



# AADSMI

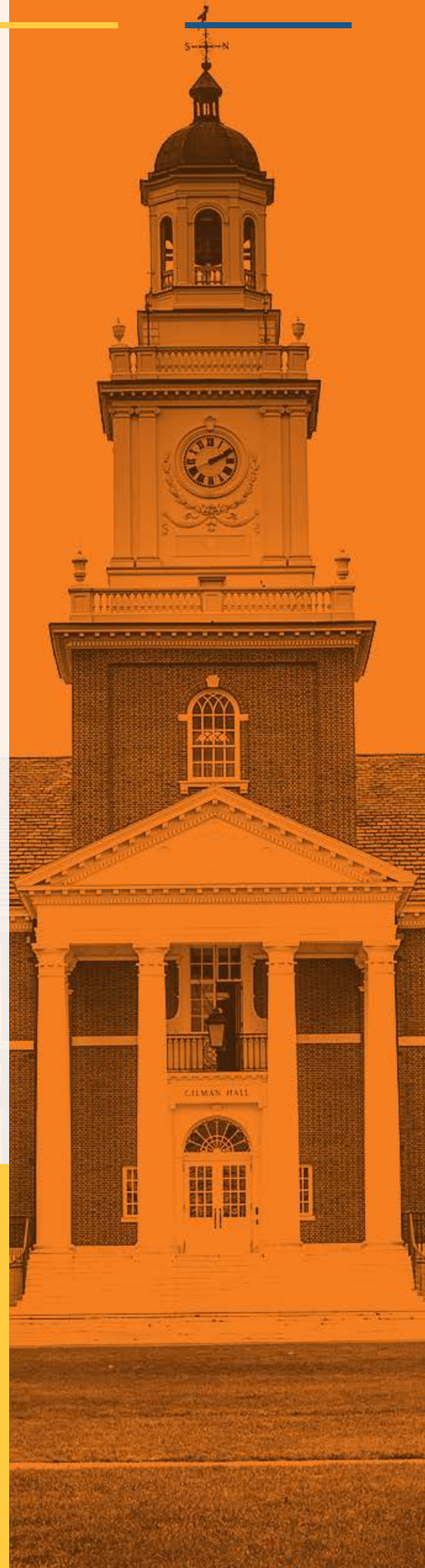
2018 ANNUAL MEETING BALTIMORE

Baltimore, Maryland

**Hilton Baltimore**

Friday, June 1 – Sunday, June 3, 2018

**EXHIBITOR  
PROSPECTUS**





You are invited to exhibit at the AADSM 27th Annual Meeting on June 1-3, 2018, at the Hilton Baltimore in Baltimore, Maryland.

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 2017 Annual Meeting attracted more than 1,200 attendees and 66 exhibitors! We anticipate that the 2018 Annual 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. For the past five 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 17, 2018 and save \$500 (per 10' x 8' space).

**With the growing demand for exhibit space and rising interest in the Annual Meeting, we have added many new features and benefits this year for our valued exhibitors:**

#### **New for 2018**

- Larger exhibit hall with more exhibit spaces
- Additional complimentary meeting registrations
- Post-meeting attendee list
- Complimentary listing in the new online Annual Meeting Exhibitor Directory
- Increased networking with the President's Reception in the Exhibit Hall
- Additional sponsorship opportunities including
  - Industry Product Theaters (IPTs) during lunch; and
  - More options to host Industry Supported Events (ISE) in the evening

**And as always, we will offer our traditional benefits:**

- Company listing in the Final Program
- Exclusive sponsorship and advertising opportunities
- Additional benefits added to the AADSM Annual Sponsorship Program

*The following pages will provide additional information on these items.*

**Thank you for considering the AADSM 27th Annual Meeting. We look forward to receiving your application and hope to see you in Baltimore!**

# TABLE OF CONTENTS

Quick Facts.....	3
Dates to Remember .....	4
AADSM Annual Sponsorship Program .....	5
Becoming an Exhibitor .....	6
Registration .....	8
Planning for the Meeting .....	9
Promotions and Sponsorships.....	10
2017 Exhibitors.....	12
Exhibit Hall Floor Plan .....	13
Exhibitor Application .....	14

## EXHIBITING INFORMATION

### Quick Links to Other Annual Meeting Documents

[Exhibitor Application](#)

[Sponsorship Guide](#)

[Sponsorship Application](#)

[Housing Request Application](#)

[Application to Host Industry Supported Event](#)

[Advertising Insertion Order Form](#)

[Final Program Exhibitor Description Form](#)

[Application to Host Industry Product Theater](#)

[Affiliate Meeting Request Application](#)

### Contact Us

#### American Academy of Dental Sleep Medicine

1001 Warrenville Rd., Ste. 175  
Lisle, IL 60532

**Phone:** (630) 686-9875

**Fax:** (630) 686-9876

**Website:** [www.aadsm.org](http://www.aadsm.org)

#### Exhibit, Advertising & Sponsorship Opportunities

Beverly Basit  
Meeting Planner  
[bbasit@aadsm.org](mailto:bbasit@aadsm.org)

#### All Other Meeting Inquiries:

[AnnualMeeting@aadsm.org](mailto:AnnualMeeting@aadsm.org)

# QUICK FACTS

## 2018 AADSM Annual Meeting Location

**Hilton Baltimore**  
401 W. Pratt Street  
Baltimore, MD 21201

The exhibits will be located at the Hilton Baltimore on the second floor in the Key Ballroom.

Exhibit Hall Hours	Time*
<b>Friday, June 1</b>	10:00am - 4:00pm
<b>Saturday, June 2</b> President's Reception	10:00am - 6:30pm 5:15pm - 6:30pm
<b>Sunday, June 3</b>	10:00am - 12:30pm
<i>*Exhibit hall hours are subject to change.</i>	

## Exhibit Colors

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

## Official Decorator and Drayage Contractor

### Freeman Decorating

8201 West 47<sup>th</sup> St.  
McCook, IL 60525  
**Service Line:** (773) 473-7080

Freeman Decorating will have a service counter located at the Hilton Baltimore. Exhibitor Service Kits will be emailed in mid-March.

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

### Exhibitor Move-In

Thursday, May 31, 2018..... 2:00pm-6:00pm

### Exhibitor Registration

Friday, June 1, 2018 .....8:00am-5:30pm

### Exhibitor Move-Out

Sunday, June 3, 2018 ..... 12:30pm-6:00pm

## 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 3,000 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

### January 17, 2018

- Deadline to submit exhibit application to receive discount and have exhibit points count toward the 2018 and 2019 annual meetings

### January 19, 2018

- Deadline to submit Preliminary Program ad materials and payment

## February

### February 1, 2018

- Deadline to submit exhibit application and confirm advertising and sponsorships to be considered for priority points
- AADSM begins accepting group block housing requests
- AADSM begins accepting affiliate meeting space requests

## March

### March 7, 2018

- Notification of booth assignments sent via email
- Exhibitor service kits available on AADSM website
- Deadline to submit Industry Supported Event application
- Deadline to submit Industry Product Theater application
- Deadline to submit exhibit space application to be included in the Final Program
- Deadline to submit company logo and QR code for Final Program listing upgrade

### March 14, 2018

- Deadline to submit cancellation for Industry Supported Events
- Deadline to submit cancellation for Industry Product Theaters

### March 21, 2018

- Deadline to submit Final Program company descriptions

## April

### April 4, 2018

- Deadline to submit logistics for Industry Supported Events
- Deadline to submit logistics for Industry Product Theaters

### April 6, 2018

- Deadline to submit Final Program ad materials and payment

### April 13, 2018

- Booth cancellations/reductions received on or before April 13, 2018 will incur a penalty equal to 20% of the total contracted space cost. No refunds will be given after April 13, 2018

### April 20, 2018

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

### April 25, 2018

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

## May

### May 18, 2018

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

# ANNUAL SPONSORSHIP

The AADSM Annual Sponsorship Program consists of organizations 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 annual 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 2018 Sponsor, contact Beverly Basit at 630-686-9875 or [bbasit@aadsm.org](mailto:bbasit@aadsm.org).



Annual Meeting Benefits	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship
<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 Waived</b>	One	One	One

For a complete listing of the AADSM Annual Sponsor Program Benefits, click [here](#).

# BECOMING AN EXHIBITOR

Submit your application by January 17, 2018 to save \$500 (per 10'x8' space) on your exhibit space rental!

## HOW TO APPLY FOR A BOOTH

Go to the exhibit hall floor plan on [page 13](#) and identify up to four of your top exhibit space choices. Then simply complete an exhibit application noting your choices. Submit the completed application (all six pages) and payment to the national office.

Confirmation of receipt of the exhibitor application and payment will be provided within approximately five (5) business days.

**Notification of whether or not your application is accepted will be emailed by March 7, 2018.**

### Services with exhibit booth rental include:

- **NEW** – Complimentary 50-word listing in the online Exhibitor Listing (\$500 added value)
- **NEW** - Post-Meeting Attendee List (with attendee approval), one time use (\$1,000 added value)
- **NEW** – Complimentary registrations
  - **10'x8' inline and corner exhibit spaces**  
Exhibit hall only: 4 (\$200 added value)  
Full-meeting: 1 (\$695 added value)
  - **20'x8' exhibit spaces**  
Exhibit hall only: 6 (\$300 added value)  
Full-meeting: 2 (\$1,390 added value)
- **NEW** – Presidents' Reception will be hosted in the exhibit hall
  - Saturday, June 2, 5:15pm to 6:30pm (additional unopposed time with attendees, priceless)
- Draped aluminum supports, 8' high in back and 3' high on two sides
- Identification sign
- One tote bag per exhibiting company containing the AADSM 27th Annual Meeting materials
- 50-word company description in the Final Program
- Morning and afternoon coffee breaks in the exhibit hall area
- Exclusive sponsorship and advertising opportunities
- The opportunity to network and connect with the industry's top leaders and professionals

### 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. 17*	After Jan. 17
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 2018 and 2019 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 letter.

# 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 2017 calendar year. Support includes being a Platinum, Gold or Silver Sponsor, 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, 2018.** Applications received after February 1, 2018, will not be assigned booth space based on points.

\$1,000 of support = 1 priority point

Increase your points by sponsoring items at the AADSM 27<sup>th</sup> 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, 2018, 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 18, 2018 to determine whether or not exhibit booth space becomes available.

**Applications will not be accepted after May 18, 2018.**

## 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 27<sup>th</sup> 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. The date of receipt of such notice will be used as the official cancellation/ reduction date. Notices received prior to April 13, 2018 will incur a penalty equal to 20% of the total contracted space costs. Refunds will not be given for cancellations/reductions received after April 13, 2018.

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 letter.





# 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 2018. An email will be sent to each exhibitor’s primary contact in March with information on how to use the registration system. **The deadline to register company personnel is May 18, 2018.**

## Complimentary Registration

Exhibiting companies with an 10’x8’ booth (inline and 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 an 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.

Booth Type	Before May 18	On-Site
Full Meeting Registrations*	\$695	\$720**
Exhibit Hall Only Registrations*	\$50	\$75**

*\* In addition to complimentary registrations.*

## 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 primary company contact designated on the application. For this reason, it is important to notify the AADSM should the primary 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 primary company contact. Please note that there is a \$25 administrative fee per on-site change or addition.

**\*\*Please note that there is an additional \$25 administrative fee per on-site registration or change; expect delays for on-site registration processing at the exhibitor registration counter.**



# PLANNING FOR THE MEETING

## Move-In/Move-Out

Move-in will take place Thursday, May 31, 2018 from 2:00pm until 6:00pm. Set-up of exhibits must be completed on Thursday, June 1, 2018 during the stated move-in times.

Move-out may not begin before 12:30pm on Sunday, June 3, 2018. Move-outs must be completed by 6:00pm on Sunday, June 3, 2018. 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 Housing Bureau. Further information will be sent with the booth assignment notification letter and will be available on the AADSM Website at [www.aadsm.org](http://www.aadsm.org) in early January 2018.

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 Meeting Department via fax to (630) 686-9876 or via email to Beverly Basit [bbasit@aadsm.org](mailto:bbasit@aadsm.org).

The Meeting Department will begin accepting housing request forms on February 1, 2018. Allow approximately one week for requests to be reviewed. The deadline to submit housing requests is April 20, 2018.

## Notice to AADSM 27<sup>th</sup> Annual Meeting Exhibitors – Exhibiting at SLEEP 2018

For those exhibiting at the SLEEP 2018 meeting, Freeman Decorating will arrange to have your booth displays and materials moved to the SLEEP exhibit hall on Sunday, June 3, 2018. Exhibitors will be responsible for the drayage costs associated with moving their displays into the exhibit hall at the Baltimore Convention Center. The Baltimore Convention Center doesn't allow exhibitors to hand-carry items into the convention center. Additional information about arranging your drayage will be available in the Exhibit Services Kit provided by Freeman Decorating in March.



# PROMOTIONS & SPONSORSHIPS

Advertising and promotional dollars count toward booth assignment points.\*

## GET THE MOST FOR YOUR MONEY!

### Opportunities Only Available to Exhibitors:

- 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

*\* Advertising and/or Sponsorships must be secured by February 1, 2018 to be included in the booth assignment point calculation.*

### New Sponsorship Opportunities for 2018:

- Annual Meeting Mobile App
- Online Exhibitor Listing
- Exhibit Hall Benches
- Exhibit Hall Custom Floor Clings
- Exhibit Hall Break Area Carpet Logo
- Coffee Cups, Napkins, and Bottled Water
- Large Display in the Registration Area
- Exhibit Hall Door Clings
- Industry Supported Events (ISE) – Evening Events (not limited to headquarter hotel)
- Industry Product Theater (IPT) – Lunch Time Event
- Headquarter Hotel Sponsorships – Elevator Clings / Hotel Key Cards

**For more information on sponsorships see the AADSM 27th Annual Meeting [Sponsorship Guide](#).**

# EXHIBITOR LISTING

Each exhibiting company is entitled to one 50-word description of company products and/or services for print in the AADSM 27th 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 September. **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 should be provided on the [Exhibitor Application](#) or via email to the Meeting Department at [annualmeeting@aadsm.org](mailto:annualmeeting@aadsm.org) no later than March 7, 2018. **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 service 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 14" x 14" and made of canvas, nylon, recycled totes or duffel bags are able to do so by securing a tote bag sponsorship. To include this option simply add it to your [Sponsorship Application](#). For more information see the sponsorship guide.

### Tote Bag Give-Away (from your booth)

**Sponsorship Fee \$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.

To receive permission for a meeting room or hospitality suite, please submit the Affiliate Meeting Request Application and \$100 nonrefundable administrative fee to Beverly Basit at [bbasit@aadsm.org](mailto:bbasit@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 the AADSM 27th Annual Meeting Sponsorship Guide.

Have you already decided which opportunities you're interested in for 2018? Fill out the [Sponsorship Application](#).



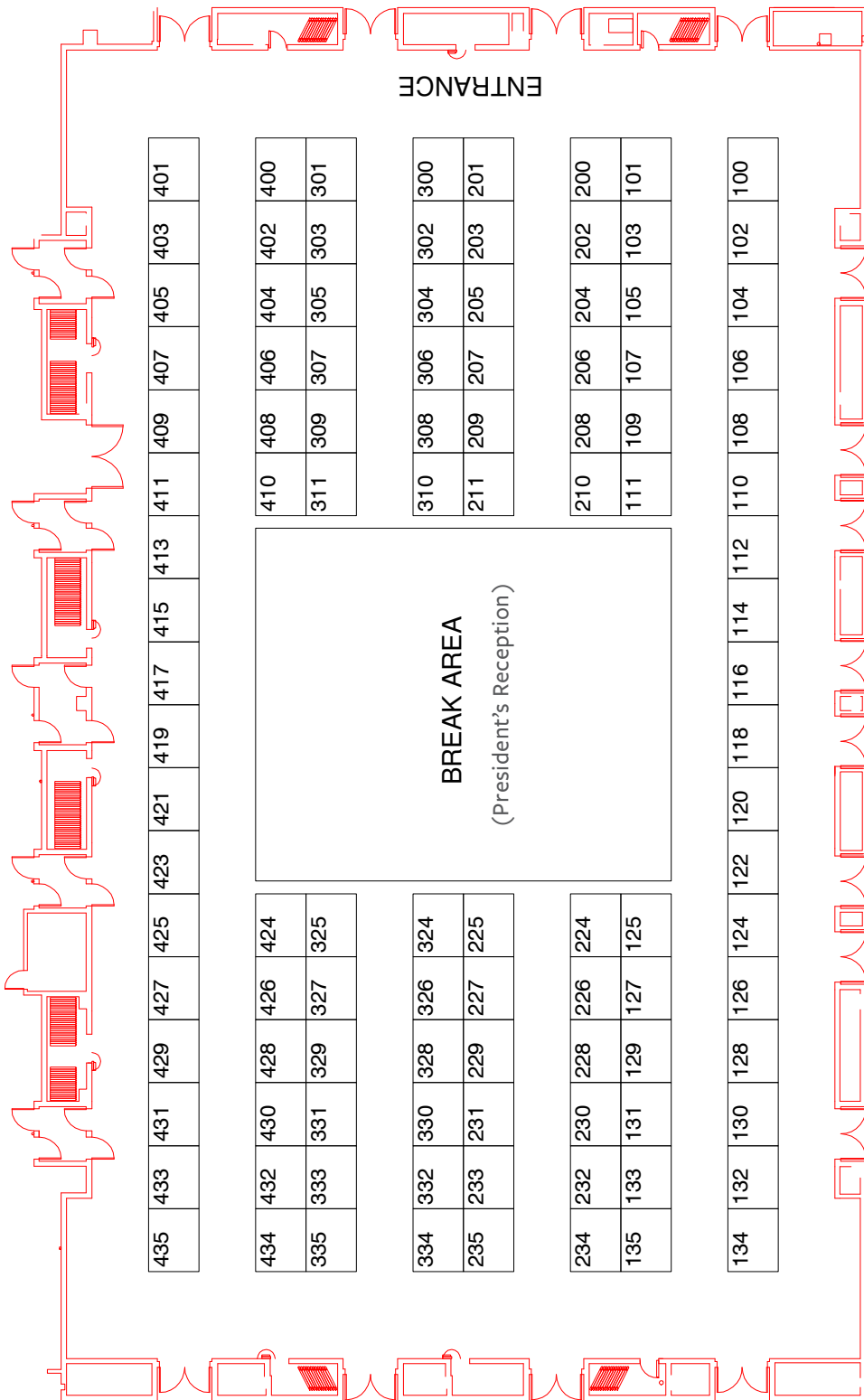
# 2017 EXHIBITORS

- Actwell Technology, Inc.
- Advanced Brain Monitoring, Inc.
- Airway Management
- Airway Metrics, LLC
- Apex Dental Sleep Lab
- Bluesom
- BQ Ergonomics LLC
- Brady Billing
- BRAEBON Home Apnea Testing
- Crystal Billing Services, Inc.
- Dental Prosthetic Services
- Dental Services Group
- Dental Sleep Practice
- Dental Sleep Solutions
- Device Masters Dental Laboratory
- Doctor.com
- DynaFlex
- Express 4 Sleep
- EZ Sleep
- Frantz Design Inc
- Gendex/ NOMAD/ SOREDEX/ Instrumentarium
- General Sleep Corporation
- Gergens Sleep Appliance Lab
- Glidewell Dental
- Great Lakes Orthodontics
- Healthy Start / Ortho-Tain
- HST America
- i-CAT
- Itamar Medical
- Kettenbach
- Lending Club Patient Solutions
- Leone America
- Lighthouse
- Lyon Dental Sleep Services
- Medical Billing for Dentists
- SleepReview/RT Magazine
- Modern Dental Laboratory
- Nierman Practice Management
- Nonin Medical, Inc.
- OASYS Dream Systems
- OravanOSA
- OSA University
- Oventus Medical
- Panthera Dental
- Pristine Medical Billing
- ProSomnus Sleep Technologies
- Reimbursity Medical Billing Solutions
- Renew Digital
- ResMed
- Rhinomed
- Sanostec corp
- Sleep Connect, Inc.
- Sleep Group Solutions
- Sleep Multimedia, Inc.
- SleepTest.com
- Slumberbump LLC
- SML - Space Maintainers Laboratories
- SomnoMed
- Spencer Study Club
- Physician Bridge
- True Function Laboratory
- Tufts University School of Dental Medicine
- Weave
- Whip Mix Corporation
- Whole You - Respire Medical
- Zephyr Sleep Technologies

# EXHIBIT HALL FLOOR PLAN

## HILTON BALTIMORE

Key Ballroom



# Exhibitor Application



**THE AADSM MUST RECEIVE THIS APPLICATION, FULLY COMPLETED, BY FEBRUARY 1, 2018 IN ORDER TO CONSIDER YOUR PURCHASES FOR PRIORITY POINTS.**

See Payment Information page for submission details.

## COMPANY INFORMATION:

<b>Please enter company name as it should appear in the Final Program. Use upper and lowercase.</b>			
Company Name:			
Primary Contact Person: <i>(To receive all pre-meeting communications)</i>			
Address:			
City:	State/Province:	Postal Code:	Country:
Telephone:		Email:	
Toll-free Number:		Fax:	
Website:			
On-site Contact Person & Title:*			
<i>* This person will be present at the meeting and can make decisions regarding badge allotments. Please notify the AADSM immediately should the on-site contact person change before the meeting begins.</i>			

## COMPANY DESCRIPTION:

Each company will be listed alphabetically in the Final Program. This listing is to include company name, city, state, country, toll-free number, website address, and a 50-word description. Descriptions longer than 50 words will be edited at the discretion of the AADSM.

<b>Please enter the exhibitor description** below: (50-words or less)</b>
<i>** Descriptions must be sent in a digital format, not handwritten or scanned.</i>

In the event that the company description is not included at the time the Exhibitor Application is submitted, please submit the Final Program Exhibitor Description Form to [AnnualMeeting@aadsm.org](mailto:AnnualMeeting@aadsm.org) by the deadline of March 21, 2018.

If a completed Final Program Exhibitor Description Form is not received only the Company Name, City, State, and Country listed on the this application will be included in the final program.

**SECTION 1: EXHIBITOR LISTING UPGRADE** *(No refunds provided.)*

Type of Upgrade	Choose Your Option	Price
QR Code	<input type="checkbox"/>	\$100
Company Logo	<input type="checkbox"/>	\$100
Both QR Code & Company Logo	<input type="checkbox"/>	\$150
Online Exhibitor Listing Upgrade	<input type="checkbox"/>	\$300
<b>Section 1 Total</b>		

QR Code and the Company Logo (in JPEG format) are due by March 7, 2018 to [AnnualMeeting@aadsm.org](mailto:AnnualMeeting@aadsm.org).

**SECTION 2: ADD ON SPONSORSHIPS**

Sponsorship Type	Price	Quantity	Total
Pre-Meeting Email Blast	\$500		
Post-Meeting Email Blast	\$500		
Tote Bag Giveaway	\$500		
<b>Section 2 Total</b>			



### SECTION 3: BOOTH RENTAL

The AADSM makes every effort to accommodate your booth preferences. Please indicate booth numbers in order of preference: *(See floor plan for booth numbers.)*

1st Choice:	3rd Choice:
2nd Choice:	4th Choice:
<b>While all preferences will be considered, requests to be near (or distanced from) particular companies may hinder your requested placement as indicated above.</b>	
Exhibitors we wish to be near:	Exhibitors we DO NOT wish to be near:

AADSM Annual Sponsors receive a discount off of the total cost of exhibit space. Become a Sponsor today and save! If you are already a Sponsor, please apply your discount to the pricing below. For additional information about the 2018 Sponsorship Program, contact Beverly Basit, Meeting Planner, at (630) 686-9875 or [bbasit@aadsm.org](mailto:bbasit@aadsm.org).

**Platinum:** 30% off                      **Gold:** 25% off                      **Silver:** 20% off

Booth Rental	Choose Your Option	On or Before January 17	After January 17
10' x 8' Inline	<input type="checkbox"/>	\$1,600	\$2,100
10' x 8' Corner	<input type="checkbox"/>	\$1,750	\$2,250
20' x 8' Premium	<input type="checkbox"/>	\$3,600	\$4,600
<b>AADSM Annual Sponsor Discount</b>			
<b>Section 3 Total</b>			

### SECTION 4: HANDOUTS/GIVE AWAYS

**Handouts and give-aways, with the exception of company literature, must be approved by the AADSM.**

<p>I/we request permission to distribute—in the manner of handouts, give-aways, drawings and/or contests—the following materials:  <i>(Please enclose a sample if possible.)</i></p>

### SECTION 5: EXHIBIT SPACE PLANNING

Check this box if your company plans to serve catered food and/or beverages from your booth.

**PAYMENT INFORMATION:**

<input type="checkbox"/> I agree to pay the Grand Total amount listed below.		
<b>GRAND TOTAL:</b> <i>(Add together all section totals.)</i>		
<b>I will be paying via:</b>		
<input type="checkbox"/> Personal Check or Money Order*		
Credit Card: <i>(Check One)</i>	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard <input type="checkbox"/> American Express
Card Number:	Exp. Date:	Validation Code:**
Name on Card:	Signature:	
<small>* Checks and international money orders should be made payable to the AADSM. Checks will not be accepted unless they are made in U.S. funds drawn on a U.S. bank.</small>		
<small>** For VISA or MasterCard, the validation code is the last three digits in the signature box. For an American Express, the validation code is the four numbers above the credit card number.</small>		
We agree to abide by the exhibit rules and regulations and any amendments thereto, all of which are indicated in the exhibitor prospectus, and are a part of this application. If an exhibitor cancels or reduces their exhibit space prior to April 13, 2018, they will be responsible for 20% of the total contracted space costs. No refunds will be issued for cancellations/reductions after April 13, 2018.		
Printed Name:	Title:	
Signature: <i>(Authorized Company Representative)</i>		Date:

<b>PLEASE SUBMIT THIS FORM TO:</b>	<b>AADSM Meeting Department</b> Attn: 2018 Annual Meeting 1001 Warrenville Road, Suite 175 Lisle, IL 60532	<b>Phone:</b> (630) 686-9875 <b>Fax:</b> (630) 686-9876 <b>Email:</b> <a href="mailto:AnnualMeeting@aadsm.org">AnnualMeeting@aadsm.org</a>
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## RULES AND REGULATIONS

### ACCESS TO EXHIBIT HALL

No one under the age of 16 is allowed on the exhibit floor at any time. This includes move-in and move-out. All company representatives must wear their exhibitor badges at all times. Independent service contractors must wear a badge in order to access the Exhibit Hall for booth installation. Contractors may pick up a badge at the exhibitor registration counter.

### AMERICANS WITH DISABILITIES ACT

Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space.

### BOOTH CONDUCT

No exhibitor may operate in a way that interferes with the rights of another exhibitor. Exhibits and display materials may not span beyond the space allotted. All exhibits should be presented in a professional manner. Operation of sound devices is allowed if the volume is not disturbing to other exhibitors as determined by AADSM management. The AADSM reserves the right to curtail exhibits or parts of exhibits that are deemed inappropriate or unprofessional. The following practices are disallowed by the AADSM:

- ♦ Loud electrical or other mechanical apparatus disturbing other exhibitors
- ♦ Theater and/or presentation stages
- ♦ Use of professional actors, magicians or performers (*May be allowed with prior approval.*)
- ♦ Canvassing outside the booth including aisles, entrances or any other public space
- ♦ Entering another exhibitor's booth without permission
- ♦ Live music
- ♦ Helium balloons may not be displayed or distributed
- ♦ Door drops at the official meeting hotels  
(*Unless sponsored with AADSM approval.*)
- ♦ Taking photographs of attendees or another exhibitor's booth without permission
- ♦ Smoking in or around the exhibit hall or meeting space
- ♦ Threats from exhibiting companies to staff or individuals representing other exhibiting companies

### BOOTH CONSTRUCTION

Each exhibit booth space will have an 8' draped background and 3' side drapes. Exhibitors are allowed to use the full cubic content of space. All display material is restricted to a maximum height of 4' in the front 4' of the booth, and a maximum height of 8' in the rear 4' of the booth. Company name and/or logo may not exceed maximum heights. Hanging signs from the ceiling are not permitted. Exhibit booth signs, banners, lighting grids or other related equipment should be freestanding and floor-supported and maintained within the confines of the booth area. No exhibitor shall install, maintain, operate or use any light, lighting or other contrivance, device or equipment of any type, which in the judgment of the AADSM, may be a source of interference or inconvenience to any other exhibitors or to the exhibit hall. Blinking lights and rotating signage are only permitted with the prior written approval of the AADSM. Inspection of the exhibits will be made during set-up and exhibitors will be notified if any deviation from the AADSM exhibit rules is noted.

### 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 27th Annual Meeting. The enforcement of this right is at the sole and absolute discretion of AADSM management.

### CANCELLATIONS, REFUNDS AND REDUCTIONS IN SPACE

All notices of cancellation must be received in writing. The date of receipt of such notice will be used as the official cancellation/reduction date. Notices received on or prior to April 13, 2018 will incur a penalty equal to 20% of the total contracted space costs. Refunds will not be given for cancellations/reductions received after April 13, 2018.

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 letter.

### EXHIBITOR REGISTRATION

Each exhibiting company with a 10'x8' inline and corner exhibit space receives four complimentary exhibit hall only registrations and one complimentary full meeting registration. Each exhibiting company with a 20'x8' exhibit space receives six complimentary exhibit hall only registrations and two complimentary full meeting registration.

The AADSM requires exhibitors to register prior to May 18, 2018. If a company representative chooses to register on-site or is not pre-registered, the individual must provide proof of affiliation, such as business card and provide payment, there is an additional on-site administrative fee. Please expect delays at on-site registration.

Exhibitor badges will be distributed at the exhibitor registration counter. Company representatives and meeting attendees must wear a badge in order to enter the exhibit hall. Badges must be worn at all times and are required for entrance to the exhibit hall. Altering an exhibitor badge with the insertion of a business card is not permitted. Guest badges will not be issued for exhibitor guests. On-site changes to pre-registered company representatives are to be made only by the primary company contact designated on the application. No swapping or substituting of badges is approved unless permitted by the primary company contact.

### DEMONSTRATIONS/PROMOTIONAL ACTIVITIES

All demonstrations and promotional activities shall be confined to the space allotted to each exhibiting company in the exhibit hall. Exhibitors and their personnel, or any other company/organization, including those not exhibiting in the exhibit hall, are prohibited from displaying or demonstrating products, soliciting orders or distributing advertising materials anywhere in AADSM contracted space.

PLEASE INITIAL HERE: \_\_\_\_\_

## **DRESS CODE**

The dress code at the AADSM 27th Annual Meeting is business casual. All exhibitors are required to adhere to this dress code; the AADSM reserves the right to remove any exhibitor who does not comply with this dress code from the exhibit hall or meeting space.

## **ELECTRICAL**

Exhibitors will be responsible for making arrangements for electricity at their display booth with the PSAV. Additional information regarding electricity will be provided in advance of the meeting in your Exhibitor Service Kit.

## **FDA REGULATIONS**

Exhibitors should be aware of the Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. The FDA also prohibits the promotion of approved drugs for unapproved purposes.

## **FINANCIAL STANDING**

At any time leading up to the AADSM 27th Annual Meeting, if it is determined that an exhibiting organization is not in good financial standing with the AADSM, the AADSM reserves the right to cancel the booth rental and apply that money to the outstanding debts of the exhibiting organization. The organization will be informed of this decision and will have 30 days to cure all debts. Only organizations in good financial standing will be allowed to exhibit at the AADSM 27th Annual Meeting.

## **FIRE REGULATIONS**

The Fire Department has strict rules concerning fireproofing of all material used in booth construction and furnishings, as well as securing such things as oxygen tanks. Should your exhibit include an oxygen tank or other flammable substance, please be sure it is properly secured. It is necessary for you to bring the manufacturer's certification that your booth materials are fireproof. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, the AADSM reserves the right to cancel all or part of the exhibit proven to be irregular. The AADSM is not obligated to monetarily refund any exhibitors if they fail to comply with applicable fire regulations.

Fire regulations prohibit the storage of empties behind any exhibit or drapery. Exhibitors may maintain a one-day supply of materials within their booth. All excess materials must be removed from the exhibit floor.

## **FOOD & BEVERAGE DISTRIBUTION**

Exhibiting companies will be allowed to distribute a sampling of food (1-ounce portion) such as hard candy or miniature candy bars. Distribution of any other food or beverage items requires approval from the AADSM and is subject to the rules and regulations of the Hilton Baltimore. All requests should be submitted in writing to the AADSM. Permission will be granted on a limited basis. The AADSM management reserves the right to deny permission for any food and beverage distributions.

## **HANDOUTS & GIVE-AWAYS**

Handouts and give-aways (including prize contests and drawings) are allowed by the AADSM. Please indicate on the enclosed contract the intended handouts/give-aways. Permission must be obtained prior to the opening of the exhibit hall for all handouts/give-aways and may only be distributed inside assigned booth space. Any distributed leaflets are limited to information about the company's products/services. Exhibitors may not distribute flyers of any kind announcing events occurring at times other than the dates of the AADSM 27th Annual Meeting unless prior approval has been granted. The AADSM in its sole discretion shall have the right to prohibit the distribution of any samples or handouts that it deems objectionable or otherwise inappropriate.

## **LIABILITY & SECURITY**

The AADSM, Hilton Baltimore, and its agents are not and will not be liable or responsible for any injuries, theft, loss, damage of whatever nature, direct or indirect, to an exhibitor, its employees, agents, goods, or property of any of the foregoing, from any cause or omission whatsoever. Exhibitor agrees to protect, save and hold the American Academy of Dental Sleep Medicine, hotel and all agents and employees thereof (hereinafter collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, and further, the exhibitor shall, at all times, protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs, damages, liability or expenses (including attorney's fees) arising from or out of or by reason of any accident of bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or any part thereof.

The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

The Exhibitor understands that neither American Academy of Dental Sleep Medicine nor Hilton Baltimore maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

The AADSM and its agents shall have sole power in the interpretation and enforcement of all regulations contained herein, and the power to make amendments thereto and such further regulations shall be considered necessary for the proper conduct of the exhibition. Such decisions shall be binding upon exhibitors.

**PLEASE INITIAL HERE:** \_\_\_\_\_

## **MARKET RESEARCH**

Market research is prohibited during the AADSM Annual Meeting and in the exhibit hall. Exhibit applications received from market research companies will be rejected.

## **PHOTOGRAPHY AND VIDEO RECORDING**

Photography or video recording, other than by the AADSM or registered press approved by the AADSM, is prohibited during installation, exhibition and dismantling. No cameras will be allowed on the exhibit floor or in the meeting rooms during these times. Exhibitors have control over their rented space and may prevent those considered their competitors from gaining access to photographing, videotaping or otherwise mechanically recording their exhibits or presentations. If meeting attendees are photographing, videotaping or otherwise mechanically recording exhibits or presentations, exhibitors should promptly notify meeting staff. Violation of this rule could result in the confiscation of the film or recording device, deduction of points and/or the removal of the individual or exhibiting company from the exhibit hall or meeting room.

## **SELLING PRODUCTS**

It is the policy of the AADSM that exhibitors may not engage in the exchange of money for a service or product during the annual meeting. Exhibitors may provide order forms; however, they should not be processed until after the meeting.

## **STAFFING OF EXHIBITS**

Exhibits must be staffed and operational at all times during show hours by no more than four (4) representatives in a 10' x 8' booth and ten (10) representatives in a 20' x 8' booth. Move-out may not begin before 12:30pm on Sunday, June 3, 2018. Exhibitors who begin move-out prior to the assigned time may not be permitted to exhibit at future meetings.

## **SUBLETTING/SHARING**

No subletting or sharing of exhibit space is allowed. Exhibitors may show only products or services manufactured or dealt by them in the regular course of business. The featuring of a name or advertisement of a non-exhibiting firm or business is prohibited.

## **UNIONS AND CONTRACTORS**

Exhibitors agree to abide by the rules and regulations concerning local unions having agreements with the facility or with authorized service contractors employed by exhibit management. Only the official contractors designated by exhibit management will be permitted in exhibit areas unless otherwise authorized by exhibit management. Failure to comply with these or any other regulation or any amendments thereto may be sufficient cause to require the immediate removal of the offending exhibitors.

## **UNOFFICIAL FUNCTIONS/HOSPITALITY SUITES/MEETING ROOMS**

Hosting social or educational forums, including a hospitality suite, requires approval from the AADSM. Requests for all function space at the Hilton Baltimore must be made and approved through the AADSM. In order to fully promote the educational activities of the meeting and the visitation of the exhibit hall, the AADSM prohibits the use of hospitality suites and meeting rooms during program hours. Companies that do not exhibit are not allowed to host hospitality functions, conduct market research or distribute handouts.

To receive permission for a meeting room or hospitality suite, please submit the Affiliate Meeting Request Form to Beverly Basit at [bbasit@aadsm.org](mailto:bbasit@aadsm.org). Please allow approximately one business week to process the request.

The deadline for meeting room or hospitality suite requests is Tuesday, May 8, 2018.

## **USE OF AADSM NAME/LOGO**

The AADSM name, logo and acronym are proprietary and may not be used in signs, advertising, promotions or any product literature either inside or outside the exhibit hall. This rule applies before, during and after the Annual Meeting, unless prior authorization has been received from the AADSM.

## **ENFORCEMENT OF RULES & REGULATIONS**

Any violation of these Rules & Regulations, as determined by the American Academy of Dental Sleep Medicine in its sole discretion, will result in the offending company being prohibited from exhibiting at future AADSM meetings.

No refund of any space rental fees will be provided.

PLEASE INITIAL HERE: \_\_\_\_\_