



EXHIBITOR ATTENDEE CHECKLIST

AADOM's 17th Annual Dental Management Conference is fast approaching. Please read over each item and feel free to contact us with any questions that might arise.

☐ NEED A JOT LEADS RETRIEVAL APP?

Jot Leads will give you access to attendee registration info such as email addresses and phone numbers as they will not be provided in the post-conference attendee mail list. If they have not been pre-ordered, you may order on site by seeing Nick at the Attendee Registration Desk.

☐ CHECK AND PRINT A COPY OF THE EXHIBITOR AGENDA

Updates may be made until just before the conference so print out a copy no earlier than the week before.

For booking your travel and room reservations, exhibitor set up is 12 pm - 7 pm on Wednesday, September 7. Tear down is Saturday, September 10 from 1 pm - 3 pm and 4:15 pm - 7 pm. Early tear-down is prohibited.

Please note: exhibitors will be fed immediately before or after the attendees' meal time in order to allow you to be in your booth when the attendees are visiting them.

☐ DETERMINE 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.

FORGOT to bring your giveaway? Gift cards and cash are popular last-minute gifts.

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. We will call you to the stage at that time to present your gift 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 or a redemption certificate to display at your booth and simply ship the actual item directly to the winner.

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.

Please provide a copy of this checklist to all booth workers.

General Show Information

- ◆ There will be a brief meeting with all exhibitors on Wednesday, September 7 at 5 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.
- ◆ 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.



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☐ RESERVE HOTEL ROOMS FOR YOU AND YOUR TEAM

Use the [AADOM link provided](#) or by calling the hotel directly. The discounted room block may sell out so do so right away.

ALSO: Beware of unauthorized hotel solicitations—the Fairmont Scottsdale Princess 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.

☐ REGISTER FOR “THE ANATOMY OF THE GATEKEEPER” EXHIBITOR SESSION

Join AADOM's Vice President, former office manager 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. Leave this session with a clear understanding of why your relationship with the Gatekeeper should be the most important relationship you have. It is free for all exhibitors. You may register through your [online registration account](#). **SPACE IS LIMITED** so please only register for this session if you plan on attending.

☐ SELECT A PRESENTER FOR EXHIBITOR SPEED NETWORKING

Join the AADOM team as we facilitate this networking event and exchange 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/Speed Networking is a free session for all exhibitors.

☐ REGISTER FOR THE KEY OPINION LEADER MEETING

Pick the brains of a panel of the **BEST** dental office managers and dental consultants **IN THE COUNTRY**. Key Opinion Leader Council is open to Topaz & Sapphire sponsors. You may register through your online registration account. To upgrade to Topaz or Sapphire contact Karin Bennett at Karin@dentalmanagers.com.

- ◆ Remember, there is a contest for Best Booth, Best Dressed, and Best Booth Giveaway!
- ◆ All exhibitors must be torn down and out of the exhibit areas by 7 pm on Saturday, September 10.
- ◆ 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.
- ◆ Please review [Frequently Asked Questions](#): 95% of the answers to your questions can be found there.

Final Notes

Should you have questions related to your exhibit booth needs/set-up, please contact Show Management Convention Services at the Exhibitor Registration desk. Please note that our AADOM team cannot facilitate interactions with the Fairmont Scottsdale Princess 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.

If you need additional assistance, please email me at Karin@dentalmanagers.com.

See you in Scottsdale!

Karin Bennett
National Strategic Account Manager
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