

AADSM  
ANNUAL  
MEETING

SAN ANTONIO: JUNE 7-9

19

SPONSORSHIP  
GUIDE





# INCREASE YOUR IMPACT

Exhibitors have the exclusive opportunity to increase the impact of their presence before, during and after the annual meeting by securing a variety of advertising and sponsorship opportunities. This Sponsorship Guide provides an overview of these opportunities.

## **Securing your sponsorship early provides the following advantages:**

- Exhibitors who secure sponsorships by February 1, 2019 will receive points toward their booth assignments.
- Many of the sponsorships are exclusive to ONE exhibitor.
- Exhibitors who secure sponsorships by March 8, 2019 will be acknowledged in the 2019 AADSM Annual Meeting Final Program.

Your support of the 2019 AADSM Annual Meeting will not only increase your visibility and provide you with a platform to showcase your brand and message; it will also allow us to provide a more rewarding experience for attendees.

**Advertising and sponsorship opportunities are reserved on a first-come, first-served basis, so don't delay.**

For more information about deadlines and/or sponsorships, contact Randi Prince at [rprince@aadsm.org](mailto:rprince@aadsm.org) or (630) 686-9873.

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# DATES TO REMEMBER

## **January 18, 2019**

- Deadline to submit Preliminary Program ad and payment

## **February 1, 2019**

- Deadline to confirm advertising and sponsorships to be considered for priority points

## **March 8, 2019**

- Deadline to submit Industry Supported Event application
- Deadline to submit Industry Product Theatre application

## **March 15, 2019**

- Deadline to cancel an Industry Supported Event
- Deadline to cancel an Industry Product Theater

## **April 5, 2019**

- Deadline to submit logistics for an Industry Supported Event
- Deadline to submit logistics for an Industry Product Theater
- Deadline to submit Final Program ad and payment

## **April 19, 2019**

- Deadline to submit door drop artwork for approval
- Deadline to submit tote bag insert artwork for approval

## **May 3, 2019**

- Deadline to submit ads for pre- and/or post-meeting email blast



# ADVERTISING OPPORTUNITIES

Exhibiting companies have the exclusive opportunity to advertise in the Preliminary and Final Programs. All companies placing ads in either the Preliminary or Final Program must complete the Advertising Insertion Order.

## Preliminary Program

The Preliminary Program is mailed to more than 6,000 dental sleep medicine professionals inviting them to attend the AADSM Annual Meeting. Space is limited and reserved on a first-come, first-served basis, so place your request for a color, run-of-book ad as soon as possible.

**Full-page: \$1,750**

**Half-page: \$1,350**

**Quarter-page: \$900**

**Ad Materials and Payment Due:  
January 18, 2019**

## Final Program

The Final Program is distributed onsite to all meeting attendees and contains complete details about the meeting. Space is limited and reserved on a first-come, first-served basis, so place your request for a color, run-of-book ad as soon as possible.

**Full-page: \$1,750**

**Half-page: \$1,350**

**Quarter-page: \$900**

**Ad Materials and Payment Due:  
April 5, 2019**

# SPONSORSHIP OPPORTUNITIES

The AADSM is offering a variety of opportunities for sponsorship at the 2019 AADSM Annual Meeting in San Antonio. Help us broaden our base of support and expand the scope of our educational programs by sponsoring a part of the annual meeting. All meeting sponsorships will be awarded on a first-come, first-served basis. To ensure adequate recognition and appreciation for your contribution, various sponsorships will have deadlines imposed. We are grateful for your consideration.

## EXCLUSIVITY

Many of the sponsorships are available to only ONE exhibitor. Look for the crown symbol in the following pages to find exclusive opportunities.



## Digital Sponsorships

### Online Exhibitor Listing Upgrade

**\$300**

All exhibitors will be listed in the online exhibitor listing; only exhibitors who purchase this sponsorship will have the ability to post their company logo, provide an extended company description, include a sales contact, and provide hyperlinks to products/services, videos and informational materials. The listing will go live in April and will stay open until June 30.

### Pre- & Post-Meeting Email Blasts

**\$500 each**

Advertise your products to attendees prior to the meeting and follow-up with them after the meeting. Ten exhibitors will have the opportunity to reach out to meeting attendees and AADSM members in the Pre- and Post-meeting Email Blasts. The pre-meeting message will be sent one to two weeks prior to the annual meeting, and the post-meeting message will be sent one to two weeks after the annual meeting. The email blast will contain a brief message from the AADSM and up to 10 banner-like ads. Each sponsor will be able to provide their company logo (with hyperlink), product image, booth number

and a brief message (100 words or less). Order of the banner ads and availability is based on a first-come, first-served basis.

To secure a Pre- and/or Post-meeting Email Blast, add it to your Exhibitor Application.

Ad dimensions: 600 wide x 135 tall

**Ad deadline (both pre- and post-meeting):  
May 3, 2019**





## Exhibit Hall Sponsorships

### Exhibit Hall Custom Floor Clings

**\$1,000 each**

The exhibit hall custom floor clings (approx. 36”W x 36”H) will be located in key areas of the exhibit hall, giving you the opportunity to brand, message and direct attendees to your booth space. Final approval and placement of the floor clings is at the sole discretion of AADSM management.

### Exhibit Hall Door Clings



**\$5,000**

One exhibitor will have the opportunity to place their message in front of attendees going in and out of the exhibit hall. The entrance doors to the AADSM Annual Meeting exhibit hall are a perfect location for you to customize door clings with your artwork and message.

### Footprints

**\$5,000**

Are you looking for a great way to increase traffic to your booth? Sponsor footprints. Place your logo/message on these 18” footprints that will be placed on the floor approximately five feet apart from the entrance of the exhibit hall leading to your booth. You design the footprints, and we produce and install them. This sponsorship is limited to two exhibitors.

## Refreshment Sponsorships

### Break Area Carpet Logo



**\$6,500**

One exhibitor will have the opportunity to brand the break area with a custom carpet logo (approx. 10’W x 10’H). The carpet logo will be placed in the break area for all to see. This sponsorship could be combined with footprints and lead attendees from the break area to your exhibit space.

### Afternoon Cookie Break

**\$1,000 per day (Friday & Saturday)**

Exhibitors have an opportunity to become co-sponsors of the daily afternoon cookie breaks. Signage placed at the beverage stations will not only prominently recognize you as a sponsor, but also increase traffic to your booth space. You will also receive a personalized sign to display in your booth. Attendees will enjoy coffee, beverages and an afternoon treat (i.e. cookie, brownie, etc.) Friday and/or Saturday afternoon.

*Choose BOTH cookie breaks and save!*

**Sponsor the cookie break on both Friday and Saturday for \$1,500. That’s \$500 in savings!**

## Wi-Fi Sponsorship

### Wi-Fi



**\$7,500**

Help attendees stay connected while promoting your company by sponsoring Wi-Fi at the 2019 AADSM Annual Meeting! Whether filling out a meeting evaluation, downloading meeting materials, or connecting with colleagues, attendees will need to have access to the internet while at the meeting. This is an incredible opportunity to promote your brand to everyone that accesses Wi-Fi at the meeting. This exclusive sponsorship will provide an exhibitor with the opportunity to include their brand/logo on the Wi-Fi login screen, a re-direct to your page when logging in to Wi-Fi, and recognition in the Final Program.



# SPONSORSHIP OPPORTUNITIES

## Event Sponsorships

### Industry Product Theater (IPT)

**\$3,500/event**

Provide information regarding your products or services to attendees during a special presentation over the lunch break on Friday or Saturday in a meeting room. To participate, an Industry Product Theater Application must be submitted for acceptance. Exhibiting at the 2019 AADSM Annual Meeting is required to host an Industry Product Theater. For more information see page 12.

### Industry Supported Events (ISE)

**\$3,000**

This year exhibitors will have the opportunity to provide meeting attendees with an informative satellite symposium (coordinated by your company) at the location of your choice. To participate, an Industry Supported Event proposal must be submitted for acceptance. Exhibiting at the 2019 AADSM Annual Meeting is required in order to host an Industry Supported Event. For more information see page 14.

### First-Time Attendee Breakfast

**\$1,000**

The AADSM will host a breakfast for all first-time attendees at the annual meeting. The breakfast will provide an opportunity for all first-time attendees to network with each other and with members of the AADSM and ABDASM Boards of Directors to gain some insight into the dental sleep medicine profession.

The breakfast will be held Saturday, June 8, 2019. Sponsorship includes: recognition in the invitation to all first-time attendees, mention in the final program, signage at the breakfast and verbal recognition during the welcome announcements.

## Headquarter Hotel Sponsorships

### Window Cling – NEW!

**\$800 each**

Attendees exiting the Marriott Rivercenter to go to the popular riverwalk or Rivercenter Mall will see your 2' W x 7' H advertisement prominently placed on the hotel's windows.

### Escalator Cling – NEW!

**\$1,500 per side**

Make your company logo visible to attendees using the escalators from the 2nd floor of the hotel to the conference floor. The unique placement of the ads on the glass of the 28' long escalator is sure to grab attendees' attention. Save \$500 and sponsor both sides of the escalator for \$2,500!

### Large Column Cling – NEW!

**\$4,000**

In the meeting space foyer are three large columns that all attendees must walk past to get to their sessions. Place your company logo or advertisement in the center of everything by taking advantage of this sponsorship opportunity. Columns measure approximately 9' H x 21' around.

### Elevator Clings

**\$5,000 per elevator**



The elevator doors on the second floor of the Marriott Rivercenter are a great location to engage attendees. Secure your custom elevator door cling and capture the undivided attention of attendees each day as they move throughout the hotel.





### Hotel Key Cards



**\$7,500**

Provide attendees with a customized room key available exclusively at the Marriott Rivercenter. Your corporate name/logo will appear on the front of the key.

### Hotel Door Drops

**\$500 per night**

Distribute your informational insert or promotional item to AADSM meeting attendees staying at the Marriott Rivercenter (headquarter hotel). Sponsors will be permitted to distribute a 1-page (8 1/2" x 11") double-sided ad or novelty item. All door drop items must be submitted to AADSM management by Friday, April 19, 2019 for final approval. Distribution will be coordinated between the sponsor and the hotel (additional costs will apply). Hotel door drops must comply with the AADSM's advertising policy. All printing and distribution costs are the responsibility of the sponsor. The opportunity is limited to three companies per night (Friday and Saturday nights available).

## Promotional Item Sponsorships

### Lanyards



**\$2,000**

Lanyards will be given to all attendees along with their badge when they register at the annual meeting. Your company logo will be featured prominently on this item, which attendees will wear each day. Lanyard selection and imprint color are at the discretion of the AADSM.

### Tote Bags



**\$4,500**

Put your company name and logo in the hands of every show attendee. Attendees, speakers and exhibitors use their tote bag to store their materials during and after the show. The tote bag will feature your company logo and AADSM logo, so it is an excellent exposure opportunity. Tote bag selection and imprint color(s) are at the discretion of the AADSM.

### Tote Bag Inserts

**\$500 per insert**

More than 1,200 attendees will be quick to dive into their tote bags; make sure your newest product or service handout is the first thing they find. Advertisements and handouts provided by your company will be inserted into each tote bag. Companies may insert a one-page, double-sided ad, no larger in size than 8 1/2" x 11" or one novelty item. All inserts must be submitted to AADSM management by Friday, April 19, 2019 for final approval. Inserts must comply with the AADSM's advertising policy.

### Notepads & Pens

**Notepads only - \$2,500**

**Pens only - \$2,500**

In each attendee's tote bag, there will be an 8 1/2" x 11" notepad and pen, complete with the AADSM logo and your corporate name and logo on each item. This promotional item will be used during the sessions and long after the meeting concludes, providing maximum impact of your brand. Imprint colors, notepad design and pen selection are at the discretion of the AADSM.

*Choose BOTH and save!*

**Sponsor both the notepads and the pens for \$4,000. That's \$1,000 in savings!**





## SPONSORSHIP OPPORTUNITIES

### Signage Sponsorships

#### Large Selfie Station in the Registration Area – NEW!



**\$4,500**

Attendees are always looking to snap a picture of themselves in front of a sign at the annual meeting to post on their website or social media. Now with a designated selfie station they will have the perfect backdrop for their pictures. Take advantage of this opportunity and include your company logo or advertisement in conjunction with the AADSM Annual Meeting logo on a large sign approximately 7' W x 7' H that will be part of the selfie station.

#### Registration Kick Panels

**\$1,500 each**

Upon arrival, attendees pick up their materials and credentials at the registration counters prior to going into the meetings and exhibit hall. The front of each counter will offer a display area of approximately 86" W x 33" H.

#### Registration Fill-In Counter

**\$3,000 for all four panels or \$1,000 each**

Reach attendees outside of the exhibit hall by sponsoring the Registration Fill-In Counter. This counter has a visible presence in the registration area, as it provides meeting attendees with an area to complete on-site registration forms. Place your advertisement on all four panels of the kiosk, each measuring approximately 36" W x 96" H.

#### Free-Standing Columns

**\$2,000 each**




Sponsor one or more of the free-standing columns that will be located in the cross aisle near the entrance of the exhibit hall. Each column is four-sided. Share your brand/message with attendees and direct them to your exhibit space. Final approval and placement of the exhibit columns is at the sole discretion of AADSM management.

# SPONSORSHIP PROGRAM

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](mailto: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](#).



# IPT GUIDELINES

Industry Product Theaters (IPT) are the perfect opportunity for you to educate a group of attendees about your products or services outside of the exhibit hall! Attendees will enjoy a free lunch while they listen to your company give a special one-hour presentation.

## IPT Information and Guidelines

Presentations may not begin earlier than the times indicated below; registration may not begin before 12:00pm.

**Friday, June 7**      **12:30pm - 1:30pm**  
**Saturday, June 8**    **12:30pm - 1:30pm**

### Sponsorship Fee

**\$3,500 per event**

The sponsorship fee is due with submission of the application, and includes:

- boxed lunches with beverages for 50 attendees
- one product theater set for 50
- a podium
- one (1) six-foot, skirted table at the back of the room for promotional materials or food and beverage
- one complimentary rental of the pre-registration mailing list
- one 1/3-page ad in the final program (placement is at the discretion of the AADSM)
- inclusion in one AADSM Pre-Meeting Email Blast that goes out to all pre-registered attendees (email is distributed by the AADSM and content is at the discretion of the AADSM)

### Deadlines

**Applications for IPTs must be submitted to the AADSM by March 8, 2019.**

Applications will be accepted after this date if the annual meeting can support additional sessions based on submissions that have already been received and accepted.

*Details of the final logistics for IPTs must be submitted to the AADSM no later than April 5, 2019.*

### Selection and Scheduling

IPT applications are reviewed and accepted by the AADSM management on a first-come, first-served basis. AADSM 2019 sponsors will be given priority. The availability of IPTs is limited; sponsors are encouraged to submit their applications as soon as possible. The AADSM does not guarantee that the IPTs will be unopposed. The AADSM reserves the sole right to accept or reject any application, as well as to schedule the IPTs. Notification of acceptance and assigned date/time will be provided in writing within 14 business days from the receipt of the application.

### Cancellation

Notice of cancellation must be submitted in writing. The cancellation of an IPT that has been accepted is entitled to a refund equal to 30% of the total sponsorship fee provided notice is received prior to March 15, 2019. Cancellations after March 15, 2019 are not entitled to a refund.

### Continuing Education

Continuing education credit is not provided by the American Academy of Dental Sleep Medicine for IPTs. Companies may not offer continuing education credit for their presentations.



## Planning an IPT

### Food and Beverage

Boxed lunches will be provided for 50 attendees.

### Signage

The AADSM allows ONE sign measuring no larger than 24” W x 36”H to be placed in the registration area at the Marriott Rivercenter up to one day prior to the scheduled IPT, as well as ONE sign measuring no larger than 24”W x 36”H to be placed outside of the IPT room on the day of the scheduled IPT. Organizers of an IPT may provide additional signage in their exhibit booth. Signage may not be placed in any other locations. All signage must receive AADSM approval prior to print. Flyers or handouts are prohibited unless prior approval is obtained.

### Promotion

IPT organizers will receive one complimentary rental of the pre-registration mailing list, one 1/3-page ad in the Final Program (placement is at the discretion of the AADSM), and inclusion in one AADSM Pre-Meeting Email Blast that goes out

to all pre-registered attendees (email is distributed by the AADSM and content is at the discretion of the AADSM). In addition they have the opportunity to advertise an event from their exhibit space, submit a tote bag insert, place an ad in the Final Program, and much more. The AADSM requires that any and all promotion of Industry Product Theatres receive AADSM approval. Organizers should allow seven (7) business days for the approval process. Please keep the approval process in mind when planning promotional materials so as not to strain design and print timelines. Promotional materials include but are not limited to: invitations, announcements, solicitations, advertisements and signage.

### Use of AADSM Name and Logo

The AADSM name and 2019 Annual Meeting logo, acronym and any reference to the meeting are proprietary and may not be used in signs, advertisements or promotions without consent and approval by the AADSM. This guideline applies before, during, and after the annual meeting.



# ISE GUIDELINES

All events in conjunction with the AADSM Annual Meeting MUST submit an application for an Industry Supported Event (ISE). If an exhibitor hosts an event for AADSM Annual Meeting attendees, an ISE application must be submitted. Organizations violating the application process will be contacted and may result in restricted or no exhibits space at future meetings.

## The AADSM defines an Industry Supported Event as:

- An event that is commercially supported
- An event that is planned and implemented by an organization, or group of organizations, other than the AADSM
- An event that is not part of the official AADSM program, but is held in conjunction with the AADSM Annual Meeting

## ISE Information and Policies

Events, including registration, may not begin earlier than the times indicated below.

**Friday, June 7**      **6:00pm**  
**Saturday, June 8**   **7:00pm**

### Sponsorship Fee

**\$3,000**

This fee may be divided amongst more than one organizing company to offset the cost of the event. Each company is responsible for coordinating payments and communications with the other companies; one form of payment will need to be sent to the AADSM. The sponsorship fee includes: one complimentary rental of the pre-registration mailing list (to announce the Industry Supported Event) and a listing in the final program. Companies may not share or divide the mailing list for individual purposes.

### Submission Deadline: March 8, 2019

To proceed with an ISE, complete the ISE application. If a group of organizations is submitting an application, the group should pick one primary contact to list on the application. In addition to the application, the proposal must contain the following information:

- Event Speakers and Contact Information (if applicable)
- Event Outline and Schedule
- Content Description

To be considered, the application and supporting materials must be submitted by March 8, 2019. Applications will be accepted after this date if the AADSM Annual Meeting can support additional sessions based on submissions that have already been received and accepted.

### Selection and Scheduling

ISEs are reviewed and accepted by the AADSM. ISEs will be accepted based on content, agenda and overall coordination with the AADSM Annual Meeting. The AADSM currently does not limit the number of ISEs accepted. Please note that there is a possibility that more than one ISE may be approved, thus, multiple events may occur simultaneously. The AADSM reserves the sole right to accept and schedule all ISEs. Notification of acceptance will be provided in writing at the end of March 2019.

### Cancellation

Notice of cancellation must be submitted in writing. The cancellation of an ISE that has been accepted is entitled to a refund equal to 30% of the total sponsorship fee provided notice is received prior to March 15, 2019. Cancellations after March 15, 2019 are not entitled to a refund.

### Continuing Education

Continuing education credit is not provided by the American Academy of Dental Sleep Medicine for ISEs. Those who elect to offer credit must obtain sponsorship from another accredited provider.



## Planning an ISE

### Logistical Planning

The following, if applicable, including all expenses, become the responsibility of the ISE organizers:

- Meeting space (site selection and contracts)
- Audiovisual
- Catering
- Decorating
- Transportation
- Entertainment

The event organizer may host the event at a venue of their choice. *Details of the final logistics for an Industry Supported Event must be submitted to the AADSM no later than April 5, 2019.*

### Signage

The AADSM allows ONE sign measuring no larger than 24" x 36" to be placed in the registration area on Friday, June 7. All signage must receive AADSM approval prior to print. Flyers or handouts are prohibited unless prior approval is obtained.

### Promotion

ISE organizers will receive one complimentary rental of the pre-registration mailing list, one 1/3-page ad in the final program (placement is at the discretion of the AADSM), and inclusion in one AADSM Pre-Meeting Email Blast that goes out to all pre-registered attendees (email is distributed by the AADSM and content is at the discretion of the AADSM). In addition they have the opportunity to advertise an event from their exhibit space, submit a tote bag insert, place an ad in the final program, and much more. The AADSM requires that any and all promotion of ISEs receive AADSM approval. Organizers should allow seven (7) business days for the approval process. Please keep the approval process in mind when planning promotional materials so as not to strain design and print timelines. Promotional materials include but are not limited to: invitations, announcements, solicitations, advertisements and signage.

### Use of AADSM Name and Logo

The AADSM name, logo, acronym and any reference to the meeting are proprietary and may not be used in signs, advertisements or promotions without consent and approval by the AADSM. This guideline applies before, during and after the AADSM Annual Meeting

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