

Your COMPETITORS Will Be Here.

Make Sure You Are Too.

THE THOMAS P. HINMAN DENTAL MEETING CELEBRATES ITS 100TH MEETING March 22 – 24, 2012. Coined “The Hinman” by attendees and exhibitors alike, this year bodes to be one of the best opportunities for dentists, hygienists, and dental office personnel to attend. We are offering great education as always for attendees and have added an educational component for exhibitors as well.

With an audience of more than 6,000 dentists and more than 10,000 decision-making hygienists and office staff, “The Hinman” gives the exhibitor the opportunity to display and sell your best products and services direct to your target audience.

WHY EXHIBIT?

- Fifth largest dental meeting in the country
- There will be 63 speakers presenting more than 220 educational courses to attract a projected 22,000 attendees
- Additional educational courses are offered on the exhibit floor
- Dedicated exhibit hours each day
- Exhibitor education to help YOU, the exhibitor stay updated on the medical dental industry and audience trends to help increase your ROI
- New marketing and branding opportunities for exhibiting companies, such as the New Product Pavilion and marketing messages throughout the Georgia World Congress Center
- Featuring former First Lady, Laura Bush as the keynote speaker



ATTENDEE PROFILE

The following list is a breakdown of the conference attendees with purchasing power and influence in their practice.

2011 ATTENDEE BREAKDOWN

Dentists	6,054	Spouses	2,003
Assistants	2,918	Guests	769
Hygienists	4,121	Exhibitors	4,007
Office Staff	1,556	Press	37
Lab Techs	141	TOTAL	21,606

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H I N M A N
A T L A N T A



The Thomas P. Hinman Dental Meeting | 33 Lenox Pointe | Atlanta, GA 30324-3172

SECURE YOUR EXHIBIT SPACE & MARKETING OPPORTUNITIES EARLY.

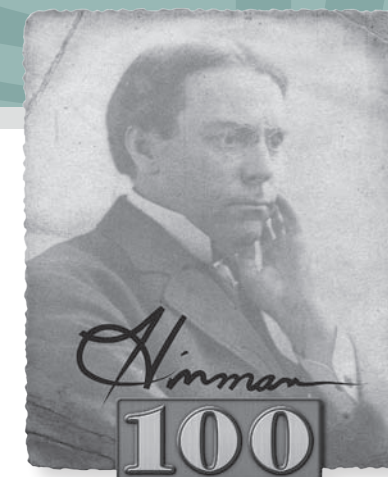
Go to
www.hinman.org
for:

- Booth Application
- Rules & Regulations
- Floor Plan
- Clinicians & Lecture Information
- Important Due Dates & Deadlines
- Housing & Travel Information
- IAEE Guidelines

2012

THOMAS P. HINMAN DENTAL MEETING

Exhibitor Opportunities



Dr. A. Allen French, *General Chairman*
Dr. Dave C. Lee, *President*

March 22 – 24, 2012
Georgia World Congress Center
Omni Hotel at CNN Center
Atlanta, GA

Exhibitor Information

LOCATION OF EXHIBITS

Georgia World Congress Center (Building A, Halls A1 – A3)
285 Andrew Young International Boulevard, NW, Atlanta, GA 30313-1591
(404) 223-4636 | www.gwcc.com

THOMAS P. HINMAN MEETING DATES

March 22 – 24, 2012

EXHIBIT SPACE COSTS

10' x 10' Linear Booth \$2,535
10' x 10' Corner Booth..... \$2,785
Island Surcharge..... \$2,535
per 10' x 10' booth eliminated to create the island configuration

INCLUDED IN YOUR RENTAL FEE

- Pipe and drape 8' high in the rear and 3' high on each side draped in show colors
- 7" x 44" identification sign with company name and booth number
- Ten complimentary exhibitor personnel badges per 10' x 10' booth space purchased
- Company listing in the official Hinman Program Book and on Hinman's attendee website
- Company and product or service classification listing in the on-site Guide to Technical Exhibits
- Hyperlink to company's website via Hinman's website
- The following equipment, which values at more than \$375, is provided to Hinman Exhibitors FREE of charge by completing the Complimentary Equipment Order Form by February 3, 2012
 - + One skirted 4' x 2' table (adjustable counter height) with two side chairs
 - + One adhesive booth number and one company identification sign
 - + One 500w – 120v electrical outlet and one waste basket

CONFERENCE ROOM PACKAGE

Availability is limited and is open only to confirmed exhibitors who have purchased a booth on the exhibit hall floor.

12' x 15' Standard Conference Room\$2,535

- Hard-wall carpeted room with secured entrance
- One conference table with four chairs
- One company sign
- One electrical outlet, light, and one waste basket

SPACE RENTAL TERMS

Application Deadline Wednesday, September 21, 2011
Application is due along with a \$1,200 initial deposit per booth request.

Exhibitor Housing Opens Monday, September 26, 2011
The official housing bureau for the 2012 Thomas P. Hinman Dental Meeting is onPeak. Hinman has secured blocks of rooms at specially discounted rates at many hotels close to the convention center. To make reservations, call onPeak at (800) 243-1581 or email Hinman@onpeakevents.com.

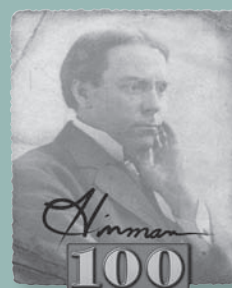
Payment in Full Discount Friday, December 16, 2011
For returning 2011 exhibitors, a \$100 discount on each booth purchased will be offered if payment in full is received by the deadline.

Exhibitor Contract & Balance Due Friday, January 13, 2012
Signed contract, proof of liability insurance, and final payment are due. Space not paid for in accordance with the dates and terms set forth herein may result in cancellation of booth space, and the Exhibits Committee will have the right to dispose of the exhibit space and privileges without liability.

NOTE: For exhibitors who have not exhibited with Hinman since 2010, we are offering a \$100 discount on each booth purchased if the final payment is made by the January 13, 2012 balance due deadline.

Cancellation Policy

The last day to cancel and receive full refund of monies paid is Tuesday, December 6, 2011. Any cancellations between December 7, 2011 and January 6, 2012 will receive deposit payment minus a flat \$500 administration fee. All requests must be in writing and no requests for refunds will be granted on or after January 7, 2012.



The Hinman Exposition Marketing & Promotional Strategies

	PLATINUM PACKAGE	GOLD PACKAGE	SILVER PACKAGE	BRONZE PACKAGE
COST	\$4,000	\$2,500	\$1,000	\$750
Interactive Floor Plan Logo - Stand out on the floor plan at www.hinman.org by having your logo pop up as attendees cursor over your booth space.	●	●	●	●
Social Media Posting - Appeal to the attendees who are active with social media by having your company message posted on Hinman's Facebook Fan Page and in a Twitter Message.	●	●	●	●
Logo on Show Directories - Showcase your logo on the on-site, light box directories.	●	●	●	●
Show Special Email Blast - Be included in the Show Special Email Blast sent to all pre-registered attendees one month prior to the meeting. Copy provided by the exhibitor.	●	●	●	●
Promo Wall - Include your postcard, flyer, or brochures in a designated Promo Wall in each Hinman Eatery. Promotional piece must fit within specified guidelines.	●	●	●	●
Duratran Sign - Add to your branding experience by taking advantage of the highly visible backlit signs with your message. Ad design and production will be an additional cost.	●	●	●	●
Video Ad - Played on the shuttle buses, hotel channels, and in the Hinman Eateries. Leave your impact by including an ad in Hinman's show message from the General Chairman.	●	●	●	●

A-LA-CARTE

New Product Pavilion (10' x 10' booth)..... \$2,800
Attached to our 100th Celebration History Pavilion, we are now offering exhibit and showcase space for your innovative products. For consistency, each booth is sold as a package. Each booth will be a hard wall booth including carpet, a 36" round table, 4 padded side chairs, a wastebasket, a header graphic, and electrical with the option to upgrade at your own cost. Companies within this pavilion MUST also maintain a booth location outside the pavilion. This location CANNOT be in place of their current booth. Limit no more than a 10' x 20' booth per exhibiting company.

New Exhibitor Pavilion (10' x 10' booth)..... \$2,800
To help the new exhibitor,* Hinman has put together a booth package to include but is not limited to a hard wall booth, carpet, a 36" round table, 4 padded side chairs, a wastebasket, a header graphic, and electrical. A new exhibitor* has the option to go on the show floor in a regularly priced booth.

Rotating Kiosk..... \$1,000
High impact rotating sign units are in strategic locations throughout the meeting. You may purchase one, two, or all three panels on the kiosk.

Duratran Sign..... \$750
Add to your branding experience by taking advantage of the highly memorable impact of the backlit signs with your advertising message. Ad design and production will be at an additional cost to the exhibitor.

Shopping Bags..... \$10,000
Have your logo in the hands of every attendee. Given on-site, these bags will be used by attendees again and again both during and after the show. Your logo will be prominently displayed on one side and the Hinman Show logo on the other side.

Promo Wall..... \$200
Include your postcard, flyer or company brochures in a designated Promo Wall in each Hinman Eatery. Promotional piece must fit within specified guidelines.

**A new exhibitor is an exhibiting company that has never exhibited at a Thomas P. Hinman Dental Meeting.*

HINMAN MEDIA

ADVERTISING OPPORTUNITIES

Guide to Technical Exhibits – This official guide provides complete exhibitor information, events, and table clinics to help attendees set itineraries at the event. This piece can be kept and utilized as a reference throughout the year. Contact Dee Busby at (913) 344-1411 or dbusby@ascendintegratedmedia.com

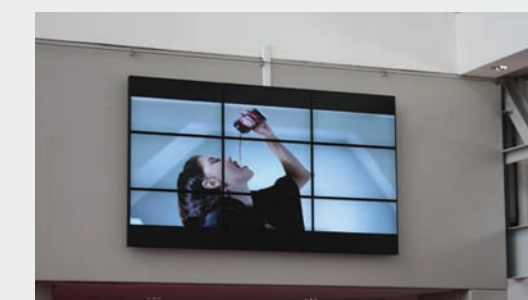
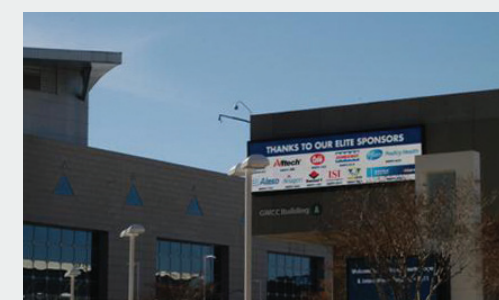


PRE-EVENT PLANNER

Here is an opportunity for you to send your flyers/brochures/post cards to dentists who pre-register for the show. This group of dentists is known to make buying decisions a few weeks before the show starts. The Pre-Event Planner will be delivered to dental offices 2-3 weeks before the show begins. The Pre-Event Planner is a great place to promote your show specials while saving up to 80% off mailing costs! For full details, contact Monica Seay at (205) 616-8449 or monica@eventmarketingconsultants.com

DIGITAL MARKETING OPPORTUNITIES

Have the most memorable impact by running a 10, 20, or 30 second ad on the JumboTron outside the Georgia World Congress Center as well as on their high definition digital displays throughout the building. For more information about these opportunities, contact Josh Zimmer at (404) 223-4785 or joshz@revelationom.com



Go to www.hinman.org to find the booth application. For further questions contact the Hinman Exhibits Manager, Wendy McGar at (404) 231-1476 or wmcgar@hinman.org

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33 Lenox Pointe, Atlanta, Georgia 30324-3172
 Phone (404) 231-1663 | Fax (404) 231-9638

Title: 2012 Thomas P. Hinman Dental Meeting - Exhibitor Opportunities

Please complete the following information:

Exhibitor: _____ Agency (if applicable): _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Deadlines:

Product commitment and full payment are due on or before December 16, 2011.

All copy and graphics are due on or before January 4, 2012.

Marketing & Promotional Strategies:

Platinum Package: \$4,000 Gold Package: \$2,500 Silver Package: \$1,000 Bronze Package: \$750

A-La-Carte:

Please indicate the quantity on the lines provided

Rotating Kiosk _____ \$1,000 per panel Design. Production work is an additional cost to the exhibitor.

Duratron Sign _____ \$750 per sign Design. Production work is an additional cost to the exhibitor.

Shopping Bags _____ \$10,000 - limit one per meeting. Design and production is included in the cost.

Promo Wall _____ \$200 per sleeve. Promotional piece must fit within specified guidelines.

Total \$ _____

Terms:

By signing this agreement, you are making a firm commitment in accordance with the corresponding rates. A faxed, signed copy of this Agreement is acceptable.

Exhibitor and Agency are responsible for insuring each other's compliance with the terms and deadlines contained herein.

Payment in full is due on or before December 16, 2011. Payments are nonrefundable.

Exhibitor/Agency agrees that the Hinman Dental Society's liability (if any), due to omissions or errors in such sponsor/marketing items, shall in no event exceed the amount of charges paid by Exhibitor/Agency for the listing or sponsorship/marketing item which was omitted or in which the error occurred.

Payment - Due in Full on or before December 16, 2011

Check:

Credit Card: Visa MasterCard American Express

Name (as it appears on the Credit Card): _____

Card Number: _____

CVS Code: _____

Expiration Date (m/d/y): _____

I have read and agree to the terms as set forth on this document, this _____ day of _____, 2011.

Exhibitor/Agency Name: _____

By: _____

Title: _____

Print Name: _____

Accepted by Hinman, this ___ day of _____, 2011. By: _____