

AADOM 2025

TRADESHOW CONTACT CHECKLIST

General Show Information

- Your certificate of liability insurance is included with your exhibitor booth registration fee. You will no longer need to go through the hassle of submitting your own compliant insurance. We hope you appreciate this benefit.
- As a courtesy to our exhibitors, breakfast and lunch will be provided for all registered booth representatives on 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 networking times with attendees. Failure to do so may jeopardize future participation at our conference. Your cooperation in this matter is greatly appreciated.
- 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.

AADOM's 20th 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

Click here to see available options. Click here to view on-site branding options at the Kalahari. For additional information contact Karin Bennett, Monday through Friday, 8:00 am - 5:00 pm PT at karin@dentalmangers.com or 559.303.3730.

☐ Review Your Online Registration for Accuracy

Be sure to register all booth staff by July 8, 2025. 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@dentalmangers.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 July 8, 2025. After July 8 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 July 8. Additional booth representative registration is \$500 each.

☐ 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

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- We will have complimentary internet across the resort including the conference meeting space. Exhibitors do not have to pay extra for this. Keep in mind that it is an open network; if you are using the WiFi for anything confidential, you may want to use your own cellular hotspot. To purchase a high speed broadband line, see pg. 14 of Exhibitor Show Kit.
- Remember, there is a contest for Best Booth, Best Dressed, and Best Booth Giveaway! Awards will be presented on Saturday just prior to the raffle prize drawing.
- If you have any questions about your booth number, registering booth workers, ordering lead retrieval or anything else that is in your online account, or have difficulty accessing your online registration account, please contact Registration Services at info@aadomconference.com or 888.570.0899.
- If you have questions about anything else, like shipping your booth items to and from the conference, ordering power or other booth items, please contact our Exhibitor Services contractor, Show Management at customerservices.ypi@informa.com or 954.764.7719 ext. 318.

☐ AADOM Conference Mobile App

Conference attendees will have everything they need at their fingertips in our conference mobile app! Exhibitors will also be able to access the agenda and other important reminders. Full screen ads and banner ads are available for purchase. Contact Karin Bennett: karin@dentalmanagers.com.

☐ Need to Order Leads Retrieval App?

For information [click here](#). Leads will help you capture attendee email addresses, phone numbers, and other data not provided in the post-conference attendee mail list.

Leads (1 app per device): Orders prior to August 30: \$350 for the first device, \$125 for each additional device or \$795 for unlimited devices. Orders after August 30 and onsite at the conference: \$450 for the first device, \$225 for each additional device or \$895 for unlimited devices. Prior to August 30, order through your [online registration account](#).

☐ Booth Set Up

Each exhibit space will have one (1) 6' table with skirting and two (2) chairs. Pipe and drape will be provided behind booths 410 - 418, 419 - 428, 429 - 438, 601 - 609, 610 - 619 and 620 - 628. Booths along the outer perimeter of the ballroom and those in the foyer areas have the option to purchase pipe & drape. This allows for personalized signage to be displayed by those who do not have free standing backdrops. See our exhibitor kit for more information. Standard booths are 8' wide. If you registered for a booth upgrade, booths are 10' wide. Booth depths are only 5.5'

It's very important that you plan accordingly. We will not allow anything that extends past your assigned space. No exceptions This also applies to any flooring you plan to have in your booth.

We strongly recommend banner-ups instead of big backdrops to maximize your space and leave you a comfortable space between your table and chairs. Also please be aware that nothing can visibly block or obstruct doorways, walkways, fire extinguishers, fire alarm pull stations, fire alarm audio/visual devices, fire department hose connections, or any other safety systems.

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

☐ Check Exhibitor Agenda

Exhibitor setup is 12 noon - 7:00 pm on Wednesday, September 3. There is an exhibitor meeting at 5 pm on Wednesday for which at least one team member should be present. We will go over housekeeping and what to expect during the conference.

Exhibitor teardown officially starts after the prize raffle on Saturday and must be completed by 7:00 pm. There is an optional teardown from 1:00 - 3:00 pm, which must be complete with no boxes or items in aisles/walkways by 3:00 pm. All exhibitors must be torn down and out of the exhibit areas by 7:00 pm on Saturday. Please schedule lodging and flights accordingly.

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- If you do not use our Exhibitor Services contractor and you choose to ship your items directly to the hotel business center then you are wholly responsible for handling those things on your own. The hotel business center will not load, lift, or transport your items or bring anything to or from your space. Please do not ask Show Management staff to assist. It is not fair to tie them up assisting you when others have paid for their services and may have to wait. It is also not fair to ask the contractor to work for free.
- If you need additional assistance, please email Karin Bennett at karin@dentalmangers.com.

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.

SAVE THE DATE!

AADOM 2026 Conference
September 3-5, 2026
Orlando, FL

☐ 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@dentalmangers.com.

☐ Remember to Reserve Hotel Rooms for Your Team

The room block at the Kalahari is sold out. AADOM has secured overflow blocks of rooms at three additional hotels: The La Quinta Inn & Suites by Wyndham Round Rock, the Element Austin Round Rock, and the Aloft Austin Round Rock. Click [here](#) for hotel information.

Beware of unauthorized hotel solicitations—the Kalahari 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.

☐ Plan to Attend the Free Exhibitor Education Session

Join AADOM's Executive VP of Membership and Events, Penny Reed on Thursday, September 4 at 2:15pm in Salon I, for *Cracking the Code: Understanding and Connecting with Dental Office Managers*.

To thrive in the dental market, vendors must effectively engage with dental office managers. This session provides a framework for vendors to move beyond traditional sales tactics and adopt a consultative approach that fosters collaboration and drives success for both the vendor and the dental practice. This is a free session for all exhibitors. Seating is limited so arrive early.

☐ 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 and will be held on Friday, September 5 at 10:00 am.