

2023 EXHIBITOR/ SPONSOR PROSPECTUS

EXPAND YOUR BRAND WITH AGD GENERAL DENTISTS

























EXPAND YOUR BRAND NETWORK AND MAKE NEW CONNECTIONS

"Blue Sky Bio has been a long-time supporter of the AGD with meetings, marketing and being a PACE provider. As an exhibitor, the AGD Scientific Session is by far our most popular convention with the highest number of attendees that visit our booth. I am equally impressed by members of the AGD pursuing Fellowship and Mastership. They maintain a high educational interest in the future of dentistry."

John Cary General Manager Blue Sky Bio

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 AGD2023 covers dentistry from A to Z. Attendees are comprised of leading dentists practicing in the U.S. and internationally, 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.

AGD2023 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 AGD2022, including distributors, global manufacturers, 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.









at AGD2017, also held at Caesar's 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 AGD2023 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 and meeting website
- FREE pre-meeting registration and final attendee registration lists for marketing and sales follow up
- 8 hours of dedicated exhibit time
- President's Welcome Reception held in the exhibit hall
- Exhibitor lounge with refreshments
- Traffic builders (additional activities and concessions to be placed strategically in the exhibit hall)
- Exclusive sponsorship and advertising opportunities

Exhibit Hours

Exhibit Hall Hours (subject to change) Tuesday, July 18

Exhibitor Check-In: 5-7 p.m.

Wednesday, July 19

Exhibitor Check-In: 9 a.m.-5 p.m. Move-In Hours 1-5 p.m.

Thursday, July 20

Move-In Hours 7-10 a.m. Exhibit Hours: 11 a.m.-7:30 p.m. Dedicated Hours: 11 a.m.-1 p.m.,

5:45 - 7:30 p.m.

Friday, July 21

Exhibit Hours: 10 a.m.-5 p.m. Dedicated Hours: 11 a.m.-1 p.m.

Saturday, July 22

Exhibit Hours: 9 a.m.-1 p.m. (Teardown before 1 p.m. is prohibited) Dedicated Hours: 11 a.m.-1 p.m.

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.

Pricing (additional sizes available)

Early Bird Rental Fees

(Received before Sept. 1, 2022)

10' x 10' In line: \$2,700 10' x 10' Corner: \$3,300 10' x 20' In line: \$5,400

10' x 20' Corner and In line: \$6,000

20' x 20' Island: \$13,200

Rental Fees

10' x 10' In line: \$2,900 10' x 10' Corner: \$3,500 10' x 20' In line: \$5,800

10' x 20' Corner and In line: \$6,400

20' x 20' Island: \$14,000

Booth furnishing, electrical, internet, A/V and lead retrieval are not included. These items, as well as food and beverage catering for your booth, can be ordered through the Exhibitor Service Manual. Exhibitors will be notified once the Exhibitor Service Manual is available.

Carpet in Caesars Palace's Octavius 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, Exhibits and Sponsorship Sales Manager at exhibits@agd.org or call 312.440.4355 for more information on becoming an exhibitor.

The 2021, 35,967 individual AGD members reported taking at least one CE course during the year.

AGD members took courses in the following subjects:

Implants13,119 dentistsOrthodontics7,017 dentistsProsthodontics9,538 dentistsEndodontics6,903 dentistsAnesthesia8,444 dentistsPediatric4,188 dentistsPeriodontics7,928 dentists

81% of attendees said that they

are more likely to do business with companies that exhibit at AGD's Scientific Session.

AGD2023 THE PREMIER MEETING FOR **GENERAL DENTISTRY**

LAS VEGAS, NV JULY 19 - 22 AGD2023.ORG

EXHIBIT SPACE APPLICATION AND CONTRACT

Caesars Palace, Las Vegas, Nevada

Scientific Session: July 19-22 Exhibit Hall Dates: July 20-22

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: \$3500 10' x 20' In line: \$5800

10' x 20' Corner and In line: \$6400

20' x 20' Island: \$14,000

Early Bird Fees (Reservations received before Sept. 1, 2022)

10' x 10' In line: \$2700 10' x 10' Corner: \$3300 10' x 20' In line: \$5400

10' x 20' Corner and In line: \$6000

20' x 20' Island: \$13,200

Contact exhibits@agd.org for additional sizes.

Booth Assignments

Booths will be assigned first come, first served, based 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

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, 2023, are subject to a \$250 cancellation fee.

Cancellations received between Jan. 1 and April 6, 2023, are eligible for a 50 percent refund of the total booth cost. Cancellations received after April 6, 2023, are not eligible to receive a refund.

Exhibiting Company Information

(To be published in all AGD materials)

Company			
Address			
City	State/province	ZIP/postal code	
Website	Phone number		

Key Contact Information

(For internal use only)

Address	City	State/province	ZIP/postal co
Company		State/province	ZIP/postal co
Company	Address		
	Company		

onsorship/Advertising

Interested in sponsorship: ☐ Yes ☐ No Interested in advertising:

Yes

No

Non-endorsement

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

If this application and contract is accepted by AGD, 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 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 on the next page. 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 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, 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.

Signature required

10' x 20' In line
10' x 20' Corner and In line
20' x 20' Island
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 812.440.4355
Company Description
Please provide a description of your company's
products and services. 35-word maximum:
orducts and services. 33-word maximum.

AGD has the right to edit this text as necessary.

Booth Preference

10' x 10' In line _

LAS VEGAS, NV JULY 19 - 22 AGD2023.ORG

AGD2023 RULES AND REGULATIONS

AGD2023 Scientific Session ~ Exhibit Hall July 20-22 - Ceasars Palace, Las Vegas, NV

The rules and regulations stated here constitute a bona fide part of the contract for exhibit space. The AGD reserves the right to render all interpretations and decisions, should any questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the exposition. The AGD prohibits exhibits that detract from the general character of the exposition. This includes persons, objects, conduct, printed material, or anything of a character that may be objectionable (reasonable person standard), to the exhibits or exhibition as a whole. Exhibits should be presented in a manner that is consistent with the AGD's policies on sexual harassment and nondiscrimination. AGD reserves the right to restrict and supervise any exhibitor whose exhibit, conduct or activities AGD deems objectionable. Such activities include, but are not limited to, photography, distributing articles or other printed matter, samples or questionnaires, and conducting radio and/or television broadcasting interviews of conference attendees. Exhibitors grant AGD permission to the use and distribution of the exhibitor and its employees, contractors (including models), and products' image and/or voice where applicable in photographs, videos, electronic reproductions, audiotapes, and in any media, now or hereafter contemplated, in perpetuity, at the sole discretion of the AGD. AGD does not in any manner endorse any of the products or services related to the exhibits which have been accepted for display during the conference. Loitering near other exhibits to draw attendees is not permitted. Exhibitors may not occupy another exhibitor's area without obtaining permission. Distribution of literature outside of the rented exhibit space or through the scientific session location is permitted only with approval from ACD. Exhibitors may not use ACD exhibitors may not use ACD exhibitors. approval from AGD. Exhibitors may not use AGD conference logos in connection with any product or advertising materials outside of promotion for this meeting. The AGD may amend its rules or regulations at any time, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. Breaches or infractions of the exhibitors' contractual obligations could result in the termination of the exhibitor's display and privileges at AGD exhibits for a period of up to 10 years.

Installation and Dismantle of Exhibits

Exhibitors must open their exhibit on time each day and staff the booth at all times during the exhibit hours. All exhibits must remain intact until the closing of the show on Sat., July 22, 2023; at 1 p.m. All exhibits must be packed and labeled for shipment by 5:00 p.m., Saturday, July 22, 2023. If exhibits are not removed by this time, management has the right to remove exhibits and charge the expense to the exhibitor. In some locations, union labor may claim jurisdiction for one or more activities, including, as examples, but not limited to installation and dismantling labor and/ or material handling services including signs and laying of carpet. At such locations, exhibitors, their employees, and contractors shall abide by all requirements and requests of union labor, and shall indemnify, defend and hold harmless the AGD from any and all liabilities and costs, including reasonable attorney's fees, incurred by the AGD arising out of any act or omission of the exhibitor, its employees, or its contractors, to abide by said union labor requirements or requests.

Exhibitor Payment Requirements

No booth space will be assigned without full payment for the booth space reserved.

Exhibitor Service Manual

AGD is paperless. Complete show management information, instructions, and schedule of prices regarding shipping, drayage, labor, electrical use, furniture, carpets, AV equipment, etc., will be included in the Exhibitor Service Manual that will be available to exhibiting companies within a few months of the show dates, and upon payment in full of exhibit registration fees.

Exhibitor Hall Registration and Badges

Exhibitors must complete registration online and be paid in full by June 30, 2023 in order for imprinted badges to be made. All exhibiting companies must register their personnel in advance. Four complimentary exhibit badges are provided per 10' x 10' booth space. After four badges, there will be a \$50 fee per additional exhibit personnel. Badges are required to enter the Exhibit Hall for setup and dismantle. Confirmed exhibitors may pick up their badges at exhibitor registration on-site.

Complicance with Local Ordinances

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the exhibitor. Each exhibitor will be individually responsible for compliance with local health, fire, and safety ordinances and regulations. The AGD has no further responsibility to notify the exhibitors that this compliance is required. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations, if required.

Fire Ordinances

Local fire codes and ordinances require that the aisles be clear at all times. Demonstration areas shall not be placed on the aisle line of an exhibit. Sufficient space within an exhibit area must be left to absorb the crowd. Should spectators interfere with the normal traffic flow in the aisle or interfere with other exhibits, the AGD, in its sole discretion, will require that the demonstration be limited or canceled. Fire regulations require that wrapping material, such as paper, excelsior, etc., must be completely enclosed within the packing boxes. Materials not in accordance with these regulations will be considered refuse and disposed of by the Exhibit Hall cleaners. All packing containers, excelsior, and wrapping paper must be removed from the floor and may not be stored under any tables or behind displays. All decorations must be flame retardant to the satisfaction of the local fire department. Fire-extinguishing equipment shall not be obstructed by exhibits and must be readily available at all times. Fire exits must be kept clear at all times. Approval must be obtained from the local fire department for the use, operation, or presence of any electrical, mechanical, or chemical device that, in the opinion of the local fire department or the official service contractor, might be hazardous to the public space.

Indemnity

Exhibitor shall indemnify, defend, and hold harmless AGD, the Caesars Palace, and their respective directors, officers, members, employees and representatives (collectively "Indemnified Parties") from and against any and all losses, costs, liens, damages, liabilities and expenses of any kind (including reasonable attorneys' fees) on account of any injury (including death) or damage to the person or property of Exhibitor, AGD, and/or their respective agents, employees, representatives and business invitees arising in connection with Exhibitor's use and occupancy of any portion of the convention and exhibition facilities or due to Exhibitor's violation of applicable laws and regulations, except for damages resulting from the sole negligence of the Indemnified Parties.

Force Majeure

In the event the convention facility or any part of the exhibit area is unavailable whether for the entire conference, or a portion of the conference, as a result of fire, flood, inclement weather, governmental restriction, malicious damage, acts or threats of war or terrorism, strike, lock-out, labor dispute, riot, global pandemic, communicable disease, or other cause over which AGD has no control, or should AGD decide that because of any such cause that it is necessary to cancel, postpone, or re-site the conference, or reduce the move-in and installation time, show time, or move-out time, AGD shall not, and shall not be obligated to, indemnify or reimburse the exhibitor in respect of any damage or loss, direct or indirect, arising as a result thereof.

Exhibitor Insurance

All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the facility. The AGD and the facility do not maintain insurance covering exhibitor's property. Exhibitors shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least \$500,000 for Personal Injury Liability and \$500,000 for Property Damage Liability and Statutory Workers' Compensation insurance in full compliance with all federal and state laws and covering all of the exhibitor's employees with coverage of at least \$100,000 per injury. A certificate of insurance shall be furnished if requested by the AGD. AGD and the facility will not be responsible for damage or loss to any property belonging to the exhibitor or used in connection with its exhibit, including the shipping containers brought into or used in or about the convention center, nor for any acts or omissions of the exhibitor, its employees, agents or representatives. Independent contractors must abide by all provisions, rules and regulations as published within the AGD official meeting web site. In addition, your selected contractor must furnish an original Certificate of Insurance valid in Las Vegas, NV, showing minimum coverages. The certificate must name Academy of General Dentistry (AGD), Chicago, IL as well as show decorator; and all directors, members, officers, agents, employees, affiliates and subsidiaries of each of the above.

Soliciting

Distribution of literature outside of the rented exhibit space or through the convention hotel is permitted ONLY with approval from AGD. Exhibitors may not use AGD conference logos in connection with any product or advertising materials outside of promotion for this meeting.

Subletting of Space

Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated without prior knowledge and written consent of the AGD. Exhibitors may not display or advertise products of any kind other than those manufactured or sold by them.

Americans with Disabilities Act

Each exhibitor shall be responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) within its respective booth and assigned exhibit space, including, but not limited to, wheelchair access provisions.

Violations

Violations of any of these rules and regulations on the part of the exhibitor or his employees or agents shall, at the option of the AGD, annul the right to occupy space, and such exhibitor shall forfeit to the AGD all monies paid. Upon evidence of violation, the AGD may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all such expenses and all damages which the AGD may incur, and shall forfeit all monies paid or due the AGD on account thereof. The exhibitor waives any right to service on written notice of the AGD's intention to terminate this agreement and retain space occupied by the exhibitor.

SPONSORSHIP OPPORTUNITIES SHOW YOUR COMMITMENT

We provide our AGD2023 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 App
- Onsite Signage

AGD2023 SPONSORSHIP OPPORTUNITIES

Your support of AGD2023 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, e-posters and more.

Facebook Live - \$10,000 per day

Let LIVE video bring your message to life at AGD2023! Sponsoring AGD's Facebook Live will get your message in front of attendees and AGD's 56,000+ Facebook followers in an engaging and dynamic way. AGD will livestream at least five of the best moments from AGD2023 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 benefits 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

Beach Towels - \$25,000

Nothing exudes a warm welcome to attendees like your logo on an AGD2023 beach towel!

Pen/Notebook Combo - \$15,000

Display your logo on pens and notebooks that can be used during CE courses.

Exhibit Hall Lunch (Food Vouchers) -\$12,000

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.

Pens - \$7,500

Display your logo on pens that will be used during CE courses.

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 with attendees to obtain CE credit. AGD expects to accommodate up to 50 presentation posters.

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 2023 auction, which will be held in conjuction with AGD2023. The auction will be open 24/7 on smartphones to AGD's 35,000 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, 2023.

For more information, contact the AGD Foundation at 518.694.5545 or agdf@adgcommunications.com.





AGD2023 SPONSORSHIP OPPORTUNITIES

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.

Coffee Break - \$5,500

Show your support through sponsored breaks. Regularly scheduled breaks provide an opportunity for attendees to network with colleagues.

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.

Course Sponsor - \$3,000

Support one of the leaders in dentistry who will be presenting a course at AGD2023. Attendees will appreciate that your company supports a recognized innovator in the field of dentistry. Contact us for a list of speaker names.

Student and New Dentist Lounge Course Sponsor -\$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.

Learning Labs - \$3,000

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.

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.

Mobile App Banner Ad - \$2,000 (Only three available)

Attendees will see your company logo on the AGD2023 mobile app.

New! Exhibitor Email Spotlight \$1,500 each

Be featured in an AGD2023 promotional eblast! Your spotlight will generate interest in your exhibit before attendees arrive.

Hand Purification Station - Call for

Everyone will appreciate access to antibacterial hand sanitizer. Stations placed in high-traffic areas.

Host Hotel Room Keys - Call for pricing

Your logo and message along with AGD's logo will be imprinted on each Caesars Palace hotel key card used by AGD2023 attendees.

Hotel and Exhibit Hall Floor Clings -\$2500 each; \$6000 for all three

Promote your company in a highly visible location in Caesars Palace. A variety of highprofile placement opportunities exist.

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!



AGD2023 SPONSORSHIP APPLICATION

Company Name				
Key Contact		Title		
Address				
City St	ate/province	ZIP/postal code		
Email	Phone number			
	AGD2023 Spons	sorship Opportu	nities	
AGD2023 Beach Towel - \$25,000	Pens - \$7,500		Student and New Dentist Lounge Course	
Notebook/Pen Combo - \$15,000	Water Coolers - \$	57,500	Sponsor - \$3,000	
Exhibit Hall Lunch (Food Vouchers) -	Hotel and Exhibit	Hall Floor Clings - \$2,500	Charging Stations - \$2,500 each	
\$12,000	each; \$6,000 for a	all three	Mobile App Banner Ad - \$2,000 each	
Facebook Live - \$10,000 per day	Coffee Break - \$5	i,500 each	Email Spotlight - \$1,500 each	
Conference WiFi - \$5,000 per day;	Course Sponsor -	- \$3,000	Hand Purification Station - Call for pricing	
\$10,000 entire conference	Learning Labs - \$	3,000	Hotel Room Keys - Call for pricing	
e-Poster Session - \$7,500			Wellness Station - Call for pricing	
Please type or print clearly, completing al receipt of this application. Payment is req	•		@agd.org. AGD will provide an invoice upon ? Call 312.440.4355.	
Payment Information		Terms and Conditions		
Submit application to: Bill Spilman, Advertising, Exhibits and Spo Academy of General Dentistry 560 W. Lake St., Sixth Floor Chicago, IL 60661-6600 exhibits@agd.org 312.440.4355 You can submit the application with a che		Payment: Under the terms of this application, the sponsor agrees to pay the total fee within 30 days. Cancellation Policy: Any sponsor who cancels all or part of purchased sponsorship prior to December 1, 2022 shall receive a full refund, less a \$250 administrative fee. Any sponsor who cancels all or part of purchased sponsorship between December 1, 2022 and January 1, 2023 will receive a 50% refund. No cancellation of sponsorship will be accepted or refunds made after January 1, 2023. Cancellation requests must be submitted in		
full booth amount. Or, we will call you up to obtain your credit card billing informat	on receipt of the application	writing to exhibits@agd.c	org.	
I have read and agree to the terr	ns of this contract.			
Signature				

Date

Print Name