Why Should You Exhibit at ALD 2017?

Of course, we offer all the usual benefits of exhibiting at a conference - like the opportunity to increase your brand awareness, market directly to decision makers, and raise your brand’s credibility by distributing information. Beyond the typical benefits however, ALD 2017 offers valuable and unique advantages for vendors that other conferences simply don’t provide:

• **Access to the most prolific technology buyers** - Laser dentists are more oriented towards the addition and upgrade of advanced technologies to improve the care they provide than other dentists are. In short, ALD conference attendees are the earliest of adopters and motivated technology buyers!

• **Greater than usual opportunities to engage attendees** - We integrate you into the very fabric of the event. Instead of just confining vendors in the exhibit area like most conferences do, we encourage you to present in Lectures and Round Table Discussions. Here you can more effectively demonstrate your knowledge, increase your credibility and visibility, and ingratiate yourself to the attendees by providing extra value.

• **Extensive online content marketing outreach** – This year we’re providing you with even greater opportunities to raise your brand awareness and extend your value proposition to the laser dentistry profession. ALD is offering all vendors the opportunity to post a guest blog on ALD that shares valuable information with our audience and demonstrates your knowledge and value. The posts will appear onsite in our blog feed; we will be sharing it with our over 10,000 email list members; and running Facebook ad campaigns to promote the content!

Realize a high return on your investment by increasing your exposure to a dedicated audience of dental decision-makers. These laser professionals have proven willing to invest more than the average in high technology purchases to advance their practices.

ALD’s high visibility exhibits and sponsorships are the ideal complement to your company’s marketing plan.

As a leader in the field, you need to be a part of it.
New for 2017

New in 2017, to embrace the conference theme “Controversies, Dilemmas and Technology with Laser Dentistry in the Twenty-First Century” we will have Technology Sessions on Digital Scanning, Digital Impressions, and Cone Beam CT, including speaker sessions and round table hands-on for these technologies.

Our attendees will learn through a dynamic, enthusiastic lecture about new procedures, techniques and products that will assist them in the cutting-edge practice advancements in laser dentistry. In adding cone beam computer tomography and digital scanning to the CE presentation schedule followed by Tech Talk Round Table Vendor Workshops, ALD is able to increase your brand awareness and provide opportunity for ALD’s attendees to become your new customers and to increase their technology spend. Tech Talk Round Table workshops are designed to provide an increase in access to technology.

What is a Tech Talk Round Table Workshop?

Tech Talk is an opportunity for vendors to present the best of their products in a workshop forum. Attendees will rotate every 45 minutes to each Tech Talk and hands-on opportunity. Vendors will have 10 minutes to present; then attendees will demonstrate hands-on exercises specific to your products. This round table forum will showcase Cone Beam Computer Tomography, Digital Scanners, Diode Lasers, and Laser applications in Periodontology, Endodontics and Periimplantitis.

Tech Talk Round Table Vendor Workshops - New for CBCT and Digital Scanner Vendors include:

• One 10’ x 10’ exhibit booth or 10 x 20’ exhibit booth in a premium location within the exhibit hall.
• Tech Talk Round Table Vendor Workshops on the benefits of different CBCT or digital scanners.
• Attendee lists in advance, during and following the ALD Annual Conference
• Full sponsorship recognition in print, on signage and during meeting announcements whenever possible.

Laser Vendors are Invited to Showcase Lasers for Certification Programs and Learning Labs/Workshops
## Booth Packages for the ALD 2017 Conference & Exhibition

**All Booth Packages Include:**
- ID sign
- Back drape and side dividers
- 2 Exhibitor representative badges per 10x10 space (non-dentists)
- Company description & website link in 2 onsite guides (vendor guide (printed) & program book PDF)
- Admittance to educational sessions for booth personnel
- 3 continental breakfasts for booth representatives (Thursday, Friday and Saturday)
- 3 lunches for booth representatives (Thursday, Friday and Saturday)
- 2 mid-day food and beverage breaks (Thursday and Friday)
- Electronic pre- and post-conference attendee lists
- Company listing & website link on the ALD website (Corporate Members Only)

### PACKAGE PRICING

<table>
<thead>
<tr>
<th></th>
<th>Standard Booth (10x10)</th>
<th>Premium Booth (10x20)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EARLY BIRD</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BEST VALUE!</strong></td>
<td><strong>ALD MEMBER</strong></td>
<td><strong>ALD MEMBER</strong></td>
</tr>
<tr>
<td>Before June 30, 2016</td>
<td>$1,570</td>
<td>$3,600</td>
</tr>
<tr>
<td></td>
<td>NON MEMBER</td>
<td>NON MEMBER</td>
</tr>
<tr>
<td></td>
<td>$2,650</td>
<td>$4,950</td>
</tr>
<tr>
<td><strong>Save up to $1,750</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Before November 1, 2016</strong></td>
<td><strong>ALD MEMBER</strong></td>
<td><strong>ALD MEMBER</strong></td>
</tr>
<tr>
<td></td>
<td>$1,745</td>
<td>$4,000</td>
</tr>
<tr>
<td></td>
<td>NON MEMBER</td>
<td>NON MEMBER</td>
</tr>
<tr>
<td></td>
<td>$2,945</td>
<td>$5,500</td>
</tr>
<tr>
<td><strong>Save up to $1,450</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>After November 1, 2016</strong></td>
<td><strong>ALD MEMBER</strong></td>
<td><strong>ALD MEMBER</strong></td>
</tr>
<tr>
<td></td>
<td>$1,920</td>
<td>$3,240</td>
</tr>
<tr>
<td></td>
<td>NON MEMBER</td>
<td>NON MEMBER</td>
</tr>
<tr>
<td></td>
<td>$4,400</td>
<td>$6,050</td>
</tr>
</tbody>
</table>

**Save up to $1,750**

**Save up to $1,450**
2017 Exhibitor Floor Plan

Academy of Laser Dentistry
2017
Hilton El Conquistador Resort · Tucson, Arizona

Turquoise Ballroom
36x8 booths
25x10 booths

Ceiling Height 10'
Aisle widths as noted

Joshua Tree I
Agave II
Office

Rev. 1/27/16

www.steeletradshowservices.com
**ALD Exhibits Services Provider**

AV equipment, electrical service, additional furnishings and services are available at an extra charge directly from Steele Tradeshow Services and the hotel. This information will be available in the exhibitor kit which will be sent to you after January 15, 2017.

Steele Tradeshow Services  
77-775 Jackal Drive  
Palm Desert, CA 92211  
Phone 760-360-7722  
Fax 760-360-1717

**Exhibit Hall Hours of Operation**

Thursday, April 6  12:30 PM - 5:00 PM and 5:30 PM - 8:00 PM  
Friday, April 7  7:00 AM - 5:00 PM  
Saturday, April 8  7:00 AM - 2:00 PM

To give exhibitors maximum exposure of their products to attendees – Breaks and Lunch each day, as well as the Thursday, April 6 evening Welcome Reception. will take place in the Exhibit Hall.

**Exhibitor Schedule – (schedule subject to change)**

**Exhibitor Booth Setup**  
Laser Companies - Wednesday, April 5 12:00 PM – 8:00 PM  
Non-Laser Companies - Thursday, April 6 7:00 AM - 11:00 AM
Opportunities

Sponsorship Opportunities

Deadline: January 15, 2017

Academy of Laser Dentistry high visibility and event sponsorships are an excellent way to boost your presence at the ALD 2017 conference. Opportunities include:

The Academy of Laser Dentistry Annual Silent Auction

The ALD Silent Auction benefits the Dr. Eugene M. Seidner Student Scholarship Program. Since its inception in 2004, the Seidner Student Scholarship Program encourages undergraduate and graduate dental students to broaden their understanding of lasers in dentistry, provides financial award to enable students to present their work at the Academy’s annual meetings, and encourages the study of various laser wavelengths and their correct and safe use in dentistry. Exhibitors and conference attendees, ALD members, manufacturers and all parties who are interested in furthering the education and advancement of laser dentistry are encouraged to participate in this worthy cause and fun event. We invite all exhibitors to be a part of this highly visible conference event. For more information, please contact margaret@laserdentistry.org

In addition to the Silent Auction, sponsorships are available as follows:

- Meeting Tote Bags [$3500]
- Entertainment Sponsorship [$5000]
- Hospitality/BREAKFAST [$1950]
- Hospitality/BREAKs [$1750]
- Hospitality/LUNCH [$2500]
- Hospitality/EVENTs [$2750]
- Badge Lanyards [$1200]
- Prize/Drawing [$500]

Advertising Opportunities

Deadline: January 15, 2017

<table>
<thead>
<tr>
<th>CONFERENCE PROGRAM</th>
<th>Member Fees</th>
<th>Non-Members Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Color</td>
<td>$800</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

PDF Files Only 7.5w x 10.5h, no registration marks or bleeds. Email to Margaret@laserdentistry.org

Please contact Margaret Angarola, at Margaret@laserdentistry.org for more information and availability.
ALD Corporate Membership

Become an ALD Corporate Member and Receive These Benefits Immediately PLUS MORE!

• Company Listing on ALD’s Website
• Web Link from ALD Website to Your Company’s Website
• Subscription to the Journal of the Academy of Laser Dentistry
• Complimentary Private Invitation to Exhibit at ALD Laser Proficiency Courses (at a variety of Major Annual Dental Meetings throughout the US)
• Advertising Opportunities
• Complimentary Annual ALD Membership List
• Listing with company description in the corporate member directory
• Discounted advertising in the Journal of Laser Dentistry, which publishes twice per year

Additional Benefits for ALD Corporate Members Only:
• Showcase your products during the hands-on laser workshops (no additional fees)
• Showcase your products during the standard proficiency hands-on laser workshop
• Discounted advertising in the online conference program

Corporate Memberships Available for an Annual Fee of $950

Become an ALD Corporate Member Today!
ALD 2017 is the place where you as an exhibitor can engage with dental professionals as they discover the new procedures, techniques and products they’ll be using to advance their practices over the next year. Once a year, the ALD hosts the premier international conference on laser dentistry. We bring together everything that the leading laser dentistry professionals from around the globe need to improve their knowledge, the quality of care they provide, and new ways to grow in their profession that they simply can’t get anywhere else.

ALD 2016 Exhibitors Included

Academy of Applied Myofunctional Sciences
Academy of Orofacial Myofunctional Therapy
American Commerce Bank
Biolase
Birdeye
CareCredit
Clean Kiss by HCP WellNet
Convergent Dental, Inc.
Crystal Clear Digital Marketing
Direct Capital
Doctor.com
Feel Good, Inc.
Fotona Lasers4Dentistry / Tech4Med
Global Surgical
GluStitch, Inc.
Henry Schein
Innovative Optics Laser Eye Protection
Intra-Lock International
Joyco Multimedia
Laser Institute of America
LightScalpel
OraPharma
Sirona
Solutionreach
Thor Photomedicine
Ultradent Products, Inc.
Ultralight Optics

We look forward to seeing you at ALD 2017 Annual Conference in Tucson!

24th Annual Conference and Exhibition
April 6-8, 2017
Tucson, Arizona

Hilton El Conquistador Golf and Tennis Resort

For more information Call Margaret Angarola, ALD’s Exhibits Manager at 954-346-3776 or email: margaret@laserdentistry.org

DON’T MISS THIS OPPORTUNITY

www.LaserDentistry.org