



Florida Academy of
COSMETIC DENTISTRY



■ *Driven by* **PASSION**

2019 FACD ANNUAL SCIENTIFIC SESSION & TRADE SHOW
August 22-24, 2019 | Hyatt Regency Grand Cypress | Orlando, FL
EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES

Message from the **PRESIDENT**



When we are DRIVEN BY PASSION we are bound to inspire those seeking THE BEST. On behalf of the Florida Academy of Cosmetic Dentistry Board of Directors and members, I am excited to invite your company to participate in the 2019 FACD Annual Scientific Session & Trade Show. It has taken 4 years to gather this epic line up of the most sought out keynote speakers in the world: Nazariy Mykhaylyuk DMD from Ukraine, Kyle Stanley DDS from Beverly Hills, CA, Milos Miladinov CDT from Romania and Shannon Pace Brinker CDA CDD from Virginia

Beach, VA. This meeting will be focusing on the dramatic era of digital dentistry and the different approaches to elevate our modern dentistry. This year we will be having two unique Thursday Hands-On Sessions: Shoot Like a Pro Photography and Full Digital Workflow by Milos Miladinov and Digital Dentistry through the Microscopic Approach by Dr. Nazariy Mykhaylyuk. On Friday, Dr. Mykhaylyuk will be continuing his lecture series on Full Digital Dentistry in full mouth reconstruction, implant surgery, digital laboratory communications and collaborations. Shannon Pace Brinker will be taking our dental teams to the next level with her lecture and hands-on participation on the "Aesthetic Dental Team." On Saturday, we will be bringing both doctors and team members together for Dr. Kyle Stanley's presentation on traditional smile design, DSD (Digital Smile Design), Surgical Aesthetics harmonizing both pink and white tissues, the Lip Factor, and concluding with new concepts of Orofacial Aesthetics and Facial Flow.

The Florida Academy of Cosmetic Dentistry is one of the leading state cosmetic dentistry associations, the largest affiliate of the American Academy of Cosmetic Dentistry, and one of the largest state cosmetic dental meetings in the nation. In 2017, over 400 dentists, team members and dental technicians attended the conference. The core culture of FACD is that all of our members are focused on being the best of the best. In doing so, they demand to have the best products and services to enhance their practice while maintaining high quality dentistry. Having this focused large group of high level dentists allow an incredible opportunity to promote your company's brand of products and services.

Included in this brochure are outstanding sponsorship and exhibiting opportunities available for your company! By being a sponsor or exhibitor, you will not only receive excellent benefits for your participation, you will also have phenomenal networking opportunities throughout the meeting. We are excited to present the NEW floorplan being offered in the Trade Show Hall this year, allowing for more interaction with all of the attendees.

This is a not to miss epic scientific session! Reserve your exhibit space or sponsorship today! To participate in the 2019 FACD Annual Scientific Session & Trade Show, please complete the form on page 7 and return it along with payment to: FACD at 325 John Knox Rd, Ste L103, Tallahassee, FL 32303, by email at meetings@flacosmeticdentistry.org or by fax to (850) 222-3019.

FEATURED SPEAKERS



Dr. Kyle Stanley



Dr. Nazariy Mykhaylyuk



Miladinov Milos, CDT



Shannon Pace Brinker, CDA, CDD

TRADE SHOW INFORMATION

PRIME BOOTH FEES

- \$1,695

REGULAR BOOTH FEES

- \$1,595

2019 EXHIBITOR BOOTH PACKAGE INCLUDES:

- One (1) 8' x 10' exhibit booth including draping on three (3) sides
- One (1) 6' table, two (2) chairs, one (1) wastebasket and 7" x 44" identification sign
- Two (2) Full Meeting Registrations (Registrations include breakfast and lunch for Friday and Saturday. Additional exhibitor representative registrations will be available at a discounted fee)
- Recognition on www.flacosmeticdentistry.org with link to company website
- Company recognition and product description included in conference information given to all attendees

SETUP:

Thursday, August 22, 2019
2:00 p.m. - 6:00 p.m.

SHOW HOURS:

The Trade Show will be open on Friday, August 23 from 8:00 a.m. - 5:00 p.m. and on Saturday, August 24 from 7:30 a.m. - 1:30 p.m. Most attendees will be in sessions during the day, but the following events are scheduled in the trade show hall to maximize exposure to all exhibiting companies:

Friday, August 23, 2019

- 8:00 a.m. - 8:45 a.m. Breakfast in Trade Show Hall
- 10:30 a.m. - 11:00 a.m. Morning Break in Trade Show Hall
- 12:00 p.m. - 1:30 p.m. Lunch in Trade Show Hall
- 3:00 p.m. - 3:30 p.m. Afternoon Break in Trade Show Hall
- 8:00 p.m. - 10:00 p.m. Themed Reception*

Saturday, August 24, 2019

- 8:00 a.m. - 8:45 a.m. Breakfast in Trade Show Hall
- 10:30 a.m. - 11:00 a.m. Morning Break in Trade Show Hall
- 12:00 p.m. - 1:30 p.m. Lunch in Trade Show Hall

* Time and location subject to change

ACTIVITIES IN THE HALL FOR 2019:

All breakfasts, breaks and the buffet lunches for all attendees, will continue to increase flow in the trade show hall and provide great exposure for your company's products and services.

BREAKDOWN:

Saturday, August 24, 2019
2:00 p.m. - 5:00 p.m.

(NOTE: There will be no early break-downs allowed. Companies that break-down early may be fined and will lose priority points.)

NAME BADGES:

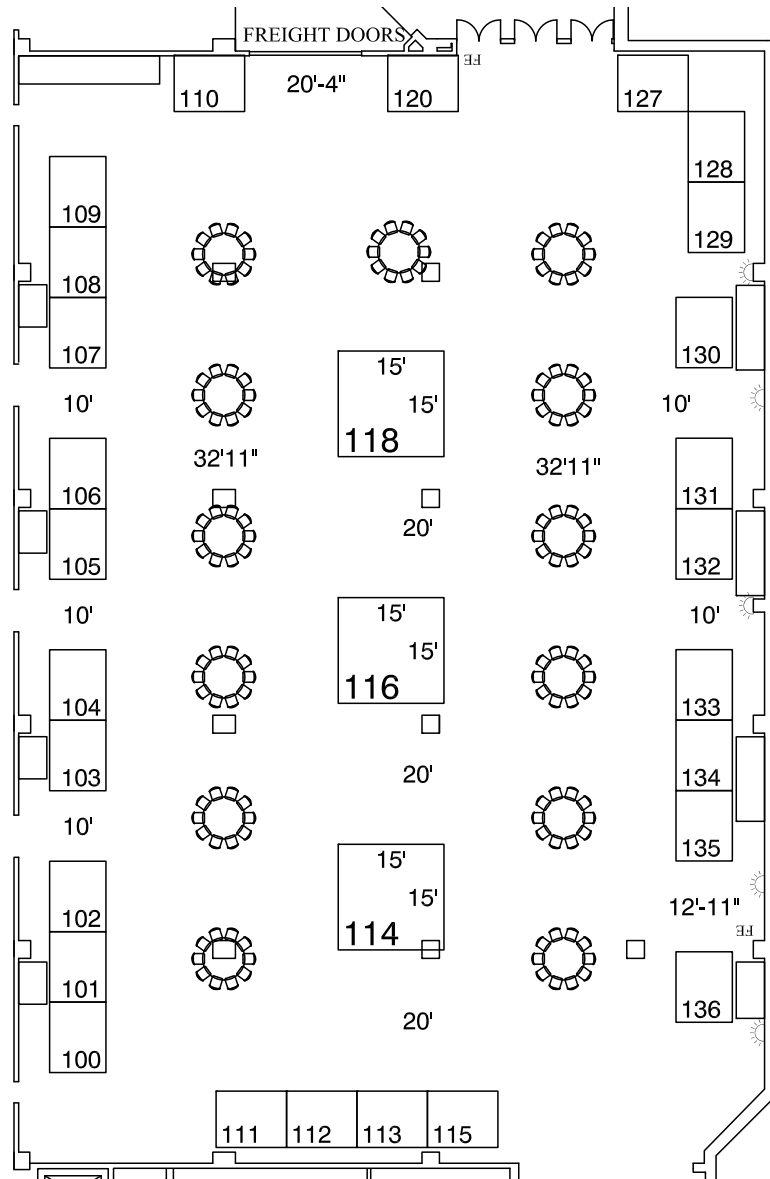
Exhibitor confirmation packets will be emailed out to all exhibitor contacts once payment has been received and assignments of booths are confirmed. This email will also contain an Exhibitor Representative Registration form for exhibitors to register all on-site representatives.

POLICY ON EXHIBITORS ATTENDING SESSIONS:

Exhibitors are allowed to attend technical sessions, as space permits, at no additional charge, but entrance to any Thursday workshops will be at the regular entrance fee.

Should you need any additional information, please contact Lauren Asbell, CMP or another member of our FACD Meetings Department at (866) 608-3223 or via email at meetings@flacosmeticdentistry.org.

2019 FACD TRADE SHOW HALL FLOOR PLAN



Floor plan subject to change without prior notice.

ENTRANCE

Every sponsorship option will receive the following, in addition to what is listed under the individual sponsorships: (Excluding FACD E-blast Sponsorships)

- Company logo on the FACD Scientific Session website
- Recognition in Scientific Session promotional emails to all FACD members
- Set of mailing labels of all FACD members to promote your show specials (provided one month prior to the conference)
- Recognition on signage at the Scientific Session
- PowerPoint recognition slide run in general session room in between sessions & during breaks

FRIDAY NIGHT WELCOME RECEPTION — \$10,000 (1 Available)

- Sole sponsorship of the Friday Night Welcome Reception, held on August 23, 2019
- Opportunity to address the attendees during the reception
- Button Ad on FACD website for two months
- Company Feature in the FACD website; the month prior to the event; company logo with a link to your company website and 500 characters of text to promote your company and product to all FACD members and team members
- One (1) Prime booth space in the trade show hall
- Up to eight (8) complimentary exhibitor representative registrations
- Three (3) promotional items or inserts (no larger than five (5) 8 ½" x 11" pages) to include in attendee packet
- Recognition on signage during the reception as the reception sponsor
- Company logo placed on promotional items used during the reception
- Company may provide up to two (2) pop-up banner signs to be displayed in the trade show hall during the reception
- Enhanced Web Listing Package - Includes company logo, company description, contact information and downloadable brochure on the FACD website
- GOBO - Company logo to be displayed during the Friday Night Reception

WI-FI SPONSOR — \$5,000 (1 Available)

- Sole sponsorship of the conference Wi-Fi
- Opportunity to address the attendees during conference
- One (1) promotional item or insert (no larger than one (1) 8.5" x 11" page) to include in attendee packet

NEW! ATTENDEE MOBILE POWER BANK — \$3,000 (1 available)

- Sponsor logo, along with the FACD logo on mobile power banks provided to all attendees
- Recognition on the FACD website as the Attendee Mobile Power Bank Sponsor

SPONSORSHIP OPPORTUNITIES – CONTINUED

HOTEL KEY CARDS – \$3,000 (1 Available)

- What does every attendee carry with them everywhere they go – even to the pool, look at multiple times a day and inadvertently take home with them when they leave the session? Their hotel room key. You can have your company logo or special offer printed on every hotel key for the duration of the three-day meeting. This is exposure that only one company will receive.
- One (1) promotional item or insert (no larger than one (1) 8 ½" x 11" page) to include in attendee packet

FRIDAY LUNCH IN TRADE SHOW HALL – \$2,500 (1 Available)

- Sole sponsorship of the Saturday Lunch to be held August 23, 2019 in the trade show hall
- Opportunity to address the attendees in Doctor/Technician session immediately following the Saturday lunch (5 minutes – may include PowerPoint presentation)
- Recognition on signage during the lunch as the Friday Lunch Sponsor
- Sponsor may provide centerpieces for tables or additional décor at their own expense
- One (1) promotional item or insert (no larger than one (1) (8.5" x 11" page) to include in attendee packet

SATURDAY LUNCH IN TRADE SHOW HALL – \$2,500

(1 Available)

- Sole sponsorship of the Saturday Lunch to be held August 24, 2019 in the trade show hall
- Opportunity to address the attendees in Doctor/Technician session immediately following the Saturday lunch (5 minutes – may include PowerPoint presentation)
- Recognition on signage during the lunch as the Saturday Lunch Sponsor
- Sponsor may provide centerpieces for tables or additional décor at their own expense
- One (1) promotional item or insert (no larger than one (1) (8.5" x 11" page) to include in attendee packet

FACD REGISTRATION DESK – \$2,000 (1 Available)

- Sole sponsorship of the FACD Annual Scientific Session Registration Desk
- Company logo along with FACD logo on registration desk signage

ATTENDEE LANYARDS – \$2,000 (1 Available)

- Company logo along with FACD logo on lanyards given to all attendees

ATTENDEE REGISTRATION CONFIRMATION PROMOTIONAL INSERT – \$2,000 (1 Available)

- One (1) promotional item or insert (no larger than 9" x 3.5") to be included in registration confirmation letters mailed to all attendees

FRIDAY BREAKFAST – \$750 (1 Available)

- Sole sponsorship of the Friday Breakfast in the trade show hall
- Recognition on signage during the breakfast as the Friday Breakfast Sponsor

SATURDAY BREAKFAST – \$750 (1 Available)

- Sole sponsorship of the Saturday Breakfast in the trade show hall
- Recognition on signage during the breakfast as the Saturday Breakfast Sponsor

FRIDAY MORNING BREAK – \$500

- Sole sponsorship of the Friday Morning Break in the trade show hall
- Recognition on signage during the break as the Friday Morning Break Sponsor

SATURDAY MORNING BREAK – \$500

- Sole sponsorship of the Saturday Morning Break in the trade show hall
- Recognition on signage during the break as the Saturday Morning Break Sponsor

FRIDAY AFTERNOON BREAK – \$500

- Sole sponsorship of the Friday Afternoon Break in the trade show hall
- Recognition on signage during the break as the Friday Afternoon Break Sponsor

SATURDAY AFTERNOON BREAK – \$500

- Sole sponsorship of the Saturday Afternoon Break
- Recognition on signage during the break as the Saturday Afternoon Break Sponsor

FACD E-BLASTS – \$250 (6 Available)

- All E-blasts sent to more than 600 recipients in the weeks prior to the FACD Annual Scientific Session & Trade Show promoting a different highlight of the conference
- Company logo and 50 word text section included with selected E-blast

ATTENDEE PACKET INSERTS – \$150

(Multiple Sponsorships Available)

- One (1) promotional item or insert (no larger than one 8 ½" x 11" page) to include in all attendee packets

If you need any additional information, please contact Lauren Asbell, CMP or another member of our FACD Meetings Department at (866) 608-3223 or via email at meetings@flacosmeticdentistry.org.

FACD TERMS OF EXHIBITOR/SPONSOR AGREEMENT

2019 FACD ANNUAL SCIENTIFIC SESSION & TRADE SHOW | AUGUST 22 - 24, 2019 | HYATT REGENCY GRAND CYPRESS

AGREEMENT

The following terms shall become binding upon acceptance of this agreement between the applicant and his/her employees and the Florida Academy of Cosmetic Dentistry (FACD), the meeting and exhibits host.

SPONSORSHIPS

Sponsorships will be assigned based on the date the contract is received with payment in full. All sponsorships must be paid in full to receive the benefits described in the sponsorship details. All sponsorships will be reserved on a first-come, first-served basis.

BOOTH ASSIGNMENTS

If you are a returning exhibitor, booth spaces will be assigned in a priority order based on the number of years the company has participated (since 2003), the number of booths held each year and the meeting sponsorship participation from the previous year. Booth assignment using priority screening will begin on May 3, 2019. Applications received after that date will be assigned in the order they are received. If 2019 will be the first year your company is exhibiting at the show, your application will be processed after June 3, 2019 in the order it is received.

SETUP

Thursday, August 22, 2019

2:00 p.m. - 6:00 p.m.

(NOTE: Extended hours for setup can be arranged if needed.)

SHOW HOURS

The Trade Show Hall will be open on Friday, August 23, 2019 from 8:00 a.m. - 5:00 p.m. and on Saturday, August 24, 2019 from 8:00 a.m. - 1:30 p.m. Most attendees will be in sessions during the day, but the following events are scheduled in the trade show hall to maximize exposure to exhibiting companies:

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BREAKDOWN

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2:00 p.m. - 5:00 p.m.

(NOTE: No early break-downs will be allowed. Companies that break-down early may be fined and will lose priority points.)

PUBLIC POLICY

Exhibitors are charged with knowledge of all ordinances and regulations pertaining to taxes, health prevention, customs and public safety while participating in this event. Compliance with such laws is mandatory for exhibitors and the responsibility of the exhibitor.

USE OF EXHIBIT SPACE

Exhibitors shall reflect their company's highest standards of professionalism while maintaining exhibit space during trade show hall hours. No exhibitor shall assign, sublet or share the space without the written permission of FACD. Exhibitors wishing to host social functions including but not limited to hospitality suites, receptions, customer functions or any type of competition must obtain approval from FACD to avoid conflict with official meeting functions. Contact Lisa Kamper, Executive Director at (866) 608-3223 or email lkemper@flacosmeticdentistry.org.

DAMAGE TO PROPERTY

Exhibitors are liable for any damage caused to the building, floors, walls, columns, or to standard exhibit equipment or to other exhibitor's property. Exhibitors must not apply paint, lacquer, adhesive or any other coating to building, columns, floors, or to standard exhibit equipment.

FOOD SERVICE

FACD reserves the right to provide food and beverage service in the trade show hall. Exhibitors are not allowed to provide any food or beverage service without prior approval and permission of FACD.

CANCELLATION

No cancellation shall be acknowledged unless received in writing by the FACD Tallahassee office. Should an exhibitor wish to cancel 30 days before the set-up date (6/10/19), a 50% refund will be given by FACD. Should a sponsor wish to cancel after receipt of signed agreement, a 50% refund will be given by FACD. No refunds will be given for cancellations received within 30 days of the event.

FIRE AND SAFETY REGULATIONS

All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. All disposable materials and decorations must be flameproof and are subject to inspections.

LIABILITY AND INSURANCE

The hotel management and FACD will take all reasonable precautions to avoid the loss of exhibitor's property by theft or fire, but under no circumstances shall the hotel management or FACD be responsible for such losses. It is recommended that exhibitors cover their property with suitable insurance.

ELIGIBLE EXHIBITS

FACD reserves the right to determine the eligibility of any company or products for inclusion in the meeting. FACD also reserves the right to reject, evict or prohibit any exhibit in whole or in part, or any exhibitor, or their representatives, with or without giving cause.

NOISY AND OBNOXIOUS EQUIPMENT

The operation of whistles or any objectionable device will not be allowed. After the exhibit hall opens, noisy and unsightly work will not be permitted.

EXHIBITOR SALES TAX

Per Florida tax laws, this agreement prohibits the exhibitor from making or offering to make sales of taxable goods or services without obtaining an Annual Resale Certificate (Form DR-13) from the purchaser. For more information, contact the Florida Department of Revenue or visit www.myflorida.com/dor/taxes/trade_sut.

2019 FACD EXHIBITOR/SPONSORSHIP AGREEMENT

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(Note: The pre-show contact will receive the exhibitor kit and other pre-show materials.)

Pre-Show Contact Person: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Description of Products and Services (25 words or less): _____

BOOTH LOCATION(S) DESIRED: (see page 4 for booth numbers/locations) 1st choice: _____ 2nd choice: _____ 3rd choice: _____

If possible, do not place our booth(s) next to the following companies (specific names): _____

SPONSORSHIP SELECTION(S): (see page 5) _____

BOOTH & SPONSORSHIP FEES:

Each exhibit booth purchased for the 2019 FACD Annual Scientific Session & Trade Show includes full registrations for two (2) onsite representatives.

_____ (quantity) **Prime Booth(s)** @ \$1,695 = \$ _____

_____ (quantity) **Regular Booth(s)** @ \$1,595 = \$ _____

Sponsorship (total for choices listed above) = \$ _____

GRAND TOTAL = \$ _____

CONTRACT AGREEMENT:

I understand that this application becomes a contract when signed below and accepted by the FACD Exhibit Manager. I agree to abide by the conditions of this contract. Contract will not be accepted without a signature.

Signature of Authorized Representative _____ Date _____

Title _____

PAYMENT TERMS:

Indicate your choice of payment and mail to: FACD, 325 John Knox Rd, Ste L103, Tallahassee, FL 32303. You may also fax this application and credit card payment to (850) 222-3019 or email to meetings@flacosmeticdentistry.org. Call (866) 608-3223 with any questions or for additional information.

Check enclosed (*made payable to FACD*) Check # _____ Check Amount: \$ _____

Credit card (*complete the following:*) Visa MC Amex Check Amount: \$ _____

Card #: _____

Exp. Date: _____ CVV Code:* _____

Name on Card: _____

Signature: _____

Billing Address & Zip Code: _____

*This is the 3 digit number found next to the signature panel on the back of the card. AMEX ONLY - This is the four digit number found on the front of your card.

For FACD Office Use Only: Date Received: _____

Booth Number(s) Confirmed: _____ Sponsorship(s) Confirmed: _____



Florida Academy of Cosmetic Dentistry
 325 John Knox Rd, Ste L103
 Tallahassee, FL 32303
 (866) 608-3223
 www.flacosmeticdentistry.org



RESORT INFORMATION

HYATT REGENCY GRAND CYPRESS

1 Grand Cypress Blvd, Orlando, FL 32836

Phone: (407) 239-1234

Reservation Deadline: Tuesday, July 16, 2019

Website: https://www.hyatt.com/en-US/hotel/florida/hyatt-regency-grand-cypress/vista?src=corp_lclb_gmb_seo_nam_vista

The award-winning Hyatt Regency Grand Cypress is located one mile from Walt Disney World® and close to Universal Orlando® and SeaWorld® Orlando. The 1,500-acre Grand Cypress resort offers families and business travelers an upscale travel experience with 779 newly renovated guest rooms and suites and a host of amenities and activities.

Experience the enhanced lagoon pool, the signature attraction at Hyatt Regency Grand Cypress. Inspired by contemporary design matched with the simplicity of timeless fun, Orlando's coolest pool will make you smile as you enjoy the moments that make memories. Located along the 1,000 feet of white sandy beach of private Lake Windsong, the 800,000 gallon, ½ acre, free-flowing lagoon pool boasts:

- 12 waterfalls
- Heated and non-heated pools
- Two whirlpools
- Water Slide Tower Pavilion
- Water Jet Splash Zone
- Children's Rock Climbing Stations
- Rope bridge
- Walking paths
- Expansive, wrap-around sundecks

Living up to its legendary 'Cool Pool' designation and surrounded by enhanced lush tropical landscaping, rock formations, modern lighting, and finishing touches, the lagoon pool offers a tranquil escape coupled with vibrant activities for children of all ages.

These outdoor activities complement the resort's favorite recreation activities including; 45 Holes of Jack Nicklaus Signature Designed Golf, Grand Cypress Racquet Club, S'mores pit with family marshmallow roasting fun; 1,000 feet of white sandy beach at the 21-acre Lake Windsong with beach volleyball, tether ball, lounge seating and hammocks; watersports with paddleboats, kayaks, hydro bikes, canoes, aqua cycles and sailboats; old-fashioned, canopied surrey bikes; and marked jogging, walking, and biking trails, just to name a few! Indulge in our myriad of dining option including, Hemingway's Restaurant, Market, LakeHouse Restaurant and Room Service, there is something to please every palate.

Make your reservations directly with the Hyatt Regency Grand Cypress by calling **(407) 239-1234**. Be sure to mention you are with the FACD and make your reservation for the meeting before **Tuesday, July 16, 2019** to receive the reduced room rate of **\$189.00** per night for single/double occupancy.

