

INTERNATIONAL  
ACADEMY OF SLEEP  
PRESENTS:

# SleepCon

**NEW ORLEANS**  
**OCTOBER 28-29**

# SleepCon

**OCTOBER 28-29  
NEW ORLEANS**

**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 Fourth Annual SleepCon, 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!**



**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 **SleepCon**

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



**FOR ADDITIONAL INFORMATION  
PLEASE CONTACT**

 Claudia Villatoro

 908-258-0341

 Claudia@iaos.com

# GENERAL INFORMATION

## ● Meeting Location

### **New Orleans Marriott**

555 Canal Street, New Orleans 70130

## ● Exhibit Hall Location

TBA

## ● Exhibit Hall Hours

Friday, October 28, 2022, 10am - 7:30pm

(includes SleepCon cocktail hour from 5:00pm - 7:30pm)

Saturday, October 29, 2022, 10:00am - 5:00pm

**Note: Exhibit hall hours are subject to change.**

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

### **Exhibitor Move-In**

Thursday, October 27, 2022, 2:00pm-6:00pm

Friday, October 28, 2022, 8:00am- 10:00am

### **Exhibitor Check-in**

Thursday, October 27, 2022, 5:00pm-7:00pm

Friday, October 28, 2022, 8:00am-10:00am

### **Exhibitor Move-Out**

Friday, October 28, 2022, 6:00pm-8:00pm

Saturday, October 29, 2022, 5:00pm-7:00pm

## ● Official Decorator and Drayage Contractor

**TBD**

## ● IAOS' Legendary Halloween Party

Saturday, October 29, 2022, 7:00pm

# ABOUT THE INTERNATIONAL ACADEMY OF SLEEP

Founded in 2016 by a former dentist, 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**

**August 31, 2022**

Deadline to submit exhibitor registrations

**August 31, 2022**

Deadline to submit exhibit space application (Subject to availability)

# EXHIBITOR OPPORTUNITIES

## EXHIBITOR PACKAGES

### LEVEL 1 PLATINUM EXHIBITOR

**\$18,000**

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 SleepCon 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

**\$6,495**

10 Gold Packages Available

Includes 10'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 SleepCon Website

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

### LEVEL 3 SILVER EXHIBITOR

**\$2,995**

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Includes 10'X10' Booth

2-Day Exhibition Time

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



# BOOTH PRICING

**CLICK  
HERE  
TO  
REGISTER  
NOW!**

Booth Type	Price
Platinum	\$18,000
Gold	\$6,495
Silver	\$2,995

## COMPLIMENTARY REGISTRATIONS:

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

**TO APPLY PLEASE VISIT [SleepCon USA EXHIBITOR REQUEST FORM](#)**  
For additional information on becoming a SleepCon USA exhibitor, contact:

 Claudia Villatoro  
 908-258-0341  
 [Claudia@iaos.com](mailto: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](http://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

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

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- Exact booth specifications TBD

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- One tote bag per exhibiting company containing the 2022 SleepCon materials

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

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- Exclusive sponsorship and advertising opportunities

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

## Rental of exhibit space DOES NOT include:

- Additional furniture

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

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- Freight and material handling

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- Storage of crates and empties

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- Lead retrieval devices

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- Cleaning services within your booth space

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- 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.





# EXHIBIT INFORMATION

## BOOTH INFORMATION AND POLICIES

### ➤ Booth Limitations

All aspects of SleepCon 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.

### ➤ 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 SleepCon. The enforcement of this right is at the sole and absolute discretion of IAOS management.

# REGISTRATION

SleepCon requires exhibitors to register prior to the exhibition. Exhibitors can register their representatives online at [www.sleepconusa.com](http://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 October 26th	On Site
Full-Meeting	<b>\$795</b>	\$849
Exhibit Hall Only	<b>\$75</b>	\$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 palms. 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 SleepCon



**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 27, 2022, 2:00pm-6:00pm

**Move-out** will take place on  
Saturday, October 29, 2022, 5:00pm-8:00pm

**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.

## ● Exhibitor Listing

Each exhibiting company is entitled to a 50-word description of the company's products and/or services for print in the SleepCon Final Program and the Online Exhibitor Listing on the SleepCon website. This list will go live in mid-April and will stay up until the end of SleepCon. Word limitations for the descriptions will be strictly enforced. Descriptions longer than the allowable limit will be edited by SleepCon 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](mailto:Claudia@iaos.com) no later than August 31, 2022. Company descriptions received after this date will not be included in the Final Program.

**FOR REGISTRATION [CLICK HERE](#)**