

BusinessTRACK[®]



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

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 Human Resources, Finance, Practice Leadership & Development, 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 or 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. With 150+ dentists expected to attend from all over Texas, we want YOU to be a part of it, especially since hands-on training has been added to the sessions.

BusinessTRACK® Sessions:



TRACK 1
Human Resources



TRACK 2
Finance



TRACK 3
Practice Leadership & Development



TRACK 4
Marketing

“We love exhibiting at Texas AGD events! One of the most education-focused and well-managed organizations we partner with. Five years and counting!”

-Kara Kelley, Parkhurst & Associates CPA PC



Exhibitor + Sponsorship Prospectus

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.
- + **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.)
- + **NEW! Exhibitor Loyalty Credit:** BusinessTRACK[®] exhibitors who return to exhibit the following year will be awarded with a \$100 Loyalty Credit. To be eligible, you must complete a prospectus to join us as an exhibitor for the year after you exhibited at BusinessTRACK[®]. This credit can be applied to your exhibitor fee or to be a sponsor of the exhibitor social.





Exhibitor + Sponsorship Prospectus

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 BusinessTRACK® sessions
- + Name or logo acknowledgement as a Statewide Education Partner on home page, in TexasGP, 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 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 | \$1,000 - 4 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 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