

# EXHIBITOR AND SPONSOR PROSPECTUS

Paris Hotel, Las Vegas

February 2-3, 2023



Dear Valued Business Partner,

Please join us at the 2023 AADGP Dental Group Expo in Las Vegas, Nevada, at Paris and Horseshoe (formerly Bally's) Las Vegas, February 2-3. Everything you need to be 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.

The Exhibit Hall is 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, we encourage you to register online at [aadgpexpo.org](http://aadgpexpo.org) or complete the application form, enclose your payment and submit by e-mail or mail as directed on the application form.

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, Erin Leyden, at [erin@aadgp.org](mailto:erin@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.

## 2022 Dental Group Expo Supporters (featured in our 2022 Industry Partners Guide)

A-dec	eAssist Dental Solutions	RecallMax
ACTEON North America	EisnerAmper	Sage Intacct
Aligned Dental Partners	Elevate Oral Care	Shining 3D
Benco	Garfield Refining Company	Technology, Inc.
Birdeye	Glidewell Dental	Simplifeye
BISCO	Henry Schein Dental Henry Schein One	SKYGEN
Brasseler USA	HR for Health	SmileDirectClub Partner Network
Call Box	Ivoclar	Straumann Group
CareCredit	Jazz Imaging	Sunbit
Carestream Dental, LLC	Kleer	Sunset Technologies
CARR	Maeva Dental Advisors	Supply Clinic
Cincinnati Insurance Company	Marcum LLP	TUSK Partners
Clear Choice Consulting	Medix Dental IT	United Medical Credit
Darby	Medusind Solutions, Inc.	United Team Group
Dental Health Products, Inc	National Dental Healthcare REIT	UptimeHealth
Dental Intelligence	New Patients, Inc.	Vivos Therapeutics
Dentalez	NextGen Healthcare	Wallace Insurance
DentalXChange	Patient News	Zentist
Dentist Care, A	Patient Prism LLC	Zero Gravity
ProAssurance Program	Patterson Dental	Zirc Dental Partners
Dreamscape Marketing		
Dykema		

## 2023 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 2 and Friday, February 3. Please note, this is a tabletop exhibit only and space is limited.

You will be provided with one 6' x 30" 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, not to exceed 6' wide).

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

<b>Exhibitor Benefits</b>	<b>PLATINUM*</b> Member \$7,800 Non-member \$9,300	<b>GOLD</b> Member \$6,000 Non-member \$7,500	<b>SILVER</b> Member \$4,200 Non-member \$5,700	<b>BRONZE</b> Member \$2,400 Non-member \$3,900
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 ( <b>Registered Exhibitor listing info due by December 2</b> )	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.

## 2023 Dental Group Expo Sponsorship Opportunities

Sponsorships are available to paid exhibitors on a first-come, first-served basis. If sponsorships are still available within four weeks of the Expo, they may be open to non-exhibitors. *Prices reflect member discount of 50%.*

Sponsorships	SPONSORSHIPS AVAILABLE	SPONSOR ATTRIBUTION	PRICE PER SPONSORSHIP
Friday Reception Entertainment	Two (2)	Recognition on the Expo website, on-site materials and on signage during the dinner. Opportunity for 1 minute on-stage prior to show.	\$25,000 each
Thursday Keynote Speaker (Stanley Bergman)	One (1)	Recognition on the Expo website, on-site materials and session signage. Sponsor will be acknowledged from the podium. Includes one marketing piece on each session attendee's chair.	\$20,000
Friday Keynote Speaker (Dr. Scott Parazyński)	One (1)	Recognition on the Expo website, on-site materials and session signage. Sponsor will be acknowledged from the podium. Includes one marketing piece on each session attendee's chair.	\$20,000
Fiddle Toys	One (1)	The sponsor of fiddle toys, that will be placed on every table in the general session room, will receive recognition on the Expo website, in on-site materials and on signage.	\$10,000
Friday Night DJ Dance Party	One (1)	Recognition on the Expo website, on-site materials, and on signage during the party.	\$7,500 each
Water Stations	Two (2)	The sponsor of the Water Stations in the general session room and exhibit space will receive recognition on the Expo website, the on-site materials, signage at the event, and their logo on water cups.	\$7,500 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
Wednesday Welcome Reception	Five (5)	The sponsor of the Welcome Reception will receive recognition on the Expo website, the on-site materials, and on signage at the event. If single sponsor at \$15,000 will also receive logo on napkins.	\$5,000 each
Thursday Night Reception	Five (5)	The sponsor of the Thursday Night Reception will receive recognition on the Expo website, the on-site materials, and on signage at the event. If single sponsor at \$15,000 will also receive logo on napkins.	\$5,000 each
Thursday Exhibit Hall Lunch	Two (2)	Recognition on the Expo website, on-site materials and on signage during the lunch.	\$5,000 each
Friday Exhibit Hall Lunch	Two (2)	Recognition on the Expo website, on-site materials and on signage during the lunch.	\$5,000 each
Thursday Night Photo Booth (at reception)	One (1)	Recognition on the Expo website and on-site materials. Your one-color logo (white) will be printed on the photos along with the AADGP Dental Group Expo logo.	\$5,000
Thursday Refreshment Breaks	One (1) AM One (1) PM	Recognition on the Expo website, on-site materials and on signage during the break.	\$5,000 each



<b>Sponsorships</b>	<b>SPONSORSHIPS AVAILABLE</b>	<b>SPONSOR ATTRIBUTION</b>	<b>PRICE PER SPONSORSHIP</b>
Friday Refreshment Breaks	One (1) AM One (1) PM	Recognition on the Expo website, on-site materials and on signage during the break.	\$5,000 each
Thursday Continental Breakfast	Three (3)	The sponsor of the Thursday Continental Breakfast will receive recognition on the Expo website, the on-site materials, and on signage at the event.	\$3,500 each
Thursday Continental Breakfast	Three (3)	The sponsor of the Friday Continental Breakfast will receive recognition on the Expo website, the on-site materials, and on signage at the event.	\$3,500 each
Tote Bags <b>SOLD</b>	One (1)	Recognition on the Expo website 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
Conference Notepad <b>SOLD</b>	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.	\$2,500
Pens <b>SOLD</b>	One (1)	Recognition on the Expo website 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
Welcome Gift	Multiple	Sponsor(s) provide an imprinted gift (calendar, USB drive, calculator, etc.) for placement into each attendee's tote bags (pending AADGP approval). Quantities will be determined by AADGP.	\$500 each + item

**Interested in being a sponsor but you don't see anything above that interests you? Contact AADGP Association manager Erin Leyden to discuss possible options. E-mail her at [erin@aadgp.org](mailto:erin@aadgp.org) call +1 630-451-9526.**

## 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.** Purchase of multiple tables is not permitted. 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 2, 2022, 50% of the exhibit cost will be refunded. Should the exhibiting company cancel on or after December 3, 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 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.

**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](mailto: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. All exhibitors and sponsors are asked to promote the Expo to their clients and customers to help grow attendance.

**Supporting The Expo** — All exhibitors and sponsors are asked to promote the Expo to their clients and customers to help grow attendance.

**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 available to paid exhibitors and assigned on a first-come, first-served basis. Should sponsorships remain within four weeks of the Expo, they may be open to non-Exhibitors. All sponsorship payments are nonrefundable.



## EXPO REGISTRATION

Register online at: [aadgpexpo.org](http://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)

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

Join us in Las Vegas for the  
**2023 AADGP Dental  
Group Expo**

FEBRUARY 2-3 AT  
**PARIS, LAS VEGAS**

#### IMPORTANT DATES

**December 2, 2022**

Last day to cancel with only 50% fee

**December 2, 2022**

Exhibitor listing due for on-site program book

**December 9, 2022**

Table locations due from Platinum level exhibitors

**December 16, 2022**

Table assignments shared with Platinum Level exhibitors

**January 31, 2023**

First day shipments accepted at hotel

**February 1, 2023**

Exhibitor registration and tabletop set up

**February 2, 2023**

Exhibit Hall open

#### TENTATIVE SCHEDULE OF EVENTS

(Subject to Change)

**Wednesday, February 1, 2023**

Move in  
Welcome Reception

**Thursday, February 2, 2023**

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

**Friday, February 3, 2023**

Exhibit Hall open through afternoon break  
Tear down

**QUESTIONS? CONTACT ASSOCIATION MANAGER**

**ERIN LEYDEN**

**PHONE 630-451-9526 ERIN@AADGP.ORG**

