

Roth Williams International



Society of Orthodontists

2011

Roth Williams International Society of Orthodontists Conference

Exhibitor and Sponsorship Guide

**May 18-20, 2011
Swissôtel Chicago
Chicago, Illinois USA**

RWISO

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Exhibit Area

The RWISO exhibit area is a table-top show adjacent to the session rooms. This is the same area where the morning breakfasts and the breaks will be held. While there are no defined exhibit hours, it is up to each exhibitor to determine the appropriate times to staff their table. Please note, that there is no cocktail reception in the exhibit area this year.

Your products and exhibitor material is limited to the immediate area around and behind your table. In all cases, your material may not obstruct any other exhibitor.

Tentative Exhibit Area Schedule*Tuesday, May 17*

13:00 - 17:00	Conference Registration Open
14:00 - 17:00	Exhibitor Set-up

Wednesday, May 18

07:00 - 08:30	Breakfast
10:00 - 10:30	AM Break
15:45 - 16:15	PM Break

Thursday, May 19

07:00 - 08:30	Breakfast
09:30 - 10:30	AM Break
15:00 - 16:00	PM Break

Friday, May 20

07:00 - 08:00	Breakfast
10:00 - 10:30	AM Break
15:00 - 15:30	PM Break
15:30	Exhibitor Tear Down

RWISO reserves the right to modify the schedule based on the final program.

Table Top Assignment Policy

The floor plan for the exhibit area will be sent to each exhibitor by March. At that time each exhibitor will be able to request the location of their table top.

Assignment of each table top will be determined by the following general criteria:

- Sponsorship level
- Date of receipt of application and payment
- Past conference participation

RWISO may alter the location of any exhibit at any time, in the best interest of the exhibit area.

Exhibitor Rental Fees

The exhibit fee includes one six foot table, one power outlet, two chairs and registration for one (1) person per company.

\$1,500 Per 6 Foot Table

All additional services are at the exhibitors' expense. Please contact RWISO if you are interested in additional equipment for your table top.

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.

Exhibitor fee also includes a post conference attendee list.

Exhibit Personnel

Exhibitor Fee includes registration for one individual per company. Additional exhibitors will need to register separately for an additional charge. Registration for all exhibitor personnel includes Friday reception, lunch, and breaks for three days. Thursday Gala is not included with registration, but may be purchased separately.

\$550 Additional Exhibitor Personnel
\$125 Optional Gala on Saturday Night

Each exhibitor must have his/her own name badge in order to work their company's booth. Two or more exhibitors may not split a registration.

The Exhibitor Registration Form must be completed and turned in to RWISO by **May 6th**.

Admission of Guests

Admission of exhibitor guests is strictly prohibited. Badges will not be issued to representatives of non-exhibiting companies. Exhibitors may not register orthodontists, dentists or other individuals as exhibitors unless they are employed by or officially represent the company and will staff the table top exhibit.

Safety and Security

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.

Care of Building

Any damage to the building by the exhibitor will be charged to the exhibitor. Walls, woodwork and flooring must not be defaced or altered in any manner. Tacking, taping or nailing of signs, banners, etc to permanent walls or posts is prohibited.

Signs and Distribution of Literature

No signs or banners may be placed outside of the immediate table top area except as previously authorized by RWISO. No interference with other exhibitors will be allowed. All signs must be self supported.

No company is allowed to distribute their product and/or service literature for general consumption except in their paid exhibit area and/or as a benefit of their paid sponsorship.

Sound Restrictions

Sound amplification must be kept at a level that does not disturb other exhibiting companies or attendees.

Conference Program

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@rwiso.org.

In order to be listed in the conference program, the Exhibitor Application and fee must be received by **April 15, 2011**.

Refund and Cancellation Policy

No refunds or cancellations will be accepted after **Monday, May 6, 2011**. There is a \$100 processing fee for cancellations prior to this date. Cancellations of exhibit space must be directed in writing to RWISO.

Shipping

Exhibitors are responsible for their own shipping charges. Any incoming or outgoing boxes are subject to a service fee and prices are as follows:

Boxes under 10 lbs.	\$7.50
Boxes 10-20 lbs.	\$15.00
Boxes 20-50 lbs.	\$25.00
Boxes 50 lbs and over	\$65.00
Skids	\$400.00

Boxes and materials sent to the hotel must not reach the hotel earlier than **May 11th** without the consent of the hotel. An extra labor fee for storing and delivering to function room of large shipments of boxes is charged based on amount of time spent by hotel staff in handling this materials.

In order to avoid any confusion or misplaced materials, anything being sent to Swissôtel Chicago should be addressed:

Swissôtel Chicago
323 East Wacker Drive
Chicago, IL 60601

On the outside of any shipment be sure to include:

Sally Herndon, Convention Services Manager
Attention: Your Company On-Site Representative
Mobile Phone of On-Site Representative
Your Company Name
RWISO May 18-20, 2011
Grand/Alpine Foyer

Hotel

Swissôtel Chicago
 323 East Wacker Drive
 Chicago, IL 60601
 Call: 888-73-swiss
www.swissotelchicago.com

All sessions and meetings will be held at the Swissôtel Chicago. Hotel room reservations are made on your own. To make your reservation call the hotel directly or use the Hotel Reservation Form and fax directly to the hotel. Be sure to reference the RWISO rate to ensure that you receive the special conference rate of \$235 per night for Single/Double.

Please make your reservations by **April 8th**.

Sponsorship

Sponsorship gives your company an opportunity to extend your marketing dollars by participating as a conference sponsor. There are several sponsorship opportunities available to further promote your company. Some sponsorship opportunities could have more than one sponsor. Companies wishing to Sponsor, do not need to be in attendance at the meeting.

Sponsorship Levels

Platinum **\$15,000**

Includes:

- Two (2) Table Top Exhibit Spaces
- Four (4) Exhibitor Registrations
- Address Attendees for 10 minutes at a General Session
- Include Two Promotional Item in Conference Packet/Bag
- Pre and Post Conference Attendee List
- Listing with Link on RWISO Website
- Recognition in E-Mail Promotions
- Recognition in Final Program
- Recognized in Signage On-site at Conference
- Recognized in Slide Presentation During Conference

Gold **\$10,000**

Includes:

- One (1) Table Top Exhibit Spaces
- Two (2) Exhibitor Registrations
- Include One Promotional Item in Conference Packet/Bag
- Pre and Post Conference Attendee List
- Listing with Link on RWISO Website
- Recognition in E-Mail Promotions
- Recognition in Final Program
- Recognized in Signage On-site at Conference

Silver **\$5,000**

Includes:

- One (1) Table Top Exhibit Spaces
- One (1) Exhibitor Registration
- Include One Promotional Item in Conference Packet/Bag
- Pre and Post Conference Attendee List
- Listing with Link on RWISO Website
- Recognition in E-Mail Promotions
- Recognition in Final Program
- Recognized in Signage On-site at Conference

Sponsorship Opportunities

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.

Event Night **\$4,000**

Sponsor the beer and wine on the Architectural Cruise for all attendees. Sponsorship includes a welcome address on the cruise and 10 complimentary tickets. Limited to (1) company.

Daily Lunch **\$7,500**

Sponsor a lunch for all attendees. Sponsorship includes a welcome address to attendees during lunch and option to provide promotional items at each table. Limited to (2) companies per lunch.

Farewell Reception **\$6,000**

Sponsor the Farewell Reception on Friday evening. The reception is a great way to promote your company while attendees unwind after their last day. Sponsorship includes a welcome address to the attendees. Limited to (2) companies.

Gala Dinner **\$10,000**

Sponsor the Thursday night Gala for all attendees. Sponsorship includes a welcome address during dinner, signage, table center piece and on-screen recognition. Limited to (2) companies.

Daily Breaks **\$750**

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

Name Badge Lanyards **\$2,000**

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

Promotional Item **\$500**

Have your company brochure or promotional item distributed to every attendee in the official conference packet/bag.



2011 RWISO Conference
Chicago, Illinois USA
May 18-20, 2011

Exhibitor / Sponsor Application

Contact information: *(Please Print)*

Company _____
 Main Contact _____ E-Mail _____
 Phone _____ Fax _____
 Address _____
 City _____ State _____ Zip _____ Country _____

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

Company _____
 Name _____ E-Mail: _____
 Phone _____ Website _____
 Address _____
 City _____ State _____ Zip _____ Country _____

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 \$550 = \$	_____

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

<p>Payment Information:</p> <p>Exhibitor Registration Fee (above) \$ _____</p> <p>Sponsorship Level \$ _____</p> <p>Sponsorship Opportunity \$ _____</p> <p>Total Amount Due \$ _____</p> <p>() Check Enclosed () Check In Mail () Please Invoice Me () VISA () MasterCard () Discover () AMX</p> <p>Card # _____ Exp. _____</p> <p>Name: _____ Signature: _____ Date: _____</p>	<p>Please make checks payable to: RWISO and remit with completed application to:</p> <p>RWISO 16795 Lark Avenue, Suite 104 Los Gatos, CA 95032 USA Fax: 866-746-3815</p>
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For Office Use Only

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

Please choose a Sponsorship Level and/or Opportunity.

Sponsorship Level

<u>Sponsor Level</u>	<u>Minimum Investment</u>
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___ *Platinum* **\$15,000**

___ *Gold* **\$10,000**

___ *Silver* **\$5,000**

Sponsorship Opportunity

Conference Bags

___ \$5,000

Event Night

___ \$4,000 - Wednesday

Daily Lunch

___ \$7,500 - Wednesday

___ \$7,500 - Thursday

___ \$7,500 - Friday

Farewell Reception

___ \$6,000 - Friday

Gala Dinner

___ \$10,000 - Thursday

Daily Breaks

AM

___ \$1,500 - Wednesday

___ \$1,500 - Thursday

___ \$1,500 - Friday

PM

___ \$1,500 - Wednesday

___ \$1,500 - Thursday

___ \$1,500 - Friday

Name Badge Lanyards

___ \$2,000

Promotional Item

___ \$500

Dates & Deadlines

April

8 Hotel Reservation Deadline
15 Exhibitor/Sponsor Application and Fee due date for inclusion in the printed program.

May

6 Exhibitor Registration Form Due
6 Last Day to Cancel for Partial Refund
11 Earliest Shipments may arrive at hotel
13 Promotional Items due (optional)
18-20 RWISO Conference in Chicago

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
- Send Promotional Item (Optional)

**This Form Due By:
 May 6th**

Exhibitor Registration

EXHIBIT PERSONNEL:

Exhibit Fee includes the registration for one Main Exhibitor Representative. Registration includes access to conference sessions and exhibit area, farewell reception, breakfast, lunch and breaks for three days. Registration does not include the Gala or any other optional activities. Additional Exhibitor Representatives can register for \$550 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
Architectural Cruise:	_____ x \$45	\$
Saturday Gala Tickets:	_____ x \$125	\$
	GRAND TOTAL	\$

Additional Exhibitor Representative

Name of Additional Exhibitor:		
Email Address:		
Registration Fee:	\$550	\$
Architectural Cruise:	_____ x \$45	\$
Saturday Gala Tickets:	_____ x \$125	\$
	GRAND TOTAL	\$

Additional Exhibitor Representative

Name of Additional Exhibitor:		
Email Address:		
Registration Fee:	\$550	\$
Architectural Cruise:	_____ x \$45	\$
Saturday Gala Tickets:	_____ x \$125	\$
	GRAND TOTAL	\$