EXHIBIT HOURS

THURSDAY, SEPTEMBER 14
Installation: 12:00 pm - 4:00 pm
Exhibits Open: 4:30 pm - 7:00 pm
*President's Opening Reception*

FRIDAY, SEPTEMBER 15
Exhibits Open: 10:00 am - 6:00 pm

SATURDAY, SEPTEMBER 16
Exhibits Open: 10:00 am - 2:30 pm
Dismantle: 2:00 pm - 6:00 pm

Coffee will be provided at approximately 7:30 am on Friday and Saturday. All exhibitors are welcome to join the attendees in the morning. However, you are not required to staff your booth during this time.

EXHIBIT SPACE $1,250
Qty one (1) 6'x 30" draped front table, two chairs, attendee list pre-, during and post-meeting, and two exhibitor badges per exhibit space.

ADDITIONAL TABLE $250
Qty one (1) 6'x 30" draped back table

The American Orthodontic Society is a professional, educational dental association comprised of over 1,500 general and pediatric dentists and specialists who have incorporated orthodontics as an important element of their practices.

The 2017 AOS Annual Meeting will be held at the Hilton Clearwater Beach hotel in Clearwater, FL, and will be host to over 100 dental practitioners and 30 auxiliary staff members. These general and pediatric dentists are expanding their practices through orthodontics and utilizing the AOS Annual Meeting to further educate themselves on the latest in techniques, clinical advancements, practice management and products.

With few opportunities elsewhere for the general and pediatric orthodontic community for top-notch education, along with their commitment to excellence, more and more dentists are turning to us for their continuing education needs. General and pediatric orthodontics is on the rise.

Take this proven opportunity to showcase your products and services to our unique audience of eager and interested general and pediatric practitioners of orthodontics. Many events, including the Thursday evening President's Welcome Reception, lunches, breaks and table clinics will take place in and around the exhibit hall to increase your exposure during the trade show. Please join us and take this time to meet and sell to the leaders in this one-of-a-kind segment of the orthodontic community.

Exhibit space sells out each year for this meeting, so don’t delay in reserving your exhibit space. This is a buying meeting.

FOR MORE INFORMATION CONTACT
Porter Lyon, Marketing Manager
Direct 972.234.4000
Fax 972.234.4290
E-mail plyon@orthodontics.com
HOTEL ACCOMMODATIONS
Hilton Clearwater Beach... need blurb

The Wyndham San Antonio Riverwalk hotel offers 100% non-smoking deluxe accommodations and a complete package of full-service amenities to relax and delight visitors to the sunny Greater San Antonio metropolis. Just 9 miles from the San Antonio International Airport, this downtown hotel is also near some very popular attractions, including SeaWorld, the San Antonio Zoo,

We kindly request that your company representatives stay at our host hotel. This allows us to continue to bring the best possible opportunity to fill our exhibit hall with buyers, to provide unsurpassed quality orthodontic education to our attendees who are limited in resources for valuable orthodontic education, as well as one-on-one time with companies like yours who recognize their value in the orthodontic market and supply them with the products and services they simply CAN’T practice without.

Hilton Clearwater Beach Hotel
400 Mandalay Avenue
Clearwater, FL 33767
727.461.3222

Be sure to reference the “AOS Annual Meeting” when making your reservations.

AOS Group Rate

$149 per night plus 16.75% tax.

Rate is available up to September 12, 2017.

QUESTIONS?
Porter Lyon, Marketing Manager
Direct 972.234.4000 • Fax 972.234.4290
E-mail plyon@orthodontics.com
2016 AOS Exhibitors

Absolute Ortho
Boyd Industries, Inc.
Dentsply Raintree-Essix
Dolphin Imaging & Management Solutions
E-Z Floss
Five Star Ortho Lab & Supply
Head
Henry Schein Orthodontics/Ortho Organizers
Inman Aligner
Intelligent Touch Dental Laboratory
Johns Dental Laboratory
KaVo-Kerr Group-Dental Alignment Systems
Kristal Smiles
Magnum Ortho
Medidenta
Myofunctional Research Co.

NEOLab (New England Ortho Lab)
Nierman Practice Management
Ortho Arch Co.
Ortho Technology, Inc.
Planmeca USA, Inc.
Propel Orthodontics
Prephy Magic
QC Orthodontics Lab, Inc.
Reliance Orthodontic Products, Inc.
Renew Digital
RMO, Inc.
Solutionreach
Summit Orthodontic Services, Inc.
Susan Coffey Consulting, LLC
TruDenta

THANK YOU TO OUR 2016 SPONSORS!

To submit your Exhibit Space Contract please scan to PDF and e-mail to plyon@orthodontics.com or FAX to 972.234.4290.
ASSIGNMENT OF SPACE & PAYMENT
All exhibit space will be allocated on a first-come, first-served basis. Show management reserves the right to reassign booth space or make adjustments to the exhibit space diagram if necessary. Full payment is due at time of contract submission. Space will not be assigned until completed exhibit space agreement is received with payment in full. No exhibitor shall assign, sublet, or share the whole or any part of the space contracted under any circumstances without prior written consent of the American Orthodontic Society (AOS). Companies found to be subletting or sharing exhibit space will be asked to dismantle and leave the exhibit hall, without refund if prior consent as not been granted in advance. Such requests must be submitted to the American Orthodontic Society.

EXHIBITOR NAME BADGES
The exhibitor badge entitles the wearer access to the exhibit floor only and exhibitor badges are issued only to personnel actually staffing the booth. The name of the exhibiting company, as it has been listed on the exhibit space contract, will appear on each badge and (2) two exhibitor badges will be provided for each exhibit space contracted, up to a maximum of (4) four badges. Additional badges are available at $75 each. Exhibitors are urged to order badges in advance through the exhibitor services kit. Badges will be available for collection at Exhibitor Registration beginning Thursday, October 6, 2017 at 12:00 pm.

INSTALLATION & DISMANTLE
Installation of exhibits may commence at the Hilton Clearwater Beach hotel on Thursday, September 14, 2017 beginning at 12:00 pm. All exhibitors must be fully assembled and ready for display no later than 4:00 pm. Dismantling of exhibits may begin AFTER 2:30 pm on Saturday, September 16, 2017. Exhibitors are not permitted to tear-down prior to the close of the exhibit hall. Any company or representative that dismantles prior to the end of the show may not be invited to exhibit at future meetings. All exhibits and materials must be completely removed from the exhibit hall no later than 6:00 pm on Saturday, September 16, 2017. Show management reserves the right to make adjustments to the set-up and tear-down schedule. Above listed times are subject to change.

EXHIBITOR KITS
In August 2017 and upon receipt of your completed exhibit contract and payment in full, an exhibitor service kit will be provided to each exhibiting company. This packet will include all necessary information and forms regarding booth personnel registration, inbound and outbound shipping of displays, display rental & furnishings, audio/visual rental, electrical service, utilities and any other information that is pertinent to exhibiting.

SECURITY
Show management will provide security services during exhibit set-up and during hours when the exhibit hall is closed. While every precaution will be taken, AOS assumes no liability for providing this service. The ultimate responsibility remains with the individual exhibitors to protect their property and appropriate insurance protection is required. Please have certificates of liability available if show management requests this documentation.

PROMOTION OF PRODUCTS AND SERVICES
1) In the event exhibiting company is supporting a speaker/lecturer on the program, it is required that the speaker/lecturer disclose to participants any monetary or other special interest they may have with any company whose products are discussed in this course. Such disclosure must be made in publicity materials and at the beginning of the presentation itself. 2) Product/service promotion material or product specific advertisement of any type is prohibited in or during Continuing Education (CE) activities. 3) Live promotional activities (presentations or staffed exhibits) must be kept separate from CE activities. 4) Promotional material and advertisements must be kept outside the educational space during CE activities. 5) Commercial reps cannot be allowed to engage in sales during the CE activities.

CANCELLATION POLICY
Exhibitors may cancel contracted space by submitting written notice to:
Porter Lyon • The American Orthodontic Society
Email: plyon@orthodontics.com • Fax: 972.234.4290
Cancellation should be sent in the form of a letter on company letterhead, or a copy of your exhibit space contract noting your intent to cancel, the date and the signature of the person cancelling your space. Such notice must be received no later than June 30, 2017 to receive any available partial refund. Sponsorship contributions are non-refundable.

CANCELLATIONS
- Cancellations through February 29, 2017 – 75% refund
- Cancellations between March 1, 2017 – June 30, 2017 – 50% refund
- Cancellations after July 1, 2017 – Non-refundable

LIABILITY
In consideration for the opportunity to display services and products at the AOS Annual Meeting, Exhibitor, its officers, directors, agents and insurers, agrees to indemnify and hold harmless AOS, Hilton Clearwater Beach hotel, its officers, directors, contractors, employees and agents, its governmental entity, agents and employees, from any loss, injury, suit, action or cause of action, or claim whatsoever resulting from any accident, fire, theft or any claim or loss to any person claiming loss or injury, including any loss or damage to property of Exhibitor, its employees, agent or subcontractors, loss or injury to any manufacturer’s demonstration participants, their employees, agents, guests and general public. Said indemnification and agreement to hold harmless, AOS and Hilton Clearwater Beach hotel, as aforesaid, shall include reimbursement for any costs, expenses and reasonable attorney’s fees incurred by indemnities. Further, any claim of damage to the property of the convention center resulting in the immediate assessment of damages against AOS from any act or omission of Exhibitor, its agents, employees, contractors and subcontractors, shall be immediately paid or assumed by Exhibitor. In addition, Exhibitor acknowledges that AOS does not maintain any insurance to cover loss or damage to any property of Exhibitor. Exhibitors are required to obtain commercial insurance to cover all losses and claims and are responsible for providing accurate Certificates of Liability. Documentation must be secured and on premise during exhibiting at the AOS Annual Meeting by Exhibitor. Exhibitor shall present Certificate of Liability to Show Management if requested at any time.

RESTRICTIONS
Show Management reserves the right to determine the eligibility of a company or their product for inclusion in the exhibits, and reserves the right to restrict exhibits that, because of noise, method of operation, materials or for any other reason, becomes objectionable. Show management also reserves the right to prohibit any exhibit that, in their opinion, may detract from the general character of the exhibit hall as a whole. In such event, Show Management shall not be liable to any exhibitor for any refund of exhibit fee or expenses incurred by Exhibitor to exhibit. No signs will be affixed by any means to the walls, doors or any other surface in the exhibit area or convention center. AOS policy firmly restricts representatives or organizations that have not been assigned an official exhibit booth space from soliciting business and/or distributing promotional materials of any type within the exhibit hall area or any other area of the premise where the meeting takes place. Further, those organizations that have been assigned an official exhibit space must conduct all business activities from within their assigned booth space and may not impede traffic through the exhibit hall aisles and other areas, to strictly include coercing attendees away from the exhibit space of any other exhibiting company.
2017 AOS ANNUAL MEETING • SPONSORSHIPS & ADVERTISING

SPEAKER/PRESENTER SPONSOR
Contact Porter Lyon to discuss available opportunities for AOS lecture and workshop sponsorship availability.

NAME BADGE NECK WALLETS
$3,000 - Exclusive
The attendee badge holders are packed with features and your message will be carried with attendees throughout the entire meeting. Attendees are required to wear their badges for entrance into AOS events, including the exhibit hall. Includes a free show bag insert (including a sample if desired).

ATTENDEE TOTE BAGS
$3,200 - Exclusive
Each attendee receives this special tote for convenience in carrying their trade show items and meeting documents. Includes a free insert of your company literature.

GRAND OPENING RECEPTION
$12,000 - Exclusive
$5,000 - Non-Exclusive (Co-Sponsorship is available with a non-competitive exhibitor) Welcome all attendees as they join us in the exhibit hall on registration day with 3 minutes to address the audience by one of your company representatives. Imprinted napkins with your company logo will be provided at open bars. Your company logo will be displayed on the wall of the exhibit hall during the event using light source projection. You will be the recognized sponsor on signage, at the event and through announcements.

AOS PRESIDENT’S RECEPTION & DINNER
$17,500 - Exclusive
$9,000 - Non-Exclusive (Co-Sponsorship is available with a non-competitive exhibitor) The AOS meeting concludes with our special President’s Awards Dinner on Saturday evening. With sponsorship your company logo will be displayed on the wall during the event and imprinted napkins with your company logo will be provided at cash bars. You will be recognized on signage at the events and during announcements. Exclusive sponsorship includes registration for up to four of your company representatives to attend and a full page advertisement in the meeting program. Non-exclusive sponsorship includes registration for up to two company representatives to attend and a half page advertisement in the meeting program. You will have three (3) minutes to address the audience.

BUFFET LUNCH
$12,000 - Exclusive
$5,000 - Non-Exclusive
Lunch sponsorship is a chance to showcase your brand with special recognition as our lunch sponsor and three (3) minutes to address the attendees during the lunch break. Napkins with your logo will be provided and sponsorship signage will be displayed. You will be recognized during announcements. Includes a full page advertisement in the meeting program and a show bag insert.

FRIDAY NIGHT RIVER CRUISE/PROGRESSIVE DINNER
$2,500 - Exclusive
Or $1,000 per barge (3 barges total)
Sponsorship of optional Friday night cruise along the Rio de San Antonio to our dining destination, the Pearl, to eat at three of the restaurants within. Includes signage on each barge sponsored, one complimentary ticket per barge, and notice in onsite program.

AFTERNOON BREAK (Friday only)
$3,000 - Exclusive
$1,200 - Non-Exclusive
This break will provide the opportunity for networking in the exhibit hall. Sponsorship includes napkins printed with your company logo. In addition, afternoon beverages will be provided. Space permitting, a break station will be placed in close proximity to your booth. Sponsorship signage will be displayed and you will be recognized during announcements.

CUSTOM HOTEL ROOM KEY CARDS
$4,000
Get the attention of each and every attendee by placing your brand marketing or show special with the hotel room key cards imprinted (front & back) with your message. Every meeting attendee receives their key(s) upon check-in and will have a constant reminder of your company’s presence at the annual meeting.

MEETING PROGRAM ADVERTISING
The AOS Program is available to all participants of this event. Included in this publication are schedules and descriptions of all courses, social events and a full listing of all exhibitors participating in the exhibit hall. Advertising space is available to all exhibiting companies. Due date for advertising reservations is August 15, 2017.

Rates (full color) Artwork Specifications
$425 Half Page No Bleed: 4.625” x 4”
$750 Full Page (inside position) Live area: 5” x 8”
$1,000 Cover Positions Trim Size: 5.5” x 8.5”
(Covers include Bleed: 5.75”w x 8.75h”
Inside Front, Inside Back and Back)

SHOW BAG INSERT
Include your show specials, product samples, catalogs or other promotional items in the attendee tote bags. Tote bags will be distributed at registration to each registered attendee.

USB FLASH DRIVE INSERT
Include your show specials or other promotional advertising on the Registered Attendee USB Flash Drive. All attendees will receive a drive in advance of attending the event to include lecture handouts in digital form.

Please contact Porter Lyon to secure any of these opportunities.
972.234.4000 • plyon@orthodontics.com
2017 AOS Annual Meeting Exhibit Space Contract
Exhibits: September 14 - 16
Hilton Clearwater Beach

MEETING COORDINATOR’S CONTACT INFORMATION

Company Name

Meeting Coordinator

Address

City  State  Zip

Office Phone  Mobile Phone (for on-site needs)

Meeting Coordinator’s Email

25-35 Word Meeting Program Description:

MEETING PROGRAM LISTING INFORMATION

Exhibiting Company

Address

City  State  Zip

Phone (toll-free, if available)

Fax (optional)

General or Sales Email (recommended)

MEETING PROGRAM ADVERTISING

☐ *Inside Front Cover  4/C  $1,000
☐ *Inside Back Cover  4/C  $1,000
☐ *Outside Back Cover  4/C  $1,000
☐ Full page  4/C  $ 750
☐ Half page  4/C  $ 425

☐ First page of literature  $350
☐ Each additional page  $ 50 Qty:__________
☐ Product sample  $500
☐ or Promotional item

SHOW BAG INSERT

☐ Initial reservation  $250
☐ Each additional page  $100 Qty:__________

USB DRIVE INSERT

☐ Initial reservation  $250
☐ Each additional page  $100 Qty:__________

We are applying for (#) Tabletop display area(s) including (1) 6’ front table at $1,250 each

We are applying for (#) Tabletop display area(s) including (1) 6’ front & (1) 6’ back table at $1,500 each

Exhibiting Company we prefer to be NEAR ________________________ We prefer to be AWAY from ________________________

Exhibiting space will not be held or assigned without payment.

PRINT NAME AS IT APPEARS ON CARD

AUTHORIZED CARD HOLDER SIGNATURE

CARD NUMBER  EXP  CVV