

# EXHIBITOR & SPONSOR PROSPECTUS

## *New Orleans*

**ICOI Winter Implant Symposium**



**January 16-18, 2014 ~ Marriott Hotel on Canal Street**

*Sponsored by:*





Dear Exhibitor/Sponsor:

The International Congress of Oral Implantologists and its worldwide membership of over 12,000 members invites you to be a sponsor and/or an exhibitor at our Winter Symposium, January 16-18, 2014 at the Marriott Hotel on Canal Street in New Orleans, LA. Attendance is expected to be well over 1,200 persons including 700 doctors and 250 auxiliaries, laboratory technicians, students and industry personnel.

We are anticipating a large number of both specialists and general dentists from around the world. It is ICOI's custom to provide the maximum opportunity for our exhibitors to interface with the delegates. We will hold all coffee breaks and our Welcome Reception IN THE EXHIBIT HALL.

A world-class faculty has been assembled for this event with separate programs for practitioners and auxiliaries, i.e. hygienists, dental assistants and front office personnel.

The symposium will begin on Thursday with a limited number of half-day Pre-Symposium courses given by our Sponsors. (Please note we have reserved special benefits for our Sponsors.)

The General Session will begin at 1:00 p.m. on Thursday and will run through Saturday. The Exhibition Hall will be open from Thursday at 1:00 p.m. until 3:30 p.m. on Saturday.

This prospectus contains specific information for decision making on whether to become a Sponsor, Exhibitor or both. But please don't delay. For the past several years we have completely sold out our exhibit space. Therefore, we will be assigning booths on a FIRST COME, FIRST SERVED basis with understandable courtesy to our sponsors. We expect a rapid and complete sellout so please don't delay.

The Exhibitor/Sponsor Prospectus includes all the important information you will need to make your participation at our meeting a huge success.

We look forward to seeing you in New Orleans this January!

Betty Lukacs  
*Exhibit Coordinator*

Lynn Mortilla, RDH  
*Exhibit Coordinator*

# ICOI WINTER SYMPOSIUM

MARRIOTT HOTEL ON CANAL STREET • NEW ORLEANS, LA • JANUARY 16-18, 2014

## SPONSORSHIP INFORMATION

The ICOI is pleased to offer a limited number of sponsorships for our Winter Symposium. An impactful addition to your marketing plan, sponsorship will provide high visibility and increased exposure to our anticipated 1,200 attendees. The site for this meeting will be the Marriott Hotel on Canal Street. Sponsorship consideration will be on a *first come, first served basis*.

### PLATINUM SPONSORSHIP: \$20,000 USD

- **FIRST** choice of booth location - two complimentary 8 x 10 foot booths
- One (1) half-day Pre-Symposium course provided by your company
- One (1) full page 2-color insertion in the final program
- Complimentary Full Page insertion in ICOI's Implant Dentistry Journal
- Complimentary Half-Page insertion in ICOI World Newsletter
- Pre and Post Meeting E-mail blast to all members and attendees recognizing your company
- Live Corporate webinar to all ICOI members and archival copy posted to our Members Only Website
- Listing on our website as an official sponsor
- Recognition as a sponsor on all advertising/promotional materials for the meeting
- Your logo displayed on our registration packet
- Display of corporate logo on signage at registration and exhibit entrance
- Ten exhibitor badges
- Ribbons on Exhibitor Badges to denote Sponsorship
- Ability to purchase additional booths
- Recognition in ICOI World Newsletter

### GOLD SPONSORSHIP \$15,000 USD

- Priority selection of booth location (**after platinum sponsors**) - two complimentary 8 x 10 foot booths
- One (1) half-day Pre-Symposium course provided by your company
- One (1) full page 2-color insertion in the final program
- Complimentary Half-Page insertion in ICOI World Newsletter
- Listing on our website as an official sponsor
- Recognition as a sponsor on all advertising/promotional materials for the meeting
- Your logo displayed on our registration packet
- Display of corporate logo on signage at registration and exhibit entrance
- Eight exhibitor badges
- Ribbons on Exhibitor Badges to denote Sponsorship
- Ability to purchase additional booths
- Recognition in ICOI World Newsletter

### SILVER SPONSORSHIP \$12,000 USD

- Priority selection of booth location (**after platinum & gold sponsors**) - two complimentary 8 x 10 foot booths
- One (1) half-day Pre-Symposium course provided by your company
- One (1) half page 2-color insertion in the final program
- Recognition as a sponsor on all advertising/promotional materials for the meeting
- Your logo displayed on our registration packet
- Display of corporate logo on signage at registration and exhibit entrance
- Listing on our website as an official sponsor
- Six complimentary exhibitor badges
- Ribbons on Exhibitor Badges to denote Sponsorship
- Recognition in ICOI World Newsletter

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# ICOI WINTER SYMPOSIUM

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## SPONSORSHIP INFORMATION - *Continued*

### **ONLY SPONSORS HAVE ACCESS TO THE FOLLOWING HIGH VISIBILITY MARKETING OPPORTUNITIES:**

(Sponsorship fees are in addition to the actual cost of the opportunity)  
Please email [mortilla@icoi.org](mailto:mortilla@icoi.org) to inquire about these opportunities and prices.

- ✓ Complimentary Pre-Symposium access to ICOI mailing list to promote your course  
(*approval of any marketing/ mailing pieces is required*)
- ✓ Lanyard Sponsor
- ✓ Tote Bag Sponsor
- ✓ Writing Pads and/or Pens
- ✓ Door Drops (*approval of any marketing/ mailing pieces is required*)

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#### **PLEASE NOTE:**

You are responsible for any Food & Beverage and/or Audio Visual Charges you require or elect to provide for your Pre-Symposium Course.

#### **FOOD & BEVERAGE AND A/V CONTACT:**

**Food And Beverage:** Kristen Moody, email: [Kristen.E.Moody@marriott.com](mailto:Kristen.E.Moody@marriott.com)

**Audio/Visual:** John Yenawine, email: [jyenawine@psav.com](mailto:jyenawine@psav.com)

**DEADLINE FOR SPONSORSHIP SUBMISSION IS OCTOBER 15, 2013**





# ICOI WINTER SYMPOSIUM

MARRIOTT HOTEL ON CANAL STREET • NEW ORLEANS, LA • JANUARY 16-18, 2014

## SPONSORSHIP APPLICATION

Name of Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

**Sponsorship Level:**  PLATINUM \$20,000 USD  GOLD \$15,000 USD  SILVER \$12,000 USD

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**PRE-SYMPOSIUM COURSE INFORMATION: *Please submit the following information by October 15, 2013***

Title of Pre-Symposium Course: \_\_\_\_\_

Is this a hands-on program?  Yes  No Is course limited attendance?  Yes  No If so, how many maximum? \_\_\_\_\_

Name(s) of Faculty for Course: \_\_\_\_\_

Course fee: \_\_\_\_\_ *Please note 10% of all course fees are donated to ICOI's Implant Dentistry Research & Education Foundation (IDREF)*

Course Description:

Course Objectives: Upon completion of this program, attendees will:

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- Please submit a **Corporate Logo** in eps vector format.

- A completed W-9 is required to process proceeds from this course.

**SPONSORSHIP PAYMENT:**

**CHECK:** Enclosed is full payment of US \$ \_\_\_\_\_. (Please make check payable to ICOI.)

*(For outside the United States, please send payment in US dollars to ICOI on a check drawn on a US Bank or by credit card.)*

**CREDIT CARD**  MasterCard  Visa  American Express

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV No. \_\_\_\_\_

Signature of Applicant \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

**DEADLINE FOR SPONSORSHIP SUBMISSION IS: OCTOBER 15, 2013**

**PLEASE RETURN COMPLETED APPLICATION TO THE ICOI CENTRAL OFFICE:**

1700 Route 23 North, Suite 360, Wayne, New Jersey 07470 USA • p: (973) 783-6300 • f: (973) 783-1175 • mortilla@icoi.org

# ICOI WINTER SYMPOSIUM

MARRIOTT HOTEL ON CANAL STREET • NEW ORLEANS, LA • JANUARY 16-18, 2014

## EXHIBITOR RULES, REGULATIONS AND GENERAL INFORMATION

**1.** One unit of exhibit space: \$3,000.00 USD; Two units of exhibit space \$7,000.00 USD. \* *Booth space is limited, Each exhibitor is allowed a maximum of 2 booths (except Platinum & Gold Sponsors).*

**2. Assignment of Exhibit Space:**

Following Sponsorship booth assignments, remaining exhibit booth space will be assigned on a FIRST COME FIRST SERVED basis. **Applications must be submitted with payment IN FULL.** You will receive a fax or email confirming that we have received your application.

Booths will be assigned beginning December 1, 2013. Any applications received after booths have been assigned will be given any remaining booths if available.

**3.** Pre-show mailing lists of registrants (physical mailing addresses only) are available after approval of promotional piece for a **\$1,000** single use fee. Please email [mortilla@icoi.org](mailto:mortilla@icoi.org) for further information.

**4. Exhibit Booth Package:**

Exhibit booth package will include the following:

- One unit of 8' X 10' exhibit space with 8' high back drapes and 3' high draped side rails
- One 6' draped table
- One identification sign
- Two chairs
- One wastebasket
- Names and addresses of all pre-registered attendees will be given on site (Post-registered attendees' names and addresses can be requested after the meeting)
- Continental breakfast, breaks, luncheons and welcome cocktail reception

**Space does NOT include:**

- Electrical
- Unpacking and rigging
- Drayage
- Special utilities
- Booth decorating, furniture and carpeting
- Erecting or repacking of displays
- Storage space for packing crates and cartons

**5. Official Exhibit Contractor:**

GES Exposition Services has been appointed as the official contractor for exhibit services, including installation, decoration and on-site equipment. An information packet will be emailed to you once you are signed up for the program.

**Electricity:**

Electrical forms will be enclosed with the GES kit.

**6. Location of Exhibit Hall:**

The New Orleans Marriott's Bissonet/Carondelet rooms adjacent to our general session will serve as our exhibit hall. Table-top and portable back wall exhibits are recommended.

**7.** The exhibit hall will be open to exhibitor personnel during the following hours:

**EXHIBITOR MOVE-IN:**

Wednesday, January 15, 2014 6:00 pm – 9:00 pm

Thursday, January 16, 2014 8:00 am – 12:00 pm

**SHOW HOURS:**

Thursday, January 16, 2014 1:00 pm – 6:00 pm

**Welcome Cocktail Reception with Exhibitors:**

Thursday, January 16, 2014 6:00 pm – 7:30 pm

**Breakfast and Lunch with Exhibitors:**

Friday, January 17, 2014 7:30 am – 6:00 pm

Saturday, January 18, 2014 7:30 am – 3:30 pm

**EXHIBITOR MOVE-OUT:**

Saturday, January 18, 2014 4:00 pm – 7:00 pm

*All times are approximate and may be subject to change. Final timetable will be sent via email prior to the show.*

**8.** The ICOI reserves the right to refuse any commercial display inappropriate to a scientific meeting. The ICOI must grant permission to exhibit any equipment more than 10' high. Please note that any backdrops or display higher than 4 feet **MUST** be displayed at the back of your booth. Nothing should be blocking neighboring booths. Due to space constraints all exhibits **MUST** stay within the perimeters of your assigned booth.

**9.** Samples, pamphlets, catalogs, etc. may be distributed at the exhibitor's booth only. Prize drawings and giving awards for signing names and addresses, and comparable promotional activities are not permitted.

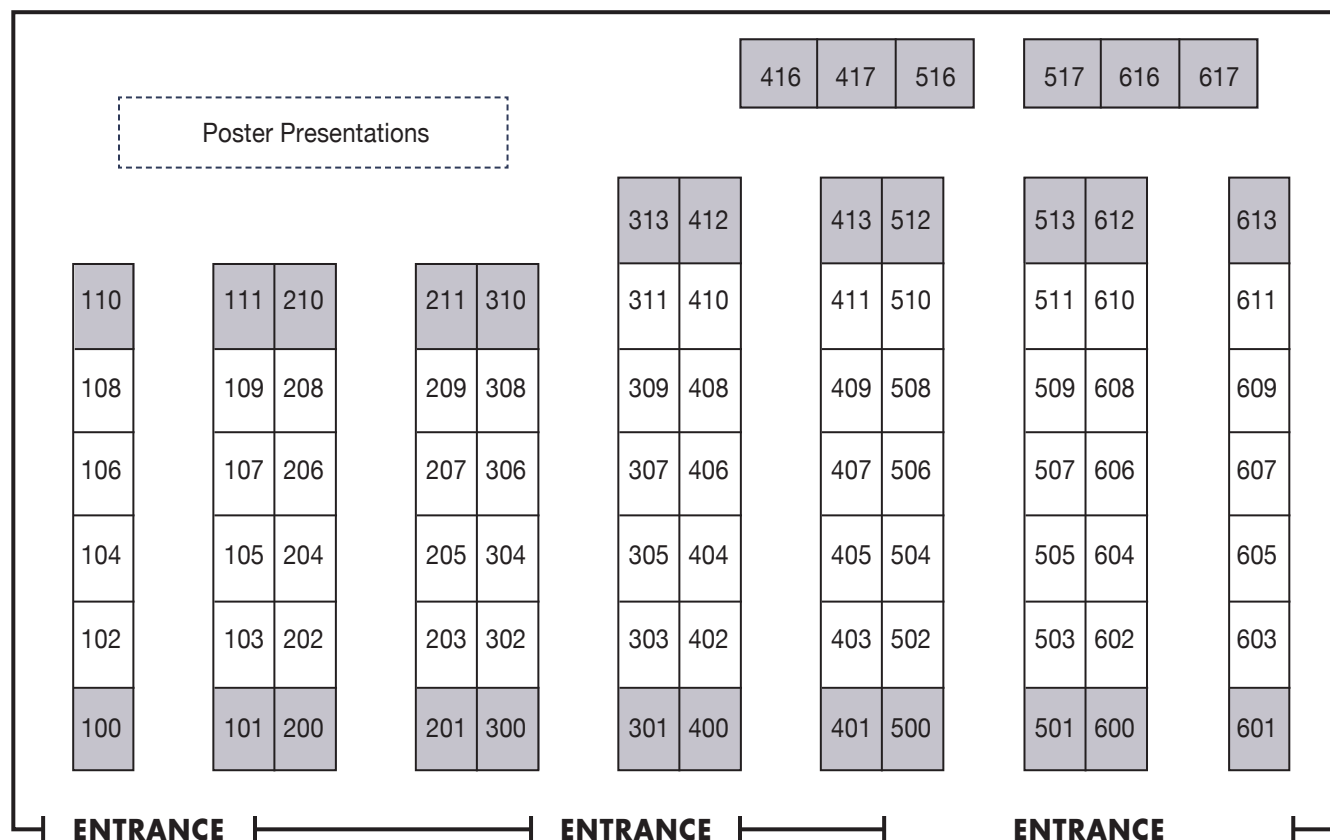
**10.** Exhibitors must carry their own fire, theft, or other insurance. All exhibit materials must comply with local fire laws, insurance underwriter and safety regulations. All containers and packing materials are to be removed from the exhibition area when the exhibit is set up. Explosive or flammable materials and substances are not allowed. All electrical work must be installed in accordance with local regulations. The exhibitor assumes responsibility for compliance with municipal and provincial regulations concerning fire, safety and health.

11. Smoking in the exhibit hall is prohibited at all times.
12. For security reasons, exhibitors are required to keep an attendant at their booth during all open hours.
13. All or any part of the space herein designated is subject to reassignment and rearrangement by the Sponsor for the purpose of consolidation of display space or for any reason.
14. No exhibitor shall assign, sublet or apportion the whole or any portion of space allotted to any Exhibitor or person. Exhibitor remains fully responsible and liable under its contract for all activities of any person to occupy or use its space. No booth sharing is permitted.
15. Parts of exhibits, signs or other display materials may not be posted, taped, nailed or otherwise affixed to walls, doors, or any part of the Marriott in any way that may cause damage. Damage caused by failure to observe this rule will be paid for by the exhibitor.
16. Exhibitor's equipment is not insured by the ICOI for loss, theft, damage or breakage. Neither the Marriott

employees or representatives, nor any representative of the ICOI can be held responsible for any injury, loss or damage to the exhibitor's employees or property. The exhibitor must assume responsibility for damages to property caused by, or which in any way arise out of, the actions of the exhibitor.

17. If an exhibit display/booth fails to arrive, the exhibitor will still be responsible for all rentals and no refund will be made.
18. Any and all matters not specifically covered in the preceding rules and regulations shall be subject solely to a decision of the ICOI Directors.
19. If any exhibitor chooses to cancel their registration, a refund will be issued, minus a 50% cancellation fee until December 15, 2013 after which time no refund will be given.
20. The New Orleans Marriott Hotel on Canal Street is the host hotel for this symposium. Located at 555 Canal Street, New Orleans, LA 70130. For reservations please call (888) 364-1200 or (504) 581-1000.

## EXHIBIT HALL FLOORPLAN



\* Sponsors have priority selection of the shaded booths.

# ICOI WINTER SYMPOSIUM

MARRIOTT HOTEL ON CANAL STREET • NEW ORLEANS, LA • JANUARY 16-18, 2014

## EXHIBITOR APPLICATION

Name of Company \_\_\_\_\_ Exhibit Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Toll Free Phone Number \_\_\_\_\_ Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_ E-mail \_\_\_\_\_ Website \_\_\_\_\_

**\*Our booth preferences: 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_**

*\*Following Sponsorship booth assignments, remaining exhibit booth space will be assigned on a first come, first served basis. No booth(s) selected is guaranteed.*

Brief description of your product and/or service:

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**Representatives at exhibit:** Only 2 representatives are included in the Exhibit Booth fee. Each booth space can have a maximum of 4 representatives. No exchanging of badges by representatives is permitted. The ICOI reserves the right to refuse representative admittance for unethical behavior. Representatives are required to wear their badges at all times while at the show.

A fee of \$350.00 USD will be incurred for each additional representative registered before the event until January 1st. No additional representatives or name changes will be accepted after January 1st. There will be a \$500.00 USD charge for each additional "On-Site" representative.

(1) \_\_\_\_\_ (2) \_\_\_\_\_

*To order additional badges please fill out the Additional Representative Application.*

I hereby agree to abide by ICOI regulations. In addition, I hereby release and agree to hold harmless the ICOI and the Marriott Hotel on Canal Street from any and all liability for damage or loss to my exhibit, equipment or products.

**Booth Fees:**  One Space: 3,000.00 USD  Two Spaces: \$7,000.00 USD

*Booth space is limited. Each exhibitor is allowed a maximum of 2 booths (except Platinum and Gold Sponsors).*

Enclosed is full payment of US \$ \_\_\_\_\_. (Please make check payable to ICOI.)

*(For outside the United States, please send payment in US dollars to ICOI on a check drawn on a US Bank or by credit card.)*

Please check method of payment:  **CHECK**  **CREDIT CARD:**  MasterCard  Visa  American Express

Card Number \_\_\_\_\_ Exp.Date \_\_\_\_\_ CVV No. \_\_\_\_\_

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

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**SEND APPLICATION TO:** ICOI Central Office: 1700 Route 23 North, Suite 360, Wayne, New Jersey 07470 USA  
Phone: (973) 783-6300 • Fax: (973) 783-1175 • mortilla@icoi.org



# ICOI WINTER SYMPOSIUM

MARRIOTT HOTEL ON CANAL STREET • NEW ORLEANS, LA • JANUARY 16-18, 2014

## ADDITIONAL REPRESENTATIVE BADGE REQUEST

Name of Company \_\_\_\_\_ Exhibit Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Toll Free Phone Number \_\_\_\_\_ Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_ E-mail \_\_\_\_\_ Website \_\_\_\_\_

**Representatives at exhibit:** Only 2 representatives are included in Exhibit Booth fee. Each booth space can have a maximum of 4 representatives. No exchanging of badges by representatives is permitted. The ICOI reserves the right to refuse representative admittance for unethical behavior. Representatives are required to wear their badges at all times while at the show.

A fee of \$350.00 USD will be incurred for each additional representative registered before the event until January 1st. No additional representatives or name changes will be accepted after January 1st. There will be a \$500.00 USD charge for each additional "On-Site" representative.

### Names of Representatives Included with Exhibit Fee:

(1) \_\_\_\_\_ (2) \_\_\_\_\_

### Additional Representatives: (additional fee required)

(3) \_\_\_\_\_ (4) \_\_\_\_\_

### Platinum, Gold & Silver Sponsors Only:\* Platinum (10 representatives), Gold (8 representatives) and Silver (6 representatives)

(1) \_\_\_\_\_ (2) \_\_\_\_\_

(3) \_\_\_\_\_ (4) \_\_\_\_\_

(5) \_\_\_\_\_ (6) \_\_\_\_\_

(7) \_\_\_\_\_ (8) \_\_\_\_\_

(9) \_\_\_\_\_ (10) \_\_\_\_\_

\* For Silver Sponsors, an additional fee is required for more than 6 representatives.

\* For Gold Sponsors, an additional fee is required for more than 8 representatives.

\* For Platinum Sponsors, an additional fee is required for more than 10 representatives.

I hereby agree to abide by ICOI regulations. In addition, I hereby release and agree to hold harmless the ICOI and the Marriott Hotel on Canal Street from any and all liability for damage or loss to my exhibit, equipment or products.

### BADGE FEES: \$350 per additional representative before January 1st.

**After January 1st registrations will be accepted on-site for \$500 per additional representative.**

Enclosed is full payment of US \$ \_\_\_\_\_. (Please make check payable to ICOI.)

(For outside the United States, please send payment in US dollars to ICOI on a check drawn on a US Bank or by credit card.)

Please check method of payment:  CHECK  CREDIT CARD:  MasterCard  Visa  American Express

Card Number \_\_\_\_\_ Exp.Date \_\_\_\_\_ CVV No. \_\_\_\_\_

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

**SEND APPLICATION TO:** ICOI Central Office: 1700 Route 23 North, Suite 360, Wayne, New Jersey 07470 USA  
Phone: (973) 783-6300 • Fax: (973) 783-1175 • mortilla@icoi.org

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## IMPORTANT ADDENDUM TO THIS PROSPECTUS

### GUIDELINES REGARDING COMMERCIAL SUPPORT AND CONFLICT OF INTEREST

**The ICOI, in planning this continuing education program for the ICOI Winter Symposium, will adhere to the following policies:**

1. Program topic selection will be based on perceived needs for professional information and not for the purpose of endorsing specific commercial products, drugs, materials, treatments, or services.
2. Funds received from commercial sources in support of any educational programs shall be unrestricted and the ICOI Scientific Committee shall retain exclusive rights regarding the selection of presenters, instructional materials, program content and format, etc.
3. Any and all commercial support received shall be acknowledged in program announcements, brochures, and the on-site program book.
4. Commercial support shall be limited to:
  - a. the payment of reasonable honoraria;
  - b. reimbursement of presenter's out of pocket expenses; and
  - c. the payment of the cost of modest meals or social events held as part of an educational activity.
5. Presenters shall be instructed to avoid recommending or mentioning any specific product by its trade name. They should use generic terms whenever possible. When reference is made to a specific product by its trade name, reference shall also be made to competitive products.
6. Speakers will be required to disclose any potential bias or conflict of interest to commercial supporters and the audience of any activity related to the ICOI Winter Symposium.

### **The ICOI shall:**

1. Be responsible for the content, quality, and scientific integrity of all CEU activities.
2. Assure that presentations give a balanced view of all therapeutic options.
3. Assure that commercial exhibits do not influence planning nor interfere with the presentation of CEU activities.
4. Be responsible for making ultimate decisions regarding funding arrangements for CEU activities.
5. Assure that commercially supported social events at CEU activities do not compete with, nor take precedence over, the educational events.
6. Have a policy on conflict of interest and assure that all CEU activities conform to this policy.