

## 2019 AADOM Conference Exhibitor Check List

AADOM's 15<sup>th</sup> Annual Dental Management Conference is fast approaching. Please read over each item and feel free to contact us with any questions that might arise.

\_\_\_ **Sponsorship/Advertising Opportunities** click [here](#). For additional information contact: Karin Bennett: [Karin@dentalmanagers.com](mailto:Karin@dentalmanagers.com), (559) 372-4500 (Mon-Fri 8am-5pm PST)

\_\_\_ **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 provided in your confirmation email. If you need a copy of your confirmation, contact [Trish@dentalmanagers.com](mailto:Trish@dentalmanagers.com). Be sure to register all booth staff by July 12.

Changes to your online account may be made until July 12, 2019. After July 12th, changes must be made on-site at the exhibitor registration desk. **Please note there will be a \$100 reprint charge for any badges reprinted on-site due to incorrect information or failure to register booth attendee by deadline.** Lost badge replacement fee: \$35

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

\_\_\_ **Do you need to register additional booth representatives?** – Do so in your [online conference account](#) (see above) by July 12, 2019. Additional booth representatives: \$500 each.

\_\_\_ **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?** See [Exhibitor Kit](#)

\_\_\_ **Do you need to order iLeads Lead Retrieval app?** iLeads ([click here](#)) 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. Order through your [online conference account](#).

\_\_\_ **Have you shared the conference banner and exhibitor discount code with your clients and prospects?** Promote on your website, eblast, newsletter, Facebook page and other social media! If you have not received the banner with code, please contact [trish@dentalmanagers.com](mailto:trish@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?**

Past raffle items have ranged from Apple Watches and Fit Bits to designer purses, spa treatments, and jewelry. 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](mailto:Karin@dentalmanagers.com).

\_\_\_\_ **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 Hilton Bonnet Creek Resort 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 non-endorsed companies can have costly consequences. AADOM Housing Department does not make outgoing solicitations. If you receive an incoming call regarding hotel room blocks or discounted rates for AADOM events, it is also fraudulent. Please book rooms with links provided on AADOM website or with the hotel directly. Unfortunately, high-profile events attract more than industry professionals. They also attract the attention of scammers. Your assistance can help us stop them. We value our professional relationship with you and appreciate your help. Thank you!

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

Join AADOM's Vice President Lorie Streeter with Special Guest Bete Johnson, Vice President of Business Development, CareCredit – as they take 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 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. Please select one associate to represent your company 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 Exhibitors Industry Summit is a **free session for exhibitors**. You may register through your [online conference account](#).

**General Show Information:**

- Certificate of Insurance (COI) is due at time of registration. See [Exhibitor Information](#) for insurance requirements. Email your COI to: [Trish@dentalmanagers.com](mailto:Trish@dentalmanagers.com)
- **There will be a brief meeting with all exhibitors on Wednesday, July 17 at 6:00pm 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.
- Attendees will be provided an Exhibitor Passport/list of all exhibitors that they will be bringing to you to sign as they network with you. This passport becomes the attendees' entry in the prize drawing held on Saturday. 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, who will be pulled by AADOM staff from qualifying passports. 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. The purpose of the passport is to direct traffic to your booth. We recommend that you do not sign multiple passports for a single person. Those who do not personally come to your

booth should not receive sign off. Having a prize on display at your booth increases booth traffic. Should you offer a separate opportunity drawing at your booth, those winners will not be announced from the stage during the main prize drawing, and should be posted at your booth.

- Remember, there is a contest for Best Booth, Best Dressed and Best Booth Giveaway!
- No early tear down. Tear down is scheduled for Saturday from 1:00pm – 3:00pm (must be complete with no boxes or items in aisles/walkways by 3:00pm) and 4:15pm – 7:00pm.
- All exhibitors must be torn down and out of the exhibit areas by 7:00pm 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. If you are a Sapphire sponsor and are presenting an education course, your company representatives are welcome to attend and assist in your session.

**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.

[Frequently Asked Questions](#): 95% of the answers to your questions can be found there.

Should you have questions related to your exhibit booth needs/set-up, please contact Show Management Convention Services at (954) 764-7719 or [customerservice@showmanagement.com](mailto:customerservice@showmanagement.com) between 8:00am and 4:30pm EST. Please note that our AADOM team cannot facilitate interactions with the Orlando Hilton Bonnet Creek Resort regarding shipping issues. Please utilize our Show Management team for your shipping, electrical and internet/AV needs as they are the liaison for the resort on behalf of AADOM.

For questions related to registration edits, additions or deletions you may contact [info@aadomconference.com](mailto:info@aadomconference.com) or call (888) 570-0899.

If you still need additional assistance, please email me at [Karin@dentalmanagers.com](mailto:Karin@dentalmanagers.com).

**See you in Orlando!**

Karin Bennett  
National Strategic Account Manager  
(559) 372-4500