

2025 Scientific Session

Exhibitor & Sponsorship Prospectus



Why Exhibit at AGD2025 Scientific Session?

AGD's Scientific Session is the premier meeting for general dentistry covering dentistry from A to Z.

Reach your target audience easily and directly.

When you exhibit at AGD Scientific Session, you are able to connect personally with existing and new customers in one convenient location.

Build relationships with key decision-makers.

You will meet with general dentists who have a keen understanding of the goods and services that best suit their practices.

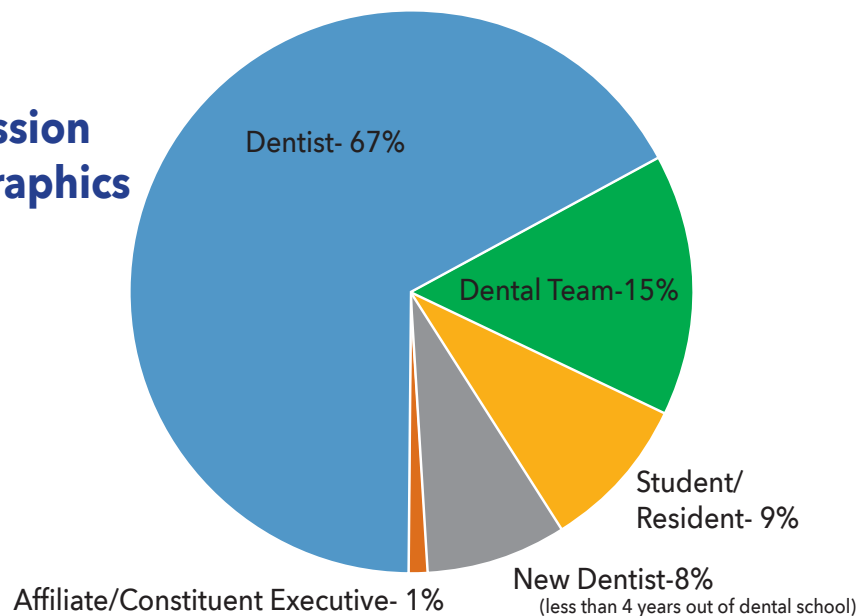
Strengthen your brand awareness.

Where else will you have such a concentrated, cost-effective opportunity to reach your target market and expand your brand?

Chances are your competition participates.

Don't miss your chance to stay competitive.

AGD Scientific Session Attendee Demographics



Average Scientific Session Attendance

2,421*

*Average attendance from the past three years.



How likely are you to purchase a product or service from a company who exhibits at the Scientific Session?

- 82% of survey respondents state they are more likely to do business with a scientific session exhibitor.
- 58% of attendees surveyed stated they make purchasing decisions based on seeing an exhibitor at scientific session.

Here what others are saying about AGD's Scientific Session

"We had an exceptional experience exhibiting at the Academy of General Dentistry conference. The event was meticulously organized, drawing a highly engaged and professional audience. The opportunity to connect with a diverse group of dental professionals was invaluable for our business. We look forward to future events and continuing our partnership with the AGD."

~ Suzeanne Harms, CSTM
Senior Trade Show Manager, Glidewell

AGD2025 Scientific Session Exhibitors

Thursday, July 10- Saturday, July 12, 2025
Palais des congrès de Montréal
1001 Place Jean-Paul-Riopelle
Montréal, QC H2Z 1H5 Canada

Schedule

Wednesday, July 9

Exhibitor Registration: 9 a.m.- 5 p.m.
Move-In: 10 a.m.-5 p.m.

Thursday, July 10

Move-In: 7-10 a.m.
Exhibit Hours: 11 a.m.- 6 p.m.
Dedicated Hours: 11 a.m.- 1 p.m.; 4- 6 p.m.

Friday, July 11

Exhibit Hours: 10 a.m.- 5 p.m.
Dedicated Hours: 11 a.m.- 1 p.m.; 4- 5 p.m.

Saturday, July 12

Exhibit Hours: 9 a.m.- 1 p.m.
Dedicated Hours: 11 a.m.- 1 p.m.
Schedule subject to change. Refer to Exhibitor Services kit for final times.

Exhibit Hall Attractions

The AGD strives to keep attendees returning to the exhibit hall throughout the Scientific Session. The below events and programs help keep traffic following through the hall:

- Daily Learning Lab education presentations
- New Dentist Lounge educational sessions
- President's Reception
- Scoops & Scores Dessert Happy Hour
- AGD Resource Pavilion
- AGD Foundation Oral Cancer Screening
- Attendee exhibitor raffle card
- Student/ New Dentist Networking Reception
- Daily Take the Floor speaker series sessions
- Start Up Center
- Daily education in the exhibit hall
- Attendee Engagement Lounge
- Virtual golf simulator

Exhibitor Benefits

- 8ft high draped back wall and 3ft high draped side rails with 7x44 company identification sign.
- Up to 4 complimentary exhibitor badges per 10x10 space
- Recognition as an exhibitor in the mobile app and meeting website.
- Complimentary pre-registered and final meeting attendee mailing lists.
- More than 8 hours of dedicated exhibit hall hours.
- Of the 18 hours that the exhibit hall is open for business, half are dedicated hours with no other activities going on outside the hall
- Virtual exhibit hall listing

Reserve Your Space Today

AGD's exhibitor portal is a convenient and secure way to reserve your space today.

Visit <https://www.agd.org/agd-meeting/exhibitors> to get started

Exhibit Hall

The Scientific Session exhibit hall is a focal point of the event and a vital part of the attendee experience.

Exhibit Booth Fees (US Dollars)

	Standard	Premium
10x10 Inline _____	\$2,900 _____	\$3,500 _____
10x10 Corner _____	\$3,500 _____	\$4,200 _____
10x20 Inline _____	\$5,800 _____	\$7,000 _____
10x20 Combo _____	\$6,400 _____	\$7,700 _____
10x20 Double Corner _____	\$7,000 _____	\$8,400 _____
20x20 Island _____	\$14,000 _____	\$16,800 _____

Additional sizes and configurations are available. Contact Bill Spilman, Scientific Session exhibit and sponsorship manager, at exhibits@agd.org to discuss options.

Premium booth spaces are outlined in blue on the digital floorplan.

Exhibitor Notes:

- Booth furnishings, electrical, internet, AV equipment, lead retrieval, and carpet are not included in the booth fee. These can be ordered through GES Espresso Portal.
- There is no carpet in the Palais de congrès de Montréal.
Carpet in booths is required.
- Hotel information will be provided once the room block opens in January 2025.

Start Up Center– NEW!

Companies three years or newer launching within the general dentistry marketplace are eligible for the Start Up Center!

Participating companies receive a kiosk amongst other new companies looking to reach general dentists and related dental professionals. You'll have space for your promotional materials, a small monitor and/or pop-up banner.

Start Up Center Kiosk– \$1,200

Kiosks are available on a first-come, first-serve basis and are limited to 10 companies.

Contact Bill Spilman, Scientific Session exhibit and sponsorship manager, at exhibits@agd.org for more information about this opportunity.

AGD2025 Supporter Opportunities

Expand your reach at AGD2025. Companies who sponsor receive special recognition through our new tiered program. As you explore opportunities, keep these in mind to expand your brand.*

	\$25,000 and above	\$17,000- \$24,999	\$10,000- \$16,999	\$4,000- \$9,999
	Platinum	Gold	Silver	Bronze
Logo Recognition in This Week at AGD	X			
Listing of Company's Event on Meeting Website	X			
Floor Cling Recognition at Booth	X	X		
Verbal and Logo Recognition During President Remarks	X	X		
Logo Recognition on Event Website	X	X	X	
Homepage with hyperlink to sponsor website				
Sponsor Level Badge on Online Company Description	X	X	X	
Logo Recognition in Attendee Know Before You Go Communication	X	X	X	X
Logo Recognition on Walk-in Slides	X	X	X	X
Logo Recognition on Onsite Signage	X	X	X	X
Logo Recognition on Event Website Homepage	X	X	X	X

*Excludes exhibit booth fees.

AGD2025 Sponsorship Opportunities

Digital

Mobile App Banner

One rotating banner on the mobile app;
limited to 3 sponsors
\$2,500 each | Non-exclusive

Convention Center Wi-Fi

Includes sponsor information on wi-fi
landing page
\$15,000 | Exclusive

AGD2025 Digital Signage

Please contact exhibits@agd.org for
options and pricing.

Scientific Session Daily Ad

Clickable digital ad in one of the daily
registration newsletter emails
Up to 4 leaderboards available
\$3,000 | Non-exclusive
Up to 12 squares available
\$500- \$2,000 | Non-exclusive,
depending on selection

Exhibit Hall

Attendee Lounge + Graffiti Wall

Host the relaxation lounge and
engagement wall
\$10,000 | Exclusive

Charging Stations

Never miss a thing at @ AGD2025
\$12,000 | Exclusive

AGD Coffee Bar

Keep attendees alert with coffee and
espresso drinks
Up to 3 opportunities available
\$5,000 | Non-exclusive
\$12,000 | Exclusive

Scoops & Scores Dessert Happy Hour

Help drive traffic to your booth with an
ice cream or topping station
Up to 7 available
\$1,500 | Non-exclusive

President's Reception

Mix and mingle during the Thursday
evening networking event
Up to 3 available
\$6,000 | Non-exclusive

Exhibitor Game Card Square

Ensure participants stop by your booth
by getting a space on the exhibitor
game card.
Up to 17 available
\$1,000 | Non-exclusive

Student/New Dentist Reception

Mix and mingle with the field's up and
coming leaders
Up to 3 available
\$3,000 | Non-exclusive
\$8,000 | Exclusive

AGD2025 Sponsorship Opportunities

Student/New Dentist Service Project

Make an impact on the community today and show your support to the attendees volunteering
Up to 3 available
\$1,500 | Non-exclusive
\$4,000 | Exclusive

Meeting Hotel

Key Cards

Be in everyone's hand at AGD2025
Available at official AGD2025 hotels
\$25,000 | Exclusive

Welcome Hotel Door Drop

Make a first impression on AGD2025 attendees
Available at official AGD2025 hotels
\$15,000 | Exclusive
Sponsor provides item to be shared

Thought Leadership

Learning Lab

Showcase your thought leaders in the Learning Lab
Up to 6 courses available
\$4,000 | Non-exclusive
Plus speaker costs

New Dentist Lounge Course

Gain exposure to the next generation of dentists
Up to 7 courses available
\$4,000 each | Non-exclusive

Hands-On Participation Course

Help general dentists gain practice with the latest technologies and techniques
Up to 12 available
\$4,000 each | Non-exclusive

Take the Floor Series

Micro-education opportunities are snapshots of information on some of the field's hottest topics
Up to 4 courses available
\$2,000 each | Non-exclusive

Wellness Series

Make an impact on a dentist's personal mental health and well-being
Up to 6 courses available
\$2,500 each | Non-exclusive

Coffee & Conversations

Get questions answered from the field's experts in these small group conversations
Up to 4 available
\$2,500 | Non-exclusive
\$8,000 | Exclusive

Registration

Registration Bags

This reusable tote bag is available to all registrants
Up to 3 available
\$6,000 | Non-exclusive

Water Bottles & Water Stations

Hydration is key! Help everyone stay hydrated during AGD2025
\$12,000 | Exclusive

Lanyards

\$10,000 | Exclusive

Meeting Highlights

e-Poster Research Awards

Recognize solutions of tomorrow
\$5,000 | Exclusive

Speaker Headquarters

Join the conversation with AGD2025 speakers
\$3,000 | Non-exclusive

Convocation Ceremony

Recognize AGD's new Fellowship, Mastership and Life-Long Service Recognition awardees
Up to 3 available
\$5,000 Non-exclusive
\$12,000 | Exclusive

Exhibit Hall Virtual Golf Sponsorship!

Drive traffic to your booth with our Virtual Golf Sponsorship!

Attendees can stop by to pick up a complimentary sleeve of branded golf balls, then head to the virtual golf simulator for a chance to compete for the daily top prize. This exciting, interactive experience will keep your brand top of mind as attendees enjoy friendly competition and networking throughout the event. Don't miss out on this engaging opportunity to connect with your audience!

Up to 4 available
\$3,250 | Non-exclusive

AGD Podcast Recording Station

Interviews with leading experts onsite at AGD2025
Up to 2 available
\$3,000 | Non-exclusive

Welcome Foyer Floor Clings

Be the first to welcome attendees to AGD2025
Up to 4 available
\$5,000 | Non-exclusive

Entrance Escalator

Guide the way to AGD2025
\$10,000 | Exclusive

Registration Desk

Be at the center of everything
\$10,000 | Exclusive

CE Level Wall Signage

Guide the way to gaining CE
Up to 6 available
\$2,500 | Non-exclusive

Free Standing Sign or Column Wrap

Gain exposure and direct attendees to your booth
Up to 6 available
\$4,000 | Non-exclusive

AGD2025 Rules and Regulations

AGD2025 Scientific Session ~ Exhibit Hall July 10-12 - Palais des congrès de Montréal, Montréal, QC

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 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 12, 2025; at 1 p.m. All exhibits must be packed and labeled for shipment by 5:00 p.m., Saturday, July 12, 2025. 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, 2025 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 \$100 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.

Compliance 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 province 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 Palais des congrès de Montréal, 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 Montréal, QC, 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.

Accessible Canada Act

Each exhibitor shall be responsible for compliance with all applicable provisions of the Accessible Canada Act 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.

Attendance and Traffic Disclaimer

AGD does not guarantee any specific levels of attendance, participation, or traffic at the exhibit hall or any specific exhibitor's booth. While AGD will make all reasonable efforts to promote the event, including the exhibit hall, and drive registrations and attendance, AGD cannot be held responsible for any exhibitor's lack of booth traffic or attendance. Exhibitors acknowledge and agree that AGD's efforts to promote the event do not constitute a warranty or guarantee of attendance levels.

Cancellation Policy

All cancellations must be made in writing.

Booths canceled before Jan. 1, 2025, are subject to a \$250 cancellation fee.

Cancellations received between Jan. 1 and March 31, 2025, are eligible for a 50 percent refund of the total booth cost. Cancellations received after March 31, 2025, are not eligible to receive a refund.

Get Started Today!

Visit <https://www.agd.org/agd-meeting/exhibitors> for up-to-date information, application and terms.

Contact the AGD team for more information on any of the offerings and/or to create custom exhibit and marketing packages to align with your business goals.

Bill Spilman

Scientific Session Exhibit and Sponsorship Manager
(312) 440-4355
exhibits@agd.org

Interested in becoming an AGD Corporate Sponsor?

Matthew Kremke
Associate Executive Director, Revenue & Business Operations
(312) 440-4305
matthew.kremke@agd.org

Future Scientific Session Meeting Dates

AGD2026

Las Vegas
June 24-27
Caesars Palace



AGD2027

Chicago
July 7-10
Hyatt Regency Chicago



AGD2028

Orlando
July 12-15
Rosen Shingle Creek

