

AADGP 50⁺

50TH ANNUAL
MEETING + EXPO

EXHIBITOR AND SPONSOR PROSPECTUS

CAESARS PALACE | LAS VEGAS

FEBRUARY 1-2, 2024



**BUILDING
BETTER
GROUPS
TOGETHER**

Dear Valued Business Partner,

Please join us in celebrating the 50th AADGP Annual Meeting and Expo at Caesar's Palace Las Vegas, Nevada, February 1-2, 2024. Over the past 50 years the field has changed tremendously, but one thing that has remained the same is our commitment to Building Better Groups Together!

Everything you need to be part of the Expo is in the exhibitor prospectus.

The AADGP Annual Meeting and 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 does not require a trade show scaled set up and is designed to allow greater interaction between attendees and exhibitors, 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 aadgp.org/expo2024/.

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, Joanne Buckley, at jbuckley@aadgp.org.



Sincerely yours,
Anuj James, DDS

A handwritten signature in black ink that reads "Anuj James".

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.

THANK YOU TO OUR 2023 DENTAL GROUP EXPO SUPPORTERS!

- A-dec, Inc.
- Aligned Dental Partners
- Alphaeon Credit
- Bank of America Practice Solutions
- Benco Dental Supply Co.
- Bento
- BISCO
- Black Diamond Radio
- Black Talon Security, LLC
- Call Box
- CareCredit
- CARR
- Core Scientific
- Curve Dental
- Darby Dental Supply
- Dental Intelligence
- Dental Revenue
- DentalVibe
- DentaMetrix
- Dykema
- Firstech Inc.
- Garfield Refining
- Glidewell Dental
- HR for Health
- Henry Schein
- Henry Schein One
- iCreditWorks
- illumitrac Software
- InsideDesk
- Intiveo
- Jazz Imaging
- Kleer
- Lares Research
- Lasso MD
- Medusind
- Method Procurment
- National Dental Health-care REIT (NDH REIT)
- NexHealth
- onDiem
- Orthosnap Corp
- Overjet
- Patient Prism
- Philips
- Planet DDS
- Polaris Healthcare Partners
- Practice by Numbers
- Royal Dental Labs, Inc
- Santech Solution Inc.
- Scratch Financial, Inc.
- Septodont
- Shofu Dental Corporation
- Sky Dental Supply Inc
- Strategic Tax Planning
- Straumann Group
- Sunbit
- SuperMouth
- SupportDDS
- TRIDENT DENTAL LABORATORIES
- TUSK Partners
- UptimeHealth
- Weave
- Zentist

2024 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 1 and Friday, February 2. 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 your 8' x 10' space (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 8' wide).

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

Exhibitor Benefits	PLATINUM	GOLD	SILVER	BRONZE
	MEMBER \$7,800 NON-MEMBER \$9,300	MEMBER \$6,000 NON-MEMBER \$7,500	MEMBER \$4,200 NON-MEMBER \$5,700	MEMBER \$2,400 NON-MEMBER \$3,900
TABLETOP EXHIBIT LOCATION	PRIME (selection on a first-come, first-served basis)	DELUXE	GOOD	STANDARD
CONFERENCE BADGES INCLUDED	4	3	2	1
PLACEMENT IN PROGRAM AND MOBILE APP	YES	YES	YES	YES
RECEIVE BEFORE AND AFTER ATTENDEE LIST	YES	YES	YES	YES

2024 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.

SPONSORSHIPS	Quantity Available	Sponsor Attribution	Price
Friday Birthday Bash Entertainment Sponsor	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
Thursday Keynote Speaker Sponsor	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 and one minute of speaking time.	\$35,000
Friday Closing Speaker Sponsor	One (1)	Recognition on the Expo website, on-site materials and session signage. Sponsor will be acknowledged from the podium.	\$20,000
Friday 50th Birthday Bash Sponsor	One (1)	Recognition on the Expo website, the on-site materials, and on signage at the event. Logo on cocktail napkins if bought before Nov. 17, 2023	\$15,000
WiFi Sponsor	One (1)	Recognition on the Expo website, the on-site materials, and on signage at the event. Ability to provide custom network name and password of your choice.	\$10,000
Coffee Bar Sponsor	Two (2)	Recognition on the Expo website, the on-site materials, signage at the event and their logo on coffee cup sleeves if bought before Nov. 17, 2023.	\$9,500 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 Sponsor	Five (5)	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 if bought before Nov. 17, 2023.	\$5,000 each
Thursday Night Reception Sponsor	Five (5)	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 if bought before Nov. 17, 2023.	\$5,000 each
Thursday Exhibit Hall Lunch Sponsor	Two (2)	Recognition on the Expo website, on-site materials and on signage during the lunch.	\$5,000 each
Friday Exhibit Hall Lunch Sponsor	Two (2)	Recognition on the Expo website, on-site materials and on signage during the lunch.	\$5,000 each

2024 Dental Group Expo Sponsorship Opportunities (cont.)

SPONSORSHIPS	Quantity Available	Sponsor Attribution	Price
Thursday Night Photo Booth Sponsor (at evening 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 Sponsor	One (1) AM One (1) PM	Recognition on the Expo website, on-site materials and on signage during the break.	\$5,000 each
Friday Refreshment Breaks Sponsor	One (1) AM One (1) PM	Recognition on the Expo website, on-site materials and on signage during the break.	\$5,000 each
Mobile App Sponsor	One (1)	Recognition on the Expo website and on-site materials. Banner ad on Mobile app that will be used by all attendees and exhibitors.	\$5,000
Thursday Breakfast Sponsor	Three (3)	The sponsor(s) 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
Friday Breakfast Sponsor	Three (3)	The sponsor(s) 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 Sponsor	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.	\$5,500
Conference Notepads Sponsor	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.	\$4,200
Conference Pens Sponsor	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.	\$3,000
Welcome Gift Sponsor	Unlimited	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

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 10' x 8' space (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 within their 8' x 10' space 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 November 17, 2023, 50% of the exhibit cost will be refunded. Should the exhibiting company cancel on or after November 18, 2023 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

Exhibition and Sponsorship Rules and Regulations (cont.)

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 Caesars Palace 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 Caesars Palace 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 Caesars Palace 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, Caesars Palace by virtue of such litigation. Exhibitors/ Sponsors are required to carry and maintain liability insurance. The Exhibitor understands that neither AADGP nor

Caesars Palace 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 Caesars Palace 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 Caesars Palace, 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 Caesars Palace catering staff. Please contact Joanne Buckley, AADGP Event and Association Manager, via email at jbuckley@aadgp.org for the hotel contact. No alcoholic beverages may

Exhibition and Sponsorship Rules and Regulations (cont.)

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: www.aadgp.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)

ADDITIONAL INFORMATION

IMPORTANT DATES

(subject to change)

November 17, 2023

- Last day to cancel to receive 50% refund on registration
- Last day to submit exhibitor information and logos materials to appear in the program book and mobile app

December 1, 2023

- Table location preferences due for Platinum Exhibitors

December 15, 2023

- Table assignments released for Platinum Exhibitors

January 2, 2024

- First day shipments accepted at

January 31, 2024

- Exhibitor registration and set-up

February 1, 2024

- Exhibit Hall opens

TENTATIVE SCHEDULE OF EVENTS

Wednesday, January 31, 2024

- MOVE IN
- Welcome Reception

Thursday, February 1, 2024

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

Friday, February 2, 2024

- Exhibit Hall open through afternoon break
- Tear down

Questions?

Contact Joanne Buckley at
jbuckley@aadgp.org or by phone at
630-481-7081