for attendee contact and sales opportunities!
- **Guest Passes:** Encourage key customers to visit your booth and other exhibits with a guest pass. Each 10x10 or 10x15 booth is eligible to receive three complimentary guest passes!

Audience Profile

Dentists & Dental Team Attendees:

- 2007 (San Diego) - 2,800
- 2008 (Orlando) - 2,675
- 2009 (Baltimore) - 3,859

Preliminary Schedules

General dentists and their staff attending the 2010 AGD Annual Meeting & Exhibits in New Orleans, La., July 5 to 11, 2010, are the most educated and successful practitioners you can reach. During the AGD Annual Meeting & Exhibits, you have the rare opportunity to speak with them face-to-face.

The AGD will offer MORE & ENHANCED dedicated Exhibit Time. This time allows attendees a period free from interruptions or schedule conflicts to browse the Exhibit Hall, resulting in more traffic to your booth!

Exhibit Hall Hours

Thursday, July 8	4:30 to 7:30 p.m.*
Welcome Reception	5 to 7 p.m.*
Friday, July 9	10 a.m. to 6 p.m.*
Saturday, July 10	10 a.m. to 3 p.m.*

*Dates and times are subject to change.

Exhibitor Timeline

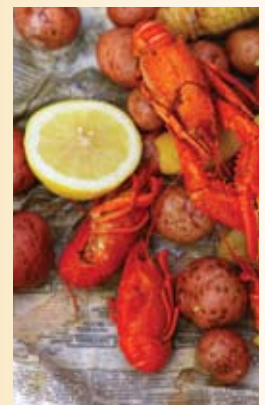
Jan. 1, 2010: First round of booth assignments (Booth assignments will be conducted in Priority Point Order.)

Final payment due: March 15, 2010

Exhibit Hall Schedule

Wednesday, July 7, 2010	8 a.m. to 5 p.m.	Exhibit Hall set-up
Thursday, July 8, 2010	4:30 to 7:30 p.m.	Exhibit Hall open
	5 to 7 p.m.	Exhibit Hall open (Welcome Reception)
Friday, July 9, 2010	10 a.m. to 6 p.m.	Exhibit Hall open
Saturday, July 10, 2010	10 a.m. to 3 p.m.	Exhibit Hall open
	3 to 6 p.m.	Exhibit Hall dismantle
Sunday, July 11, 2010	7 to 11 a.m.	Exhibit Hall dismantle

Note: Exhibitors may enter the Exhibit Hall one hour prior to the official opening each day and remain in the hall until one hour after closing each day. All exhibits must be staffed during the hours in which the Exhibit Hall is open.



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**New Orleans
Ernest N. Morial
Convention Center
New Orleans, LA
Level 1 - Hall A**

QUESTIONS?

All communications pertaining to exhibit space and general information should be directed to:

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Exhibits Manager
Academy of General Dentistry
211 E. Chicago Ave., Suite 900
Chicago, IL 60611
Phone: 312.440.4358
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