

2021 AADOM Conference Exhibitor Check List

AADOM's 16th Annual Dental Management Conference is fast approaching. Please read over each item and feel free to contact us with any questions that might arise.

___ **Sponsorship/Advertising Opportunities** click [here](#). For additional information contact: Karin Bennett: Karin@dentalmanagers.com, (559) 303-3730 (Mon-Fri 8am-5pm PST)

___ **Please review your online registration for accuracy.** Be sure to register all booth staff by August 13, 2021. To review your registration, click [here](#) and enter the email address of the person who registered your group for the conference along with the reference number provided in your confirmation email. If you need your reference number, contact Trish@dentalmanagers.com.

Changes to your online [registration account](#) may be made until August 13, 2021. After August 13th, changes must be made on-site at the exhibitor registration desk. **Please note there will be a \$100 reprint charge for any badges reprinted on-site due to incorrect information or failure to register booth attendee by deadline.** Lost badge replacement fee: \$35

Should you experience any technical difficulty registering your staff, contact Registration Services at: info@aadomconference.com. Phone: (888) 570-0899

___ **Do you need to register additional booth representatives?** Do so in your online [registration account](#) by August 13. Additional booth representatives: \$500 each.

___ **Purchasing a 2021 Conference Directory Ad?** Do so in your online [registration account](#) by June 1. Click [here](#) for ad rates. For ad specifications, click [here](#). Follow the same ad specs as for an ad in The Observer magazine. Email your ad to: Trish@dentalmanagers.com

___ **Do you need to order electricity?** – See [Exhibitor Kit](#)

___ **Do you need to order internet?** – See [Exhibitor Kit](#)

___ **Do you need to order AV?** – See [Exhibitor Kit](#)

___ **Do you need to ship materials to the show?** See [Exhibitor Kit](#)

___ **Do you need to order Jot Leads retrieval app?** Jot Leads click [here](#) will help you capture email addresses, phone numbers and other data not provided in post conference attendee mail list. Jot Leads (1 app per device) \$350 first device, \$125 for each additional device. Order through your online [registration account](#).

___ **Please check and print a copy of the [Exhibitor Agenda](#).** Updates may be made until just before conference so print out a copy no earlier than the week before. For booking your travel and room reservations, exhibitor set up is 12:00pm - 7:00pm on Wednesday, September 8. Tear down is Saturday, September 11 from 1:00pm - 3:00pm and 4:15pm - 7:00pm.

___ **Have you determined a prize donation for our “Exhibitor Adventure” raffle?**

Past raffle items have ranged from Apple Watches and Fit Bits to designer purses, spa treatments, and jewelry. Average giveaway value is between \$100 and \$500. **HELPFUL TIP: The giveaway should be something fun for the individual - not the office and should be an item, not a business-related service.** If you are unsure, please contact me at Karin@dentalmanagers.com.

Attendees will be provided an Exhibitor Passport/list of all exhibitors that they will be bringing to you to sign as they network with you. This passport becomes the attendees' entry in the prize drawing held on Saturday. Bring your giveaway with you or have it delivered to your booth and we will call you up during the prize giveaway portion of the program to hand to the lucky winner, who will be pulled by AADOM staff from qualifying passports. If your prize is not travel friendly, make a photo poster of the item to display at your booth and ship the actual item directly to the winner.

The purpose of the passport is to direct traffic to your booth. We recommend that you do not sign multiple passports for a single person. Those who do not personally come to your booth should not receive sign off. Having a prize on display at your booth increases booth traffic. Should you offer a separate opportunity drawing at your booth, those winners will not be announced from the stage during the main prize drawing, and should be posted at your booth.

____ **Please remember to [Reserve Hotel Rooms](#) for you and your team.** Room block may sell out so do so right away. **ALSO:** Beware of unauthorized hotel solicitations - the Loews Sapphire Falls Resort and the Royal Pacific Resort at Universal Studios Orlando are the **ONLY** official hotel providers associated with our event. While other hotel wholesalers may contact you offering accommodations for your trip, they **are not** endorsed by or affiliated with the conference. Beware that entering into financial agreements with non-endorsed companies can have costly consequences.

____ **Have you registered for “The Anatomy of the Gatekeeper” exhibitor session with AADOM VP Lorie Streeter?**

Join AADOM's Vice President Lorie Streeter as she takes you on a journey to becoming the HERO of the most critical individual in the dental practice, the practice administrator. An officer manager, or “Gatekeeper” herself for over 12 years, Lorie has the insight on what it takes to get inside the gatekeepers' circle. Leave this session with a clear understanding of why your relationship with the Gatekeeper should be the most important relationship you have.

You must register to attend. It is **free for all exhibitors**. You may register through your online [registration account](#). **SPACE IS LIMITED** so please only register for this session if you plan on attending.

____ **Have you registered for the Exhibitors Speed Networking?** Kick off the conference by networking and exchanging ideas with others in the dental industry. Find potential project partners and discuss new opportunities to interact with AADOM attendees. Please select one associate to represent your company and pack a stack of business cards as they will be presenting your company to the others. You will have only 60 seconds so you may want to prepare in advance! The Exhibitors Industry Summit/Speed Networking is a **free session for exhibitors**. You may register through your online [registration account](#).

General Show Information:

- Each exhibitor is required to have a currently Certificate of Liability Insurance. Due to exhibitor requests, we are now including liability insurance which meets all of our insurance requirements along with your booth space fee. You will no longer need go through all the hassles of submitting your own compliant insurance. We hope you appreciate this new benefit. See [Exhibitor Information](#).
- Exhibitor set up is Wednesday, September 8 from 12:00pm – 7:00pm.
- There will be a brief **meeting with all exhibitors on Wednesday, September 8 at 5:00pm** for an overview of the conference. Please have at least one booth representative in attendance.
- An on-site Exhibitor Liaison will be on-hand for you throughout the conference.
- As a courtesy to our exhibitors, breakfast and lunch will be provided for all registered booth attendees Thursday, Friday and Saturday.

- An authorized representative must be in your booth at all times during Exhibitor Adventure. Failure to do so may jeopardize future participation at our conference. Your cooperation in this matter is greatly appreciated.
- Remember, there is a contest for Best Booth, Best Dressed and Best Booth Giveaway!
- No early tear down. Tear down is scheduled for Saturday from 1:00pm – 3:00pm (must be complete with no boxes or items in aisles/walkways by 3:00pm) and 4:15pm – 7:00pm.
- All exhibitors must be torn down and out of the exhibit areas by 7:00pm on Saturday, September 11.

Please note: Break-out sessions are for registered AADOM Members only. No exhibitors are allowed to attend courses. However, please feel free to attend all keynotes in the ballroom. If you are a Sapphire sponsor and are presenting an education course, your company representatives are welcome to attend and assist in your session.

Prior to the show: Please take the time to review your [Exhibitor Kit](#) and all of the other [Exhibitor Information](#) on the AADOM Conference website.

[Frequently Asked Questions](#): 95% of the answers to your questions can be found there.

Should you have questions related to your exhibit booth needs/set-up, please contact Show Management Convention Services at (954) 764-7719 or customerservice@showmanagement.com between 8:00am and 4:30pm EST. Please note that our AADOM team cannot facilitate interactions with the Loews Sapphire Falls Resort or the Royal Pacific Resort at Universal Studios Orlando regarding shipping issues. Please utilize our Show Management team for your shipping, electrical and internet/AV needs as they are the liaison for the resort on behalf of AADOM.

For questions related to registration edits, additions or deletions you may contact info@aadomconference.com or call (888) 570-0899.

If you need additional assistance, please email me at Karin@dentalmanagers.com.

See you in Orlando!

Karin Bennett
National Strategic Account Manager
(559) 303-3730