

2013

THOMAS P. HINMAN DENTAL MEETING

EXHIBITOR OPPORTUNITIES



*Let us help you, as a
new or first time exhibitor,
with a three year plan design*

Hinman



Dr. Bradley K. Greenway, *General Chairman*
Dr. James A. Roos, *President*

March 21 – 23, 2013
Georgia World Congress Center | Omni Hotel at CNN Center
Atlanta, GA

LOOK TO THE FUTURE AS THE TRADITION CONTINUES...

AT THE IOIST THOMAS P. HINMAN DENTAL MEETING March 21-23, 2013

Because we understand that it can take up to three consecutive years of exhibiting to build a customer base, Hinman is extending First Time Exhibitor benefits to all exhibiting companies for the first three years of loyal exhibiting.

NEW AND FIRST TIME EXHIBITOR BENEFITS:

- Hard wall booth and furnishings upgrade for a mere \$265
- Discounted rate to participate in the Hinman Treasure Quest Game
- New exhibitor listing on the Hinman website, in the onsite Guide to Technical Exhibits and on the floor plans
- Hinman's service contractor, Freeman, offers a First Time Exhibitor Program including cost savings tips and exhibitor training

WHY EXHIBIT?

- Fifth largest dental meeting in the country
- More than 16,000 dentists, hygienists and office staff with buying power.
- Top rated educational courses to attract attendees
- Dedicated exhibit hours each day
- Exhibitor Education to help YOU, the exhibitor, stay updated on the medical industry and audience trends to help increase your ROI
- Marketing and branding opportunities for exhibiting companies to add to your pre and post show branding exposure
- New show floor traffic drivers: cash, prizes and give-a-ways, first time attendee welcoming party on the show floor, cyber charging stations and more

2012 ATTENDEE BREAKDOWN

Dentists	6,010	Spouses	2,116
Assistants	3,128	Guests	843
Hygienists	4,545	Exhibitors	4,164
Office Staff	1,731	Press	37
Lab Techs	133	TOTAL	22,707

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 21 – 23, 2013

EXHIBIT SPACE COSTS

10' x 10' Linear Booth	\$2,535
10' x 10' Corner Booth.	\$2,785
Island Surcharge.	\$2,535

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 Hinman Program Book, website and in the onsite Guide to Technical Exhibits.
 - A complimentary equipment package valued at more than \$375. Exhibitors must complete the Complimentary Equipment Order Form by February 4, 2013.
- | | |
|--|---------------------------------------|
| + One skirted 4' x 2' table, adjustable counter height | + One adhesive booth number |
| + Two side chairs | + One 500 w – 120 v electrical outlet |
| | + One waste basket |

NEW AND FIRST TIME EXHIBITOR BOOTH PACKAGE

Upgrade for an additional \$265 per 10' x 10'

To help the new and first time exhibitor, Hinman offers a booth package to include but is not limited to a hard wall booth, carpet, a 36" round table, 4 padded side chairs and a header graphic.

12' x 15' Standard Conference Room	\$2,535
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Availability is limited and is open to confirmed exhibitors only.

Conference Room Package includes:

- | | |
|---|-----------------------------------|
| • Hard-wall carpeted room with secured entrance | • One conference table |
| • Four chairs | • One waste basket |
| • One company sign | • One electrical outlet and light |

SPACE RENTAL TERMS & DEADLINES

Application Deadline Friday, September 28, 2012
Application is due along with a \$1,200 initial deposit per booth request.

Exhibitor Housing Opens. Monday, September 24, 2012
The official housing bureau for the 2013 Thomas P. Hinman Dental Meeting is onPeak. Hinman has secured blocks of rooms at many Atlanta 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 14, 2012
A \$100 discount on each booth purchased will be offered if payment in full is received by the deadline.

Exhibitor Contract & Balance Due Tuesday, January 15, 2013
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.

Cancellation Policy

The last day to cancel and receive full refund of monies paid is Tuesday, December 4, 2012. Any Cancellations between December 5, 2012 and January 4, 2013 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 5, 2013.

Booth application is available online at www.hinman.org. For further questions contact the Hinman Exhibits Manager, Wendy McGar at (404) 231-1476 or wmcgar@hinman.org

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 - Make sure you stand out on the interactive floor plan at www.hinman.org by having your logo pop up as attendees cursor over you booth space.	●	●	●	●
Social Media Posting - Appeal to the tech savvy attendee by having your company message broadcast from Hinman's Facebook Fan Page and in our Twitter feed. t f	●	●	●	●
Company Logo on the on-site show directories - Stand out from the rest and have your logo prominent on the on-site 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. <i>Show Special copy provided by the exhibitor. Due dates apply. See Hinman's website for details.</i>	●	●	●	●
Promo Wall - Include your postcard, flyer or company brochures in a designated Promo Wall in each eatery. <i>Promotional piece must fit within specified guidelines.</i>	●	●	●	●
Rotating Kiosk (1 panel) - High impact rotating sign units in strategic locations throughout the meeting. Additional panels are available for purchase as space permits. <i>Ad design and production will be at an additional cost to the exhibitor. Due dates apply. See Hinman's website for details.</i>	●	●	●	●
Video Ad - Played on the shuttle buses, hotel channels and in the eateries, this video will leave a digital impact by including a 30 second ad in Hinman's show message from the General Chairman. <i>Video provided by exhibitor. Due dates apply. See Hinman's website for details.</i>	●	●	●	●



A-LA-CARTE

Promo Wall \$200

Include your postcard, flyer or company brochures in a designated Promo Wall in each eatery. Promotional piece must fit within specified guidelines.

Rotating Kiosk \$1,000

High impact rotating sign units in strategic locations throughout the meeting. You may purchase one, two or all three panels on the kiosk. *Design and production will be at an additional cost to the exhibitor. Due dates apply; See Hinman's website for details.*

Shopping Bags \$10,000

Have your logo in the hands of every attendee. Given on-site, attendees will use these bags 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.

SHOW FLOOR GAME HINMAN TREASURE QUEST

This year, Hinman is adding **MORE** excitement to the show floor with the Hinman Treasure Quest. For just ~~\$300~~ \$250 for the First Time or New Exhibitor, exhibitors will be listed as participants in the game on the Hinman website, on the game cards and in the Guide to Technical Exhibits. Attendees must interact with 80% of the participating exhibitors, have their game cards stamped and turned in for their chance to win several cash prizes.

HINMAN MEDIA

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 is kept and utilized as a reference throughout the year. Contact Dee Busby at (913) 344-1443 or dusby@ascendintegratedmedia.com



PRE-EVENT PLANNER

Here is an opportunity for you to send your flyers/brochures/postcards 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 the dentist's 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

Benefit from incredible exposure, reach attendees before they enter the main hall and pull them to your booth with high definition video. Run a 10, 20 or 30 second ad on the JumboTron outside the Georgia World Congress Center, or on the interior digital displays throughout the building. For more information about these opportunities contact Josh Zimmer at (404) 223-4785 or joshz@revelationom.com

Contract, copy and graphic deadlines are listed on www.hinman.org. For further details contact Wendy McGar, Exhibits Manager at (404) 231-1476 or wmcgar@hinman.org



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 AND
MARKETING OPPORTUNITIES EARLY.

*Go to
www.hinman.org
for full details*

“As a new Hinman exhibitor, my experience at the meeting was successful. I took advantage of the First Time Exhibitor booth package and found it to be a great value.”

– Suzy Engelhard
BrushonSmile