

# 2017 EXHIBITOR PROSPECTUS



**OCTOBER 26-28, 2017 • LVI CAMPUS • LAS VEGAS**

*Do not miss your opportunity to connect with Physiologic Dental professionals from around the world!*

SPONSORED BY



**THE AURUM GROUP**  
From Root-to-Tooth™ All Under One Roof

**MICRODENTAL**  
LABORATORIES

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DENTAL LABORATORY

a world of difference...



# 2017

## EXHIBITOR INFORMATION

### *Exhibiting*

With several dental meetings out there to exhibit, what makes the IAPA conference the must attend meeting of the year? Over 96% of attendees visit the exhibit area during the conference. With the foundation of our conference based on Physiologic Neuromuscular Dentistry, we provide a unique experience not only for our participants, but for our vendors as well.

### *Marketing Materials For Conference Bags*

As an exhibitor you will be given the opportunity to showcase your company by placing a marketing piece in our IAPA registration bags that are given to all attendees at the conference. This will be another way to market your company to the attendees at the 2017 conference. (The amount of pieces you receive in the bags is based on your level of sponsorship.)

### *IAPAopoly*

The IAPAopoly is a great way to market your booth and products alike! If you would like to take advantage of additional marketing during the show, IAPAopoly is the way to go. A registration form will be sent to all contracted exhibitors along with contact and instruction information on how to play.

### *Exhibitor Badges*

Being an Exhibitor will allow you to bring one or more representatives to the conference. The number of attendees is based on your level of sponsorship. Additional booth representatives may be added for a \$600 fee, per representative. Exhibitor badges are all-access badges and will allow you into courses, workshops and social events during the conference.

### *Registration*

All attendees must sign in at some point during the three day conference. Early registration will be available prior to the conference in the designated registration area. At this time you may pick up your lanyards and exhibitor badge.

### *Hotel Information*

Information Coming Soon

## Booth Assignment Policy

No exhibitor shall assign, sublet or apportion the whole or any portion of space allotted, nor exhibit therein any goods other than those manufactured or distributed by the exhibitor in the regular course of business, nor permit any representative of any firm not exhibiting to solicit business or take orders in their booth space. Any exhibitor violating these rules will have their exhibit closed for the current meeting and may be banned from participating at future meetings.

## Care Of Exhibit Booth

The exhibitor must maintain and keep in good order the exhibit space contracted. The exhibitor shall maintain and conduct the exhibit in a neat, clean, orderly and safe manner. The exhibitor shall keep an attendant in its display during the hours of the Exhibition and must surrender the space occupied by it in the same condition it was at the commencement of the meeting. Exhibitor shall be responsible for damage to property. Additionally, the exhibitor agrees to keep an attendant in its display during the posted hours of the exhibition and not abandon their booth space prior to the close of the show without advanced written approval from the Show Manager.

## Security

While show management will exercise reasonable care in safeguarding your property, neither meeting management, the facility, security coordinator, drayage contractor, nor any of their directors, trustees, officers, agents, or employees assume responsibility for such property. Exhibitors are warned to take precautions to protect against pilferage.

## Infraction Of Meeting Rules

An exhibitor shall not infringe upon the rights and privileges of another exhibitor. Any complaints regarding infractions or disputes between exhibitors would be made directly to the Association and assume its decision final. Unethical conduct or infraction of the rules on the part of the exhibitor or their representatives will subject the offending exhibitor, their representative, or both to dismissal from the Exhibit Area, forfeiture of booth space and booth fee. In this event, it is agreed that the International Association of Physiologic Aesthetics shall make no refund and that the exhibitor or its representatives will make no demand for redress. These regulations are to be construed as part of all space contracts. The Association reserves the right to interpret these rules as well as to make final decisions on all points not covered in these regulations.

## Insurance

On or before October 1, 2017 exhibitors must provide the IAPA with an original Certificate of Insurance showing the policy in effect at least through October 28, 2017. It must show evidence of insurance coverage with minimum limits of \$1,000,000 combined single limit bodily injury and broad form property damage coverage, including broad form contract liability. In addition to the exhibitor, such certificates of the insurance will name as additional insured LVI Global. Exhibitors should be reminded to have a rider on their insurance policies covering their exhibits during the travel from their home base to the show, during the show, and when transporting shipments back.



*“IAPA doctors and teams are looking for solutions for their patients. They have open minds and ask good questions. The Annual Conference is a great opportunity to meet and talk with the doctors and the teams.”*

Tanya Dunlap, PhD  
Managing Director  
Perio Protect, LLC



# EXHIBITOR TESTIMONIALS

The IAPA has created enthusiasm and sparked excitement in the attendees. The exhibit area is always booming with dental professionals eager to check out the latest in dental products and ways to improve their practice. The 2016 IAPA in Las Vegas, Nevada was no exception and each meeting continues to get even better. Below are a few testimonials from recent exhibitors.



*"The IAPA annual meeting is exceptional! The meeting is well organized with great energy, and a focus on technologies and techniques that advance the dental profession. The attendees are open, engaging, enthusiastic, and easy to get to know. As a neuroscience company that serves six industries across five continents, we attend many conferences all over the world. Not only is the IAPA the best dental conference we attend annually, it's one of the best conferences, period."*

Jim Poole,  
President and CEO of Solace Lifesciences,  
The Makers of NuCalm

*"This is one of the meetings that I look forward to every year. Why? Well, it is for multiple reasons. Here are two. First, I get to renew already established relationships with customers that come from literally all over the world. Second, and perhaps most important, to my team members that are assigned to work this meeting, they are energized by the positive feedback received from customer; the engagement of a practitioners truly interested in investing in their skill set, including product knowledge; and the welcoming environment that is the IAPA meeting"*

Daniel J. Parrilli,  
General Manager, Kettenbach LP

*"Such a wonderful group of people. This isn't a conference, it is a family gathering"*

Darren Seigel,  
Director of Strategic Partnership & Consulting, Advice Media

*"I have attended the IAPA each year the past 4 years and like every year past, 2016 exceeded our expectations! Like one of my colleagues said, IAPA really knows how to put on an amazing event, and 2016 was one with great lectures, like minded high level attendees, food trucks, and fun. I can't wait to see what they have in store for 2017!"*

Shane Varga,  
Dental Regional Sales Manager, Tekscan

*"The IAPA meeting was one of the most successful meetings I have ever attended. The staff did an amazing job of hosting a very well organized world class event that provided a lot of interaction time with the attending doctors. Doctors were engaged and eager to learn about our product."*

John Hinton,  
Vice-President Sales, Anutra Medical Inc.

# 2017 DEADLINES

There are several deadlines for payment, and other important exhibitor items that are noted below:

- Registration* - May 1, 2017.....10% cancellation penalty in effect
- May 1 - July 26, 2017.....50% cancellation penalty in effect
- July 26, 2017.....100% cancellation penalty in effect
- August 18, 2017.....Marketing material proof submission due
- September 15, 2017.....Exhibitor badge registration forms due
- October 1, 2017.....Certificate of insurance due

# EXHIBIT AREA HOURS

As you get ready to set up for your booth at the conference, below are some important dates and times to go by for the conference:

## *Wednesday, October 25, 2017*

Exhibitor Move-In  
(Information included in Exhibitor Kit)

## *Thursday, October 26, 2017*

Exhibit Area Opens: 10:00am  
Exhibit Area Closes: 6:00pm

## *Friday, October 27, 2017*

Exhibit Area Opens: 10:00am  
Exhibit Area Closes: 6:00pm

## *Saturday, October 28, 2017*

Exhibit Area Opens: 10:00am  
Exhibit Area Closes: 6:00pm

## *Saturday - Exhibit Area Move Out*

(Information included in Exhibitor Kit)

All above times are subject to change





# LEVELS OF PARTNERSHIP

The IAPA offers two unique levels of partnerships for you to market and promote your company to this exclusive group of dental professionals. Once you have selected the level of partnership, please complete the enclosed Partnership Agreement indicating your selection and submit with proper payment. Payment must accompany the completed Partnership Agreement.

## *Conference Partner \$15,000*

- Exhibitor booth
- Three company representatives may attend meeting at no charge\*
- Recognition on the IAPA Website as Presenting Conference Partner with web link
- Half page of Advertising in the event program
- Opportunity to include one piece of marketing material in conference packets
- Post-Event contact list
- Opportunity to conduct a workshop at conference (limited workshop slots available)
- Opportunity to conduct a sponsor webinar

## *Booth Partner \$5,000*

- Exhibitor Booth
- One company representative may attend meeting at no charge\*
- Recognition on the IAPA Website as a booth partner
- Recognition in the event program
- Post-Event contact list

\*\$600 for each additional conference attendee

# IAPA PARTNERSHIP AGREEMENT

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web \_\_\_\_\_

Conference Partner \$15,000

Booth Partner \$5,000

## *Payment Options*

Option #1: Booth payment in full

Option #2: 50% booth payment down with final payment due on 7/26/2017  
(By selecting this option, you authorize the IAPA to charge your credit card on file on the above date)

## *Terms And Cancellation Policy*

Signed contracts must be submitted with 50% payment. Full payment is due 90 days prior to the start of the conference. By agreeing to partner with the IAPA you also agree to all the IAPA Partner Terms and Conditions (see reverse side).

Check enclosed - Please make payable to IAPA

Please charge the credit card listed below

Billing Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Card # \_\_\_\_\_

Exp \_\_\_\_\_ 3 or 4 digit code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

Instructions: Please sign below to accept agreement and e-mail or fax to: mwilliams@lviglobal.com or jgrabusnik@lviglobal.com • Fax: 702.341.8510

Client Agreement \_\_\_\_\_ Date \_\_\_\_\_

IAPA Agreement \_\_\_\_\_ Date \_\_\_\_\_

# IAPA PARTNER TERMS & CONDITIONS

All IAPA Partners are bound by the following terms and conditions.

1. All commercial support received from IAPA partners will be fully disclosed to IAPA meeting attendees.
2. All commercial support provided to the IAPA is provided on an unrestricted basis and shall be used in such manner and for such purposes as shall be determined by the IAPA in its sole and absolute discretion.
3. All decisions regarding funding arrangements for all continuing education activities hosted by the IAPA are the sole responsibility of the IAPA board of Directors and CE Advisory Committee.
4. No products or commercial services may, or will, be marketed nor will other sales activity take place inside any classroom setting or while continuing education credit is being offered.
5. The IAPA and its CE Advisory Committee are solely responsible, without supporter restriction, for all educational program content and for the selection of all speakers and topics.
6. The IAPA is responsible, without supporter restriction, for the lecture topics, speaker selection content as well as use of all instructional materials that are presented.
7. The IAPA and its CE Advisory Committee take all possible steps to ensure that balanced views of all subjects are included in all educational program content.
8. Nothing contained in this Agreement shall be construed to place them in the relationship of partners or joint ventures.

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SIGN

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DATE

By agreeing to partner with the IAPA I also agree to all the IAPA Partner Terms and Conditions listed Above.







## *Vision*

*To be the premier organization in the world that promotes a comprehensive, physiologic approach to dentistry, that now encompasses Implants, Ortho & Dentures.*

## *Mission*

*To elevate physiologic based dentistry around the world through an exchange of doctor's experience and knowledge for the betterment of humanity. To remain a dynamic dental organization that serves as a catalyst for the fusion of contributions from all disciplines that serve mankind in attaining health & beauty.*

[www.theiapa.com](http://www.theiapa.com)

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