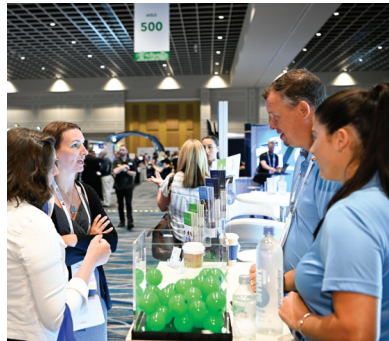


# 2024 EXHIBITOR/ SPONSOR PROSPECTUS



**EXPAND YOUR BRAND  
WITH AGD GENERAL DENTISTS**



# EXPAND YOUR BRAND NETWORK AND MAKE NEW CONNECTIONS

"Firegang Dental Marketing has seen exponential growth over the years by partnering with AGD -- first as an occasional advertiser followed by joining as a Corporate Sponsor over the last couple of years. We're proud to say that we've enjoyed great success from several key marketing partners, however, of all of the various channels that we use to serve dentists well, AGD has shined the brightest. Thank you to Bill, Bart, and the AGD Leadership Team for the support along the way. We look forward to many more years in the pursuit of helping dentists drive their revenue and practice growth goals."

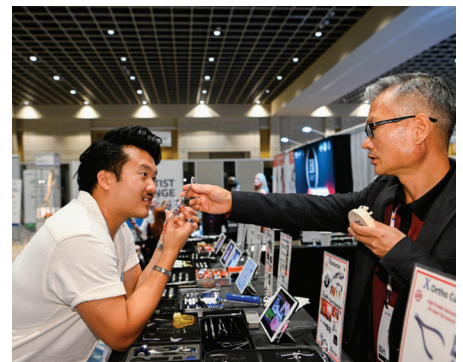
**Michael Mathews**  
**Senior Director of Sales and Marketing**  
**Firegang Dental Marketing**

The Academy of General Dentistry (AGD) is the only organization exclusively dedicated to serving the interests and professional needs of general dentists.

AGD's Scientific Session is the premier meeting for general dentistry because AGD2024 covers dentistry from A to Z. Attendees are comprised of practicing national and international dentists, residents, students and dental team members. Our survey data reveals that top-notch courses and the exhibit hall are the primary reasons dentists attend AGD's Scientific Session.

AGD2024 includes a three-day exhibitor experience, providing companies the opportunity to showcase their latest products and services to attendees. More than 125 companies exhibited at AGD2023, including distributors, global manufacturers, financial institutions, and government and non-profit agencies.

Collaborating with AGD offers you opportunities to connect with some of the field's most involved, successful and committed general dentists. Working together, our team is focused on creating value and access in ways that benefit our members and supporters.



More than  
**2,700**  
attendees expected for AGD2024

# EXHIBITOR EXPERIENCE

AGD dentists are looking for products and services that can help set them apart as outstanding dental care providers. Exhibiting at AGD2024 provides engagement with and access to key demographics that include:

- **Experienced dentists** who manage their own practices, teach and mentor other dentists and influence techniques and standards for the industry.
- **Mid-career dentists** who are established, successful and pursuing educational excellence through AGD Fellowship and Mastership programs.
- **New dentists and dental students** just entering the field and developing brand loyalties.

## Exhibit Hours

**Exhibit Hall Hours (subject to change)**

**Tuesday, July 16**

Exhibitor Check-In: 5-7 p.m.

**Wednesday, July 17**

Exhibitor Check-In: 9 a.m.-5 p.m.

Move-In Hours 1-5 p.m.

**Thursday, July 18**

Move-In Hours 7-10 a.m.

Exhibit Hours: 11 a.m.-7:30 p.m.

Dedicated Hours: 11 a.m.-1 p.m.,  
5:45 - 7:30 p.m.

**Friday, July 19**

Exhibit Hours: 10 a.m.-5 p.m.

Dedicated Hours: 11 a.m.-1 p.m.,  
4-5 p.m.

**Saturday, July 20**

Exhibit Hours: 9 a.m.-1 p.m.

(Teardown before 1 p.m. is prohibited)

Dedicated Hours: 11 a.m.-1 p.m.

**Attendees at the Scientific Session are buyers and receive an incentive to purchase \$2,500 or more during the show.**

## Exhibitor Benefits

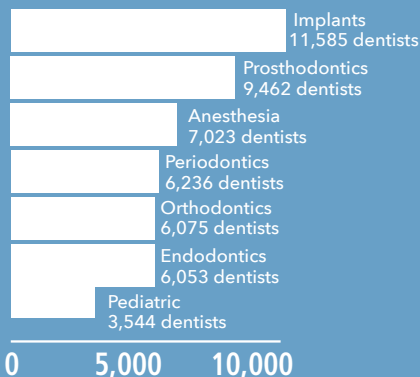
- 4 exhibitor badges per 10' x 10' booth
- Recognition in the exhibitors' section of the mobile app and meeting website
- Pre-meeting registration and final attendee registration lists for marketing and sales follow up
- More than 8 hours of dedicated exhibit time
- President's Welcome Reception held in the exhibit hall
- Exhibitor lounge with refreshments
- Traffic builders (additional activities and concessions to be placed strategically in the exhibit hall)
- Friday afternoon Scoops and Scores ice cream social held in the exhibit hall
- Exclusive sponsorship and advertising opportunities

**81%**

**of attendees said that they are more likely to do business with companies that exhibit at AGD's Scientific Session.**

**In 2022, 30,206 individual AGD members reported taking at least one CE course during the year.**

AGD members took courses in the following subjects:



## Pricing (additional sizes available)

### Rental Fees

10' x 10' In line: \$2,900

10' x 10' Corner: \$3,500

10' x 20' In line: \$5,800

10' x 20' Corner and In line: \$6,400

20' x 20' Island: \$14,000

Booth furnishing, electrical, internet, A/V and lead retrieval are not included. These items, as well as food and beverage catering for your booth, can be ordered through the Exhibitor Service Manual. Exhibitors will be notified once the Exhibitor Services Portal is available.

There is no carpet in the Minneapolis Convention Center. Carpet in booths is required. Ceiling height is 30' at the edge of the room, up to 85' in the center of the room.

Sign up today for a cost-effective exhibit booth! Connect with AGD members and reach more decision makers than you can in months of cold calling.

### Enhanced Exhibitor Experience

Cost: \$2,750

Give your organization more visibility with the Enhanced Exhibitor Experience at AGD2024! This upgrade option includes:

- Inclusion on the Exhibit Hall Game Card
- Complimentary Lead Retrieval
- Recognition in Pre-Event Attendee Communication(s)
- 25% Discount on one 2024 Print Advertisement.

Contact Bill Spilman, Advertising, Exhibits and Sponsorship Sales Manager at [exhibits@agd.org](mailto:exhibits@agd.org) or call 312.440.4355 for more information on becoming an exhibitor.

### AGD Foundation Silent Auction

The AGD Foundation is asking exhibitors to donate items for its 2024 auction, which will be held in conjunction with AGD2024. The auction will be open 24/7 on smartphones to all of AGD's members, families and friends. Donors are recognized during and after the auction. For more information, contact the AGD Foundation at 518.694.5545 or [agdf@adgcommunications.com](mailto:agdf@adgcommunications.com).

## EXHIBIT SPACE APPLICATION AND CONTRACT

Minneapolis Convention Center, Minneapolis, MN  
Scientific Session: July 17-20 Exhibit Hall Dates: July 18-20

### Exhibits Contact Information

Bill Spilman, Advertising, Exhibits and Sponsorship Sales  
560 W. Lake St., Sixth Floor  
Chicago, IL 60661-6600

*exhibits@agd.org*  
p. 312.440.4355

### Rental Fees

10' x 10' In line: \$2900  
10' x 10' Corner: \$3500  
10' x 20' In line: \$5800  
10' x 20' Corner and In line: \$6400  
20' x 20' Island: \$14,000

### Enhanced Exhibitor Experience

Cost: \$2,750  

- Inclusion on the Exhibit Hall Game Card
- Complimentary Lead Retrieval
- Recognition in Pre-Event Attendee Communication(s)
- 25% Discount on one 2024 AGD Print Advertisement

Contact *exhibits@agd.org* for additional sizes.

### Booth Assignments

Booths will be assigned first come, first served, based upon date application is received. However, no booth space will be assigned without full payment for the booth space reserved.

### Payment Schedule and Cancellation Policies

Payment for exhibit space is due in full within 30 days of submission of your application. You can submit a credit card payment online in your AGD2024 exhibitor portal account. Or, you can send a check payable to AGD for the full exhibit space amount along with a copy of this application.

All cancellations must be made in writing.

Booths canceled before Jan. 1, 2024, are subject to a \$250 cancellation fee.

Cancellations received between Jan. 1 and March 31, 2024, are eligible for a 50 percent refund of the total booth cost. Cancellations received after March 31, 2024, are not eligible to receive a refund.

### Exhibiting Company Information

*(To be published in all AGD materials)*

Company _____		
Address _____		
City _____	State/province _____	ZIP/postal code _____
Website _____		Phone number _____

### Key Contact Information

*(For internal use only)*

Name (key exhibit contact) _____	Title _____
Company _____	
Address _____	
City _____	State/province _____ ZIP/postal code _____
Email _____	Phone number _____

### Sponsorship/Advertising

Interested in sponsorship:  Yes  No Interested in advertising:  Yes  No

### Non-endorsement

Exhibiting at AGD scientific session does not constitute endorsement by the AGD of the products or services so exhibited.

#### AGD Approval

If this application and contract is accepted by AGD, it shall constitute a contract between the Exhibitor identified above and the AGD. All Rules and Regulations as outlined in this Application and Contract, by the Minneapolis Convention Center, and established by AGD for governing exhibitors are accepted upon signature by the Exhibitor (regardless of format or method of signature) and made part of this Application and Contract on the next page. Exhibitor certifies that all information provided to AGD regarding its products and services is accurate and truthful and that if such information is determined by AGD not to be the same both at the time of this Application and Contract and at any time thereafter, AGD may terminate this Application and Contract immediately and without refund of any fees paid by Exhibitor.

AGD reserves the right to exclude any exhibitor whose products or services are deemed by AGD to be not in keeping with the character of the event. No skin care, cosmetics, LED or TENS machine provider companies are permitted to exhibit. All exhibitors must have a company website.

I certify that I am authorized to sign this agreement on behalf of the exhibiting company.

Signature required _____	Date _____
--------------------------	------------

### Booth Preference

10' x 10' In line \_\_\_\_\_  
 10' x 10' Corner \_\_\_\_\_  
 10' x 20' In line \_\_\_\_\_  
 10' x 20' Corner and In line \_\_\_\_\_  
 20' x 20' Island \_\_\_\_\_

### Enhanced Exhibitor Experience

Cost: \$2,750  Yes  No

### Booth Location Preference

Position our exhibit booth **far from** (companies):

\_\_\_\_\_  
 \_\_\_\_\_

Position our exhibit booth **close to** (companies):

\_\_\_\_\_  
 \_\_\_\_\_

### Payment

Full Booth Rental Fee: \$ \_\_\_\_\_

#### Submit application to:

Bill Spilman  
Academy of General Dentistry  
560 W. Lake St., Sixth Floor  
Chicago, IL 60661-6600  
*exhibits@agd.org*  
312.440.4355

### Company Description

Please provide a description of your company's products and services. 35-word maximum:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

*AGD has the right to edit this text as necessary.*



# AGD2024 RULES AND REGULATIONS

**AGD2024 Scientific Session ~ Exhibit Hall July 18-20 - Convention Center, Minneapolis, MN**

The rules and regulations stated here constitute a bona fide part of the contract for exhibit space. The AGD reserves the right to render all interpretations and decisions, should any questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the exposition. The AGD prohibits exhibits that detract from the general character of the exposition. This includes persons, objects, conduct, printed material, or anything of a character that may be objectionable (reasonable person standard), to the exhibits or exhibition as a whole. Exhibits should be presented in a manner that is consistent with the AGD's policies on sexual harassment and nondiscrimination. AGD reserves the right to restrict and supervise any exhibitor whose exhibit, conduct or activities AGD deems objectionable. Such activities include, but are not limited to, photography, distributing articles or other printed matter, samples or questionnaires, and conducting radio and/or television broadcasting interviews of conference attendees. Exhibitors grant AGD permission to the use and distribution of the exhibitor and its employees, contractors (including models), and products' image and/or voice where applicable in photographs, videos, electronic reproductions, audiotapes, and in any media, now or hereafter contemplated, in perpetuity, at the sole discretion of the AGD. AGD does not in any manner endorse any of the products or services related to the exhibits which have been accepted for display during the conference. Loitering near other exhibits to draw attendees is not permitted. Exhibitors may not occupy another exhibitor's area without obtaining permission. Distribution of literature outside of the rented exhibit space or through the scientific session location is permitted only with approval from AGD. Exhibitors may not use AGD conference logos in connection with any product or advertising materials outside of promotion for this meeting. The AGD may amend its rules or regulations at any time, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. Breaches or infractions of the exhibitors' contractual obligations could result in the termination of the exhibitor's display and privileges at AGD exhibits for a period of up to 10 years.

## Installation and Dismantle of Exhibits

Exhibitors must open their exhibit on time each day and staff the booth at all times during the exhibit hours. All exhibits must remain intact until the closing of the show on Sat., July 20, 2024; at 1 p.m. All exhibits must be packed and labeled for shipment by 5:00 p.m., Saturday, July 20, 2024. If exhibits are not removed by this time, management has the right to remove exhibits and charge the expense to the exhibitor. In some locations, union labor may claim jurisdiction for one or more activities, including, as examples, but not limited to installation and dismantling labor and/or material handling services including signs and laying of carpet. At such locations, exhibitors, their employees, and contractors shall abide by all requirements and requests of union labor, and shall indemnify, defend and hold harmless the AGD from any and all liabilities and costs, including reasonable attorney's fees, incurred by the AGD arising out of any act or omission of the exhibitor, its employees, or its contractors, to abide by said union labor requirements or requests.

## Exhibitor Payment Requirements

No booth space will be assigned without full payment for the booth space reserved.

## Exhibitor Service Manual

AGD is paperless. Complete show management information, instructions, and schedule of prices regarding shipping, drayage, labor, electrical use, furniture, carpets, AV equipment, etc., will be included in the Exhibitor Service Manual that will be available to exhibiting companies within a few months of the show dates, and upon payment in full of exhibit registration fees.

## Exhibitor Hall Registration and Badges

Exhibitors must complete registration online and be paid in full by June 30, 2024 in order for imprinted badges to be made. All exhibiting companies must register their personnel in advance. Four complimentary exhibit badges are provided per 10' x 10' booth space. After four badges, there will be a \$50 fee per additional exhibit personnel. Badges are required to enter the Exhibit Hall for setup and dismantle. Confirmed exhibitors may pick up their badges at exhibitor registration on-site.

## Compliance with Local Ordinances

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the exhibitor. Each exhibitor will be individually responsible for compliance with local health, fire, and safety ordinances and regulations. The AGD has no further responsibility to notify the exhibitors that this compliance is required. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations, if required.

## Fire Ordinances

Local fire codes and ordinances require that the aisles be clear at all times. Demonstration areas shall not be placed on the aisle line of an exhibit. Sufficient space within an exhibit area must be left to absorb the crowd. Should spectators interfere with the normal traffic flow in the aisle or interfere with other exhibits, the AGD, in its sole discretion, will require that the demonstration be limited or canceled. Fire regulations require that wrapping material, such as paper, excelsior, etc., must be completely enclosed within the packing boxes. Materials not in accordance with these regulations will be considered refuse and disposed of by the Exhibit Hall cleaners. All packing containers, excelsior, and wrapping paper must be removed from the floor and may not be stored under any tables or behind displays. All decorations must be flame retardant to the satisfaction of the local fire department. Fire-extinguishing equipment shall not be obstructed by exhibits and must be readily available at all times. Fire exits must be kept clear at all times. Approval must be obtained from the local fire department for the use, operation, or presence of any electrical, mechanical, or chemical device that, in the opinion of the local fire department or the official service contractor, might be hazardous to the public space.

## Indemnity

Exhibitor shall indemnify, defend, and hold harmless AGD, the Minneapolis Convention Center, and their respective directors, officers, members, employees and representatives (collectively "Indemnified Parties") from and against any and all losses, costs, liens, damages, liabilities and expenses of any kind (including reasonable attorneys' fees) on account of any injury (including death) or damage to the person or property of Exhibitor, AGD, and/or their respective agents, employees, representatives and business invitees arising in connection with Exhibitor's use and occupancy of any portion of the convention and exhibition facilities or due to Exhibitor's violation of applicable laws and regulations, except for damages resulting from the sole negligence of the Indemnified Parties.

## Force Majeure

In the event the convention facility or any part of the exhibit area is unavailable whether for the entire conference, or a portion of the conference, as a result of fire, flood, inclement weather, governmental restriction, malicious damage, acts or threats of war or terrorism, strike, lock-out, labor dispute, riot, global pandemic, communicable disease, or other cause over which AGD has no control, or should AGD decide that because of any such cause that it is necessary to cancel, postpone, or re-site the conference, or reduce the move-in and installation time, show time, or move-out time, AGD shall not, and shall not be obligated to, indemnify or reimburse the exhibitor in respect of any damage or loss, direct or indirect, arising as a result thereof.

## Exhibitor Insurance

All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the facility. The AGD and the facility do not maintain insurance covering exhibitor's property. Exhibitors shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least \$500,000 for Personal Injury Liability and \$500,000 for Property Damage Liability and Statutory Workers' Compensation insurance in full compliance with all federal and state laws and covering all of the exhibitor's employees with coverage of at least \$100,000 per injury. A certificate of insurance shall be furnished if requested by the AGD. AGD and the facility will not be responsible for damage or loss to any property belonging to the exhibitor or used in connection with its exhibit, including the shipping containers brought into or used in or about the convention center, nor for any acts or omissions of the exhibitor, its employees, agents or representatives. Independent contractors must abide by all provisions, rules and regulations as published within the AGD official meeting web site. In addition, your selected contractor must furnish an original Certificate of Insurance valid in Minneapolis, MN, showing minimum coverages. The certificate must name Academy of General Dentistry (AGD), Chicago, IL as well as show decorator; and all directors, members, officers, agents, employees, affiliates and subsidiaries of each of the above.

## Soliciting

Distribution of literature outside of the rented exhibit space or through the convention hotel is permitted ONLY with approval from AGD. Exhibitors may not use AGD conference logos in connection with any product or advertising materials outside of promotion for this meeting.

## Subletting of Space

Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated without prior knowledge and written consent of the AGD. Exhibitors may not display or advertise products of any kind other than those manufactured or sold by them.

## Americans with Disabilities Act

Each exhibitor shall be responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) within its respective booth and assigned exhibit space, including, but not limited to, wheelchair access provisions.

## Violations

Violations of any of these rules and regulations on the part of the exhibitor or his employees or agents shall, at the option of the AGD, annul the right to occupy space, and such exhibitor shall forfeit to the AGD all monies paid. Upon evidence of violation, the AGD may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all such expenses and all damages which the AGD may incur, and shall forfeit all monies paid or due the AGD on account thereof. The exhibitor waives any right to service on written notice of the AGD's intention to terminate this agreement and retain space occupied by the exhibitor.

# SPONSORSHIP OPPORTUNITIES

## SHOW YOUR COMMITMENT

We provide our AGD2024 sponsors with numerous opportunities to drive traffic to your booth, events and website to increase your visibility and to position you as a leader in the

industry. Not only will you increase attendees' awareness of your company, but you will show your support of AGD and the important work that AGD members do.

### AGD2024 SPONSORSHIP OPPORTUNITIES

#### NEW! AGD Café Lunch Sponsorship

**Exclusive Sponsor: \$18,000**

**Thursday: \$7,000**

**Friday: \$7,000**

**Saturday: \$7,000**

- AGD will provide logo recognition on 8.5"x11" photo frame signage in the meal area.
- AGD will provide logo recognition on the menu signage for the AGD Café.
- Opportunity to provide one small, non-print marketing item and/or custom-logoed napkins for attendees to pick up in the lunch area (subject to AGD approval).
- Sponsor recognition on AGD2024 website prior to the event.
- Sponsor recognition on AGD2024 meeting app.

**AGD2024 Exhibitors receive a 40% discount on this sponsorship.**

#### NEW! Scoops and Scores

**Exclusive Sponsor: \$10,000**

**Ice Cream Topping Station: \$1,000/ station**

- **Exclusive sponsorship:**
  - o Company branded dessert items during this dessert happy hour.
  - o Topping stations exclusively at your exhibit booth.
  - o Sponsor signage recognition during the event.
  - o Sponsor recognition on AGD2024 website prior to event.
  - o Sponsor recognition on AGD2024 meeting app.
- **Topping Station sponsorship:**
  - o During this dessert reception, increase traffic to your exhibit booth by having an ice cream topping station at your space.
  - o Signage recognition for topping locations.
  - o Sponsor recognition on AGD2024 website prior to event.
  - o Sponsor recognition on AGD2024 meeting app.

*\*Menu is pre-selected by AGD. Requests for alternate menu items will incur additional costs.*

**This sponsorship opportunity is only available for AGD2024 exhibitors.**

#### NEW! Wellness Series Sponsor

**Exclusive Sponsorship: \$10,000**

Up to six courses focused on personal mental and physical well-being.

- Logo recognition on signage outside each session.
- Logo recognition on the electronic course catalog.
- Promotion of the session in pre-event marketing materials.
- Sponsor recognition on AGD2024 website prior to event.
- Sponsor recognition on AGD2024 meeting app.

**AGD2024 Exhibitors receive a 40% discount on this sponsorship.**

#### NEW! Meeting Space and Exhibit Hall Floor Clings

**Exclusive: \$10,000 (up to three clings)**

**Individual: \$3,500**

- Promote your company in a highly visible location in the Minneapolis Convention Center. A variety of high-profile placement opportunities exist.
- Sponsor recognition on AGD2024 website prior to event.
- Sponsor recognition on AGD2024 meeting app.

**AGD2024 Exhibitors receive a 40% discount on this sponsorship.**

#### Coffee Break

**Exclusive: \$25,000**

**Wednesday: \$7,000**

**Thursday: \$7,000**

**Friday: \$7,000**

**Saturday: \$7,000**

Regularly scheduled breaks provide an opportunity for attendees to network with colleagues.

- Coffee station will be set up on Wednesday, Thursday, Friday and Saturday mornings from 7:00- 9:00 a.m. in pre-function areas.
- AGD will provide logoed printed signage recognition at each coffee station.
- Opportunity to provide one small, non-print marketing item and/or custom logoed napkins for attendees to pick up at the coffee station (subject to AGD approval).
- Recognition on onsite signage at AGD2024.
- Sponsor recognition on AGD2024 website prior to event.
- Sponsor recognition on AGD2024 meeting app.

**AGD2024 Exhibitors receive a 40% discount on this sponsorship.**

#### Conference WiFi\*

**Exclusive: \$15,000**

- Sponsor logo recognition of the WiFi access.
- Opportunity for customized WiFi password such as "YourCompanyName" (if available at the property; minimum and maximum character limits may apply).
- Upgrade this sponsorship by adding a landing page where attendees are automatically directed upon connecting to the WiFi for an additional fee; based on property availability.
- Sponsor recognition on AGD2024 event website prior to event.
- Sponsor recognition on AGD2024 meeting app.

*\*Sponsorship covers WiFi in the Convention Center, not in the hotels where guest rooms are located.*

**AGD2024 Exhibitors receive a 40% discount on this sponsorship.**

## AGD2024 SPONSORSHIP OPPORTUNITIES

### Course Sponsor

**Per Course: \$5,000**

Support one of the leaders in dentistry who will be presenting a course at AGD2024. Attendees will appreciate that your company supports a recognized innovator in the field of dentistry. Visit the AGD2024 Course Catalog at [www.agd2024.org](http://www.agd2024.org) for course and speaker information.

- Logo recognition on signage outside the session.
- Logo recognition on the electronic course catalog.
- Acknowledgement in the course opening and closing remarks.
- Sponsor recognition on AGD2024 event website prior to event.
- Sponsor recognition on AGD2024 meeting app.

*\*This sponsorship does not permit a sponsor to speak, select the speaker, verbally address the audience or appear on stage.*

**AGD2024 Exhibitors receive a 40% discount on this sponsorship.**

### Student and New Dentist Lounge Course Sponsor

**Per Course: \$5,000**

Share your educational message with up to 100 dental students and new dentists during a 60- minute education course. Contact us for available course dates and times.

- Opportunity to create the educational content and provide a speaker for the session.
- Logo recognition on signage outside the session.
- Logo recognition on the electronic course catalog.
- Acknowledgement in the course opening and closing remarks.
- Sponsor recognition on AGD2024 event website prior to event.
- Sponsor recognition on AGD2024 meeting app.

**AGD2024 Exhibitors receive a 40% discount on this sponsorship.**

### Learning Lab Course Sponsor

**Per Course: \$5,000**

Reserve one of the limited, 50-minute lectures that will take place in a customized area of the show floor.

- Opportunity to create the educational content and provide a speaker for the session.
- Logo recognition on signage outside the session.
- Logo recognition on the electronic course catalog.
- Promotion of the session in pre-event marketing materials.
- Sponsor recognition on AGD2024 event website prior to event.
- Sponsor recognition on AGD2024 meeting app.

**AGD2024 Exhibitors receive a 40% discount on this sponsorship.**

### Facebook Live Sponsor

**Exclusive: \$25,000**

**Daily: \$10,000**

Let LIVE video bring your message to life at AGD2024! Sponsoring AGD's Facebook Live will get your message in front of attendees and AGD's 56,000+ Facebook followers in an engaging and dynamic way. AGD will livestream at least five of the best moments from AGD2024 daily, including interviews with key industry players, CE sessions, exhibitor demonstrations, attendee interviews and other highlights. Showcase a new product or service, drive traffic to your booth and deliver your company's message on an exciting, in-the-moment video platform backed by AGD.

- Your company name and logo integrated into graphics at the beginning and end of each live segment.
- A professional TV host verbally mentioning your company at the beginning and end of each live segment.
- Your logo as a watermark over the entire video.

- One live segment per day dedicated to your company. This includes a hosted interview with a representative from your company for a product demonstration, or coverage of any announcements made at the event.
- A digital copy of your company's daily segments.
- Insertion of a pre-produced commercial, up to 30 seconds long, provided by you.
- Sponsor recognition on AGD2024 event website prior to event.
- Sponsor recognition on AGD2024 meeting app.

**AGD2024 Exhibitors receive a 40% discount on this sponsorship.**

### Pens/Notebooks Sponsor

**\$15,000**

- Notebooks and pens to be set out on the first day of the event, replenished the following days until all notebooks and pens have been distributed (notebooks and pens subject to AGD approval).
- This opportunity is available just as a pens sponsorship for \$9,000.
- Sponsor recognition on AGD2024 event website prior to event.
- Sponsor recognition on AGD2024 meeting app.

**AGD2024 Exhibitors receive a 40% discount on this sponsorship.**

### Water Coolers

**Exclusive: \$10,000 (up to 6 stations)**

**Individual Station: \$2,500**

Get noticed with your logo on six water coolers outside the session rooms and in the exhibit hall as attendees quench their thirst. Duration of conference/exhibit hall hours.

- Opportunity to provide logoed cups (12 ounces or smaller) and/or cup sleeves to be set out on the coffee stations (subject to AGD approval).
- Sponsor recognition on AGD2024 event website prior to event.
- Sponsor recognition on AGD2024 meeting app.

**AGD2024 Exhibitors receive a 40% discount on this sponsorship.**

### Charging Stations

**\$2,500 each**

Keep attendees charged up and ensure great brand awareness by sponsoring a custom charging station that offers attendees a place to relax and recharge.

- Sponsor recognition on AGD2024 event website prior to event.
- Sponsor recognition on AGD2024 meeting app.

**AGD2024 Exhibitors receive a 30% discount on this sponsorship.**

### Mobile App Banner Ad

**Shared: \$2,000 each (Only three available)**

- Custom banner ad in the AGD2024 event app.
- This sponsorship opportunity is only available for AGD2024 exhibitors.**

### Host Hotel Room Keys

**Call for pricing**

Your logo and message along with AGD's logo will be imprinted on each Hilton Minneapolis and Hyatt Minneapolis hotel key card used by AGD2024 attendees.

- Sponsor recognition on AGD2024 event website prior to event.
- Sponsor recognition on AGD2024 meeting app.

**This sponsorship opportunity is only available for AGD2024 exhibitors.**

# AGD2024 SPONSORSHIP APPLICATION

Please type or print clearly, completing all sections and return the completed document to [exhibits@agd.org](mailto:exhibits@agd.org). Payment is required in full before sponsorship benefits begin. Questions? Call 312.440.4355.

Company Name \_\_\_\_\_

Key Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/province \_\_\_\_\_ ZIP/postal code \_\_\_\_\_

Email \_\_\_\_\_ Phone number \_\_\_\_\_

**I have read and agree to the terms of this contract.**

## AGD2024 Sponsorship Opportunities\*

**NEW! AGD Café Lunch Sponsorship**

- Exclusive Sponsor: \$18,000
- Thursday: \$7,000
- Friday: \$7,000
- Saturday: \$7,000

**NEW! Scoops and Scores**

- Exclusive Sponsor: \$10,000
- Ice Cream Topping Station: \$1,000/ station

**NEW! Wellness Series Sponsor**

- Exclusive Sponsorship: \$10,000

**NEW! Meeting Space and Exhibit Hall Floor Clings**

- Exclusive: \$10,000 (up to three clings)
- Individual: \$3,500

**Coffee Break**

- Exclusive: \$25,000
- Wednesday: \$7,000
- Thursday: \$7,000
- Friday: \$7,000
- Saturday: \$7,000

**Conference WiFi**

- Exclusive: \$15,000

**Course Sponsor**

- Per Course: \$5,000

**Student and New Dentist Lounge Course Sponsor**

- Per Course: \$5,000

**Learning Lab Course Sponsor**

- Per Course: \$5,000

**Facebook Live Sponsor**

- Exclusive: \$25,000
- Daily: \$10,000

**Pens/Notebooks Sponsor**

- \$15,000

**Water Coolers**

- Exclusive: \$10,000 (up to 6 stations)
- Individual Station: \$2,500

**Charging Stations**

- \$2,500 each

**Mobile App Banner Ad**

- Shared: \$2,000 each (Only three available)

**Host Hotel Room Keys**

- Call for pricing

\*Note: AGD2024 exhibitors receive substantial sponsorship benefits, including discounts and exclusive opportunities. See pages 6 and 7 for details.

### Payment Information

**Submit application to:**

Bill Spilman, Advertising, Exhibits and Sponsorships Manager  
Academy of General Dentistry  
560 W. Lake St., Sixth Floor  
Chicago, IL 60661-6600  
[exhibits@agd.org](mailto:exhibits@agd.org)  
312.440.4355

You can submit a credit card payment online in your AGD2024 exhibitor/sponsor portal account. Or, you can send a check payable to AGD for the full sponsorship amount along with a copy of this sponsor application.

### Terms and Conditions

**Payment: Under the terms of this application, the sponsor agrees to pay the total fee within 30 days.**

**Cancellation Policy:** Any sponsor who cancels all or part of purchased sponsorship prior to December 1, 2023 shall receive a full refund, less a \$250 administrative fee. Any sponsor who cancels all or part of purchased sponsorship between December 1, 2023 and January 1, 2024 will receive a 50% refund. No cancellation of sponsorship will be accepted or refunds made after January 1, 2024. Cancellation requests must be submitted in writing to [exhibits@agd.org](mailto:exhibits@agd.org).

Signature \_\_\_\_\_

Print Name \_\_\_\_\_ Date \_\_\_\_\_