

2018 AADOM Conference Exhibitor Check List

AADOM's 14th Annual Dental Management Conference is fast approaching. Please read over each item and feel free to contact us with any questions that might arise.

***Review Sponsorship/Advertising Opportunities for the 14th Annual Conference:**

- Special Event sponsor \$5,000
- Luncheon sponsor (2 available) \$5,000 each
- Speaker sponsor \$3,000 per speaker/presenter
- Conference Lapel Pins (attendees pick up pin at sponsor's booth) \$2,500
- AADOM Scholarship sponsor (includes recipient's registration and sponsor recognition) \$1,250 each
- AADOM Sponsor in the Spotlight (fancy AV spot on exhibitor floor, 10 minute fast pitches on stage with podium, 20 available. Included with Topaz Sponsorship) \$1,000/per exhibitor sponsor
- Clings – price subject to location & availability
- Customized room keys with your company logo – price subject to location & availability
- Pre-Conference Mailer inclusion \$500/company (*Sponsor to ship items by 5/15/18*)
- Pre-Conference Virtual Vendor eBlast (20 available) \$500/company
- Bring your Banner Up (display in common areas) \$500 per banner
- Rotating General Session screens (your company featured) \$500 each
- Rotating text messages to attendees (5 available) \$500 per message
- Social media conference promo (with booth number, link and image/logo) \$500 each
- Bus sponsorship (3 available) \$250 each

Conference Directory full page color ad: **Deadline: 4/1/18**

Exhibitor \$450

Non Exhibitor \$600

***for Additional information contact: Karin Bennett (559) 372-4500**

____ Please take the time to review your Exhibitor Kit and all of the other Exhibitor Information on the AADOM Conference website: <http://exhibitor.aadomconference.com/>

____ **Please review your online registration for accuracy** – To review your registration, click [here](#) and enter the email address of the person who registered your group for the conference along with the reference number and registration code provided in your confirmation letter. If you need a copy of your confirmation letter, contact Trish@dentalmanagers.com.

Be sure to register all booth staff by July 1, 2018. If a person is a "Trade Show Contact Only" they should replace their name with someone who is actually attending the conference so that they have room for the full number of booth attendees and so that a badge is not created for Trade Show Contact.

Changes to your online account may be made until July 1, 2018. After July 1st, changes must be made onsite at the exhibitor registration desk. **Please note there will be a \$100 reprint charge for any badges reprinted due to incorrect information.**

Lost badge replacement fee: \$35

Should you experience any technical difficulty registering your staff, contact Registration Services at: info@aadomconference.com Phone: (888) 570-0899

____ **Do you need to register additional booth representatives?** – Do so in your online registration account (see above) by July 1, 2018. Additional booth representatives: \$500 each.

_____ **Purchasing 2018 Conference Directory Ad?** Deadline for submission is April 1. For specifications, click [here](#). Follow same specs as for ad in The Observer. Email ad to Trish@dentalmanagers.com

_____ **Do you need to order electricity?** –See [Exhibitor Kit](#)

_____ **Do you need to order internet?** – See [Exhibitor Kit](#)

_____ **Do you need to order AV?** – See [Exhibitor Kit](#)

_____ **Do you need to ship materials to the show?** Please reference page 8 of our [Exhibitor Kit](#)

_____ **Do you need to order iLeads Lead Retrieval app?** Click [here](#). iLeads will help you capture email addresses, phone numbers and other data not provided in post conference attendee mail list. iLeads Lead Retrieval (1 app per device) \$350 first device, \$125 for each additional device.

_____ **SHARE THE LOVE! Have you shared the conference banner and \$100 off discount code with your clients and prospects?** Promote on your website, Facebook page and other social media! Post the conference link: www.aadomconference.com. If you have not received the banner with code, please contact Karin@dentalmanagers.com

_____ **Please check and print a copy of the Exhibitor Agenda.** Updates may be made until just before conference so print out a copy no earlier than the week before.

_____ **Have you determined a prize donation for our “Exhibitor Adventure” raffle?** Last year’s items ranged from Apple Watches and Fit Bits to designer purses, spa treatments and wine. Average giveaway value is between \$100 and \$500. **HELPFUL TIP: The giveaway should be something fun for the individual - not the office and should be an item, not a business-related service.** If you are unsure please contact me at Karin@dentalmanagers.com. Bring your giveaway with you or have it delivered to your booth and we will call you up during the prize giveaway portion of the program to hand to the lucky winner. If your prize is not travel friendly, make a photo poster of the item to display at your booth and ship the actual item directly to the winner.

_____ **Please remember to Reserve Hotel Rooms for you and your team.** Room block may sell out so do so right away.

ALSO: Beware of Unauthorized Hotel Solicitations - the Marriott San Antonio Rivercenter is the ONLY official hotel provider associated with our event. While other hotel wholesalers may contact you offering accommodations for your trip, they are not endorsed by or affiliated with the conference. Beware that entering into financial agreements with nonendorsed companies can have costly consequences.

_____ **Have you registered for “The Anatomy of the Gatekeeper” session with AADOM VP Lorie Streeter?**

Join AADOM’s Vice President Lorie Streeter as she takes you on a journey to becoming the HERO of the most critical individual in the dental practice, the practice administrator. An officer manager, or “Gatekeeper” herself for over 12 years, Lorie has the insight on what it takes to get inside the gatekeepers’ circle. Leave this session with a clear understanding of why your relationship with the Gatekeeper should be the most important relationship you have.

You must register to attend. It is **FREE for all exhibitors**. You may register through your online conference registration account. **SPACE IS LIMITED** so please only register for this session if you plan on attending.

_____Have you registered for the Exhibitors Industry Summit/Speed Dating? Kick off the first day of the conference by networking and exchanging ideas with others in the dental industry. Find potential project partners and discuss new opportunities to interact with AADOM attendees. Select your most personable, friendly person to represent you and pack a stack of business cards as they will be presenting your company to the others. You will have only 60 seconds so you may want to prepare in advance!

"The Anatomy of the Gatekeeper" and Exhibitors Industry Summit are **free sessions for exhibitors**.

General Show Information:

- Certificate of Insurance (COI) is due at time of registration. Email: Trish@dentalmanagers.com
- **There will be a brief meeting with all exhibitors on Wednesday, July 18 at 4:00 pm for an overview of the conference. Please have at least one booth representative in attendance.**
- An on-site "Exhibitor Liaison" will be on-hand for you throughout the conference.
- As a courtesy to our exhibitors, breakfast and lunch will be provided for all registered booth attendees Thursday, Friday and Saturday.
- An authorized representative must be in your booth at all times during Exhibitor Adventure. Failure to do so may jeopardize future participation at our conference. Your cooperation in this matter is greatly appreciated.
- We recommend that you do not sign multiple passports for a single person. The purpose of the passport is to direct traffic to your booth. Those who do not personally come to your booth should not receive sign off.
- Remember, there is a contest for Best Booth and Best Booth Giveaway!
- No early tear down. Tear down begins at 4:00 pm on Saturday.
- All exhibitors must be torn down and out of the exhibit areas by 8:00 pm on Saturday.

*****Please note: Break-Out Sessions are for registered AADOM Members only. No Exhibitors are allowed to attend courses. However, please feel free to attend all keynotes in the ballroom.**

Prior to the show:

Please take the time to review your Exhibitor Kit and all of the other Exhibitor Information on the AADOM Conference website: <http://exhibitor.aadomconference.com/>

Frequently Asked Questions: <http://exhibitor.aadomconference.com/overview/faqs/>

95% of the answers to your questions can be found there.

Should you have questions related to Exhibit Hall needs, please contact Show Management Convention Services at (954) 764-7719 or exhibits@dentalmanagersconference.com between 8 am and 4:30 pm EST. For questions related to registration edits, additions or deletions you may contact info@aadomconference.com or call (888) 570-0899. If you still need additional assistance, please email me at Karin@dentalmanagers.com.

See you in San Antonio!

Karin Bennett
Senior National Sales Executive
(559) 372-4500
Karin@dentalmanagers.com