

LONE STAR

dental conference

2021

SEPTEMBER 17-18

Austin, Texas

**INVITATION
TO EXHIBIT**

- Gain exposure to dentists in the largest AGD constituent
- Meet dentists that are decision makers and influencers
- Develop new leads
- Strengthen relationships with current clients
- Demonstrate new products and services
- Distribute product samples and information
- Opportunity to present CE at Lunch & Learn
- Participate in (2) exhibitor & dentist socials

EXHIBITOR INFORMATION

We give you access to the **ONLY** Conference exclusively for General Dentists.

Since 1990, the **Lone Star Dental Conference** has been THE annual meeting for Texas general dentists. In combination with MasterTrack® and the Texas Academy Awards, this two-day event is packed with cutting-edge speakers, intensive hands-on workshops, Lunch & Learns, and information on the latest techniques and products. Combine this with the “Day Drinking at the Lone Star Bar” exhibitor and dentist social AND the opportunity to attend the Texas Academy Awards pre-party - you will not want to miss this conference!

LOCATION

The Renaissance Austin Hotel

9721 Arboretum Blvd | Austin, TX 78759

Exhibitors have the opportunity to obtain a discounted room rate under the Texas AGD room block. A link will be provided closer to conference time. **Room reservation cut-off date will be listed on the website.**

CONFERENCE SCHEDULE*

THURSDAY

5:00 PM - 7:00 PM Exhibitor Move-In

FRIDAY

7:00 AM - 4:00 PM

Exhibits Open (REQUIRED)

7:00 AM - 8:30 AM

Welcome Breakfast with Exhibitors

8:00 AM - 4:30 PM

Educational Sessions

10:00 AM - 10:30 AM

Break with Exhibitors

11:30 AM - 1:30 PM

Lunch & Learn Sessions *(Exhibitor Lunch on your own)*

2:45 PM - 3:15 PM

Break with Exhibitors

5:30 PM - 7:00 PM

Texas Academy Awards Pre-Party

Reception *(Exhibitors attend for FREE with RSVP)*

7:00 PM - 9:30 PM

Texas Academy Awards Celebration

SATURDAY

7:00 AM - 1:00 PM

Exhibits Open (REQUIRED)

7:00 AM - 8:00 AM

Breakfast for Attendees *(Exhibitor Breakfast on your own)*

8:00 AM - 4:30 PM

Educational Sessions

10:00 AM - 10:30 PM

Break with Exhibitors

11:30 AM - 12:15 PM

Lunch for Attendees *(Exhibitor Lunch on your own)*

12:15 PM - 1:00 PM

Exhibitor & Dentist Social

1:00 PM - 5:00 PM

Exhibitor Breakdown**

4:30 PM

Conference Ends

*Exact times subject to change

**Exhibitors who depart prior to 1:00 PM will NOT receive a deposit refund

“The exhibitors at the conference give you plenty of one-on-one, hands-on opportunities to learn about the products so you can make the best decision for yourself and your patients.”

-Dr. Summer Ketron

WHO ATTENDS?

140+...

New dentists and seasoned veterans travel in for this annual conference. Attendees come for the ultimate experience of quality CE, social events, networking, and learning about the latest services and products to help in their practice success.

40+...

MasterTrack®: Known nationwide, Texas AGD's MasterTrack® program provides a 4-year track to earning the prestigious Mastership (MAGD) Award. The attendees of this program are extremely dedicated to the profession of dentistry. They interact with exhibitors and dentists during breaks and social events.

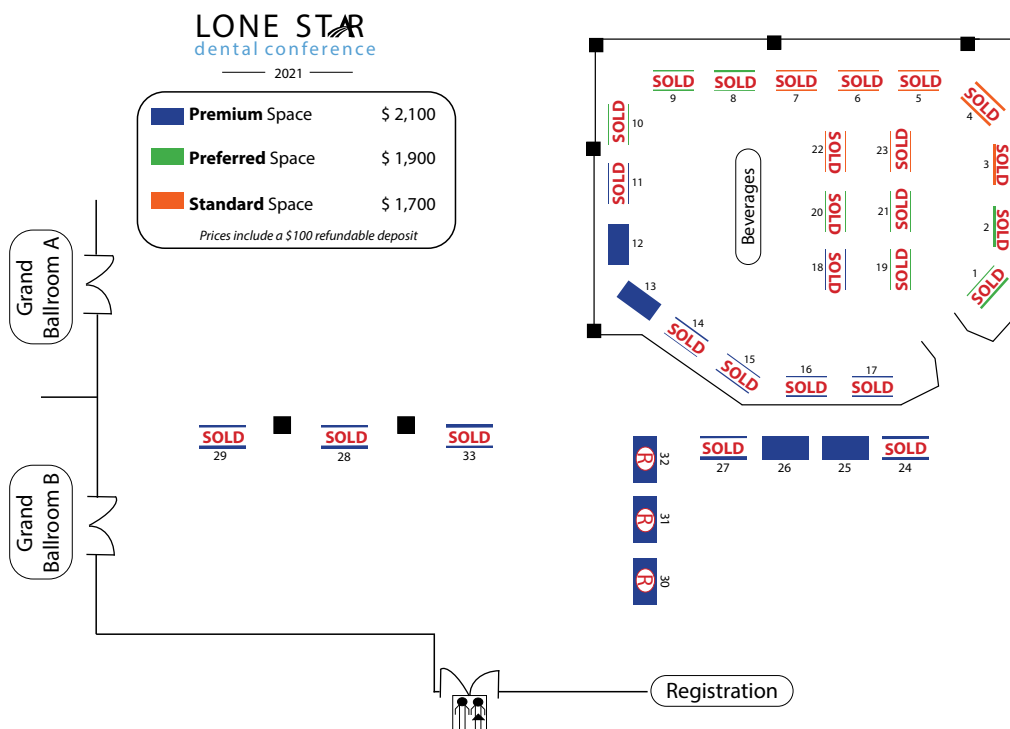


WHAT'S INCLUDED?

- 1. Exhibit Space:** You will receive an approximate 6'x 6' space in a high-traffic area outside of the conference general session. A draped 6' table and two chairs are provided at no extra charge. See the diagram below for available locations.
- 2. Affiliate-Member Discount:** Affiliate members are now able to receive a \$100 discount off your exhibit space at the conference! To learn more about becoming a member, click [here](#).
- 3. Texas Academy Awards Pre-Party Sponsorship:** Automatically receive recognition as a sponsor of the Texas Academy Awards Pre-Party Celebration with the purchase of an exhibit space.
- 4. NEW! Exhibitor & Dentist Social - Day Drinking at the Lone Star Bar:** Exciting opportunity to interact with attendees in the exhibitor area, while professional bartenders show off their mixology skills.
- 5. Exposure:** Deliver product samples or information, gain new sales leads, and develop relationships with licensed 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.
- 6. Attendee List:** Receive an electronic or printed mailing list of all conference attendees (upon request, before or after the conference).
- 7. NEW! Exhibitor Loyalty Credit:** 2020 Lone Star Dental Conference exhibitors who return in 2021 will be awarded with a \$100 Loyalty Credit. To be eligible, you must complete a prospectus to join us as an exhibitor for 2021 Lone Star Dental Conference. This credit can be applied to your exhibitor fee for 2021 or to be a sponsor of the exhibitor social on Saturday.

Available Upon Request: If you have any electrical, internet or AV requirements, click [here](#) to complete the provided form and return it to the Event Technology Department at the Renaissance Austin at the Arboretum. You may also call or email them directly for information at (512) 795-6098 or at AStamatis@markeys.com.

2021 EXHIBIT SPACE DIAGRAM



SPONSORSHIP OPPORTUNITIES

To increase your brand awareness and to showcase your dedication to the dental profession, Lone Star Dental Conference 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 signage and [LSDC website](#) provide a significant increase in exposure for your company among all members and conference attendees. The earlier you sign up, the more exposure your company receives!
- + **Recognition:** Our attendees recognize that sponsoring companies help to keep the Lone Star Dental Conference 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 the Lone Star Dental Conference.

CONFERENCE SPONSORSHIPS

EXCLUSIVE PLATINUM CONFERENCE SPONSOR - \$12,000 | 1 AVAILABLE - SOLD OUT

- Includes a premium location exhibit space
- Lunch & Learn speaking opportunity
- Recognition of sponsorship by Texas AGD leadership, (3) minutes to address the audience, & signage with company logo
- Company logo and link on [TAGD.org/LSDC](#) event page
- Logo or name recognition as exclusive platinum conference sponsor in: the LSDC mailer, a *TexasGP* publication, Texas AGD Facebook page, on-site attendee schedule, and on-site conference signage
- Company can choose to purchase branded lanyards and provide to Texas AGD so they can be given to all attendees

GOLD CONFERENCE SPONSOR - \$6,000 | 2 AVAILABLE - SOLD OUT

- Includes a preferred location exhibit space
- Lunch & Learn speaking opportunity (If available)
- Signage with company logo during (1) breakfast (Friday or Saturday)
- Company logo and link on [TAGD.org/LSDC](#) event page
- Logo or name recognition as gold conference sponsor in: a *TexasGP* publication, Texas AGD Facebook page, on-site attendee schedule, and on-site conference signage

SILVER CONFERENCE SPONSOR - \$3,000 | 4 AVAILABLE

- Signage with company logo during (1) break (Friday or Saturday)
- Company logo and link on [TAGD.org/LSDC](#) event page
- Company logo or name recognition as silver conference sponsor in on-site attendee schedule and on-site conference signage

SPEAKER SPONSOR | *Email Coordinator@TAGD.org for details

- Opportunity to introduce the speaker
- Company logo or name and link on [TAGD.org/LSDC](#) event page
- Logo or name recognition as speaker sponsor

MATERIALS SPONSOR | *Email Coordinator@TAGD.org for details

- Receive sponsorship opportunities listed above (publicity, recognition and prestige)
- Logo and/or name recognition for program on conference signage and [TAGD.org/LSDC](#) website
- Recognized by Texas AGD leadership during the program

DIGITAL SPONSORSHIPS

Below you will find unique sponsorship opportunities for the Lone Star Dental Conference. These opportunities are designed to give you, the maximum reach to our attendees. Your Digital Sponsorship includes the items below plus **Publicity, Recognition, & Prestige with all our conference sponsorship packages.**

As always, we encourage you to reach out to us and are open to hearing additional sponsorship ideas as your sponsorship assists us in supporting the Lone Star Dental Conference.

SHOWCASE SPONSORSHIP - \$1,000

- Acknowledgement on sponsored event registration web page leading up to event.
- Provide a pre-recorded 5-7 minute presentation about your product(s) or service(s).
- Opportunity to follow up with attendees that wish to learn more about your product(s) or service(s).

WELCOME SPONSORSHIP - \$500

- Acknowledgement on sponsored event registration web page leading up to event.
- Provide a pre-recorded 1- 2 minute "Welcome" message that will be used during pre-conference opportunities; be sure to include your company name and tell us about your product(s) or service(s).
- Opportunity to follow up with attendees that wish to learn more about your product(s) or service(s).

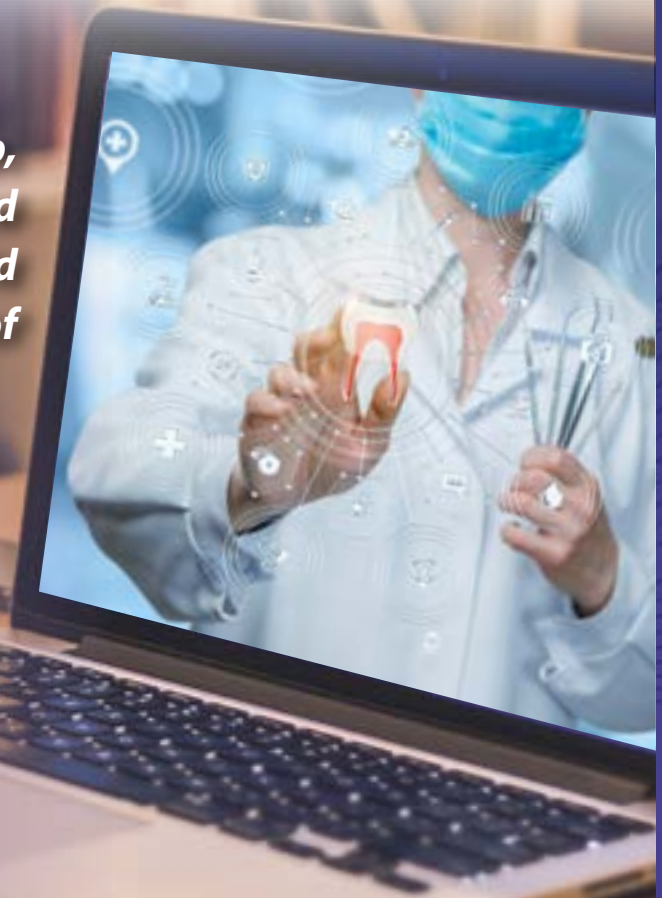
BRANDING SPONSORSHIP - \$250

- Acknowledgment on sponsored event registration web page leading up to event.
- Opportunity to have your brand on predetermined slides.
- Opportunity to be seen by ALL attendees.
- Opportunity to follow up with attendees that wish to learn more about your product(s) or service(s).
- Recognition by Texas AGD Leadership at the Lone Star Dental Conference.

“

There is a spirit here of sharing, fellowship, and mentorship that you just don't find in other dental conferences and I would definitely say that is the heart and soul of the Texas AGD. ”

- Jackie Martinez, TexMAX Dental Education



SOCIAL SPONSORSHIPS

PRESENTING SPONSOR TEXAS ACADEMY AWARDS CELEBRATION (FRIDAY) \$5,000

- Special introduction during Texas Academy Awards Celebration. (1) company rep to assist with presenting awards on stage, logo recognition on event tickets and at each dining table
- Logo or name recognition as presenting sponsor of Texas Academy Awards in Texas AGD Publication, on-site attendee schedule, and on-site conference signage
- Company logo and link on TAGD.org/LSDC event page
- Attendance to the Pre-Party Reception and complimentary tickets (4) to attend Texas Academy Awards Celebration

TEXAS ACADEMY AWARDS PRE-PARTY RECEPTION (FRIDAY) \$1,000

- Recognition during program
- Signage with company logo or name during Pre-Party Reception
- Company logo and link on TAGD.org/LSDC

TEXAS ACADEMY AWARDS SPONSORSHIP (FOR DENTAL COMPONENT OR SOCIETY ONLY) \$500

- Email Membership@TAGD.org for details

PRESENTING SPONSOR: DAY DRINKING AT THE LONE STAR BAR (SATURDAY) \$1,500 - 1 AVAILABLE


Take full advantage of this exciting social sponsorship opportunity, where attendees and exhibitors mix and mingle in the exhibitor area, while professional bartenders show off their mixology skills. Attendees & exhibitors will learn to make and sample specialty drinks. Enjoy margaritas or gourmet flavored coffees while prizes (donated by exhibitors) will be drawn and winners will be announced. Attendees who win will pick up prizes at individual exhibitor booths.

- Recognition during conference
- First demonstration near your space
- Logo and/or name recognition on TAGD.org/LSDC website
- Logo and/or name recognition for program on conference signage
- Logo and/or name recognition as social sponsor in social media platforms
- Unique opportunity to engage with decision makers and influencers face-to-face that win prizes during social

HAVE ANOTHER SPONSORSHIP IDEA?

- Email Coordinator@TAGD.org with contact info and suggestions
- We are always looking for "SWAG" sponsors (lanyards, bags, koozies, etc.) Do you have promotional items that you feel may benefit the dentists? Bring it! We have sponsors for everything!

FRIDAY



TEXAS ACADEMY AWARDS

2020 Texas Dentist of the Year™ and New Dentist of the Year Winners, Dr. C. Roger Macias Jr., Dr. Gary Schwarz, & Dr. Katie Stuchlik

SATURDAY



DAY DRINKING AT THE LONE STAR BAR

EXHIBITOR & DENTIST SOCIAL

LUNCH & LEARN SESSION

EXHIBITOR ONLY OPPORTUNITY - 5 AVAILABLE - SOLD OUT

Please email Coordinator@tagd.org for current availability

This CE program provides exhibitors with the additional opportunity to present education to attendees in an interactive, small group environment. It is designed to serve as another touch point in your business development strategy. All Lunch & Learn sessions must meet PACE guidelines. Should you have any questions about these guidelines, contact us.

The following form is required to participate in the LSDC Lunch & Learn session and must be completed and submitted with the exhibitor contract.

Participant agrees to:

- Provide attendees with one (1) hour lecture of clinical or practice management education over lunch in an interactive small group environment.
- Provide CE that meets PACE guidelines. Content will be approved by LSDC Committee.
- Provide presentation handouts if available from your company. Bring copies with you.
- Make prior arrangements with the venue for electrical or A/V needs. Not all rooms will be compatible for a screen and video projector.

Available Upon Request: If you have any electrical, internet or AV requirements, click [here](#) to complete the provided form and return it to the Event Technology Department at the Renaissance Austin at the Arboretum. You may also call or email them directly for information at (512) 795-6098 or at ASTamatis@markeys.com.

Program Details *(required)*:

Program Title: _____

Presenter Name: _____ Suffix: _____

Phone: (_____) _____ - _____ E-mail: _____

Presenter's A/V Needs: _____

Description:

Presenter's Biography:

How Will Your Course Contribute to the Success of General Dentists?:

CONTENT REQUIRED AT TIME CONTRACT IS SIGNED AND PRIOR TO APRIL 1, 2021.

EXHIBITOR CONTRACT

Lone Star Dental Conference
September 17-18, 2021 • Austin, TX

Thank you for being part of this premier conference. Please complete all sections and list company name exactly how you want it to appear.

Company Name: _____ Today's Date: _____
 Mailing Address (for deposit refund): _____
 City, State, Zip: _____ Space # Requested: _____, _____, _____
 Contact Name: _____ Title: _____
 Company Website: _____
 Phone: (_____) _____ - _____ E-mail: _____
Rep Badge #1 Name: _____ **Rep Badge #2 Name:** _____
Rep #1 E-mail _____ **Rep #2 E-mail** _____

Note: We invite all Exhibitors & Sponsors to participate in the WELCOME BREAKFAST on Friday. No other meals are provided to Exhibitors & Sponsors. Onsite dining may or may not be available at the hotel.

Exhibitor Options:

- Premium Exhibitor Space \$2,100 (non-member rate) | \$2,000 (member rate)
- Preferred Exhibitor Space..... \$1,900 (non-member rate) | \$1,800 (member rate)
- Standard Exhibitor Space \$1,700 (non-member rate) | \$1,600 (member rate)
- *ALL Exhibit Space prices include a \$100 refundable deposit
- Lunch & Learn \$250 *Requires purchase of an exhibitor space **SOLD OUT**
- Texas Academy Awards Pre-Party..... **FREE** (2 Max) Quantity: _____
- Texas Academy Awards Dinner Celebration Ticket..... \$125 (each) Quantity: _____
- Extra Rep Badge..... \$25 *Send Contact Info to coordinator@TAGD.org

Sponsorship Opportunities:

- Exclusive Platinum Conference Sponsor \$12,000 *includes premium exhibit space & Lunch & Learn **SOLD OUT**
- Gold Conference Sponsor \$6,000 *includes preferred exhibit space & Lunch & Learn **SOLD OUT**
- Silver Conference Sponsor \$3,000
- Materials Sponsor *Email for details

Digital Sponsorships:

- Showcase Sponsor \$1,000
- Welcome Sponsor \$500
- Branding Sponsor \$250

Social Sponsorships:

- Presenting Sponsor for Texas Academy Awards (Friday) \$5,000
- Day Drinking at the Lone Star Bar Sponsor \$1,500
- Texas Academy Awards Pre-Party Reception Sponsor (Friday) \$1,000
- Texas Academy Awards (for Dental Component or Society Only) Sponsor \$500
- Texas Academy Awards Sponsor \$_____

Additional Opportunities:

- Speaker Sponsor _____ \$_____
- Speaker Name
- I would like to gain maximum exposure through providing promotional items and giveaways for Texas AGD to distribute throughout the conference.

Are You a Returning Lone Star Dental Conference Exhibitor from 2020?

- I would like to use my \$100 exhibitor loyalty credit towards 2021 Lone Star Dental Conference

TOTAL: \$_____

Payment: (full payment due within 15 days of signing prospectus)

- Check enclosed (Payable to: Texas Academy of General Dentistry 1016 La Posada Drive Suite 210 Austin, TX 78752)
- Visa MasterCard Discover American Express

Card #: _____ - _____ - _____ - _____ Expiration Date: ____/____/____ Name on Card: _____

FAX or EMAIL contract by August 28th to Texas AGD: 512-371-7178 or Coordinator@TAGD.org

If you are a sponsor, please send a high resolution logo to Coordinator@TAGD.org to be included on promotional material no later August 28.

For additional questions, contact Texas AGD at 512-371-7144 or Coordinator@TAGD.org.

Payment must be received in full within 15 days of completing this form, AND before the conference. Space availability is subject to change at any time. Texas AGD is not responsible for prior company promotion without payment in full. Contracts that are received closer to conference time are subject to limited promotions. Cancellations must be submitted in writing to Texas AGD, and received by June 1, 2021 or no refund will be issued. Written cancellation notice must include the date and signature of the person cancelling. Cancellations processed through March 31, 2021 will receive 65% refund; Cancellations processed between April 1 - May 31, 2021 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. Texas AGD is not liable for the security of supplies and/or equipment in the exhibitor 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. 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 conference as listed in the exhibitor kit schedule. 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.

Signature: _____

Date Signed: _____