EXHIBITOR/SPONSOR PROSPECTUS

ENHANCE YOUR BRAND, NETWORK AND MEET THE LEADERS IN GENERAL DENTISTRY
ENHANCE YOUR BRAND
NETWORK AND MAKE NEW CONNECTIONS

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

AGD2019, AGD’s upcoming annual Scientific Session, provides a unique experience for those seeking to focus on the delivery of comprehensive dental services, education, health promotion and wellness. AGD2019 includes access to top lecturers, state-of-the-art participation courses, new products, the unforgettable convocation ceremony and exciting social events that allow general dentists and their team members to connect, exchange ideas and learn.

AGD's Scientific Session is the premier meeting for general dentistry and draws approximately 3,000 attendees annually. The vast majority of attendees are dentists, residents, students and dental team members. Our data consistently shows that access to education and exhibitors are the primary reasons dentists attend AGD’s meeting.

Collaborating 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.

This is your opportunity to further your brand and network and to make valuable contacts with leaders in the field.
AGD dentists are looking for products and services that can help set them apart as providers of outstanding dental care. Exhibiting at AGD2019 provides engagement with and access to key demographics that include:

• **New dentists and dental students** who are just entering the field and developing brand loyalties.
• **Mid-career dentists** who are established, successful and pursuing educational excellence through AGD Fellowship and Mastership programs.
• **Experienced dentists** who manage their own practices, teach and mentor other teams, and influence techniques and standards for the industry.

**Exhibitor Benefits:**

• Four FREE registrations per 10x10 booth
• Recognition in the exhibitors’ section of the mobile app and meeting website
• FREE pre-attendee registration and final attendee registration list for marketing and sales follow up
• 8.5 hours of dedicated exhibit time
• President’s Welcome Reception in the exhibit hall
• Exhibitor lounge
• Traffic builders (additional activities and courses to be placed strategically in the exhibit hall)
• Exhibitors have an exclusive opportunity to become a sponsor and advertiser

**Exhibit Hours**

**Exhibit Hall Hours (subject to change)**

**Tuesday, July 16**
Registration 3:50 p.m.

**Wednesday, July 17**
Registration 9 a.m.-5 p.m.
Move-in hours 1-5 p.m.

**Thursday, July 18**
9 a.m.-6:30 p.m.
Dedicated hours
9 a.m.-9:30 a.m. (immediately following keynote address),
12:30-2 p.m., 5-6:30 p.m.
President’s Welcome Reception 4:30-6 p.m.

**Friday, July 19**
8 a.m.-6 p.m.
Dedicated hours
11 a.m. to 1 p.m., 4:30-6 p.m.

**Saturday, July 20**
9 a.m.-1 p.m.
(Teardown before 1 p.m. is prohibited)
Dedicated hours
11 a.m. to 12:30 p.m.

**Pricing**

10x10 inline - $2,900
10x10 corner - $3,100

Booth furnishings, flooring, electrical, internet, A/V and lead retrieval are not included. These can be ordered through the Exhibitor Kit. Exhibitors will be notified once the Exhibitor Kit is available.

Sign up today for a cost-effective exhibit booth! Connect with AGD members and reach more decision makers than you can in months of cold calling.

Contact Bart Lewin, Director Corporate Relations at exhibits@agd.org or call 312-440-4112 for more information on becoming an exhibitor.
EXHIBIT SPACE APPLICATION AND CONTRACT
Mohegan Sun Casino and Resort; Uncasville, CT
Event Dates: July 18 to 20, 2019 • Save time and visit www.agd2019.org to apply for a booth

Exhibits Contact Information
Bart Lewin, Director, Corporate Relations
560 W. Lake St., Sixth Floor
Chicago, IL 60661-6600
bart.lewin@agd.org
p. 312-440-4112

Rental Fees
10’x10’ in line: $2,900
10’x10’ corner: $3,100
Contact bart.lewin@agd.org for additional sizes.
Nonprofit rate: Contact Bart Lewin, Director, Corporate Relations.

Booth Assignments
AGD Corporate Sponsors and Affinity Partners will be placed first. After Oct. 15, 2018 booths will be assigned on a first-come, first-served basis. In order to be assigned a booth space, exhibitors must submit Page 2 of this application.

Payment Schedule and Cancellation Policies
In order to receive a space assignment, exhibitors must include a check or credit card information with their application.
All cancellations must be made in writing.
Booths canceled before Jan. 1, 2019, are subject to a $250 cancellation fee.
Cancellations received between Jan. 1 and April 5, 2019, are eligible for a 50 percent refund of the total booth cost.
No cancellations or refunds will be provided after April 5, 2019.

Exhibiting Company Information
(To be published in all AGD materials)

Company
Address
City    State/province   ZIP/postal code
Website   Phone number (toll-free)

Key Contact Information
(For internal use only)
Name (key exhibit contact)      Title
Company
Address
City    State/province   ZIP/postal code
Email   Phone number

Non-endorsement
The exhibiting of products at any Scientific Session or with any exhibit hall vendor of the AGD does not necessarily constitute endorsement by the AGD of the products or services so exhibited.

AGD Approval
If this Application and Contract is approved by AGD in writing, it shall constitute a contract between the Exhibitor identified above and the AGD. All Rules and Regulations as outlined in this Application and Contract, by the Mohegan Sun Casino and Resort, and the AGD established by AGD for governing exhibitors are accepted upon signature by the Exhibitor (regardless of format or method of signature) and made part of this Application and Contract. Exhibitor certifies that all information provided to AGD regarding its goods and services is accurate and truthful and that if such information is determined by AGD not to be the same both at the time of this Application and Contract and at any time thereafter, AGD may terminate this Application and Contract immediately and without refund of any fees paid by Exhibitor. AGD reserves the right to exclude any exhibitor whose products or services are deemed by AGD to be not in keeping with the character of the event. No skin care companies are permitted to exhibit. All exhibitors must have a company website.

Authorized signature (required)      Date

AGD Foundation
Interested in donation:  q Yes  q No
Interested in donating a gift for the silent auction:  q Yes  q No
Name
Phone number
Email

Booth Request
Number of Booths
10’x10’__________________________
10’x20’__________________________
Corner requested ($200 charge):  q Yes  q No

Booth Location Preference
Position our exhibit far from (companies):

Position our exhibit close to (companies):

Payment Information
Full Booth Rental Fee: $____________________
Submit application with payment information to:
Bart Lewin, Director, Corporate Relations
Academy of General Dentistry
560 W. Lake St., Sixth Floor
Chicago, IL 60661-6600
exhibits@agd.org
312.440.4112
You can submit the application with a check for the full booth amount. Or, we will call you upon receipt of the application to obtain your credit card billing information.

Web Listing
Please provide a description of your company’s products and services. 50 word max.

_____________________________________________
_____________________________________________
_____________________________________________
_____________________________________________
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_____________________________________________
_____________________________________________
SPONSORSHIP OPPORTUNITIES
SHOW YOUR COMMITMENT

We provide our AGD2019 sponsors with numerous opportunities to drive traffic to your booth, events or website to increase your visibility and to position you as a leader in the industry. Not only will you increase attendees’ awareness of your company, but you will show your support of AGD and the important work that AGD members do.

AGD2019 SPONSORSHIP OPPORTUNITIES

Your support of AGD2019 will provide a platform to showcase your brand and message while providing a more rewarding experience for attendees. You can reach your target audiences through sponsorship options that include a mobile app, pens, meeting signage, bag inserts, e-posters and more.

**Keynote Session - $10,000**
Align your organization with the highest profile presentation at AGD2019. Dr. Henry Lee, leading forensic scientist and founder of the University of New Haven’s Henry C. Lee College of Criminal Justice and Forensic Sciences, kicks off the keynote event on Thursday morning.

Sponsor can introduce the keynote speaker, and receives up to two additional minutes of podium time to address attendees.

**President’s Welcome Reception - $15,000**
Don’t miss out on a chance to add your company’s name to the signature social event of AGD2019. The President’s Welcome Reception is the kickoff to the official first evening of AGD2019 in the exhibit hall.

**SAMI The Robot - $9,000**
Sponsorship can be shared upon request
Captivate the crowd through robotic entertainment. Let SAMI the Robot pitch your business and close deals onsite. Your company name and logo will be strategically placed on this crowd pleaser.

**Facebook Live - $10,000 per day, $18,000 for two days, $25,000 for three days**
Let LIVE video bring your message to life at AGD2019! Sponsoring AGD’s Facebook Live will get your message in front of attendees and AGD’s 45,000+ Facebook followers in an engaging and dynamic way. AGD will livestream at least five of the best moments from AGD2019 daily, including interviews with key industry players, CE sessions, exhibitor demonstrations, attendee interviews and other highlights. Showcase a new product or service, drive traffic to your booth and deliver your company’s message on an exciting, in-the-moment video platform backed by AGD.

Sponsor perks include:
- Your logo as a watermark over the entire video
- One live segment per day dedicated to your company. This includes a hosted interview with a representative from your company, a product demonstration or coverage of any announcements made at the event
- A digital copy of your company’s daily segments
- Insertion of a pre-produced commercial, up to 30 seconds long, provided by you

**AGD@Comix Comedy Club - $7,500**
Knock, knock. Who’s there? Your business! Comix Comedy Club and Roadhouse Bar is a perfect backdrop for Comedy Night at AGD2019 on Friday evening. Introduce your organization and the comedian to the stage and get the laughs started!

**AGD Talent Show - $7,500**
AGD’s brightest and best take the stage to showcase their talents and entertain their fellow meeting attendees on Thursday evening. This is a great opportunity to highlight your brand in a fun, relaxed setting. Open the show with introductory remarks from the cabaret stage and watch as the 300-person venue comes to life!
AGD2019 SPONSORSHIP OPPORTUNITIES

Meeting Program Advertisement - $2,000
Have your company stand out by including a full-page color ad in the AGD2019 meeting program. The program is an essential information source for Scientific Session.

Course Sponsor - $4,000
Stand behind one of the leaders in dentistry who will be presenting a course at AGD2019. Attendees will appreciate that your company supports a recognized innovator in the field of dentistry. Contact us for a list of speaker names.

Hotel Room Keys - $10,000
Your logo and message along with AGD’s logo will be imprinted on each hotel key card used by AGD2019 attendees.

Lanyards - SOLD

Mobile App Banner Ad - $2,000
Attendees will see your company logo on the AGD2019 mobile app.

Pens - $7,500
Display your logo on pens that will be used during CE courses and placed in registration bags.

Notebook/Pen Combo - $15,000
Display your logo on pens and notebooks that can be used during CE courses and placed in registration bags.

Charging Stations - Call for pricing
Keep attendees charged up and ensure great brand awareness by sponsoring a custom charging station that offers attendees a place to relax and recharge.

e-Poster Session - $7,500
Partner with AGD to show your support of dental students and their research by sponsoring the newly expanded e-Poster Session. Dental students will present and discuss their e-posters with attendees to obtain CE credit. AGD expects to accommodate up to 50 presentation posters.

Tote Bags - SOLD

Tote Bag Inserts - $2,500 each
Here is your opportunity to have your company’s marketing message inserted in every attendee’s show bag. Your company is responsible for design, production and shipping of piece. Approval of insert is required. Count: 3,200.

Exhibit Hall Lunch (Food Vouchers) - $2,000 + cost of vouchers
Don’t miss this inventive way to show your appreciation to attendees. Attendees will go to your exhibit booth to receive additional food vouchers.

Learning Labs - $1,500
Reserve one of the limited 50-minute lectures which will take place in a customized area of the show floor. You create the educational content and we help you promote it to attendees.

New Dentist Lounge - Call for pricing
Specific speaker and networking opportunities will be directed to this key demographic segment.

Exhibit Hall Break (Coffee/ Snack Station) - Call for pricing
Show your support through sponsored breaks. The exhibit hall serves as a central meeting point for attendees throughout the day. Regularly scheduled breaks provide an opportunity for attendees to meet with exhibitors and network with colleagues. Coffee and snacks are provided at the breaks.

Hotel and Exhibit Hall Signage - Call for pricing
Promote your company in a highly visible location in the hotel and/or exhibit hall. A variety of high profile placement opportunities exist unique to Mohegan Sun.

Massage Station - Call for pricing
Have the most popular booth in the exhibit hall – give attendees the gift of relaxation with a massage!

Hand Purification Station - Call for pricing
Everyone will appreciate access to antibacterial hand sanitizer. Sponsorship includes 10 stations placed in high-traffic areas.

Advertising on Hotel TV Network - Call for pricing
Running 15-30 seconds on Mohegan Sun’s dedicated TV channel.
The opportunities listed below will provide your company with the highest visibility at AGD2019!
Sponsorship levels can be customized to your company’s needs.

**AGD2019 SPONSORSHIP LEVELS**

**Diamond Sponsor - $50,000**
The diamond level offers elite sponsors complete visibility across the entire event.

**Platinum Sponsor - $35,000**
The platinum level offers your company great visibility and the opportunity to expand brand awareness.

**Gold Sponsor - $20,000**
The gold level offers your company the opportunity to network and present to key decision makers.

Sponsor/Advertising benefits can be switched with other opportunities of equal or lesser value.

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-day Facebook Live, Keynote Session sponsor, President’s Reception, SAMI the Robot, AGD Talent Show, or AGD@Comix Comedy Club</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Course sponsor or Learning Lab presentation</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Hotel signage and opportunities unique to Mohegan Sun</td>
<td>$5,000 Value</td>
<td>$2,500 Value</td>
<td></td>
</tr>
<tr>
<td>e-Poster Session sponsorship</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel key cards, pens or charging station</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Full-page meeting program AD</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad in one issue of AGD Impact</td>
<td>Full page - premium placement</td>
<td>Full page</td>
<td>1/2 page</td>
</tr>
<tr>
<td>Mobile app banner ad</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One item placed in the attendee bags given to all registered attendees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Additional complimentary conference registrations</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Company listed as a sponsor in conference signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company acknowledged prominently on the AGD2019 website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Grow your brand recognition and showcase your company’s products, services or programs! For more information regarding a customized sponsorship package, contact</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

To submit a sponsor application, or if you have any questions, please contact Bart Lewin, Director Corporate Relations at 312.440.4112 or email at exhibits@agd.org.

Make Plans to join us today! Learn more about how you can build relationships with key decision makers. We know AGD2019 will enhance your company’s visibility and enable you to grow your business. We look forward to seeing you at the Mohegan Sun!
AGD2019 SPONSORSHIP APPLICATION

Company Name

Key Contact

Title

Address

City    State/province    ZIP/postal code

Email

Phone number

___ Diamond Sponsor $50,000

___ Platinum Sponsor $35,000

___ Gold Sponsor $20,000

A La Carte Opportunities

___ Keynote Session - $10,000

___ President's Welcome Reception - $15,000

___ SAMI The Robot - $9,000

___ Facebook Live - $10,000 per day, $18,000 for two days, $25,000 for three days

___ Hotel Room Keys - $10,000

___ AGD Talent Show - $7500

___ AGD®Comix Comedy Club - $7500

___ Lanyards - SOLD

___ Full-page meeting program ad - $2,000

___ Mobile App Banner Ad - $2,000

___ Pens - $7,500

___ Notebook/Pen Combo - $15,000

___ Charging Stations - Call for pricing

___ e-Poster Session - $7,500

___ Tote Bags - SOLD

___ Tote Bag Inserts - $2,500 each

___ Exhibit Hall Lunch (Food Vouchers) - $2,000 + cost of vouchers

___ Course Sponsor - $4,000

___ Learning Labs - $1,500

___ New Dentist Lounge - Call for pricing

___ Exhibit Hall Break (Coffee/Snack Station) - Call for pricing

___ Hotel and Exhibit Hall Signage - Call for pricing

___ Massage Station - Call for pricing

___ Hand Purification Station - Call for pricing

___ Advertising on Hotel TV Network - Call for pricing

Please type or print clearly, completing all sections and return the completed document to exhibits@agd.org. AGD will provide an invoice upon receipt of this application. Payment is required in full before sponsorship benefits begin. Questions? Call 312.440.4112.

Payment Information

Submit application with payment information to:
Bart Lewin, Director, Corporate Relations
Academy of General Dentistry
560 W. Lake St., Sixth Floor
Chicago, IL 60661-6600
exhibits@agd.org
312.440.4112

You can submit the application with a check for the full booth amount. Or, we will call you upon receipt of the application to obtain your credit card billing information.

Terms and Conditions

Payment: Under the terms of this application, the sponsor agrees to pay the total fee within 30 days of receipt of an invoice.
Cancellation Policy: Any sponsor who cancels all or part of purchased sponsorship prior to October 1, 2018 shall receive a full refund, less a $250 administrative fee. Any sponsor who cancels all or part of purchased sponsorship between October 1 and November 1, 2018 will receive a 50% refund. No cancellation of sponsorship will be accepted or refunds made after November 1, 2018. Cancellation requests must be submitted in writing to exhibits@agd.org.

I have read and agree to the terms of this contract.

Signature

Print Name          Date