



exhibit, sponsorship, and advertising guide

OCTOBER 3-5, 2019

HILTON HAWAIIAN VILLAGE AND RESORT, HONOLULU, HI



exhibit, sponsorship, and advertising guide

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PCSO/RMSO ANNUAL SESSION 2019

The following pages contain a complete guide to exhibit, sponsorship, and advertising opportunities for the PCSO/RMSO Annual Session.

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CONTACT

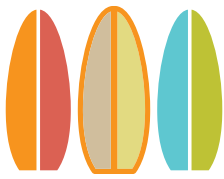
Aesha Beattle
Director of Meetings

Pacific Coast Society of Orthodontists
15621 W 87th Street, #267
Lenexa, KS 66219

Phone: 833-621-7276 x702

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important dates

AT A GLANCE

July 2019

Friday, July 19

Advertisement Form Deadline

August 2019

Friday, August 9

Certificate of Insurance Due

Friday, August 9

Ad Copy and Logos Due

Friday, August 23

Deadline to Submit Exhibit Application and Payment

Friday, August 30

Advertising and Conference Support Forms Due

Friday, August 30

All 10-word Descriptions, Logos, and Advertising Copy Due (to guarantee printing in final conference materials)

Friday, August 30

Hotel Room Reservation Cut-off

September 2019

Friday, September 6

Exhibitor Badge Online Registration Deadline

This schedule is subject to change.





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EXHIBIT HALL HOURS

Wednesday, October 2, 2019

2:00 - 6:00 PM

Exhibitor Move-in

2:00 - 6:00 PM

Exhibitor Registration Open

Thursday, October 3, 2019

7:00 - 7:30 AM

Exhibitor Move-in (all exhibits must be completely set up by 8:00 am)

8:00 AM - 2:00 PM

Exhibit Hall Open

Friday, October 4, 2019

8:00 AM - 2:00 PM

Exhibit Hall Open

Saturday, October 5, 2019

8:00 AM - 1:00 PM

Exhibit Hall Open

1:00 - 5:00 PM

Exhibitor Teardown

This schedule is subject to change.



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EXHIBIT SPACE ELIGIBILITY & ASSIGNMENTS

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★ SPACE ASSIGNMENT POLICY

Assignment of space is determined by the following general criteria:

- ✦ date of receipt of the completed contract AND payment,
- ✦ booth numbers requested, and
- ✦ list of companies to be near and to be away from.

Other factors involved in the space assignment are the configuration of the Exhibit Hall. PCSO/RMSO will make every effort to accommodate requests; however there will be no guarantees on booth assignments.

★ RELOCATION OF EXHIBITS

The PCSO/RMSO may alter the location of any exhibit at any time, if in the best interest of the exhibition. The PCSO/RMSO 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/RMSO.

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

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



★ SPACE RENTAL FEES

The PCSO/RMSO 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 in an 8' x 10' configuration. The exhibit area is provided with an 8' high back drape and two 3' high side drape.

Base Rental Fee

- ✦ \$3,000 per booth

Payment

Payment in full must be received in the PCSO/RMSO Office with the completed application form. Applications WILL NOT be accepted or processed and booths will not be assigned without full payment.

Rejected Applications

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

Cancellations

Exhibitors must notify the PCSO/RMSO Meetings Department in writing prior to June 28, 2019 to qualify for a refund of any canceled exhibit space. The date written notice of cancellation is received from an exhibitor in the PCSO/RMSO Meetings Department will be the official cancellation date. No refunds will be made for cancellations received after June 28, 2019.

All cancellations will be assessed a minimum processing fee of \$250.

Eligibility for Exhibiting

The PCSO/RMSO 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/RMSO to be of general interest to conference attendees.
- ✦ Providers of professional, financial, consulting and miscellaneous services that are considered by the PCSO/RMSO to be of general interest to conference attendees.
- ✦ Existing PCSO/RMSO policies and procedures.



exhibits

ON-SITE INFORMATION

PCSO/RMSO ANNUAL SESSION 2019

★ EXHIBITOR STAFFING

It is the policy of the PCSO/RMSO 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 \$250.00 each.

★ BOOTH REPRESENTATIVES

Exhibiting companies will be sent a confirmation with a link to register booth representatives online for name badges through the PCSO/RMSO registration site. Confirmations will only be sent to fully paid exhibit booths.

★ 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

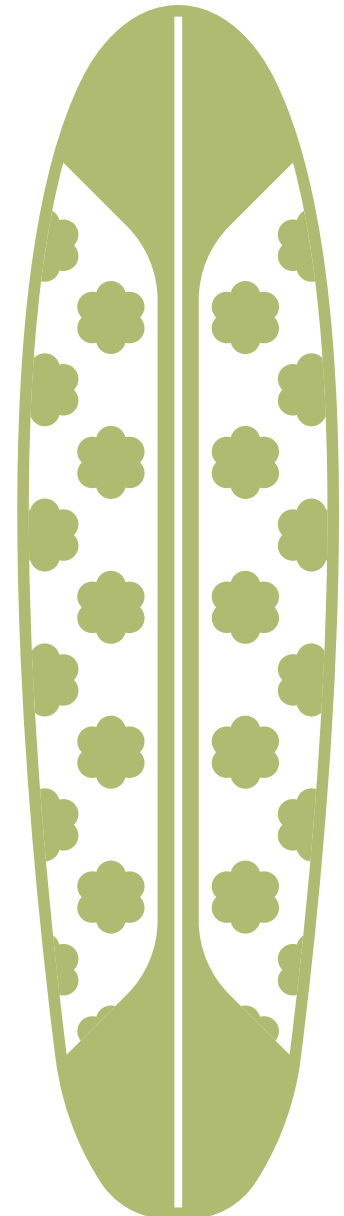
Only registered PCSO/RMSO exhibitors are allowed in the Exhibit Hall. Violators of this policy will be promptly dismissed from the conference and will not be eligible to participate in future PCSO/RMSO trade shows.

★ 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.

★ NAME BADGE STICKERS

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





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EXHIBIT SPECIFICATIONS

PCSO/RMSO ANNUAL SESSION 2019

★ AISLE SPACE/FLOORPLAN

Aisles have been pre-determined in the floorplan included in this Guide. The PCSO/RMSO will submit the final re-configured floorplan to the Honolulu, HI Fire Marshal for approval. The PCSO/RMSO 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/RMSO reserves the right to require exhibiting companies be bonded through an approved bonding company, in an amount determined by the PCSO/RMSO 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/RMSO meetings department. Please submit written requests prior to September 6, 2019.

★ 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 Honolulu, HI 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 Honolulu, HI Fire Department. Material not conforming to fire codes will be removed at the exhibitor's expense.



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EXHIBIT SPECIFICATIONS CONTINUED

PCSO/RMSO ANNUAL SESSION 2019



PACIFIC COAST SOCIETY OF ORTHODONTISTS



The PCSO/RMSO reserves the right to prohibit the use of the PCSO/RMSO 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/RMSO Central Office no later than September 6, 2019.

★ 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/RMSO. The theme of this year's Annual Session is "Pearls in Paradise" and we encourage giveaways to incorporate that theme. Requests for any type of traffic generator must be submitted in writing by email to the PCSO/RMSO Exhibits Manager at abeattle@pcsortho.org by September 6, 2019.

★ 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/RMSO will furnish general security for the Exhibit Hall during the show. The PCSO/RMSO, Decorating Company and the Hilton Hawaiian Village 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/RMSO. 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/RMSO has a no smoking policy for all events.



PCSO/RMSO ANNUAL SESSION 2019

★ 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/RMSO 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, and Advertising Guide* or related materials, and which jeopardizes or otherwise interferes with the conference, as determined by the PCSO/RMSO in its discretion, the PCSO/RMSO may address such action or event and the exhibitors involved in the manner deemed appropriate by the PCSO/RMSO.

★ VIOLATIONS

Action may be taken by the PCSO/RMSO against exhibitors who violate any of the rules or policies of the *Exhibit, Sponsorship, and Advertising Guide*. The action taken will be determined based on the PCSO/RMSO's policies and procedures and the particular circumstance of the violation. The action may, in the PCSO/RMSO'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/RMSO. The exhibitor may also be prohibited from participating in future PCSO/RMSO exhibits.

★ CERTIFICATE OF INSURANCE

All exhibitors must provide proof of insurance to be allowed in the Exhibit Hall no later than August 9, 2019. Should a Certificate of Insurance not be received by August 9, 2019 the exhibit space may be canceled without refund of monies. The PCSO/RMSO 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/RMSO as additional insured and are to include the following:

**Hilton Hawaiian Village
2005 Kalia Rd.
Honolulu, HI 96815**

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/RMSO, the Decorating Company, the Hilton Hawaiian Village 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/RMSO 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/RMSO, 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/RMSO 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.



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EXHIBIT SERVICES

PCSO/RMSO ANNUAL SESSION 2019

★ EXHIBITOR SERVICE KIT

PCSO/RMSO will have an official contractor to handle all exhibiting needs. These contractors act in their own behalf and are not agents, employees, or representatives of the PCSO/RMSO. All contractors will bill the exhibitor directly for their services. The PCSO/RMSO does not assume any liability or responsibility for any act performed or omitted by the official contractors.

The official contractor will send the Exhibitor Service Kit in July to all exhibiting companies. The Exhibitor Service Kit will contain information and order forms for the following services.

Cleaning Services

Hilton Hawaiian Village 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 Hilton Hawaiian Village. All electrical wiring and equipment must conform to the Honolulu, HI code.

Equipment and Furnishings

Exhibit furnishings will consist of:

- ★ a background drape, 8'0" high backdrapery and 3'0" high side drape and
- ★ 7" x 44" identification sign with the exhibitor's company name the 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/RMSO prohibits the use of independent contractors. However, the PCSO/RMSO 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/RMSO for approval prior to September 6, 2019 and such supervisor shall have agreed to abide by all of these rules.

Labor

All labor must be obtained from the official decorator 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

PCSO/RMSO ANNUAL SESSION 2019

★ HILTON HAWAIIAN VILLAGE WAIKIKI BEACH RESORT

Home to the 2019 PCSO/RMSO Annual Session

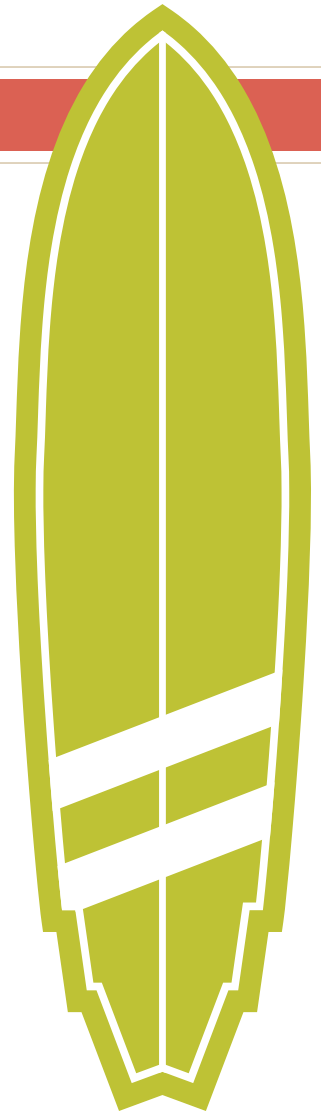
Take a trip of a lifetime and stay at the Hilton Hawaiian Village Waikiki Beach Resort. Set among a tropical landscape covering 22 acres, this hotel boasts Waikiki's widest and most spectacular white sand beach as well as Waikiki's only saltwater lagoon. Stunning natural surroundings, luxurious amenities, vibrant dining options, the most adventurous daily activities and more make for a perfect adventure in Honolulu.

Find endless resort activities at this hotel on Oahu. There's something for everyone, including five pools, outdoor luau, water sports, full service spa, live shows and more at Hilton Hawaiian Village.

The special PCSO/RMSO conference rate starts at \$269.00 plus tax for single or double occupancy. An additional \$50.00 per person charge applies for triple or quad occupancy. There will be a resort fee of \$30.00 per room per night.

The reservation deadline is Friday, August 30, 2019 to reserve at the conference rate. Please note we may sell out prior to the deadline. So, don't delay!

[Click Here to Book Now!](#)



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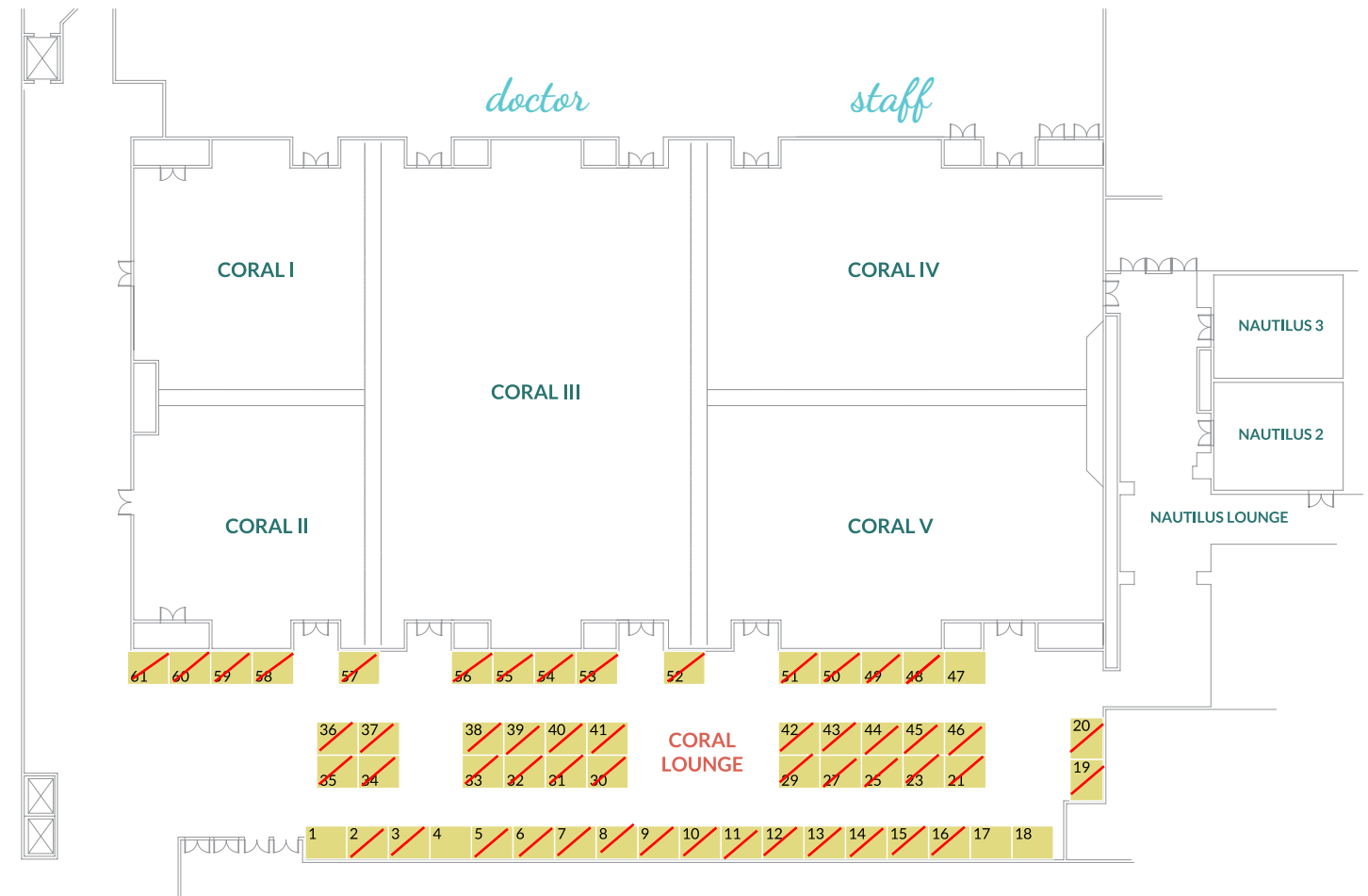
EXHIBIT & LECTURE HALL MAP

PCSO/RMSO ANNUAL SESSION 2019

★ HILTON HAWAIIAN VILLAGE

Mid-Pacific Conference Center

Coral Lounge



exhibitor contract

PCSO/RMSO ANNUAL SESSION 2019



STEP 1: CONTACT INFORMATION

This is a fillable form. Please type and complete all information.

Information for Internal Use Only:

Primary Contact:

Primary Contact Phone:

Primary Contact Email:

Information for Publication Use:

Company Name:

Address:

City, State/Province, Zip, Country:

Company Phone:

Company Email:

Company Website:

☐ I have read and agree to the Policies and Procedures

Authorized Signature:

Date:

Exhibit Staff Registration:

You will receive a link to register your exhibit booth representatives by July 31. All names are due by September 6, 2019.

STEP 2: EXHIBIT SPACE SELECTION

PCSO/RMSO will make its best effort to accommodate your request. Booths will be assigned as received with full payment.

1st Choice:

2nd Choice:

3rd Choice:

☐ # 8' x 10' \$3,000

List any exhibitors you DO NOT wish to be near:

Amount: \$

STEP 3: MARKETING FEES

☐ One-time use Pre-Registration electronic mailing list.

\$250 (emailed approximately September 5, 2019)

☐ One-time use Post-Registration electronic mailing list.

\$250 (emailed approximately October 15, 2019)

Amount: \$

STEP 4: TOTAL FEES

Total Payment Due: \$

continued on page 14

EXHIBITOR CONTRACT CONTINUED

STEP 5: METHOD OF PAYMENT

All funds MUST be submitted from a U.S. bank in U.S. funds. PCSO/RMSO does not accept purchase orders or invoices for services.

<input type="checkbox"/> A check is enclosed (payable to PCSO) in the amount of: \$		Check #:
<input type="checkbox"/> Charge my credit card in the amount of: \$		<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover
Cardholders Name:		
Credit Card Billing Address:		
City, State/Province, Zip, Country:		
Credit Card Number:	Expiration Date	CVV
Signature of Cardholder: <i>(required to process credit card payment)</i>		

STEP 6: RETURN EXHIBITOR CONTRACT

Mail completed application form and check payments to:

PCSO Executive Office
15621 W. 87th Street, # 267
Lenexa, KS 66219

Attn: Exhibits Manager

Please include a copy of your form with check payments and email a copy to **abeattle@pcsortho.org**.

STEP 7: LOGOS AND ADVERTISING

Email your company logo and 10-word description to **abeattle@pcsortho.org**. Sponsors, please send high res, 300 dpi logos in both .jpg and .eps (convert all font to paths) file formats. Logos, descriptions, and Conference Mobile App advertising copy are due no later than August 9, 2019, in order to be guaranteed for use on show signage and/or in the Conference Mobile App.

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/RMSO 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, and Advertising Guide* and any related material, including all new policies set forth for the PCSO/RMSO Annual Session;
- ★ to submit a certificate of insurance by August 9, 2019; and
- ★ the person signing this contract has the authority to sign for this company.

Authorized Signature:

Applications without an authorized signature or payment will be returned unprocessed.

Date:	Date Received:
-------	----------------



sponsorship

SPONSORSHIP/SUPPORT OPPORTUNITIES

Platinum Level | Kahuna

\$20,000

Welcome Party Luau **COMMITTED**

\$20,000

Beach Towels

\$15,000

Beach Bags **COMMITTED**

★ BENEFITS

- ★ Recognition and signage as a Platinum Level | Kahuna supporter, including recognition in marketing materials, website, and at strategic locations throughout the conference area
- ★ One 8' x 20' exhibit booth
- ★ Two additional exhibitor registrations
- ★ Full Page Ad in the On-site Program
- ★ One 600 x 110 pixel, 4-color banner advertisement in the Conference Mobile App linked to your website
- ★ One attendee mailing list
- ★ Message on PCSO/RMSO Social Media



Kahuna



sponsorship

SPONSORSHIP/SUPPORT OPPORTUNITIES CONTINUED

Gold Level | Ali'i

\$10,000

Lanyards **COMMITTED**

\$10,000

Charging Station

\$8,000

Breakfast *(three available)*

\$7,000

Escalator Cling Screen

\$7,000

Main Lobby Column Wrap

\$7,000

Conference Note Pads **COMMITTED**

\$7,000

Hotel Key Cards **COMMITTED**

★ BENEFITS

- ★ Recognition and signage as Gold Level | Ali'i supporter, including recognition in marketing materials, website, and at strategic locations throughout the conference area
- ★ One 8' x 10' exhibit booth
- ★ One additional exhibitor registration
- ★ One 600 x 110 pixel, 4-color banner advertisement in the Conference Mobile App linked to your website
- ★ One attendee mailing list



Ali'i



sponsorship

SPONSORSHIP/SUPPORT OPPORTUNITIES CONTINUED

Silver Level | Kokua

\$5,000

Conference Photo Booth

\$4,500

Refreshment Break (three available)

★ BENEFITS

- ★ Recognition and signage as Silver Level | Kokua supporter, including recognition in marketing materials, website, and at strategic locations throughout the conference area
- ★ One additional exhibitor registration
- ★ One 600 x 110 pixel banner advertisement in the Conference Mobile App linked to your website
- ★ One pre-registrant mailing list

Kokua

Bronze Level | Ohana

\$750.00

Floor Graphics

See Page 19

Conference Mobile App Options

★ BENEFIT

- ★ Recognition and signage as a Bronze Level | Ohana supporter, including recognition in marketing materials, website, and at strategic locations throughout the conference area

Ohana





sponsorship

SPONSORSHIP/SUPPORT OPPORTUNITIES CONTINUED

PCSO/RMSO ANNUAL SESSION 2019

★ PLATINUM LEVEL | KAHUNA

★ Welcome Party Luau **Committed \$20,000**

Each year at the Annual Session, there is a welcome event and this year the event will be held outdoors and include a luau. Your sponsorship of this event will include the opportunity to take full credit for of the event in its entirety and offer a signature cocktail at each bar.

★ Beach Towels **\$20,000**

What better way to be seen than on a logo'd towel that will be used every day by all attendees on Waikiki Beach? Each registered attendee will receive a beach towel with your logo for maximum exposure.

★ Beach Bags **\$15,000**

With so much material received during registration check-in, the conference tote bags have become an essential apparel item for each attendee. From the time they pick up their registration packets until they depart for the airport, attendees are rarely seen without their tote bags in tow. We are taking your company's exposure to the beach this year, replacing the tote bag with a beach bag. Each bag will be emblazoned with the supporter's logo along with PCSO & RMSO's logo. Rest assured, your company recognition will continue long after the meeting is over as attendees continue to use their bags at home and on future vacations. (PCSO produces the tote bags; sponsor logo is needed)

★ GOLD LEVEL | ALI'I

★ Lanyards **Committed \$10,000**

If you are looking for maximum exposure during the Annual Session, these high-quality lanyards are a sure bet as every attendee will be wearing them with their name badge. The lanyard supporter's logo will be on one side and the PCSO/RMSO logos on the other. (PCSO/RMSO produce the lanyards; sponsor logo is needed.)

★ Charging Station **\$10,000**

Everyone these days has a cell phone and/or iPad and all of those devices need to stay charged. Be the hero of the conference by providing battery life to all of the participants!

★ Breakfast *(three available)* **\$8,000**

Attendees get energized for the sessions each morning by starting off the day with a cup of coffee and a nutritious breakfast! As a breakfast supporter, you and your team will have the opportunity to visit with PCSO/RMSO attendees as this event draws them in first thing in the morning to get their fill of coffee and energy for the day.

★ Escalator Cling Screen **\$7,000**

Promote your brand on banners lining the escalators.

★ Lobby Column Column Wrap **\$7,000**

Make a statement by displaying your brand on 10' column wraps in the lobby area, outside of the Exhibit Hall.

★ Conference Note Pads **\$7,000**

Be seen by every attendee at the conference as they take notes in the educational sessions using a notebook or pen with your company's branding.

★ Hotel Key Cards **Committed \$7,000**

This sponsorship provides continual exposure to all attendees at the Annual Session as the sponsor's logo and conference logo are printed on two keys per guest room. Each time the attendee goes into their hotel room, they will see your company's logo! (PCSO/RMSO produce the key cards; sponsor logo is needed.)





sponsorship

SPONSORSHIP/SUPPORT OPPORTUNITIES CONTINUED

PCSO/RMSO ANNUAL SESSION 2019

★ SILVER LEVEL | KOKUA

★ Photo Booth \$5,000

Take advantage of the opportunity to host a photo booth that will promote your company on the booth throughout the week.

★ Refreshment Breaks (three available) \$4,500

Providing sustenance for attendees is an essential part of making sure they are able to stay alert and get the most out of this professional development opportunity. Sponsors can choose from three break times. All of the refreshment breaks are located near the Exhibit Hall which makes for a dedicated time for the attendees to mingle with the exhibitors.

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THE THEME OF THE PCSO/RMSO ANNUAL SESSION IS:

PEARLS IN PARADISE

We encourage giveaways reflect the them.

have fun!



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★ BRONZE LEVEL | OHANA

★ Floor Graphics \$750

Attention-grabber. Lead attendees to your booths with mega-sized 4' x 4' printed floor graphics.

★ Conference Mobile App Sponsorships

Be ahead of the curve by sponsoring the comprehensive electronic guide to the Annual Session. Your logo will be included in the mobile conference app on one of these options within the app.

Splash Screen (1) \$1,500

Sponsored Icon (1) (home screen) \$1,500

Push Notification(s) (5) \$1,500

Banner Ad (15) \$1,000

Beacon Alert (5) \$1,000

Sponsored Listing (10) \$500

Sponsored Survey (3) \$500

Sponsored Poll (3) \$500

Social Wall Post(s) (10) \$300

For detailed information on each mobile app sponsorship option, please contact Aesha Beattle, Director of Meetings via email: abeattle@pcsortho.org.





advertising

ADVERTISING OPPORTUNITIES

PCSO/RMSO ANNUAL SESSION 2019

★ PCSO/RMSO ANNUAL SESSION ON-SITE GUIDE

Reach out to orthodontists and orthodontic staff who will attend the PCSO/RMSO Annual Session in 2019. Advertise in the PCSO/RMSO 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 team members 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 19, 2019**
- ★ Materials Deadline **August 9, 2019**

If you need assistance with correction to an advertisement, contact Aesha Beattle at abeattle@pcsortho.org or 833-621-7276 x702.

Ad Sizes

PREMIUM PLACEMENT

- ★ Inside Front Cover **8.5" x 11"**
- ★ Outside Back Cover **8.5" x 11"**
- ★ Inside Back Cover **8.5" x 11"**

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).
- ★ All files created as 4-color process (CMYK).
- ★ High-resolution, printer-quality PDFs are preferred.
- ★ If file is not a PDF, artwork must be packaged to include font and links. Fonts converted to paths is preferred.

ACCEPTABLE PROGRAM FILES

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

Ads created using PC platform programs are not accepted.

sponsorship and advertising contract

PCSO/RMSO ANNUAL SESSION 2019



Please email Sponsorship/Support and Advertising Contract to abeattle@pcsortho.org.

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

SPONSORSHIP OPPORTUNITIES

Platinum Level | Kahuna

Welcome Party Luau <i>(committed)</i>	\$20,000
<input type="checkbox"/> Beach Towels	\$20,000
<input type="checkbox"/> Beach Bags	\$15,000

Gold Level | Ali'i

Lanyards <i>(committed)</i>	\$10,000
<input type="checkbox"/> Charging Station	\$10,000
<input type="checkbox"/> Breakfast <i>(three available)</i>	\$8,000
<input type="checkbox"/> Escalator Cling Screen	\$7,000
<input type="checkbox"/> Main Lobby Column Wrap	\$7,000
<input type="checkbox"/> Conference Note Pads	\$7,000
<input type="checkbox"/> Hotel Key Cards <i>(committed)</i>	\$7,000

Silver Level | Kokua

<input type="checkbox"/> Conference Photo Booth	\$5,000
<input type="checkbox"/> Refreshment Break <i>(three available)</i>	\$4,500

Bronze Level | Ohana

<input type="checkbox"/> Floor Graphics	\$750
<input type="checkbox"/> Splash Screen <i>(one available)</i>	\$1,500
<input type="checkbox"/> Sponsored Icon (home screen) <i>(one available)</i>	\$1,500
<input type="checkbox"/> Push Notification(s) <i>(five available)</i>	\$1,500
<input type="checkbox"/> Banner Ad <i>(fifteen available)</i>	\$1,000
<input type="checkbox"/> Beacon Alert <i>(five available)</i>	\$1,000
<input type="checkbox"/> Sponsored Listing <i>(ten available)</i>	\$500
<input type="checkbox"/> Sponsored Poll <i>(three available)</i>	\$500
<input type="checkbox"/> Social Wall Post(s) <i>(ten available)</i>	\$500

continued on page 22

SPONSORSHIP AND ADVERTISING CONTRACT CONTINUED

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

Premium Placement

<input type="checkbox"/> Inside Front Cover	\$2,700
<input type="checkbox"/> Outside Back Cover	\$3,200
<input type="checkbox"/> Inside Back Cover	\$2,700

Inside pages

<input type="checkbox"/> Full Page	\$1500
<input type="checkbox"/> Half Page	\$1200
<input type="checkbox"/> Quarter Page	\$1000

Company Name:

Address:

City, State/Province, Zip, Country:

Company Phone:

Company Email:

Company Website:

Authorized Signature:

Date:

PAYMENT

All funds MUST be submitted from a U.S. bank in U.S. funds. PCSO/RMSO does not accept purchase orders or invoices for services.

☐ A check is enclosed (payable to PCSO) in the amount of: \$

Check #:

☐ Charge my credit card in the amount of: \$

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Cardholders Name:

Credit Card Billing Address:

City, State/Province, Zip, Country:

Credit Card Number:

Expiration Date:

CW:

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/RMSO 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 and Rocky Mountain Society of Orthodontists harmless from all damages, including attorneys' fees arising from any breach of this Agreement by the advertiser/sponsor.

Sponsor/Advertiser Representative:

Date:

PCSO/RMSO Representative:

Date:

Contracts without an authorized signature or payment will be returned unprocessed.