

AADOM CONFERENCE



DENTAL MANAGEMENT CONFERENCE ☀️ SEPTEMBER 7-9

• TRADESHOW CONTACT CHECKLIST •

AADOM's 18th 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

To see available options [click here](#). For additional information contact Karin Bennett, Monday through Friday, 8am-5pm PT: karin@dentalmanagers.com or 559.303.3730.

REVIEW YOUR ONLINE REGISTRATION FOR ACCURACY

Be sure to register all booth staff by August 11, 2023. If you are the tradeshow contact and you will be attending the conference, you must also register yourself as a booth worker. Educational level exhibitors must also register their session speaker(s) as a booth worker(s). 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 your reference number, contact trish@dentalmanagers.com.

- Exhibitor Level includes two complimentary representative registrations
- Tribe Level includes three complimentary representative registrations
- Educational Level includes four complimentary representative registrations

Changes to your [online registration account](#) may be made until August 11, 2023. After August 11 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 attendees by the deadline. Lost badge replacement fee: \$35.

Should you experience any technical difficulty registering your staff, contact Registration Services at: info@aadomconference.com or 888.570.0899.

REGISTER EXTRA BOOTH REPRESENTATIVES

If needed, register extra booth representatives not already included in your exhibitor level. Do so in your [online registration account](#) by August 11. Additional booth representative registration is \$500 each.

AADOM CONFERENCE MOBILE APP

Conference attendees will have everything they need at their fingertips in our new Conference Mobile App! Full Screen Ads and Banner Ads are available for purchase. Contact Karin Bennett: karin@dentalmanagers.com.

GENERAL SHOW INFORMATION

- Due to exhibitor requests, we are now including your liability insurance certificate in your booth space fee. You will no longer need to go through the hassles of submitting your own compliant insurance. We hope you appreciate this new benefit.
- There will be a brief meeting with all exhibitors on Wednesday, September 6 at 5 pm for an overview of the conference. Please have at least one booth representative in attendance.
- As a courtesy to our exhibitors, breakfast and lunch will be provided for all registered booth attendees Thursday, Friday, and Saturday. Name badges are required for meals.
- An authorized representative, wearing their name badge, must be in your booth at all times during all Exhibitor Adventure time slots. Failure to do so may jeopardize future participation at our conference. Your cooperation in this matter is greatly appreciated.
- Remember, there is a contest for Best Booth, Best Dressed, and Best Booth Giveaway!
- All exhibitors displays must be torn down and moved out of the exhibit areas by 7 pm on Saturday, September 9.

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☐ THE AADOM EXHIBITOR KIT

The **Exhibitor Kit** will assist you in preparation for a successful show. Please take note of show deadlines and hotel discounts which can save you time and money. The Exhibitor Kit will provide information about:

- Show set up, tear down and exhibit floor hours
- Shipping
- Electrical
- Internet/AV
- Pipe and drape and non-standard booth furnishings

☐ BOOTH SET UP

Backdrops are to be no wider than your booth space. Standard booths are 8-feet wide. If you registered for a booth upgrade, booths are 10-feet wide. This also applies to any flooring you plan to have in your booth. Backdrops or flooring wider than your booth will be asked to be removed.

Booth depth is 6-feet or 8-feet, depending on your location. You may not extend into the walkway in front of your booth.

100 series booths: 8' depth	200 series booths: 6' depth
300 series booths: 6' depth	400 series booths: 8' depth
500 series booths: 8' depth	600 series booths: 8' depth
700 series booths: 8' depth	800 series booths: 6' depth

Refer to your registration confirmation email for your booth size and booth number. Contact trish@dentalmanagers.com if you have any questions.

☐ NEED TO ORDER LEADS RETRIEVAL APP?

For information [click here](#). Leads will help you capture email addresses, phone numbers, and other data not provided in the post-conference attendee mail list. Leads (1 app per device): \$350 for the first device, \$125 for each additional device. Order through your [online registration account](#).

☐ CHECK EXHIBITOR AGENDA

Exhibitor setup is 12pm - 7pm on Wednesday, September 6. There is an exhibitor meeting at 5 pm on Wednesday for which at least one team member should be present.

Exhibitor teardown is 4:15pm - 7pm on Saturday. No early teardown. It is disruptive to the program and attendees will stop by until the end. For exhibitors in the hallways outside of the main ballroom, there is an **optional** teardown from 1 - 3 pm (must be complete with no boxes or items in aisles/walkways by 3 pm). **Keep in mind that attendees want to talk to you following the raffle drawing. It is in your best interest to stay.** All exhibitors must be torn down and out of the exhibit areas by 7 pm on Saturday. Please schedule lodging and flights accordingly.

- Break-out sessions are for registered AADOM Members only. No exhibitors are allowed to attend sponsored courses. However, all are welcome to attend keynote sessions in the ballroom. If you are an Educational Level 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.
- Please review [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](tel:954.764.7719) or customerservice@showmanagement.com between 8 am and 4:30 pm EST. Please note that our AADOM team cannot facilitate interactions with the Loews Sapphire Falls 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.

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❑ DETERMINE A PRIZE FOR OUR “EXHIBITOR ADVENTURE” RAFFLE

Past raffle items have ranged from Apple Watches and Fit Bits to designer purses, spa treatments, and jewelry. Gift cards and cash are also popular. The average giveaway value is between \$100 and \$500. 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. 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 karin@dentalmanagers.com.

❑ REMEMBER TO RESERVE HOTEL ROOMS FOR YOUR TEAM

Use the [provided link](#) or call the hotel directly. The AADOM discounted room block may sell out quickly so do so right away. ALSO: Beware of unauthorized hotel solicitations—the Loews Sapphire Falls 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.

❑ REGISTER YOUR TEAM FOR “THE ANATOMY OF THE GATEKEEPER” EXHIBITOR SESSION

Join former office manager, 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. 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 THE EXHIBITOR SPEED NETWORKING EVENT

This is a networking event to facilitate exchanging ideas with others in the dental industry. Participants find potential project partners and discuss new opportunities to interact with AADOM attendees. Please select ONE associate to represent your company and have them pack a stack of business cards as they will be presenting your company to the other exhibitors. They will have only 60 seconds so they may want to prepare in advance! The Exhibitors Industry Summit/Speed Networking is a free session for all exhibitors.

❑ REGISTER YOUR TEAM 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 Tribe & Educational Level sponsors. You may register through your [online registration account](#). To upgrade to Tribe or Educational Level contact Karin Bennett at karin@dentalmanagers.com.

FINAL NOTES

- For questions related to registration edits, additions, or deletions you may contact info@aadomconference.com or call 888.570.0899.
- If you need additional assistance, please email me at karin@dentalmanagers.com.

See you in Orlando!

Karin Bennett
National Strategic
Account Manager
559.303.3730