

EXHIBITOR & SPONSOR PROSPECTUS

CHICAGO

Illinois

August 21-23, 2014

Hyatt Regency McCormick Place
Hotel and Convention Center



ICOI Summer Implant Prosthetic Symposium



Sponsored by:



ADIA



Dear Exhibitor/Sponsor:

The International Congress of Oral Implantologists and its worldwide membership of over 14,000 members invites you to be a sponsor and/or an exhibitor at our Summer Implant Prosthetic Symposium, August 21-23, 2014 at the Hyatt Regency McCormick Place in Chicago, Illinois. Attendance is expected to be well over 1,000 persons including 600 doctors and 250 auxiliaries, laboratory technicians, students and industry personnel.

We are anticipating a large number of both specialists and general dentists from around the world. It is ICOI's custom to provide the maximum opportunity for our exhibitors to interface with the delegates. We will hold all coffee breaks and our Welcome Reception IN THE EXHIBIT HALL.

A world-class faculty has been assembled for this event with separate programs for practitioners and auxiliaries, i.e. hygienists, dental assistants and front office personnel.

The symposium will begin on Thursday with a limited number of half-day Pre-Symposium courses given by our Sponsors. (Please note we have reserved special benefits for our Sponsors.)

The General Session will begin at 1:00 p.m. on Thursday and will run through Saturday. The Exhibition Hall will be open from Thursday at 1:00 p.m. until Saturday afternoon.

This prospectus contains specific information for decision making on whether to become a Sponsor, Exhibitor or both. But please don't delay. For the past several years we have completely sold out our exhibit space. Therefore, we will be assigning booths on a FIRST COME, FIRST SERVED basis with understandable courtesy to our sponsors. We expect a rapid and complete sellout so please don't delay.

The Exhibitor/Sponsor Prospectus includes all the important information you will need to make your participation at our meeting a huge success.

We look forward to seeing you in Chicago this August!

Betty Lukacs
Exhibit Coordinator

Lynn Mortilla, RDH
Exhibit Coordinator

ICOI SUMMER IMPLANT PROSTHETIC SYMPOSIUM

HYATT REGENCY MCCORMICK PLACE • CHICAGO, ILLINOIS • AUGUST 21-23, 2014

SPONSORSHIP INFORMATION

The ICOI is pleased to offer a limited number of sponsorships for our Summer Implant Prosthetic Symposium. An impactful addition to your marketing plan, sponsorship will provide high visibility and increased exposure to our anticipated 1,200 attendees. The site for this meeting will be the Hyatt Regency McCormick Place. Sponsorship consideration will be on a *first come, first served basis*.

PLATINUM SPONSORSHIP: \$20,000 USD

- **FIRST** choice of booth location - two complimentary 8 x 10 foot booths
- One (1) half-day Pre-Symposium course provided by your company
- One (1) Full Page insertion in the final meeting program
- Complimentary Full Page insertion in ICOI's Implant Dentistry Journal
- Complimentary Half-Page insertion in ICOI World Newsletter
- Pre and Post Meeting E-mail blast to all members and attendees recognizing your company
- Live Corporate webinar to all ICOI members and archival copy posted to our Members Only Website
- Listing on our website as an official sponsor
- Recognition as a sponsor on all advertising/promotional materials for the meeting
- Your logo displayed on our registration packet
- Display of corporate logo on signage at registration and exhibit entrance
- Ten exhibitor badges
- Ribbons on Exhibitor Badges to denote Sponsorship
- Ability to purchase additional booths
- Recognition in ICOI World Newsletter

GOLD SPONSORSHIP \$15,000 USD

- Priority selection of booth location (**after platinum sponsors**) - two complimentary 8 x 10 foot booths
- One (1) half-day Pre-Symposium course provided by your company
- One (1) Full Page insertion in the final meeting program
- Complimentary Half-Page insertion in ICOI World Newsletter
- Listing on our website as an official sponsor
- Recognition as a sponsor on all advertising/promotional materials for the meeting
- Your logo displayed on our registration packet
- Display of corporate logo on signage at registration and exhibit entrance
- Eight exhibitor badges
- Ribbons on Exhibitor Badges to denote Sponsorship
- Ability to purchase additional booths
- Recognition in ICOI World Newsletter

SILVER SPONSORSHIP \$12,000 USD

- Priority selection of booth location (**after platinum & gold sponsors**) - two complimentary 8 x 10 foot booths
- One (1) half-day Pre-Symposium course provided by your company
- One (1) Half-Page insertion in the final meeting program
- Recognition as a sponsor on all advertising/promotional materials for the meeting
- Your logo displayed on our registration packet
- Display of corporate logo on signage at registration and exhibit entrance
- Listing on our website as an official sponsor
- Six complimentary exhibitor badges
- Ribbons on Exhibitor Badges to denote Sponsorship
- Recognition in ICOI World Newsletter

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ICOI SUMMER IMPLANT PROSTHETIC SYMPOSIUM

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SPONSORSHIP INFORMATION - *Continued*

ONLY SPONSORS HAVE ACCESS TO THE FOLLOWING HIGH VISIBILITY MARKETING OPPORTUNITIES:

(Sponsorship fees are in addition to the actual cost of the opportunity)

Please email mortilla@icoi.org to inquire about these opportunities and prices.

- ✓ Complimentary Pre-Symposium access to ICOI mailing list to promote your course
(approval of any marketing/mailling pieces is required)
- ✓ Lanyard Sponsor
- ✓ Tote Bag Sponsor
- ✓ Writing Pads and/or Pens
- ✓ Door Drops (approval of any marketing/mailling pieces is required)

PLEASE NOTE:

You are responsible for any Food & Beverage and/or Audio Visual Charges you require or elect to provide for your Pre-Symposium Course.

FOOD & BEVERAGE AND A/V CONTACT:

Catering Manager: Katie Ryan • Email: kryan@mccormickplace.com • Phone: (312) 791-7259

A/V Contact: Jarrett Davis • Email: jdavis@avt.com • Phone: (312) 528-4030

DEADLINE FOR SPONSORSHIP SUBMISSION IS FEBRUARY 1, 2014



ICOI SUMMER IMPLANT PROSTHETIC SYMPOSIUM

HYATT REGENCY MCCORMICK PLACE • CHICAGO, ILLINOIS • AUGUST 21-23, 2014

SPONSORSHIP APPLICATION

Name of Company _____ Contact Name _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone Number _____ Fax Number _____

E-mail _____ Website _____

Sponsorship Level: PLATINUM \$20,000 USD GOLD \$15,000 USD SILVER \$12,000 USD

Our booth preferences: 1st Choice _____ 2nd Choice _____ 3rd Choice _____

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PRE-SYMPOSIUM COURSE INFORMATION: *Please submit the following information by February 1, 2014*

Title of Pre-Symposium Course: _____

Is this a hands-on program? Yes No Is course limited attendance? Yes No If so, how many maximum? _____

Name(s) of Faculty for Course: _____

Course fee: _____ *Please note 10% of all course fees are donated to ICOI's Implant Dentistry Research & Education Foundation (IDREF)*

Course Description:

Course Objectives: Upon completion of this program, attendees will:

-
-
-

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- Please submit a **Corporate Logo** in eps vector format.

- A completed W-9 is required to process proceeds from this course.

SPONSORSHIP PAYMENT:

CHECK: Enclosed is full payment of US \$ _____. (Please make check payable to ICOI.)

(For outside the United States, please send payment in US dollars to ICOI on a check drawn on a US Bank or by credit card.)

CREDIT CARD MasterCard Visa American Express

Card Number _____ Exp. Date _____ CVV No. _____

Signature of Applicant _____ Billing Zip Code _____

DEADLINE FOR SPONSORSHIP SUBMISSION IS: FEBRUARY 1, 2014

PLEASE RETURN COMPLETED APPLICATION TO THE ICOI CENTRAL OFFICE:

1700 Route 23 North, Suite 360, Wayne, New Jersey 07470 USA • p: (973) 783-6300 • f: (973) 783-1175 • mortilla@icoi.org

ICOI SUMMER IMPLANT PROSTHETIC SYMPOSIUM

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EXHIBITOR RULES, REGULATIONS AND GENERAL INFORMATION

1. One unit of exhibit space: \$3,000.00 USD; Two units of exhibit space \$7,000.00 USD. * *Booth space is limited, Each exhibitor is allowed a maximum of 2 booths (except Platinum & Gold Sponsors).*
2. **Assignment of Exhibit Space:**

Following Sponsorship booth assignments, remaining exhibit booth space will be assigned on a FIRST COME FIRST SERVED basis. **Applications must be submitted with payment IN FULL.** You will receive a fax or email confirming that we have received your application.

Booths will be assigned beginning June 1, 2014. Any applications received after booths have been assigned will be given any remaining booths if available.
3. Pre-show mailing lists of registrants (physical mailing addresses only) are available after approval of promotional piece for a **\$1,000** single use fee. Please email mortilla@icoi.org for further information.
4. **Exhibit Booth Package:**

Exhibit booth package will include the following:

 - One unit of 8' X 10' exhibit space with 8' high back drapes and 3' high draped side rails
 - One 6' draped table
 - One identification sign
 - Two chairs
 - One wastebasket
 - Names and addresses of all pre-registered attendees will be given on site (Post-registered attendees' names and addresses can be requested after the meeting)
 - Continental breakfast, breaks, luncheons and welcome cocktail reception

Space does NOT include:

 - Electrical
 - Unpacking and rigging
 - Drayage
 - Special utilities
 - Booth decorating, furniture and carpeting
 - Erecting or repacking of displays
 - Storage space for packing crates and cartons
5. **Official Exhibit Contractor:**

GES Exposition Services has been appointed as the official contractor for exhibit services, including installation, decoration and on-site equipment. An information packet will be emailed to you once you are signed up for the program.

Electricity:

Electrical forms will be enclosed with the GES kit.

6. Location of Exhibit Hall:

The Hyatt Regency McCormick Place Grand Ballroom will serve as our exhibit hall and general session. Table-top and portable back wall exhibits are recommended.

7. The exhibit hall will be open to exhibitor personnel during the following hours:

EXHIBITOR MOVE-IN:

Wednesday, August 20, 2014	6:00 pm – 9:00 pm
Thursday, August 21, 2014	8:00 am – 12:00 pm

SHOW HOURS:

Thursday, August 21, 2014	1:00 pm – 6:00 pm
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Welcome Cocktail Reception with Exhibitors:

Thursday, August 21, 2014	6:00 pm – 7:30 pm
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Breakfast and Lunch with Exhibitors:

Friday, August 22, 2014	7:30 am – 6:00 pm
Saturday, August 23, 2014	7:30 am – 3:30 pm

EXHIBITOR MOVE-OUT:

Saturday, August 23, 2014	4:00 pm – 7:00 pm
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All times are approximate and may be subject to change. Final timetable will be sent via email prior to the show.

8. The ICOI reserves the right to refuse any commercial display inappropriate to a scientific meeting. The ICOI must grant permission to exhibit any equipment more than 10' high. Please note that any backdrops or display higher than 4 feet **MUST** be displayed at the back of your booth. Nothing should be blocking neighboring booths. Due to space constraints all exhibits **MUST** stay within the perimeters of your assigned booth.
9. Samples, pamphlets, catalogs, etc. may be distributed at the exhibitor's booth only. Prize drawings and giving awards for signing names and addresses, and comparable promotional activities are not permitted.
10. Exhibitors must carry their own fire, theft, or other insurance. All exhibit materials must comply with local fire laws, insurance underwriter and safety regulations. All containers and packing materials are to be removed from the exhibition area when the exhibit is set up. Explosive or flammable materials and substances are not allowed. All electrical work must be installed in accordance with local regulations. The exhibitor assumes responsibility for compliance with municipal and provincial regulations concerning fire, safety and health.

11. Smoking in the exhibit hall is prohibited at all times.
12. For security reasons, exhibitors are required to keep an attendant at their booth during all open hours.
13. All or any part of the space herein designated is subject to reassignment and rearrangement by the Sponsor for the purpose of consolidation of display space or for any reason.
14. No exhibitor shall assign, sublet or apportion the whole or any portion of space allotted to any Exhibitor or person. Exhibitor remains fully responsible and liable under its contract for all activities of any person to occupy or use its space. No booth sharing is permitted.
15. Parts of exhibits, signs or other display materials may not be posted, taped, nailed or otherwise affixed to walls, doors, or any part of the Hyatt Regency McCormick Place in any way that may cause damage. Damage caused by failure to observe this rule will be paid for by the exhibitor.
16. Exhibitor's equipment is not insured by the ICOI for loss, theft, damage or breakage. Neither the Hyatt Regency McCormick Place employees or representatives, nor any representative of the ICOI can be held responsible for any injury, loss or damage to the exhibitor's employees or property. The exhibitor must assume responsibility for damages to property caused by, or which in any way arise out of, the actions of the exhibitor.
17. If an exhibit display/booth fails to arrive, the exhibitor will still be responsible for all rentals and no refund will be made.
18. Any and all matters not specifically covered in the preceding rules and regulations shall be subject solely to a decision of the ICOI Directors.
19. If any exhibitor chooses to cancel their registration, a refund will be issued, minus a 50% cancellation fee until June 1, 2014 after which time no refund will be given.
20. The Hyatt Regency McCormick Place is the host hotel for this symposium. Located at 32233 S. Dr. Martin Luther King Jr. Drive, Chicago, IL 60616. For reservations please call (312) 567-1234.

EXHIBIT HALL FLOORPLAN

FOOD AND BEVERAGE BUFFET TABLES

117	118	217	218	317	318	417	418	517	518	617	618	717	718	817
115	116	215	216	315	316	415	416	515	516	615	616	715	716	815
113	114	213	214	313	314	413	414	513	514	613	614	713	714	813
111	112	211	212	311	312	411	412	511	512	611	612	711	712	811
109	110	209	210	309	310	409	410	509	510	609	610	709	710	809
107	108	207	208	307	308	407	408	507	508	607	608	707	708	807
105	106	205	206	305	306	405	406	505	506	605	606	705	706	805

LECTURE HALL ENTRANCE

** Sponsors have priority selection of the shaded booths.*

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EXHIBITOR APPLICATION

Name of Company _____ Exhibit Contact _____

Address _____

City _____ State _____ Zip _____ Country _____

Toll Free Phone Number _____ Phone Number _____

Fax Number _____ E-mail _____ Website _____

***Our booth preferences: 1st Choice _____ 2nd Choice _____ 3rd Choice _____**

**Following Sponsorship booth assignments, remaining exhibit booth space will be assigned on a first come, first served basis. No booth(s) selected is guaranteed.*

Brief description of your product and/or service:

Representatives at exhibit: Only 2 representatives are included in the Exhibit Booth fee. Each booth space can have a maximum of 4 representatives. No exchanging of badges by representatives is permitted. The ICOI reserves the right to refuse representative admittance for unethical behavior. Representatives are required to wear their badges at all times while at the show.

A fee of \$350.00 USD will be incurred for each additional representative registered before the event until July 21st. No additional representatives or name changes will be accepted after July 21st. There will be a \$500.00 USD charge for each additional "On-Site" representative.

(1) _____ (2) _____

To order additional badges please fill out the Additional Representative Application.

I hereby agree to abide by ICOI regulations. In addition, I hereby release and agree to hold harmless the ICOI and the Hyatt Regency McCormick Place from any and all liability for damage or loss to my exhibit, equipment or products.

Booth Fees: One Space: \$3,000.00 USD Two Spaces: \$7,000.00 USD

Booth space is limited. Each exhibitor is allowed a maximum of 2 booths (except Platinum and Gold Sponsors).

Enclosed is full payment of US \$ _____. (Please make check payable to ICOI.)

(For outside the United States, please send payment in US dollars to ICOI on a check drawn on a US Bank or by credit card.)

Please check method of payment: **CHECK** **CREDIT CARD:** MasterCard Visa American Express

Card Number _____ Exp.Date _____ CVV No. _____

Signature of Applicant _____ Date _____

SEND APPLICATION TO: ICOI Central Office: 1700 Route 23 North, Suite 360, Wayne, New Jersey 07470 USA
Phone: (973) 783-6300 • Fax: (973) 783-1175 • mortilla@icoi.org

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ADDITIONAL REPRESENTATIVE BADGE REQUEST

Name of Company _____ Exhibit Contact _____

Address _____

City _____ State _____ Zip _____ Country _____

Toll Free Phone Number _____ Phone Number _____

Fax Number _____ E-mail _____ Website _____

Representatives at exhibit: Only 2 representatives are included in Exhibit Booth fee. Each booth space can have a maximum of 4 representatives. No exchanging of badges by representatives is permitted. The ICOI reserves the right to refuse representative admittance for unethical behavior. Representatives are required to wear their badges at all times while at the show.

A fee of \$350.00 USD will be incurred for each additional representative registered before the event until July 21st. No additional representatives or name changes will be accepted after July 21st. There will be a \$500.00 USD charge for each additional "On-Site" representative.

Names of Representatives Included with Exhibit Fee:

(1) _____ (2) _____

Additional Representatives: (additional fee required)

(3) _____ (4) _____

Platinum, Gold & Silver Sponsors Only:* Platinum (10 representatives), Gold (8 representatives) and Silver (6 representatives)

(1) _____ (2) _____

(3) _____ (4) _____

(5) _____ (6) _____

(7) _____ (8) _____

(9) _____ (10) _____

* For Silver Sponsors, an additional fee is required for more than 6 representatives.

* For Gold Sponsors, an additional fee is required for more than 8 representatives.

* For Platinum Sponsors, an additional fee is required for more than 10 representatives.

I hereby agree to abide by ICOI regulations. In addition, I hereby release and agree to hold harmless the ICOI and the Hyatt Regency McCormick Place from any and all liability for damage or loss to my exhibit, equipment or products.

BADGE FEES: \$350 per additional representative before July 21st.

After July 21st registrations will be accepted on-site for \$500 per additional representative.

Enclosed is full payment of US \$ _____. (Please make check payable to ICOI.)

(For outside the United States, please send payment in US dollars to ICOI on a check drawn on a US Bank or by credit card.)

Please check method of payment: CHECK CREDIT CARD: MasterCard Visa American Express

Card Number _____ Exp.Date _____ CVV No. _____

Signature of Applicant _____ Date _____

SEND APPLICATION TO: ICOI Central Office: 1700 Route 23 North, Suite 360, Wayne, New Jersey 07470 USA
Phone: (973) 783-6300 • Fax: (973) 783-1175 • mortilla@icoi.org

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IMPORTANT ADDENDUM TO THIS PROSPECTUS

GUIDELINES REGARDING COMMERCIAL SUPPORT AND CONFLICT OF INTEREST

The ICOI, in planning this continuing education program for the ICOI Summer Implant Prosthetic Symposium, will adhere to the following policies:

1. Program topic selection will be based on perceived needs for professional information and not for the purpose of endorsing specific commercial products, drugs, materials, treatments, or services.
2. Funds received from commercial sources in support of any educational programs shall be unrestricted and the ICOI Scientific Committee shall retain exclusive rights regarding the selection of presenters, instructional materials, program content and format, etc.
3. Any and all commercial support received shall be acknowledged in program announcements, brochures, and the on-site program book.
4. Commercial support shall be limited to:
 - a. the payment of reasonable honoraria;
 - b. reimbursement of presenter's out of pocket expenses; and
 - c. the payment of the cost of modest meals or social events held as part of an educational activity.
5. Presenters shall be instructed to avoid recommending or mentioning any specific product by its trade name. They should use generic terms whenever possible. When reference is made to a specific product by its trade name, reference shall also be made to competitive products.
6. Speakers will be required to disclose any potential bias or conflict of interest to commercial supporters and the audience of any activity related to the ICOI Summer Implant Prosthetic Symposium.

The ICOI shall:

1. Be responsible for the content, quality, and scientific integrity of all educational activities.
2. Assure that presentations give a balanced view of all therapeutic options.
3. Assure that commercial exhibits do not influence planning nor interfere with the presentation of educational activities.
4. Be responsible for making ultimate decisions regarding funding arrangements for educational activities.
5. Assure that commercially supported social events at educational activities do not compete with, nor take precedence over, the educational events.
6. Have a policy on conflict of interest and assure that all educational activities conform to this policy.