

AADSM  
ANNUAL  
MEETING

SAN ANTONIO: JUNE 7-9

19

EXHIBITOR  
PROSPECTUS





You are invited to exhibit at the 2019 AADSM Annual Meeting on June 7-9, 2019 at the Marriott Rivercenter in San Antonio, Texas.

The AADSM Annual Meeting is the premier trade show for dentists and dental professionals involved in the practice of dental sleep medicine. The annual meeting provides you with the opportunity to showcase your latest products and services through direct access to your target market.

Dental sleep medicine continues to experience growth in research and clinical applications. The 2018 annual meeting attracted more than 1,200 attendees and 77 exhibitors! We anticipate that the 2019 meeting will continue to provide the best opportunity to raise your company's profile in this expanding field.

The exhibit hall is a central component of the meeting, and attendees appreciate the opportunity to connect with leading companies and organizations. In recent years the exhibit hall has sold out, so we encourage you to take advantage of the advanced application deadline.

**Submit your exhibitor application by January 18, 2019 and save \$500 (per 10' x 8' space).**

**Thank you for considering the 2019 AADSM Annual Meeting. We look forward to receiving your application and hope to see you in San Antonio!**

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## Contact Information

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**American Academy of Dental Sleep Medicine**

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# GENERAL INFORMATION

## Meeting Location

Marriott Rivercenter  
101 Bowie Street  
San Antonio, Texas 78205

## Exhibit Hall Location

Marriott Rivercenter – Salon A-F

## Exhibit Hall Hours

### Friday, June 7

10:00am – 4:00pm  
5:30pm – 6:30pm (President’s Reception)

### Saturday, June 8

10:00am – 4:00pm

### Sunday, June 9

10:00am – 12:30pm

*Exhibit hall hours are subject to change.*

## Exhibitor Move-In, Registration, & Move-Out

### Exhibitor Move-In

Thursday, June 6 2:00pm-6:00pm

### Exhibitor Registration

Friday, June 7 8:00am-5:30pm

### Exhibitor Move-Out

Sunday, June 9 12:30pm-6:00pm

## Exhibit Colors

Drape colors are blue and white. The exhibit hall is fully carpeted.

## Official Decorator and Drayage Contractor

### Freeman Decorating

3323 IH 35 North, Ste 120, San Antonio, TX 78219  
(210) 554-2021  
FreemanSanAntonioES@freeman.com

Freeman Decorating will have a service counter located at the Marriott Rivercenter. Exhibitor Service Kits will be available on the AADSM website in mid-March.

## About the AADSM

Established in 1991, the American Academy of Dental Sleep Medicine (AADSM) is the largest professional association representing dental practitioners treating sleep-related breathing disorders through oral appliance therapy and oral surgical procedures. The Academy also fosters relationships with the medical community to further sleep disorders research and treatment.

The AADSM provides programs, information and services to more than 3,200 individual members. The Academy advocates oral appliance therapy, oral surgery and supportive policies in the medical and dental communities as well as in the public sector. These programs and services include educational forums and the development of products for professional and patient education.

The Academy serves as a common platform for professionals from a wide spectrum of dental specialties and special areas of interest. In addition to dental sleep medicine, these include general dentistry, orthodontics, oral and maxillofacial surgery, prosthodontics, periodontics, endodontics, oral and facial pain, sleep medicine, neurology, pulmonology and cardiology. These professionals gather to discuss ideas, develop methodologies, promote education, and stimulate research related to dental sleep medicine.



# DATES TO REMEMBER

## **January 18, 2019**

- Deadline to submit exhibit application to receive discount and have exhibit points count toward the 2019 and 2020 annual meetings

## **February 1, 2019**

- Deadline to submit exhibit application and confirm advertising and sponsorships to be considered for priority points
- Group block housing requests will be accepted
- Affiliate meeting space requests will be accepted

## **March 8, 2019**

- Notification of booth assignments sent via email
- Exhibitor Service Kits available on AADSM website
- Deadline to submit exhibit application in order to be included in the Final Program
- Deadline to submit company logo and QR code for Final Program listing upgrade

## **April 12, 2019**

- Booth cancellations/reductions received on or before April 12, 2019 will incur a penalty equal to 20% of the total contracted space cost. No refunds will be given after April 12, 2019.

## **April 19, 2019**

- Deadline to submit group block housing requests and name lists for approved group housing requests

## **April 26, 2019**

- Deadline to submit requests to serve food and/or beverages from your booth

## **May 24, 2019**

- Deadline to submit affiliate meeting space requests
- Deadline to submit exhibit space application (if space is still available)

## **May 31, 2019**

- Deadline to submit exhibitor registrations




# SPONSORSHIP OPPORTUNITIES

## AADSM Sponsorship

The AADSM Sponsorship Program consists of companies interested in supporting the field of dental sleep medicine and the AADSM's commitment to advancing the dentist's role in the treatment of sleep-disordered breathing. The AADSM Sponsorship Program offers sponsors several year-round benefits that offer savings on advertising and exhibiting opportunities as well as increased recognition within the dental sleep medicine community.

For more information on how to become an AADSM 2019 Sponsor, contact **Randi Prince** at **630-686-9873** or **rprince@aadsm.org**.

### Annual Meeting Benefits for AADSM Sponsors

	 <b>Platinum Sponsorship</b>	 <b>Gold Sponsorship</b>	 <b>Silver Sponsorship</b>
<b>Preliminary Program Complimentary Ad</b>	Half-page, ROB	Quarter-page, ROB	Quarter-page, ROB
<b>Final Program Complimentary Ad</b>	Full-page, ROB	Half-page, ROB	Quarter-page, ROB
<b>Additional Complimentary Annual Meeting Registrations</b>	Two full-meeting Two exhibit hall only	One full-meeting Two exhibit hall only	One full-meeting One exhibit hall only
<b>Exhibit Space Discount</b>	30%	25%	20%
<b>ISE and IPT Sponsorship Application Fee Discount</b>	30%	25%	20%
<b>Affiliate Meeting Fee</b>	Waived	Waived	Waived

For a complete listing of the AADSM Sponsorship Program benefits, [click here](#).

## Annual Meeting Sponsorship

Maximize your reach to your target market. Take advantage of sponsorship opportunities at the AADSM Annual Meeting including:

- Print Advertising – Preliminary and Final Programs
- Pre- & Post-meeting Email Blast
- Foot Prints
- Aisle Signs
- President's Reception
- Notepads & Pens
- Lanyards
- Tote Bags
- Industry Supported Events

For more information on annual meeting sponsorships see the [2019 AADSM Annual Meeting Sponsorship Guide](#).

# EXHIBIT INFORMATION

**Submit your application by January 18, 2019 to save \$500 (per 10'x8' space) on your exhibit space rental!**

## How to Apply for a Booth

Review the exhibit hall floor plan on page 13 and identify up to four of your top exhibit space choices. Then simply complete the exhibit application located at [aadsm.org/exhibits](http://aadsm.org/exhibits), noting your choices. Submit the completed application and payment to the AADSM.

Confirmation of receipt of the exhibitor application and payment will be provided within approximately five (5) business days. Notification of whether your application is accepted will be emailed by March 8, 2019.

## Rental of exhibit space includes:

- Complimentary 50-word listing in the online exhibitor listing
- Post-meeting attendee list (with attendee approval), one-time use
- Complimentary registrations
  - 10'x8' inline and corner exhibit spaces
    - Exhibit hall only: 4
    - Full-meeting: 1
  - 20'x8' exhibit spaces
    - Exhibit hall only: 6
    - Full-meeting: 2
- Draped aluminum supports, 8' high in back and 3' high on two sides
- Identification sign
- One tote bag per exhibiting company containing the 2019 AADSM Annual Meeting materials
- 50-word company description in the Final Program
- President's Reception and morning and afternoon coffee breaks in the exhibit hall
- Exclusive sponsorship and advertising opportunities
- The opportunity to network and connect with the industry's top leaders and professionals

## Rental of exhibit space DOES NOT include:

- Furniture
- Utilities (electricity, internet, phone, gas, water or drain)
- Freight and material handling
- Storage of crates and empties
- Lead retrieval devices
- Cleaning services within your booth space
- Labor and other services needed for your exhibit space
- Lanyards

## Booth Pricing

Booth Type	On or Before Jan. 18*	After Jan. 18
Inline Booth 10' x 8'	\$1,600	\$2,100
Corner Booth 10' x 8'	\$1,750	\$2,250
Premium Booth 20' x 8'	\$3,600	\$4,600

*\*Save \$500 per 10'x8' space. Exhibitor points will be counted towards the 2019 and 2020 annual meetings.*

## Payment Information

Payment must be received in full at the time of application. Payment may be made by Visa, MasterCard, American Express, Discover or by a check in US funds drawn on a US bank, made payable to AADSM. Payment for the maximum number of booths requested will be processed upon receipt of the application; the processing of this payment in no way constitutes the acceptance of the application or ability to accommodate the maximum number of booths requested. Any refunds due based on actual booth assignment will be processed and returned following the final acceptance of the exhibit application and booth assignment notification email.

# EXHIBIT INFORMATION

## Booth Information and Policies

### Booth Limitations

All aspects of the AADSM exhibit hall are designed for 10'x8' booths. The size of the exhibit hall limits the number of booths. The set-up time for the event is limited to four hours. Support from Freeman Decorating, the official contractor for this meeting, is based on the requirements for an exhibit hall of 10'x8' booths. Based on these factors, the AADSM limits each exhibiting company to a maximum of two 10'x8' booths.

### Booth Assignment

The AADSM utilizes a points system to determine exhibit space assignments. Points are calculated based on the amount of support contributed during the 2018 calendar year. Support includes being a Platinum, Gold or Silver Sponsor, and exhibition, sponsorship, advertisements, or educational grants to the AADSM. Exhibitors with the most points will have priority. The date of receipt of an application will be used in determining booth assignments: 1) in order to break a tie in points or 2) to determine priority of space for applications received after the deadline. To benefit from your points, please send your application for exhibit space with payment by February 1, 2019. Applications received after February 1, 2019, will not be assigned booth space based on points.

**\$1,000 of support = 1 priority point**

*Increase your points by sponsoring items at the 2019 AADSM Annual Meeting. View sponsorship opportunities [here](#).*

### Booth Availability

Once full capacity of the exhibit hall has been reached, a waiting list will be maintained. After February 1, 2019, if booth space is available, submitted applications will require review and approval prior to assignment of booth space. AADSM management will monitor the status of the exhibit hall through May 24, 2019 to determine whether exhibit booth space becomes available.

**Applications will not be accepted after May 24, 2019.**

### Floor Plan

The AADSM reserves the right to rearrange the floor plan in order to accommodate all requests for booth space. The AADSM may also adapt the floor plan to comply with hotel regulations. Exhibitors will be notified via email if their booth numbers change due to any of the above circumstances.

### Rejection of Application

The AADSM reserves the right to reject an application, refuse rental of display space, cancel booth space after an application is approved, or curtail or close exhibits or parts of exhibits at any time prior to or during the AADSM Annual Meeting. The enforcement of this right is at the sole and absolute discretion of AADSM management.

### Cancellations, Refund and Reduction in Space

All notices of cancellation must be received in writing to [rprince@aadsm.org](mailto:rprince@aadsm.org). The date of receipt of such notice will be used as the official cancellation/reduction date. Notices received on or prior to April 12, 2019 will incur a penalty equal to 20% of the total contracted space costs. Refunds will not be given for cancellations/reductions received after April 12, 2019.

All refunds due based on actual booth assignment will be processed and returned following the final acceptance of the exhibit application and booth assignment notification email.

### SAVE on Exhibitor Fees

You may already tell your clients to join AADSM. Now you can benefit when they do! The new "10 for 10" program allows you to save 10% on your annual meeting exhibitor fees when you recruit 10 dentists to join the AADSM as new members between now and March 1, 2019. Exhibit applications must be received by March 1, 2019 in order to be eligible for the discount.

**For further details on the 10 for 10 Program, visit [aadsm.org/10for10](http://aadsm.org/10for10).**





# REGISTRATION

The AADSM requires exhibitors to register prior to the meeting. Exhibitors will be registering their representatives online through the AADSM website starting in April 2019. An email will be sent to each exhibitor’s primary contact with information on how to use the registration system.

**The deadline to register company personnel is May 31, 2019.**

## Complimentary Registration

Exhibiting companies with a 10’x8’ booth (inline or corner) receive one complimentary full-meeting registration, which includes entrance to the exhibit hall and general sessions, and four complimentary exhibit hall only pass registrations, which allow entrance to the exhibit hall only.

Exhibiting companies with a 20’x8’ booth will receive two complimentary full-meeting registrations and six complimentary exhibit hall only pass registrations.

## Purchasing Additional Registrations

Any additional exhibitor representatives will be required to register as an exhibitor full-meeting attendee or exhibit hall only attendee. There is not a limit on the number of registrations an exhibitor can purchase. However, the maximum number of representatives allowed at one time in a 10’x8’ exhibit space is 4 and for a 20’x8’ exhibit space is 10.

Registration Type	On or Before May 31*	On Site
Full-Meeting*	\$695	\$720**
Exhibit Hall Only*	\$50	\$75**

*\* In addition to complimentary registrations.*

*\*\* There is an additional \$25 administrative fee per on-site registration or change; expect delays for on-site registration processing.*

## On-site Registration

If a company representative chooses to register on-site or is not pre-registered, the individual must provide proof of affiliation, such as a business card, and provide payment.

On-site changes to pre-registered company representatives are to be made by the on-site company contact designated on the application. For this reason, it is important to notify the AADSM should the on-site contact change between applying for exhibit space and the start of AADSM Annual Meeting. No swapping or substituting of badges is approved unless permitted by the on-site company contact. There is a \$25 administrative fee per on-site registration, change or addition.



# PLANNING FOR THE MEETING

## Move-In/Move-Out

Move-in will take place on Thursday, June 6, 2019 from 2:00pm until 6:00pm. Set-up of exhibits must be completed by 6:00pm on Thursday, June 6, 2019.

Move-out may not begin before 12:30pm on Sunday, June 9, 2019. Move-out must be completed by 6:00pm on Sunday, June 9, 2019. Any exhibitor who does not comply with these times jeopardizes participation at future AADSM meetings.

*Note: Move-in/move-out times are subject to change.*

## Early Access

Booth personnel are permitted access to the exhibit hall one hour before and 30 minutes after the official exhibit hours. An exhibit badge is required for entrance. Admittance during move-in or move-out times is limited to those individuals employed by the exhibiting company or directly responsible for installation/dismantling.

## Housing

All hotel reservations must be made through the AADSM website. Further information will be sent with the booth assignment notification email and will be available on the AADSM website at [www.aadsm.org](http://www.aadsm.org) in January 2019.

Blocks of 10 or more rooms must be approved by the AADSM. In order to receive approval, submit the housing request form to the AADSM via fax to (630) 686-9876 or via email to Randi Prince at [rprince@aadsm.org](mailto:rprince@aadsm.org).

The AADSM will begin accepting housing request forms on February 1, 2019. Allow approximately one week for requests to be reviewed. The deadline to submit housing requests is April 19, 2019.

## Notice to 2019 AADSM Annual Meeting Exhibitors – Exhibiting at SLEEP 2019

For those exhibiting at the SLEEP 2019 meeting, Freeman Decorating will arrange to have your booth displays and materials moved to the SLEEP exhibit hall on Sunday, June 9, 2019. Exhibitors will be responsible for the drayage costs associated with moving their displays into the exhibit hall at the Henry B. Gonzalez Convention Center. Additional information about arranging your drayage will be available in the Exhibit Services Kit provided by Freeman Decorating in March.

# PLANNING FOR THE MEETING

## Exhibitor Listing

Each exhibiting company is entitled to a 50-word description of the company's products and/or services for print in the AADSM Annual Meeting Final Program and the Online Exhibitor Listing on the AADSM website - this will go live in mid-April and will stay open until the end of June. Word limitations for the descriptions will be strictly enforced. Descriptions longer than the allowable limit will be edited by the AADSM without approval from the exhibiting company. The company name, city, state/province, country, toll-free number and website will automatically be printed in the program and are not included in the 50-word count. The description must be provided on the Exhibitor Application or via email to the AADSM at [rprince@aadsm.org](mailto:rprince@aadsm.org) no later than **March 8, 2019**. Company descriptions received after this date will not be included in the Final Program.

## Upgrade Your Final Program Listing

### Color Logo Upgrade \$100

Upgrade includes your company's color logo as well as your entire description.

### QR Code Upgrade \$100

Upgrade includes a QR Code that is hyperlinked to the company's website.

### Choose BOTH upgrades & save! \$150 (save \$50!)

Add the Color Logo Upgrade and the QR Code Upgrade for \$150! Please refer to the Exhibitor Application to add these upgrades to your final program listing.

## Upgrade Your Online Exhibitor Listing

### Expanded Listing Upgrade \$300

Post a company logo, include a sales contact, extend your online company description to 125 words, and provide hyperlinks to products/services, videos and informational websites.

### Lead Retrieval

Lead retrieval systems will be offered to exhibiting companies. Each badge will have a 1-D bar code that will enable the

exhibiting companies to easily gather contact information. Detailed information will be provided in the Exhibitor Services Kit.

## Tote Bags

The distribution of bags is permitted at no additional cost provided the bags are plastic and measure no larger than 14" x 14".

Exhibitors who wish to distribute bags that are larger than 14" x 14" and/or are made of canvas, nylon, recycled totes or duffel bags are able to do so by securing a tote bag sponsorship. To secure this sponsorship opportunity complete and submit the Sponsorship Application to the AADSM. For more information see the Sponsorship Guide.

### Tote Bag Give-Away (from your booth) \$500

## Meeting Requests

Hosting ancillary meetings, social or education forums and/or opening a hospitality suite requires approval from AADSM management. Requests for all function space at the contracted hotels must be arranged and approved by the AADSM.

To receive permission for a meeting room or hospitality suite, please submit the Affiliate Meeting Request Application and \$100 nonrefundable administrative fee to Randi Prince at [rprince@aadsm.org](mailto:rprince@aadsm.org). Please allow approximately 5-7 business days to process the request.

## WANT MORE?

For a complete listing and explanation of this year's advertising and promotional opportunities go to the 2019 AADSM Annual Meeting Sponsorship Guide on the AADSM website. Have you already decided which opportunities you're interested in for 2019? Fill out the Sponsorship Application.



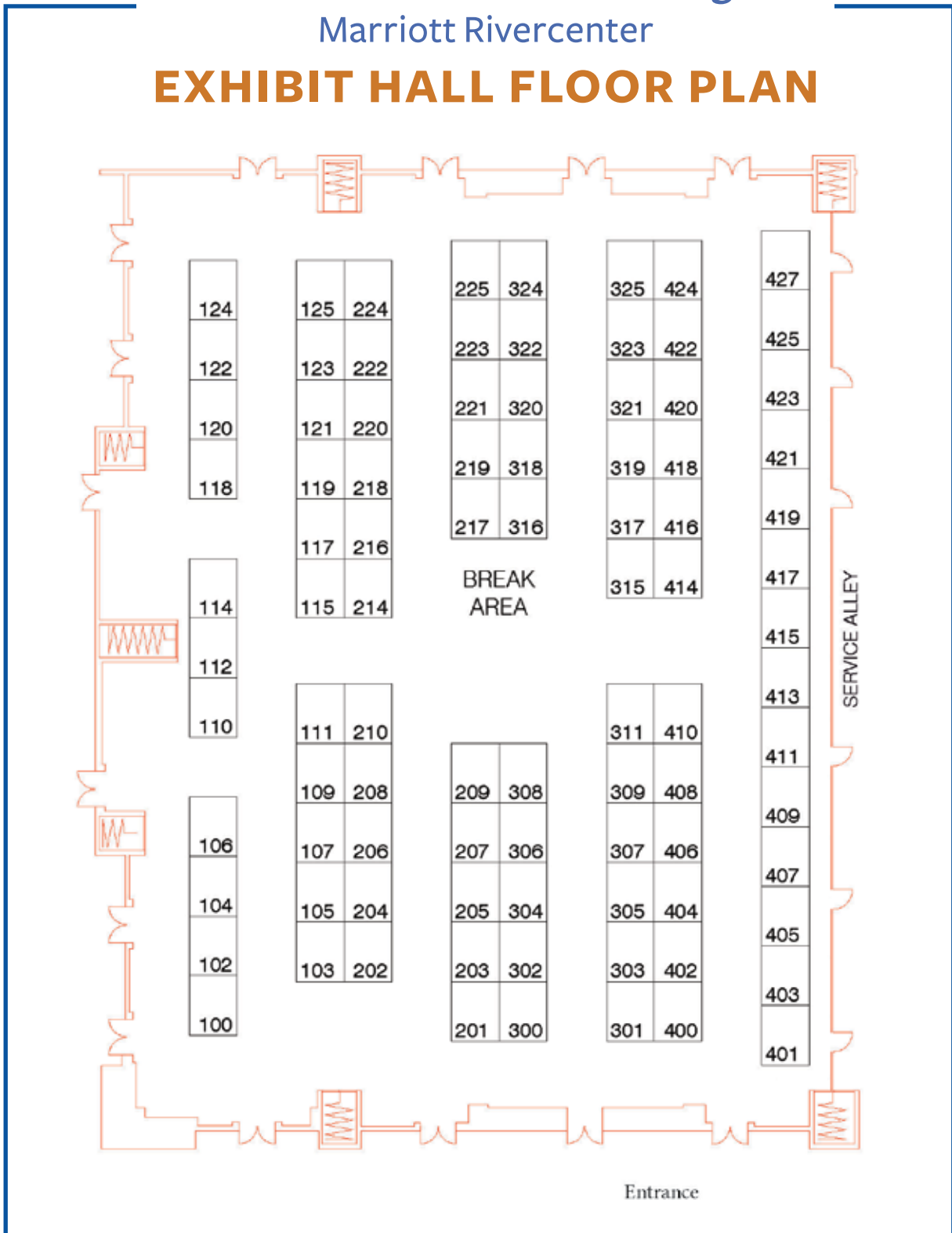
Academy of Orofacial Myofunctional Therapy  
Advanced Brain Monitoring, Inc.  
Airway Management  
Airway Metrics, LLC  
Alpha-Stim  
American Dental Software & Siva Solutions  
Apex Dental Sleep Lab, INC  
BirdEye  
BlueSom  
BQ Ergonomics LLC  
Brady Billing  
BRAEBON Medical  
Bullseye Media  
Carestream Dental  
Curtis Marketing Group  
Dental Prosthetic Services  
Dental Services Group  
Dental Sleep Practice Magazine  
Dental Sleep Solutions  
Dentsply Sirona  
Doctor Multimedia  
Doctor.com  
DynaFlex  
EZ Sleep, In-Home Testing  
Frantz Design, Inc - Myerson Tooth Co.  
General Sleep Corporation  
Gergens Sleep Appliance Lab  
Glidewell Dental  
Great Lakes Orthodontics, Ltc.  
HST America  
i-CAT  
Imagn Solutions  
Itamar Medical  
KaVo  
Kettenbach  
Leone America Dental Products, Inc.  
Lighthouse by Web.com  
Lyon Dental Sleep Services  
Max-Air Nose Cones /Sinus Cones

MC Technology GmbH  
Medical Billing for Dentists  
MedQor (Sleep Review)  
Modern Dental Laboratory USA/Microdental Laboratories  
N3Sleep, Consulting Division of DreamSleep  
NDX Keller Laboratory  
Nierman Practice Management  
Noridian  
OASYS/Dream Systems Dental Sleep Laboratory  
Orthodont LTD  
Ortho-Tain /Healthy Start  
Otto Trading  
Oventus Medical  
Panthera Dental  
Pristine Medical Billing  
ProSomnus Sleep Technologies  
Renew Digital  
ResMed  
Resonea Inc.  
Respire Medical  
Rhinomed  
Shatkin First, LLC  
Sleep Apnea MD  
Sleep Group Solutions  
Sleep Multimedia, Inc  
SleepImage  
SleepTest.Com  
SlumberBump  
SML - Space Maintainers Laboratories  
SomniFix International  
Somnomed Inc  
Spencer Study Club  
True Function Laboratories  
Tufts University  
Vatech America, Inc  
Vivos Therapeutics, Inc.  
Whip Mix Corporation  
Zyppah Sleep Certified

# EXHIBIT HALL FLOOR PLAN

AADSM 28<sup>th</sup> Annual Meeting  
Marriott Rivercenter

## EXHIBIT HALL FLOOR PLAN



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