



COLLABORATION
CURES 2024
9 / 12 - 14 | RENO

EXHIBITING PARTNER PROSPECTUS



DON'T GAMBLE WITH YOUR PATIENTS' HEALTH



“Don’t Gamble With Your Patients’ Health,” the Collaboration Cures 2024 maxim, underscores the critical importance of prioritizing oral systemic and airway health practices in patient care, recognizing the mouth as a gateway to overall health. Collaboration Cures practitioners do what other practitioners do and much more! Our Collaboration Cures 2024 program provides education and training to multidisciplinary practitioners. Our Exhibiting Partners provide the products and services to lead the charge, drawing patients who seek treatment and solutions to unravel disease complexities and deliver lasting remedies.

Exhibiting at Collaboration Cures 2024 is about more than just showcasing products. It’s about engaging with practitioners actively seeking solutions to enhance patient care strategies. By exhibiting, companies can address evolving healthcare provider needs, establish valuable connections, and foster long-term partnerships. Exhibiting Partners can also maximize their return on investment by selecting their tier-level support and sponsoring additional special events and activities to increase their product or brand exposure.



EXHIBIT AT COLLABORATION CURES 2024



Practitioners converge at Collaboration Cures conferences to expand their knowledge and spearhead a transformative movement towards comprehensive healthcare. These gatherings serve as a crossroads of collaboration, where practitioners fortify their expertise, forge alliances, and chart pathways toward implementing excellent patient care. They are not passive attendees; instead, they are proactive agents of change, actively seeking products and services that align with their commitment to elevating patient care - now and in the future.



With the opportunity to meet face-to-face with over 1,000 dental and medical professionals, Collaboration Cures, is a premier platform to showcase products, receive crucial feedback, and solidify impactful relationships with leading healthcare practitioners.

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TENTATIVE SCHEDULE



WEDNESDAY, SEPTEMBER 11, 2024

11:00am – 7:00pm Registration Open
1:00pm – 7:00pm Exhibitor Move-In



THURSDAY, SEPTEMBER 12, 2024

7:00am – 6:00pm Registration Open
7:30am – 5:30pm Exhibit Hall Open
9:30am – 10:30am Coffee and Networking Break with Exhibiting Partners
12:00pm – 1:30pm Lunch with Exhibiting Partners
3:00pm – 3:30pm Refreshment Break with Exhibiting Partners
5:30pm Exhibit Hall Closed (Reopening for Reception)
6:00pm – 8:00pm Welcome Reception in Exhibit Hall



FRIDAY, SEPTEMBER 13, 2024

7:00am – 6:00pm Registration Open
7:30am – 5:30pm Exhibit Hall Open
10:00am – 10:30am Coffee and Networking Break with Exhibiting Partners
12:00pm – 1:30pm Lunch with Exhibiting Partners
3:00pm – 3:30pm Refreshment Break with Exhibiting Partners
5:30pm Exhibit Hall Closed (Reopening Saturday Morning)
6:00pm – 9:00pm Celebration of Collaboration Gala



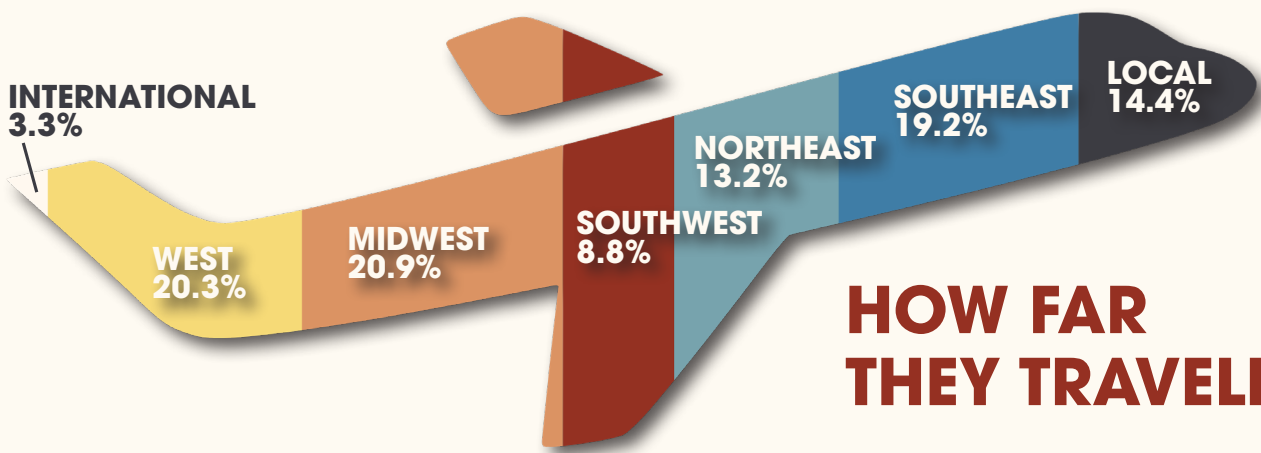
SATURDAY, SEPTEMBER 14, 2024

8:00am – 3:30pm Registration Open
8:00am – 1:30pm Exhibit Hall Open
9:00am – 9:30am Coffee and Networking Break with Exhibiting Partners
11:00am – 11:30am Coffee and Networking Break with Exhibiting Partners
12:30pm – 1:30pm Refreshment Break with Exhibiting Partners (Lunch on Own)
1:30pm – 7:00pm Exhibitor Move-Out

ABOUT OUR ATTENDEES

Learn more about the attendees at Collaboration Cures.*

1100+ ATTENDEES FOR 3 DAYS

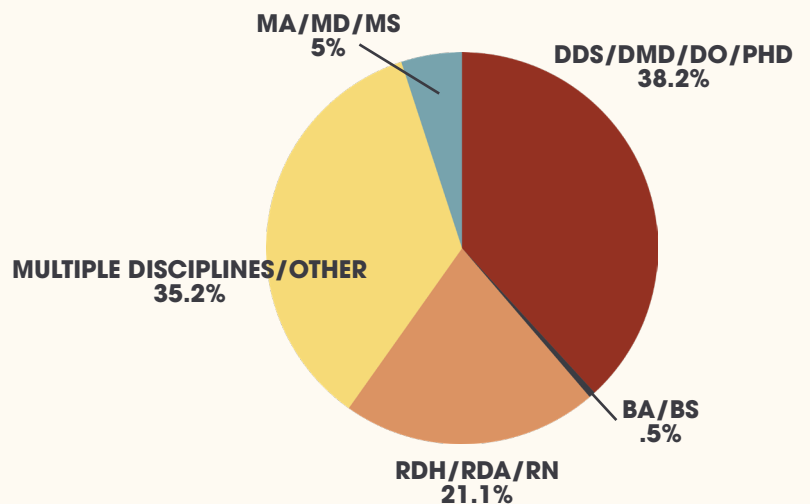


HOW FAR THEY TRAVELED

CREDENTIALS

OVER 70% OF ATTENDEES ARE DECISION MAKERS

WHICH INCLUDES BUSINESS AND PRACTICE OWNERS, CEOS, EXECUTIVE DIRECTORS, OFFICE MANAGERS, AND DSO PARTNERS.



*All data is reflective of attendees of Collaboration Cures 2023 in Orlando, Florida.

BECOME AN EXHIBITING PARTNER

Exhibiting at Collaboration Cures 2024 offers your company the chance to meet face-to-face with over 1,100 potential customers, enhancing lead generation and company opportunities.

ADDITIONAL BENEFITS INCLUDE:

- Showcasing your offerings to a targeted audience focused on oral systemic and airway health
- Generating qualified leads
- Optimizing branding exposure
- Utilizing cost-efficient networking to engage with key players, existing customers, and crucial new contacts to foster company growth
- Optional lead retrieval rental

**NEED HELP?
HAVE QUESTIONS?
GET ANSWERS:**

Contact Us:
ccexpo@etherio.com

Exhibiting at Collaboration Cures 2024 isn't just about displaying products—it's an exhilarating opportunity to connect with practitioners passionately seeking solutions to revolutionize patient care strategies. Moreover, you will supercharge your return on investment by selecting a tailored Exhibiting Partner level and choosing to sponsor exclusive events- doubling down on your company's exposure and product recognition, which will unleash a jackpot of brand marketing success. It's not just an exhibit—it's a gateway to transformative collaboration and boundless success!

EXHIBITOR LEVELS:

PLATINUM



\$10,000

GOLD



\$5,500

SILVER



\$3,500

EXHIBITING PARTNER BENEFITS AT A GLANCE



EXHIBITING PARTNER LEVEL COMPARISON CHART

PLATINUM
\$10,000

GOLD
\$5,500

SILVER
\$3,500

LOGO PLACED ON COLLABORATION
CURES 2024 SIGNAGE

X

X

X

NUMBER OF 8X10' BOOTH(S) IN THE EXHIBIT HALL

2

1

1

EXHIBIT HALL REGISTRATION(S)

3

2

1

PUSH NOTIFICATIONS TO ATTENDEES

3

2

1

LOGO & BIO DESCRIPTION IN CONFERENCE APP

**400
WORDS**

**200
WORDS**

**100
WORDS**

PRE AND POST-CONFERENCE E-BLAST TO
REGISTERED ATTENDEES

1/1

1/-

AD BANNER PLACEMENT IN CONFERENCE APP

2

1

EDUCATIONAL ARTICLES PUBLISHED UNDER
THE COLLABORATION CURES 2024
ATTENDEE NEWSLETTER

2

1

COMPLIMENTARY CONFERENCE REGISTRATION(S)

2

1

TABLE TO DECORATE AT THE GALA

X

X

COMPLIMENTARY TICKET(S) TO THE GALA

2

1

SATURDAY WORKSHOP PRESENTATION

X

PLATINUM \$10,000

Platinum Exhibiting Partners have the opportunity to showcase their brand in the most unique way possible for Collaboration Cures.



PLATINUM EXHIBITING PARTNERS RECEIVE:

- Company logo on Collaboration Cures 2024 signage.
- Premier booth space location in the Exhibit Hall with one (1) 8x20' exhibitor booth space, two (2) 8' high back drapes, two (2) 3' high side drapes, two (2) 6' draped tables, four (4) side chairs, one (1) wastebasket, and one (1) standard ID sign (company name and booth number only).
- Complimentary Exhibit Hall registration for three (3) booth representatives, with two (2) of the booth representatives having complimentary attendee status to sit in on sessions.
- Three (3) push notifications sent to attendees via the conference app during the event.
- A 400-word company biography in the online Exhibiting Partner directory with your company logo.
- One (1) pre-event and one (1) post-event E-blast sent to attendees.
- Two (2) advertising banner placements within the conference app (marketing campaign flier, coupon, etc.) to attendees during the event.
- One (1) educational article published under the Collaboration Cures 2024 Attendee Newsletter.
- One (1) table for your company to decorate at your discretion at the Friday Night Celebration of Collaboration Gala. Decorations are not included.
- Two (2) complimentary tickets to attend the Friday Night Celebration of Collaboration Gala.
- An opportunity to present one (1) hour-long workshop on Saturday (limited availability).
- Your company's logo & link to your website on the Collaboration Cures 2024 Exhibiting Partners page.
- An attendee list is provided fifteen (15) days in advance of the event for appointment scheduling.

GOLD \$5,500

Gold Exhibiting Partners have an opportunity to build brand awareness and expand their visibility to multidisciplinary healthcare professionals.



GOLD EXHIBITING PARTNERS RECEIVE:

- Company logo on Collaboration Cures 2024 signage.
- One (1) 8x10' exhibitor booth space in the Exhibit Hall with one (1) 8' high back drape, two (2) 3' high side drapes, one (1) 6' draped table, two (2) side chairs, one (1) wastebasket, and one (1) standard ID sign (company name and booth number only).
- Complimentary Exhibit Hall registration for two (2) booth representatives, with one (1) of the booth representatives having complimentary attendee status to sit in on sessions.
- Two (2) push notifications sent to attendees via the conference app during the event.
- A 200-word company biography in the Exhibiting Partner directory with your company's logo.
- One (1) pre-event E-blast sent to attendees.
- One (1) advertising banner placement within the conference app (marketing campaign flier, coupon, etc.) to attendees during the event.
- One (1) educational article published in the Collaboration Cures 2024 Attendee Newsletter.
- One (1) table for your company to decorate at your discretion at the Friday Night Celebration of Collaboration Gala. Decorations are not included.
- One (1) complimentary ticket to attend the Friday Night Celebration of Collaboration Gala.
- Your company's logo & link to your website on the Collaboration Cures 2024 Exhibiting Partners page.



SILVER \$3,500

Silver Exhibiting Partners have the opportunity to network in the Exhibit Hall with our multidisciplinary healthcare professionals, as well as increase their brand exposure.



SILVER EXHIBITING PARTNERS RECEIVE:

- Company logo on Collaboration Cures 2024 signage.
- One (1) 8x10' exhibitor booth space in the Exhibit Hall with one (1) 8' high back drape and two (2) 3' high side drapes, one (1) 6' draped table, two (2) side chairs, one (1) wastebasket, and one (1) standard ID sign (company name and booth number only).
- Complimentary Exhibit Hall registration for one (1) booth representative.
- One (1) push notification sent to attendees via the conference app during the event.
- A 100-word company biography in the Exhibiting Partner directory with your company's logo.
- Your company's logo & link to your website on the Collaboration Cures 2024 Exhibiting Partners page.



PROMOTIONAL OPPORTUNITIES

BUILD BRAND AWARENESS AND INCREASE ROI

Take your results to the next level with these promotional opportunities! Featuring a variety of investment options and offerings, we will partner with you to build the perfect package to achieve your marketing objectives.

*Promotional opportunities are sold on a first-come, first-served basis and are exclusive unless otherwise noted.

CONSUMABLES



CONTINENTAL BREAKFAST AND MORNING COFFEE/TEA SPONSOR - STARTING AT \$10,500

Two (2) Available (Friday and Saturday Morning)

Start the morning off right by sponsoring a continental breakfast with coffee/tea/water in the Exhibit Hall. Sponsorship includes a sign on each table recognizing your company as the sponsor, a listing on the conference app, and a push notification. Customizations are available for an additional charge.



COFFEE/TEA BREAKS - STARTING AT \$6,500

Six (6) Available (Thursday, Friday, and Saturday)

New for Collaboration Cures 2024 is the opportunity to sponsor a Coffee/Tea break located in the Exhibit Hall! Sponsorship includes a sign recognizing your company as the sponsor. Customizations are available for an additional charge. Don't miss your chance to sponsor this unique opportunity!

CONSUMABLES CONT.



THURSDAY WELCOME RECEPTION SPONSOR - STARTING AT \$16,500

Be the first company to welcome conference attendees by sponsoring the Thursday night Welcome and Networking Reception in the Exhibit Hall! Heavy hors d'oeuvres and a hosted beer and wine bar are included for attendees. Your sponsorship includes a sign recognizing your company as the sponsor, a listing in the conference app, and a push notification reminding attendees about the reception and that your company is the sponsor. Customizations are available for an additional charge.



LUNCH SPONSOR - STARTING AT \$12,500

Two (2) Available (Thursday and Friday)

Feed the minds and bodies of Collaboration Cures 2024 attendees by sponsoring lunch in the Exhibit Hall! Sponsorship includes a sign at each table recognizing your company as the sponsor, a listing on the conference app, and a push notification. Customizations are available for an additional charge.



HYDRATION SPONSOR - STARTING AT \$8,500

All Fill-Up Locations for the Entire Conference

Help Collaboration Cures 2024 attendees stay hydrated and refreshed while they are learning and networking. Water fill-up stations will be in high-traffic areas in the Exhibit Hall, ensuring prime visibility for your company. As the sponsor, you will receive a sign at each fill-up location and two (2) push notifications on the conference app. Up the ante by sponsoring a water bottle to be placed in the attendee tote bag! This sponsorship lasts for the entire duration of Collaboration Cures 2024! Starting at \$8,500. If adding a water bottle, prices start at \$12,000 (placed in attendee tote bags). Customizations are available for an additional charge.

TOUCH-POINTS

KEYCARD SPONSORSHIP - STARTING AT \$5,000

All Keycards for Attendees Staying at the Grand Sierra Resort.



New for Collaboration Cures 2024 is the opportunity to brand the hotel key cards for attendees when they check in to the Grand Sierra Resort. This sponsorship fee includes the design (using artwork provided by your company) and the production of the hotel key cards. Customizations are available for an additional charge.

TOTE BAG SPONSOR - STARTING AT \$4,500

All Attendees and Registrants Receive a Tote Bag.



Collaboration Cures 2024 attendee bags are one of the most widely used resources by attendees and registrants before, during, and after the event. Your company logo will be placed prominently on the front of the bags (The exact bag design will be chosen by Collaboration Cures) and co-branded with the Collaboration Cures 2024 logo. Don't miss this unique opportunity to expand your brand exposure! Customizations are available for an additional charge.

LANYARD SPONSOR - STARTING AT \$4,500

All Attendees and Registrants Receive a Lanyard.



Every attendee and registrant will continuously see your company logo placement on the lanyard - in the corridors, meeting rooms, and the Exhibit Hall. Customizations are available for an additional charge.

PRODUCT/SAMPLE TOTE BAG INSERT - \$250

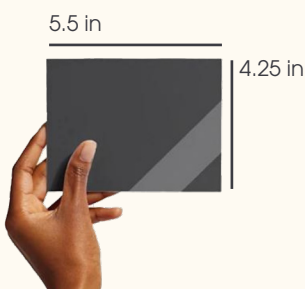
Cost Per Item.



Share a sample of your product by ensuring it gets into the hands of every attendee and registrant! Your company pays for shipping to Collaboration Cures 2024, and we place it in the tote bag. This purchase pays for ONE item. Additional items can be added for a \$75 per item charge.

PAPER/FLYER TOTE BAG INSERT - \$100

Cost Per Item.



Share a printed message and ensure that it gets into the hands of every attendee and registrant! Your company pays for shipping to Collaboration Cures 2024, and we place it in the tote bag. This purchase pays for ONE item. Additional items can be added for a \$25 per item charge.

SPONSOR AN EXPERIENCE

CELEBRATION OF COLLABORATION GALA SPONSOR - \$25,000

Friday Night 6:00pm - 9:00pm: Awards, Dinner, Dancing, and Music.

Elevate your brand's visibility and join the excitement as the premier sponsor for the unforgettable Celebration of Collaboration Gala on Friday Night!

Ticket Price Per Attendee: \$75

PURCHASE A MESSAGE FROM THE PODIUM DURING THE PULMONAUTS PERFORMANCE BREAKS - \$1,000

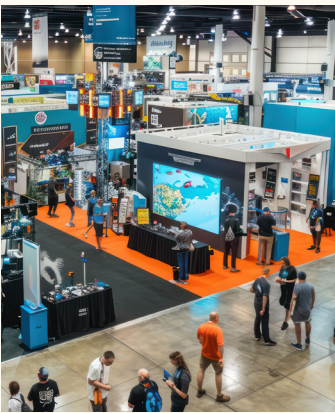
Get your message out to Gala attendees! Purchase a two (2) minute message to share with attendees from the stage, as well as a slide that will be shown in the background during your presentation.



EXHIBIT HALL SPONSOR - \$15,000

Coverage Before, During, and After the Event.

Be recognized as the sponsor of the entire Exhibit Hall! Your company name will serve as the sponsor for the Exhibit Hall. All references made to the Exhibit Hall in marketing, once this package is purchased, would include your company name. Signage for the Exhibit Hall and the conference app will feature your company's name. You will receive a list of conference attendees post-event plus one insert of your choice for the attendee tote bag.



WI-FI SPONSOR - \$15,000

Be the exclusive Wi-Fi sponsor for Collaboration Cures 2024. Wi-Fi access will be available for all attendees in general areas, and the Wi-Fi sponsor will select the network name and create the password. This gives you great company branding onsite throughout Collaboration Cures 2024, as most attendees will use the Wi-Fi network.



PODIUM SPONSOR - \$5,000

Number of Podiums: Seven (7)

Select one of seven podiums to sponsor for Collaboration Cures 2024. Your company name and logo will be printed on the signage. One sponsor per podium for the entire event.



EXPERIENCE CONT.



CONTINUING EDUCATION SPONSOR - \$3,500

One (1) Sponsor for the Entire Event.

Continuing Education credits are a vital component of attending the event. Show your support for education by sponsoring our Continuing Education for Collaboration Cures 2024! Your company's name and logo will be included in signage and presentations.

FOCUS ON YOUR BRAND



CONFERENCE EMAIL BLAST - \$500

Cost Per Email. Begins Six (6) Weeks Prior to the Event. Six (6) Blasts Available.

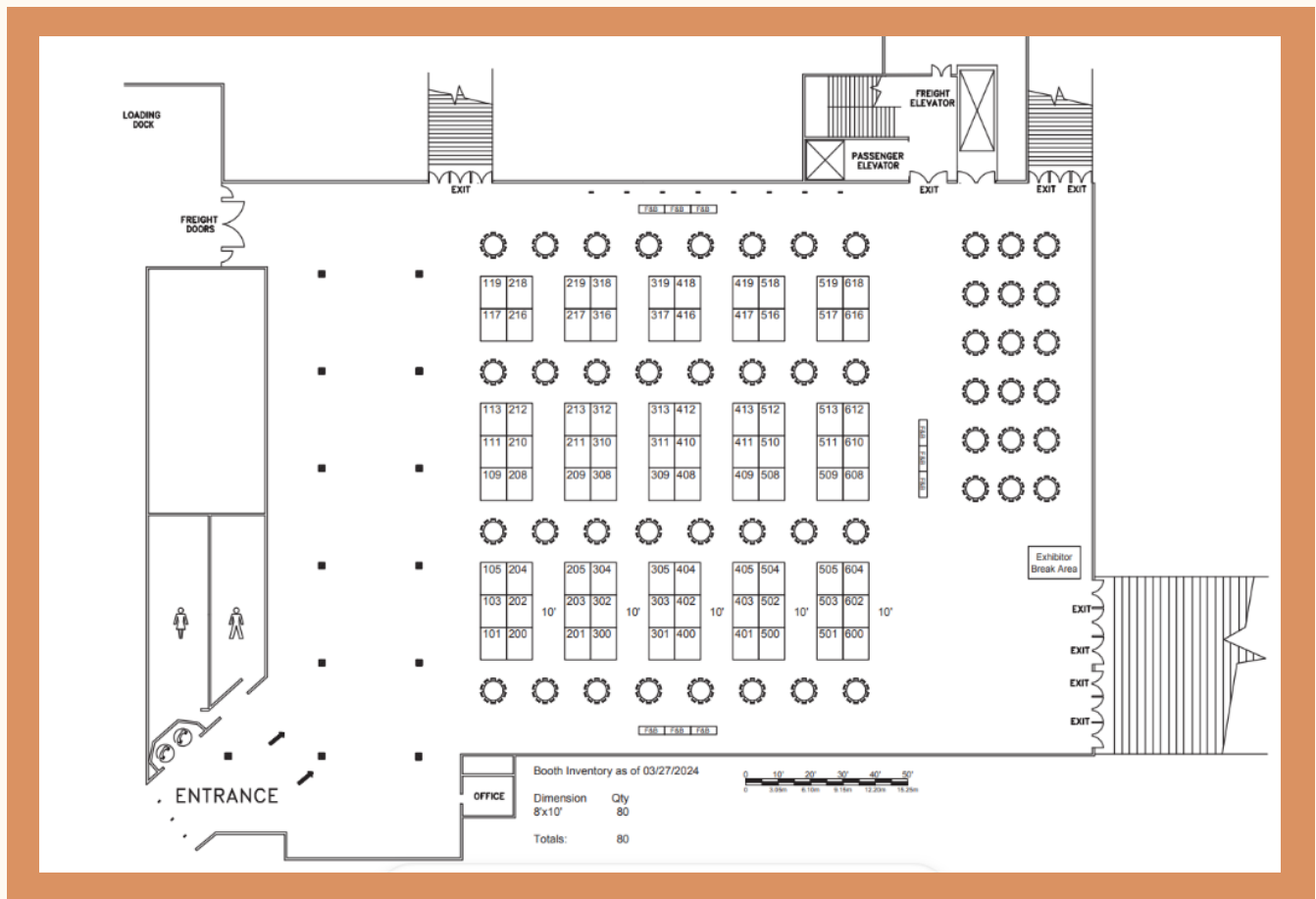
Have a message you need to get out to conference attendees? Send out an email blast. Your company provides Collaboration Cures with the information and design; we will take care of the rest.



CONFERENCE AND INFORMATION SPECIFICS

THE TENTATIVE FLOORPLAN

This is the tentative floor plan for Collaboration Cures 2024 and is subject to change at any time.



IMPORTANT DATES

APR. 17:	APR. 17 - AUG. 3:	AUG. 3*:	AUG. 16:
Exhibiting Partner Portal Opens.	Registered Exhibiting Partners may submit information, links, and promotions for the event website.	Deadline for Exhibiting Partners to receive full benefits.	Final day to reserve your hotel room. https://book.passkey.com/event/50731851/owner/16854/home

CONFERENCE AND INFO CONT.

SPACE SELECTION PROCESS

Booth selection will be established based on support level and first come, first served.

BOOTH ELECTRICITY AND INTERNET SERVICES

Both internet and electricity are available via the Grand Sierra Resort & Casino. Order forms for these services will be included in the Exhibitor Kit.

CARPETING AND FLOOR SURFACES

The Exhibit Hall is fully carpeted. An additional purchase of flooring is not required.

EXHIBIT HALL TIMELINE

Booth setup must occur on Wednesday, September 11, 2024, between the hours of 1:00pm and 7:00pm.

Booth dismantling must occur on Saturday, September 14, 2024, from 1:30pm to 7:00pm. Early dismantling of booths is prohibited.

EXHIBITING PARTNER ELIGIBILITY

Qualified Exhibiting Partners are limited to firms, organizations, and agencies that promote awareness of products, technologies, and services that are recognized and approved by Collaboration Cures as being supportive of the objectives of the annual conference. (Further restrictions may apply; see Rules and Regulations).

EXHIBITING PARTNER HOTEL REQUIREMENTS

Exhibiting Partners are REQUIRED to book their lodging within the designated Collaboration Cures 2024 hotel room block at the Grand Sierra Resort before August 16, 2024. Please reference this guide's "Booking Your Stay" section for more information.

THE FOLLOWING IS A TENTATIVE EXHIBIT HALL SCHEDULE:

Wednesday, September 11, 2024

11:00am – 7:00pm	Registration Open
1:00pm – 7:00pm	Exhibitor Move-In

Thursday, September 12, 2024

7:00am – 6:00pm	Registration Open
7:30am – 5:30pm	Exhibit Hall Open

Friday, September 13, 2024

7:00am – 6:00pm	Registration Open
7:30am – 5:30pm	Exhibit Hall Open

Saturday, September 14, 2024

8:00am – 3:30pm	Registration Open
8:00am – 1:30pm	Exhibit Hall Open
1:30pm – 7:00pm	Exhibitor Move-Out

TERMS OF PAYMENT AND REGISTRATION DEADLINE

Payment is due in full at the time of purchase and is non-refundable. In order to receive all Exhibiting Partner benefits listed, the deadline for registering is August 3, 2024.*

***Due to printing deadlines, some Exhibiting Partner benefits will not be available after this date.**

ADDITIONAL PROMOTIONAL OPPORTUNITY PURCHASES AND PAYMENT DEADLINE

Payment is due in full at the time of purchase and is non-refundable. We strongly advise purchasing without delay. Many of our 2023 promotional opportunities sold out weeks in advance.

CONFERENCE AND INFO CONT.

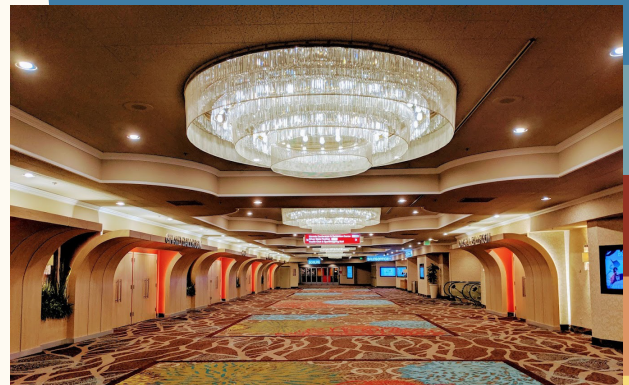
EXHIBITOR SERVICES AND SHIPPING

Alliance will provide exhibitor services, including additional purchases needed for your booth, shipping, and logistics to and from the event. (Order forms are available on the Exhibiting Partner portal.) The Exhibitor Services Kit will be available starting April 17, 2024.

All information, including shipping and service forms, will be included. A link will be distributed via email to all the Exhibiting Partners and promotional opportunity purchasers to obtain access.

FOOD SERVICES FOR EXHIBITING PARTNERS

All breaks and provided lunches will be served in the Exhibit Hall and open to all attendees and Exhibiting Partners. Additionally, food and/or beverages will be available during the Thursday evening Welcome Reception in the Exhibit Hall and is open to all attendees and Exhibiting Partners. The Celebration of Collaboration Gala is on Friday night and requires a separate ticket, which can be purchased at the time of registration.



PURCHASING THE ATTENDEE LIST FROM OUTSIDE SOURCES

PLEASE NOTE: DO NOT purchase the attendee list for Collaboration Cures 2024 from any outside organizations. Under no circumstances will Collaboration Cures publicly share our attendee list from any of our events. Please be aware that outside organizations are not endorsed by our event, and entering into financial agreements with these companies can have costly consequences. Please report any scams to marketing@aaosh.org.

BOOKING YOUR STAY

Grand Sierra Casino Resort in Reno, Nevada

2500 E 2nd Street | Reno, NV 89595

Located minutes from the Reno-Tahoe International Airport (RNO) and in the heart of the Truckee Meadows, Grand Sierra Resort and Casino is ideally positioned to explore all the region has to offer while providing everything you need in one convenient location. The resort boasts the largest casino floor in northern Nevada at 100,000 square feet and the best entertainment and nightlife offerings in Reno. In addition to nearly 2,000 rooms and suites, the property boasts 8 restaurants, 7 grab-and-go eateries, 9 bars and lounges, a bowling center, an escape room, and a driving range. To learn more about the resort, visit: <https://www.grandsierraresort.com>



ROOM RATES:

\$129.00 - Sunday - Thursday

\$229.00 - Friday and Saturday

RESERVATIONS

Collaboration Cures 2024 has arranged for discounted room rates at the Grand Sierra Resort and Casino.

Please visit <https://book.passkey.com/go-CURE24> to make your hotel reservations.

You may also call 1-800-648-5080 and reference COLLABORATION CURES 2024 to receive the event rate. Please note that using the 800 # adds a \$4.95 + tax service fee per reservation.

The cut-off date for guest room reservations is Friday, August 16, 2024. Be sure to make your reservations as soon as possible, as rooms are likely to sell out prior to the cut-off date.

ADDITIONAL FEES AND GRATUITIES

The guestroom rates are quoted per guestroom, per night, single/double occupancy. There will be an additional per-person charge of \$25.00 for triple/quad occupancy. In addition, please make note of the following fees and gratuities:

GUESTROOM TAXES:

All rooms are subject to thirteen percent (13%) Washoe County Room Tax, their daily resort fee plus tax, and a daily \$2.00 tourism surcharge fee (all items subject to change).

RESORT FEES:

A \$25.00 resort fee plus 13% tax will be charged per room per night. The resort fee includes complimentary access to a 24-hour fitness center, the pool, unlimited local and toll-free phone calls, two bottles of water, and coffee in the room daily, beverage refrigerator, and in-room safe, boarding pass printing services located at the Bell Desk, computer access in the Business Center 24 hours a day with your room key, valet and self-parking, roundtrip airport shuttle service, and virtual guest service assistance.

HOUSEKEEPING GRATUITY:

\$1.99 daily. Unless otherwise instructed at check-in or anytime during the stay before the charge occurs, the housekeeping gratuity will be posted to the individual attendees' guestroom account. Guests will have the option to choose not to participate.

PLEASE NOTE: Collaboration Cures 2024 has been notified that some members have been contacted by various third-party housing services offering assistance with reservations for the event at the Grand Sierra Resort in Reno. Please be aware that no third-party housing service is authorized to act on behalf of either AAPMD, AAOSH, or the Grand Sierra Resort. Collaboration Cures 2024 has secured a block of guest rooms for the event, and all rooms must be reserved using this link: <https://book.passkey.com/go/CURE24>



NEED A RIDE?

The Grand Sierra Resort offers an airport shuttle service! The shuttle leaves the resort at the top (:00) and bottom (:30) of every hour and leaves Reno-Tahoe International (RNO) outside the D Doors North of the Baggage Claim at quarter after (:15) and quarter 'til (:45) the hour, every day from 4:30 A.M. to 12:15 A.M.

RULES AND REGULATIONS

EXHIBITING PARTNERS CONTACT AND POLICIES

The policies stated here constitute a bona fide part of the contract for exhibit space. The American Academy of Physiological Medicine & Dentistry (AAPMD) and the American Academy for Oral and Systemic Health (AAOSH) collectively, “COLLABORATION CURES 2024” reserves the right to render all interpretations and decisions should any questions arise and to establish further regulations as may be deemed necessary to the general success and wellbeing of the exhibition. All matters and questions not covered in these policies are subject to the final judgment and the decision of COLLABORATION CURES 2024.

Exhibiting Partners are responsible for ensuring the furnishings they order and booth provisions they bring will reasonably fit in their space. COLLABORATION CURES 2024 does not provide any guarantee that additional accommodations will be made onsite should the materials brought outside of the parameters of the purchased space. The exhibiting company will incur additional fees if alternative arrangements are made.

BOOTH INCLUSIONS

Each 8x10’ space is granted one to three booth complimentary representatives depending on the Exhibiting Partner level. Additional booth personnel are welcome to attend and participate for \$400 each.

BOOTH FURNISHINGS

Each 8x10’ booth includes an eight (8) foot high backdrop and three (3) foot high side dividers, a six (6) foot table, two (2) chairs, a waste basket, a sign for the company name, and a booth number. COLLABORATION CURES 2024 affords aisle cleaning,

HOTEL ROOM RESERVATIONS

Exhibiting Partners are REQUIRED to book their rooms with the COLLABORATION CURES 2024 host hotel, the Grand Sierra Resort and Casino, to maintain exhibitor pricing. Companies with booth representatives within fifty (50) miles of the location are exempt from this policy. Such exceptions must be made in writing to COLLABORATION CURES 2024 by August 16, 2024. The hotel reservation link can be found in the “Booking Your Stay” section of this prospectus.

DEPOSIT AND PAYMENTS

Exhibiting Partners and sponsorship fees are due upon purchase and are non-refundable. The Exhibiting Partners agree to comply with all exhibitor regulations, including set-up and breakdown times and other exhibitor terms and conditions, including but not limited to items related to rooming, canvassing, onboarding, and additional booth representatives.

RULES AND REGULATIONS CONT.

NON-ASSIGNMENT

Without the written consent of COLLABORATION CURES 2024, no Exhibiting Partner shall assign, sublet, or apportion the space assigned to it to any other Exhibiting Partner, entity, or persons.

HOTEL INDEMNIFICATION

The Exhibitor shall be fully responsible for paying for any and all damages to property owned by the Hotel, its owners, or managers that result from any act or omission of the Exhibitor. The Exhibitor agrees to defend, indemnify, and hold harmless the Hotel, its owners, managers, officers, directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting from the Exhibitor's use of hotel property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or because of any accident, bodily injury, and/or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and company invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel, or any part thereof.

ATTIRE OF EXHIBITING PARTNER STAFF, REPRESENTATIVES, AND DEMONSTRATORS

The attire of Exhibiting Partner staff, representatives, and demonstrators in the Exhibit Hall can significantly effect a meeting. Attire should be consistent with a professional atmosphere.

NO ORAL MODIFICATION CLAUSE

This Application and Contract may not be orally modified. Only modifications in writing, signed by an authorized representative of COLLABORATION CURES 2024, will be considered enforceable.

A/V EQUIPMENT

If closed sound systems cannot be arranged and/or open sound systems are permitted, restrictions or regulations should indicate that sound leakage should not interfere with any other exhibitor. COLLABORATION CURES 2024 will require compliance and reserves the right to take necessary corrective action.

GIVEAWAYS & SALES

The Exhibitor has sole legal and financial responsibility regarding any and all giveaways and/or sales in connection with or related to the conference; notwithstanding, COLLABORATION CURES 2024 reserves the right to disapprove any giveaways if deemed inappropriate at its sole discretion. Display of Investigational Products and/or Display is also the sole responsibility of the Exhibitor. However, any such display shall be within the expectations and limitations of the Food and Drug Administration's Guidelines on Notices of Availability. COLLABORATION CURES 2024 recommends that any investigational product and/or device that is graphically depicted on a commercial exhibit should contain only objective statements about the product, contain no claims of safety, effectiveness, or reliability, contain no other claims to other marketed products, advise the offering exists solely for the purpose of obtaining investigators, and contain the statement: Caution- Investigational Product and/or Device- Limited to Investigational Use (or similar) in a prominent size and placement.

RULES AND REGULATIONS CONT.

EXHIBIT STAFF CONDUCT

All exhibits must be properly staffed at all times. Those leaving booths un-staffed for long periods of time or those who vacate the booth prior to the official closing time may be excluded from future meetings or penalized. Offensive promotions from exhibit personnel will not be tolerated. Any exhibitor's staff member(s) who demonstrate inappropriate or unsuitable conduct during the exhibition may be removed from the premises and may be subject to penalties, including forfeiture of exhibit fees paid. COLLABORATION CURES 2024 determination of such conduct shall be final. Collaboration Cures 2024 does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.

CONTRACT ACCEPTANCE

COLLABORATION CURES 2024 reserves the right to exercise its sole discretion in accepting or refusing applications. If the Associations do not accept an application, all money paid will be returned to the applicant.

BOOTH CONSTRUCTION AND ARRANGEMENT

COLLABORATION CURES 2024 will provide and arrange for the construction of necessary draped backgrounds of uniform style. Drapery is flame-proofed fabric. Unfinished or unsightly ends of exhibits must be draped by the service contractor at the expense of the Exhibitor. All exhibits must be confined to the limits of their respective booths as indicated on the floor plan. The back wall of the booth is eight (8) feet. Materials up to eight (8) feet in height may be placed within five (5) feet of the back wall. Exhibit material must not be set up so as to interfere with the view into adjoining booths. All materials must conform to

local building, electrical, and fire department codes and regulations.

PROGRAM ADVERTISING AND OUT BOARDING

Regardless of the level of participation, a company has invested in the event, holding an exhibit, demonstration, or display in the COLLABORATION CURES 2024's host city during the event will directly affect the company's ability to participate in future COLLABORATION CURES events. Only participating exhibitors may solicit attendees, and direct selling will be restricted to the company's exhibit space. Out of respect to COLLABORATION CURES 2024's corporate supporters, companies who are not paid exhibitors for COLLABORATION CURES 2024's events will be asked to leave, and their companies may be unable to participate in future events.

CANVASSING AND OTHER ACTIVITIES

No person, firm, or organization not having contracted with COLLABORATION CURES 2024 for the occupancy of space in the exhibition will be permitted to display or demonstrate its products, processes, or services, or distribute promotional materials in the exhibit hall, convention halls, corridors, or in hospitality suites. Any infringements of this rule will result in the prompt removal of the offending persons from the hall, and exhibitors waive any and all rights from claims against COLLABORATION CURES 2024 arising out of the enforcement of this rule. Circulars or other promotional material may be distributed only from the Exhibitor's booth space. COLLABORATION CURES 2024 reserves the right to reject, cancel, remove, or restrict exhibitors who, because of noise or any other reason, shall interfere with the best interests of the exhibition as a whole.

RULES AND REGULATIONS CONT.

Exhibiting Partners will select their own booth space. Space is available on a first-come, first-served basis. A COLLABORATION CURES 2024 representative will contact the exhibitor should a booth reassignment become necessary.

EXHIBITS

Any rooms/foyers that are reserved for exhibits (booth or tabletop) do not include drayage, decoration, labor, security, cleaning, janitorial, electrical, telecommunications, internet, etc., or damage repair to the exhibit space (which includes expenses, if any, shall be charged to the Exhibitor). Debris/trash must be removed from the property and properly disposed of in the trash receptacles. If the exhibit area is not returned in the same condition it was given by the scheduled end of the tear-down period, additional labor, and cleaning fees will be assessed. Fees are subject to change without notice.

SERVICES

It is mutually understood and agreed that COLLABORATION CURES 2024 will provide each Exhibitor with the following services are free of additional charge: erection of necessary flame retardant backgrounds of uniform style, an identification sign, aisle carpeting, program listing, general hall cleaning, and hall guard services. In addition to all other payments provided for this contract, the Exhibitor agrees to pay for the following services at rates approved by COLLABORATION CURES 2024: handling of incoming and outgoing freight; labor and material to assist in exhibit erection, dismantling, and maintenance of the exhibit; electrical service, including outlets; cleaning service; telephone service; furniture/accessories. COLLABORATION CURES 2024 may but shall not be required to supply these services.

SECURITY

Security will be provided by COLLABORATION CURES 2024 to manage and secure the Exhibit Hall, including set-up and tear-down days at the Exhibit Hall and Freight Doors entrances. Any theft must be reported to the management immediately, and a theft report must be completed. Security will also be available in aisles during clean-up each day. Exhibitors must provide adequate insurance in their own insurance policies for theft. Individual booth security is available at an additional fee for exhibitors.

MUSIC LICENSING (ASCAP/BMI)

It is the sole responsibility of the exhibiting company to pay all ASCAP (American Society of Composing Authors and Publishers) and/or BMI (Broadcast Music Incorporated) licensing fees and expenses if music is played (either taped or live) in the exhibit booth or at any exhibitor-sponsored function.

PROMOTION

To attract attendees and increase floor traffic during the conference and exhibition, exhibitors agree to distribute and promote the conference by mentioning COLLABORATION CURES 2024, the date, content, and location of the conference in print and media advertisements procured or distributed by the Exhibitor after such time as this contract is entered into. Such mention will also be included in all promotional materials and large-volume mailings to existing and potential customers.

RULES AND REGULATIONS CONT.

EXHIBITOR RESPONSIBILITY CLAUSE

To the fullest extent permitted by law, the person/legal entity described as an “Exhibitor” or “Exhibiting Partner” in this clause and in this exhibitor contract (regardless of whether such a person/legal entity is also described as “Exhibitor” or “Exhibiting Partner” in this contract) hereby assumes full responsibility and agrees to indemnify, defend, and hold harmless the Grand Sierra Resort and Casino (“Hotel”), the Hotel’s owner, and each of their respective owners, managers, subsidiaries, affiliates, employees, and agents (collectively, “Hotel Parties”), as well as the American Academy of Physiological Medicine & Dentistry and the American Academy for Oral & Systemic Health (“COLLABORATION CURES 2024” or “AAPMD/AAOSH”), from and against any and all claims or expenses arising out of Exhibitor’s use of the Hotel’s exhibition premises. The Exhibitor agrees to obtain and maintain Comprehensive General Liability Insurance during the use of the exhibition premises, including contractual liability covering the Exhibitor’s indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined with a single limit for personal injury and property damage. The Hotel Parties and AAPMD/AAOSH shall be named as additional insureds on such policy, and the Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither AAPMD/AAOSH nor the Hotel Parties maintain insurance covering the Exhibitor’s property and it is the sole responsibility of the Exhibitor to obtain such insurance.

LIABILITY

It is agreed that the Exhibitor shall make no claim of any kind against AAPMD/AAOSH, the Grand Sierra Resort and Casino, their agents or employees, or against any of AAPMD/AAOSH’s agents or employees for any loss, damage, theft, or destruction of goods; nor for any injury that may occur to itself or its employees while in the Exhibit Hall or on conference premises; nor for any damage of any nature or character whatsoever, and without limiting the foregoing, including any damage to its company by reason of the failure to provide space for an exhibit or removal of the exhibit, or for any action of AAPMD/AAOSH or its participants, agents, or employees in relation to the exhibit or Exhibitor, and the Exhibitor shall be solely responsible to its own agents and employees and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages, and expenses arising out of or relating to the custody, possession, operation, maintenance, or control of the leased space exhibit, for negligence or otherwise relating thereto. Notwithstanding any claim by the Exhibitor, if brought against AAPMD/AAOSH or its agents, or employees, or those of the Grand Sierra Resort and Casino shall be brought within one year of the Exhibitor knowing or should have known of the claim or potential claim; and any recovery for such claim shall be limited to the amount of monies paid by Exhibitor to AAPMD/AAOSH for the conference, and shall not include any recovery for special damages, lost revenues, lost profits, or lost company opportunities of any kind or nature.

RULES AND REGULATIONS CONT.

INSURANCE

Exhibitor must carry all the following insurances without exception: Workers' Compensation, fire, and theft insurance, and a comprehensive general liability with minimum coverage of one million dollars (\$1 million) per occurrence and two million dollars (\$2 million) aggregate, including product liability coverage (for any products provided as giveaways, samples, or sales), completed operations, independent contractors coverage, and slip-and-fall and any other personal injury liability coverage. Proof of full compliance satisfactory to COLLABORATION CURES 2024 shall be provided to COLLABORATION CURES 2024 in writing within thirty (30) days of the conference and before the Exhibitor's exhibit, products, or materials enter the Exhibit Hall or conference premises. These coverages shall be evidenced by a Certificate of Insurance with a thirty (30) day notice or cancellation provision to the holder, naming AAPMD/AAOSH as an "Additional Insured," and a copy shall be placed at the exhibit booth at all times during event hours and presented to AAPMD/AAOSH upon demand. While the exhibition provides security guards, any and all security is an accommodation to exhibitors, and AAPMD/AAOSH assumes no responsibility for any loss, damage, or injury to any property of the Exhibitor or any of its officers, agents, employees, or contractors, whether attributable to accident, fire, theft, or any other cause whatsoever.

STRICT CONFIDENTIALITY & NON-DISPARAGEMENT

As a material term and condition of this agreement, the Exhibitor agrees not to disclose, disseminate, publicize, or allow or cause to be disclosed, disseminated, or publicized any of the terms and conditions of this agreement and/or the acts or omissions arising from the events concerning this Agreement or Exhibitor's participation or involvement at the conference, except to the extent compelled by law or as authorized by COLLABORATION CURES 2024 in writing. The Exhibitor will act professionally and in good faith at all times and will not disparage COLLABORATION CURES 2024 or the Grand Sierra Resort and Casino, any of their employees, agents, or representatives, or any of the conference speakers or exhibitors, either directly or indirectly orally or in writing by making disparaging comments or remarks himself/ herself or through a third party, including, but not limited to, any disparaging or negative comments online or on any social media, such as Facebook, LinkedIn or, X (formally known as Twitter). For any violation of this section, the Exhibitor shall immediately, and in no event more than three (3) calendar days, remove that negative remark, and provide a complete where necessary in COLLABORATION CURES 2024's opinion, with evidence of such removal and retraction concurrently provided to COLLABORATION CURES 2024 in writing. Any critical feedback from the Exhibitor shall be restricted to correspondence with and surveys received from COLLABORATION CURES 2024 or the Grand Sierra Resort and Casino, which correspondence and surveys shall be provided only to those entities.

RULES AND REGULATIONS CONT.

MISCELLANEOUS

It is further agreed that all current and subsequent COLLABORATION CURES 2024 and Grand Sierra Resort and Casino conditions and regulations, and any other facilities used by COLLABORATION CURES 2024 are made a part hereof as though fully incorporated herein. COLLABORATION CURES 2024 shall have full and exclusive power in the matter of interpretation, amendment, and enforcement of all said conditions and regulations, and any such amendments, when made and brought to the notice of said Exhibitor shall be as though fully incorporated herein and subject to the terms and conditions herein set forth. If a dispute or disagreement arises between the parties concerning the allotment of or permitted use of exhibition space or concerning the interpretation or any of the regulations that are part hereof, the decision and interpretation of COLLABORATION CURES 2024 shall be final. The Exhibitor hereby agrees to abide by the said interpretation, which shall be in writing if requested. Exhibitors seeking to install their own booth/display must comply with all state and federal laws and/or regulations and comply with any/all laws, rules, or regulations related to booth installation/dismantling. It is further agreed that in the case said premises shall be destroyed by fire or the elements or by any other cause, or in case of government intervention or regulation, military activity, strikes, or any other circumstances that make it impossible or inadvisable for COLLABORATION CURES 2024 to hold the event or portion thereof at the time and place herein provided then. Thereupon, this agreement shall terminate, and the said Exhibitor shall and does hereby waive any claim for property or other damages or compensation except the pro-rata return on the amount paid after the deduction of actual expenses. The parties shall act in good faith to

resolve any dispute arising from this agreement before the commencement of any formal legal action. In the event of any dispute arising under this agreement, the prevailing party shall be entitled to recover their reasonable attorney's fees and costs, including any such fees and costs incurred in pre-litigation resolution efforts. Any lawsuit or claim related to this agreement shall be brought to Reno, Nevada, with the laws of the State of Nevada governing such action. This agreement may be executed in counterparts and copies of the signed agreement shall be as valid and enforceable as the original. The parties agree that the fact one party drafted this agreement shall not be held against that party in any interpretation of this agreement by any court.