



INTERNATIONAL
ACADEMY OF SLEEP
PRESENTS:

SLEEP-CON

DALLAS | OCTOBER 29-31

SLEEP-CON

OCTOBER 29-31
DALLAS

**90% OF THE MOST SUCCESSFUL SLEEP DENTISTS
IN THE COUNTRY WILL BE THERE -
DON'T MISS YOUR CHANCE TO SHOWCASE YOUR
PRODUCTS AND SERVICES TO THEM!**

Join us for the Third Annual SLEEP-CON, where the International Academy of Sleep opens its doors to non-member doctors, vendors, and the general public for a deep dive into the IAOS model. Come witness how IAOS is changing the business of sleep dentistry.

Discover why IAOS members are now seeing 20-50 sleep patients each month, every month. You'll get unprecedented marketing opportunities showcasing your offering to hundreds of the most successful sleep dentists in the country.

YOU DEFINITELY CAN'T AFFORD TO SLEEP THROUGH THIS!

ACT QUICKLY AND SAVE \$500

BY SUBMITTING YOUR EXHIBITOR APPLICATION

BY MARCH 31, 2021

GET A FREE BOOTH

CLICK HERE FOR DETAILS



APPLY RIGHT NOW for **THE** premier event in the industry:

- ③ Gain direct access to 90% of the most successful sleep dentists nationwide
- ③ Interact with the entire IAOS member base
- ③ Meet additional non-member attendees
- ③ Ensure your position as an essential Dental Sleep Medicine provider
- ③ Hear and meet incredible keynote speakers
- ③ Limited number of exhibitor packages available, they'll SELL OUT FAST!
- ③ This is a LIVE EVENT!

THANK YOU FOR CONSIDERING **SLEEP-CON**


We look forward to receiving your application and hope to see you in **Dallas!**



**FOR ADDITIONAL INFORMATION
PLEASE CONTACT**

 Claudia Villatoro

 2400 Morris Ave Suite 204
Union NJ 07083

 908-258-0341

 Claudia@iaos.com

GENERAL INFORMATION

● Meeting Location

Irving Convention Center at Las Colinas,
500 W Las Colinas Blvd, Irving, TX 75039

● Exhibit Hall Location

Exhibit Hall B

● Exhibit Hall Hours

Friday, October 29, 2021, 10:00am – 7:30pm
(includes Sleep-Con cocktail hour from 5:00pm – 6:30pm)

Saturday, October 30, 2021, 10:00am – 5:00pm

Note: Exhibit hall hours are subject to change.

● Exhibitor Move-In, Check-In & Move-Out

Exhibitor Move-In

Thursday, October 28, 2021, 2:00pm-6:00pm
Friday, October 29, 2021 8:00am- 10:00am

Exhibitor Check-in

Thursday, October 28, 2021, 5:00pm-7:00pm
Friday, October 29, 2021, 8:00am-10:00am

Exhibitor Move-Out

Saturday, October 30, 2021, 5:00pm-7:00pm

● Official Decorator and Drayage Contractor TBD

● IAOS' Legendary Halloween Party

Saturday, October 30, 2021, 6:00pm

ABOUT THE INTERNATIONAL ACADEMY OF SLEEP

Founded in 2016 by a former dentist, Dr. Avi Weisfogel, the International Academy of Sleep helps dentists expand their practices by creating a dental sleep medicine business alongside their existing dental practices.

Unlike other dentists who add dental sleep medicine as an additional service, our members build their own separate sleep businesses, investing a minimum of 250K in growing their business. Our one-of-a-kind program enables these dentists to triple their profit margins while addressing one of the most overlooked health issues of our times: **Sleep Apnea**.



**Our one-of-a-kind program enables dentists
to triple their profit while saving lives**



We cover everything from science to administration, guiding dentists through all the necessary steps for establishing a thriving dental sleep business.

We offer tools and infrastructure, along with personal instruction and support from the most successful dental sleep practitioners in the country.

Headquartered in Union, NJ, we are a vast network of hundreds of members and thousands of partners all working together to provide the best dental sleep program in the nation.



DATES TO REMEMBER

April 30, 2021

Deadline to submit exhibitor applications and qualify for early bird discount

August 31, 2021

Deadline to submit exhibitor registrations

August 31, 2021

Deadline to submit exhibit space application (Subject to availability)

EXHIBITOR OPPORTUNITIES

EXHIBITOR PACKAGES

LEVEL 1 PLATINUM EXHIBITOR

Early Bird: \$9,995

4 Platinum Packages Available

Includes 20'X10' Booth

2-Day Exhibition Time

Pre-Conference Email Blasts
to All Attendees
Prior to Conference Date

Post-Conference Email Blast
to All Attendees

Choice of Booth
Location

Listed on the Agenda
as a Platinum Exhibitor

Your Brochure or Marketing
Piece in the Course Tote Bag

Up to 30 Minutes Speaking time
in front of entire audience

Wine Stand Hosted at Your Booth
During Cocktail Reception

Video, bio, and link to your
website on the Sleep-Con USA
Website

Mention of Your Company at Both
General Sessions as a Platinum
Exhibitor

Access to VIP Lounge with
Catered Meals for Your Team



LEVEL 2 GOLD EXHIBITOR

Early Bird: \$4,995

10 Gold Packages Available

Includes 20'X10' Booth

2-Day Exhibition Time

Pre-Conference Emails Blasts
to all Attendees
Prior to Conference Date

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Second Choice of Booth
Location

Listed on the Agenda
as a Gold Exhibitor

Your Brochure or Marketing
Piece in the Course Tote Bag

Your choice of Tier 2 Premium
Sponsorship Option

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Bio & Link to Your Website
from the Sleep-Con USA
Website

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Option to add VIP Lounge
Access: \$199 per person per day



LEVEL 3 SILVER EXHIBITOR

Early Bird: \$1,995

Includes 10'X10' Booth

2-Day Exhibition Time

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Option to add VIP Lounge
Access: \$199 per person per day



EXHIBITOR PRICING

**CLICK
HERE
TO
REGISTER
NOW!**

Exhibitor Type	On or Before Apr. 30	After Apr. 30
Platinum	\$9,995	\$10,995
Gold	\$4,995	\$5,495
Silver	\$1,995	\$2,495


COMPLIMENTARY REGISTRATIONS:

Booth Type	Number of Registrations	
	Exhibit Hall Only	Full Conference
Silver	4	1
Platinum / Gold	6	2

TO APPLY PLEASE VISIT SLEEP-CON USA EXHIBITOR REQUEST FORM

For additional information on becoming a Sleep-Con USA exhibitor, contact:

 Claudia Villatoro

 908-258-0341

 Claudia@iaos.com

PLATINUM AND GOLD EXHIBITORS - APPLY FOR YOUR BOOTH LOCATION

- 1** Review the exhibit hall floor plan and identify up to four of your top exhibit space choices
- 2** Complete the exhibit application located at: **www.sleepconusa.com**
- 3** Submit the completed application and payment online
- 4** Please list companies you do not wish to be next to

Confirmation of receipt of the exhibitor application and payment will be provided within approximately 5-10 business days.

EXHIBIT INFORMATION

Rental of exhibit space includes:

- Complimentary 50-word listing in the online exhibitor listing and Final Program

- Post-meeting attendee mailing list (with attendee approval), one-time use

- Exact booth specifications TBD

- One tote bag per exhibiting company containing the 2021 Sleep-Con materials

- Cocktail reception and morning and afternoon coffee breaks in the exhibit hall

- Exclusive sponsorship and advertising opportunities

- The opportunity to network and connect with the industry's top leaders and professionals

Rental of exhibit space DOES NOT include:

- Additional furniture

- Utilities (electricity, internet, phone, gas, water or drain)

- Freight and material handling

- Storage of crates and empties

- Lead retrieval devices

- Cleaning services within your booth space

- Labor and other services needed for your exhibit space

GUARANTEED SPACE REQUIREMENT:

To guarantee exhibit space, each exhibitor will submit full payment for the conference package selected, unless otherwise agreed to in writing. Space is not guaranteed until payment is received in full.

PAYMENT INFORMATION

- Payment must be received in full at the time of application.
- Payment may be made by Visa, MasterCard, American Express, Discover or via ACH.

Payment for the maximum number of booths requested will be processed upon receipt of the application; the processing of this payment in no way constitutes the acceptance of the application or ability to accommodate the maximum number of booths requested. Any refunds due based on actual booth assignment will be processed and returned following the final acceptance of the exhibit application and booth assignment notification email. Refunds are only processed electronically via the method you paid.



GET A FREE BOOTH OR AN UPGRADE TO A DOUBLE BOOTH!

You will receive a referral code when you reserve and pay for your booth.

Share this code with your clients when you encourage them to attend Sleep-Con.

**Once 10 people use your code,
your booth fee* will be refunded in full.**

***Standard Booth Only**



EXHIBIT INFORMATION

BOOTH INFORMATION AND POLICIES

➤ Booth Limitations

All aspects of Sleep-Con exhibit hall are designed for 10'x10' booths. The size of the exhibit hall limits the number of booths. Support from Freeman Decorating, the official contractor for this meeting, is based on the requirements for an exhibit hall of 10'x10' booths. Based on these factors, IAOS limits each exhibiting company to a maximum of two 10'x10' booths.

➤ Booth Availability

Once full capacity of the exhibit hall has been reached, a waiting list will be maintained. After March 31, 2021, if booth space is available, submitted applications will require review and approval prior to assignment of booth space. IAOS management will monitor the status of the exhibit hall through August 31, 2021 to determine whether exhibit booth space becomes available. Applications will not be accepted after August 31, 2021.

➤ Floor Plan

IAOS reserves the right to rearrange the floor plan in order to accommodate all requests for booth space.

IAOS may also adapt the floor plan to comply with hotel and other regulations. Exhibitors will be notified via email if their booth numbers change due to any of the above circumstances.

➤ Rejection of Application

IAOS reserves the right to reject an application, refuse rental of display space, cancel booth space after an application is approved, or curtail or close exhibits or parts of exhibits at any time prior to or during Sleep-Con. The enforcement of this right is at the sole and absolute discretion of IAOS management.

REGISTRATION

Sleep-Con requires exhibitors to register prior to the exhibition. Exhibitors can register their representatives online at www.sleepconusa.com

An email will be sent to each exhibitor's primary contact with information on how to use the registration system.

➤ Complimentary Registration

Exhibiting companies with a 10'x10' booth (inline or corner) receive one complimentary full meeting registration, which includes entrance to the exhibit hall and general sessions, and four complimentary exhibit hall only registrations, which allow entrance to the exhibit hall only. Exhibiting companies with a 20'x10' booth will receive two complimentary full meeting registrations and six complimentary exhibit hall-only registrations.

➤ Purchasing Additional Registrations

Any additional exhibitor representatives will be required to register as an exhibitor full meeting attendee or exhibit hall only attendee. There is no limit on the number of registrations an exhibitor can purchase, however, the maximum number of representatives allowed at one time in a 10'x10' exhibit space is 4 and a 20'x10' exhibit space is 10.

Registration Type	On or Before August 31	On Site
Full-Meeting	\$795	\$849
Exhibit Hall Only	\$75	\$100

- In addition to complimentary registrations
- There is an additional \$25 administrative fee per on-site registration or change; expect delays for on-site registration processing.

➤ On-site Registration

If a company representative chooses to register on-site or is not pre-registered, the individual must provide proof of affiliation, such as a business card, and provide payment. On-site changes to pre-registered company representatives are to be made by the on-site company contact designated on the application.

For this reason, it is important to notify IAOS of any changes to your plans. No swapping or substituting of badges is approved unless permitted by the on-site company contact. There will be a \$25 administrative fee per on-site registration, change or addition.

PLANNING FOR SLEEP-CON



**WANT TO
LEARN MORE?
PLEASE CALL
THE OFFICE AT
908-258-0341**

● Move-In/Move-Out

Move-in and setup will take place on
Thursday, October 28, 2021, 2:00pm-6:00pm
and Friday, October 29, 2021, 8:00am-10:00am

Move-out will take place on
Friday, October 29, 2021, 6:00pm-8:00pm
and Saturday, October 30, 2021, 5:00pm-7:00pm

Note: Move-in/move-out times are subject to change.

● Early Access

Booth personnel are permitted access to the exhibit hall one hour before and 30 minutes after the official exhibit hours. An exhibit badge is required for entrance. Admittance during move-in or move-out times is limited to those individuals employed by the exhibiting company or directly responsible for installation/dismantling.

● Housing

All hotel reservations must be made through the Sleep-Con website. Further information will be sent with your booth assignment via email.

Blocks of 10 or more rooms must be approved by IAOS.
In order to receive approval, submit the housing request form to IAOS
via fax to (908) 378-5448 or via email to Claudia@iaos.com

IAOS will begin accepting Sleep-Con housing request forms on March 15, 2021.
Allow approximately one week for requests to be reviewed. The deadline to submit housing requests is August 31, 2021.

● Exhibitor Listing

Each exhibiting company is entitled to a 50-word description of the company's products and/or services for print in the Sleep-Con Final Program and the Online Exhibitor Listing on the Sleep-Con website. This list will go live in mid-April and will stay up until the end of Sleep-Con. Word limitations for the descriptions will be strictly enforced. Descriptions longer than the allowable limit will be edited by Sleep-Con without approval from the exhibiting company. The company name, city, state/province, country, toll-free number and website will automatically be printed in the program and are not included in the 50-word count. The description must be provided on the Exhibitor Application or via email to Claudia@iaos.com no later than August 31, 2021. Company descriptions received after this date will not be included in the Final Program.

FOR REGISTRATION [CLICK HERE](#)