



Chicago Dental Society

The respected leader in scientific dental meetings

www.cds.org

Advertising and Marketing Opportunities at the 144th Chicago Dental Society Midwinter Meeting February 26 – March 1, 2009; McCormick Place, Chicago, IL

Buyer's Action Pack™



The Buyer's Action Pack is a pre-show mailer sent to all pre-registered attendees and 2008 show attendees 4 weeks prior to the show and distributed at the show (combined total of 15,000 attendees). Participating exhibitors can be featured on a 3.5" x 5" card (four-color front) with your product information. Promote show specials, your company's website or new products while encouraging pre/post show calls and increased booth traffic.

Exhibitor Preview™ Literature Carousel



Showcase your company's promotional literature in a high traffic location with the Exhibitor Preview. This rotating literature distribution system helps you increase booth traffic by getting your literature into attendees' hands before they ever step on the show floor! The kiosk will feature 100 literature pockets, eight back-lit marquee panels and an exclusive Preview Wrap.

Convention News Network™



The AES Convention News Network allows attendees to keep up with the latest National and International news without leaving McCormick Place. Pre-produced exhibitor commercials and in-booth Power Interviews are prominently featured along with Show Information on the main television of AES' specially designed Convention News Network kiosks. A second television keeps attendees informed of the latest news with a closed-captioned showing of CNN *Headline News*®. AES will work with you to create an eye-catching commercial from your current printed material. This multi-media vehicle is an opportunity for companies to pre-sell prospects on their products and services with more than literature. © 2006 Cable News Network LP, LLLP. A Time Warner Company.

Industry Connect™

Share your company's news with all of the pre-registered attendees, press, and media who are gearing up to attend the show. There will be 8 editions of the "Countdown to the Show" e-Newsletter broadcast to our entire database of pre-registered and prospective attendees in the week's leading up to the show. There are several sponsorship opportunities within each edition!

Please contact AES for additional information or to participate in any of the opportunities outlined in this brochure:

Vicki Lepore

205-314-7378

vlepore@aesmarketing.com



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EXHIBITOR INFORMATION

Company Name _____

Contact Name _____

Mailing Address _____

E-Mail Address _____

City, State, Zip _____

Web Address _____

Phone _____

FAX _____



Authorized Signature _____

Date _____

Exhibitor Preview Column A

Number of Literature Pockets: @ \$345 each= \$ _____

Number of Mini Billboards: @ \$345 each= \$ _____

Marquee Panel: @ \$2,500 each= \$ _____

Additional Options

Number of Eye Level Positions: @ \$150 each= \$ _____

Number of Preferential Positions: @ \$95 each= \$ _____

Number of Standard Pocket Headliners

(see titles below) @ \$35 each= \$ _____

Indicate your choice(s):

New Product New Technology Show Special Free

Sample

New Catalog Demonstration New Exhibitor Free Issue

Number of Custom Pocket

Headliners: @ \$55 each= \$ _____

Pocket Headliner Text (limit 24

characters): _____

Number of Custom Color

Logo Headliners: @ \$125 each= \$ _____

Business Card Distribution: @ \$50 each= \$ _____

Additional Services: _____ \$ _____

Subtotal= \$ _____

CNNvention News Column B

2-Minute Power Interview Package @ \$4,900 each = \$ _____

1-Minute Power Interview Package @ \$3,900 each = \$ _____

30-second Commercial Package @ \$2,900 each = \$ _____

30-second Commercial @ \$1,750 each = \$ _____

15-second Commercial @ \$995 each = \$ _____

Backlit Panels: @ \$1,900 each= \$ _____

Buyer's Action Pack

Standard card @ \$2,195 each = \$ _____

Color on both sides - standard @ \$450 \$ _____

1,000 additional standard cards @ \$250 \$ _____

Jumbo card @ \$4,195 each = \$ _____

Color on both sides - jumbo @ \$650 \$ _____

1,000 additional jumbo cards @ \$450 \$ _____

Industry Connect

Basic Upgrade (per edition) @ \$250 \$ _____

Premium Sponsorship (per edition) @ \$1,500 \$ _____

TOTAL= \$ _____

Billing Information

1. Please invoice P.O. # _____

2. Please apply payment to:

VISA

Card Number: _____ Exp. Date: ____/____/____

____/____/____

Mastercard

Cardholder Name: _____

American Express

Signature: _____

TERMS Signature on this contract for the company above warrants authority to bind the company, and by virtue of the signature of the trusted individual it's selected to represent its company at this event. Sponsorship placement is determined by date of receipt of payment. Payment is due prior to the show to ensure inclusion on the contracted services. All international orders must be prepaid (No Exceptions). Cancellation fee is 25% of sponsorship list price. (Cancellations must be in writing). If company decides not to exhibit at the show and chooses to cancel services, the cancellation fee is waived if it is cancelled 90 days before the show. For literature to be labeled before distribution at the show, it must be received in our office three weeks prior to show. There is a \$15 handling fee for literature received after this date. **Unused portions of literature will be made available to you at the conclusion of the show by coming to the "Preview" booth. Any unclaimed literature will be discarded unless written directions are submitted before show.**

American Exhibition Services, LLC • 2700 2nd Ave. South • Birmingham, AL 35233

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