

EXHIBITOR PROSPECTUS



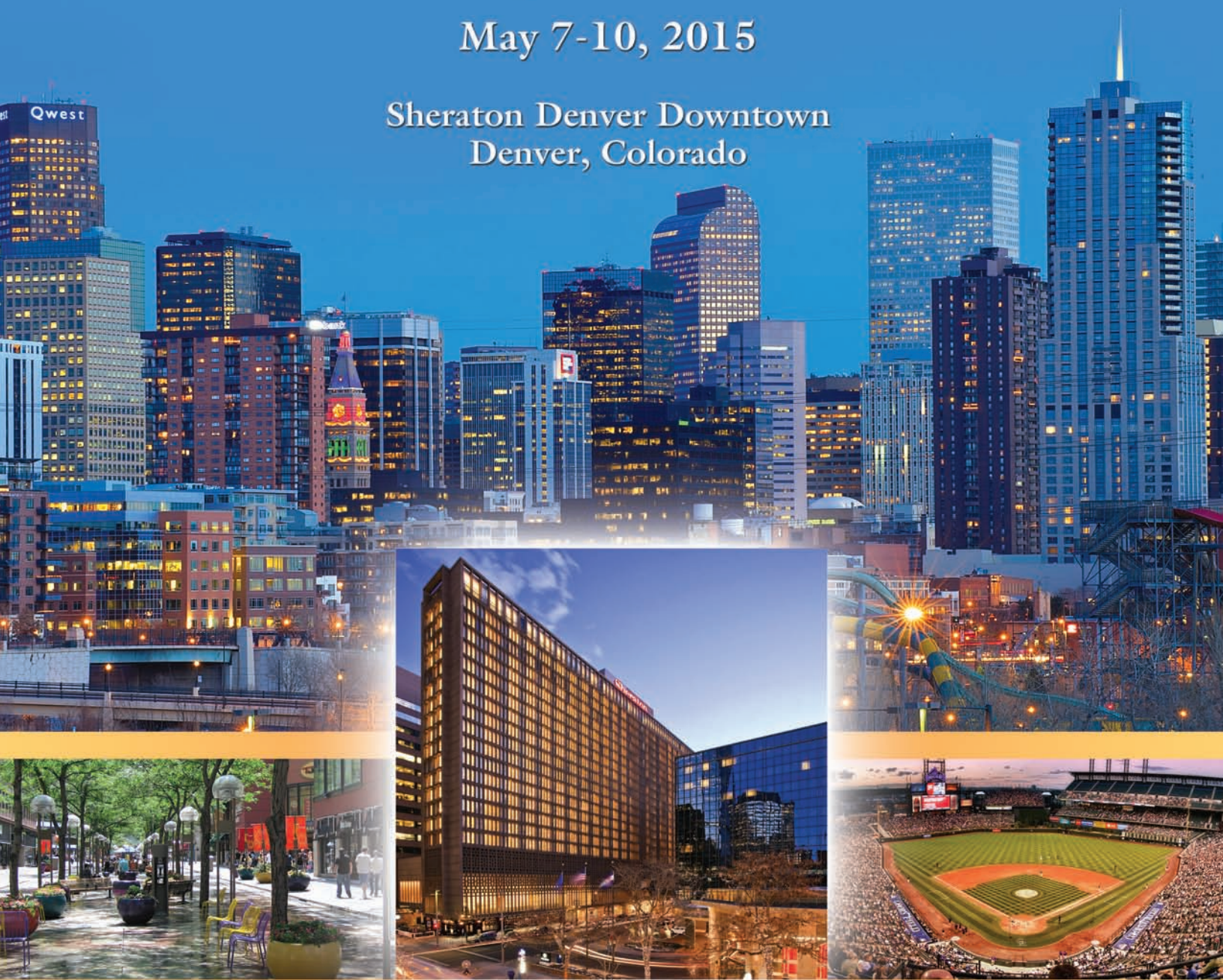
AMERICAN ACADEMY OF OROFACIAL PAIN

AAOP 39TH SCIENTIFIC MEETING

*Sleep and Pain: A Translational Approach
to Comprehensive Care*

May 7-10, 2015

Sheraton Denver Downtown
Denver, Colorado





39th Scientific Meeting on Orofacial Pain and Temporomandibular Disorders

The American Academy of Orofacial Pain (AAOP) will host the 39th Scientific Meeting on Orofacial Pain, Temporomandibular Disorders and Dental Sleep Medicine on May 7-10, 2015 at the Downtown Sheraton in Denver, CO. AAOP consists of a prestigious network of dentists, physicians, scientists, and health care professionals dedicated to oral health care, Temporomandibular Disorders, Orofacial Pain management and Dental Sleep Medicine. The Academy's aim is to provide the latest scientific information, education and clinical applications to its members and attendees. The Academy also strives to encourage research and improved patient care in their respective areas of interest. By exhibiting at this meeting, you will maximize your company's exposure among these highly influential professionals who regularly refer patients and advise physicians on the diagnosis and treatment of orofacial pain and oral disorders. This market is rapidly growing as is your need to position yourself among the industry leaders of this field. We invite you to showcase your products and services among the members and attendees at the AAOP Conference.

2013-2014 MEETING EXHIBITORS

Allergan, Inc.
Atos Medical, Inc.
Bio Research Associates, Inc.
CranioRehab
DDS.com
Feel Good Inc.
Guru Dental
I-CAT/Imaging Sciences
Internal Returns Resources
Johns Dental Laboratory
Medotech A/S
Migratherapy LLC
Myofunctional Research Co.
Nierman Practice Management
Quintessence Publishing Co., Inc.
Renew Digital
Sleep Group Solutions
SomnoMed
Strong Dental
TMJ & Sleep Therapy Research
True Function Laboratory, Inc.
University of Southern California
School of Dentistry

REASONS TO EXHIBIT

Overview History

Founded in 1976, The American Academy of Orofacial Pain (AAOP) is an organization of dentists and allied health care professionals dedicated to alleviating pain and suffering through the promotion of excellence in education, research, and patient care in the field of Orofacial Pain. This field includes the assessment, diagnosis, and treatment of patients with complex chronic orofacial pain and dysfunction disorders including Temporomandibular Disorders, as well as the pursuit of knowledge of the underlying pathophysiology and mechanisms. There are currently 20-30 million people with orofacial pain disorders who are either in need of treatment or will be at some point in their lives.

Membership/Attendee Demographics

AAOP is a prestigious network of dentists, physicians, scientists, and associated health care workers across North America. The American Academy represents over 550 leaders in the field—and membership is growing! This conference is expected to draw approximately 400 professional attendees. The registrants that attend these conferences have significant purchasing power and are interested in discovering your products and/or services that will aid in their clinical management goals.

Clinical Management

Advances in pain research at the basic and clinical science levels now allow most patients with pain disorders to make substantial improvements in their pain and their quality of life. The AAOP has been dedicated to ensuring that all patients have access to these advances and receive the highest quality of care that is available.

- Persistent symptoms from orofacial pain disorders may include facial pain, jaw pain, headaches, earaches, tooth and dental pain, tongue and mouth pain, neck pain, and difficulty with function of the face or jaw.
- Orofacial Pain disorders include head and neck muscle pain disorders, trigeminal neuropathic pain, neurovascular disorders, temporomandibular joint disorders, headache disorders, burning mouth syndrome, orofacial sleep disorders, and orofacial dyskinesias and dystonias.
- Individualized treatment plans are developed to improve each patient's unique problem and include: pharmacological agents, physical medicine, injections and nerve blocks, and surgery. Pharmacological agents may be used in the treatment of these conditions.

AMERICAN ACADEMY OF OROFACIAL PAIN: MISSION AND MEETING GOALS

The American Academy of Orofacial Pain, an organization of dentists and allied health care providers, is dedicated to alleviating pain and suffering through the promotion of excellence in education, research, and patient care in the field of orofacial pain and associated disorders.

Through this meeting, the Academy strives:

- To establish acceptable criteria for the diagnosis and treatment of orofacial pain and temporomandibular disorders.
- To encourage research and evaluation of equipment and procedures.
- To stress the significant incidence of orofacial pain problems for both medical and dental professionals.
- To provide a common meeting ground for world wide authorities on orofacial pain and temporomandibular disorders.



EXHIBITOR FAST FACTS

Exhibit Schedule (Subject to Change)

Exhibitor Set-Up

Thursday, May 7th 2:00 pm to 5:00 pm

Exhibit Show Dates

Friday, May 8th 7:00 am to 3:45 pm*

(Exhibitors are welcome to attend the Friday evening President's Reception)

Saturday, May 9th 7:00 am to 3:30 pm*

Exhibitor Dismantle**

Saturday, May 9th 3:30 pm to 7:30 pm

*** Exhibit booth dismantling is not permitted before 3:45 pm on May 9th, 2015.*

Anticipated Heavy Traffic Periods

Continental Breakfast*

Morning Break*

Afternoon Break*

**Food and Beverage served in the exhibit hall during these times. Exact times TBD*

Exhibit Package and Pricing

Booth space consists of an 10' x 10' area, including pipe and drape, (1) 6 ft. draped table, (2) side chairs, wastebasket and company/booth number identification sign. Exhibitor fees are \$1,400 for each 10' x 10' booth.

Space Assignment/Payment

Space will be assigned on a first-come, first-served basis. Exhibit space will be confirmed, and assigned, based upon receipt of completed application accompanied by full payment in the form of check or credit card. Priority space is assigned to meeting sponsors and then in order of received registration.

Cancellation

Exhibitors must give written notice of cancellation by overnight or registered U.S. certified mail only. If written notice is received prior to March 1, 2015, total cost less a 50% cancellation fee will be refunded to Exhibitor; no refunds will be given for any cancellation after March 1, 2015.

Browse Table Opportunity

An unmanned Browse Table will be available for publishers not exhibiting. The Browse Table will display each publication provided and any order forms to accompany such publication(s). Browse Table fees are \$400 per title.

Hotel Location/Accommodations

The 39th Annual Scientific Meeting on Orofacial Pain and Temporomandibular Disorders will convene at the Downtown Sheraton in Denver, CO.

The hotel is holding a block of rooms with a single/double room rate of \$159.00 plus tax until the date of April 4, 2015. When the block is full the rate will no longer be available, so make your reservations early by calling 888-627-8405, and be sure to ask for the AAOP rate or visit the AAOP website/2015 meeting and select the Sheraton/AAOP web link to book online www.aaop.org.

Exhibit Hall Location

The Exhibit Hall will be located adjacent to the Plenary Session Meeting Room, in Plaza Ballroom Foyer. All exhibits will be in the same Exhibit Hall along with poster displays. Food and beverage will be served in the Exhibit Hall for all breaks and continental breakfasts. Attendees will need to pass through the exhibit hall in order to enter the plenary session room.





SPONSORSHIP PACKAGES

\$10,000 Platinum Level

Exhibit Booth/One Full Registration
 President's Reception Sponsorship (non-exclusive) or Pre-conference Symposium
 Conference Program Mention/Conference Sponsorship on Signage
 Registration Kit Insert
 Website Link
Actual Value: \$12,500

\$5,000 Gold Level

Exhibit Booth/One Full Registration
 One Continental Breakfast sponsorship (exclusive)
 Conference Program Mention/Conference Sponsorship on Signage
 Registration Kit Insert
 Website Link
Actual Value \$6,500

\$3,500 Silver Level

Exhibit Booth/One Full Registration
 One Coffee Break sponsorship (exclusive)
 Conference Program Mention/Conference Sponsorship on Signage
Actual Value \$4,500

\$2,000 Bronze Level

Exhibit Booth/One Full Registration
 Conference Program Mention
 Website Link
Actual Value \$2,500

Individual Items

EXCLUSIVE	IN-PART	ITEM	SPECS IF APPLICABLE
	\$500	Registration Kit Insert	8 1/2 x 11 single or double sided
\$1,500		Lanyards	
\$1,500		Coffee Break	Logo in .eps format
\$2,000		Continental Breakfast	Logo in .eps format
\$3,000		Internet Café	Logo in .eps format
\$250		Website Link	



ADVERTISING OPPORTUNITIES

Item Descriptions

Registration Kit Insert

Inserted into the on-site registration kits will be your black/white or color 8 1/2 x 11 advertisement. 500 copies are supplied by the exhibitor.

Lanyards

One of the best opportunities to have your company name “on” every attendee. Production will be done by AAOP with all costs to the Exhibitor, or you may supply your own.

Coffee Break

4 breaks are available for sponsorship in the exhibit hall. Signage will acknowledge your company’s sponsorship.

Continental Breakfast

2 breakfasts are available in the exhibit hall with signage acknowledging your company's sponsorship.

Internet Café

New to AAOP, this is a unique opportunity to show your support. Located in the registration area adjacent to the exhibit hall your company will be acknowledged by signage.

Website Link

A web link from your company’s name on the exhibit page of the website.

Conference Program Mention

A visible acknowledgement of your company’s support.

Conference Support on Signage

Your logo on all conference signage on-site.

President’s Reception Support

Unrestricted Educational Grant in Support of a Pre-Conference Seminar

Acknowledgement of your sponsorship of this very important reception on all related signage and in the conference program.

For additional information please contact Kenneth Cleveland at 609-504-1311, or indicate your selection on the contract application.



EXHIBITOR TERMS AND CONDITIONS

COMMERCIAL PRODUCT POLICY

The American Academy of Orofacial Pain is responsible for the content and quality of all continuing education activities at this meeting. The scientific nature of this meeting requires that it be free of any commercial influence. Faculty/speakers are prohibited from promoting commercial products during presentations and the educational facilities must be free of any commercial literature or endorsements.

EXHIBIT HALL SHOW MANAGEMENT is by the American Academy of Orofacial Pain, 174 S. New York Ave., POB 478, Oceanville, NJ 08231 USA 609-504-1311, Fax 609-573-5064, Email admin@aaop.org. Convention Center or Hotel Facility is printed on the Exhibitor Prospectus front cover.

ELIGIBLE EXHIBITS: SHOW MANAGEMENT reserves the right to determine the eligibility of any Company or Product to exhibit in the Show and further reserves the right to reject any application and/or limit space assigned to any one Company.

INSTALLATION, SHOW AND DISMANTLEMENT: Exhibitor agrees to comply with assigned installation, show and dismantle days and hours as outlined in the Exhibitor Prospectus. Exhibits may not be removed from the Facility until final closing of the show unless special permission is obtained in writing in advance from SHOW MANAGEMENT. Exhibits must be removed from the hotel/facility when specified in the Exhibitor Prospectus. Any displays or materials left in booths, without instructions will be discarded.

CANCELLATION, WITHDRAWAL OR REDUCTIONS IN SPACE: Cancellation or reductions in space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received more than 60 days prior to show opening, total money less a 50% cancellation fee will be refunded to Exhibitor; no refunds will be allowed for any cancellation less than 30 days prior to the opening of the Show and SHOW MANAGEMENT reserves the right to re-sell space.

SPACE ASSIGNMENTS AND SUBLEASE

Booth assignments will be made according to the procedures outlined on the contract for space. Exhibitors may not sublease the booth or any equipment provided by SHOW MANAGEMENT, nor shall Exhibitor assign this lease in whole or in part without written approval by SHOW MANAGEMENT in advance of the trade show.

RELOCATION OF EXHIBITS: SHOW MANAGEMENT reserves the right to alter the official floor plan, and/or re-assign any Exhibitor's location as deemed advisable. SHOW MANAGEMENT further reserves the right to make such changes, amendments and additions to these terms and conditions and such further regulations as it considers necessary for the good of the Show.

LIMITATION OF EXHIBITS: SHOW MANAGEMENT reserves the right to stop or remove from the Show any Exhibitor, or his representative, performing an act or practice which in the opinion of SHOW MANAGEMENT is objectionable or detracts from the dignity of the Show or is unethical to the business purpose of the Show. SHOW MANAGEMENT reserves the right to refuse admittance of exhibits or materials to the Show until all dues and fees owed are paid in full. No Exhibitor shall hold any social event, hospitality suite, meeting or demonstration to which attendees are invited that are in conflict with the official Show schedule. In addition, ANY such activities may not take place outside the official Show schedule without the express written permission of the Convening Organization(s).

MUSIC, AUDIO EFFECTS, PHOTOGRAPHY and VIDEOTAPING: Music and audio-visual devices with sound are permitted only in those locations designated by SHOW MANAGEMENT and at such decibel intensity as not to interfere with the activities of other exhibitors. Photography and video taping other than by official SHOW MANAGEMENT photographers is not permitted within the exhibit hall. Only the exhibitor may grant permission to have its exhibit and/or products photographed.

COPYRIGHT LAW: No copyrighted music may be played or sung in the exhibition area in any fashion (including, but not limited to, background music on video or audio presentations) without obtaining appropriate licensing. The exhibitor shall indemnify SHOW MANAGEMENT, the Convening Organization(s) and the facility, their officers, directors, employees, and agents and save them free and harmless from any and all liability whatsoever, for any infringement of or other violation arising out of the use of copyrighted music.

SECURITY: Although security service will be furnished, SHOW MANAGEMENT cannot and will not be responsible for damage to, loss and/or theft of property belonging to any exhibitor, its agents, employees, business invitees, visitors or guests. Each exhibitor must carry their own insurance.

APPLICABLE LAWS: This contract shall be governed by the laws of the State of New Jersey. Exhibitor agrees to abide by all federal (including but not limited to FDA), state, and city laws, ordinances, and regulations concerning fire safety, health, environment, public safety and hazardous materials and all regulations and restrictions imposed by the Facility. All displays and decorations must be fireproof.

LIMITATION OF LIABILITY: The Exhibitor agrees to make no claim for any reason whatsoever against: SHOW MANAGEMENT, the Convening Organizations, their officers, directors, employees, agents and authorized representatives, the facility/hotel, Official General Service Contractor, for any of the following:

- Loss, theft, damage to goods, or injury to himself, his employees, or attendees while in the exhibition area, nor any consequential damage to his business for failure to provide space for the exhibit or for the failure to hold the event as scheduled. The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless all parties from claims, losses, damages to persons or property, governmental charges for fines and attorney's fees related to the use of the exhibition premises or part thereof. In addition, Exhibitor acknowledges that neither SHOW MANAGEMENT nor the Convening Organization(s) maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property insurance covering such losses by Exhibitor.
- THE ABOVE-CITED REGULATIONS as well as all conditions stated in the Exhibitor Prospectus and exhibit application become a part of the contract between the Exhibitor and the Convening Organization(s).

INSURANCE: All property of the Exhibitor is understood to remain under its custody and control in transit to and from or within confines of the Facility. SHOW MANAGEMENT does not maintain insurance covering Exhibitor's property. Exhibitor shall carry Comprehensive General Liability coverage including premises, operations and contractual liability coverage of at least \$1,000,000 for Personal Injury Liability and \$500,000 for Property, Worker's Compensation with Employer's Liability with applicable statutory coverage. Certificates shall be furnished upon request.

FORCE MAJEURE: In the event the Facility or any part of the exhibit area thereof becomes unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, inclement weather or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which SHOW MANAGEMENT has no control or should SHOW MANAGEMENT decide, because of such cause, that it is necessary to cancel, postpone or re-site the exposition or reduce the move-in or installation time, show time or move-out time, SHOW MANAGEMENT shall not be liable to indemnify or reimburse exhibitor in respect to any damages or loss, direct or indirect, arising as a result thereof.

TERMINATION OF RIGHT TO EXHIBIT: SHOW MANAGEMENT reserves the right to terminate without notice an exhibitor's right to exhibit if an exhibitor or any of their representatives fail to observe the conditions of this contract, or in the opinion of SHOW MANAGEMENT, they conduct themselves in an unethical or unprofessional manner. Such exhibitors will be dismissed without refund.

ADDENDUM: SHOW MANAGEMENT reserves the right to make changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exposition, with the provision that all exhibitors will be notified of such changes.

EXHIBITOR RULES AND REGULATIONS

BOOTH CONSTRUCTION & SHOW SERVICES: Standard booths are limited to 8 foot high background drapes and 3 foot high side drapes. Maximum height of exhibit is 8 feet and may extend only one-half of the booth depth from the back wall. Height in the front half of the exhibit space cannot exceed 4 feet. Booths shall not obstruct other exhibitors or aisles. Booth carpeting (if facility is not carpeted), decorations, furniture, signs and electrical connections are available to the Exhibitor through the Official General Service Contractor, who will bill the Exhibitor directly. SHOW MANAGEMENT is not responsible for any service provided by independent contractors. SHOW MANAGEMENT reserves the right to finish and decorate any unfinished partitions, walls or backs of signs that are exposed to the public and to charge the cost to the Exhibitor. Peninsula Booths are not permitted.

BOUNDARIES: All parts of all exhibits must be exhibited within Exhibitor's assigned space boundaries. Aisle space is under the control of SHOW MANAGEMENT.

GENERAL SHOW POLICIES: Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distribution limited to within Exhibitor's space. Canvassing the exhibit hall is strictly prohibited. No food or beverages may be distributed from Exhibitor's space without the pre-show approval of SHOW MANAGEMENT. The Exhibitor may not display signs that are not professionally prepared or that in the opinion of the Show Manager detracts from the appearance of the Show in any manner whatsoever. SHOW MANAGEMENT shall have sole control over all admission policies at all times.

CONFERENCE ACTIVITY APPROVAL

Any conference activity or demonstration planned before, during or after the meeting by vendors (including but not limited to exhibitors, sponsors) that involve conference invitees, meeting attendees, delegates and/or officers must be approved by the AAOP. Generally such activities may not take place without pre-approval to maintain the educational integrity of the conference or meeting. Certain activities, once approved may warrant premium charges.

USE OF DISPLAY SPACE: A representative of the exhibiting company must be present at the booth(s) at all times during the posted exhibit hours. With the exception of book publishers, the sale of merchandise or equipment of any kind is prohibited in the exhibit hall. The use of the Convening Organization(s) logo on displays, signs, giveaways, promotional literature or other material is strictly prohibited. In addition, the use of the acronym of the Convening Organization must not be used on pre, at-show and/or post-show promotional material unless specific written permission is granted. Use of any Convener, Sponsor or other logos is strictly prohibited unless permission is granted directly from those organizations in writing. Signs or other articles are prohibited from being fastened to the walls, pillars or electrical fixtures. The use of thumbtacks, tape, nails, screws, bolts or any other tool or material which could mar the floor or walls is prohibited. Drip pans must be used under all equipment where there is a possibility of leakage. No helium filled balloons or adhesive backed stickers may be used or given out by exhibitors.

FDA APPROVAL/CLEARANCE: If an exhibitor intends to display, introduce or feature an article whose pre-market approval or clearance is pending from the US Food & Drug Administration, the exhibitor's materials, and the exhibitor's personnel must disclose that such article has not received final FDA approval/clearance and clearly conveyed the status of such article consistent with such laws, rules and regulations administered by the FDA. The exhibit and any associated materials also must adequately and completely disclose that the article is not currently available for sale or commercial distribution in the US. Exhibitors shall indemnify and hold harmless SHOW MANAGEMENT and the Convening Organization(s) from and against any and all costs, fees, expenses, penalties, damages and claims arising from exhibitor's failure to comply with all laws, rules and regulations (including those of FDA) applicable to such article (including any law, rule or regulation governing the display, introduction, or advertising of such article prior to final FDA approval/clearance).

EXHIBIT HALL BADGES: All exhibitor personnel must be registered. Instructions for this process will be provided to exhibitor when confirmation of booth assignment is made.

UNION LABOR: Exhibitors are required to observe all union contracts in effect among SHOW MANAGEMENT, official contractors, facilities and various labor organizations represented. Any labor required for installation or dismantle, decoration or use of equipment must be ordered through the general service contractor. Tipping is strictly forbidden for any personnel providing any services.



AMERICAN ACADEMY OF OROFACIAL PAIN
39th Scientific Meeting • May 7-10, 2015
Sheraton Downtown • Denver, CO

Application/Contract For Exhibit Space

Rules and regulations for exhibitors of this contract are an integral part of this contract. It is understood by the undersigned that the 2015 Annual Meeting of the Academy of Orofacial Pain rules and regulations for the Sheraton Denver Downtown govern all exhibit activities. **Exhibit Dates May 8-9, 2015**

1. EXHIBIT SPACE CONTACT:

COMPANY NAME _____
 ADDRESS _____
 CITY _____ ST _____ ZIP _____
 COUNTRY _____
 PHONE (_____) _____ FAX (_____) _____
(Country/Area Code) (Country/Area Code)
 WWW ADDRESS _____
 CONTACT PERSON _____
 E-MAIL _____

2. BOOTH SPACE: Booths will only be assigned and confirmed when full payment and completed application are received at the same time. Booth size will be 10' Deep x 10' Wide.

\$ _____ \$1,400.00 for each booth space
 \$ _____ \$ 400.00 per title for Browse Table

3. PREFERRED LOCATION

1) _____ 2) _____ 3) _____ 4) _____ 5) _____

*Exhibit Management reserves the right to alter the floor plan and/or assign any exhibit location if deemed necessary for the good of the show at any time.

We prefer that our exhibit not be located next to the following companies: _____

Cancellation Policy: Cancellation or reductions in space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received more than 60 days (March 1, 2015) prior to show opening, total money less a 50% cancellation fee will be refunded to Exhibitor; no refunds will be allowed for any cancellation less than 60 days prior to the opening of the Show and SHOW MANAGEMENT reserves the right to re-sell space.

4. EXHIBITOR DIRECTORY

Please email the company contact information and a brief 5-7 sentence description of your company to aaopexec@aaop.org.

This information will be listed in the AAOP program book.

OFFICE USE ONLY - PAYMENT

Date Payment Received _____ Amount Received \$ _____
 Check Number # _____ CC Auth # _____ Deposit # _____

6. PARTNERSHIP OPPORTUNITIES

- ☐ \$10,000 Platinum Partnership ☐ \$3,500 Silver Partnership
☐ \$5,000 Gold Partnership ☐ \$2,000 Bronze Partnership

Individual Support Opportunities

- ☐ \$ _____ (Name Item)
☐ \$ _____ (Name Item)
☐ \$500 Registration Kit Insert
☐ \$250 Web Link on Exhibit Page

7. TOTAL COST FOR BOOTH AND SPONSORSHIP

Booth Cost \$ _____
 Industry Support Cost \$ _____
 Total Cost Due \$ _____
 Amount Enclosed \$ _____

8. PAYMENT: Important: We are enclosing with this application full payment of the total booth price for each booth requested and full payment for all partnerships and sponsored items.

- ☐ Check enclosed.
☐ Credit Card

Card Type: _____ Visa _____ MasterCard _____ American Express

Card # _____

Expiration Date: _____ Security Code _____

Print Name on Card _____

Authorized Signature _____

**9. PLEASE MAKE CHECKS PAYABLE IN U.S. FUNDS
 DRAWN ON A U.S. BANK TO:**

American Academy of Orofacial Pain

Please address all communications regarding exhibits to:

Kenneth Cleveland, Executive Director
 174 S. New York Rd., POB 478, Oceanville, NJ 08231
 TEL: (609) 504-1311
 FAX: (609) 573-5064
 EMAIL: aaopexec@yahoo.com

10. Signed and accepted by AUTHORIZED AGENT of Exhibitor:

_____ Date _____

Accepted by / Exhibit Management:

_____ Date _____



AAOP
174 S. New York Ave.
POB 478
Oceanville, NJ 08231

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www.aaop.org

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AAOP 2015

AMERICAN ACADEMY OF OROFACIAL PAIN
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FLOOR PLAN

