



# Navigating the Tides

PCSO 82<sup>nd</sup> ANNUAL SESSION

MONTEREY CONFERENCE CENTER ▶ OCTOBER 11-14 ▶ EXHIBITS OCTOBER 12-13

EXHIBIT, SPONSORSHIP & ADVERTISING GUIDE

# 2018



# Contents

The following pages contain a complete guide to exhibit, sponsorship and advertising opportunities for the PCSO 82<sup>nd</sup> Annual Session.



## Navigating the Tides

PCSO 82<sup>nd</sup> ANNUAL SESSION

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#### Exhibits & Sponsorship

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# New Waves for 2018

Thursday, October 11, 2018

## CAO Sponsored Staff Session

The session is open to all doctors and team members in attendance.

1:00 - 4:30PM

**MS. TRACY MOAWAD**

### Embracing Change: From Survive to Thrive



Join Tracy for *Embracing Change: From Survive to Thrive*. This exciting session will help your team find the joy in change (or at least not run for the hills!). Prepare to be inspired and come away with tools that will help you implement change initiatives better, faster, and healthier than ever before.

## Doc Talks (bonus day lectures for doctors)

1:30 - 5:00PM

Doc Talks will feature six 30-minute lectures from five different industry leading companies in Orthodontics. These fast paced Doc Talk sessions will deliver impactful and lasting takeaways for you and your practice.

### CAMP PIRATE - PCSO CHILDCARE SERVICES

This new splash allows participants to bring the whole family to the Annual Session. While you're in lecture, your little scallywags can enjoy time with other kids. Indicate your interest in this new program element and we will send you all the details. This opportunity is open to children 0-12 years of age.



\$60/half day and \$100/full day.

Friday 8:15am - 5:15pm  
Saturday 8:45am - 5:45pm

Saturday, October 13, 2018

## Power Talks for Team Members

(formerly staff roundtables)

12:30 - 2:30PM

Come to the table and be prepared to share, educate, inspire, and be inspired. These powerful discussions will be led by subject leaders sharing relevant conversations in the rapidly changing profession.

*This is a limited access program.*

*Sign up early to take advantage of this extra learning and networking opportunity.*

### Topics

#### MARKETING

- ▶ The Invisible Practice – Invisalign/Aligner Experts
- ▶ Community Branding – Differentiation
- ▶ Building an Alpha Patient – Internal Marketing
- ▶ #Getsocial – Maximizing Social Media

#### MANAGEMENT

- ▶ The Executive View – Dashboards of Management
- ▶ World Class Talent – Recruiting

#### CLINICAL

- ▶ Sit Here. Sit Here. – Systems, Staff, & Schedules for Same Day Starts
- ▶ Master Class – Training to Mastery

#### TC

- ▶ The TC Only Exam – Words, Who & When

## Point/Counterpoint Session

2:00 - 3:30PM

**MR. JOHN MCGILL AND MR. SCOTTE HUDSMITH**

### Specialty Dental Support Organizations vs. Independent/Group Practices



The 2018 PCSO Annual Session will premiere a reinvented session structure, Point/Counterpoint Session. The inaugural session will be *Specialty Dental Support Organizations vs. Independent/Group Practices*. John McGill and Scotte Hudsmith will share the pros and cons of these opposing views. Led by a moderator, the audience will be encouraged to ask questions and share their views.

*This is a limited access opportunity. Pre-Registration is required.*

# Schedule at a Glance

FRIDAY, OCTOBER 12, 2018

## DOCTORS

## CLINICAL TEAM

## ADMINISTRATIVE TEAM

8:15 - 9:45AM



**NEAL KRAVITZ**

82 Clinical Pearls for Your Practice



**MR. DINO WATT**

The Art of Communication and Influence  
*Joint Clinical / Administrative*

10:30AM - 12:00PM



*President's Lecture*  
**PETER BUSCHANG**

Growth and Development - How It's Applied to Individual Patients?



**MS. ANDREA COOK**

It's all about Timing - Staying on Time



**MS. KATHERINE EITEL**

Have Them at Hello: Unscripted Telephone Skills for the Exceptional Practice

1:30 - 3:00PM



**DR. PETER MILES**

Selling Speed - Is Winter Coming for the Orthodontic Profession?



**DR. TODD EHLER**

Perform and Manage New Workflows with 3D Printers



**MS. JILL ALLEN**

Hiring and Firing: Dos and Don'ts

3:30 - 5:00PM



**DR. BEN PLISKA**

Sleep Disordered Breathing and Orthodontics: The Good, the Bad and the Ugly



**MS. CASSIE KELLNER**

Laying the Foundation: Creating Effective Clinical Training Systems



**MS. RITA BAUER**

Pictures for Wow Effect

# Schedule at a Glance

SATURDAY, OCTOBER 13, 2018

## DOCTORS

## CLINICAL TEAM

## ADMINISTRATIVE TEAM

9:00 - 10:30AM



**MR. JOHN MCGILL**

Tips on Becoming Financially Independent



**MS. BETH LEACH**

Building Your Practice Reputation from Front to Back



**MS. TERRI SHERVEN**

Designing Your Practice Culture

11:00AM - 12:30PM



**DR. BILL DABNEY**

Return on Investment with Orthodontic Technology



**MS. RITA BAUER**

20 Great Tricks to Get Clinically Correct Pics



**MR. GARRETT BURNETT**

Marketing 101: Practice Growth

2:00 - 3:30PM



**DR. BARRY GLASER**

Invisalign Insider Treatment Planning Pearls



**MR. JARED NELSON**

Retirement Ready: Learn to Manage Your Money and Protect Your Financial Future

60 minutes | 2:30 - 3:30pm *Joint Clinical / Administrative*

4:00 - 5:30PM



**DR. COLE JOHNSON**

Master of Your Team, Captain of Your Soul



**MR. PAUL GANGE**

A Simplified Recipe to Reduce Bond Failures



**MS. CINDI JAMES**

Synergy: 1+1 = 3, The New Patient Process + The Administrative Team = Stellar Case Acceptance

# Schedule at a Glance

SUNDAY, OCTOBER 14, 2018



**COMING THIS FALL!  
SAIL THE SEAS  
WITH OUR BRAND  
NEW APP AND MOBILE  
EXPERIENCE FOR THE  
2018 MEETING!**

9:00AM - 12:00PM



**DRS. GAVIN AND  
HARALD HEYMANN**

Conservative Interdisciplinary  
Approaches to Esthetic Dilemmas



**MS. CHARLENE WHITE**

Creating a Happy Harmonious Team  
*Joint Clinical / Administrative*

## CONTINUING EDUCATION HOURS

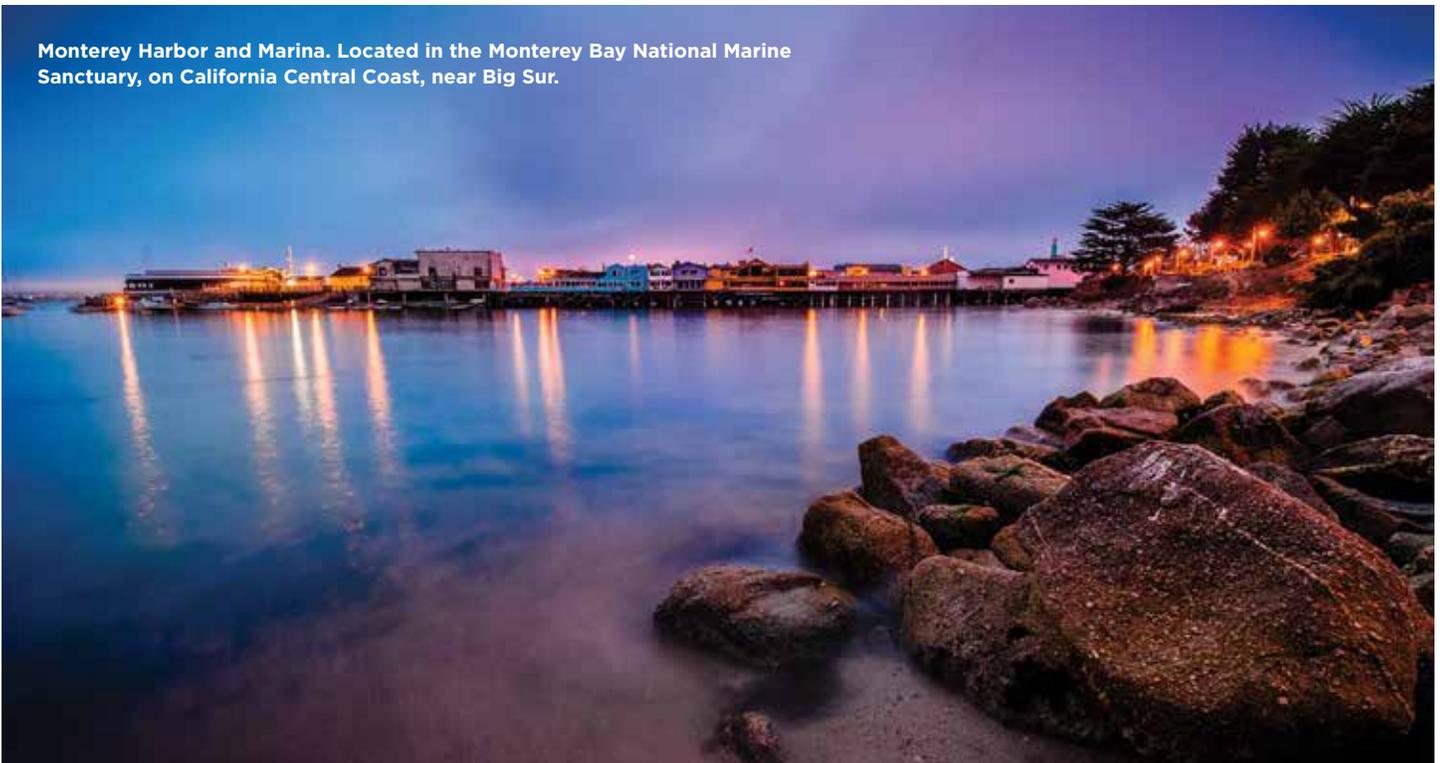
**ADA C.E.R.P.**® | Continuing Education  
Recognition Program

**PACIFIC COAST SOCIETY OF ORTHODONTISTS IS AN ADA CERP RECOGNIZED PROVIDER.**

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

*Concerns or complaints about a CE provider may be directed to the provider or to the Commission for Continuing Education Provider Recognition at [ADA.org/CERP](http://ADA.org/CERP).*

**Monterey Harbor and Marina. Located in the Monterey Bay National Marine Sanctuary, on California Central Coast, near Big Sur.**



# Exhibits

## EXHIBIT HALL HOURS



### Exhibit Hall Hours

- ▶ Friday, October 12, 2018  
9:00am - 5:00pm
- ▶ Saturday, October 13, 2018  
9:00am - 5:00pm

The PCSO reserves the right to modify the official exhibit hours based on the final program.



### Exhibit Set Up Hours

- ▶ Thursday, October 11, 2018  
9:00am - 5:00pm
- ▶ Friday, October 12, 2018  
7:30am - 8:30am

All exhibits must be completely set up by 8:30am on Friday, October 12, 2018.

Children under the age of 16 are not permitted in the Exhibit Hall during set up and tear down.



### Exhibit Hall Tear Down

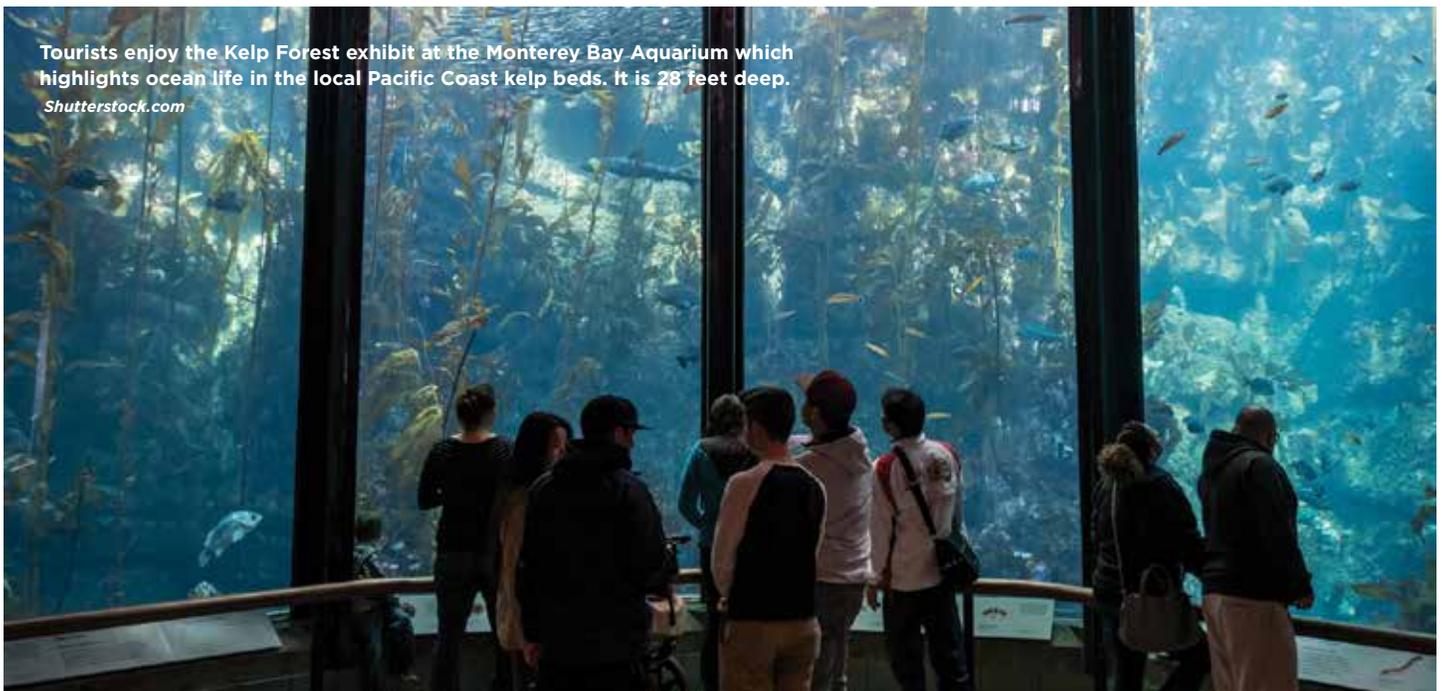
- ▶ Saturday, October 13, 2018  
5:00pm - 8:00pm
- ▶ Sunday, October 14, 2018  
9:00am - 12:00nn

Exhibitors may NOT tear down prior to 5:00pm on Saturday, October 13, 2018, in accordance to the rules and policies stated in the *Exhibit, Sponsorship & Advertising Guide*.



### On-Site Registration Hours

- ▶ Thursday, October 11, 2018  
7:00am - 6:00pm
- ▶ Friday, October 12, 2018  
7:00am - 6:00pm
- ▶ Saturday, October 13, 2018  
7:00am - 6:00pm
- ▶ Sunday, October 14, 2018  
7:00am - 12:00nn



# Exhibits

## EXHIBIT SPACE ELIGIBILITY & ASSIGNMENT



### Space Assignment Policy

Assignment of space is determined by the following general criteria:

- ▶ The date of receipt of the completed contract AND deposit,
- ▶ The nature of the company,
- ▶ The products to be displayed.

The PCSO reserves the right to assign exhibitors within the Exhibit Hall according to the type of products or services exhibited. Other factors involved in the space assignment are the configuration of the Exhibit Hall.



### Relocation of Exhibits

The PCSO may alter the location of any exhibit at any time, if in the best interest of the exhibition. The PCSO also has the right to prohibit or remove any exhibit, or part of any exhibit, that violates policy, local ordinance, or is judged inappropriate by the PCSO.

Exhibitors requesting additional available space on site will be allowed to move upon approval by PCSO.

The PCSO reserves the right to deny additional space requests should the request cause undue hardship to the exhibition.



### Space Rental Fees

The PCSO space rental fees are based on the total square feet utilized. Space in the Exhibit Hall is rented on a square foot basis, with minimum rental being 100 square feet in a 10' x 10' configuration. The exhibit area is provided with an 8' high backdrape and two 3' high side drape.

### BASE RENTAL FEE

- ▶ \$2,700 per booth

### DEPOSIT

A fifty percent (50%) deposit must be submitted with the completed application form. Applications WILL NOT be accepted or processed without the deposit.

### BALANCE OF PAYMENT

Payment in full must be received in the PCSO Central Office no later than June 29, 2018. The PCSO reserves the right to cancel any unpaid space after June 29, 2018 and re-sell the space without any liability or refund of deposit.

### REJECTED APPLICATIONS

In the event an exhibit application is not accepted by the PCSO, the deposit for the exhibit space will be refunded to the applicant.

### CANCELLATIONS

Exhibitors must notify the PCSO Meetings Department in writing prior to June 29, 2018 to qualify for a refund of any deposit for canceled exhibit space. The date written notice of cancellation is received from an exhibitor in the PCSO Meetings Department will be the official cancellation date. No refunds will be made for cancellations received after June 29, 2018.

All cancellations will be assessed a minimum processing fee of \$150.

### ELIGIBILITY FOR EXHIBITING

The PCSO will consider all exhibit contracts based on the following criteria in the order they are listed:

- ▶ Manufacturers, suppliers and distributors of orthodontic/dental products and services.
- ▶ Manufacturers, suppliers and distributors of products and services that benefit orthodontics.
- ▶ Manufacturers, suppliers and distributors of products and services that are considered by the PCSO to be of general interest to conference attendees.
- ▶ Providers of professional, financial, consulting and miscellaneous services that are considered by the PCSO to be of general interest to conference attendees.
- ▶ Existing PCSO policies and procedures.

# Exhibits

## COURSES, LECTURES & CLINICS



### Exhibitor Sponsored Courses, Lectures & Clinics

Exhibitors and other persons are required to submit a request in writing to conduct a course, lecture, study group, clinic or other such event.

#### Submit request to:

#### PCSO

Attention: D.J. Haman

401 North Lindbergh Boulevard  
St. Louis, MO 63141-7816

#### Or email:

[dhaman@aaortho.org](mailto:dhaman@aaortho.org)

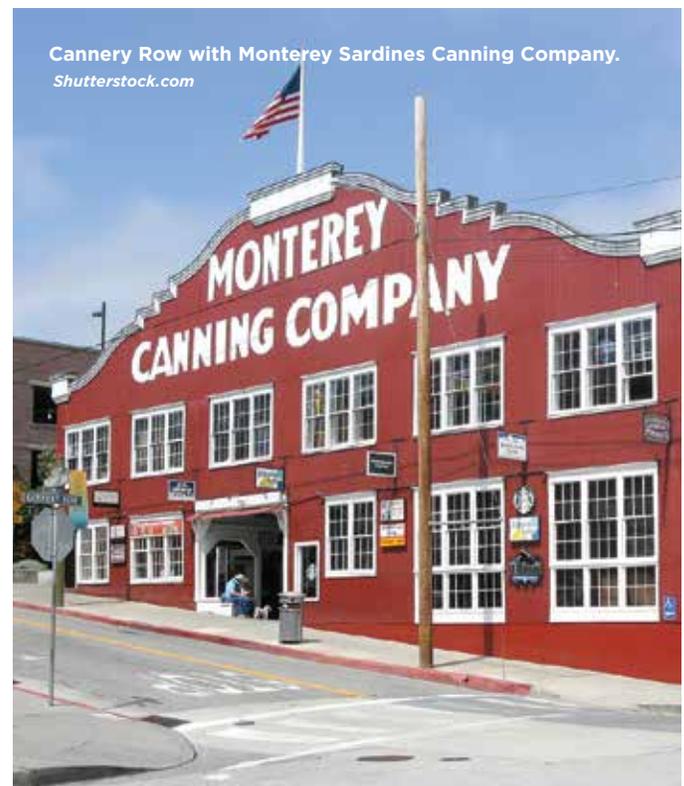
Once the event is approved, appropriate available space will be assigned to the group, and the group will work directly with the venue assigned.

Exhibitors in violation of this policy may be penalized in any manner deemed appropriate by the PCSO, including having contracted space cancelled without refund and removal from the Exhibit Hall without refund of space rental fees. The PCSO will allow the presentation of meetings, programs, events, and courses by individuals, organizations or business entities in conjunction with the Annual Session if they comply with the following criteria:

- ▶ Permission must be requested by the host from the PCSO no later than four months prior to the Annual Session to which the event relates, which shall include a description of the event, location, proposed promotional materials and anticipated audience size and make-up. All requests must be approved in writing by the PCSO, and the PCSO reserves the right to approve or disapprove any presentation or event in its sole and absolute discretion.
- ▶ Orthodontic manufacturers and dental supply companies requesting permission must be exhibiting at the Annual Session or conference related to the request.
- ▶ Events must be held within forty-eight (48) hours prior to the Annual Session scientific sessions or following the conclusion of the Annual Session exhibition, with the exception of events sponsored and planned by entities related to the PCSO, and then only with the PCSO, in its sole and absolute discretion.

- ▶ All event participants must be registered for the Annual Session to which the event relates.
- ▶ Event organizers must utilize the PCSO to secure official housing and meeting space. Events must be held in official PCSO Annual Session facilities.
- ▶ Approved event sponsors will not be allowed to use the PCSO logo, Annual Session logo or refer in any way as being part of the Annual Session, unless previously authorized under an existing written agreement with the PCSO.

Any individual representing an organization or business entity found in violation of this policy may be subject to sanctions, as determined by the PCSO in its sole and absolute discretion, including, but not limited to, prohibition of exhibition or making presentations (scientific or otherwise) at any PCSO Annual Session conference or meeting.



# Exhibits

## ON-SITE INFORMATION



### Exhibitor Staffing

It is the policy of the PCSO that all exhibits be staffed throughout the official open hours of the Exhibit Hall. Exhibitors are required to open and close their exhibits according to the official exhibit hours.

Each exhibiting company may register two (2) representatives per booth. Additional badges may be purchased at \$175.00 each.



### Name Badges

Exhibitors may register for name badges online through the PCSO website at [www.pcsortho.org](http://www.pcsortho.org). Access the information by clicking on the “Exhibitor Badge Registration” link for instructions.

The deadline for badge registration is September 14, 2018. Exhibitor name badges will be printed on site. Name badge changes may be made on site at the exhibitor registration counter. Any transfer or unauthorized use of the official name badge is prohibited. Name badges may not be altered in any way.



### Admission of Guests

Admission of exhibitor guests is strictly prohibited. Badges will not be issued to representatives of non-exhibiting companies. Exhibitors may not register orthodontists, dentists or other individuals as exhibitors unless they are employed by or officially represent the company and will staff the exhibit.



### Solicitations by Non-Exhibitors

Only registered PCSO exhibitors are allowed in the Exhibit Hall. Violators of this policy will be promptly dismissed from the conference and will not be eligible to participate in future PCSO trade shows.



### Exhibit Hall Admission

Exhibitors are allowed to enter the Exhibit Hall one hour before the opening and are allowed to stay one hour after the closing of the Exhibit Hall.



### Messages and Paging

Messages may be left at the PCSO Registration Area. Messages will not be delivered. Paging will only be allowed for documented emergencies.



### Name Badge Stickers

Stickers, ribbons and/or emblems designed for the purpose of being affixed to the official conference identification badge are strictly prohibited.

Point Pinos Historic Lighthouse in Monterey California.



# Exhibits

## EXHIBIT SPECIFICATIONS



### Aisle Space/Floorplan

Aisles have been pre-determined in the floorplan included in this book. The PCSO will submit the final re-configured floorplan to the Monterey, CA Fire Marshal for approval. The PCSO reserves the right to re-configure the floorplan as necessary according to final space assignment, facility restrictions and fire codes.



### Arrangement of Exhibits

Exhibitors must arrange their displays so as not to obstruct the general view of other exhibits. All displays or solid construction in excess of 36" high must be a minimum of 3' behind the front line of the exhibit.



### Bonding

The PCSO reserves the right to require exhibiting companies to be bonded through an approved bonding company, in an amount determined by the PCSO to be satisfactory, in its sole discretion.



### Care of Building

Any damage to the building by the exhibitor or the exhibitor's agent will be charged to the exhibitor. Walls, woodwork and flooring must not be defaced or altered in any manner whatsoever. Tacking, taping or nailing of signs, banners, etc., to any permanent wall, post, woodwork, or floor is prohibited. No nails may be attached in any way to the building.



### Conduct

Exhibitors and their agents are expected to act at all times in a professional manner. Any disruptions or unacceptable conduct may result in ejection from the Exhibit Hall with no refund of space rental fees.



### Enclosed/Covered Exhibit Booths

The National Fire Protection Association has revised guidelines for the display of covered exhibit space.

Exhibits that are covered must meet the following minimum life safety requirements:

- ▶ Enclosed or covered areas must be protected by an audible smoke detector. This includes storage closets built into the exhibit.
- ▶ Each enclosed or covered area must display a charged fire extinguisher with a minimum rating of 2A, 20BC.
- ▶ There should be no less than two exits from each occupied area of a covered area.
- ▶ A fire prevention attendant shall be provided by the exhibitor and will be on duty at all times the exhibit is unoccupied.



### Food and Beverage Samples

Distribution of food or beverage samples may be permitted in the Exhibit Hall with advance written approval by the PCSO meetings department. Please submit written requests prior to September 14, 2018.



### Helium Balloons

Helium balloons or other lighter-than-air items are strictly prohibited in the Exhibit Hall.



### Non-flammable Material

All materials used in the exhibit must be nonflammable in conformance with Monterey, CA fire codes. No combustible decorations such as crepe paper, tissue paper, cardboard, or corrugated paper can be used at any time. All packing containers, excelsior and wrapping paper are to be removed from the floor and cannot be stored in the exhibit area. All cloth decorations must stand a flame proof test as prescribed by the Monterey, CA Fire Department. Material not conforming to fire codes will be removed at the exhibitor's expense.

# Exhibits

## EXHIBIT SPECIFICATIONS *continued*



### PACIFIC COAST SOCIETY OF ORTHODONTISTS

The PCSO reserves the right to prohibit the use of the PCSO logo and the Annual Session logo in any advertising, promotional piece and incentive items. Requests for use of the Annual Session logo must be reviewed and approved in advance by the PCSO Central Office no later than September 14, 2018.



#### Photography and Videotaping

Videotaping is strictly prohibited.



#### Prize Contests

Prize contests, giveaway contests, games of chance, raffles and drawings are permitted in order to generate traffic to your exhibit upon approval by the PCSO. Requests for any type of traffic generator must be submitted in writing by email to the PCSO Exhibits Manager at [dhaman@aaortho.org](mailto:dhaman@aaortho.org) by September 14, 2018.



#### Product Distribution

The following guidelines should be used in taking orders and distributing products:

- ▶ Order taking may occur any time the Exhibit Hall is officially open.
- ▶ Attendees may take delivery of their order in the Exhibit Hall at any time the Exhibit Hall is open.



#### Projected Images and Lighting

Projected images and lighting must be contained within the exhibitor's contracted space.



#### Security Service

The PCSO will furnish general security for the Exhibit Hall during the show. The PCSO, Freeman Decorating Company (FDC) and the Monterey Conference Center will not be responsible for any theft or damage to persons or property related to the exhibitors, and do not guarantee the safety of any exhibitor or its products. The exhibitor is urged to take maximum precautions in securing their own exhibit area prior, during and after the show.



#### Seminars

Seminars and demonstrations held by any company must be configured within the contracted exhibit space and cannot overflow into the public aisles. Monitors or demonstrations of any kind must not be placed on the perimeter of the exhibit space encouraging congestion in the aisles or exhibitors will be asked to re-configure their exhibit.



#### Signs

No signs or banners may be placed outside of the Exhibit Hall or outside of the assigned exhibit space except as previously authorized by the PCSO. No interference with other exhibitors will be allowed. Illuminated signs must be contained in and be a part of the total display. No signs are to be hung from the ceiling or ceiling girders. All signs must be self-supported in the booth area and are to be professional in appearance. Strobe or flashing signs are not permitted.



#### Smoking Policy

The PCSO has a no smoking policy for all events.

# Exhibits

## EXHIBIT SPECIFICATIONS *continued*



### Sound Restrictions

Sound amplification must be kept at a level that does not disturb other exhibiting companies or attendees. Audiovisual is permitted provided that screens and monitors are placed as to not cause congestion in the aisles and the sound is not excessive. The PCSO reserves the right to determine at what point the sound level constitutes interference with others.

Live performance of music by an exhibitor is not permitted in the Exhibit Hall. Exhibitors must obtain their own licensing agreements with the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI) should the exhibitor choose to play music licensed by those two organizations.



### Subletting/Sharing Space

No exhibitor can sublet, assign or share any portion of the assigned exhibit space to any other person or company. No exhibitor can display any product or service in the assigned exhibit space other than the product or service normally distributed in the regular course of business. Violations can result in immediate closure and removal of the exhibit from the Exhibit Hall without refund of space rental fees.



### Unanticipated Matters

If any action or event occurs in relation to any exhibitor, either before, during or after the conference, that is not set forth by this *Exhibit, Sponsorship & Advertising Guide* or related materials, and which jeopardizes or otherwise interferes with the conference, as determined by the PCSO in its discretion, the PCSO may address such action or event and the exhibitors involved in the manner deemed appropriate by the PCSO.



### Violations

Action may be taken by the PCSO against exhibitors who violate any of the rules or policies of the *Exhibit, Sponsorship & Advertising Guide*. The action taken will be determined based on the PCSO's policies and procedures and the particular circumstance of the violation. The action may, in the PCSO's sole discretion, entail immediate closure and removal of the exhibitor from the Exhibit Hall without

refund of space rental fees or penalty to the PCSO. The exhibitor may also be prohibited from participating in future PCSO exhibits.



### Certificate of Insurance

All exhibitors must provide proof of insurance to be allowed in the Exhibit Hall no later than August 10, 2018. Should a Certificate of Insurance not be received by August 10, 2018 the exhibit space may be canceled without refund of monies. The PCSO requires the following coverage, with respect to insurance:

- ▶ Comprehensive General Liability insurance, including contractual liability with limits of at least \$1,000,000 per personal injury for each occurrence and \$500,000 for property damage for each occurrence.
- ▶ Workman's Compensation to full compliance of federal and state laws covering all of the exhibitor's employees for any work done on the exhibitor's behalf.

Certificates of insurance are to name the PCSO as additional insured and are to include the following:

**Monterey Conference Center  
1 Portola Plaza  
Monterey, CA 63940**

Each party involved in the conference is responsible for any claims arising out of its own negligence and intentional acts, and those of its employees or agents. Each party agrees to be responsible for its own property through insurance.

It is understood that the PCSO, the Freeman Decorating Company (FDC), the Monterey Conference Center and their agents will have no liability of any kind for injury to any person or for any loss or damage to property of exhibitors prior, during or after the conference.

The PCSO will not be liable for damages caused by failure to provide, or delays in providing, exhibit areas due to natural disasters, strikes, riots, or any other circumstance beyond the control of the PCSO, or for any negligent or intentional acts of any exhibitor or any third party.

By signing the exhibit contract, you agree to indemnify, save, defend and hold the PCSO harmless from any and all damages, liabilities, actions and demands, including reasonable attorney's fees arising out of, or related to, your negligent and/or intentional actions in exhibiting at this conference, and any breach of these rules and policies.

# Exhibits

## EXHIBIT SERVICES



### Official Contractor

The Official Contractor listed below and those contractors listed in the Exhibitor Service Kit have been selected as official exhibitor service contractors for the PCSO Annual Session.

These contractors act in their own behalf and are not agents, employees or representatives of the PCSO. All contractors will bill the exhibitor directly for their services. The PCSO does not assume any liability or responsibility for any act performed or omitted by the official contractors.



### Exhibitor Service Kit

Freeman Decorating Company will be available online in July. The Exhibitor Service Kit will contain information and order forms for the following services:

Cleaning Services

Monterey Conference Center will vacuum the Exhibit Hall aisles once each evening during the closed hours. This service does not include any portion of the exhibits. Exhibitors are responsible for the cleanliness of their own exhibit area. Cleaning information will be included in the Exhibitor Service Kit.

### DELIVERY OF FREIGHT AND DISPLAY MATERIALS

Information will be available in the Exhibitor Service Kit.

### ELECTRICAL REQUIREMENTS

Electrical wiring and equipment installation must comply with applicable ordinances. All electrical requirements must be ordered through Monterey Conference Center. All electrical wiring and equipment must conform to the Monterey, CA code.

### EQUIPMENT AND FURNISHINGS

Exhibit furnishings will consist of:

- ▶ a background drape, 8'0" high backdrape and 3'0" high side drape
- ▶ 7" x 44" identification sign with the exhibitor's company name Freeman Decorating Company will be responsible for providing all additional equipment, furnishings and labor required by the exhibitor at a cost to the exhibitor.

### INDEPENDENT CONTRACTORS

The PCSO prohibits the use of independent contractors. However, the PCSO will allow an exhibitor the opportunity to hire an individual to supervise the set up and tear down of the exhibitor's display. The individual's name must be submitted in writing to the PCSO for approval prior to September 14, 2018 and such supervisor shall have agreed to abide by all of these rules.

### LABOR

All labor must be obtained from the official decorator, Freeman Decorating Company, at the prevailing rates. Straight time will be charged between the hours of 8:00am and 4:30pm Monday through Friday, except for holidays, when applicable rates will be assessed. Overtime will be charged at all other times.

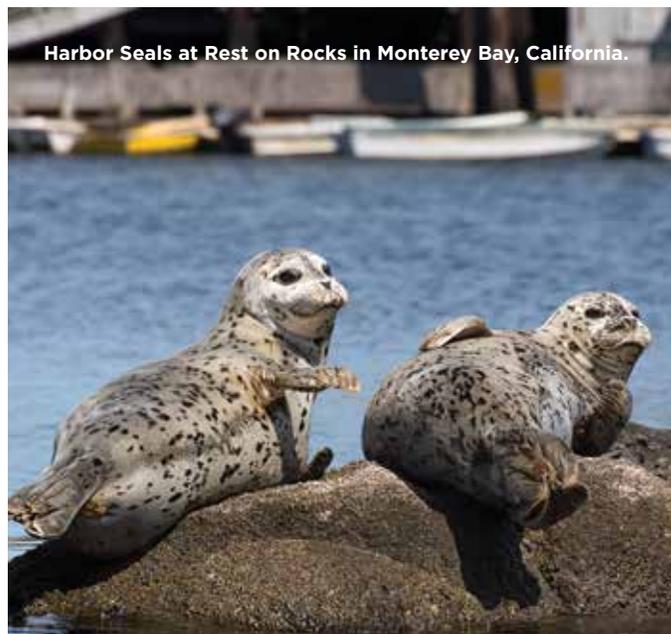
No alcoholic beverages may be consumed in the Exhibit Hall during set up or tear down. Violators will be ejected immediately from the Exhibit Hall.

### SHIPPING/DRAYAGE

Complete shipping and drayage instructions for exhibitors will be included in the Exhibitor Service Kit.

### TEMPORARY SELLER'S PERMIT/TAX FORMS

Companies selling products and services at the conference are required to apply for a temporary seller's permit. The necessary forms will be included in the Exhibitor Service Kit.



# Exhibits

## HOTEL INFORMATION

RESERVATION CUTOFF FRIDAY, SEPTEMBER 7, 2018



### Monterey Marriott

350 CALLE PRINCIPAL  
MONTEREY, CA 93940

**Standard King** \$245.00  
**Standard Double** \$245.00

Retreat to your spacious room, where you'll find plush bedding topped with cozy comforters, a generous bath with deluxe amenities, and incomparable views of downtown Monterey or the Bay.



### Portola Hotel and Spa

2 PORTOLA PLAZA  
MONTEREY, CA 93940

**Standard King** \$255.00  
**Standard Double** \$255.00

Inspired by the Monterey Peninsula's natural beauty and nautical heritage, the Portola Hotel & Spa is a step outside the ordinary. Our accommodations boast pillow-top mattresses, an array of helpful amenities, and the assurance of fantastic service by our professional staff.

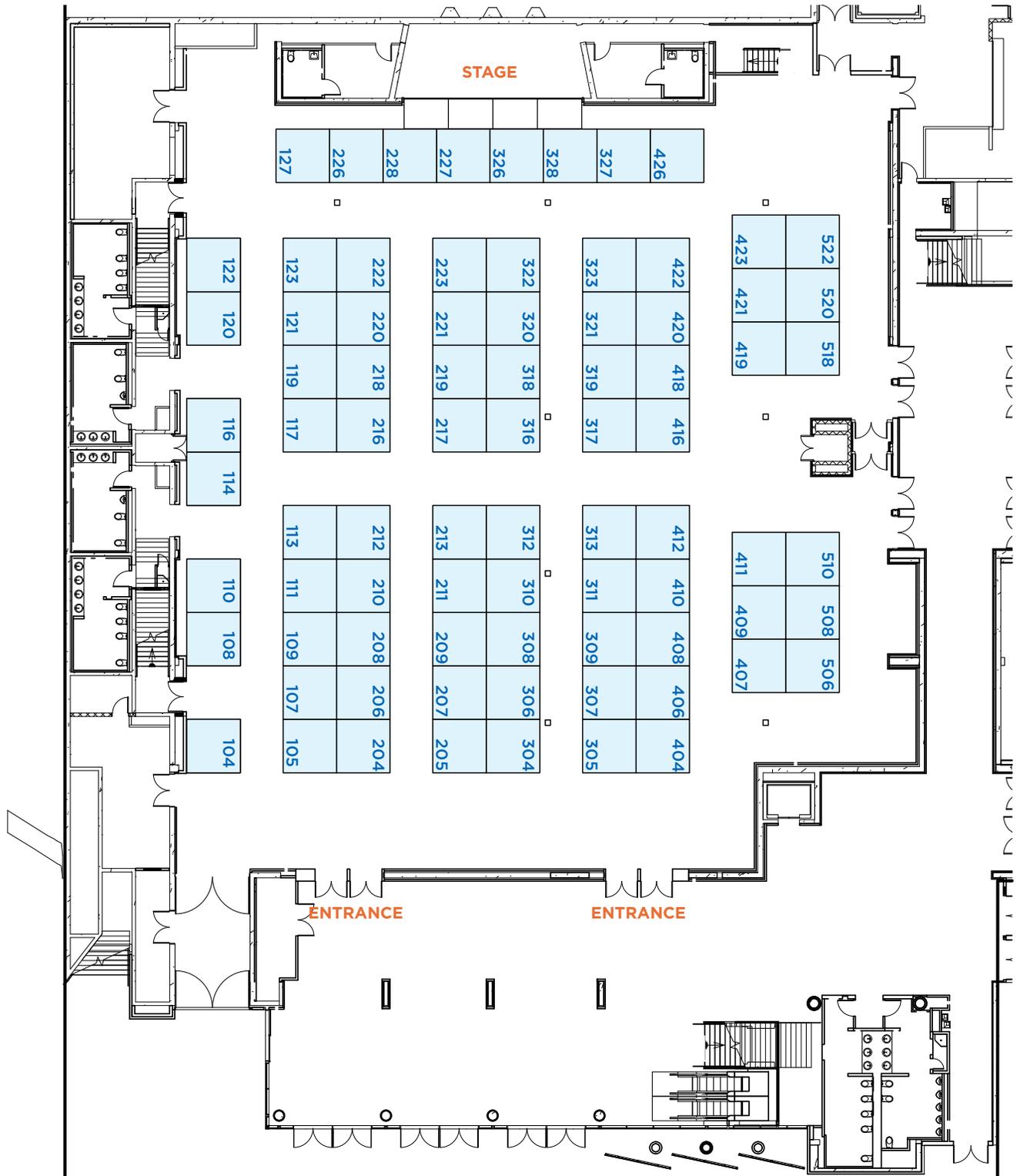


# Exhibits

## EXHIBIT HALL MAP



Monterey Conference Center ▶ Serra Exhibit Hall



# Exhibitor Contract



Navigating the Tides  
PCSO 82<sup>nd</sup> ANNUAL SESSION

OCTOBER 12-13, 2018



Monterey Conference Center ▶ Monterey, CA

Please mail contract with deposit to:

**PCSO**  
**Attention: Meetings Department**  
**401 North Lindbergh Boulevard**  
**St. Louis, MO 63141-7816**

**Or email: [dhaman@aaortho.org](mailto:dhaman@aaortho.org)**

Company Name

---

State of Incorporation

---

If company has exhibited with PCSO under a different name, please list name

---

---

## EXHIBIT FEES

- ▶ \$2,700 per booth (10' x 10' configuration)
- ▶ A minimum payment of 50 percent of the total cost must be enclosed for space to be assigned.

Number of Booths

---

## PAYMENT INFORMATION

A check in the amount of \$ \_\_\_\_\_ in enclosed (payable to PCSO in U.S. Dollars only).

Please charge \$ \_\_\_\_\_ to my credit card.  Visa  MasterCard  American Express  Discover

Cardholder's Name

---

Credit Card Number

---

Expiration Date

CVV

---

Signature of Cardholder (required to process credit card payment)

---

continued on page 18

# Exhibitor Contract continued

## EXHIBIT LOCATION PREFERENCE

1st Choice

2nd Choice

3rd Choice

4th Choice

*Every effort will be made to accommodate your request.*

Each exhibiting company submitting prior to June 29, 2018 is entitled to a listing in the *On-Site Guide*. If no information is supplied, only the company name and exhibit location will be published.

## ALPHABETICAL LISTING (list name exactly how it should appear in the On-Site Guide)

Company Name

Contact Person (for PCSO use only)

Title

President/CEO

Address

City/State/Zip

Phone

Fax

Email

Website

## NARRATIVE DESCRIPTION

Each exhibitor should submit a 10-word description of the company's products or services. This is an informational listing; do not use superlatives. Use ® for registered product names, ™ for all trademarks. Please proofread carefully. The PCSO reserves the right to edit text to conform to format and length requirements.

Example

- ▶ *“Develops, markets and supports ‘Planner X’ – a computer-aided diagnostic and treatment planning software for orthodontics.”*

## WE AGREE

- ▶ To abide by all the conditions, rules and regulations for exhibitors as set forth in the *Exhibit, Sponsorship & Advertising Guide* and any related material, including all new policies set forth for the 82<sup>nd</sup> PCSO Annual Session.
- ▶ That certificates of insurance are due by August 10, 2018.
- ▶ That payment in full is due by June 29, 2018 or space will be forfeited.
- ▶ The person signing this contract has the authority to sign for this company.

## WE AGREE

Authorized Signature

*Applications without an authorized signature or deposit will be returned unprocessed.*

Date

Date Received



*Ahoy and prepare for a night of  
adventure as the Pirates of the  
Pacific Coast descend on Monterey!*

# A Pirate's Life for Me!

*Join us as the world famous Monterey Bay Aquarium  
hosts our Annual Welcome Party.*

*The evening will boast a swashbuckling dance floor,  
full exploration of the depths of the aquarium,  
food and drinks for all,  
photo booth to capture memories,  
activities for young buccaneers,  
and treasure awarded to the  
best dressed ortho crew  
AND KIDS!*

*Arr!*

*Come dressed in your best pirate attire.*

*Date* Friday, October 12, 2018    *Time* 6:00pm – 10:00pm    *Location* Monterey Bay Aquarium

Admission and transportation is included for registered attendees. Extra tickets and tickets for non-registered attendees and children are available for purchase.

# Sponsorships

## SPONSORSHIP LEVELS

Jelly Fish Monterey Bay Aquarium, Monterey California.



## Gold Level

### SPONSORSHIP FEE: \$10,000

- ▶ Full page color ad in the *On-Site Guide*
- ▶ Color ad in the *PCSO Bulletin*
- ▶ Recognition in the *PCSO Bulletin* sponsor thank you ad produced by the PCSO
- ▶ Acknowledgment on PCSO Website
- ▶ Recognition on Signage in the Conference Center
- ▶ Insert in the Conference Bag
- ▶ Attendee Mailing List
- ▶ Six tickets to the 2018 Welcome Party



## Silver Level

### SPONSORSHIP FEE: \$8,000

- ▶ Full page color ad in the *On-Site Guide*
- ▶ Recognition in the *PCSO Bulletin* sponsor thank you ad produced by the PCSO
- ▶ Acknowledgment on PCSO Website
- ▶ Recognition on Signage in the Conference Center
- ▶ Insert in the Conference Bag
- ▶ Attendee Mailing List
- ▶ Four tickets to the 2018 Welcome Party



## Bronze Level

### SPONSORSHIP FEE: \$6,000

- ▶ Half page color ad in the *On-Site Guide*
- ▶ Recognition in the *PCSO Bulletin* sponsor thank you ad produced by the PCSO
- ▶ Acknowledgment on PCSO Website
- ▶ Recognition on Signage in the Conference Center
- ▶ Attendee Mailing List
- ▶ Two tickets to the 2018 Welcome Party

# Sponsorships

## SPONSORSHIP OPPORTUNITIES



### 2018 Welcome Party at Monterey Aquarium

#### *A Pirate's Life for Me!*

##### SPONSORSHIP FEE: \$20,000

This is a great opportunity to be recognized as the exclusive sponsor and welcome attendees to the 2018 Welcome Party plus...

- ▶ Full page color ad in the *On-Site Guide*
- ▶ Acknowledgment in the *On-Site Guide*
- ▶ Acknowledgment on the PCSO website
- ▶ Acknowledgment in Conference Center signage
- ▶ Receive eight tickets to the party
- ▶ Company name/logo on signage at the party
- ▶ Two booths in the the Exhibit Hall
- ▶ Attendee mailing list



### Conference Bags

##### COMMITTED

Your company will receive continuous exposure at the 2018 Annual Session. Conference bags will be distributed to all registered orthodontists and their registered staff.

- ▶ Company name/logo imprinted conference bag
- ▶ Full page color ad in the *On-Site Guide*
- ▶ Acknowledgment in the *On-Site Guide*
- ▶ Acknowledgment on the PCSO website
- ▶ Acknowledgment in Conference Center signage
- ▶ Insert in conference bag



### New and Younger Members' Hospitality Resource Lounge

##### SPONSORSHIP FEE: \$10,000

This exclusive sponsorship will offer the opportunity for your company to engage with new and younger members. The lounge will offer demos on marketing practices utilizing the AAO's Consumer Awareness Program materials as well as information provided by study clubs and components on becoming more involved while enjoying refreshments. The lounge will be open throughout the conference.

- ▶ Full page color ad in the *On-Site Guide*
- ▶ Acknowledgment in the *On-Site Guide*
- ▶ Acknowledgment on the PCSO website
- ▶ Acknowledgment in Convention Center signage
- ▶ Attendee mailing list



### Lanyards

##### COMMITTED

Your company name/logo on the name badge lanyard to be distributed to all Annual Session attendees.

- ▶ Full page color ad in the *On-Site Guide*
- ▶ Acknowledgment in the *On-Site Guide*
- ▶ Acknowledgment on the PCSO website
- ▶ Acknowledgment in Convention Center signage
- ▶ Attendee mailing list

# Sponsorships

SPONSORSHIP OPPORTUNITIES *continued*



## Seated Massage Therapy

**SPONSORSHIP FEE: \$8,000**

Sponsorship kiosk delivers seated massage for attendees suffering from conference tension.

- ▶ Three massage therapists to give free 10-minute massages
- ▶ Company name and logo on massage kiosk
- ▶ Full page color ad in the *On-Site Guide*
- ▶ Acknowledgment in the *On-Site Guide*
- ▶ Acknowledgment on the PCSO website
- ▶ Acknowledgment in Convention Center signage



## PCSO Annual Session Mobile App *New App Coming this Fall!*

**SPONSORSHIP FEE: \$6,000**

- ▶ Company name and logo on splash screen which is the first screen users see when launching the app
- ▶ Two push notifications per day on Thursday, Friday and Saturday with your personalized message sent to all attendees
- ▶ Full page color ad in the *On-Site Guide*
- ▶ Acknowledgment in the *On-Site Guide*
- ▶ Acknowledgment on the PCSO website
- ▶ Acknowledgment in Convention Center signage



## New and Younger Member Luncheon

**SPONSORSHIP FEE: \$2,500**

Co-sponsor the New and Younger Member Luncheon with the PCSO for an opportunity to address the PCSO's new and younger members.

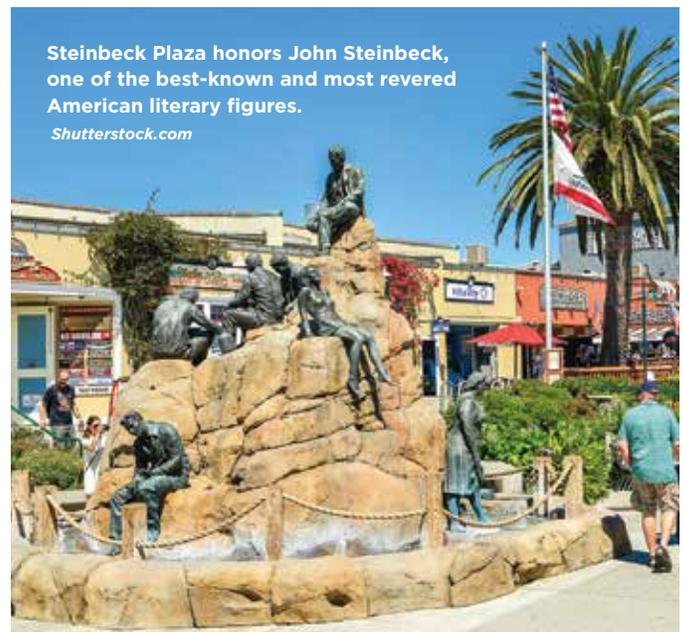
- ▶ Acknowledgment in the *On-Site Guide*
- ▶ Acknowledgment on the PCSO website
- ▶ Five minutes to address the luncheon attendees



## Conference Bag Insert

**SPONSORSHIP FEE: \$2,000**

Insert your company brochure in the official conference bag, which will be distributed to all doctors and staff at registration.



# Advertising

## ADVERTISING OPPORTUNITIES



### 82<sup>nd</sup> Annual Session On-Site Guide

Reach out to orthodontists and orthodontic staff who will attend the 82<sup>nd</sup> Annual Session in 2018. Advertise in the 82<sup>nd</sup> Annual Session On-Site Guide. Complete the advertising contract to reserve your ad space.



### Circulation and Audience

The Annual Session draws orthodontists and orthodontic staff from the United States and Canada. The *On-Site Guide* will be distributed to all registered doctors and orthodontic staff attending the Annual Session.



### Ad Specifications

#### ADVERTISING RATES

##### Premium Placement

▶ Inside Front Cover	\$2,700
▶ Outside Back Cover	\$3,200
▶ Inside Back Cover	\$2,700

##### Inside Pages

▶ Full Page	\$1,500
▶ Half-Page	\$1,200
▶ Quarter Page	\$1,000

*All costs listed above are for 4-color. Publisher guarantees no position unless contracted at a premium rate.*

#### CLOSINGS

- ▶ At time of space reservation deadline, submit ad copy.
- ▶ No cancellations will be accepted after the space reservation deadline.
- ▶ Dates are subject to change.

#### ADVERTISING DEADLINES

- ▶ Space Reservation Deadline July 20, 2018
- ▶ Materials Deadline August 7, 2018

If you need assistance with the correction to an advertisement, contact Lisa Hertlein at lhertlein@aaortho.org or 888-242-3925 to obtain pricing information on this service.

#### AD SI6 PZES

##### Premium Placement

▶ Inside Front Cover	8.5" x 11.0"
▶ Outside Back Cover	8.5" x 11.0"
▶ Inside Back Cover	8.5" x 11.0"

##### Inside Pages

▶ Full Page	8.5" x 11"
▶ Half-Page Horizontal	7.5" x 4.5"
▶ Half-Page Vertical	3.5" x 9.75"
▶ Quarter Page	3.5" x 4.5"

*All full page ads require a 1/8" bleed with crop marks.*

#### SUBMISSION OF FILES

##### Submission of Digital Files

- ▶ Please submit digital files only.
- ▶ Files, support files and pictures must be high resolution (300 dpi at 100% scale).
- ▶ High-resolution, printer-quality PDFs are welcome.
- ▶ If file is not a PDF, include all printer and screen fonts and all supporting graphics.

##### Acceptable Program Files

- ▶ Adobe Acrobat PDF (*preferred*)
- ▶ Adobe Illustrator
- ▶ Adobe Photoshop
- ▶ Adobe InDesign

*Ads created using PC flatform programs are not accepted.*

# Sponsorship & Advertising Contract



Navigating the Tides  
PCSO 82<sup>nd</sup> ANNUAL SESSION

OCTOBER 11-13, 2018

Monterey Conference Center ▶ Monterey, CA

Please email Sponsorship Contract with payment to:

**dhaman@aaortho.org**

**Attention: D.J. Haman**

Select the sponsorship/advertising vehicle(s) as well as the placement and size of ad if applicable.



## SPONSORSHIP OPPORTUNITIES

<input type="checkbox"/> Welcome Party	\$ 20,000.00
<input type="checkbox"/> Gold Level Sponsorship	\$ 10,000.00
<input type="checkbox"/> Silver Level Sponsorship	\$ 8,000.00
<input type="checkbox"/> Bronze Level Sponsorship	\$ 6,000.00
<input checked="" type="checkbox"/> Conference Bags ( <i>committed</i> )	\$ 12,000.00
<input type="checkbox"/> New and Younger Members' Hospitality Resource Lounge	\$ 10,000.00
<input checked="" type="checkbox"/> Lanyards ( <i>committed</i> )	\$ 8,000.00
<input type="checkbox"/> Seated Massage Therapy	\$ 8,000.00
<input type="checkbox"/> Mobile App	\$ 6,000.00
<input type="checkbox"/> New and Younger Member Luncheon	\$ 2,500.00
<input type="checkbox"/> Conference Bag Insert	\$ 2,000.00

*continued on page 25*

# Sponsorship & Advertising Contract continued



## ADVERTISING

### Premium Placement

<input type="checkbox"/> Inside Front Cover	\$ 2,700.00
<input type="checkbox"/> Outside Back Cover	\$ 3,200.00
<input type="checkbox"/> Inside Back Cover	\$ 2,700.00

All full page ads require a 1/8" bleed with crop marks.

### Premium Placement

<input type="checkbox"/> Full Page	\$1,500.00
<input type="checkbox"/> Half Page	\$ 1,200.00
<input type="checkbox"/> Quarter Page	\$ 1,000.00

Company Name

Title

Address

City/State/Zip

Phone

Fax

Email

Website

## PAYMENT INFORMATION

A check in the amount of \$ \_\_\_\_\_ in enclosed (payable to PCSO in U.S. Dollars only).

Please charge \$ \_\_\_\_\_ to my credit card.  Visa  MasterCard  American Express  Discover

Cardholder's Name

Credit Card Number

Expiration Date

CVV

Signature of Cardholder (required to process credit card payment)

## CONTRACT TERMS

I agree to pay the costs set forth above upon receipt of invoice of advertising and/or sponsorship. First-time advertisers must prepay until credit is established. Cancellation of advertising will not be accepted after space reservation deadline. Contract will be short rated to the actual rate earned on the basis of the PCSO rates in effect at the time of this Contract took effect. You are guaranteed this rate for one full year from the date of this Contract, provided that the advertising rates are subject to change without notice. (See advertising packet for additional contract terms.) You agree to indemnify and hold the Pacific Coast Society of Orthodontists harmless from all damages, including attorneys' fees arising from any breach of this Agreement by the advertiser/sponsor.

Advertiser/Sponsor Representative

Date

PCSO representative

Date



PACIFIC COAST SOCIETY OF ORTHODONTISTS

**83<sup>rd</sup> Annual Session**

**OCTOBER 3-6, 2019**

- ▶ Hilton Hawaiian Village and Resort  
Honolulu, HI

**84<sup>th</sup> Annual Session**

**TBD**

**85<sup>th</sup> Annual Session**

**OCTOBER 21-24, 2021**

- ▶ Oregon Convention Center  
Portland, OR

**86<sup>th</sup> Annual Session**

**OCTOBER 27-30, 2022**

- ▶ Grand Hyatt Manchester  
San Diego, CA

**Stay Up-To-Date at [PCSOOrtho.org](https://www.pcsortho.org)**



Old Fisherman's Wharf Monterey, California.