

2023 CHICAGO



Sponsor & Exhibitor Prospectus

Art and Science of Zirconia Applications

94th Annual Meeting of the
AMERICAN PROSTHODONTIC SOCIETY

February 23-24, 2023
Swissotel, Chicago, IL USA



CHICAGO 2023

The AMERICAN PROSTHODONTIC SOCIETY

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 2023 Annual Meeting. Based on your feedback, our 2023 meeting will extend exhibit hours to be open on Friday. 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 is 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!

Jose F. Cortes, DDS
President

Effrat Habsha, BSc, DDS, Dip. Prosth.,
MSc, FRCDC
Professional Relations Committee Chairs

Nasser Barghi, DDS, MA
Annual Meeting Program Chair

About the American Prosthodontic Society

The American Prosthodontic Society 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.

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 2023:

- Over 300 professionals

*statistics based on previous APS meetings

The theme of this year's Annual Conference will be:

Zirconia in Dentistry Art, Science and Applications

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

Past Exhibitors and Sponsors

3M
3Shape
America's Navy
Avadent
Dentsply Sirona
Evolve
GC America, Inc.
Henry Schein One
Ivoclar Vivadent
Palmeri Media Group
Panthera Dental Quintessence
Sesame Communications
Southern Implants
Straumann
Thommen Medical
ZirkonZahn



Zirconia in Dentistry Art, Science and Applications

2023 Invited Speakers

Lee Ann Brady
John Burgess
Christian Coachman
Giacomo Fabbri
Michel Magne
Carlo Marinello
Rolando Nunez
Ariel Raigrodski
Frank Spear
John Sorensen

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.

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 in the General Session room. Participation will be open to attendees during lunch on Thursday.

Sponsorship Opportunities & Advertising Options

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 11, 2023 deadline).

DIAMOND SPONSOR: \$20,000

This comprehensive Sponsorship Package includes the following:

- Complimentary 8' x 10' booth space including 6 full conference registrations
- Registration pack insert (a \$500 value)
- Full-page, prominent-location advertisement in final program (\$750 value)
- Recognition in the 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
- Invitation for company representatives to attend AP Foundation Welcome Reception on Wednesday, February 22
- Prime exhibit booth location
- Sponsorship recognition from podium during general session and on signage at event
- Company logo on screen (1 slide per Diamond 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
- Registration pack insert (a \$500 value)
- Full-page advertisement in the final program (a \$750 value)
- Recognition in the final program as a Platinum Sponsor with logo placement (subject to print deadlines)
- Sponsorship of 1 E-blast to potential attendees
- Company logo on APS homepage and Annual Meeting webpage with link to company website
- Invitation for company representatives to attend AP Foundation Welcome Reception on Wednesday, February 22
- Company logo on screen (1 slide per Platinum Sponsor) in the scientific session during introduction remarks
- Sponsorship recognition from podium during general session and on signage at event

GOLD SPONSOR: \$7,500

This Sponsorship Package includes the following:

- Complimentary 8' x 10' booth space including 3 full conference registrations
- Half-page advertisement in the final program (a \$500 value)
- Recognition in the 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 company representatives to attend AP Foundation Welcome Reception on Wednesday, February 22
- Sponsorship recognition from podium during general session and on signage at event
- Company logo on screen (1 slide per Gold Sponsor) in the scientific session during introduction remarks

SILVER SPONSOR: \$3,500

This Sponsorship Package includes the following:

- Complimentary 8' x 10' booth space including
- 2 full conference registrations
- Recognition in the 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 company representatives to attend AP Foundation Welcome Reception on Wednesday, February 22
- 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

EXHIBIT BOOTH

\$1,750 (before October 1, 2022) or \$2,000 (after October 1, 2022)

- One 8' x 10' exhibit space
- 2 full-conference registrations
- One 6' table with 2 chairs
- Listing in final program

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

CUSTOMIZED SPONSORSHIPS

Customized sponsorships are available. To learn more or discuss other possible sponsorship opportunities, please contact Kirsten Friedli at the APS Central Office at 858.272.1018 or APS@res-inc.com

SIGN UP TODAY AT www.prostho.org

Contact Information American Prosthodontic Society (visit www.prostho.org for more details)
4425 Cass St. Suite A San Diego, CA 92109 | P: 858.272.1018 | APS@res-inc.com www.prostho.org

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.

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.

ON-SITE FINAL PROGRAM ADS: \$500 -1,500 (depending on selection)

Deadline: January 11, 2023

This program is every attendee's "roadmap" through the conference it maintains its value long after the event ends. All ads print 4-color and require a 1/8" bleed. Digital files are required, .tif or .pdf preferred.

All ads must be submitted in advance and are subject to approval by APS Show Management.

- Half Inside Page (\$500): 7.5"W x 4.875"H (trim size)
- Full Inside Page (\$750): 7.5"W x 10"H (trim size)
- Full Page* (\$750): 8.5"W x 11 "H (trim size)

* Add .125" on all sides for bleed off the page

Premium Positions

- Inside Front Cover or Inside Back Cover (\$1,200)
- Outside Back Cover (\$1,500)

REGISTRATION PACKET INSERTS: \$500 (max of 5 companies)

Deadline: February 8, 2023

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.)

EXHIBIT HALL HOURS

(Preliminary - subject to change)

Set-up:

Wednesday, February 22, 2023
1 :00 - 5:00 pm

Open:

Thursday, February 23, 2023
7:00 am - 7:00 pm
Continental breakfast, lunch, (2) breaks, reception in exhibit hall
Friday, February 24, 2023
Continental breakfast, break

Dismantle:

Friday, February 24, 2023
11:00 am (after coffee break)
Meeting Adjourns 1:00 pm

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.

CANCELLATIONS

Cancellation of sponsorship or exhibit space must be made in writing via email to APS@res-inc.com. 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 14, 2022. Refunds will not be granted for cancellations made after December 14, 2022. Sponsor/exhibitor badges are non-refundable.

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 APS@res-inc.com or 858.272.1018.

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, advertising or sponsorship of those companies whose display of goods or services is not, in the opinion of APS, compatible with the general character and objectives of APS. (Ary 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 **October 1, 2022** and \$2,000 after **October 1, 2022**. 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: 4425 Cass St. Suite A, San Diego, CA 92109 USA. 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 email to APS@res-inc.com. Phone cancellations will not be accepted. A refund of 50% of the total sponsorship will be granted for cancellations made on or before **December 14, 2022**. Refunds will not be granted for cancellations made after **December 14, 2022**. Sponsor badges are non-refundable. 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 exhibition 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 of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with 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 or 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 named insureds.

Exhibitor shall provide APS with a copy of such insurance policy at least 30 days prior to the Exhibition. Exhibitor is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as Exhibitor deems appropriate.

Any policy providing such property insurance must contain an express waiver by the Exhibitor's insurance company of any right of subrogation as to any claims against APS, its officers, directors, agents or employees. In the event any part of the exhibit hall is destroyed or damaged so as to prevent APS from permitting Exhibitor to occupy assigned space during any part or the whole of the Exhibition period, or in the event occupation of assigned space during any part or the whole of the Exhibition period is prevented by strikes, acts of God, national emergency or other causes beyond the control of APS, Exhibitor will be charged for space during the period it was or could have been occupied by Exhibitor; and Exhibitor hereby waives any claim against APS, its directors, officers, agents or employees for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against APS being for a refund of rent paid for the period it was prevented from using the space.

If for any reason beyond APS's control, the Products & Services Showcase must be canceled, shortened, delayed, or otherwise altered or changed, Exhibitor understands and agrees that all loss and damages which it may suffer as a consequence thereof are its responsibility and not that of APS, its Board of Directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to APS for space in the Products & Services Showcase, as well as other costs and expenses it has incurred, including travel to the Products & Services Showcase, setup, lodging, freight, employee wages, etc.

PROHIBITION OF SELLING PRODUCTS & TAKING ORDERS FOR SHOW DELIVERY. APS provides exhibit space for exhibitors to display and demonstrate products on the basis of their potential informational and commercial value and not for the purpose of direct commerce. Sales transactions involving the exchange of product for payment are prohibited.

SPECIAL VISUAL & AUDIO EFFECTS. Audiovisual and othersound and attention-getting devices and effects will be allowed by APS if the Exhibit Manager determines that they do not interfere with the activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors.

USE OF SPACE - GENERAL. All marketing and/or sales activities of each exhibitor must be confined to the exhibitor's allotted exhibit space. Demonstrations in exhibits must be designed to take place and keep the audience within the existing space to allow free access in aisles. All display rules and regulations are outlined by the International Association for Exhibit Management. A copy of the guidelines will be included in the Exhibitor Services Manual.

All giveaway items with the exception of plastic bags, pens, pencils, pocket calendars and the Exhibitor's product must be submitted for approval to APS three weeks prior to the opening of the exhibit. Sideshow tactics, or other undignified methods considered by APS to be objectionable, are expressly prohibited in the exhibit area. Demonstrations using live models are subject to APS approval. Prizes, awards, drawings, raffles, lotteries or contests are permitted with written approval three weeks prior to the exhibit.

HOTEL SUITES & MEETING ROOMS. Exhibitors are prohibited from holding private exhibitions or functions, cocktail parties, hospitality suites, special events, etc., at any time during the scheduled conference. Exhibitors wishing to sponsor special events must receive approval from APS prior to the conference.

FIRE REGULATIONS. Fire regulations prohibit the use of paper, crepe paper, corrugated paper, 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 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 decision 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 Swissotel Chicago. Additional information will be provided from the conference coordinator.

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.

