The Academy of General Dentistry is the only organization exclusively dedicated to serving the interests and professional needs of the general dentist.

Show Your Commitment
AGD and its scientific session provide a unique experience for those seeking to focus on the delivery of comprehensive dental services, education, health promotion and wellness. This meeting provides access to top lecturers, state-of-the-art participation courses, new products, an unforgettable convocation ceremony and exciting social events that allow members to connect, share ideas, support one another and learn.

Create Value
Partnering with AGD offers you opportunities to connect with some of dentistry’s most involved, successful and committed general dentists. Working together, our team is focused on creating value and access in ways that benefit our members and supporters.

SUPPORT ORAL CANCER AWARENESS
Saving a tooth is great. Now, help us save a life!
The Academy of General Dentistry Foundation works to support the efforts of general dentists and increase public awareness of the debilitating and life threatening effects of oral cancer.

Help us accomplish this goal by donating $100 or more with your exhibitor fee to the AGD Foundation oral cancer awareness initiatives.

Donate an Auction Item
The AGD Foundation is seeking item donations for its 2018 Electronic Silent Auction Fundraiser, which will be held during AGD2018, June 7 - 9, in New Orleans. Popular auction items include new dental equipment, instruments, publications, electronics, tickets to professional events and autographed sports memorabilia. All donations are needed by March 1, 2018.

For more information about the AGD Foundation, oral cancer awareness programs and events, or to donate, visit agd.org/agd-foundation or contact AGD Foundation manager Marilyn Mays at 312.440.4329 or marilyn.mays@agd.org.

All donations will be acknowledged at AGD2018 and in post-scientific session materials.

AGD Foundation Donations
AGD Foundation donations support free oral cancer screenings for the general public during AGD2018, and the AGD Foundation Grant Program, which offers financial support to community-outreach programs that provide quality oral health care, including oral cancer screenings and risk factor prevention education for underserved populations.

The AGD Foundation is a 501(c)(3) charity; gifts to the AGD Foundation are fully deductible for federal income tax purposes, subject to the limitations placed on charitable gifts by the Internal Revenue Service.
For our AGD2018 supporters, we provide numerous opportunities to drive traffic to your booth, events or website to increase your visibility and position you as a leader in the industry. You can reach your target audiences through sponsorship options that include a mobile app, lanyards, logo pens, tote bags, aisle signs, bag inserts, e-posters and more. Build brand recognition and showcase your company’s products, services or programs. Contact Pamela Carey at AGDSalesSponsorship@agd.org for more information about our tiered levels of support or how we can customize a package to meet your needs.

EXHIBIT
AGD dentists are looking for products and services that can help set them apart as providers of outstanding dental care. Engaging with our members by exhibiting at AGD2018 provides access to key demographics that include:

- New dentists and dental students just starting to build practice behaviors and brand loyalties.
- Mid-career dentists building vibrant practices and pursuing educational excellence through AGD Fellowship and Mastership programs.
- Highly respected, experienced dentists who teach, mentor and have the ability to influence future practice behaviors beyond the scope of their own practice.

Learning Lab Educational Sessions
Exhibitors have the opportunity to conduct educational sessions and demonstrations in the Learning Labs, which are located on the exhibit hall floor. AGD has doubled the number of Learning Labs this year, allowing you to capitalize on this new opportunity to bring dentists and practice owners to you.

Dedicated Exhibit Hall Hours
New, dedicated hours have been built into this year’s scientific session, providing attendees with valuable face-to-face time with exhibitors. Enjoy seven full hours of uninterrupted time with attendees, along with exhibition hours scheduled during the President’s Welcome Reception and coffee breaks.

AGD2018 Networking features and events include:

- Student lounge
- President’s Welcome Reception
- “Wine” Downs

Exhibit Hall hours

Thursday, June 7
10:00 a.m. to 6:00 p.m. Dedicated Hours 12:00-2:00 p.m.

President’s Welcome Reception
4:30-6:00 p.m. Dedicated Hours 5:00-6:00 p.m.

Friday, June 8
9:00 a.m. to 6:00 p.m. Dedicated Hours 11:00 am to 1:00 p.m.

Saturday, June 9
9:00 a.m. to 2:00 p.m. Dedicated Hours 11:00 a.m. to 1:00 p.m.

Pricing
10x10 inline - $2,800
Corner - additional $200

EXHIBITORS RECEIVE
DEDICATED EXHIBIT HALL HOURS
NETWORKING RECEPTIONS WITH ATTENDEES
ACCESS TO PRE-SHOW MAILING LIST
TRAFFIC BUILDERS

2017 DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
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<tr>
<td>Dentists</td>
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<tr>
<td>Students/Residents/New Grads</td>
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<tr>
<td>Guests/Other</td>
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ADVERTISING
Every AGD2018 attendee will receive a copy of the onsite program, which includes information about meeting hours, exhibitors, educational programs, social events and more.

Advertising Rates
- Full Page..........................$1,995
- Half Page...........................$1,200
- Inside Front Cover................$2,350
- Inside Back Cover..................$2,240
- Back Cover..........................$2,520

Exhibitors at AGD2018 receive a 15 percent discount on advertising in the onsite program.