

# MASTERTRACK<sup>®</sup>

SESSION I  
(at AGD2021)

**JUNE 11-13, 2021**

SESSION II

**SEPT. 17-19, 2021**

**AUSTIN, TEXAS**

**Invitation to Exhibit and Sponsor**

## REASONS TO PARTICIPATE

- + Exposure in one of the Academy of General Dentistry's (AGD) largest regions
- + Reach an exclusive level of dentists who are Fellows in the AGD, becoming Masters
- + 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



# MASTERTRACK®



## Exhibitor + Sponsorship Prospectus • Austin, TX

### ABOUT THE MASTERTRACK® PROGRAM:

The MasterTrack® program provides general dentists an opportunity to obtain their Mastership award in the AGD. Mastership reflects a general dentist's ongoing commitment to providing quality patient care through continuing education. Each session brings together 40-45 general dentists from around the state.

When you reach this group, you reach influential dentists who are the best in their field. Participants of our program are service-oriented and business-savvy decision-makers with a dedication to excellence. This year, Session I will be held in conjunction with AGD2021 and Session II meets during our annual Lone Star Dental Conference.

### PLATINUM SPONSORSHIP — \$4,000

(ONLY 1 SPACE AVAILABLE PER SESSION)

- Year-long acknowledgment of logo on MasterTrack® webpage and on sponsored event registration web pages
- Opportunity to address the MasterTrack® group during Session I and Session II
- Recognition by Texas AGD Leadership at MasterTrack® Session I and II
- Exhibit space at both MasterTrack® Sessions: Session I held in conjunction with AGD2021 and Session II during Lone Star Dental Conference.
- Opportunity to provide sample or product information at both MasterTrack® Sessions
- Company recognition on printed materials for MasterTrack® attendees
- Breakfast, lunch, and social time with MasterTrack® and Conference attendees

### GOLD SPONSORSHIP (SESSION I OR II) — \$2,000

(ONLY 2 SPACES AVAILABLE PER SESSION)

- Acknowledgment on sponsored event registration web page leading up to event
- Recognition by Texas AGD Leadership at one MasterTrack® session
- Exhibit space at both MasterTrack® Sessions: Session I held in conjunction with AGD2021 and Session II during Lone Star Dental Conference.
- Opportunity to provide sample or product information during one MasterTrack® Session
- Company recognition on printed materials for MasterTrack® attendees during one session

### MATERIALS SPONSORSHIP

\*Email [Coordinator@TAGD.org](mailto: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/MT](http://TAGD.org/MT) website
- Recognized by Texas AGD leadership during the program

# MASTERTRACK®



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### DIGITAL SPONSORSHIP OPPORTUNITIES

Below you will find unique sponsorship opportunities for the MasterTrack® program. 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 MasterTrack® program.

### 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 (SESSION I OR II) — \$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 during the MasterTrack® program

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## Exhibitor + Sponsorship Prospectus • Austin, TX

### \*SESSION I CONFERENCE SCHEDULE:

*\*Schedule subject to change*

#### SESSION I

JUNE 11-13, 2021  
(at AGD2021)

Hilton Austin Hotel

500 East 4th Street | Austin, TX 78701  
512.482.8000 | Visit website [here](#).

#### Friday

7:00 AM - 8:00 AM Breakfast with Exhibitors  
7:00 AM - 5:00 PM Exhibits Open  
8:00 AM - 5:00 PM Educational Session  
9:45 AM - 10:00 AM Morning Break  
11:30 AM - 1:00 PM Lunch  
3:45 PM - 4:00 PM Afternoon Break

#### Saturday

7:00 AM - 5:00 PM Exhibits Open  
8:00 AM - 5:00 PM Educational Session  
10:00 AM - 10:15 AM Morning Break  
12:00 PM - 12:50 PM Lunch for Attendees  
3:00 PM - 3:15 PM Afternoon Break

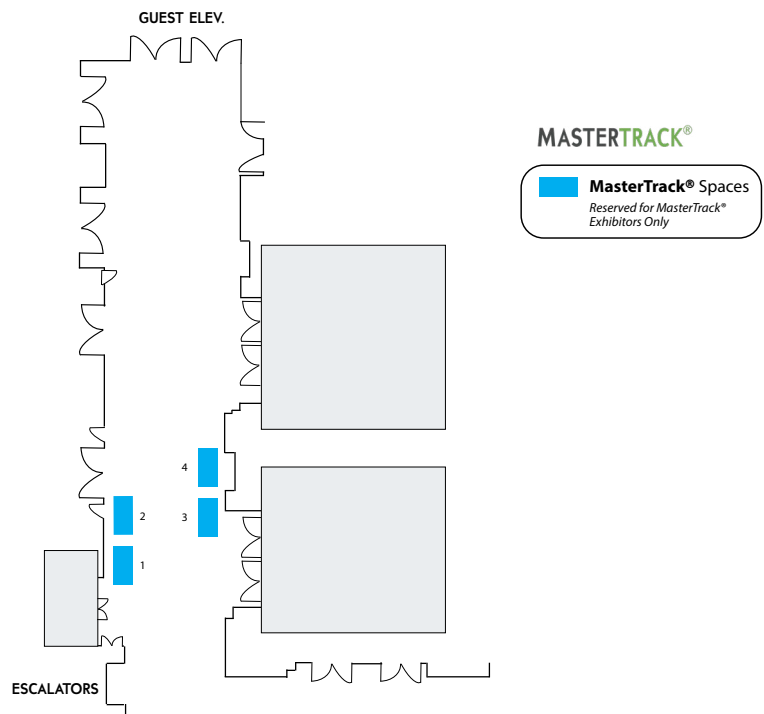
#### Sunday

7:00 AM - 12:00 PM Exhibits Open  
8:00 AM - 12:00 PM Educational Session  
10:00 AM - 10:30 AM Morning Break

### SESSION I EXHIBIT SPACE DIAGRAM:

Hilton Austin Hotel  
500 East 4th Street | Austin, TX 78701  
512.482.8000 | Visit website [here](#).

**Note:** Increased visibility will be provided for all exhibitors in our MasterTrack® program. This program is held in conjunction with AGD2021.



# MASTERTRACK®



## Exhibitor + Sponsorship Prospectus • Austin, TX

### \*SESSION II CONFERENCE SCHEDULE:

*\*Schedule subject to change*

### SESSION II

SEPTEMBER 17-19, 2021

The Renaissance Austin Hotel  
9721 Arboretum Blvd | Austin, TX 78759  
512.343.2626 | Visit website [here](#).

**Note:** 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.

#### Friday

- 7:00 AM - 7:45 AM Breakfast with Exhibitors
- 7:00 AM - 4:30 PM Exhibits Open
- 7:45 AM - 8:45 AM Opening Ceremony
- 8:45 AM - 11:30 AM Educational Session
- 9:45 AM - 10:00 AM Refreshment Break
- 11:30 AM - 1:00 PM Lunch & Learn Sessions
- 1:00 PM - 4:30 PM Educational Session
- 2:30 PM - 2:50 PM Connect & Re-energize Break
- 5:30 PM - 7:00 PM Texas Academy Awards Pre-Party Celebration/New Dentist of the Year Awards **\*(Free for Exhibitors - RSVP Required)**
- 7:00 PM - 9:30 PM Texas Academy Awards Presentation and Dinner  
Texas Dentist of the Year™ Awards **\*(Ticket Purchase Required)**

#### Saturday

- 7:00 AM - 1:00 PM Exhibits Open
- 8:00 AM - 11:30 AM Educational Session
- 10:00 AM - 10:15 AM Refreshment Break
- 11:45 AM - 12:50 PM Lunch for Attendees
- 1:00 PM - 5:00 PM Educational Session
- 2:45 PM - 3:00 PM Afternoon Break

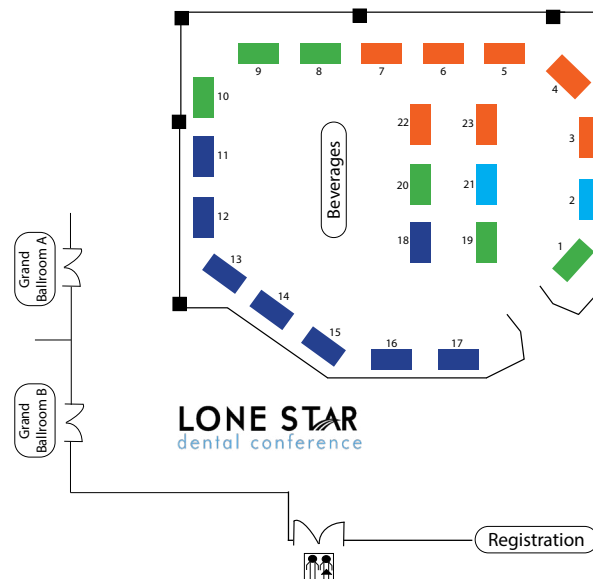
#### Sunday

- 7:00 AM - 1:00 PM Exhibits Open
- 8:00 AM - 12:00 PM Educational Session
- 9:30 AM - 9:45 AM Refreshment Break

### SESSION II EXHIBIT SPACE DIAGRAM:

The Renaissance Austin Hotel  
9721 Arboretum Blvd | Austin, TX 78759  
512.343.2626 | Visit website [here](#).

**Note:** Increased visibility will be provided for all exhibitors in our MasterTrack® program. This program is held in conjunction with another Texas AGD program — Lone Star Dental Conference.



MASTERTRACK®  
MasterTrack® Spaces  
Reserved for MasterTrack®  
Exhibitors Only

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## Exhibitor + Sponsorship Prospectus • Austin, TX

E-MAIL OR FAX COMPLETED AGREEMENTS TO [COORDINATOR@TAGD.ORG](mailto:COORDINATOR@TAGD.ORG) OR 512-371-7178

**SESSION I DUE BY MAY 22 • SESSION II DUE BY SEPTEMBER 4**

SPONSORS - SEND A HIGH RESOLUTION LOGO TO [COORDINATOR@TAGD.ORG](mailto:COORDINATOR@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 Attending:  Session I at AGD2021 (June)  Session II (September)  Session I & II (June & September)

Please do **NOT** set-up the following at my space:  6' table  1 chair  2 chairs

### Exhibitor Space Selections:

Exhibit Space..... \$1,300 (non-member rate) | \$1,200 (member rate)

Session I at AGD2021 (June)  Session II (September)  Session I & II (June & September)

\*ALL Exhibit Space Prices Include a \$100 Refundable Deposit

### Sponsorship Opportunities:

Platinum Sponsorship (1 Available)..... \$4,000 (exhibit space included)

Gold Sponsorship (Session I or Session II) (2 Available) ..... \$2,000 (exhibit space included)

Materials Sponsor for Session I or II ..... \*Email for Details

### Digital Sponsorship Opportunities:

Showcase Sponsorship ..... \$1,000

Welcome Sponsorship (Session I or Session II) ..... \$500

Branding Sponsorship ..... \$250

### Other (Please Fill Out This Section **ONLY** If You Plan On Attending **Session II**):

Note: Meals are NOT provided by Texas AGD. Exhibitors may choose to purchase meals on their own. Lunch may be purchased and delivered to space. Onsite dining available at the hotel.

Box Lunch (**\$\$ TBD each**) Friday: # \_\_\_\_\_ Saturday: # \_\_\_\_\_ Type:  Ham: # \_\_\_\_\_  Turkey: # \_\_\_\_\_  Veggie: # \_\_\_\_\_

**TOTAL: \$ \_\_\_\_\_**

### Payment Info:

Check enclosed (Payable to: Texas Academy of General Dentistry 1016 La Posada Drive Suite 210 Austin, TX 78752)  Bill Me (Space location will not be reserved until payment is received)

Visa  MasterCard  Discover  American Express

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

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

Payment must be received in full within 30 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. Cancellations must be submitted in writing to Texas AGD, and received by March 1, 2021 or no refund will be issued. Written cancellation notice must include the date and signature of the person cancelling. Cancellations processed through December 31, 2020 will receive 65% refund; Cancellations processed between January 1 - February 28, 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.

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