

2017 FACD ANNUAL SCIENTIFIC SESSION & TRADE SHOW



Florida Academy of  
COSMETIC DENTISTRY



# Stayin' Alive

September 21-23, 2017

ORLANDO WORLD CENTER MARRIOTT

In Cosmetic Dentistry



EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES



Florida Academy of  
COSMETIC DENTISTRY

# Stayin' Alive

## In Cosmetic Dentistry



## Message from the FACD President

**O**n behalf of the Florida Academy of Cosmetic Dentistry Board of Directors and members, I would like to invite your company to participate in the 2017 FACD Annual Scientific Session & Trade Show. The theme for the 2017 meeting is “Stayin’ Alive In Cosmetic Dentistry.” We have a dynamic speaker line-up this year featuring: Dr. Aldo Leopardi, DDS, MS, PC; Dr. George Mandelaris, DDS, MS; Dr. Mark Murphy, DDS, FAGD; and Janice Hurley are scheduled to present this year and are sure to enhance this theme. The Thursday Hands-On Session: Digital Photography Beyond the Basics: From Documentation to Presentation will be presented by Dr. Jason Olitsky, DMD, AAACD.

You may be aware, that the Florida Academy of Cosmetic Dentistry is one of the leading state cosmetic dentistry associations, and one of the largest state cosmetic dental meetings in the nation. In 2016, over 400 dentists, team members and dental technicians attended the conference. Participating in this event is an excellent opportunity to promote the products and services of your company to this great audience.

Included in this brochure are outstanding sponsorship and exhibiting opportunities available for your company! By being a sponsor or exhibitor, you will not only receive excellent benefits for your participation, you will also have great networking opportunities throughout the meeting.

Reserve your exhibit space or sponsorship today! To participate in the 2017 FACD Annual Scientific Session & Trade Show, please complete the form on page 7 and return it along with payment to: FACD at 325 John Knox Rd, Ste L103, Tallahassee, FL 32303 or by fax to (850) 222-3019.

If you need any additional information, please contact Lauren Asbell, CMP or another member of our FACD Meetings Department at (866) 608-3223 or via email at [meetings@flacosmeticdentistry.org](mailto:meetings@flacosmeticdentistry.org).

We look forward to seeing you in September!

—**Dr. Andrew Varga, DMD**



# Trade Show Information

**Prime Booth Fees – \$1,695**

**Regular Booth Fees – \$1,595**

**2017 Exhibitor Booth Package Includes:**

- One (1) 8' x 10' exhibit booth including draping on three (3) sides
- One (1) 6' table, two (2) chairs, one (1) wastebasket and 7" x 44" identification sign
- Two (2) Full Meeting Registrations (Additional exhibitor representative registrations will be available at a discounted fee)
- Recognition on [www.flacosmeticdentistry.org](http://www.flacosmeticdentistry.org) with link to company website
- Company recognition and product description included in conference information given to all attendees

**Setup:**

**Thursday, September 21, 2017**

2:00 p.m. – 6:00 p.m.

**Show Hours:**

The Trade Show will be open on Friday, September 22 from 8:00 a.m. – 5:00 p.m. and on Saturday, September 23 from 7:30 a.m. – 1:30 p.m. Most attendees will be in sessions during the day, but the following events are scheduled in the trade show hall to maximize exposure to all exhibiting companies:

**Friday, September 22, 2017**

- |                         |                                    |
|-------------------------|------------------------------------|
| 8:00 a.m. – 9:00 a.m.   | Breakfast in Trade Show Hall       |
| 10:30 a.m. – 11:00 a.m. | Morning Break in Trade Show Hall   |
| 12:00 p.m. – 1:30 p.m.  | Lunch in Trade Show Hall           |
| 3:00 p.m. – 3:30 p.m.   | Afternoon Break in Trade Show Hall |
| 5:00 p.m. – 9:00 p.m.   | Friday Night Reception             |

**Saturday, September 23, 2017**

- |                         |                                  |
|-------------------------|----------------------------------|
| 7:30 a.m. – 8:30 a.m.   | Breakfast in Trade Show Hall     |
| 10:30 a.m. – 11:00 a.m. | Morning Break in Trade Show Hall |
| 12:00 p.m. – 1:30 p.m.  | Lunch in Trade Show Hall         |

**Learn more at**

**[www.flacosmeticdentistry.org](http://www.flacosmeticdentistry.org)**

**Activities In The Hall For 2017:**

All breakfasts, breaks and the lunches for all attendees, will continue to increase flow in the trade show hall and provide great exposure for your company's products and services.

**Breakdown:**

**Saturday, September 23, 2017**

2:00 p.m. – 5:00 p.m.

*(NOTE: There will be no early break-downs allowed. Companies that break-down early may be fined and will lose priority points.)*

**Name Badges:**

Exhibitor confirmation packets will be emailed out to all exhibitor contacts once payment has been received and assignments of booths are confirmed. This email will also contain an Exhibitor Representative Registration form for exhibitors to register all on-site representatives.

**Policy On Exhibitors Attending Sessions:**

Exhibitors are allowed to attend technical sessions, as space permits, at no additional charge, but entrance to any Thursday workshops will be at the regular entrance fee.

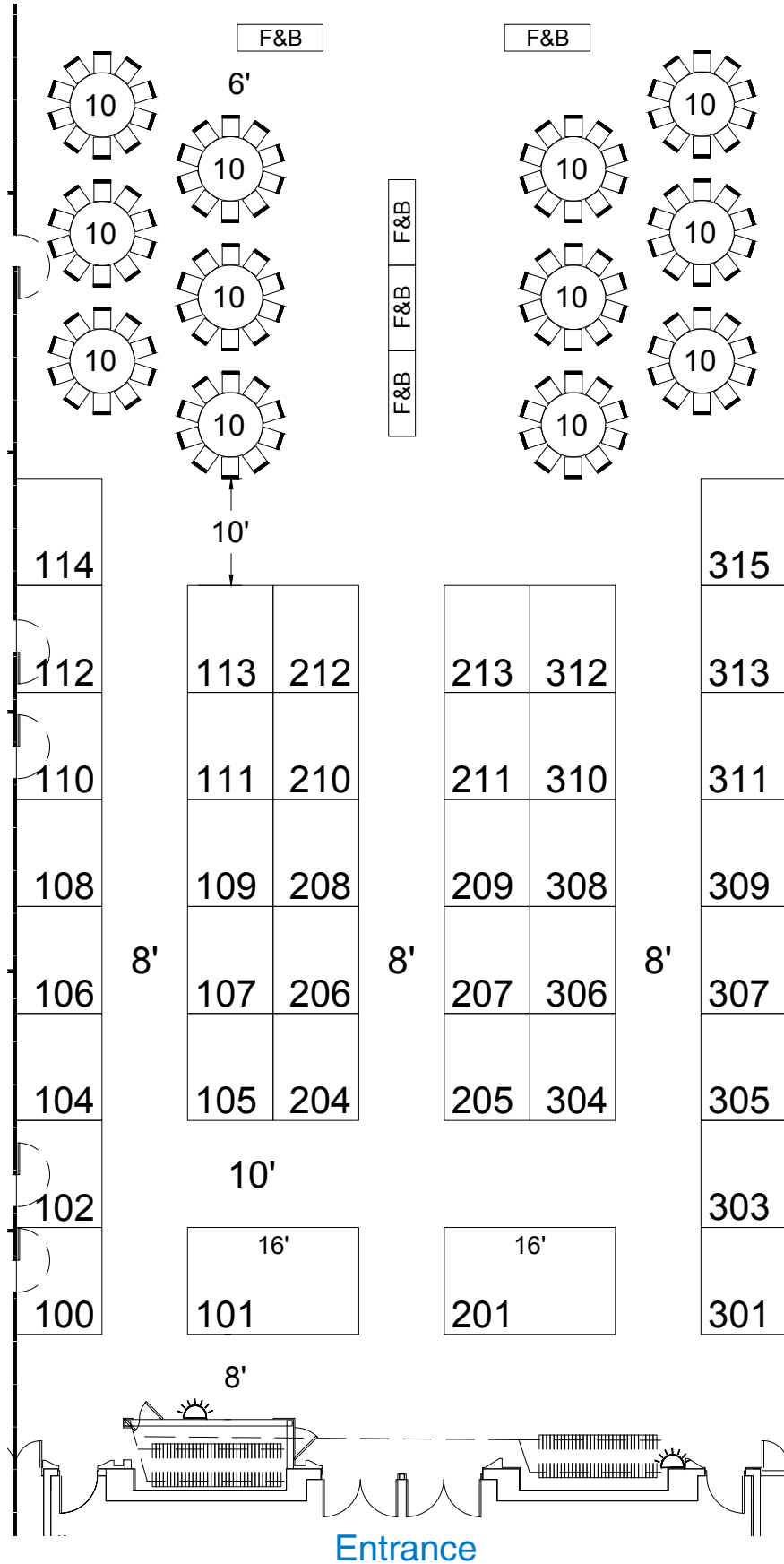
Should you need any additional information, please contact Lauren Asbell, CMP or another member of our FACD Meetings Department at (866) 608-3223 or via email at [meetings@flacosmeticdentistry.org](mailto:meetings@flacosmeticdentistry.org).



*Orlando World Center Marriott*

# Trade Show Floorplan

2017 FACD Annual Conference & Trade Show • Sept. 21 – 23, 2017 • Orlando World Center Marriott



NOTE: Floor plan subject to change without prior notice.

# Sponsorship Opportunities

**Every sponsorship option will receive the following, in addition to what is listed under the individual sponsorships:** (Excluding Conference Bag Insert and FACD E-blast Sponsorships)

- **Company logo on the FACD Scientific Session website**
- **Recognition in Scientific Session promotional emails to all FACD members**
- **Set of mailing labels of all FACD members to promote your show specials (provided one month prior to the conference)**
- **Recognition on signage at the Scientific Session**
- **PowerPoint recognition slide run in general session room in between sessions & during breaks**

## **Friday Night Reception — \$10,000 (1 Available)**

- Sole sponsorship of the Friday Night Reception to be held on September 22, 2017
- Opportunity to address the attendees during the reception
- Button Ad on FACD website for two months
- Company Feature in the FACD website; the month prior to the event; company logo with a link to your company website and 500 characters of text to promote your company and product to all FACD members and team members
- One (1) Prime booth space in the trade show hall
- Up to eight (8) complimentary exhibitor representative registrations
- Three (3) promotional items or inserts (no larger than five (5) 8 ½" x 11" pages) to include in attendee trade show bags
- Recognition on signage during the reception as the reception sponsor
- Company logo placed on promotional items used during the reception
- Company may provide up to two (2) pop-up banner signs to be displayed in the trade show hall during the reception
- Enhanced Web Listing Package – Includes company logo, company description, contact information and downloadable brochure on the FACD website
- GOBO - Company logo to be displayed during the Friday Night Reception either on TV screen poolside or on the terrace lawn.
- Mood cups with your company logo to be used for all drinks at the Friday Night Reception

## **Wi-Fi Sponsor - \$5,000 (1 Available)**

- Sole sponsorship of the conference Wi-Fi
- Opportunity to address the attendees during conference
- One (1) promotional item or insert (no larger than one (1) 8.5" x 11" page) to include in attendee trade show bags

## **Hotel Key Cards — \$3,000 (1 Available)**

- What does every attendee carry with them everywhere they go – even to the pool, look at multiple times a day and inadvertently take home with them when they leave the session? Their hotel room key. You can have your company logo or special offer printed on every hotel key for the duration of the three day meeting. This is exposure that only one company will receive.
- One (1) promotional item or insert (no larger than one (1) 8 ½" x 11" page) to include in attendee trade show bags

## **Friday Lunch in Trade Show Hall — \$2,500 (1 Available)**

- Sole sponsorship of the Friday Lunch to be held September 22, 2017 in the trade show hall
- Opportunity to address the attendees in Doctor/Technician session immediately following the Friday lunch (5 minutes – may include PowerPoint presentation)
- Recognition on signage during the lunch as the Friday Lunch Sponsor
- Sponsor may provide centerpieces for tables or additional décor at their own expense
- Table linens will be selected to compliment company logo and colors if possible
- One (1) promotional item or insert (no larger than one (1) 8.5" x 11" page) to include in attendee trade show bags

## **Saturday Lunch in Trade Show Hall — \$2,500 (1 Available)**

- Sole sponsorship of the Saturday Lunch to be held September 23, 2017 in the trade show hall
- Opportunity to address the attendees in Doctor/Technician session immediately following the Saturday lunch (5 minutes – may include PowerPoint presentation)
- Recognition on signage during the lunch as the Saturday Lunch Sponsor
- Sponsor may provide centerpieces for tables or additional décor at their own expense
- Table linens will be selected to compliment company logo and colors if possible
- One (1) promotional item or insert (no larger than one (1) 8.5" x 11" page) to include in attendee trade show bags

## **FACD Registration Desk — \$2,000 (1 Available)**

- Sole sponsorship of the FACD Annual Scientific Session Registration Desk
- Company logo along with FACD logo on registration desk signage

## **Attendee Lanyards — \$2,000 (1 Available)**

- Company logo along with FACD logo on lanyards given to all attendees

## **Attendee Registration Confirmation Promotional Insert — \$2,000 (1 Available)**

- One (1) promotional item or insert (no larger than 9" x 3.5") to be included in registration confirmation letters mailed to all attendees

## **Friday Breakfast — \$750 (1 Available)**

- Sole sponsorship of the Friday Breakfast in the trade show hall
- Recognition on signage during the breakfast as the Friday Breakfast Sponsor

## **Friday Morning Break — \$500**

- Sole sponsorship of the Friday Morning Break in the trade show hall
- Recognition on signage during the break as the Friday Morning Break Sponsor

## **Friday Afternoon Break — \$500**

- Sole sponsorship of the Friday Afternoon Break in the trade show hall
- Recognition on signage during the break as the Friday Afternoon Break Sponsor

## **Saturday Breakfast — \$750 (1 Available)**

- Sole sponsorship of the Saturday Breakfast in the trade show hall
- Recognition on signage during the breakfast as the Saturday Breakfast Sponsor

## **Saturday Morning Break — \$500**

- Sole sponsorship of the Saturday Morning Break in the trade show hall
- Recognition on signage during the break as the Saturday Morning Break Sponsor

## **FACD E-blasts — \$150 (6 Available)**

- All E-blasts sent to more than 600 recipients in the weeks prior to the FACD Annual Scientific Session & Trade Show promoting a different highlight of the conference
- Company logo and 50 word text section included with selected E-blast

## **Trade Show Bag Inserts — \$150 (Multiple Sponsorships Available)**

- One (1) promotional item or insert (no larger than one 8 ½" x 11" page) to include in attendee trade show bags

# FACD Terms Of Exhibitor / Sponsor Agreement

2017 FACD Annual Conference & Trade Show • Sept. 21 – 23, 2017 • Orlando World Center Marriott

## AGREEMENT

The following terms shall become binding upon acceptance of this agreement between the applicant and his/her employees and the Florida Academy of Cosmetic Dentistry (FACD), the meeting and exhibits host.

## SPONSORSHIPS

Sponsorships will be assigned based on the date the contract is received with payment in full. All sponsorships must be paid in full to receive the benefits described in the sponsorship details. All sponsorships will be reserved on a first-come, first-served basis.

## BOOTH ASSIGNMENTS

If you are a returning exhibitor, booth spaces will be assigned in a priority order based on the number of years the company has participated (since 2003), the number of booths held each year and the meeting sponsorship participation from the previous year. Booth assignment using priority screening will begin on June 2, 2017. Applications received after that date will be assigned in the order they are received. If 2017 will be the first year your company is exhibiting at the show, your application will be processed after June 2, 2017 in the order it is received.

## SETUP

**Thursday, September 21, 2017**

2:00 p.m. – 6:00 p.m.

*(NOTE: Extended hours for setup can be arranged if needed.)*

## SHOW HOURS

The Trade Show Hall will be open on Friday, September 22, 2017 from 8:00 a.m. - 5:00 p.m. and on Saturday, September 23, 2017 from 7:30 a.m. - 1:30 p.m. Most attendees will be in sessions during the day, but the following events are scheduled in the trade show hall to maximize exposure to exhibiting companies:

### Friday, September 22, 2017

8:00 a.m. – 9:00 a.m.	Breakfast in Trade Show Hall
10:30 a.m. – 11:00 a.m.	Morning Break in Trade Show Hall
12:00 p.m. – 1:30 p.m.	Lunch in Trade Show Hall
3:00 p.m. – 3:30 p.m.	Afternoon Break in Trade Show Hall
5:00 p.m. – 9:00 p.m.	Friday Night Reception

### Saturday, September 23, 2017

7:30 a.m. – 8:30 a.m.	Breakfast in Trade Show Hall
10:30 a.m. – 11:00 a.m.	Morning Break in Trade Show Hall
12:00 p.m. – 1:30 p.m.	Lunch in Trade Show Hall

## BREAKDOWN

**Saturday, September 23, 2017**

2:00 p.m. – 5:00 p.m.

*(NOTE: No early break-downs will be allowed. Companies that break-down early may be fined and will lose priority points.)*

## PUBLIC POLICY

Exhibitors are charged with knowledge of all ordinances and regulations pertaining to taxes, health prevention, customs and public safety while participating in this event. Compliance with such laws is mandatory for exhibitors and the responsibility of the exhibitor.

## USE OF EXHIBIT SPACE

Exhibitors shall reflect their company's highest standards of professionalism while maintaining exhibit space during trade show hall hours. No exhibitor shall assign, sublet or share the space without the written permission of FACD. Exhibitors wishing to host social functions including but not limited to hospitality suites, receptions, customer functions or any type of competition must obtain approval from FACD to avoid conflict with official meeting functions. Contact Lisa Kamper, Executive Director at (866) 608-3223 or email lkamper@flacosmeticedentistry.org.

## DAMAGE TO PROPERTY

Exhibitors are liable for any damage caused to the building, floors, walls, columns, or to standard exhibit equipment or to other exhibitor's property. Exhibitors must not apply paint, lacquer, adhesive or any other coating to building, columns, floors, or to standard exhibit equipment.

## FOOD SERVICE

FACD reserves the right to provide food and beverage service in the trade show hall. Exhibitors are not allowed to provide any food or beverage service without prior approval and permission of FACD.

## CANCELLATION

No cancellation shall be acknowledged unless received in writing by the FACD Tallahassee office. Should an exhibitor wish to cancel 30 days before the set-up date (9/21/17), a 50% refund will be given by FACD. Should a sponsor wish to cancel after receipt of signed agreement, a 50% refund will be given by FACD. No refunds will be given for cancellations received within 30 days of the event.

## FIRE AND SAFETY REGULATIONS

All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. All disposable materials and decorations must be flameproof and are subject to inspections.

## LIABILITY AND INSURANCE

The hotel management and FACD will take all reasonable precautions to avoid the loss of exhibitor's property by theft or fire, but under no circumstances shall the hotel management or FACD be responsible for such losses. It is recommended that exhibitors cover their property with suitable insurance.

## ELIGIBLE EXHIBITS

FACD reserves the right to determine the eligibility of any company or products for inclusion in the meeting. FACD also reserves the right to reject, evict or prohibit any exhibit in whole or in part, or any exhibitor, or their representatives, with or without giving cause.

## NOISY AND OBNOXIOUS EQUIPMENT

The operation of whistles or any objectionable device will not be allowed. After the exhibit hall opens, noisy and unsightly work will not be permitted.

## EXHIBITOR SALES TAX

Per Florida tax laws, this agreement prohibits the exhibitor from making or offering to make sales of taxable goods or services without obtaining an Annual Resale Certificate (Form DR-13) from the purchaser. For more information, contact the Florida Department of Revenue or visit [www.myflorida.com/dor/taxes/trade\\_sut](http://www.myflorida.com/dor/taxes/trade_sut).

# 2017 FACD Exhibitor/Sponsorship Agreement

2017 FACD Annual Conference & Trade Show • Sept. 21 – 23, 2017 • Orlando World Center Marriott

(Note: The pre-show contact will receive the exhibitor kit and other pre-show materials. The information completed in the second section will be listed in the conference information.)

Pre-Show Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## PLEASE COMPLETE THE FOLLOWING INFORMATION AS IT SHOULD APPEAR IN THE CONFERENCE PROGRAM:

Show Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Description of Products and Services (25 words or less): \_\_\_\_\_

## BOOTH LOCATION(S) DESIRED: (see page 4 for booth numbers/locations)

1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_ 3rd choice: \_\_\_\_\_

If possible, do not place our booth(s) next to the following companies (specific names): \_\_\_\_\_

## SPONSORSHIP SELECTION(S): (see page 5)

### BOOTH & SPONSORSHIP FEES:

Each exhibit booth purchased for the 2017 FACD Annual Scientific Session & Trade Show includes full registrations for two (2) onsite representatives. Registrations include lunch tickets for Friday & Saturday.

\_\_\_\_\_ (quantity) **Prime Booth(s)** @ \$1,695 = \$ \_\_\_\_\_

\_\_\_\_\_ (quantity) **Regular Booth(s)** @ \$1,595 = \$ \_\_\_\_\_

**Sponsorship** (total for choices listed above) = \$ \_\_\_\_\_

**GRAND TOTAL = \$** \_\_\_\_\_

### PAYMENT TERMS:

Indicate your choice of payment and mail to: FACD, 325 John Knox Rd, Ste L103, Tallahassee, FL 32303. You may also fax this application and credit card payment to (850) 222-3019 or email to meetings@flacosmeticdentistry.org. Call (866) 608-3223 with any questions or for additional information.

Check enclosed (*made payable to FACD*) Check # \_\_\_\_\_ Check Amount: \$ \_\_\_\_\_

Credit card (*complete the following information*)  Visa  MC  Amex Charge Amount: \$ \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code:\* \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address & Zip Code: \_\_\_\_\_

\*This is the 3 digit number found next to the signature panel on the back of the card. AMEX ONLY - This is the four digit number found on the front of your card.

### CONTRACT AGREEMENT:

I understand that this application becomes a contract when signed below and accepted by the FACD Exhibit Manager. I agree to abide by the conditions of this contract. Contract will not be accepted without a signature.

\_\_\_\_\_  
Signature of Authorized Representative Title Date

**For FACD Office Use Only:**

Date Received: \_\_\_\_\_

Booth Number(s) Confirmed: \_\_\_\_\_

Sponsorship(s) Confirmed: \_\_\_\_\_



Florida Academy of Cosmetic Dentistry  
325 John Knox Rd, Ste L103  
Tallahassee, FL 32303  
(866) 608-3223  
[www.flacosmeticdentistry.org](http://www.flacosmeticdentistry.org)

# Stayin' Alive

**September 21 - 23, 2017**

2017 FACD ANNUAL SCIENTIFIC SESSION & TRADE SHOW  
Orlando World Center Marriott • Orlando, FL

## Resort Information

### ORLANDO WORLD CENTER MARRIOTT

8701 World Center Drive • Orlando, FL 32821

Phone: (407) 239-4200

[www.marriott.com/hotels/travel/  
mcowc-orlando-world-center-marriott/](http://www.marriott.com/hotels/travel/mcowc-orlando-world-center-marriott/)



**D**iscover a world of possibilities when staying at Orlando World Center Marriott. As one of the most convenient resorts in Orlando, we offer amazing on-site amenities as well as a shuttle service to Walt Disney World®. Stop by Falls Pool Oasis, featuring two 200-foot waterslides, a 90-foot speed slide, kid's splash park and nightly laser light show, or enjoy a round of 18 holes at our championship golf course. Travelers also have the option to dine at our ten restaurants and lounges, make an appointment for a massage or facial at the full-service spa, or take advantage of our state-of-the-art fitness center. Enjoy a piece of paradise at Orlando World Center Marriott.

Make your reservations directly with Orlando World Center Marriott by calling (888) 789-3090. Be sure to mention you are with the FACD and **make your reservation for the meeting before Tuesday, August 29** to receive the reduced room rate of \$165.00 per night for single/double occupancy.

