



AADSMI

2018 ANNUAL MEETING BALTIMORE

Baltimore, Maryland

Hilton Baltimore

Friday, June 1 – Sunday, June 3, 2018

**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. The Sponsorship Guide provides an overview of these opportunities.

Securing your sponsorship early provides the following advantages:

- Exhibitors who secure sponsorships by February 1, 2018 will receive points toward their booth assignments.
- Many of the sponsorships are exclusive to ONE exhibitor.
- Exhibitors who secure sponsorships by March 7, 2018 will be acknowledged in the AADSM 27th Annual Meeting Final Program.

Your support of the AADSM 27th 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 Chris Waring at cwaring@aasm.org or (630) 737-9731.

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[Exhibitor Application](#)

[Housing Request Application](#)

[Final Program Exhibitor Description Form](#)

Contact Us

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Exhibit, Advertising & Sponsorship Opportunities

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All Other Meeting Inquiries:

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Phone: (630)737-9705

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)



ADVERTISING OPPORTUNITIES

Exhibiting companies have the exclusive opportunity to advertise in the Preliminary and Final Programs.

For rate and insertion information, contact Chris Waring at 630-737-9731 or cwaring@aasm.org.

Preliminary Program

The Preliminary Program is mailed to more than 6,000 dental sleep medicine professionals inviting them to attend the AADSM 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.

Half-page: \$1,350

Quarter-page: \$900

Ad Materials and Payment Due: January 19, 2018

Final Program

The Final Program is distributed on-site to all meeting attendees and contains complete details about the meeting as well as information about the local area. Place your advertisement in the hands of attendees of the AADSM 27th Annual Meeting, the largest gathering of dental sleep specialists in the country. 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 6, 2018

SPONSORSHIP OPPORTUNITIES

The AADSM is offering a variety of opportunities for sponsorship at the 27th Annual Meeting in Baltimore. Help us broaden our base of support and expand the scope of our educational programs by sponsoring a part of the AADSM 27th 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.

Please contact **Chris Waring, National Sales Manager**, at cwaring@aasm.org to inquire about the deadlines for form submission.

New Opportunities for 2018

Due to growing demand, we have added many new sponsorships. Look for the star symbol in the following pages to find new opportunities.

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 September 30.

Annual Meeting Mobile App

\$10,000

One exhibitor will have the exclusive opportunity to sponsor the AADSM 27th Annual Meeting Mobile App. The exhibitor that sponsors the Mobile App will have a tremendous opportunity to promote their brand to attendees with advertisements throughout the app as well as mentions in the:

- Final Program
- Pre-Meeting Email Blasts sent out by AADSM
- Welcome slide in each of the session rooms throughout the meeting
- And more!

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-meeting and/or Post-meeting Email Blast, add it to your [Exhibitor Application](#).

Exhibit Hall Sponsorships

Exhibit Hall Benches

\$500 each

In key areas of the Exhibit Hall, benches will be available for attendees to sit down and relax while they determine which exhibitor to go to next. Exhibitors can sponsor one or all of the benches, providing them with the opportunity to share their message and/or direct attendees to their exhibit space. Final approval and placement of the benches is at the sole discretion of AADSM management.

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 sponsors the opportunity to brand, message and direct attendees to their booth space. Final approval and placement of the floor clings is at the sole discretion of AADSM management.

Exhibit Hall Door Clings

\$7,500

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 27th Annual Meeting are a perfect location for an exhibitor to customize door clings with their 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 – they 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.

Wi-Fi Sponsorship

Wi-Fi

\$7,500

Help attendees stay connected while promoting your company by sponsoring Wi-Fi at the AADSM's 27th Annual Meeting! Whether filling out a meeting evaluation or connecting with colleagues, attendees will need to have access to the internet while at the meeting. This is an

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

\$750 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 sponsors, but also increase traffic to their booth space. Sponsors will also receive a personalized sign to display in their booth. Attendees will enjoy coffee, beverages and an afternoon treat (i.e. cookie, brownie, etc.) Friday and Saturday afternoon.

Choose BOTH cookie breaks and save!

Sponsor the cookie break on both Friday and Saturday for \$1,000. That's \$250 in savings!

Event Sponsorships

Annual Meeting Scavenger Hunt

\$1,000 (limited to 10 sponsorships)

The AADSM annual meeting scavenger hunt is designed to increase the interaction between attendees and exhibitors along with increasing traffic in the exhibit hall.

The activity will run each day the exhibit hall is open. Each attendee will receive one game card in their tote bag. The game card will list required stops (sponsor's exhibit space) around the exhibit hall where attendees will need to get their game card stamped. Each sponsor will be provided with a unique stamp. The sponsor will be able to determine what an attendee needs to accomplish to get their game card stamped (i.e. drop off a business card, review informational materials, listen to presentation, etc.).

Attendees will then bring their completed game card to the Society Booth by a specified date and time to be entered to win one of three significant prizes (i.e. 65" Flat Panel TV). For an attendee's game card to be eligible for the drawings, all of the required stops must be stamped. The drawings will take place on the last day of the meeting in the exhibit hall.

The activity will be promoted to attendees in pre-meeting emails, signage at the annual meeting, an ad in the Final Program, in welcome slides in the session rooms, and signs at each sponsor's exhibit space. Through these different touch points, by word of mouth and the prizes, we anticipate significant attendee and exhibitor participation.

Industry Supported Events (ISE)

\$3,000

This year exhibitors will have the opportunity to provide meeting attendees with an informative, 1.5- to 3-hour 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 AADSM 27th Annual Meeting is required in order to host an Industry Supported Event. For more information see [page 11](#).

Industry Product Theater

\$3,500/event

New this year, provide information regarding your products or services to attendees during a special presentation over the lunch break on Friday & Saturday in a meeting room. To participate, an Industry Product Theater Application must be submitted for acceptance. Exhibiting at the AADSM 27th Annual Meeting is required to host an Industry Product Theater. For more information see [page 13](#).

First-Time Attendees Breakfast

\$5,500

The AADSM will host a breakfast for all first-time attendees at the 27th Annual Meeting. The breakfast will provide an opportunity for all first time attendees to network with each other and members of the AADSM and ABDSM Boards of Directors to gain some insight into the dental sleep medicine profession.

The breakfast will be held Saturday, June 2, 2018. Sponsorship includes: recognition in the invitation to all first-time attendees, mention in the final program, signage at the breakfast and during the welcome announcements.

Headquarter Hotel Sponsorships

Elevator Clings

\$5,000 per Elevator

The elevator doors on the second floor of the Hilton Baltimore are 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 Hilton Baltimore. 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 Hilton Baltimore (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 20, 2018 for final approval.

Distribution will be coordinated between the sponsor and the hotel (additional costs will apply). 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 27th 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 1,000 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 ½" x 11" or one novelty item. All inserts are subject to approval by the AADSM. Inserts may not advertise educational opportunities occurring within 90 days of the meeting dates.

Notepads & Pens

Notepads only - \$2,500

Pens only - \$2,500

In each attendee's tote bag, there will be an 8 ½" 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!

Signage Sponsorships

Large Display in the Registration Area

\$4,500 each

One of the first things attendees see when they arrive and the last when they leave the registration area will be a Large S-Shaped Display (approx. 7' tall by 7' wide). The display offers an exhibitor the opportunity to sponsor one side of the 2-sided display with their custom message/image. The other side will be utilized by the AADSM.

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 approx. 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. The sponsor can put their advertisement on all four panels of the kiosk, each measuring approximately 36' x 96'.

Free-Standing Columns

\$2,000 each

This year, exhibitors will have the opportunity to 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.

Charging Station

\$5,000

Offer attendees a quick "jump start" for mobile devices that are about to run out of battery power. The self-standing station, approximately 36" x 36" x 96", will offer brand-specific charging wires (iPhone, Android, Blackberry, etc.) coming out of the vertical wall. There will be a shelf where mobile devices can be placed while charging. Signage for the sponsoring company will appear on three sides of the station. The station will be conveniently located adjacent to the exhibit area and general sessions where attendees will come for registration and sessions.

SPONSORSHIP PROGRAM

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 Chris Waring at 630-737-9731 or cwaring@aasm.org.



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

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

ISE GUIDELINES

Changes to Program: Reduced Sponsorship Fee, Increased Complimentary Promotion

All events in conjunction with the AADSM Annual Meeting **MUST** submit an application for an ISE. If an exhibitor hosts an event for AADSM annual meeting attendees, an Industry Supported Event 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 27th Annual Meeting
- An event planned for a 1.5- to 3-hour time period during allowable dates and times

ISE INFORMATION AND POLICIES

Dates	Times
Friday, June 1	6:00pm
Saturday, June 2	7:00pm

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

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 7, 2018

To proceed with an Industry Supported Event, complete the Industry Supported Event 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 7, 2018. Applications will be accepted after this date if the AADSM 27th Annual Meeting can support additional sessions based on submissions that have already been received and accepted.

Selection and Scheduling

Industry Supported Events are reviewed and accepted by the AADSM. Industry Supported Events will be accepted based on content, agenda and overall coordination with the AADSM 27th Annual Meeting. The AADSM currently does not limit the number of Industry Supported Events accepted. Please note that there is a possibility that more than one Industry Supported Event may be approved, thus, multiple events may occur simultaneously. The AADSM reserves the sole right to accept and schedule all Industry Supported Events. Notification of acceptance will be provided in writing at the end of March 2018.

Cancellation

Notice of cancellation must be submitted in writing. The cancellation of an Industry Supported Event that has been accepted is entitled to a refund equal to 30% of the total sponsorship fee provided notice is received prior to Wednesday, March 14, 2018. Cancellations after March 14, 2018 are not entitled to a refund.

Continuing Education

Continuing Education credit is not provided by the American Academy of Dental Sleep Medicine for Industry Supported Events. 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 Industry Supported Event 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 Meeting Department no later than April 4, 2018.

Signage

The AADSM allows ONE sign measuring no larger than 24" x 36" to be placed in the registration area on Friday, June 1. All signage must receive AADSM approval prior to print. Flyers or handouts are prohibited unless prior approval is obtained.

Promotion

Industry Supported Event 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), 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) and a listing in the Mobile App. In addition they have the opportunity to advertise an event from their exhibit space, submitting a tote bag insert, placing an ad in the Final Program, and much more. The AADSM requires that any and all promotion of Industry Supported Events 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 27th Annual Meeting.

Questions? All questions regarding Industry Supported Events may be directed to: Chris Waring, National Sales Manager, 2510 N. Frontage Road, Darien, IL 60561-1511 **Phone:** (630) 737-9731 **Email:** cwarig@aasm.org

IPT GUIDELINES

Provide information regarding your products or services to attendees during a special one-hour presentation over the lunch break at the Annual Meeting. Exhibiting at the AADSM 27th Annual Meeting is required in order to host an Industry Product Theater (IPT).

IPT INFORMATION AND POLICIES

Dates	Times
Friday, June 1	12:30pm - 1:30pm
Saturday, June 2	12:30pm - 1:30pm

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

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 classroom-style for 50, a podium and 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 EmailBlast that goes out to all pre-registered attendees (email is distributed by the AADSM and content is at the discretion of the AADSM) and a listing in the Mobile App.

Deadlines

Applications for Industry Product Theaters must be submitted to the Meeting Department by March 7, 2018. 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 Industry Product Theaters must be submitted to the Meeting Department no later than March 28, 2018.

Dates	Details
March 7, 2018	Deadline to submit Industry Product Theater Application
March 14, 2018	Deadline to submit cancellation for Industry Product Theater
March 28, 2018	Deadline to submit logistical information for Industry Product Theater to the Meeting Department

Selection and Scheduling

Industry Product Theater applications are reviewed and accepted by the AADSM management on a first-come, first-served basis. AADSM 2018 Sponsors will be given priority. The availability of Industry Product Theaters is limited; sponsors are encouraged to submit their applications as soon as possible. The AADSM does not guarantee that the Industry Product Theaters will be unopposed. The AADSM reserves the sole right to accept or reject any application, as well as to schedule the Industry Product Theaters. 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 Industry Product Theater that has been accepted is entitled to a refund equal to 30% of the total sponsorship fee provided notice is received prior to March 14, 2018. Cancellations after March 14, 2018 are not entitled to a refund.

Continuing Education

Continuing education credit is not provided by the American Academy of Dental Sleep Medicine for Industry Product Theaters. 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 Hilton Baltimore up to one day prior to the scheduled Industry Product Theater, as well as ONE sign measuring no larger than 24”W x 36”H to be placed outside of the Industry Product Theater on the day of the scheduled Industry Product Theater. Organizers of an Industry Product Theater 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

Industry Product Theater 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), 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) and a listing in the Mobile App. In addition they have the opportunity to advertise an event from their exhibit space, submitting a tote bag insert, placing an ad in the Final Program, and much more. The AADSM requires that any and all promotion of Industry Supported Events 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 27th 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.

Questions? All questions regarding Industry Product Theaters may be directed to: Chris Waring, National Sales Manager, 2510 N. Frontage Road, Darien, IL 60561-1511 **Phone:** (630) 737-9731 **Email:** cwarling@aasm.org

Sponsorship 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.

Please contact Chris Waring, National Sales Manager, at (630) 737-9731 or cwarig@aasm.org to inquire about the availability of sponsorship opportunities prior to submitting this application.

CONTACT INFORMATION

Company Name:			
Primary Contact Person:			
Address:			
City:	State/Province:	Postal Code:	Country:
Telephone:		Email:	

SECTION 1: SPONSORSHIP OPPORTUNITIES

Digital Sponsorships	Price	Quantity	Total
Online Exhibitor Listing Upgrade – NEW	\$300		
Annual Meeting Mobile App – NEW & EXCLUSIVE	\$10,000		
Pre- & Post-meeting Email Blasts	\$500 <i>(Each)</i>		
Digital Sponsorships Subtotal			

Exhibit Hall Sponsorships	Price	Quantity	Total
Exhibit Hall Benches – NEW	\$500 <i>(Each)</i>		
Exhibit Hall Custom Floor Clings – NEW	\$1,000 <i>(Each)</i>		
Exhibit Hall Door Clings – NEW & EXCLUSIVE	\$7,500		
Footprints	\$5,000		
Exhibit Hall Sponsorships Subtotal			

Refreshment Sponsorships	Price	Quantity	Total
Break Area Carpet Logo – NEW & EXCLUSIVE	\$6,500		
BUNDLE AND SAVE: Friday and Saturday Afternoon Cookie Breaks – NEW	\$1,000		
Friday Afternoon Cookie Break Only	\$750		
Saturday Afternoon Cookie Break Only	\$750		
Refreshment Sponsorships Subtotal			

Wi-Fi Sponsorship	Price	Quantity	Total
Wi-Fi	\$7,500		
Wi-Fi Sponsorship Subtotal			

Event Sponsorships	Price	Quantity	Total
Annual Meeting Attendee Engagement Activity – NEW	\$1,000		
First-Time Attendee Breakfast	\$5,500		
Event Sponsorships Subtotal			

Headquarter Hotel Sponsorships	Price	Quantity	Total
Elevator Clings – NEW	\$5,000 <i>(Each)</i>		
Hotel Key Cards – NEW & EXCLUSIVE	\$7,500		
Hotel Door Drops <i>(Does not include hotel fees, production costs, shipping, etc.)</i>	\$500 <i>(Each)</i>		
Headquarter Hotel Sponsorships Subtotal			

Promotional Item Sponsorships	Price	Quantity	Total
Lanyards – EXCLUSIVE	\$2,000		
Tote Bags – EXCLUSIVE	\$4,500		
Tote Bag Inserts	\$500 <i>(Each)</i>		
BUNDLE AND SAVE: Notepads and Pens	\$4,000		
Notepads Only	\$2,500		
Pens Only	\$2,500		
Promotional Item Sponsorships Subtotal			

Signage Sponsorships	Price	Quantity	Total
Large Display in the Registration Area – NEW & EXCLUSIVE	\$4,500 <i>(Each)</i>		
Registration Kick Panels	\$1,500 <i>(Each)</i>		
Registration Fill-In Counter <i>(Price is for all four panels. Individual panels available for \$1,000 each.)</i>	\$3,000		
Free-Standing Columns	\$2,000 <i>(Each)</i>		
Charging Station	\$5,000		
Signage Sponsorships Subtotal			

PAYMENT INFORMATION:

<input type="checkbox"/> I agree to pay the Grand Total amount listed below.		
GRAND TOTAL: <i>(Add together all subtotals from Section 1.)</i>		
I will be paying via:		
<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>		
Payment in full must accompany this application and agreement and be received by the AADSM via postal mail at 2510 North Frontage Road, Darien, IL 60561 or via fax to (630) 737-9789. Sponsorships are nonrefundable. The person signing this document expressly represents and warrants to the AADSM that they are authorized by Sponsor to bind it to sponsorship agreement terms and conditions hereof. The person signing this document understands and agrees that they are personally bound and liable pursuant to the sponsorship agreement terms and conditions hereof in the event such authority to bind the Sponsor does not actually exist. The undersigned acknowledges that they have read and accept the sponsorship agreement terms and conditions as set forth in this contract.		
Printed Name:	Title:	
Signature: <i>(Authorized Company Representative)</i>		Date:

PLEASE SUBMIT THIS FORM TO:	AADSM Meeting Department Attn: 2018 Annual Meeting 2510 North Frontage Road Darien, IL 60561	Phone: (630) 737-9705 Fax: (630) 737-9789 Email: Admin@aadsm.org
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SPONSORSHIP AGREEMENT TERMS AND CONDITIONS

The sponsorship opportunities detailed on the front pages of this SPONSORSHIP AGREEMENT (the "Agreement") is being organized by the American Academy of Dental Sleep Medicine ("AADSM"). You, the Sponsor (hereafter the "Sponsor"), agree to abide by the terms and conditions herein and those set forth on the front/first page of this Agreement.

1. **Sponsorship.** AADSM, conducts sponsorship opportunities indicated on the front pages of this Agreement, hereinafter as "Events". The Events are included in the 27th Annual Meeting of the American Academy of Dental Sleep Medicine. Sponsor desires to sponsor the Events; and AADSM desires to permit Sponsor to sponsor the Events on a non-exclusive basis in exchange for certain compensation. During the Term of this Agreement (as defined herein):
 - a. AADSM shall identify and acknowledge Sponsor as a sponsor of the Events, as permitted in connection with qualified sponsorship payments under Section 513(i) of the Internal Revenue Code of 1986, as the same may be amended or supplemented (the "Code"), and the Treasury regulations thereunder. Such identification and acknowledgment shall include displaying Sponsor's corporate logo and certain other identifying information (as permitted in connection with qualified sponsorship payments under Section 513(i) of the Code and the Treasury regulations thereunder) on the said and applicable Events in connection with the Events, as well as on other appropriate promotional media and materials in connection with the Events. The placement, form, content, appearance, and all other aspects of such identification and acknowledgment shall be determined by AADSM in its sole discretion.
 - b. Sponsor shall provide to AADSM, and allow it to use its trademarks, servicemarks, logos and other information, content and materials (in printed, electronic and/or other form) (collectively, the "Sponsor Marks") in connection with Sponsor's sponsorship of the Events; provided, however, that all uses of Sponsor's Marks shall be determined by AADSM in its sole discretion and shall be in accordance with Section 2 below.
 2. **Limited License to AADSM.**
 - a. Subject to the provisions of this Agreement, Sponsor hereby grants to AADSM a non-exclusive, nontransferable, revocable license to use the Sponsor Marks solely in connection with Sponsor's sponsorship of the Events (the "AADSM License"). AADSM shall have no right to sublicense the Sponsor's Marks.
 - b. All uses of the Sponsor Marks by AADSM shall be in connection with goods and/or services of a consistently high standard of quality, commensurate with the current standards and reputation for quality associated with AADSM, and the provision of the goods and/or services under the Sponsor Marks shall not reflect adversely upon the Sponsor Marks or Sponsor.
 - c. Except as expressly granted to AADSM under the terms of this Agreement, all right, title and interest in and to the Sponsor Marks shall at all times remain with Sponsor. AADSM shall not take any action that is inconsistent with Sponsor's ownership of the Sponsor Marks or that would impair Sponsor's rights in the Sponsor Marks, and all goodwill and benefits accruing from use of the Sponsor Marks shall inure to the benefit of Sponsor. AADSM shall not, at any time, seek to register the Sponsor Marks.
 - d. Sponsor represents and warrants to AADSM that (i) it has the full right, power and authority to license the Sponsor Marks to AADSM pursuant to this Section 2; and (ii) use of the Sponsor Marks by AADSM pursuant to the terms of this Agreement will not infringe upon the proprietary rights of any person or entity.
 - e. Sponsor hereby represents and warrants to AADSM that as of the date hereof (i) Sponsor is a corporation duly organized, validly existing and in good standing under the laws of their residing State or Providence, and the execution, delivery and performance of this Agreement have been duly authorized by all necessary corporate action; (ii) this Agreement is the legal, valid, and binding obligation of Sponsor, enforceable against Sponsor in accordance with its terms; and (iii) none of the execution, delivery or performance of this Agreement by Sponsor will conflict with, result in a breach or violation by Sponsor of or constitute a default under, any of the terms, conditions or provisions of any contract, agreement or other instrument to or under which Sponsor is bound or affected.
3. **Term.** The Term of this Agreement will commence on the date and year first set forth on the front/first page of this Agreement and will terminate immediately upon conclusion of the Events ("Term"), unless terminated earlier by either party as set forth in Section 8 below.
 4. **Contribution Schedule.**
 - a. Sponsor agrees to make a cash contribution to AADSM in the total amount stated on the front pages of this Agreement in a single lump-sum with the submission of this Agreement. Sponsor acknowledges that no part of the sponsorship fee shall be returned to the sponsor.

PLEASE INITIAL HERE: _____

- b. The cash contribution known as the “sponsorship fee” is compensation to the AADSM for the Sponsor License, right to sponsor the event and right to receive marketing benefits from being acknowledged by AADSM as a sponsor of the Event during the terms of this agreement. Sponsor agrees that the sponsorship fee is an accurate representation of the rights provided and will not request documentation of expenses from the AADSM.
- c. To the extent that any portion of a payment under this Section 4 would not (if made as a separate payment) be deemed a qualified sponsorship payment under Section 513(i) of the Code, such portion of such payment and the other portion of such payment shall be deemed and treated as separate payments.
5. **Obligations.** The Sponsor agrees to adhere to applicable Events deadlines and provide artwork for the Events by the deadlines put forth by the AADSM. The sponsor will be forwarded a detailed schedule after execution of this Agreement. If submission deadlines are missed it could result in loss of benefits or opportunities associated with the said Event(s). If Sponsor fails to meet the deadlines, Sponsor is still held liable for the cash contribution outlined in Section 4.
6. **Relationship of Parties.** The relationship of sponsor and AADSM to each other is that of independent contractors. Nothing herein shall create any association, joint venture, partnership or agency relationship of any kind between the parties. Neither party is authorized to incur any liability, obligation or expense on behalf of the other, to use the other’s monetary credit in conducting any activities under this Agreement, or to represent that AADSM is in the business of providing the products and/or services provided by Sponsor.
7. **Indemnification.** Sponsor hereby agrees to indemnify, save and hold harmless AADSM and its subsidiaries, affiliates, related entities, partners, agents, officers, directors, employees, attorneys, heirs, successors, and assigns, and each of them, from and against any and all claims, actions, demands, losses, damages, judgments, settlements, costs and expenses (including reasonable attorneys’ fees and expenses), and liabilities of every kind and character whatsoever, which may arise by reason of: (i) any act or omission by Sponsor or any of its officers, directors, employees or agents; (ii) any use of Sponsor’s name, trademarks, service marks, logo, website or other information, materials, products or services provided by Sponsor; and/or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by Sponsor in this Agreement. This indemnity shall require the payment of costs and expenses by Sponsor as they occur. AADSM shall promptly notify Sponsor upon receipt of any claim or legal action referenced in this Section 7. The provisions of this Section 7 shall survive any termination or expiration of this Agreement.
8. **Termination.** This Agreement shall terminate: (i) upon the occurrence of a material breach of a material provision by one (1) of the parties hereto if such breach is not cured within thirty (30) days after written notice of such breach is received by the breaching party from the non-breaching party identifying the matter constituting the material breach; or (ii) at any time upon the mutual written consent of both parties.
9. **Warranties.** Sponsor and AADSM covenants, warrants and represents that it shall comply with all laws and regulations applicable to this Agreement and the performance of the parties’ obligations hereunder, and that it shall exercise due care and act in good faith at all times in the performance of its obligations hereunder. The provisions of this Section shall survive any termination or expiration of this Agreement.
10. **Waiver.** Either Sponsor’s or AADSM’s waiver of, or failure to exercise, any right provided for in this Agreement shall not be deemed a waiver of any further or future right under this Agreement.
11. **Governing Law.** All questions with respect to the construction of this Agreement or the rights and liabilities of the parties hereunder shall be determined in accordance with the laws of the State of Illinois. Any legal action taken or to be taken by either party regarding this Agreement or the rights and liabilities of parties hereunder shall be brought only before a federal, state or local court of competent jurisdiction located within the State of Illinois. Each party hereby consents to the jurisdiction of the federal, state and local courts located within the State of Illinois.
12. **Headings.** The headings of the various paragraphs hereof are intended solely for the convenience of reference and are not intended for any purpose whatsoever to explain, modify or place any construction upon any of the provisions of this Agreement.
13. **Assignment.** This Agreement may not be assigned, or the rights granted hereunder transferred or sub-licensed, by either Sponsor or AADSM without the express prior written consent of the other party.
14. **Heirs, Successors and Assigns.** This Agreement shall be binding upon and inure to the benefit of each party, its subsidiaries, affiliates, related entities, partners, shareholders, agents, officers, directors, employees, heirs, successors, and assigns, without regard to whether it is expressly acknowledged in any instrument of succession or assignment.
15. **Counterparts.** This Agreement may be executed in one (1) or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one (1) and the same instrument.
16. **Entire Agreement.** This Agreement: (i) constitutes the entire agreement between the parties hereto with respect to the subject matter hereof; (ii) supersedes and replaces all prior agreements, oral and written, between the parties relating to the subject matter hereof; and (iii) may be amended only by a written instrument clearly setting forth the amendment(s) and executed by both parties.

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17. **Notice.** All notices or communications required or permitted hereunder must be in writing and shall be deemed to have been duly given (a) upon delivery, if delivered personally; (b) on the first business day after transmission, if delivered by facsimile transmission and such delivery is confirmed telephonically; or (c) on the first business day after the mailing or sending of such notice by commercial overnight courier (e.g. Federal Express), to the following addresses:

If to AADSM:

American Academy of Dental Sleep Medicine
Attention: Executive Director
2510 North Frontage Road
Darien, IL 60561
Ph. (630) 737-9700
Fax (630) 737-9789

With a copy to:

Kimberly Pendo
Chicago Law Partners, LLC
333 West Wacker Drive, Suite 810
Chicago, IL 60606
Ph. (312) 929-1960
Email kpendo@clpchicago.com

If to Sponsor:

The address indicated on the front/first page of this Agreement.

18. **Severability.** All provisions of this Agreement are severable. If any provision or portion hereof is determined to be unenforceable in arbitration or by a court of competent jurisdiction, then the remaining portion of the Agreement shall remain in full effect.
19. **Rejection of Application.** The AADSM reserves the right to reject a sponsorship application. The enforcement of this right is at the sole and absolute discretion of AADSM management.

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