

# 2019 Business TRACK



## Invitation to Exhibit and Sponsor

### REASONS TO PARTICIPATE

- + Exposure in one of AGD's largest regions
- + Meet decision makers and influencers face-to-face
- + Develop new leads
- + Strengthen relationships with current clients
- + Demonstrate new products and services
- + Distribute product samples and information

# BusinessTRACK

## Exhibitor + Sponsorship Prospectus • Austin, TX

The Texas AGD BusinessTRACK program provides Texas AGD members with a comprehensive foundation in dental business leadership and management. This program incorporates the tools and resources necessary to confidently manage a dental practice. Topics will include Finance, Human Resources, Practice Leadership & Development, Business Risk & Growth, and Marketing. The program is designed to teach a maximum of (45) **highly motivated dentists** whose applied experience may range from very little experience in a practice to partial responsibility in a practice to the decision-making authority over an entire dental practice. Our BusinessTRACK sponsors and exhibitors gain statewide recognition with all Texas AGD members while supporting future leaders in dentistry.

## 2019 BUSINESSTRACK TENTATIVE AGENDA:

### Tracks 1 & 2: **Finance & Human Resources** Friday, April 26 - Saturday, April 27, 2019 | 7:00 AM - 5:00 PM

#### **Finance**

- Effective Budget Practices
- Concepts of Accounting for Small Business

#### **Human Resources**

- Employee Recruitment, Selection, Placement & Performance Review
- Understanding Staff Compensation
- Employee Training & Development
- Introduction to Employee Law & Creation of Employee Manual

### Track 3: **Practice Leadership & Development** Friday, June 7 - Saturday, June 8, 2019 | 7:00 AM - 5:00 PM

- Applying Strategies to Grow Your Practice
- The Reality & Myth of the Patient Experience
- Practice Development, Leadership & Culture
- Practice Management Systems & Clinical Management Systems

### Track 4: **Business Risk & Growth** Friday, August 9 - Saturday, August 10, 2019 | 7:00 AM - 5:00 PM

- Introduction to Business Law
- Understanding Small Business Structures 101
- Personal Investment Strategies: Creating Wealth & Keeping It
- Principles of Risk Management: How to Stay Out of Trouble in Business
- Transitions from Associate to Partner to Business Owner

### Track 5: **Marketing** Friday, October 25 - Saturday, October 26, 2019 | 7:00 AM - 5:00 PM

- Understanding Marketing Principles to Grow Your Practice
- Everything Speaks to Your Patient: Creating a Communications Plan
- Assembling and/or Engaging a Business Development Team
- Creating & Monitoring Your Digital Footprint Strategy
- Evaluating ROI When Engaging Marketing Partners

*\*Times are estimated and may change. A detailed final agenda will be included in the exhibitor kit.*

# BusinessTRACK

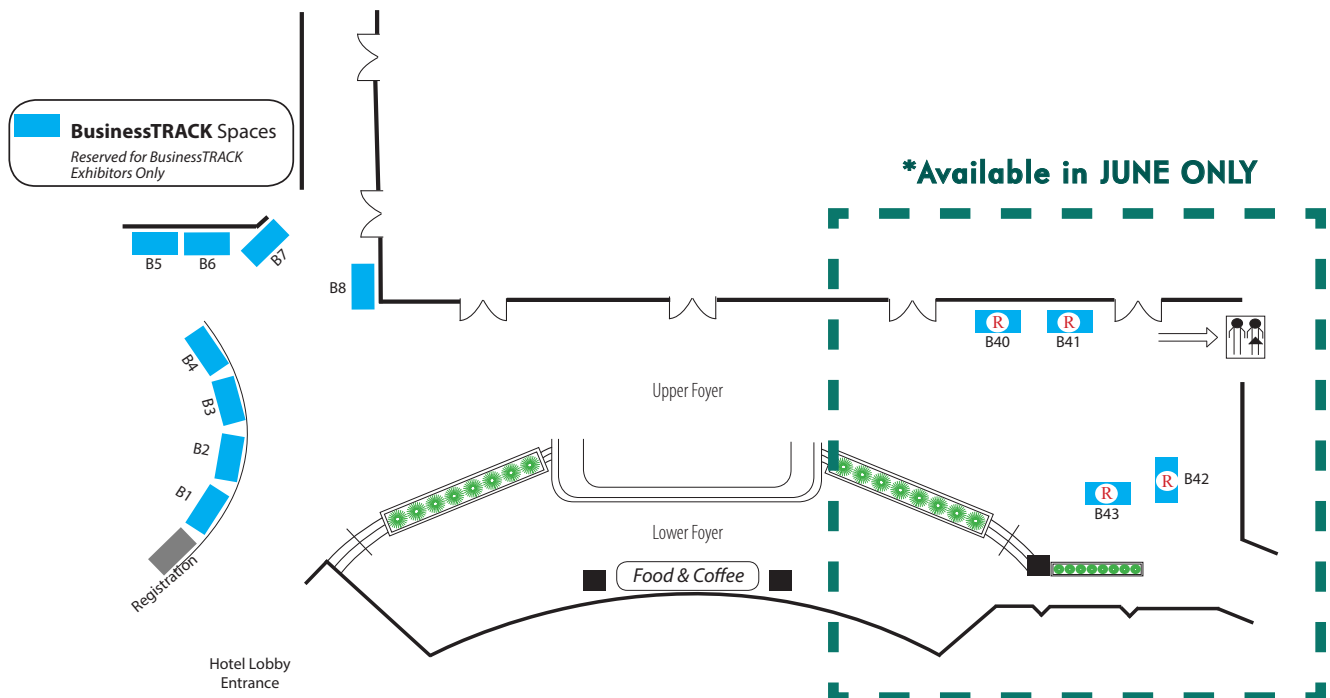
## Exhibitor + Sponsorship Prospectus 2019

### BENEFITS OF EXHIBITING AT BUSINESSTRACK:

- + **Exhibit Space:** You will receive an approximate 6'x6' space in a high-traffic area outside the conference general session. A draped 6' table and two chairs are included at no extra charge and are optional for use. See the diagram below for available locations.
- + **NEW! Affiliate-Member Discount:** Affiliate members are now able to receive a \$100 discount off your exhibit space! To learn more about becoming a member, click [here](#).
- + **Exposure:** Deliver product samples or information, gain new sales leads and develop relationships with registered dentists during the conference. Your company's name will be recognized before, during, and after the conference, as well as linked out to your company website on our event web page. As a bonus, exhibitors are eligible for 10% off advertising in the *TexasGP* publication within one year of the conference. *Enjoy statewide exposure to all Texas AGD members while supporting future leaders in dentistry.*
- + **Attendee List:** Receive an electronic or printed mailing list of all conference attendees that opt in for distribution (upon request, before or after the conference).

**Available Upon Request:** If you have any electrical, internet or AV requirements, please email [communications@tagd.org](mailto:communications@tagd.org) for a request form. Please email the completed form to Encore with the Omni Austin Hotel @ Southpark: [OmniAustinSouthpark@Encore-US.com](mailto:OmniAustinSouthpark@Encore-US.com). For any questions or additional information, please call them at (512) 448-2222.

### 2019 EXHIBIT SPACE DIAGRAM: April, June\*, August, and October



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### SPONSORSHIP OPPORTUNITIES:

To increase your brand awareness and to showcase your dedication to the dental profession, BusinessTRACK offers a wide assortment of sponsorships designed with you in mind. (Sponsorship funds are provided to Texas AGD as an unrestricted grant to offset costs of producing the conference.)

- + **Publicity:** Logo and/or name recognition on conference printed materials and [BusinessTRACK website](#) provide a significant increase in exposure for your company among all members and conference attendees. The earlier you sign up, the more exposure you receive!
- + **Recognition:** Our attendees recognize that sponsoring companies help to keep BusinessTRACK affordable for attendees. Sponsoring companies and their representatives will be recognized by Texas AGD leadership during the program and at the social event. Recognition will also be given before, during, and after the conference, and a link to your company's website added on our event page.
- + **Prestige:** Throughout the nation, Texas AGD is well-known for providing a high level of quality continuing dental education. Fully align your company with Texas AGD's mission of **Helping General Dentists Succeed** by sponsoring BusinessTRACK!

### EXCLUSIVE PLATINUM SPONSORSHIP | \$9,000 - 1 AVAILABLE

- + Receive sponsorship opportunities listed above (publicity, recognition and prestige), PLUS
- + Exhibit at ALL 2019 BusinessTRACK sessions
- + Name or logo acknowledgement as a Statewide Education Partner on home page, in Texas GP, and at other Texas AGD events
- + Opportunity to address the BusinessTRACK audience during all sessions
- + Opportunity to provide samples or product information at all BusinessTrack sessions
- + Recognition by Texas AGD Leadership at ALL 2019 BusinessTRACK sessions
- + Breakfast, lunch, and social time with BusinessTRACK attendees

### GOLD SPONSORSHIP | \$2,500 - 3 AVAILABLE

- + Receive sponsorship opportunities listed above (publicity, recognition and prestige), PLUS
- + Name or logo acknowledgement on sponsored event registration web page to all Texas AGD members
- + Recognition by Texas AGD Leadership at all BusinessTRACK sessions
- + Exhibit table at one (1) BusinessTRACK session
- + Company name recognition on printed materials for BusinessTRACK attendees on sponsored event

### SPEAKER SPONSORSHIP

- + Receive sponsorship opportunities listed above (publicity, recognition and prestige), PLUS
- + Name or logo acknowledgement on sponsored event registration web page to all Texas AGD members
- + Recognition by Texas AGD Leadership as speaker sponsor at BusinessTRACK session
- + Opportunity to introduce speaker
- + Exhibit at one (1) BusinessTRACK session

*\*Speaker sponsorship fee differs based on the cost of the speaker*

### MATERIALS SPONSOR | \*[EMAIL](#) FOR DETAILS

- + Receive sponsorship opportunities listed above (publicity, recognition and prestige), PLUS
- + Your products used during hands-on lectures with the option for company representatives to be present during lectures utilizing your products
- + Name or logo acknowledgement on sponsored event registration web page to all Texas AGD members
- + Recognition by Texas AGD as the social sponsor at the corresponding BusinessTRACK session

### SOCIAL SPONSORSHIP (4 AVAILABLE) | \$1,000

- + Receive sponsorship opportunities listed above (publicity, recognition and prestige), PLUS
- + Name or logo acknowledgement on sponsored event registration web page to all Texas AGD members
- + Recognition by Texas AGD as the social sponsor at the corresponding BusinessTRACK session
- + Acknowledgment in BusinessTRACK program as a social sponsor
- + Invitation for (4) representatives to address the attendees and attend the social

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E-MAIL OR FAX COMPLETED AGREEMENTS BY JUNE 1 TO [COMMUNICATIONS@TAGD.ORG](mailto:COMMUNICATIONS@TAGD.ORG) OR 512-371-7178  
SPONSORS - SEND A HIGH RESOLUTION LOGO TO [COMMUNICATIONS@TAGD.ORG](mailto:COMMUNICATIONS@TAGD.ORG) FOR PROMOTIONS

Company Name: \_\_\_\_\_ Today's Date: \_\_\_\_\_  
Mailing Address (for deposit refund): \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Contact Name (To receive all future conference correspondence): \_\_\_\_\_  
Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_ E-mail: \_\_\_\_\_  
Company Website: \_\_\_\_\_  
On-Site Rep #1: \_\_\_\_\_ On-Site Rep #2: \_\_\_\_\_

**Session of Choice:**  April 26-27  June 7-8  August 9-10  October 25-26  All Four Sessions

### Exhibitor Space Selections (First Come, First Served):

Exhibit Space..... \$600 per session or \$1700 for (4) sessions

ALL Exhibit Space Prices Include a \$100 Refundable Deposit

**Space Number Requested** (in order of preference): 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

### Sponsorship Opportunities:

- Platinum Sponsorship (Exclusive)..... \$9,000
- Gold Sponsorship (5) ..... \$2,500
- Speaker Sponsorship ..... \$ \_\_\_\_\_ VARIES
- Social Sponsorship (1)..... \$1,000
- Materials Sponsor ..... \*[Email](#) for Details

**TOTAL:** \$ \_\_\_\_\_  
( All prices subject to change )

### Payment Info:

- Check enclosed (Payable to Texas Academy of General Dentistry, address below)  Bill Me (Space location will not be reserved until payment is received)
- Visa  MasterCard  Discover  American Express

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Payment must be received in full within 30 days of completing this form, AND before the session date. Space availability is subject to change at any time. Texas AGD is not responsible for prior company promotion without payment in full. Cancellations must be submitted in writing to Texas AGD, and received three months prior to session date or no refund will be issued. Written cancellation notice must include the date and signature of the person cancelling. Cancellations processed six months prior to session date will receive a 65% refund; Cancellations processed between four to five months prior to session date will receive a 50% refund. Exhibitor companies assume all risk and liability for the security of supplies and/or equipment in the exhibit area or in storage. TAGD is not liable for the security of supplies and/or equipment in the exhibit area or in storage. Statement of Purpose: The program is for scientific and educational purposes only and will not promote the products of any company directly. Control of Content & Selection of Presenters and Moderators: Texas AGD is responsible for control of content and selection of presenters and moderators. The company agrees not to direct the content of the program. The company, or its agents, will respond only to Texas AGD-initiated requests for suggestions of presenters or sources of possible presenters. The company will suggest more than one name (if possible); will provide speaker qualifications; will disclose financial or other relationships between the company and speaker, and will provide this information in writing. Texas AGD will record the role of the company or its agents. Texas AGD provides on-site access to attendees, but does not guarantee sales. Deposits: A refundable deposit of \$100 will be charged to all exhibitors. To receive a deposit refund, company's exhibit space must be staffed during entire session. Exhibitors who depart early will not receive a deposit refund. Deposit refund checks will be issued to the company name/address listed above within 90 days following the conference. No credit will be kept on account to carry forward to the following year.

Form completed by: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_