

GULF COAST DENTAL CONFERENCE™

EXHIBITOR AND SPONSOR PROSPECTUS

CONFERENCE DATES – JUNE 6-11, 2017

EXHIBIT SHOW DATES – JUNE 8-9, 2017

Perdido Beach Resort • Orange Beach, Alabama

REGISTER AT ALDAONLINE.ORG



The Alabama Dental Association would like to invite you to participate in our annual Gulf Coast Dental Conference (GCDC), June 6-11, 2017, at Perdido Beach Resort in Orange Beach, Alabama. The GCDC is a regional continuing education event attracting dentists from all over the Southeast and beyond! Over 2,000 attendees will gather in Orange Beach, Alabama, ready to get to know you and your company!

The 2017 GCDC leadership has worked hard to provide an excellent venue in which to showcase your products and services to dentists from all over the Southeast. We have new state-of-the-art exhibit facilities and many new and exciting traffic-building incentives! Plus, an evening reception and breakfast open house will maximize both networking and relationship-building activities.

Please note the Corporate Sponsorship opportunities available to you! These sponsorships are claimed quickly, so contact us soon to take advantage of this one-of-a-kind business development and marketing opportunity! In order to take full advantage of all promotional advertising, please secure your sponsorship as soon as possible.

Please read the brochure information thoroughly before completing your application. Applications should be returned by mail or online with your \$500 deposit by February 15, 2017. You may also register online at aldaonline.org.

We look forward to partnering with you to make this year's Gulf Coast Dental Conference our most memorable conference ever.

Sincerely,

Dr. Gary Myers, President

Dr. Jennifer Doobrow, 2017 General Chair

Traffic Builders and Incentives

“Sip, Spend & Save” Reception: Thursday, June 8

The Thursday afternoon “Sip, Spend & Save” Reception will be June 8 from 4:30 until 6:00 pm. Our exhibitors will be the focus of attention at this reception where we will serve complimentary beer, wine and light hors d'oeuvres. We will invite our attendees to relax, enjoy refreshments, and win door prizes galore while they visit your booth! Notify us of your reception specials so we can advertise them for you. (exhibits@aldaonline.org)

“Muffins & Mimosas” Breakfast Open House: Friday, June 9

We will invite our attendees to join you for mimosas, a light breakfast and door prizes galore, Friday, June 9 from 8:00 until 9:00 am. Host an “Open House” at your booth! Notify us of your “Open House” specials so we can advertise them for you. (exhibits@aldaonline.org)

Mega Shopper Drawing for attendees who make purchases of \$1,000 or more! Friday, June 9

Each participating exhibitor will receive “Mega Shopper” forms to complete for attendees who buy during the show. Just tear off the bottom of the form and give it to the dentist or attendee for any purchases they make totaling \$1,000 or more. “Mega Shoppers” will be the only attendees eligible for this drawing!

Free 2018 GCDC Registration to Dentists spending \$2,500 or more!

All dentists who spend a total of at least \$2,500 with our exhibitors during the show will receive free GCDC registration in 2018. Simply provide the dentist with a receipt from your booth and instruct them to email their receipt to us (exhibits@aldaonline.org). Each dentist will be responsible for submitting their receipt for a voucher for free 2018 registration.

Dentist Door Prize Drawings! Cash and gift prizes both days Thursday, June 8 and Friday, June 9!

Exhibitor Door Prize Drawings! Special gifts just for our participating exhibitors both days! Thursday, June 8 and Friday, June 9

Additional signage and recognition for Corporate Sponsors!

exhibits@ALDAOnline.org

2017 GULF COAST DENTAL CONFERENCE

Exhibit Application and Contract

Register at ALDAOnline.org or by mail with this form

Exhibit Show • June 8-9, 2017 • Perdido Beach Resort • Orange Beach, Alabama

Please type or print:

Company Name _____

Contact Person _____ Title _____

Mailing Address _____ City _____ State _____ Zip _____

Telephone () _____ Ext: _____ FAX () _____

Email _____ Total number of Booths desired _____

If available, these are our booth choices:

1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

If possible, we do not wish to be located across from or next to the following companies: _____

Companies we wish to be next to: _____

Briefly describe the equipment, products or services to be featured: _____

Whom may we thank for referring you? _____

- All companies applying for exhibit space must complete and submit an original Application and Contract for Exhibit Space. Applications not properly completed, not signed or that fail to include the initial deposit in full will be returned unprocessed.
- Whenever possible, space will be allocated according to the exhibitor's choice, but the final arrangement will be determined by the Gulf Coast Dental Conference in a way to produce the most advantageous grouping of exhibits.
- A minimum deposit of **\$500 per booth** made payable to the Alabama Dental Association is enclosed. We also agree to remit the remaining balance in full on or before April 15, 2017.
- We agree to abide by all provisions, rules and regulations as published within the 2017 Prospectus that the undersigned applicant agrees are part of this contract for exhibit space.

Method of Payment: Check Visa MC Amex

Card Number _____ Security Code _____ Exp. Date _____

Authorized Signature _____ Date _____

REGISTRATION INFORMATION

BOOTH PERSONNEL INFORMATION

- A.** Exhibit personnel not pre-registered by May 10, 2017, must register on-site.
B. On-site registrants must bring current photo I.D. and company identification. Badges will be provided in these names only.
C. Name badges for advance registration (PLEASE PRINT OR TYPE):

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

RETURN APPLICATION TO:

Gulf Coast Dental Conference, 836 Washington Avenue, Montgomery, AL 36104
800.489.2532 or 334.265.1684 / 334.262.6218 Fax / exhibits@aldaonline.org

GCDC Office Use Only

Reservation for exhibit space is hereby accepted and your deposit in the amount of \$_____ has been received.

By _____ Date _____

2017 GULF COAST DENTAL CONFERENCE

Corporate Sponsorship Application and Contract

All companies/ organizations contracting sponsorship must complete and submit an original Corporate Sponsorship Contract.

Date of Contract _____

Please indicate your Sponsorship Level of choice:

(Details on page 8)

- | | | |
|---|---|---|
| <input type="checkbox"/> Diamond \$10,000 | <input type="checkbox"/> Platinum \$7,500 | <input type="checkbox"/> Gold \$5,000 |
| <input type="checkbox"/> Silver \$2,500 | <input type="checkbox"/> Bronze \$1,000 | <input type="checkbox"/> GCDC Friends \$500 |

We would like to reserve the following add-on sponsorship:

(Details on page 7)

- | | |
|--|---|
| <input type="checkbox"/> President's Party Grand Sponsor / \$2,500 | <input type="checkbox"/> Lanyards / Cost plus \$500 |
| <input type="checkbox"/> President's Party Keg Sponsor / \$1,000 | <input type="checkbox"/> Key Cards / Cost plus \$500 |
| <input type="checkbox"/> Registration Gift Bags / \$3,000 | <input type="checkbox"/> Pens / Cost plus \$500 |
| <input type="checkbox"/> Wine Tasting Sponsor / \$4,000 | <input type="checkbox"/> Notepads / Cost plus \$500 |
| | <input type="checkbox"/> Registration Promotional Inserts / Cost plus \$300 |

Please type or print:

Company Name _____

Contact Person _____ Title _____

Office Phone _____ Mobile Phone _____ Email _____

Mailing Address _____

City _____ State _____ Zip _____

Company Representative(s) who will be onsite at the conference: _____

Method of Payment: Check Visa MC Amex

Card Number _____ Security Code _____ Exp. Date _____

We agree to remit the balance in full on or before April 15, 2017.

Authorized Signature _____

Print Name _____

Return via mail or email:

Gulf Coast Dental Conference, 836 Washington Avenue, Montgomery, AL 36104 / exhibits@aldaonline.org

Questions? Call ALDA at 800.489.2532

EXHIBITING

GENERAL INFORMATION

Application

To apply, complete the enclosed application and return with a \$500 deposit per booth by February 15, 2017 to Gulf Coast Dental Conference, c/o Alabama Dental Association, 836 Washington Avenue, Montgomery, AL 36104. The complete rental fee balance must be received by ALDA by April 15, 2017. Register online at ALDAOnline.org beginning January 2, 2017.

Booth Assignment

Whenever possible, booth space is assigned in accordance with the Exhibitor's preference. However, Corporate Sponsors and former Exhibitors of long-standing who request space comparable to what they have had in previous years receive priority. After this assignment, the order of receipt of the application and deposit is considered and will be assigned on a first-come, first-assigned basis. All applications will be assigned in a fair and equitable manner. While we request a preference, no assurance can be given that the preferred booth will be available when the Exhibitor's assignment occurs. Every effort will be made to assign a booth closest to one of the preferred choices. Confirmation of assignment will be forwarded to the exhibiting company by May 15, 2017.

Exhibitor Lounge

The Exhibitor Lounge (adjacent to the Exhibit Hall) will be stocked with complimentary coffee and lemonade Thursday and Friday beginning at 8:00 a.m. Complimentary box lunches will be available to Exhibitors on Friday in the Exhibitor Lounge. All Exhibitors must present a ticket to attend the lunch. Throughout the show, the Exhibit Hall Refreshment Center will serve our traditional keg beer, lemonade and popcorn.

Recreational & Social Events

All Exhibitors are invited and encouraged to participate in the recreational and social events of the Conference. Purchase tickets at Onsite Registration – located on the lobby level of Perdido Beach Resort. Attending these functions provides Exhibitors an opportunity to meet with dentists on a more relaxed basis. The Gulf Coast Dental Conference registration brochure will be mailed to Exhibitors upon confirmed registration.

RULES & REGULATIONS

1. Booth Specifications

Standard booth equipment consists of draperies assembled with aluminum attachments, backs 8' high; side rail dividers 36" high; 30" draped table; and a wastebasket. These are included in the booth fee. All other items, including an identification sign, may be rented from Wave Audio Visual Productions. Order forms will be mailed to Exhibitors in advance of the meeting.

2. Booth Assignment

The GCDC reserves the right to relocate booth assignments in order to develop balance against congestion, to avoid confusion in firm names, to solve competition conditions or for similar reasons.

3. Registration of Booth Personnel

All booth personnel must wear official badges supplied by the Conference. Advance registration badges will be issued only to employees of exhibiting companies who are registered by the firm's contact person. Registration is allowed as follows: four persons per 8 x 8 booth and multiples thereof, with a maximum of 12 persons. Beyond these limits there will be an administrative fee of \$10 per person. Exhibit employees must show proof of employment by contracted companies when requesting badges onsite (including replacement badges). Only persons legitimately staffing exhibit booths will be issued badges.

4. Regulations and Standards

A. Solicitation by non-registered Exhibitors is strictly prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the Exhibit Hall.

B. Subletting space is prohibited. An Exhibitor may not assign, sublet or apportion the whole or any part of space allotted. An Exhibitor may not exhibit therein any goods other than those manufactured or distributed by the Exhibitor in the regular course of business. An Exhibitor may not permit any representative of any firm not exhibiting to solicit business or take orders in the space allotted. All business activities of the Exhibitor must be confined to the booth space.

C. Loud speaking sound displays are not permitted, or other exhibits or devices which prove objectionable to other Exhibitors because of noise, odor or other disagreeable features. Smoking is prohibited.

5. Observance of Exhibit Hours

Times set aside for installation and dismantling of exhibits must be strictly observed. No exhibit may be dismantled before the specified time, nor any part of the exhibit or the equipment be removed once it has been set up, except with the permission of the Exhibit Chair. Failure to comply with this regulation may affect future exhibiting privileges.

6. Failure to Occupy Space

Any exhibit space that is not set and occupied by Noon on Thursday, June 8, 2017, will be forfeited by the Exhibitor unless arrangements for delayed occupancy have been made in writing and approved in writing. No refund of exhibit booth fees will be made in the event of forfeiture.

7. Liability and Security

The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from personal injury, injury or damage to exhibit displays, equipment and other property brought upon the premises of the hotel. The Exhibitor shall indemnify and hold harmless the Gulf Coast Dental Conference, the Alabama Dental Association, Wave Audio Visual Productions, Perdido Beach Resort, its agents and employees from any and all losses, damages and claims. The GCDC will not insure or indemnify Exhibitors against theft or loss of any kind. The GCDC will provide perimeter guard service throughout the meeting and proper identifying badges must be worn to enter the Exhibit Show. However, this is an open booth show and the primary responsibility for the safeguarding of exhibits and merchandise belongs to the Exhibitor. We recommend that the Exhibitor or his/ her representative remain with their merchandise and products to prevent theft, pilferage or mysterious disappearance. To assure maximum security protection for the open exhibits and merchandise, all exhibit personnel must leave the Exhibit Hall within one hour after the show closes each day.

8. Cancellation

Booth cancellations received in writing by March 15, 2017, will receive a refund, less a \$100 administrative charge. Cancellations received after March 15 will not be eligible for a refund.

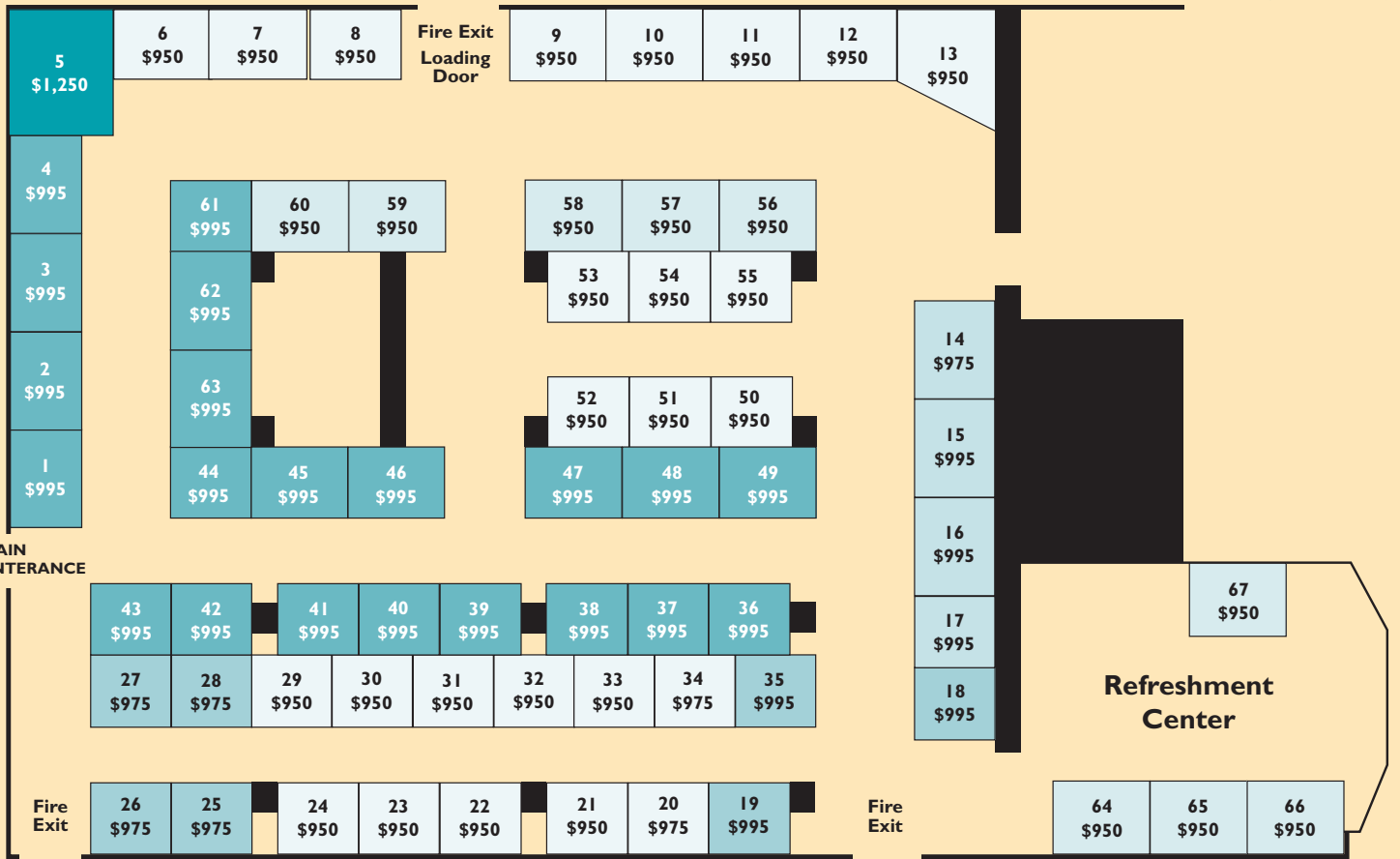
In the event the exhibition must be cancelled, postponed or relocated because of fire, strike, government regulations, casualties, acts of God or other causes beyond the reasonable control of the Gulf Coast Dental Conference, the Exhibitor waives any and all damages and claims for damages. The Exhibitor agrees that the sole liability of the Gulf Coast Dental Conference will be to return each Exhibitor's rental payment.

9. Amendment to the Rules

Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of the Gulf Coast Dental Conference.

These Rules and Regulations have been formulated in the best interest of all Exhibitors. The cooperation of all Exhibitors is required.

Exhibit Hall Floor Plan



EXHIBITOR SCHEDULE

Thursday, June 8

8:00 am – Noon Exhibitor Registration/ Booth Set-Up

Noon – 6:00 pm Exhibit Show

4:30 – 6:00 pm Sip, Spend & Save Reception

Friday, June 9

8:00 am – 2:00 pm Exhibit Show

8:00 – 9:00 am Muffins & Mimosas Breakfast Open House

BOOTH DIMENSIONS

8 x 8 Booths 13, 17-44, 50-55, 61

8 x 10 Booths 1-4, 6-12, 14-16, 45-49, 56-60, 62-67

14 x 14 Booth 5

Booths may be dismantled after 2:00 pm on Friday, June 9, and must be dismantled by Noon on Saturday, June 10.

Warehousing/ shipping information:

Wave Audio Visual Productions will handle all trade show material and/or freight. Packages (boxes, crates, pallets, etc.) will be accepted no more than five (5) business days prior to the event date.

Packages should be labeled and sent directly to:

Wave Audio Visual Productions
c/o Perdido Beach Resort
27200 Perdido Beach Blvd.
Orange Beach, AL 36561

ATTN: Your Name (or responsible party)
Gulf Coast Dental Conference Exhibitor

Box # _____ of _____

SERVICE CONTRACTOR

Wave Audio Visual Productions serves as the service contractor for the Gulf Coast Dental Conference. Exhibiting companies will receive an Exhibitor Kit with complete information regarding booth furnishings, shipments and other pertinent information approximately six (6) weeks prior to the show.

ADD-ON SPONSORSHIP OPPORTUNITIES

Annual President's Party Sponsorships

President's Party Grand Sponsor - \$2,500

- Be the Grand Sponsor of our 2017 President's Party! This sponsorship helps with the cost of the band, other entertainment and a spectacular fireworks show!
- Bring four company representatives to mingle and network with our attendees and enjoy a delicious dinner. You provide the stadium cups for the dinner beverages and we'll take care of the rest.
- Your signage and logos will be prominently displayed as the Grand Sponsor of the Party!

President's Party Keg Beer Sponsor - \$1,000

- Sponsor the complimentary keg beer bar at our 2017 President's Party! This sponsorship covers the cost of the keg beer bar. You provide the stadium cups for the beer and other cocktails and we'll take care of the rest. Bring two company representatives to mingle and network with our attendees and enjoy a delicious dinner. Your signage and logos will be prominently displayed as the Keg Beer Sponsor of the Party!

Registration Sponsorships

Registration Gift Bags: \$3,000

SOLD! Thank you, Holloway Credit Solutions

Sponsor the registration gift bags given to all dentist attendees! Display your company name and logo for every attendee to see! This bag is our most popular registration item! Ship your bags with your company logo directly to the resort and we will take care of the rest!

Wine Tasting: \$4,000

Would you like a chance to spend some one on one time with our attendees in a relaxed atmosphere? Display your name on our registration website, the attendee brochure and at the meeting as the sponsor of this event! The wine tasting will be free to our attendees thanks to your sponsorship. This will ensure it is packed to capacity! Superb wine and hors d'oeuvres are served at this charming event!

Lanyards: Cost plus \$500

Display your company name and logo brightly around the neck of each attendee! Order and ship the lanyards to us and we'll take care of the rest!

Key Cards: Cost plus \$500

This is a very popular and budget friendly promotional item. Every hotel guest will see your company name and know that you are a proud supporter of the conference. We will provide you the details to work with the resort on ordering this great promotional item. Your company name will beat you to the convention and pre-market for you!

Pens: Cost plus \$500

Place your name in the hands of conference attendees. Your pens will be placed in the lecture rooms and business meetings as well as in the registration area and entrance to the Exhibit Show.

Notepads: Cost plus \$500

Notepads are distributed in each registration bag for all attendees! This is a prime opportunity for you to get your company name in front of attendees.

Registration Bag Promotional Inserts: Cost plus \$300

This key placement is great for coupons and samples. You produce and ship the product to the resort and we will take care of the rest!

SPONSORSHIP OPPORTUNITIES

- Reach dentists and dental professionals from all over the Southeast at this regional conference.
- Increase your company profile with current and future customers – more exposure for your \$\$\$.
- Five levels of sponsorship to meet your needs and your budget.

Diamond - \$10,000 / Platinum - \$7,500 / Gold - \$5,000 / Silver - \$2,500 / Bronze - \$1,000 / GCDC Friends - \$500

DIAMOND – \$10,000

- Diamond limited to one sponsor in each business category (i.e. one supply company, one bank, etc.)
- Free Prime Booth Exhibit Space
- Top Diamond Sponsorship billing on all signs and publications including ALDA News, Website and email newsletter.
- Introduction/ recognition at one large clinical and at ALDA Annual Session General Assembly
- Free dedicated email newsletter profiling company sent to all attendees and ALDA membership (pre-meeting)
- Three (3) half page ads in printed ALDA newsletter (\$900 value)
- Free website advertisement for 1 year (March 1-March 1) (\$1,000 value)
- Up to six free tickets to sponsored functions (Special Events, President's Party) (\$600 value)
- Diamond Sponsor Identification at Exhibit Booth
- Three Break Sponsorships in Lecture Foyer
- Inclusion in the 5th night free program at Perdido Beach Resort
- VIP Welcome Gift

PLATINUM – \$7,500

- Platinum limited to one sponsor in each business category (i.e. one supply company, one bank, etc.)
- Free prime exhibit space (\$995 value)
- Platinum sponsorship billing on all signs and publications including ALDA News, Website and email newsletter
- Introduction/ Recognition at one large clinical and at ALDA Annual Session General Assembly
- Free dedicated email newsletter profiling company sent to all attendees and ALDA membership (pre-meeting)
- Two half-page ads in printed ALDA newsletter (\$600 value)
- Free website advertisement for 6 months (March 1 – September 1) (\$600 value)
- Up to four free tickets to sponsored functions (Special Events, President's Party) (\$500 value)
- Corporate Sponsor identification at Exhibit Booth
- Break Sponsor identification in Lecture Foyer
- Inclusion in the 5th night free program at Perdido Beach Resort
- VIP Welcome Gift

GOLD – \$5,000

- Free prime exhibit space (\$995 value)
- Gold Level sponsorship billing on all signs and publications including ALDA News, Website and email newsletter
- Introduction/ Recognition at one large clinical
- Free dedicated email newsletter profiling company sent to all attendees and ALDA membership (pre-meeting)
- One half-page ad in printed ALDA newsletter (\$300 value)
- Free website advertisement for 3 months pre and post meeting (March 1 – June 1) (\$400 value)
- Up to three free tickets to sponsored functions (Special Events, President's Party) (\$400 value)
- Corporate Sponsor identification at Exhibit Booth
- Break Sponsor identification in Lecture Foyer
- VIP Welcome Gift

SILVER – \$2,500

- Silver Level sponsorship billing on all signs and publications including ALDA News, Website and email newsletter
- Free website advertisement for 1 month pre-meeting (May 1 – June 1) (\$300 value)
- Up to two free tickets to sponsored functions (Special Events, President's Party) (\$200 value)
- Corporate Sponsor identification at Exhibit Booth
- Break Sponsor identification in Lecture Foyer

BRONZE – \$1,000

- Bronze Level sponsorship billing on all signs and publications including ALDA News, Website and email newsletter
- One free ticket to one sponsored function (President's Party) (\$50 value)
- Corporate Sponsor identification at Exhibit Booth
- Break Sponsor identification in Lecture Foyer
- VIP Welcome Gift

FRIENDS – \$500

- Friends Level sponsorship billing on all signs and publications including ALDA News, Website and email newsletter
- Break Sponsor identification in Lecture Foyer
- Corporate Sponsor identification at Exhibit Booth