

Roth Williams International



Society of Orthodontists

2010

Roth Williams International Society of Orthodontists Conference

Exhibitor and Sponsorship Guide

*Function, Aesthetics &
Evolution of the Roth Teaching*

Deadline for Application
August 23, 2010

September 23-25, 2010
Radisson Blu Es Hotel Rome
Rome, Italy

RWISO

1712 Devonshire Road
Sacramento, CA 95864 USA

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www.rwiso.org

info@rwiso.org

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- Sponsorship Opportunities
- Advertising
- General Information

Exhibitor Information

As a major supplier of product and support services for orthodontists you won't want to miss the opportunity to exhibit at the 2010 RWISO Conference, the year's premier event devoted to the Roth Williams philosophy.

In addition to displaying your organization's products and services, the networking opportunities available at this event will be invaluable. There are a limited number of sponsorship and table top exhibit spaces available. These will be awarded on a **first-come, first-served basis**, however priority is given to past exhibitors and sponsors. Please complete the enclosed application and return it the RWISO office.

Attendee Profile

Attendees at the annual RWISO Conference include practicing orthodontists who have graduated from or currently enrolled in an approved Roth Williams course. Students currently enrolled in an orthodontic program are also welcome to participate. We are expecting 300 attendees this year, plus an additional 200 attendees on the last day of the conference.

Hotel

Radisson Blu Es Hotel Rome
Via Filippo Turati 171
00185 Rome, Italy
Phone: +39 (06)444-84700 Fax: +39 (06)444-84397
www.radissonblu.com/eshotel-rome

**Hotel Rooming
Deadline
August 22nd**

All sessions and meetings will be held at the Radisson Hotel Rome. Hotel room reservations are made on your own. Please use the Hotel Reservation Form and fax directly to the hotel. This will ensure that you receive the special conference rate.

Tentative Exhibit Area Schedule

Wednesday, September 22nd

13:00 - 17:00 Exhibitor Set-up

Thursday, September 23rd

10:00 - 16:30 Exhibits Open
18:00 - 19:30 Welcome Reception (Exhibit Area)

Friday, September 24th

10:30 - 16:30 Exhibits Open

Saturday, September 25th

10:30 - 16:00 Exhibits Open
16:00 Exhibit Tear Down

Exhibitor Fees

\$1,500	Exhibit Fee
\$450	Additional Exhibitor Personnel
\$125	Optional Gala on Saturday night

All are \$USD.

The Exhibit Fee includes a table, electricity, two chairs and registration for one (1) person per company. Exhibitor fee also includes a post conference attendee list and 10% off advertising in the 2010 RWISO Journal.

Exhibit Personnel

Exhibitor Fee includes a registration for one individual per company. Additional exhibitors will need to register separately at \$450 per person. Each exhibitor must have his/her own name badge in order to work their company's booth. Registration for all Exhibitor personnel includes access to all educational sessions, lunch, and breaks for three days. Saturday Gala is not included with Registration, but may be purchased separately. Two or more exhibitors may not split a registration.

In order to be listed in the conference program, the Exhibitor Application and fee must be received by **August 23, 2010**.

Refund and Cancellation Policy

No refunds or cancellations will be accepted after **Monday, August 23, 2010**. There is a \$100 processing fee for cancellations prior to **August 10, 2010**. Cancellations of exhibit space must be directed in writing to RWISO.

Exhibit Area

Exhibit Fee includes one table, two chairs, and an electrical outlet if needed. Paid exhibitors will receive an exhibitor confirmation which will include information on shipping and ordering additional supplies and services. All additional services are at the exhibitors' expense.

The exhibit space granted under the terms of this agreement is to be used exclusively by the exhibitor to present their products and services and is not to be sub-divided or shared with another company.

Exhibitors are responsible for the safety and security of their exhibits at all times. RWISO does not provide security during the day or evening. The exhibitor area is in a public location and can not be locked.

Each exhibitor will be listed on the RWISO website and in the Conference Program. Please send a Product or Service description of up to 60 words along with your company logo in both a .jpeg and .eps format. These items should be sent electronically to info@rviso.org.

Important Dates & Deadlines

August

- 12 Advertising Reservation Due (optional)
- 19 Advertising File Due (optional)

August

- 10 Last day for Cancellation with partial refund.
- 22 Hotel Reservation Deadline
- 23 Exhibitor/Sponsor Application and Fee due date for inclusion in the printed program.

September

- 1 Promotional Items due (optional)

Sponsorship

Sponsorship

Sponsorship allows your organization to take advantage of special benefits not available to others. There are several sponsorship opportunities available to further promote your company. Sponsors will be recognized on our website, through e-mails, the conference program, and on-site signage.

Some sponsorship opportunities could have more than one sponsor. Companies wishing to Sponsor, do not need to be in attendance at the meeting.

Daily Lunch **\$7,500**

Sponsor a lunch for all attendees. Sponsorship includes the opportunity to address the attendees for 10 minutes during a general session and to provide promotional items at each table. Available Thursday or Friday. Limited to (2) companies per lunch.

Conference Bags **\$5,000**

Receive continuous exposure as the conference bag will be given out to each registered attendee. The bag will prominently display your logo along with the RWISO logo. Sponsors may also include a promotional item in the bag. Limited to (1) company.

Welcome Reception **\$3,000**

Sponsor the Welcome Reception on Thursday evening. The reception is a great way to promote your company while attendees unwind after their first day. Available on Thursday evening only. Limited to (4) companies.

Name Badge Lanyards **\$1,000**

Sponsor the name badges by having your company message imprinted on the lanyard attached to the name badge. Limited to one (1) company.

Daily Breaks **\$750**

Sponsor a break to be held in the exhibit area. Available in either the AM or PM on Thursday or Friday. Limited to (3) companies per break.

Promotional Item **\$500**

Have your company brochure or promotional item distributed to every attendee in the official conference bag. Unlimited number of companies.

Customized Conference Gift **Ask for Pricing**

Have an idea or need an idea on a possible promotional item or gift? We will work with you and your budget to create a unique item to be distributed to each of the conference attendees. Unlimited number of companies.

Sponsorship Packages

RWISO offers exhibiting companies an opportunity to extend their marketing dollars by purchasing a customizable sponsorship package for this conference. Companies choosing a Sponsorship Package can pick which individual sponsorships make up their package.

Example: A Silver Level Sponsor can choose the Welcome Reception (\$3,000) and Name Badge Lanyards (\$1,000) for a total of \$4,000. They will then receive the benefit of the package below.

Each package includes the following benefits:

- Pre and post conference attendee list
- Acknowledgement at general sessions
- Recognition of Sponsorship level on website
- Recognition of Sponsorship level on all e-mail promotions
- Recognition of Sponsorship level in final program
- Signage at Exhibit table acknowledging Sponsorship Level

Additional Benefits per package include:

Platinum **\$10,000 minimum**

Includes:

- Two (2) Table Top Exhibit spaces
- Three (3) exhibitor registrations
- Address attendees for 10 minutes at a General Session
- Include one promotional item in Conference Bag
- 50% off paid advertisement in 2010 RWISO Journal

Gold **\$6,000 minimum**

Includes:

- One (1) Table Top Exhibit space
- Two (2) exhibitor registrations
- Include one promotional item in Conference Bag
- 30% off paid advertisement in 2010 RWISO Journal

Silver **\$4,000 minimum**

Includes:

- One (1) Table Top Exhibit space
- One (1) exhibitor registration
- Include one promotional item in Conference Bag
- 20% off paid advertisement in 2010 RWISO Journal

Special Advertising Offer

Exhibitors are encouraged to purchase advertising through the RWISO Journal. Each exhibitor is given a 10% discount on their paid advertisement. Sponsors will receive an increased discount on their paid advertising.

To take advantage of this special advertising offer, confirmation of advertising must be received by **July 12th**. Digital content must be received by **July 19th**.



2010 RWISO Conference
Function, Aesthetics and Evolution of Roth Training
Rome, Italy
September 23-25, 2010

Exhibitor / Sponsor Application

Contact information: *(Please Print)*

Company _____
 Main Contact _____ E-Mail: _____
 Phone _____ Fax _____
 Address _____
 City _____ State _____ Zip _____ Web Site: _____

Conference Program Listing: *Same as above check here ()*

Company _____
 Name _____ E-Mail: _____
 Phone _____ Fax _____
 Address _____
 City _____ State _____ Zip _____ Web Site: _____

Advertising: Please send me information on advertising in the RWISO Journal () Yes () No

Exhibitor

The Exhibitor Fee includes registration for **one (1) person per company.**

<i>Exhibitor Type</i>	<i># of</i>	<i>Total</i>
Exhibit Table Top	_____	x \$1,500 = \$ _____
Additional Exhibitor	_____	x \$450 = \$ _____

Will you need Electricity? <input type="checkbox"/> Yes <input type="checkbox"/> No
--

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

Payment Information: Exhibitor Registration Fee (above) \$ _____ Conference Sponsorship \$ _____ Sponsorship Package \$ _____ Total Amount Due \$ _____	Please make checks payable to: RWISO 1712 Devonshire Road Sacramento, CA 95864 USA Fax: 866-746-3815
	<input type="checkbox"/> Check Enclosed <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> AMX
	Card # _____ Exp. _____
	Name: _____ Signature: _____ Date: _____

For Office Use Only

Received	Process cc/ck/QB	Confirmed	Program
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Exhibitor and Sponsor Application (cont.)

Please choose a Sponsorship Package or individual Sponsorship(s) below.

Sponsorship Package

Place a check mark next to the sponsorship level you are interested in. Make sure that you also place a check mark next to the below items that total the minimum amount of the sponsorship package. Each sponsorship package includes one exhibit table top that does not need to be purchased separately.

<u>Sponsor Level</u>	<u>Minimum Investment</u>
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___ <i>Platinum</i>	<i>\$10,000</i>
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___ <i>Gold</i>	<i>\$6,000</i>
-----------------	----------------

___ <i>Silver</i>	<i>\$4,000</i>
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Sponsorship

Please place a check mark next to the sponsorship(s) you are interested in supporting.

Daily Lunch

___ \$7,500 - Thursday

___ \$7,500 - Friday

Conference Bags

___ \$5,000

Welcome Reception

___ \$3,000 - Thursday

Name Badge Lanyards

___ \$1,000

Daily Breaks

AM

___ \$750 - Thursday

___ \$750 - Friday

PM

___ \$750 - Thursday

___ \$750 - Friday

Promotional Brochure

___ \$500

Customize Conference Gift

___ Please Contact me to Discuss Options

Exhibitor Check List

- Complete Exhibitor / Sponsorship Application (2 pages)
- Complete Exhibitor Registration
- Send Company Logo to RWISO
- Send Product or Service Description to RWISO
- Make Hotel Reservation
- Confirm Advertising Space (Optional)
- Send Promotional Item (Optional)

Exhibitor Registration

EXHIBIT PERSONNEL:

Exhibit Fee includes the registration for one Main Exhibitor Representative. Registration includes access to conference sessions and exhibit area, lunch and breaks for three days. Registration does not include the Gala or any other optional activities. Additional Exhibitors Representatives can register for \$450 each. Additional Gala tickets can be purchased using this form. Use additional forms as necessary. Some sponsorship packages include additional exhibitors at no cost. If this is the case, please write in the word "Included" under the registration price.

Name of Exhibiting Company: _____
 (Submission of Exhibit and Sponsorship Application is required to use this form)

Main Exhibitor Representative

Name of Main Exhibitor:		
Email Address:		
Registration Fee:	\$0	\$ INCLUDED
Saturday Gala Tickets:	_____ x \$125	\$
	GRAND TOTAL	\$

Additional Exhibitor Representative

Name of Additional Exhibitor:		
Email Address:		
Registration Fee:	\$450 (Add'l representatives)	\$
Saturday Gala Tickets:	_____ x \$125	\$
	GRAND TOTAL	\$

Additional Exhibitor Representative

Name of Additional Exhibitor:		
Email Address:		
Registration Fee:	\$450 (Add'l representatives)	\$
Saturday Gala Tickets:	_____ x \$125	\$
	GRAND TOTAL	\$

Hotel Reservation Form



VIA FILIPPO TURATI 171
I-ROME, 00185

Tel: +39 (06)-444 84700 - Fax: +39 (06) 444 84397

www.radissonblu.com/eshotel-rome

RWISO CONFERENCE 22ND / 25TH SEPTEMBER 2010 ID 116936

FIRST NAME _____ FAMILY NAME _____
(PLEASE PRINT)

TEL . _____ FAX . _____

E-MAIL ADDRESS _____

CREDIT CARD _____
To guarantee your reservation, the hotel only accepts reservations guaranteed with a credit card number and expiry date

CREDIT CARD NUMB. _____ EXPIRY DATE _____

I AUTHORIZE TO CHARGE my credit card in case of late cancellation and /or no-show:

Signature _____

PLEASE RESERVE: -

A SINGLE ROOM @ €190,00 A DOUBLE ROOM @ €205,00

Rates are per room, per night and include VAT, Service & Super Buffet breakfast

SMOKING Non SMOKING

Arrival Date _____ Departure Date _____

Signature _____

***Cancellation policy without penalty is 30 days before day of arrival
Thereafter, the first night's accommodation will be charged to your credit card
In case of no-show, the first night's accommodation will be charged to your credit card***

Check-in 14h00 Check-out 12h00

Please return this form directly to: -
Reservations Department, Radisson Blu Es Hotel
e-mail: info.rome@radissonblu.com - Fax No. + 39 (06) 44 48 43 97
Please return this reservation form **no later than 22nd August 2010**
as the hotel will not be able to guarantee rooms after this date.

Confirmation number:

Hotel stamp as confirmation: