OF DISCOVERY:
TECHNOLOGY & ART

FEBRUARY 23-24, 2017  |  SWISSÔTEL CHICAGO  |  CHICAGO, ILLINOIS

AT THE
CROSSROADS
OF DISCOVERY:
TECHNOLOGY & ART

CHICAGO 2017
the AMERICAN PROSTHODONTIC SOCIETY

89TH ANNUAL MEETING

FEBRUARY 23-24, 2017  |  SWISSÔTEL CHICAGO  |  CHICAGO, ILLINOIS
Participating Gives You a Competitive Edge in the Dental Market

On behalf of the American Prosthodontic Society (APS), we are pleased to invite you to sponsor, exhibit or advertise at our upcoming 2017 Annual Meeting. Based on your feedback, our 2017 meeting will continue the shift in exhibit hours to be open all day Thursday. This pattern provides exhibitors with more dedicated hours to meet with attendees and makes the most of your time during this busy week in Chicago.

Founded in 1928, the American Prosthodontic Society was one of the three original sponsoring organizations of the Journal of Prosthetic Dentistry. The APS contributes to the discipline, specialty and laboratory technology aspects of prosthodontics and is, in fact, the only national prosthodontic organization that encourages and welcomes dental technologists as full associate members. The Annual Scientific Program has consistently been regarded as one of the best during the Chicago Mid-Winter meeting and has continued to grow over the past several years.

We expect over 300 dentists and dental technologists to be in attendance. Participation in the APS Annual Meeting provides your company with a value-added forum to better target your niche market and gain a competitive edge. We look forward to seeing you at the APS Annual Meeting!

Joseph M. Huryn, DDS – President
Arun Sharma, DDS – Corporate Relations Chair
Thomas Salinas, DDS – Annual Meeting Program Chair

About the American Prosthodontic Society

The American Prosthodontic Society is the only organization that combines the discipline, specialty and technology of prosthodontics. Our membership includes specialists, general dentists, certified and master dental technologists and students. The APS has earned the reputation of being the singular organization with unrestricted membership where all that is required is an interest in prosthodontics. There is no better organization than the APS to bring together the talent, the insight and the experience of practicing dentists, researchers, dental school faculty and administrators and technologists in one meeting devoted to the advancement of prosthodontics.

The American Prosthodontic Society is an ADA CERP Recognized Provider of continuing education credits, and continuing education credits for attendance are approved for CDTs by the NADL National Board for Certification in Dental Laboratory Technology. In 2005, we were very proud to have become the first North American prosthodontic organization to be approved to provide continuing education credits to dentists practicing in the United Kingdom.

APS Attendees Have Buying Power*

- seventy-five percent of meeting attendees approve purchases, recommend purchases or are the sole decision-maker regarding product purchases
- ninety-nine percent of meeting attendees visit the exhibit hall

We Have Your Audience

Anticipated Meeting Attendance for 2017:
- over 300 professionals

*statistics based on previous APS meetings

THE AMERICAN PROSTHODONTIC SOCIETY'S ANNUAL MEETING ATTRACTS PROSTHODONTIC SPECIALISTS AND GENERAL DENTISTS IN ADDITION TO A SIGNIFICANT NUMBER OF DENTAL TECHNOLOGISTS.
THE THEME OF THIS YEAR’S ANNUAL CONFERENCE WILL BE

“AT THE CROSSROADS OF DISCOVERY: TECHNOLOGY AND ART”

THE FOLLOWING THEMES WILL BE EXAMINED IN THE CONFERENCE SESSIONS:

- Hybrid prosthesis on teeth and implants
- Interdisciplinary treatment planning
- Esthetics and implant prosthetics
- Maximizing esthetics and durability with ceramics
- Maxillofacial reconstructions
- Cost-effective surgical and prosthetic protocols

2017 Invited Speakers visit prostho.org for more details

Mr. Peter Angelus
Dr. Edmond Bedrossian
Dr. Marco Brindis
Dr. Lyndon Cooper

Mr. Jungo Endo
Dr. Jonathan Esquivel
Dr. Lee Jameson
Dr. Frank LaMar

Dr. Gary Morris
Dr. Martin Osswald
Dr. Mamaly Reshad
Dr. Susanne Scherrer

Dr. Clark Stanford
Dr. Jonathan Wiens

Past Exhibitors and Sponsors Sponsors noted in bold

- 3M ESPE
- Aichi Steel Corp, Toyota Group
- American Tooth Industries
- Archworks Dental Laboratory
- The Argen Corporation
- Avadent
- Axis Dental
- Best Card
- bigjawbone
- BioHorizons
- BioLok International, Inc.
- Biomet 3i
- Bisco Dental Products
- Brasseler USA
- Burbank Dental Laboratory
- Carestream Dental
- Cendres + Métaux
- DDS Refining
- Dental Arts Laboratories, Inc.
- Dentatus
- Dentsply
- Dentsply Implants
- Dentsply Prosthetics
- Doxa Dental
- Edimer Pharmaceuticals
- Elsevier
- EPS Dental Lab
- Fusion Taller Dental
- GC America, Inc.
- Glidewell Laboratories
- Global Dental Science
- Hawkeye Dental Studios
- Heraeus
- Hubermed
- Ivoclar Vivadent
- Keystone Dental
- Komet USA
- Medperform
- Microdental
- NEOSS, Inc.
- Nobel Biocare
- Nobelium
- Panthera Dental
- Pascal International
- Preat
- Quintessence Publishing
- Sirona Dental Systems, LLC
- SmileLine
- Southern Implants, LLC
- Straumann USA
- TekScan
- Thormmen Medical USA
- US Air Force
- Vitalab Dental Laboratory
- Whipmix Corporation
- Wieland Dental Systems
- Yodle
- Zimmer
- Zirkonzahn

APS MISSION STATEMENT

To promote the advancement of the discipline of prosthodontics by integrating the generalist, specialist and dental laboratory technologist in a manner that will continuously seek improvement of patient treatment. We will accomplish this through education and research.

CONTACT INFORMATION
American Prosthodontic Society
225 W. Wacker Drive, Suite 650
Chicago, Illinois 60606
p: 312.981.6780 • f: 312.265.2908 • prostho.org • aps@prostho.org
SPONSORSHIP OPPORTUNITIES

Industry partners have the option of sponsorship, exhibit participation or both. All sponsorships, including the event and item sponsorships, include recognition on the APS website and in the final program (subject to January 13, 2017 deadline).

DIAMOND SPONSOR: $20,000
This comprehensive Sponsorship Package includes the following:
- Complimentary 8’ x 10’ booth space including 6 full conference registrations
- Choice of registration pack insert or chair drop (a $500 value)
- Full-page, prominent-location advertisement in final program ($750 value)
- Electronic pre- and post-conference mailing list including email addresses
- Recognition in the advance program and final program as a Diamond Sponsor with logo placement (subject to print deadlines)
- Company logo on APS homepage and Annual Meeting webpage with link to company website
- Sponsorship of 2 E-blasts to potential attendees
- Recognition in E-blasts to meeting attendees with link to company website
- Invitation for 3 company representatives to attend President’s Reception on Wednesday, February 22
- Prime exhibit booth location
- Sponsorship recognition from podium during general session and luncheon and on signage at event
- Company logo on screen (1 slide per Diamond Sponsor) in the scientific session during introduction remarks

GOLD SPONSOR: $7,500
This Sponsorship Package includes the following:
- 8’ x 10’ booth space including 3 full conference registrations
- Half-page advertisement in the final program (a $500 value)
- Pre-conference mailing list
- Recognition in the advance program and final program as a Gold Sponsor with logo placement (subject to print deadlines)
- Company name on APS Annual Meeting webpage with link to company website
- Invitation for 1 company representative to attend President’s Reception on Wednesday, February 22
- Recognition in E-blasts to meeting attendees with link to company website
- Sponsorship recognition from podium during general session and luncheon and on signage at event
- Company logo on screen (1 slide per Gold Sponsor) in the scientific session during introduction remarks

PLATINUM SPONSOR: $15,000
This Sponsorship Package includes the following:
- Complimentary 8’ x 10’ booth space including 4 full conference registrations
- Choice of registration pack insert or chair drop (a $500 value)
- Full-page advertisement in the final program (a $750 value)
- Pre- and post-conference mailing list
- Recognition in the advance program and final program as a Platinum Sponsor with logo placement (subject to print deadlines)
- Sponsorship of 1 E-blast to potential attendees
- Recognition in E-blasts to meeting attendees with link to company website
- Invitation for 2 company representatives to attend President’s Reception on Wednesday, February 22
- Company logo on APS homepage and Annual Meeting webpage with link to company website
- Sponsorship recognition from podium during general session and luncheon and on signage at event
- Company logo on screen (1 slide per Platinum Sponsor) in the scientific session during introduction remarks

SILVER SPONSOR: $3,500
This Sponsorship Package includes the following:
- 1 complimentary full conference sponsor registration (a $350 value)
- Pre-conference mailing list
- Recognition in the advance program and final program as a Silver Sponsor with logo placement (subject to print deadlines)
- Company name on APS Annual Meeting webpage with link to company website
- Invitation for 1 company representative to attend President’s Reception Wednesday, February 22
- Recognition in E-blasts to meeting attendees with link to company website
- Sponsorship recognition from podium during the general session and the luncheon and on signage at event
- Company logo on screen (1 slide per Silver Sponsor) in the scientific session during introduction remarks

CORPORATE FORUMS: $5,000
Returning this year, APS is offering special limited attendance corporate forums for up to 3 companies to showcase their products and services. Participation will be open to attendees during lunch on Thursday.

CUSTOMIZED SPONSORSHIPS
Customized sponsorships are available. To learn more or discuss other possible sponsorship opportunities, please call AnCherise Taylor at the APS Central Office at 312.265.3992.
SPONSORSHIP OPPORTUNITIES (CONTINUED)

EVENING RECEPTION: $5,000, Limit 1
Attendees look to the evening reception to unwind, socialize and network. Signage recognizing your company as the event’s sponsor will be placed throughout the reception to be held in the exhibit hall in conjunction with the table clinics. A table will be provided for you to place additional marketing collateral. Cocktail napkins with your company logo will also be provided.

REGISTRATION BAGS: $2,500, Limit 1
Get your logo in front of attendees and decision makers throughout the week and back at home by sponsoring the conference bags. Attendees will use these convenient bags for carrying all their important conference materials and handouts. Bags will be distributed to all attendees during registration. The sponsor will also receive one complimentary conference bag insert (a $500 value).

CONTINENTAL BREAKFAST: $2,000, Limit 1
Signage recognizing your company as the sponsor will be displayed at the meal, as well as logo-imprinted napkins.

BADGE LANYARDS: $1,500, Limit 1
Your company name or logo will not only be seen, but also worn, by all APS conference attendees. This ensures that each attendee will receive your conference message during registration and receive continued exposure throughout the conference.

HOTEL ROOM DROPS: $1,000 per day, Limit 2
This is your chance to reach all conference attendees in their hotel rooms. Only one company will be permitted to do a room drop each day.

EXHIBIT BOOTH: $1,750 (before September 30, 2016) or $2,000 (after September 30, 2016)
√ One 8’ x 10’ exhibit space
√ One 6’ draped & skirted table with 2 chairs
√ Post-conference mailing list
√ One identification sign

BEVERAGE BREAK: $750 per break, Limit 3
Remind attendees of your company as they relax during the beverage breaks in the exhibit hall. Signage and beverage napkins are included. 3 sponsorship opportunities are available.

ADVERTISING OPTIONS

ON-SITE FINAL PROGRAM ADS: $500 - 1,500 (depending on selection)
Deadline: January 13, 2017
This program is every attendee’s “roadmap” through the conference—it maintains its value long after the event ends. All ads print one-color, no bleeds. Please submit ads in black-and-white. Digital files are required (no film accepted); .tif or .eps preferred. All ads must be submitted in advance and are subject to approval by APS Show Management.
√ Half Inside Page ($500): 7” x 5” (trim size)
√ Full Inside Page ($750): 7” x 10’ (trim size)

REGISTRATION PACKET INSERTS: $500 (max of 5 companies)
Deadline: February 10, 2017
Take advantage of this limited opportunity: place one promotional flier or product sample into the conference registration packets, which will be distributed to every attendee. (Materials for packets must be supplied by advertiser and approved by APS Show Management in advance. Quantity of packets to be confirmed prior to show.)

ATTENDEE MAILING LIST RENTAL: $250
A post-conference mailing list is included for all exhibitors as a meeting benefit, but the purchase of a pre-conference list is the perfect way to reach APS attendees with a special promotion or offer before the show.

EXHIBITING INFORMATION

MEETING BENEFITS & EXPOSURE
√ Over 5 focused, unopposed exhibit hours to meet top dental pros
√ Opportunity for all registered exhibitors to attend the educational sessions with the attendees

EXHIBIT HALL HOURS (Preliminary – subject to change)
Set-up: Wednesday, February 22, 2017 1:00 – 7:00 pm
Open: Thursday, February 23, 2017 7:00 am – 7:30 pm
Continental breakfast, lunch, (2) breaks, reception in exhibit hall
Dismantle: Thursday, February 23, 2017 7:30 – 8:00 pm
Hall must be clean and clear by 6:00 am Friday morning

REGISTRATION INFORMATION
All sponsor and exhibitor personnel attending the APS Annual Meeting are required to register for a badge. Registration information will be included with your confirmation. Sponsors and exhibitors are entitled to complimentary full conference registrations as outlined in the benefits above. Additional full conference registrations are available for the discounted price of $350 each. Registered personnel are invited to attend all educational sessions; regular, non-member attendee registration is $645.

CANCELLATIONS
Cancellation of sponsorship or exhibit space must be made in writing via certified mail, return receipt requested, to APS Headquarters; 225 W. Wacker Drive, Suite 650; Chicago, IL 60606. Phone cancellations will not be accepted. A refund of 50% of the total sponsorship and/or exhibit fees will be granted for cancellations made on or before December 12, 2016. Refunds will not be granted for cancellations made after December 12, 2016. Sponsor/exhibitor badges are non-refundable.
2017 EXHIBITOR/SPONSOR RULES & REGULATIONS

These Contract Conditions/Rules & Regulations are part of the APS Exhibit Space & Sponsorship Application/Contract and should be read carefully before signing. After completing the Application/Contract, please forward these Rules & Regulations to the person in charge of your exhibit at APS. Questions? Contact the APS Central Office, at info@aps.org or 312.581.6780.

ELIGIBILITY. Sponsorship of APS and the APS exhibit area is open to companies whose products and services are directly related to the dental industry. APS reserves the right to reject applications for exhibit space, whether or not sponsorship of the company whose display of goods or services is not, in the opinion of APS, compatible with the general character and objectives of APS. (Any display of refurbished equipment or services is strictly prohibited.) APS reserves the right to remove, at Exhibitor’s expense, any merchandise deemed by the Program Chair as not suitable for display in the exhibit hall.

EXHIBIT RENTALS & DEPOSITS. Booths will be charged at the rate of $1,750 prior to September 30, 2016 and $2,000 after September 30, 2016. No space will be assigned without full payment. Checks should be made payable to APS and should be mailed with the Application/Contract for Exhibit Space to: APS, PO Box 112, Evanston, IL 60201. Vendors will not be permitted to set up their exhibit until FULL payment has been made.

EXHIBIT ASSIGNMENTS. Exhibit booths will be assigned on a first-come, first-served basis, with preference given to sponsors. The preferences given for exhibit space location are for guidance and are not guaranteed. APS does not represent that any space will be available to any applicant. If space is not available, a waiting list will be developed by order of the date each completed Application/Contract for Exhibit Space is received by APS. APS will refund all payments received with the Application/Contract for Exhibit Space to any applicant for whom space is not available.

CANCELLATIONS. Cancellation of sponsorship must be made in writing via certified mail, return receipt requested, to APS Headquarters, 225 W. Wacker Drive, Suite 650, Chicago, IL 60606. Phone cancellations will not be accepted. A refund of 50% of the total sponsorship will be granted for cancellations made on or before December 12, 2016. Refunds will not be granted for cancellations made after December 12, 2016. Sponsors may not receive any acknowledgment of the receipt of a Sponsorship Application/Contract or receipt of the appropriate deposit does not constitute an acceptance of an application. In those instances where a booth application is declined, APS will refund such deposit in full.

SUBLETTING OF EXHIBIT & PROHIBITED USES. Exhibitors are prohibited from assigning or subletting any part of the space allotted to them. Nor shall they exhibit or permit to be exhibited in their space any merchandise or service not part of their own regular businesses, nor shall they exhibit any advertising materials directly pertaining to such unauthorized product or service.

EXHIBITOR RESPONSIBILITY. The exhibitor assumes all responsibility for any and all loss, theft or damage to exhibitor’s displays, equipment and other property while on Swissotel Chicago premises, and hereby waives any claims or demand it may have against APS, Swissotel Chicago or its affiliates arising from such loss, theft or damage. In addition, the exhibitor agrees to defend (if requested), indemnify and hold harmless APS and Swissotel Chicago and their respective parent, subsidiary and other related or affiliated companies from and against any liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation, attorneys’ fees and costs, arising from or in connection with the exhibitor’s occupancy and use of the exhibit premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees, subcontractors or agents.

INSURANCE & LIABILITY. Exhibitor shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person or any loss or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with the Exhibitor’s participation in the Exhibition (except as otherwise provided in the Lease Agreement between APS and Swissotel Chicago). It is the Exhibitor’s sole responsibility to obtain, at its own expense, any all licenses and permits, and to comply with all federal, state and local laws and City of Chicago ordinances for any activities conducted in association with or as part of the Exhibition.

Exhibitor shall protect, indemnify, hold harmless and defend APS, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney’s fees and costs of litigation, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from negligence of APS, its officers, directors, agents or employees. Exhibitor, its agents and representatives shall maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of, or in any way connected with Exhibitor’s participation in the Exhibition, in an amount of not less than one million dollars ($1,000,000) for personal injury, death or property damage in any one occurrence. Such insurance shall include coverage of the indemnification obligations of the Exhibitor under these Rules and Regulations and shall cover APS and the decorator as additional insureds. APS reserves the right to require additional insurance from Exhibitors.

Fire regulations prohibit the use of paper, crepe paper, corrugated cardboard, or any other highly combustible or flammable material for decoration of exhibits. All materials used in the exhibit hall must be of a non-flammable nature. Electric signs and equipment must be wired to meet the specifications of local fire authorities. Fire extinguishers on stands, walls, on the floor or elsewhere may not be removed or obstructed in any manner.

GENERAL. All matters and questions not covered by the Contract Conditions/Rules & Regulations are subject to the express discretion of APS. These Rules & Regulations may be amended at any time by APS, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these Rules & Regulations, written notice will be given by APS to such exhibitors that may be affected by them. Any Exhibitor not abiding by the Rules & Regulations set forth herein will lose the privilege of exhibiting. The Rules & Regulations set forth herein will be enforced. Exhibitors agree to abide by all Rules & Regulations at Swissotel Chicago.

SHIPPING. Exhibitors are responsible for shipping their exhibits and other associated equipment. All packages must be shipped to the service contractor. The address and contact of the official service contractor will be provided in the Exhibitor Services Manual. No shipments can be made directly to the hotel as they have limited storage space. The hotel will turn away all large shipments and is not responsible for the storage and safety of shipped materials. Additionally, the hotel will assess a fee for all packages received.

HOUSING & BADGE INFORMATION. Housing and badge information will be sent with the Exhibitor Services Manual.

CANONS OF CONDUCT. Exhibitors shall not represent themselves as a spokesperson to the media, the manufacturer or any outside organization except as is appropriate in fulfilling responsibilities as an elected or appointed officer by the board for a specific task. APS’s name, marks or logos shall not be used where such could be construed as an endorsement of a company, person, product, service or activity without express permission from the APS Board of Directors.

Exhibitors shall respect the confidentiality of the communication between customers and APS and shall not record, distribute, publish or interpret this communication. This includes, but is not limited to, APS publications such as membership lists and resolutions.

Exhibitors shall not market, sell or promote the products and/or services of his or her employer to other members except as is incidental to programs, presentations, displays, etc., approved for inclusion in APS conference and/or events.

Sponsors and exhibitors must abide by all of the procedures, rules and policies defined for participation in APS conferences.

Exhibitors shall conduct themselves at conferences and in other activities of the group in a manner that contributes to the group’s image as a professional organization and to its credibility in the industry.

PHOTOGRAPHY & TELEVISION COVERAGE. Arrangements for taking photographs and/or television coverage must be made with APS’s Director of Meetings.

ATTENDEE AGE LIMIT. No children under the age of 16 shall be allowed in the exhibition hall at any time.
Application/Contract to sponsor/exhibit dated this ________ day of ________________________ by and between _______________________________________________
(hereinafter called “Sponsor”) and the American Prosthodontic Society (hereinafter called “Management” or “APS”). We have read the Sponsor/Exhibit Rules & Regulations as printed on the reverse hereof, and agree that they are a part of this Application and hereby further agree to abide by them and any additional rules deemed necessary by APS. In accordance with the terms, conditions and regulations governing exhibits of APS and Swissôtel Chicago (set forth under “Rules & Regulations” as well as those conditions under which space in Swissôtel Chicago is leased to APS), the undersigned hereby makes application for exhibit space/sponsorship, which when accepted by APS, becomes a contract.

COMPANY INFORMATION
Please fill out the following company information EXACTLY as you would like it to appear in the on-site program:

Company: ____________________________
Address: ____________________________
City: __________________ State: ________ Zip: ________
Main Phone: ____________________ Main Fax: ______________
Company Email: ____________________ Company Web: ____________________

Please send a logo and 30-word description of your company and/or products for inclusion in the on-site final program to info@prostho.org. (Listings may be edited for grammar, length and style.)

Please list the person authorized to sign this contract and also receive future correspondence:

Name: ________________________________
Address: ____________________________
City: __________________ State: ________ Zip: ________
Phone: __________________ Fax: ______________
Email: ______________________________
Submitted by: _________________________ Signature: __________________

EXHIBITORS
Standard 8’ x 10’ booths cost $1,750 prior to September 30, 2016 and $2,000 after September 30, 2016. All funds are payable, in U.S. dollars, to the American Prosthodontic Society. APS requires full payment at time of application.

☐ Exhibitor Early – $1,750 ☐ Exhibitor Regular – $2,000

ADVERTISING (Placement is offered on a first-come, first-served basis.)

☐ Outside Back Cover – $1,500 ☐ Inside Front Cover – $1,200
☐ Full Inside Page – $750 ☐ Half Inside Page – $500
☐ Registration Packet Inserts – $500 ☐ Mailing List Rental – $250

SPONSORSHIPS

☐ Diamond Sponsor – $20,000 ☐ Platinum Sponsor – $15,000
☐ Silver Sponsor – $3,500 ☐ Evening Reception – $5,000
☐ Registration Bags – $2,500 ☐ Continental Breakfast – $2,000
☐ Hotel Room Drops – $1,000 ☐ Beverage Break – $750
☐ Gold Sponsor – $7,500 ☐ Corporate Forum – $5,000
☐ Badge Lanyard – $1,500

PAYMENT INFORMATION

☐ Check (payable to APS) ☐ Visa ☐ MasterCard ☐ American Express
in the amount of $___________ U.S.
Cardholder Name: ___________________________________________
Billing Address: ____________________________________________
City: __________________ State: ________ Zip: ________
Card Number: ____________________________ Exp. Date: __________ CCV: __________
Submitted by: _________________________ Signature: __________________