



9th Annual Meeting & Scientific Session
“The Intersection of Macro & Microdentistry”
November 4-6, 2010 | Santa Barbara, CA

EXHIBIT & SPONSOR PROSPECTUS

Dear Valued Sponsor/Exhibitor:

AMED is proud to announce its 9th Annual Meeting and Scientific Session, “The Intersection of Macro & Microdentistry” from November 4-6, 2010 at the famous Fess Parkers Double Tree Resort in Santa Barbara, CA. The program will feature lectures from top clinicians in every discipline as well as mini courses, corporate forums and pre and post session comprehensive “Hands-On” courses at education facilities along the Pacific coast.

Santa Barbara airport is a short 30-minute flight from LAX with a courtesy shuttle to the hotel. There are domestic flights daily from Phoenix, Denver, Salt Lake, San Francisco, Las Vegas and Seattle. Additionally the Santa Barbara Air-bus runs regularly scheduled shuttle service from LAX to Santa Barbara with a stop near the hotel. For those who wish to rent a car, from LAX it is a charming two-hour drive north along a coastal highway with breathtaking sights.

Santa Barbara, the Channel Islands and the nearby Santa Ynez Valley offer beautiful scenic opportunities and wonderful recreation for those with interest in exploring the area. The Double Tree is offering the convention room rate to our attendees the week before and the week after our meeting for those who wish to extend their trip in Santa Barbara.

We are anticipating a wonderful program. Besides to the Scientific Session there will be insider tours through the virtual reality research lab at UCSB and selected high tech companies involved with microscopy and imaging.

The mission of the Academy of Microscope Enhanced Dentistry is to encourage, inspire, and educate the dentist and the public as to the benefits of microscope enhanced dentistry. AMED fosters the sharing of ideas and advancement techniques among professionals dedicated and committed to quality treatment for the benefit of the patient.

Our 2009 program was a great success. We had an impressive group of speakers and with the support of our members, attendees, and vendors we were able to have a meeting superior to any other. We had about 300 in attendance for hands on workshops, lectures, and exhibits.

AMED values our relationships with our sponsors and exhibitors. You are essential to the success of the Annual Meeting and the Academy itself. You are appreciated and we want you to know that. At the meeting, we will do everything we can to acknowledge sponsorship contributions and we will encourage our membership to visit the booths of our sponsors and exhibitors. The specialized nature of our membership and the more relaxed flow of the meeting and setting allow for a more personal interaction between vendors and members.

This year we have an increased demand for booths and recommend that you reserve your booth space as soon as possible. Enclosed are the documents outlining sponsor/exhibitor benefits and costs, as well as other sponsorship opportunities. Thank you again for your past support. We look forward to seeing you at this years Annual Meeting. If you have any questions, please feel free to contact Jeanie Skaggs at jeanie@microscopedentistry.com or call (260) 249-1028.

Sincerely,

William Lannan, DDS

President Elect and 2010 Program Chair

2010 SANTA BARBARA ANNUAL MEETING SPONSORSHIPS

Meeting Exhibitor: \$2,200 (\$2,500 after March 1, 2010)

- Vendor will receive one (1) Booth of approximately 10ft x 10ft;
- Website Link on the Exhibitors page at www.microscopedentistry.com
- Two (2) Daily Break Passes: Includes breaks from Nov 4-6 for two representatives.
Additional break passes may be purchased.

Silver Meeting Sponsor: \$5,500 (\$5,800 after March 1, 2010)

- Sponsors will receive one (1) Booth of approximately 10ft x 20ft;
- Five (5) discount vouchers. Each voucher is worth \$200 off the regular meeting
- Five (5) Daily Break Passes: from Nov 4-6 for five representatives.
Additional break passes may be purchased.
- Company Logo listing in AMED Newsletter and on website;
- Half page ad in the Final Program Booklet

Gold Meeting Sponsor: \$7,000 (\$7,500 after March 1, 2010)

Gold Sponsors will receive all of the Silver Sponsor Benefits plus:

- Second Choice for premium booth assignment location
- Full Page ad in the Final Program Booklet
- Corporate Forum (1 afternoon): Promote your product in class-room setting; bring in the lecturer and topic of your choice; appointments can be facilitated by AMED during registration; no charges should be incurred to participants.

Platinum Meeting Sponsor \$8,000 (\$8,500 after March 1, 2010)

Platinum Sponsors will receive all of the Gold Sponsor Benefits plus:

- First Choice for premium booth assignment location
- Full Page, Premium Position ad in the Final Program Booklet
- 'Test Drive' Suite 25' x 20' (All three days of conference, anytime)

Microscope companies prepare your scopes for scheduled test drives or hands-on courses with AMED attendees. Set your scope like a regular opertory and have the privacy to showcase your product. Attendees will be able to 'Test Drive' the latest in micro-technology in personal, one-on one instructional sessions available all day, everyday of the meeting. Bring in the doctor of your choice; appointments will be set up by AMED during registration, or at your test drive area.

Scientific Sponsorship Opportunities

Research & Development (\$1,000)

Presenting actual dental procedures in video, new technology, products, and more.
Provide a 15 minute video clip.

Social Events

Breaks \$2,000, Limit 3

Have your company name associated with break! Signage recognizing your company as the break sponsor will be placed next to each break station, as well as napkins imprinted with your company logo.

Opening Welcome Reception \$4,000, Limit 1

Attendees look to the opening reception to unwind, socialize and network. Signage recognizing your company as the event's sponsor will be placed throughout the reception. Cocktail napkins with your company logo will also be provided.

President's Dinner & Master of Innovation Award Ceremony \$8000, Limit 1

Attendees attend the President's dinner and party to enjoy a more formal event to dance, socialize and network. Signage recognizing your company as the event's sponsor will be placed throughout dinner. Cocktail napkins with your company logo will also be provided.

High-Visibility Sponsorship Opportunities

Program Book Ads

\$500 – \$1500 *Meeting Sponsors may upgrade from Standard Full to Premium Full or Center fold
Deadline: July 10, 2010 This program is every attendee's "roadmap" through the conference – and maintains its value long after the event ends. All ads are four color, no bleeds. Digital files are required; .tif or .eps preferred. All ads must be submitted in advance and are subject to approval by AMED.

- Standard Half Inside Page (\$300): 8.5" x 5" (trim size)
- Standard Full Inside Page (\$500): 8.5" x 11" (trim size)
- Premium Position Full Page (\$800): 8.5" x 11" (trim size) Inside front/ back cover, limit two
- Center fold Full Page (\$1,100): 8.5" x 11" (trim size) limit two

Registration Tote Bags \$2000, limit 1

Get your logo in front of attendees and decision makers throughout the week and back at home by sponsoring the conference bags. Attendees will use these convenient bags for carrying all their important conference materials and handouts. Bags will be distributed to all attendees during registration. 300 bags will be printed with a one color logo print on the bag.

Hotel Room Drops \$500 per day, Limit 3

This is your chance to reach all conference attendees in their hotel rooms at the DoubleTree. Only one company will be permitted to do a room drop each day

Lanyards \$1000, limit 1

Your company name or logo will not only be seen but also worn by all conference attendees. This ensures that each attendee will receive your conference message during registration and receive continued exposure throughout the conference.

Notepads \$1000, limit 1

Provide a place for attendees to take notes and gain visibility at the same time. Provide a 7" x 1" one color header to be printed on an 7" x 10" pad. 300 pads will be printed.

2010 EXHIBIT SPACE & SPONSORSHIP APPLICATION

9th Annual Meeting & Scientific Session "The Intersection of Macro & Micro Dentistry"
Hosted by The Academy of Microscope Enhanced Dentistry
November 4-6, 2010 • Fess Parker's Doubletree Resort • Santa Barbara, California USA

Please type or print. Fill in application and mail to:

Academy of Microscope Enhanced Dentistry

PO Box 15834 • Fort Wayne, IN 46885

Phone: 260-249-1028 Fax: 480-247-4006

If mailing this contract to AMED, please retain a photocopy for your records.

Application/contract to exhibit dated this _____ day of _____ by and between _____ (hereinafter called "Exhibitor") and the Academy of Microscope Enhanced Dentistry (hereinafter called "Management" or "AMED"). We have read the Exhibit Rules & Regulations and agree that they are a part of this Application and hereby further agree to abide by them and any additional rules deemed necessary by AMED. In accordance with the terms, conditions and regulations governing exhibits of AMED and Fess Parker's Doubletree (set forth under "Rules & Regulations" as well as those conditions under which space in Fess Parker's Doubletree is leased to AMED), the undersigned hereby makes application for exhibit space/sponsorship, which when accepted by AMED becomes a contract.

Exhibitor Information (Please fill out the following company information EXACTLY as you would like it to appear in the program)

Company: _____ Address: _____

City: _____ State: _____ Zip: _____

Main Phone: _____ Main Fax: _____

Company E-mail: _____ Company Web: _____

Please list the person authorized to sign this contract and also receive the Exhibitor Services Manual and future correspondence:

Name: _____ Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Signature: _____

Exhibitors

All funds are payable, in U.S. dollars, to Academy of Microscope Enhanced Dentistry. 50% deposit must be received with contracts received prior to March 1, 2010. Remaining balances due by March 1, 2010. Contracts received after March 1, 2010 require full payment at time of application. Booth Assignments will be assigned on a first-come, first-served basis. No refunds or transfers.

- Standard Exhibit booth (10' x 10') cost \$2,200 prior to March 1, 2010 and \$2,500 after March 1, 2010.
- Silver Meeting Sponsor (10' x 20') cost \$5,500 prior to March 1, 2010 and \$6,000 after March 1, 2010.
- Gold Meeting Sponsor (10' x 20') cost \$7,000 prior to March 1, 2010 and \$7,500 after March 1, 2010.
- Platinum Meeting Sponsor (10' x 20') cost \$8,000 prior to March 1, 2010 and \$8,500 after March 1, 2010.

We do not wish to be placed directly beside the following companies: _____

Social Events and Other Sponsorships

- Refreshment Break \$2,000, Limit 3
- Opening Welcome Reception \$4,000, Limit 2
- President's Dinner & Master of Innovation Award Ceremony \$8000, Limit 2
- Registration Tote Bags \$2000, limit 1
- Hotel Room Drops \$500 per day, Limit 3
- Lanyards \$1000, limit 1
- Notepads \$1000, limit 1
- Research & Development (\$1,000)

Advertising (placement is offered on a first-come, first-served basis)

On-Site Final Program:

- Standard Half Inside Page \$300
- Standard Full Inside Page (\$500)
- Premium Position Full Page (\$800) Inside front/ back cover, limit two
- Center fold Full Page (\$1,100) limit two

Payment Information

Check (made payable to AMED) in the amount of \$ U.S.

If you would like to pay with credit card or bank wire transfer is preferred, please contact AMED Headquarters for instructions.

AMED Central Office Exhibits Contact

Jeanie Skaggs | info@microscopedentistry.com | Phone 260-249-1028 | Fax 480-247-4006