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February 3-5, 2022 Bally's Las Vegas

START



GROW



EXIT



AADGP | EXPO 2022

Dear Valued Business Partner,

Please join us at the 2022 AADGP Dental Group Expo in Las Vegas, Nevada, at Bally's Las Vegas, February 3-5. Everything you need to become part of the Expo is in the exhibitor prospectus.

The AADGP Expo provides business partners with an excellent opportunity to personally connect with leaders of dental group practices. More often than not, the Expo attendees are the decision-makers, selecting the business partners used by their practices for all of their office needs. Our Exhibit Hall offers an outstanding venue for you to build and cultivate those business relationships and meet face to face with dental group practices. You will have ample time to educate Expo attendees about your products and services during Exhibit Hall hours as well as at other networking and social functions planned throughout the event.

As we start back with face to face meetings following more than a year of interruption due to the COVID-19 crisis, we have changed the Exhibit Hall to a tabletop format. We keep hearing how everyone is anxious to return to the Expo, and we hope this slightly less formal setting will allow greater interaction between attendees and our exhibitors, as well as making it more cost-effective for everyone.

We have a limited number of spaces available this year, so please take a moment to review the available exhibitor options in this prospectus and select the opportunity that best fits the needs of your organization. Once you have determined which exhibitor level and sponsorship opportunity meet your company's marketing objectives, complete the application form, enclose your payment and submit by e-mail or mail as directed on the application form. You may also register online at aadgpexpo.org.

On behalf of all AAGDP members, thank you for your continued support. Your participation enables us to consistently offer thoughtful and informative conferences that provide dental group practices with the information and knowledge they need to effectively run their offices.

If you have any questions, please contact our Association Manager, Ms. Lisa Mikita, at lmikita@aadgp.org.

Sincerely yours,

Brent Barta, DDS
AADGP President



About the American Academy of Dental Group Practice

We are dedicated to providing our Members with an environment that encourages collaboration, engagement and the pursuit of best practices for dental group practices.

2020 and 2021 Dental Group Expo Exhibitors and Sponsors

A-dec	Dentegra Insurance Company	Patient News
ACTEON North America	Dental Monitoring	Patterson Dental Supply Inc. & Dolphin
AdDent, Inc. / Enova Illumination	DSO Accountants, The aka: Rosen & Assoc. (CPA)	Planet DDS
Align Technology (#2)	Elevate Oral Care	PLANMECA
Aligned Dental Partners	Envista	Practice Analytics
ALPHAEON CREDIT	Five Lakes	QSIDental - NextGen Healthcare
Apteryx Imaging/VELscope (formerly LED Apteryx/VELscope)	Garfield Refining Company	RevenueWell
Apteryx Imaging/VELscope	Gregory Weil Dental Ceramic Studio, Inc	Sage Intacct
Benco	Henry Schein Dental	SciCan Inc.
BillingTree Payment Solutions	Henry Schein One	Simply Implants Institute
Bisco Dental Products	Hubermed Inc	Sota Imaging
Brasseler USA	Hu-Friedy Mfg.	Spark Dental
Call Box	Lighthouse 360 (A Henry Schein One Company)	Straumann Group
Core Scientific	Maxxeus Dental	Strauss Diamond Instruments Inc.
Crosstex A Cantel Medical Company	Medusind Solutions, Inc.	Tusk Partners
Dental Health Products, Inc	MMG Fusion	VOCO America Inc
Dental Intelligence	MVP Mailhouse	Weave
	NexHealth	Young Innovations
		Zimmer Biomet Dental

2022 AADGP Dental Group Expo Exhibitor Levels & Benefits

The following chart shows the various exhibiting levels and the tangible benefits you will receive for each level. You will have the opportunity to network and promote your products with conference attendees during dedicated Exhibit Hall hours as well as during the Thursday evening reception. As an exhibitor, you are encouraged to participate in the social events, meals and educational sessions on a space-available basis. These activities increase your opportunity to build relationships!

Exhibit Hall Tabletop Display

The Exhibit Hall is open to conference attendees on Thursday, February 3 and Friday, February 4. Please note, this is a tabletop exhibit only and space is limited.

You will be provided with one 6' table and two chairs for each tabletop exhibit. The footprint of your exhibit may not exceed the size of a table: 72" x 30" (height not to exceed approximately 5' above the table with an 8' maximum from the floor to the top of the tabletop exhibit).

Includes the following: Educational sessions (space-available basis), Wednesday Welcome Reception, Thursday Reception, and all food functions on Thursday and Friday.

EXHIBITOR BENEFITS	PLATINUM* Member \$2,800 Non-member \$3,800	GOLD Member \$2,400 Non-member \$3,400	SILVER Member \$2,000 Non-member \$3,000	BRONZE Member \$1,600 Non-member \$2,600
Tabletop exhibit location	Prime	Deluxe	Good	Standard
Complimentary conference registration Attend all educational sessions (EXCEPT IDEA EXCHANGES)	4 company representatives	3 company representatives	2 company representatives	1 company representative
Opportunity to purchase additional conference registrations (BADGE EXCHANGES OR SWAPPING NOT PERMITTED)	2	Not Available	Not Available	Not Available
Special acknowledgment in the conference program (REGISTERED EXHIBITOR LISTING INFO DUE BY DECEMBER 3)	Yes	Yes	Yes	Yes
Receive attendee list approximately three weeks prior to conference and three weeks post-conference	Yes	Yes	Yes	Yes

*** Platinum Level Exhibitors may select their table location on a first-come, first-served registration basis.**

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2022 Dental Group Expo Sponsorship Opportunities

SPONSORSHIPS	Sponsorships Available	SPONSOR ATTRIBUTION	Price per Sponsorship
Keynote Speaker	One (1)	Recognition in the promotional brochure, on-site materials and session signage. Sponsor will be acknowledged from the podium. Includes one marketing piece on each session attendee's chair.	\$10,000
Wednesday Welcome Reception	Three (3)	The sponsor of the Welcome Reception will receive recognition in the promotional brochure, the on-site materials, and on signage at the event.	\$5,000 each
Thursday Night Reception	Three (3)	The sponsor of the Thursday Night Reception will receive recognition in the promotional brochure, the on-site materials, and on signage at the event.	\$5,000 each
Thursday Exhibit Hall Lunch	Two (2)	Recognition in the promotional brochure, on-site materials and on signage during the lunch.	\$5,000 each
Friday Exhibit Hall Lunch	Two (2)	Recognition in the promotional brochure, on-site materials and on signage during the lunch.	\$5,000 each
Lanyard Sponsor	One (1)	One color logo on 1/2" lanyard of your standard color choice. Lanyards are given to all attendees and exhibitors.	\$5,000
Hotel Room Keycards	One (1)	Your company logo and message printed on hotel key cards given to everyone staying at Bally's.	\$5,000
Tote Bags	One (1)	Recognition in the promotional brochure and on-site materials. Your one-color logo (white or black based on bag) will be imprinted on bag along with the AADGP logo. Sponsor may provide one piece of marketing collateral to be placed into each attendee's bag. Tote bags will be selected and purchased by AADGP.	\$3,000
Thursday Night Photo Booth (at reception)	One (1)	Recognition in the promotional brochure and on-site materials. Your one-color logo (white) will be printed on the photos along with the AADGP Dental Group Expo logo.	\$3,000
Conference Notepad	One (1)	Provide conference attendees with an essential tool—a place to take and keep all of their notes from the educational sessions—and refer to again, long after the conference is over. Sponsor's one-color logo will be featured in the notebook.	\$2,500
Hand Sanitizer Bottles	One (1)	2 oz Hand Sanitizer with company logo, provided to all attendees and exhibitors	\$2,500
Mobile App	One (1)	Banner ad on Mobile app that will be used by all attendees and exhibitors.	\$2,000
Pens	One (1)	Recognition in the promotional brochure and on-site materials. Your one-color logo (white or black depending on pen) will be imprinted on the pen and placed into each attendee's tote bag. Pen will be selected and purchased by AADGP.	\$1,000
Thursday Refreshment Break	One (1) a.m. One (1) p.m.	Recognition in the promotional brochure, on-site materials and on signage during the break.	\$750 each
Friday Refreshment Breaks	One (1) a.m. One (1) p.m.	Recognition in the promotional brochure, on-site materials and on signage during the break.	\$750 each
Welcome Gift	Multiple	Sponsor(s) provide an imprinted gift (calendar, USB drive, calculator, etc. provided by sponsor) for placement into each attendee's tote bags (pending AADGP approval). Quantities will be determined by AADGP.	\$500 each

2022 Dental Group Expo Exhibition and Sponsorship Rules and Regulations

ELIGIBILITY TO EXHIBIT — The AADGP Dental Group Expo is an extension of the educational program of the American Academy of Dental Group Practice. In order for your application to be accepted by AADGP, your products and services must be related to the dental industry, and you must be in good financial standing with AADGP.

CONTRACT FOR SPACE — The information contained in the Exhibit Space Application, the Rules and Regulations, and the confirmation packet constitute a contract for the right to use the space allocated. In the event of fire, strikes, or other unavoidable occurrences rendering the exhibit space unfit for use, provisions will be made for the Exposition to be held elsewhere. AADGP shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made. Subletting or sharing of exhibit space is not permitted at the AADGP Dental Group Expo.

EXHIBIT SPACE RENTAL — This is a tabletop show only. The footprint of your exhibit may not exceed the size of a table: 72" x 30" (height not to exceed 5' above the table with an 8' maximum from floor to the top of the tabletop exhibit). Anyone who brings a large booth that does not fit on a tabletop will be asked to dismantle. Business partners requesting multiple tables must purchase at least one table at the Platinum or Gold exhibit level. The tabletop display must be staffed during all of the exhibit hours and representatives staffing the tabletop display must be bona fide employees or distributors of the Exhibitor or members of his/her family. A company may choose to substitute its table

for a piece of machinery or equipment in its place if that piece of machinery or equipment is manufactured or sold by the company. The substituted item must conform to the dimensions of the table and be approved prior to the conference.

CANCELLATION OF SPACE — All cancellations must be made in writing to the American Academy of Dental Group Practice by the exhibitor. If a cancellation of the exhibit contract is received on or before December 3, 2021, 50% of the exhibit cost will be refunded. Should the exhibiting company cancel on or after December 4, AADGP will retain all rental paid by the canceling exhibitor. Level reductions will not be refunded.

AADGP reserves the right to restrict exhibits that for any reason become objectionable and also to prohibit or evict any exhibit that may detract from the general character of the exposition. This reservation includes persons, materials, conduct, printed matter, or anything of a character that may be objectionable for the exhibition as a whole. In the event of such restriction or eviction, AADGP will not be liable for any refunds for rentals or other exhibit expenses.

EXHIBITOR'S AUTHORIZED REPRESENTATIVES — The Exhibit Hall is limited to individuals, business firms and manufacturers that have contracted and paid for tabletop exhibits. Each exhibitor shall provide AADGP with the names and titles of personnel in attendance in the Exhibit Hall on the appropriate exhibitor registration form by the specified date. Said representative shall be authorized to enter into such service contracts as may be necessary on behalf of the exhibiting

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company, for which the exhibitor shall be responsible.

The exhibitor and representatives called "business partners" are required to wear AADGP identification badges while in the Exhibit Hall and while attending all AADGP Expo-related events. The badges are not transferable, and AADGP reserves the right to withdraw the use of the badge used to gain admission to the Exhibit Hall by any person other than the one for whom it was issued. The exhibitor shall keep at least one attendant at its tabletop exhibit during the hours the Exhibit Hall is open. No one under the age of 18 will be allowed in the Exhibit Hall. No exceptions will be made.

AADGP reserves the right to refuse to admit and eject from the Exhibit Hall, or from any space therein, any objectionable or undesirable person or persons, and on the exercise of this authority the exhibitor, for itself, its employees and agents, hereby waives any right and all claims for damages against AADGP.

LIABILITY — Exhibitor/Sponsor agrees to indemnify, hold and save AADGP and Bally's Las Vegas whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against AADGP and its agents or Bally's Las Vegas on account of injury or damage that may be incident to, arise out of, or be caused either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of the Exhibitor or any of its agents, employees, guests, patrons, invitees, or any other person entering upon the premises leased with the expressed or implied invitation or permission of the Exhibitor/Sponsor.

In addition, the Exhibitor/Sponsor covenants and agrees that in case AADGP or Bally's Las Vegas shall be made a party to any litigation against the Exhibitor/Sponsor, the Exhibitor/Sponsor shall and will pay all costs and expenses including reasonable attorney's fees and court costs and expenses incurred by or imposed by AADGP or its agents, Bally's Las Vegas by virtue of such litigation. Exhibitors/Sponsors are required to carry and maintain liability insurance. The Exhibitor understands that neither AADGP nor Bally's Las Vegas maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

SHIPPING & RECEIVING — Exhibitors are responsible for any shipping/ receiving and handling fees that Bally's Las Vegas may charge to ship and/or distribute boxes to their respective tabletop displays. Boxes may not arrive at the hotel more than 72 hours prior to the start of the exposition. Exhibitors based outside the United States may need to satisfy international customs requirements pertaining to the promotional materials and prizes they intend to use or give away at the conference.

SECURITY — Every reasonable precaution will be taken to protect property during the expo. However, neither AADGP, nor the management of Bally's Las Vegas, is responsible for the safety of the property of Exhibitors/Sponsors due to theft, damage by fire, vandalism or other causes.

INDIVIDUAL TABLETOP DISPLAY SECURITY — Individual tabletop display security is available at the Exhibitor's expense, and it is strongly advised that additional insurance be carried for theft or damage to their personal property while it is located at or is in transit to or from the site.

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FOOD AND BEVERAGE — All food and beverage items that an exhibitor has at the table **MUST** receive prior approval from Bally's Las Vegas catering staff. Please contact Lisa Mikita, AADGP Association Manager, via email at lmikita@aadgp.org for the hotel contact. No alcoholic beverages may be served from the tabletop exhibit.

HELIUM BALLOONS/CONFETTI — No helium balloons or confetti are allowed in the Exhibit Hall.

EXHIBIT TABLETOP DISPLAY DISMANTLE — Exhibitors may not dismantle prior to the designated time. If an exhibitor is found to be in violation, that exhibitor's future participation in the AADGP Expo may be denied.

BUSINESS PARTNER ATTENDANCE — Business partner attendance at the AADGP Expo is only permitted by registering as a non-exhibiting attendee at the posted fee.

DENTAL GROUP PRACTICE STAFF ATTENDANCE — Every Dental Group Practice Staff member in attendance must be registered for the Expo. There are no complimentary "Exhibits Only" passes at the Expo for staff.

SELLING OF PRODUCTS AND SERVICES — The purpose of the exhibits is to further the education of Expo attendees through product and service displays and demonstrations. There are to be no retail sales on the show floor resulting in the exchange of currencies. No firm or organization, individual or company without an assigned tabletop exhibit or special AADGP approval will be permitted to solicit business or distribute promotional materials within the Exhibit Hall. Any infringements of this rule will result in the prompt removal of the person(s) from the Hall, and Exhibitors waive any and all rights for claims against AADGP arising out of the enforcement of this rule.

DISTRIBUTION OF PRINTED MATERIALS AND CANVASSING BY INDUSTRY — Canvassing in any part of the facilities used by AADGP is strictly forbidden, and anyone doing so will be requested to leave. Distribution of advertising or printed material by the exhibitor outside of the exhibitor's allotted space will not be permitted unless the distribution or advertising is pre-approved by AADGP.

SPONSORSHIPS — Sponsorships are assigned on a first-come, first-served basis. All sponsorship payments are nonrefundable.



Images from AADGP Expo 2020 at MGM Grand, Las Vegas

EXPO REGISTRATION

Register ONLINE at: AADGPEXPO.ORG

HOW TO REGISTER — All Exhibitors are encouraged to utilize online registration.

Online Registration will require you to fill out:

- Registration Information (NAME/ADDRESS/CONTACT INFORMATION)
- Member or Non-Member Exhibitor Level (PLATINUM/GOLD/SILVER/BRONZE)
- Sponsorship Selections ([CLICK HERE TO REVIEW SPONSORSHIP OPTIONS](#))
- Payment Information (FULL PAYMENT REQUIRED AT TIME OF REGISTRATION)



If you prefer a paper registration form, a downloadable registration form is available [HERE](#).

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Join us in Las Vegas for the 2022 AADGP Dental Group Expo: February 3-5 at Bally's Las Vegas

IMPORTANT DATES

DECEMBER 3

Last day to cancel with only 50% fee

DECEMBER 3

Exhibitor listing due for on-site program book

DECEMBER 10

Table locations due from Platinum and Gold level exhibitors

DECEMBER 17

Table assignments shared with exhibitors

FEBRUARY 1

First day shipments accepted at hotel

FEBRUARY 2

Exhibitor registration and tabletop set up

FEBRUARY 3

Exhibit Hall open

TENTATIVE SCHEDULE OF EVENTS

(SUBJECT TO CHANGE)

WEDNESDAY, FEBRUARY 2, 2022

Move in
Welcome Reception

THURSDAY, FEBRUARY 3, 2022

Exhibit Hall open all day
Breaks, lunch and reception in exhibit hall

FRIDAY, FEBRUARY 4, 2022

Exhibit Hall open through afternoon break
Tear down

SATURDAY, FEBRUARY 5, 2022

Tear down

QUESTIONS? Contact Association Manager

LISA MIKITA

Phone 630-451-9526 lmikita@aadgp.org