2020 EXHIBITOR/SPONSOR PROSPECTUS

EXPAND YOUR BRAND WITH AGD GENERAL DENTISTS

AGD2020
THE PREMIER MEETING FOR GENERAL DENTISTRY
LAS VEGAS
JULY 15 - 18
AGD2020.ORG
EXPAND YOUR BRAND NETWORK AND MAKE NEW CONNECTIONS

“AGD has been an integral part of helping our company grow. It has truly helped to have the brand recognition and assistance of the AGD. They really gave us the credibility and additional boost that we needed.”

Daniel Yahav
Operations Manager
SpiralTech

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

AGD’s scientific session is the premier meeting for general dentistry because AGD2020 covers dentistry from A to Z. Attendees include dentists, residents, students and dental team members. Our data reveals that top-notch courses and the exhibit hall are the primary reasons dentists attend AGD’s meeting.

AGD2020 includes a three-day exhibitor experience, providing companies the opportunity to showcase their latest products and services to attendees. More than 100 companies exhibited at AGD2019, including leading dental equipment manufacturers and suppliers, dental recruitment firms, financial institutions, and government and non-profit agencies.

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.

2,975
attendees at AGD2017, also held at Caesars Palace in Las Vegas
AGD dentists are looking for products and services that can help set them apart as providers of outstanding dental care. Exhibiting at AGD2020 provides engagement with and access to key demographics that include:

- **New dentists and dental students** 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 dentists and influence techniques and standards for the industry.

### Exhibitor Benefits

- 4 FREE exhibitor badges per 10' x 10' booth
- Recognition in the exhibitors’ section of the mobile app, meeting program and meeting website
- FREE pre-attendee registration and final attendee registration list for marketing and sales follow up
- 6.5 hours of dedicated exhibit time
- President’s Welcome Reception held in the exhibit hall
- Exhibitor lounge
- Traffic builders (additional activities and concessions to be placed strategically in the exhibit hall)
- Exclusive sponsorship and advertising opportunities
- Lunch vouchers to redeem at the kiosks in the exhibit hall

### Exhibit Hours

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

**Tuesday, July 14**
Exhibitor Check-In
5-7 p.m.

**Wednesday, July 15**
Exhibitor Check-In
9 a.m.-5 p.m.
Move-In Hours 1-5 p.m.

**Thursday, July 16**
Move-In Hours 7-10:30 a.m.
11:30 a.m.-7:30 p.m.
Dedicated Hours
11:30 a.m.-1 p.m., 5:30-7:30 p.m.

**Friday, July 17**
9 a.m.-5 p.m.
Dedicated Hours
11:30 a.m.-1 p.m.

**Saturday, July 18**
9 a.m.-2 p.m.
(Tear down before 2 p.m. is prohibited)
Dedicated Hours
11:30 a.m.-1 p.m.

### Pricing

<table>
<thead>
<tr>
<th>Size</th>
<th>In line</th>
<th>Corner</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 10'</td>
<td>$2,900</td>
<td>$3,400</td>
</tr>
<tr>
<td>10' x 20'</td>
<td>$5,800</td>
<td>$6,300</td>
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</table>

Booth furnishing, 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.

Carpet in the Octavus Ballroom is gold and maroon. Ceiling height is 26’.

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 Bill Spilman, Advertising and Exhibit Sales Manager, at exhibits@agd.org or call 312.440.4355 for more information on becoming an exhibitor.

81% of attendees said that they are more likely to do business with companies that exhibit at AGD’s Scientific Session.

The No. 1 reason attendees visit the exhibit hall is to connect with exhibitors to research their buying decisions.

Attendees at the AGD scientific session are buyers and receive an incentive to purchase $2500 or more during the show.
EXHIBIT SPACE APPLICATION AND CONTRACT
Caesars Palace: Las Vegas
Scientific Session: July 15-18, Exhibit Hall Dates: July 16-18, 2020

Exhibits Contact Information
Bill Spilman, Advertising, Exhibits and Sponsorship Sales  exhibits@agd.org
560 W. Lake St., Sixth Floor  p. 312.440.4355
Chicago, IL 60661-6600

Rental Fees
10’ x 10’ In line: $2900
10’ x 10’ Corner: $3400
10’ x 20’ In line: $5800
10’ x 20’ Corner and In line: $6300

Contact exhibits@agd.org for additional options.

Booth Assignments
Booths will be assigned on a first come, first served basis, upon date application is received. However, no booth space will be assigned without full payment for the booth space reserved.

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

All cancellations must be made in writing. Booths canceled before Jan. 1, 2020, are subject to a $250 cancellation fee. Cancellations received between Jan. 1 and April 6, 2020, are eligible for a 50 percent refund of the total booth cost. Cancellations received after April 6, 2020, are not eligible to receive a refund.

Exhibiting Company Information

Company

Address

City  State/province  ZIP/postal code

Website  Phone number

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
Exhibiting at AGD’s scientific session does not constitute endorsement by AGD of the products or services so exhibited.

AGD Approval
If this application and contract is accepted by AGD, it shall constitute a contract between the Exhibitor identified above and AGD. All Rules and Regulations as outlined in this Application and Contract, by Caesars Palace, and 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 (www.agd.org/agd-meetings/exhibitors). Exhibitor certifies that all information provided to AGD regarding its products and services is accurate and truthful and that if such information is determined by AGD not to be the same 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 not be in keeping with the character of the event. No skin care, cosmetics or TENS machine provider companies are permitted to exhibit. All exhibitors must have a company website.

I certify that I am authorized to sign this agreement on behalf of the exhibiting company.

Booth Preference (please check one)
10’ x 10’ In line
10’ x 10’ Corner
10’ x 20’ In line
10’ x 20’ Corner and In line

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

Position our exhibit booth close to (companies):

Payment
Full Booth Rental Fee: $

Submit application to:
Bill Spilman
Academy of General Dentistry
560 W. Lake St., Sixth Floor
Chicago, IL 60661-6600
exhibits@agd.org
312.440.4355

Company Description
Please provide a description of your company’s products and services. 35-word maximum:

AGD reserves the right to edit this text as necessary.
SPONSORSHIP OPPORTUNITIES
SHOW YOUR COMMITMENT

We provide our AGD2020 sponsors with numerous opportunities to drive traffic to your booth, events and 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.

**Sponsorship benefits include recognition in the:**
- AGD Website
- Meeting Program
- Meeting App
- Onsite Signage

**AGD2020 SPONSORSHIP OPPORTUNITIES**

Your support of AGD2020 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 – $15,000 (Only one available)**
Align your organization with the highest-profile presentation at AGD2020. AGD will introduce your representative to an audience of 1,000+ industry leaders.

The sponsor can then introduce the keynote speaker and receive up to two additional minutes of podium time to address attendees.

**President’s Welcome Reception - $15,000 (Only one available)**
Don’t miss out on a chance to add your company’s name to the signature social event of AGD2020. The President’s Welcome Reception is the kickoff to the official first evening of AGD2020 in the exhibit hall.

**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 AGD2020! 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 AGD2020 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.

**Facebook Live perks include:**
- Your company name and logo integrated into graphics at the beginning and end of each live segment
- A professional TV host verbally mentioning your company at the beginning and end of each live segment
- 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 for 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 Foundation Silent Auction**
The AGD Foundation Electronic Silent Auction Fundraiser supports programs that provide oral cancer screenings and risk factor prevention education for the public.

The AGD Foundation is asking exhibitors to donate items for its 2020 auction, which will be held during AGD2020, July 15-18, in Las Vegas. The auction will be open 24/7 on smartphones to AGD’s 40,000 members, families and friends. Donors are recognized during and after the auction.

We need new items such as dental equipment, instruments, laptops, Apple watches, Bose headphones, dental publications and CE course registrations. Auction items are due June 1, 2020. For more information, contact Marilyn Mays, Manager, AGD Foundation, at 312.440.4329 or foundation@agd.org.
AGD2020 SPONSORSHIP OPPORTUNITIES

Meeting Program Advertisement - $2,000
Have your company stand out by including a full-page color ad in the AGD2020 meeting program. The program is an essential information source for Scientific Session.

Course Sponsor - $3,000
Support one of the leaders in dentistry who will be presenting a course at AGD2020. 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 AGD2020 attendees.

Lanyards - $5,000
Show your support by sponsoring the official AGD2020 lanyard! Each attendee receives one at the time of registration to wear throughout the event. Your company logo will be imprinted on the lanyard.

Mobile App Banner Ad - $2,000 (Only three available)
Attendees will see your company logo on the AGD2020 mobile app.

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

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

Charging Stations – $2,500 each
Keep attendees charged up and ensure great brand awareness by sponsoring a custom charging station that offers attendees a place to relax and recharge.

Sponsor of e-Poster Session – $7,500 (Only one available)
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 to obtain CE credit. AGD expects to accommodate up to 50 presentation posters.

Tote Bags – $10,000
One of our most visible opportunities! Sponsor the official AGD2020 tote bag! Each attendee will receive this item during registration and will utilize it both during and after the event. Your logo will be prominently displayed.

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 the design, production, and shipping of the piece. AGD 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. In addition to the concessions voucher they receive with registration, attendees can visit your booth for additional vouchers.

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

Student and New Dentist Lounge Course Sponsor – $2,000 - $3,000
Share your educational message with up to 100 dental students and new dentists during a 60- or 90-minute education course. Contact us for available course dates and times.

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 Caesars Palace.

Wellness Station – Call for pricing
Have the most popular booth in the exhibit hall – give attendees the gift of relaxation with a massage from a licensed therapist!

Hand Purification Station – $2,000 each
Everyone will appreciate access to antibacterial hand sanitizer. Stations placed in high-traffic areas.

Conference WiFi - $5,000 per day; $10,000 entire conference
Your corporate logo and name displayed on the first screen of the wireless internet connection in all AGD meeting rooms and adjacent common space.

Water Coolers - $7,500
Get noticed with your logo on six water coolers outside the session rooms and in the exhibit hall as attendees quench their thirst. Duration of conference/exhibit hall hours.
The opportunities listed below will provide your company with the highest visibility at AGD2020!
Sponsorship levels can be customized to your company’s needs.

**AGD2020 SPONSORSHIP LEVELS**

**Diamond Sponsor - $40,000**
The diamond level offers elite sponsors complete visibility across the entire event.

**Platinum Sponsor - $25,000**
The platinum level offers your company great visibility and the opportunity to expand brand awareness.

**Gold Sponsor - $15,000**
The gold level offers your company the opportunity to network and present to key decision makers.

Plan to join us today! Learn more about how you can build relationships with key decision makers. We know AGD2020 will enhance your company’s visibility and enable you to grow your business. We look forward to seeing you at Caesars Palace!

To submit a sponsor application, or if you have any questions, please contact Bill Spilman, Advertising and Exhibit Sales Manager, at exhibits@agd.org or call 312.440.4355.

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### 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>
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<tbody>
<tr>
<td>One-day Facebook Live, Keynote Session sponsor or President's Reception</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 Caesars Palace</td>
<td>$5,000 Value</td>
<td>$2,500 Value</td>
<td>$2,500 Value</td>
</tr>
<tr>
<td>Sponsor of e-Poster Session (only one available)</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Hotel key cards or pens</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Charging stations</td>
<td>3</td>
<td>2</td>
<td>1</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>Full page</td>
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<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 exhibit badges</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Company listed as a sponsor on conference signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company acknowledged prominently on AGD2020 website</td>
<td>✓</td>
<td>✓</td>
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AGD2020 SPONSORSHIP APPLICATION

<table>
<thead>
<tr>
<th>Company Name</th>
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<tbody>
<tr>
<td>Key Contact</td>
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<tr>
<td>Address</td>
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<tr>
<td>City</td>
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<tr>
<td>Email</td>
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<table>
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<tr>
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<tr>
<td>Submit application to:</td>
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<tr>
<td>Bill Spilman, Advertising, Exhibits and Sponsorships Manager</td>
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<tr>
<td>Academy of General Dentistry</td>
</tr>
<tr>
<td>560 W. Lake St., Sixth Floor</td>
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<tr>
<td>Chicago, IL 60661-6600</td>
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<td><a href="mailto:exhibits@agd.org">exhibits@agd.org</a></td>
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<td>312.440.4355</td>
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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 312.440.4355.

<table>
<thead>
<tr>
<th>Terms and Conditions</th>
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<tbody>
<tr>
<td>Payment: Under the terms of this application, the sponsor agrees to pay the total fee within 30 days.</td>
</tr>
<tr>
<td>Cancellation Policy: Any sponsor who cancels all or part of purchased sponsorship prior to December 1, 2019 shall receive a full refund, less a $250 administrative fee. Any sponsor who cancels all or part of purchased sponsorship between December 1, 2019 and January 1, 2020 will receive a 50% refund. No cancellation of sponsorship will be accepted or refunds made after January 1, 2020. Cancellation requests must be submitted in writing to <a href="mailto:exhibits@agd.org">exhibits@agd.org</a>.</td>
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I have read and agree to the terms of this contract.

Signature

Print Name Date

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<th>A La Carte Opportunities</th>
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<td>___ Keynote Session - $15,000</td>
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<td>___ President's Welcome Reception - $15,000</td>
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